



Youngster

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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

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 is endless!
If you wanna to be one of these lets try this.....

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 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,



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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 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 as 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 unflinching 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

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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.

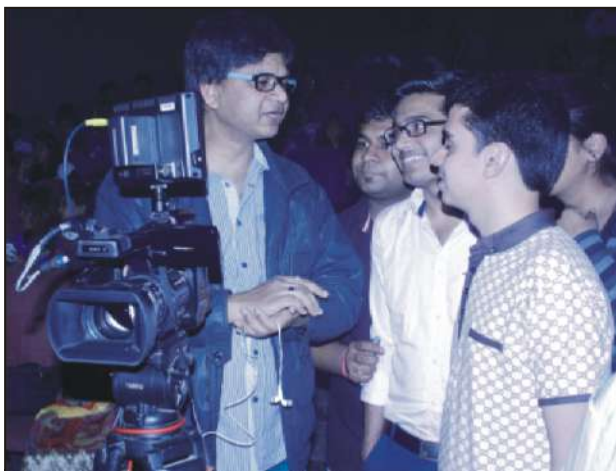
Actor



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

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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.

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 Manner 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 programs, quizzes, infotainment 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.

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 Artiste

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 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



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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.

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

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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 programs' 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.

Compiled by:

Rahul Mittal & Lalit Mohan



Cooch Behar in North Bengal has an Italian Renaissance palace so beautiful it will blow your mind

The Rani of Cooch Naheen in Salman Rushdie's *Midnight's Children* is a queen in British India so Anglicised and taken with European culture that her skin – in the best traditions of magic realism – “was going white in blotches”. “I am the hapless victim of my cross-cultural connections,” the Rani says, justifying her Vitiligo. “My skin is the outward expression of the internationalism of my spirit”.

Cooch Nahin – literally “nothing” in the Urdu of the novel's tragic narrator-cum-

protagonist Saleem Sinai – is a pun on an actual princely state in British India, Cooch Behar. And while Rushdie was obviously being critical of the tendency of Indian princes to imitate the British, one needs to actually go to Cooch Behar to see the limits to which Indian royals did actually ape Europeans during the Raj.

The main dome of the palace

The royal palace of Cooch Behar, now a part of West Bengal, is the most beautiful sore thumb there is. A massive palace built in the classical style of the Italian Renaissance – bang in the middle of a small Bengali town. With its ribbed dome and Corinthian pilasters spanning multiple storeys, the building is in fact clearly inspired by St Peter's Basilica in Rome. The resemblance is even starker on the inside, with windows streaming in sunlight placed in a row below the dome's cornice.

Not only is the palace beautiful, it has also housed extraordinary beauty. Maharani Gayatri Devi was born in the palace in 1919 and later married into the princely state of Jaipur. Devi – known as one of the world's most beautiful women during her time – entered politics as part of the Swarajya Party of C Rajagopalachari. Rumour has it that as late as 1999, the Trinamool Congress asked her to come back to Cooch Behar and contest as its candidate – but she didn't respond.

In spite of this beauty and history, the Cooch Behar palace is little visited. In fact, Cooch Behar's most popular tourist spot isn't even the palace, it is another royal monument: the Madan Mohan Temple.

It is unusual for Bengali temples to have a dome and the structure houses Madan Mohan, Krishna in his sensual form – literally meaning the one who has enchanted the god of love. The name derives from Kamdev, the Hindu god of



love, also known as Madan, whom Krishna is supposed to have won over.

Next door to the temple, the city hosts the annual Rashmela fair to commemorate Krishna's victory and attracts people from all over. As a little paean to the syncretic Koch Rajbanshi local culture, the centrepiece of the fair, the 20-foot tall Rashchakra is, by royal tradition, built by a Muslim family of artisans.

Compiled by:
Priyanka Singh, BJMC

This Month

June 25, 1876: General George A. Custer, leading 250 men, attacked an encampment of Sioux Indians near Little Bighorn River in Montana. Custer and his men were then attacked by 2000-4000 Indian braves. Only one scout and a single horse survived 'Custer's Last Stand' on the Little Bighorn Battlefield. News of the humiliating defeat infuriated Americans and led to all out war. Within a year, the Sioux Indians were a broken and defeated nation.

June 26, 1893: Illinois Gov. John P. Altgeld issued a controversial pardon for three anarchists convicted after the Haymarket Riot. The riot had occurred in Chicago in May of 1886, after 180 police officers advanced on 1,300 persons listening to speeches by labor activists and anarchists. A bomb was thrown. Seven police were killed and over 50 wounded. Four anarchists were then charged with conspiracy to kill, convicted and hanged while another committed suicide in jail. Three others were given lengthy jail terms, then pardoned by Gov. Altgeld in a move that likely cost him his political career.

June 9, 1898: The British signed a 99-year lease for Hong Kong, located on the southeastern coast of China. Hong Kong, consisting of an area measuring 400 square miles, was administered as a British Crown Colony until July 1, 1997, when its sovereignty reverted to the People's Republic of China.

Compilation: Ms. Honey Shah



Basics of Media

Flash Memory Device: A small read/write portable storage device that can download, store, and upload very fast (in a flash) a fairly large amount (1 gigabyte or more) of digital information. Also called flash drive, stick flash, flash stick, or flash memory card.

Framestore Synchronizer: Image stabilization and synchronization system that stores and reads out one complete video frame. Used to synchronize signals from a variety of video sources that are not genlocked.

MPEG: A compression technique for moving pictures, developed by the Moving Picture Experts Group.

MPEG-2: The compression standard for motion video.

MPEG-4: The compression standard for Internet streaming.

RGB Component System: Analog video-recording system wherein the red, green, and blue signals are kept separate throughout the entire recording and storage process and are transported via three separate wires.

Compilation: Rahul Mittal

International Day of Yoga



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IMPORTANT QUOTES

"Be nice to people on your way up because you meet them on your way down."

Jimmy Durante

"The true measure of a man is how he treats someone who can do him absolutely no good."

Samuel Johnson

"A people that values its privileges above its principles soon loses both."

Dwight D. Eisenhower

"The significant problems we face cannot be solved at the same level of thinking we were at when we created them."

Albert Einstein

"Basically, I no longer work for anything but the sensation I have while working."

Albert Giacometti

"There's a limit to how many times you can read how great you are and what an inspiration you are, but I'm not there yet."

Randy Pausch

Compilation: Ms. Bhavna Madan Vij

Winners V/s Losers

Part-59

Winners make it happen; Losers let it happen.

Winners plan and prepare to win;
 Losers excuse after the event.

Winners are always part of the solution;
 Losers are always part of the problem.

Winners truly believe; Losers only hope.

Winners have a mission; Losers have excuses.

Winners maximize their strengths;
 Losers dwell on their weaknesses.

*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 youngster@tecnia.in