

Youngster



Where dream Chisels into reality

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Career in Broadcasting Industry



Today the Television, video and broadcasting sector are a sunrise sector. Present age is the age of Television that expands all over the sphere. India's entertainment Industry has been provided a turbo-charged force by the Television revolution through forcing a gearshift from neutral to top gear. In terms of career avenues the proliferation of new channels and production houses translates into a huge number and range openings for directors, producers, engineers, technicians, journalists, writers, computer animators, actor, anchors, set designers, makeup specialists etc.

However, there are no easy beelines to rush into this field or to flourish. One needs to strive hard to relish the nectar of success. Appropriate and comprehensive Training is mandatory in order to be a successful professional in this field. Proliferation of channels and entry of multinational media networks has resulted in an unprecedented boom in the Indian Television and Broadcasting industry. This has resulted in a great demand for skilled talent at all levels be it on the creative side or the business front and both in front of the camera as well as behind it. Unlimited opportunities

are at hand both for the flamboyant extrovert and the shy introvert, for actors, performers, engineers, marketing and management whiz kids, political pundits, economic forecasters, writers, news commentators, engineers and

Amitabh Bachchan, Ameen Sayani, Jasdev Singh, Narottam Puri, Prabhu Chawla, Prannoy Roy, Rajat Sharma, Barkha Dutt, Rajdeep Sardesai, Alka Saxena, Deepak Chaurasia, Barkha Dutt, Sudhir Mishra, Anubhav Sinha, Anusha Rizvi, Manish Sharma (Band Baja Baraat)..... and the list

technician. In short anyone with the desire and ability to succeed is entertained in this industry.

The recent satellite and television boom has opened up a truly vast array of diverse, thrilling, lucrative and varied career opportunities for anyone interested in working behind the camera or performing in front of it. Creative, enterprising, persistent and a good team player can become a celebrity basking in the limelight. Even the not so

outgoing have a place in this mega industry as she could opt for equally interesting and varied jobs behind the screen. The array of career opportunities as per one's talents, temperament and aspirations run from Producer to Director, Announcer, Cameraman, Correspondent, Costume Designer, Dressmaker, Floor Manager, Graphics Designer, lighting Director, Makeup Artist, Music Composer, News Reader, Presenter, Production Assistant, Program Coordinator, Researcher, Script Editor, Scriptwriter, Set Designer, Sound Operator, Studio Manager, Recording Operator, Transmission Controller, Videotape editor, Vision Mixer (online editor) and so on.....

Before deciding upon a career in television and broadcasting one needs to critically evaluate his/her personality and aptitude to make sure that he/she has got what it takes. It would not be wise to get carried away by the image of glamour, money and fame. A great deal of hard work goes into each project. There are immense pressures and the standards are exacting. One has to be a good team player, as individualistic



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styles of working do not find acceptance here. It may take considerable time, even years, to be acknowledged as a professional in the field- Cutthroat competition prevails and only the best win and even a minor error could cost very dearly.

The area of specialization must be matched to suit one's aptitude and interest before jumping into the sector. One should be open to learning. Working in television and radio is as demanding as it is exciting. As the TV shift consists of 10-12 hours as against the standard shift of 8 hours. This industry works even when the world sleeps or relaxes on holidays. However it is a different kind of toil because in spite of the stiff backs, the sense of creative satisfaction, of fulfillment, the sheer joy of seeing one's name recorded forever in the credits, far surpasses the tiring hard labor. Another wonderful aspect about working in the glamour industry is the democratic, equitable atmosphere that is tempered with informality. Everybody, no matter how young or old; senior or junior is addressed on a first name basis Hierarchies do exist but in a very well defined sequence and they are not overpowered in gas they are enforced in a subtle fashion. Since ideas dominate this business, novel views and opinions are always encouraged and even merit acceptance and implementation if they make sense. In the electronic media success is predominantly determined by one thing how good one is proving one's ability could take the candidate on an upward

spiral which would multiply tank and compensation package far quicker than any other career. One can start either by first undertaking a suitable course or directly start working as an assistant. A competent Producer with good projects in ad films, documentary features and corporate videos could offer better exposure, experience and quality than a big name. However, working in smaller company aids in acquiring many additional skills.

For those aspiring to join FM, it is a good idea to temper their CV with an audio tape of their voice in different languages, styles and speeds. With advancement in profession, it would be a good idea to compile a CD or DVD carrying recorded copies of their work. Television jobs are rarely advertised so one must keep on approaching studios and production houses, well known television companies and talent scouts directly. All the Central and State

Ministries have their independent Public Relations and Audio-Video Departments. From time to time, these departments advertise their requirements for empanelment of independent Producers, Directors and Storywriters.

Every success, no matter how big or small, is built on unflagging will. To taste victory, one must realize his/her potential in the fullest possible measure, strive hard without giving up. In this industry it is the lack of tenacity that trips people up and not lack of talent that does so. To keep pace with the technical advancements in this field formal training is

indispensable, albeit in some cases, on-the-job experience would appease. The prospects for aspirants have increased with the entry of the private sector into radio and television. Estimates reveal that the television industry will require at least 90,000 trained professionals. With Doordarshan, the largest network itself offering over 1,000 hours of programming per week, there is clearly a demand waiting to be filled. As a result, several institutions offering short and long-term courses have emerged. Even foreign universities offer some excellent courses in television broadcasting and production.

This requires an aspirant to be more cautious of those fly-by-night television schools promising instant expertise in four flat weeks. One must not be swayed by fancy ads and glossy brochures and in fit place should check out the credentials and placement records of the television schools. It would be a good idea to talk to students who are talking of these courses. Employment generation around 10,000 permanent staff and freelancers and over 2,000 new artistes are introduced each year. In addition employment for over 1,00,000 people, is created in related areas for cable operators, service engineers, and other technical areas etc. So why wait and watch? One can go ahead and select any of the following area of specialization in this exciting, glamour-filled industry.

Actor

With the advent of television, actors today abound on TV. Every tele-serial and tele-film offer dozens of opportunities. Television acting in India is on an upward spiral. An actor needs to possess the ability to imagine, to relate to people and situations that exist in another mind. He should be able to project emotions, to glean mannerisms and styles from diverse people. Also he must be an observer and not a spectator and should present a make-believe performance that may not be splendid but is convincing.

Announcer/Presenter

Announcer/Presenter is one of the jobs that are in demand in broadcasting by reason of its aura of glamour and lime light. Announcer's work may include reading scripted commentaries, interviewing, or presenting news bulletins and news flashes. Essential qualities for an announcer/presenter includes a good university education or journalistic background, screen presence, a keen, open and well-informed mind, besides a reasonable interest in and knowledge of the topic being featured. An announcer should be able to appear calm and confident even in a crisis situation.

Correspondent

The Correspondent is a journalist who contributes to a television/radio program through a story or a report. A good example can be a current affairs program that is in fact a team of Correspondents bringing in the news/interviews/features to feed such a program. Correspondent is basically concerned with giving story ideas in line with the program's theme, following the Producer's brief, taking along the crew (the- cameraman, the sound man, the lighting assistant) and shooting the story by interviewing people and collecting visuals. After this the Correspondent previews the tapes that have been shot before writing the story or script.

Director

A Director in television is the creative controller. A Director gives the program and provides direction to performers and technical crew. After completion of shooting, the director supervises the post-production work, such as editing and sound dubbing. In a live broadcast, e.g. a news bulletin, the Program Director



follows running order, selects pictures from those offered by the camera operator or from the videotape and relays instructions to the presenters. In radio drama, the director rehearses the actors, selects sound effect and also supervises the post-production work.

Floor/Location Manager

Floor Manager basically deals with coordination between the Producer/Director and people on the studio floor and is responsible for studio floor management. Safety is an important part of the work. Safety checks are in form of making sure the

sets are safe, ensuring that fire exits are always clear and shouldering the overall responsibility of ensuring that everything and everyone is in the right place at the right time. Actors are required to be on the studio floor when they are needed, suitably made-up and in the essential costume. Props, cameras and microphones all have to be correctly positioned.

Music Composer

Music Composer for television programs has a good thing going. Every program on TV irrespective of its nature leans on musical scores. The practice, more often than not, is to pinch from Western tunes. However an original, who can churn out compositions with versatility, does not find any problem. Starters can join an established, well known orchestra and keep on the lookout for better avenues.

Newscaster/Anchorperson

Usually an experienced journalist, a Newscaster presents news from the studio, reading from a self-written script or scripted material. A Newscaster/Anchorperson has to have a clear and well-modulated voice. Newscaster/Anchorperson must be thoroughly familiar with the background to the news and must be conscientious about the pronunciation of foreign names, places or words. It is of utmost importance to read smoothly without fluffing, even as stories break in the middle of a news bulletin, and to vary the pace of delivery to fit in with the time signals.

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Producer

The Producer is the person who produces a program. Since a producer has overall control of a project and conceptualizes or contributes to the idea on which a program is based, nothing can be incorporated in a program without his/her consent. The Producer manages the program budget, schedules various rehearsals, recording and shooting. The Producer also plays a very important role in selecting actors, participants and members of the production team.

Production Assistant

This is an entry-level job in the television industry. Production Assistants provide support to a program from commencement to conclusion. They attend all program planning, meetings, keep minutes of the decisions and follow them up. They also work as continuity persons to ensure that the film or video looks like one seamless whole as though shot without is a break. This calls for keen observation and attention to detail.

Production Manager/Project Coordinator

Production Manager/ Project Coordinator function assume significant importance. The responsibility of a Production Manager is immense/ he organizes for the technical and other equipment, fixes editing schedules in consultation with the Producer-Director, signs up with studios and usually arranges for every logistical detail.

Researcher

Researcher is responsible for information management and s/he provide facts and figure for television scripts, graphics, etc

Extensive collaboration with researchers' needs to be established as s/he is required to contribute ideas for and prepare material

for programs such as current affairs shows and documentaries. A Researcher has to find suitable people for interviews and write script treatments for the Program Presenter, have to trace pictures in newspaper archives, video sequences in old newsreels or recordings from sound archives. Researcher's tasks among others also include looking up bibliographical details for a book program, testing consumer reactions to a new product for a food program, or finding participants for a quiz show.

Script Editor

A Script Editor/Supervisor conducts the service as an intermediary between the



Scriptwriter and the Producer, and even commissions new work. Script Editor often supervises the shooting script on the floor/location and may make changes in the script if required. A literary background and experience in the theatre are the cutting edges of an ideal candidate for the post of Script Editor.

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Script Writer

A Scriptwriter as the name suggests writes scripts for a tele-serial, a documentary, or adapts a novel or a story for television. Scriptwriter has to have a flair for writing as the job profile requires him/her to be a wordsmith using short, crisp sentences and pithy language that add meaning to the plot but do not duplicate the visual.

Singer

Singing through television can be included in one's repertoire of avenues as it can prove to be a good start. One should try to participate in music-based programs, opening montages for products, occasional tele-film and so on and also network with advertising jingle producers.

Voice-Over Artist

Voicing/dubbing is a field that offers extreme flexibility, a great deal of choice and independence. One could lend his/her voice to documentaries, programs or ad films. Voicing pays well as the top voices in the country are booked from end to end and command steep prices based on each recorded minute.

Sound Recordist

Sound Recordist/Engineer may accompany a Correspondent on location, perform complicated work, in sound recording studio with complex electronic gadgetry, or simply pick up everything from the response of an interviewee to the muffled snatches of chat as people whisper among themselves or the pitter-patter of raindrops.

This requires him to have formal training at a film institute or systematic training under an established professional or a studio-production house as an assistant.

Ad Film Maker

The Ad Film Maker plays a key role in television advertising business. The Ad Film Maker examines the script written by

THIS MONTH

June 17, 1972 - Following a seemingly routine burglary, five men were arrested at the National Democratic Headquarters in the Watergate complex in Washington, D.C. However, subsequent investigations revealed the burglars were actually agents hired by the Committee for the Re-election of President Richard Nixon. A long chain of events then followed in which the president and top aides became involved in an extensive cover-up of this and other White House sanctioned illegal activities, eventually leading to the resignation of President Nixon on August 9, 1974.

June 30, 1971 - The 26th Amendment to the U.S. Constitution was enacted, granting the right to vote in all federal, state and local elections to American citizens 18 years or older. The U.S. thus gained an additional 11 million voters. The minimum voting age in most states had been 21.

June 30, 1997 - In Hong Kong, the flag of the British Crown Colony was officially lowered at midnight and replaced by a new flag representing China's sovereignty and the official transfer of power.

Compilation:
Honey Shah

BASICS OF MEDIA

Control Room :A room adjacent to the studio in which the director, the technical director, the audio engineer, and sometimes the lighting director perform their various production functions.

Medium Requirements: All content elements, production elements, and people needed to generate the defined process message.

Program Speaker: A loudspeaker in the control room that carries the program sound. Its volume can be controlled without affecting the actual line-out program feed. Also called audio monitor.

Production Schedule: The calendar that shows the reproduction, production, and postproduction dates and who is doing what, when, and where.

System: The interrelationship of various elements and processes whereby the proper functioning of each element is dependent on all others.

Feed: Signal transmission from one program source to another, such as a network feed or a remote feed.

To Be Continued In Next Issue-

Compilation:
Rahul Mittal



संपादक की कलम से

भारतीय स्वास्थ्य सेवा में सुधार की अर्हत आवश्यकता

किसी भी देश में स्वास्थ्य का अधिकार जनता का पहला बुनियादी अधिकार होता है। स्वस्थ नागरिक ही एक स्वस्थ व विकसित देश के निर्माणकारी तत्व होते हैं। हमारी तो सदियों से धारणा रही है कि शहला सुख निरोगी काया, दूजा सुख घर में हो मायाश तथा शजान है तो जहान है। निःसंदेह, अच्छी सेहत ही सबसे बड़ा खजाना है। सेहत को लेकर कोई भी असावधानी किसी को भी मृत्यु के करीब ले जा सकती है। इसलिए हर उस चीज से परहेज करना ही उचित है जिससे सेहत को नुकसान पहुंचाता है या जो हमें बीमारियों का शिकार बनाती है। स्वास्थ्य के महत्व की ओर बड़ी संख्या में लोगों का ध्यान आकृष्ट करने के लिये विश्व स्वास्थ्य संगठन के नेतृत्व में हर वर्ष 7 अप्रैल को विश्व स्वास्थ्य दिवस मनाया जाता है। गौरतलब है कि विश्व स्वास्थ्य संगठन के द्वारा जेनेवा में वर्ष 1948 में पहली बार विश्व स्वास्थ्य सभा रखी गयी और विश्व स्वास्थ्य दिवस वर्ष 1950 में पूरे विश्व में पहली बार मनाया गया। भारत स्वास्थ्य सेवा के क्षेत्र में बांग्लादेश, चीन, भूटान और श्रीलंका समेत अपने कई पड़ोसी देशों से पीछे हैं। इसका खुलासा शोध एजेंसी शैलैसेटर् ने अपने ग्लोबल बर्डन ऑफ डिजीज नामक अध्ययन में किया है। इसके अनुसार, भारत स्वास्थ्य देखभाल, गुणवत्ता व पहुंच के मामले में 195 देशों की सूची में 145वें स्थान पर है। विडंबना है कि आजादी के सात दशक बाद भी हमारे देश में स्वास्थ्य सेवाओं में सुधार नहीं हो सका है। सरकारी अस्पतालों का तो भगवान ही मालिक है ! ऐसे हालातों में निजी अस्पतालों का खुलावा तो कुकरमुक्ते की भांति सर्वत्र देखने को मिल रहा है। इन अस्पतालों का उद्देश्य लोगों की सेवा करना नहीं है बल्कि इन अस्पतालों में इलाज करवाना इतना महंगा है कि मरीज को अपना घर, जमीन व खेत गिरवी रखने के बाद भी बैंक से लोन लेने की तकलीफ उठानी पड़ती है। दरअसल हमारे देश का संविधान समस्त नागरिकों को जीवन की रक्षा का अधिकार तो देता है लेकिन जमीनी हकीकत बिलकुल

इसके विपरीत है। हमारे देश में स्वास्थ्य सेवा की ऐसी लचर स्थिति है कि सरकारी अस्पतालों में चिकित्सकों की कमी व उत्तम सुविधाओं का अभाव होने के कारण मरीजों को अंतिम विकल्प के तौर पर निजी अस्पतालों का सहारा लेना पड़ता है। देश में स्वास्थ्य जैसी अतिमहत्वपूर्ण सेवाएं बिना किसी विजन व नीति के चल रही है। ऐसे हालातों में गरीब के लिए इलाज करवाना अपनी पहुंच से बाहर होता जा रहा है। गौरतलब है कि हम स्वास्थ्य सेवाओं पर सकल घरेलू उत्पाद यानी जीडीपी को सबसे कम खर्च करने वाले देशों में शुमार हैं। आंकड़ों के मुताबिक, भारत स्वास्थ्य सेवाओं में जीडीपी का महज 1.3 प्रतिशत खर्च करता है, जबकि ब्राजील स्वास्थ्य सेवा पर लगभग 8.3 प्रतिशत, रूस 7.1 प्रतिशत और दक्षिण अफ्रीका लगभग 8.8 प्रतिशत, अफगानिस्तान 8.2 प्रतिशत, मालदीव 13.7 प्रतिशत और नेपाल 5.8 प्रतिशत खर्च करता है। भारत स्वास्थ्य सेवाओं पर अपने पड़ोसी देशों चीन, बांग्लादेश और पाकिस्तान से भी कम खर्च करता है। 2015-16 और 2016-17 में स्वास्थ्य बजट में 13 प्रतिशत की वृद्धि हुई थी, लेकिन मंत्रालय से जारी बजट में राष्ट्रीय स्वास्थ्य मिशन के हिस्से में गिरावट आई और यह मात्र 48 प्रतिशत रहा। परिवार नियोजन में 2013-14 और 2016-17 में स्वास्थ्य मंत्रालय के कुल बजट का 2 प्रतिशत रहा। सरकार की इसी उदासीनता का फायदा निजी चिकित्सा संस्थान उठा रहे हैं। नेपाल और पाकिस्तान जैसे देशों से भी हम पीछे हैं, यह शर्म की बात है। देश में 14 लाख डॉक्टरों की कमी है। विश्व स्वास्थ्य संगठन के मानकों के आधार पर जहां प्रति एक हजार आबादी पर एक डॉक्टर होना चाहिए। वहां भारत में सात हजार की आबादी पर एक डॉक्टर है। दीगर, ग्रामीण इलाकों में चिकित्सकों के काम नहीं करने की अलग समस्या है। यह भी सच है कि भारत में बड़ी तेज गति से स्वास्थ्य सेवाओं का निजीकरण हुआ है। स्वतंत्रता प्राप्ति के समय देश में निजी अस्पतालों की संख्या 8 प्रतिशत थी, जो अब

बढ़कर 93 प्रतिशत हो गई है। वहीं स्वास्थ्य सेवाओं में निजी निवेश 75 प्रतिशत तक बढ़ गया है। इन निजी अस्पतालों का लक्ष्य मुनाफा बटोरना रह गया है। दवा निर्माता कंपनी के साथ सांठ-गांठ करके महंगी से महंगी व कम लाभकारी दवा देकर मरीजों से पैसे ऐंठना अब इनके लिए रोज का काम बन चुका है। यह समझ से परे है कि भारत जैसे देश में आज भी आर्थिक पिछड़ेपन के लोग स्वास्थ्य जैसी सेवाओं को निजी हाथों में सौंपना कितना उचित है? एक अध्ययन के अनुसार स्वास्थ्य सेवाओं के महंगे खर्च के कारण भारत में प्रतिवर्ष चार करोड़ लोग गरीबी रेखा से नीचे चले जाते हैं। रिसर्च एजेंसी शर्नस्ट एंड यंगश द्वारा जारी एक रिपोर्ट के मुताबिक, देश में 80 फीसदी शहरी और करीब 90 फीसदी ग्रामीण नागरिक अपने सालाना घरेलू खर्च का आधे से अधिक हिस्सा स्वास्थ्य सुविधाओं पर खर्च कर देते हैं। इन हालातों में भारत में सभी के लिए स्वास्थ्य सेवा सुनिश्चित करने के लिए स्वास्थ्य सेवा वितरण प्रणाली में क्रांतिकारी परिवर्तन की जरूरत है। पिछले एक दशक में प्रमुख स्वास्थ्य संकेतकों पर भारत की प्रगति और कई कमियों को अध्ययन में दस्तावेज किया गया है। यह शोध स्वास्थ्य देखभाल प्रणाली के साथ संरचनात्मक समस्याओं की पहचान करता है और साथ ही पिछले विशेषज्ञ समूहों की बातों को साबित करता है कि भारत की स्वास्थ्य सेवा वितरण प्रणाली के लिए एक नए क्रांतिकारी दृष्टिकोण की जरूरत है। भारत को स्वास्थ्य जैसी बुनियादी व जरूरतमंद सेवाओं के लिए सकल घरेलू उत्पाद की दर में बढ़ोतरी करनी होगी। सरकार को निशुल्क दवाइयों के नाम पर केवल खानापूर्ति करने से बाज आना होगा। साथ ही, यह ध्यान रखना होगा कि एंबुलेंस के अभाव में किसी मरीज को अपने प्राण नहीं गंवाने पड़े। इसके लिए मजबूत जनबल की जरूरत है। जनता को ऐसे प्रतिनिधि को चुनना होगा, जो स्वास्थ्य सेवा जैसी सुविधाओं को आमजन तक पहुंचाने का वायदा करें।

the Copywriter and also contributes suggestion. Each detail is taken care of before a sequence is shot. Producer of the radio commercial is the counterpart of the Ad Film Maker in radio who prepares jingles and spots accompanied by catchy tunes and sound effects.

Audience Coordinator

There has been an increasing demand for Audience/Guest Coordinators due to an increase in the number of talk shows, game shows and pseudo-courtrooms as these programs depend heavily on audience participation in the studio. Coordinators perform the function of body count and even provide panelist for the producers.

Some coordinators even have an audience bank of 2,000-3,000 people from all walks of life. The job of an Audience Coordinator does not require any special qualification but an extrovert and an outgoing person with the ability to network effectively would do well.

Cameraman

The Cameraman is a paramount character on whom the whole exercise rests. Contribution of a Cameraman is immense in success of a program. A Cameraman works in close co-ordination with the Producer, Director and Correspondent. A Cameraman must have the ability to see uncommon in commonplace situations and the extraordinary within the ordinary. An acuteness of perception and artistic ability are as important as an extensive technical knowledge of light and filters. A successful Cameraman integrates all the qualities detailed above with courage and speed.

Computer Graphics Designer, Graphic Artist, Animator

The work of the Graphic Artist is basically to transform the dull and mundane into something interesting and amazing. Graphic Artist adds a vital support to programs, helps messages get across interesting and in an eye-catching manner.

Corporate Video Producer

The corporate video or film usually serves the purpose of profiling the organization in question in an effort at public relations, corporate image

building or credential presentation. Business associates, clients, specific large audiences and even woos potential employees while campus recruiting may be focus of such corporate video or film. The corporate video could also be employed as a training tool or could serve the purpose of a newsletter or customer orientation.

Costume Designer

A great variety of costumes are needed depending on the character, the historical period and the locale of the story. A costume-designing department usually consists of 3-4 persons besides tailors during pre-production. However, during production there are on-line jobs to furnish proper costumes and props to the Actors/Actresses.

Documentary/Feature Maker

Perseverance, lots of patience, ability to see and visualize beyond the apparent, and enthusiasm that never wanes, are the essentials for a good Documentary Feature Maker. Starting as an assistant and working for nearly 6-8 years helps to emerge as a professional.

Dubbing Artiste

There is a great demand for Dubbing Artists due to the multilingual nature of our country. Some production houses have an in-house dubbing department. A Dubbing Artiste needs to be fluent and well versed in languages, should be able to make a mark, and should be adaptable enough to match inflections and pauses to attune with the original.

Make-up Artist

The Make-up Artist occupies a special place in television dramas or soap operas. Make-up Artists in Indian television are decades behind their counterparts in the West. Thus there is a great scope for those aspiring to become make-up artist. TV make-up is a specialized art so a successful Make-up Artist needs an eye for detail, imagination and appreciation of the human form in addition to an appreciation of historic detail and knowledge of cosmetology with special emphasis on the effect of different kinds of lighting on make-up.

specialized art so a successful Make-up

Artist needs an eye for detail, imagination and appreciation of the human form in addition to an appreciation of historic detail and knowledge of cosmetology with special emphasis on the effect of different kinds of lighting on make-up.

Set Designer

Television sets play a significant role although on a smaller scale than films. Programs are often identified with their sets which create the necessary atmosphere and visual appeal. Sets are pivotal to Television. A professional

Set Designer/Art Director should have a sense of dimension and style, imagination and ability to translate the germ of an idea into tangible reality along with the knowledge of TV production and drawing skills. One must undergo sufficient training as an Assistant before attempting in venture out on his/her own.

Television Recording Operator

Television Recording Operators (TROs) work for TV channels. They employ film and tele-cine equipment and videotape machines to record and playback television programs. Occasionally they are involved in post-production work.

VJ (Video Jockey)

Video Jockey needs to be witty, sharp, charming and in love with the camera if s/he wants to be crowned with success. Channels keep searching for VJs, since the burnout rate is fast. The only way to get a shot at this job is to cast far and wide network. An exposure to radio or TV could prove helpful.

Still Photographer

Still photographers maintain visual records of events, locations, settings. Costumes, actors, frame continuity, etc, Polaroid cameras are used for immediate results. This is a very highly skilled job.

Transmission Controller

Transmission Controller perform the function of sending the broadcasting organization's program output, originated at different places, to the transmitters.



Transmission Controllers monitor the picture going from transmitter to home television screens and the opening sequence from the next program. They operate the machinery to bring in a succeeding program on cue; their work involves a great deal of planning and combines periods of intense activity and lean period when nothing much happens.

Videotape Editor

Videotape Editor puts together a film or a program. The professional works in close coordination with the Producer-Director to edit a program to give its final and finished form. Editing is a crucial job that goes far beyond matching visuals and sound in accordance with the script. It brings across the labor and effort of the entire team. A good editor can make a critical difference to a program's final presentation. The editor adds music and works on sophisticated machinery in order to add special effects to make the program complete and arranges footage for maximum impact on the viewers.

Vision Mixer

A television program is made up of pictures that come from a number of sources such as cameras in studio, prerecorded footage, a telecine machine or a slide. The Vision Mixer on the directions of the Director, cuts from one picture source to another in order to

produce a smooth sequence of images.

Jobs in Marketing (Marketing Executive)

A Marketing Executive's job profile includes bringing sponsors for the programs that represent with the intention to fetch

revenues for it. The ME approaches advertising agencies or corporate organizations, offering those advertising spots or title sponsorship on the programs they represent.

Media Planner

Buyer is not a 'pure' marketing function. The TV Media Planner prepares a format to decide how advertising time and space will be used to contribute to the realization of marketing objectives.

Distribution Manager

Distribution Manager is primarily concerned maintaining contact with the numerous cable operators mushrooming in the country. With the intensification of competition in the satellite TV industry especially with the advent of pay television, the Distribution Manager has a marvelous future and role to play in the days to come. The work is extremely demanding and calls for good sales and marketing skills.

Opportunities in FM

The Frequency Modulation (FM) facility existed at least 10 years before the launch of the service. FM airwaves are transmitted on a separate frequency world-wide so that it is free of any disturbance. And with it came the Radio Jockey (RJ) as different from the DJ or VJ. FM is a rage in the metros as people tune

in or phone-in to request songs or personal problems to an ever attentive host for counsel. Radio stations are proliferating; new broadcasters are emerging to replicate the popular experience. This provides to build up a career in broadcasting sector by working as a RJ, marketing executive, sound engineer or a correspondent.

The RJ (Radio Jockey)

RJ decides upon the scripts with the Producer or writes them independently. Besides scripts, the RJ is responsible for songs on a music channel. Even though a specific song's requested by the listeners, the RJ has to access them and also has to play something on his own. A well-honed RJ has immense scope of initiative and freedom of operation and enjoys 'star status'.

Jobs in DD & AIR

The entire staff of DD and AIR can be categorized as administrative, technical and programming staff. Function of the administration includes recruitment, promotions, posting and finance. The technical staff is composed of engineers who serve in installation of hardware infrastructure such as transmitters, studios and maintenance facilities for broadcast of programs. The program department deals with the two main aspects of production and technical operations.

Freelance Artistes Announcers and News Readers

The staff artistes such as News Reader, Announcer, etc are not on the payroll of Doordarshan and are basically on contract. They are taken in on a need-based criterion.

-Rahul Mittal

भारतीयों लोगों के भोजन में कम हो रही है जिंक की मात्रा



जिंक सूक्ष्म पोषक तत्वों में शामिल एक प्रमुख घटक है जो मानव स्वास्थ्य के लिए बेहद जरूरी है। लेकिन, कुपोषण दूर करने के प्रयासों के बावजूद भारतीय आबादी के भोजन में जिंक की मात्रा लगातार कम हो रही है। भारतीय और अमेरिकी शोधकर्ताओं के एक नए अध्ययन में यह बात उभरकर आयी है। वर्ष 1983 में भारतीय लोगों के आहार में अपर्याप्त जिंक के सेवन की दर 17 प्रतिशत थी जो वर्ष 2012 में बढ़कर 25 प्रतिशत हो गई। इसका अर्थ है कि 1983 की तुलना में वर्ष 2012 में 8.2 करोड़ लोग जिंक की कमी का शिकार हुए हैं। जिंक के अपर्याप्त सेवन की दर चावल का ज्यादा उपभोग करने वाले

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गई है। इसके पीछे चावल में जिंक की कम मात्रा को जिम्मेदार बताया जा रहा है। जिंक शरीर की प्रतिरक्षा प्रणाली को मजबूत बनाने में महत्वपूर्ण भूमिका निभाता है। इसीलिए, जिंक के अपर्याप्त सेवन से स्वास्थ्य पर गंभीर दुष्प्रभाव पड़ सकते हैं। इसकी कमी से छोटे बच्चों के मलेरिया, निमोनिया और दस्त संबंधी बीमारियों से पीड़ित होने का खतरा रहता है। जिंक उपभोग में यह गिरावट अस्सी के दशक से कुपोषण समाप्त करने के प्रयासों के बावजूद देखी गई है जो चिंताजनक है। इन प्रयासों में बच्चों में कुपोषण और एनिमिया की रोकथाम और बच्चों तथा माताओं में विटामिन-ए की कमी की दर को नियंत्रित करना शामिल है। शोधकर्ताओं ने भारतीय आहार पैटर्न पर आधारित विस्तृत सर्वेक्षण आंकड़ों का उपयोग किया है ताकि यह अनुमान लगाया जा सके कि बदलते वातावरण में अपर्याप्त जिंक सेवन की दर कैसे बदल सकती है। भोजन में जिंक की मात्रा कम होने का कारण भारतीय लोगों के आहार से जौ, बाजरा, चना जैसे मोटे अनाजों का गायब होना भी जिम्मेदार है। इसके अलावा, पैकेजिंग में मिलने वाले चोकर रहित आटे का उपयोग भी जिंक के अपर्याप्त सेवन से जुड़ा एक प्रमुख कारक है। यह अध्ययन इंडियन इंस्टीट्यूट ऑफ पब्लिक हेल्थ, नई दिल्ली, इंडियन इंस्टीट्यूट ऑफ बिजनेस, हैदराबाद और अमेरिका के कोलंबिया विश्वविद्यालय एवं हार्वर्ड टीएच चौन स्कूल ऑफ पब्लिक हेल्थ के शोधकर्ताओं ने मिलकर किया है। अध्ययन शोध पत्रिका फूड एंड न्यूट्रिशन बुलेटिन में प्रकाशित किया गया है। शोधकर्ताओं का कहना है कि अत्यधिक मात्रा में कार्बन उत्सर्जन और ग्लोबल वार्मिंग फसलों में जिंक

की मात्रा को प्रभावित कर सकती है। कार्बन डाइऑक्साइड का लगातार बढ़ता स्तर कुछ दशकों में 550 पीपीएम तक पहुंच सकता है, जिससे फसलों में जिंक की कमी हो सकती है। इसके साथ ही, खाद्य पदार्थों से कई महत्वपूर्ण पोषक तत्व और रेशे गायब हो सकते हैं। कैलीफोर्निया विश्वविद्यालय के एसोसिएट प्रोफेसर स्टीवन डेविस, जो इस अध्ययन में शामिल नहीं थे, ने हाल में अपने अध्ययन में पाया है कि जीवाश्म ईंधन का दहन और कार्बन डाइऑक्साइड उत्सर्जन ऐसे ही जारी रहा तो मानव जनित ग्लोबल वार्मिंग से पैदा भीषण सूखे और गर्मी के कारण जौ की फसल की पैदावार में तेजी से गिरावट हो सकती है। इस शोध में यह भी रेखांकित किया गया है कि प्रजनन क्षमता में कमी के चलते भारत में जनसांख्यिकी बदलाव होने से बच्चों की अपेक्षा वयस्कों का अनुपात बढ़ा है। वयस्कों की जनसंख्या बढ़ने से औसत भारतीय के लिए जिंक की आवश्यकता पांच प्रतिशत बढ़ गई है क्योंकि वयस्कों को बच्चों की तुलना में अधिक जिंक की आवश्यकता होती है। इस अध्ययन से जुड़े शोधकर्ता स्मिथ एम. आर.के मुताबिक "भारत पोषण और स्वास्थ्य के क्षेत्र में व्यापक सुधार की दिशा में निरंतर प्रयास कर रहा है। लेकिन, भोजन में जिंक की मात्रा बढ़ाने की तरफ ध्यान देना पहले से ज्यादा जरूरी हो गया है।" इस अध्ययन में स्मिथ एम.आर. के अलावा कोलंबिया विश्वविद्यालय के शोधकर्ता रुथ डेफ्रीज, इंडियन स्कूल ऑफ बिजनेस के अश्विनी छत्रे और इंडियन इंस्टीट्यूट ऑफ पब्लिक हेल्थ के मेयर्स एस.एस. शामिल हैं।

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IMPORTANT QUOTES

"I do not consider it an insult, but rather a compliment to be called an agnostic. I do not pretend to know where many ignorant men are sure -- that is all that agnosticism means."

- Clarence Darrow

"Obstacles are those frightful things you see when you take your eyes off your goal."

- Henry Ford

"I'll sleep when I'm dead."

- Warren Zevon

"There are people in the world so hungry, that God cannot appear to them except in the form of bread."

- Mahatma Gandhi

Compilation:
Priya Kumari

WINNERS v/s LOOSERS Part-90

The Winner is always part of the answer;
the Loser is always part of the problem.

Winners are always part of the solution;

Losers are always part of the problem.

The Winner says, "Let me do it for you";

the Loser says, "That's not my job."

Winners have dreams;
losers have schemes.

A Winner in the end gives more than he takes.

A Loser dies clinging to the illusion that winning means taking more than you give.

To Be Continued In Next Issue-

Compilation:
Rahul Mittal

All Students and Faculty are welcome to give any Article, Feature & Write-up along with their Views & Feedback at: youngstertias@gmail.com