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Institute of Management & Technology

'A' Grade Institute by DHE, Govt. of NCT Delhi and Approved by the Bar Council of India and NCTE

Reference Material for Three Years

Bachelor of Arts Journalism & Mass Comm.

Code : 024

Semester – II

तेजस्वि नावधीतमस्तु

FIMT Campus, Kapashera, New Delhi-110037, Phones : 011-25063208/09/10/11, 25066256/ 57/58/59/60
Fax : 011-250 63212 Mob. : 09312352942, 09811568155 E-mail : fimtoffice@gmail.com Website : www.fimt-ggsipu.org

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Subject: Print Journalism- 102

Paper Code: BA (JMC)102

Q1 Define Journalism and roles and responsibilities of a Journalist

Journalism is the activity, or product, of journalists or others engaged in the preparation of written, visual, or audio material intended for dissemination through public media with reference to factual, ongoing events of public concern. It is intended to inform society about itself and to make events public that would otherwise remain private.

Responsibilities of a Journalist:

- Upholding the truth through verification
- Unbiased reporting
- Serving the public as a watchdog
- Forum for public comment
- Comprehensive reporting
- Making important news interesting
- Personal conscience in reporting
- Analyse and collect information through various modes like personal interviews and news briefings to prepare news reports
- Monitor daily events locally and assist others to gather current events
- Prepare reports to keep the public informed
- Maintain relations with all news sources on daily basis to develop story ideas and compile appropriate reports
- Perform research and write news
- Analyse and ensure accurate and crisp news reporting to avoid ambiguity and redundancy
- Gather knowledge on latest events and news to obtain news coverage of important issues

Q2 What do you understand by News? Explain different types of News.

- News can be defined as anything out of the ordinary.
- It is an unusual picture of life
- News is anything that people talk about; the more it excites you, the greater the value
- News comprises of all current activities which are of general human interest and the best news is that which interests most of the reader
- Anything that enough people want to read is news provided it does not violate the canons of good taste and the laws of libel
- News is like a hot cake coming straight from oven
- News is the report of an event that is fresh, unusual and which is interesting to a greater number of people

Different types of News includes Hard News and Soft News

- Hard news refers to up-to-the-minute news and events that are reported immediately, while soft news is background information or human interest stories
- Politics, war, economics and crime is considered hard news, while arts, entertainment and lifestyle is considered soft news
- A hard news story takes a factual approach: what happened? Who was involved? Where and when did it happen and why?
- A soft news story tries to entertain or advice the reader. You may have come across newspaper or TV stories that promise news you can use?

Q3 What are News Values? Explain various types of News Values

News Values are the general guidelines which determine how much prominence a media outlet gives to a news story. They explain why a story interests its audience; and how the editors and other journalists decide whether a piece of information is news or not.

Journalists are looking out for news stories that attract its audience or readership. They must discover which information is newsworthy and filter out which is of lesser interest. By applying a set of guidelines, they can recognize what material will make the best stories. We call these guidelines as “news values”.

These News Values are:-

- Prominence- a well-known person, place and/or event has a stronger news angle than something that the audience isn't familiar with. For instance, a guest speaker visiting your local elementary school to take over story time doesn't relate with many people, unless that speaker is a celebrity.
- Proximity- it refers to the physical or emotional closeness of a new story and helps readers/viewers relate to a story on a more personal level.
- Timeliness- current news has more impact than something that happened yesterday or last week. The news media loses interest quickly and past events become stale when there's always fresh news somewhere.
- Oddity- If something is unusual, shocking or bizarre, the strangeness alone could make it newsworthy.
- Consequence- If the impact of the event may directly affect the readers, they will want to know about it.
- Conflict- Audiences are always interested in disagreements to it, audience will be interested on that basis alone. It's human nature to choose side and stand-up for that choice.
- Human interest-these types of stories are simply heart-wrenching stories- happy or sad- about people and their challenges or achievements. Human Interest Stories are often about people who have overcome a great challenge or tragedy such as athletes who have overcome a disability or people who have done something selfless for others.
- Impact- The more people involved in the event, the more newsworthy it is. Impact refers to the shock or wow factor of a newstory and generally requires a story to affect a large group in a large way.

Q4 Explain Journalism as the Fourth Estate

When referring to Fourth Estate, it is talking about journalism as a whole. The Fourth Estate encompasses all of those who report the news. The first use of the term was by 'Edward Burke' in 1787 during a debate in the parliament. It is used to accentuate the freedom of the

press, not to be confused with the term 'Fourth Branch' which proposes that they are not free from the government.

The press is called the Fourth Estate in the US usually as they observe the political process. They do this to make sure the participants do not exploit the democratic system.

The term 'fourth estate' is used in many European languages as it belongs to European constitutional lore dating back to the time of the Roman Empire which refers to the power separation into legislative, executive and judiciary branches. This separation of power has become the construct upon which countries have been built throughout the world of which the press is said to be the fourth estate.

The purpose of this fourth estate is to act as an counterbalance, a systemically opposite force that is to report, verify and question matters of governance, public matters as well as commercial ones, conducted by the powers, we the people, have entrusted it with and bestowed upon.

The fact that we call it the fourth estate may preface to the importance as well as the significance we attribute to it. If journalism fails to live up to its intrinsic duty as the guardian of veritas, reporter of facts, we will overcome by fake news. This will alter our reality or at least the opinion of it. This in effect will alter the way we think as well as act. Different inputs will definitely produce different outcomes.

Q5 Elaborate the terms Citizen Journalism and Penny Journalism

Citizen Journalism- It is the dissemination of information by people who are not professional journalist. Citizen Journalism can be simple reporting of facts and news that is spread through personal websites, blogs, social media platforms, etc. This form of journalism is basis of democracy that encourages citizens to actively participate in social processes. Some types of citizen journalism also acts as a check on the reporting of news outlets by providing alternative analysis.

Yellow Journalism- Yellow Journalism is an exaggerated, exploitative, sensational style of newspaper reporting. It emerged at the end of the 19th century when rival newspaper publisher competed for sales in the coverage of events leading up to and during the Spanish-American war in 1898. Newspaper owner Willian Randolph and Joseph Pulitzer came up with the idea to sell their papers using exaggeration, melodrama and even romance. Modern Yellow Journalism runs rampant through the internet daring people to click on scandalous stories or shocking headlines. Today, Yellow Journalism is used negatively to describe any journalistic style that treats real news either unprofessionally or unethically or that puts forth information or true, which has no basis.

Q6 Define News Beat. Explain the different types of beat?

A news beat is a news territory assigned to a reporter who is then expected to keep track all events taking place in his/her beat. The reporter has to ensure that he/she covers all routine events on his/her news beat. More important, he/she is required to develop contacts that can help him/her generate special and exclusive stories.

The news beat system has been developed to achieve two goals:

- To ensure that the newspaper does not miss any major news story pertaining to the beat
- To give focus and direction to the news generation activity

Types of beat are:-

- **Political Reporting-** It is a broad branch of journalism. This beat includes coverage of all aspects of politics and its political science. May people opt for this kind of journalism requires a lot of coverage and diplomatic smartness.
- **Education Reporting-** for the reporters, educational stories are easy to cover which includes exam scores, campus stories and sports. They can also cover the safety regulations of the students on underpaid teachers in an academy.

- **Health Reporting-** the reporter covers the topics like disease, malnutrition, healthcare, paediatric care, nutrition fitness and much more. Reports mainly try to focus on prevention of the seniors' ailment or disease and for that, he must have a great knowledge about that field and provide us the insight.
- **Sports Reporting-** This reporting may seem cool for the audience but they don't know the hard work and sweat the reporter has to put to provide information to all the viewers. Reporters can cover information about hockey, soccer, and/or cricket tournaments held all around the globe.
- **Entertainment Reporting-** This is one of the famous reporting where the journalists tries to revel gossip of the glamorous people in the world. The reporter has to wait for hours for the appearance of the celebrities. Entertainment reporters take interviews, reviews of music and films, etc.

Q7 Differentiate between Investigative and Interpretative Reporting

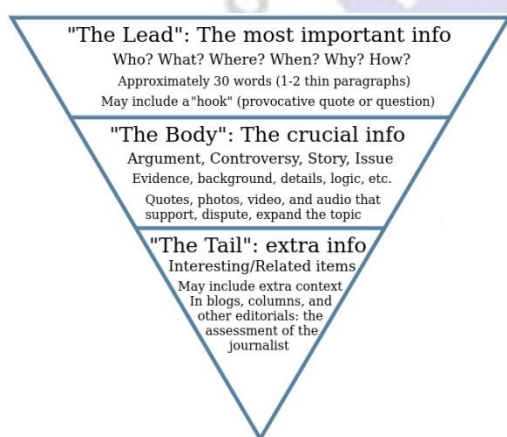
Investigative Reporting- It is finding, reporting and presenting news which other people try to hide. Investigative Reporting is similar to standard news reporting, except that the people at the centre of the story will usually, not help and may even try to stop you from doing your job. In many cases, governments, companies, organizations and individuals try to hide decisions or events which affect other people. When a journalist tries to report on matters which somebody wants to keep secret, this is investigative journalism.

Interpretive Reporting- It is a result of careful thought and analysis of an idea as well as dogged pursuit of facts to bring together information in a new, more complete context which provides deeper public understanding. In the present age of media explosion, no news channel is expected without interpretive reporting and discussions; and news commentaries are heard and watched with eagerness and interest. Reporting is not merely the reporting of facts of any event but it is more about the reasons and purposes of the happenings, the cause of accidents, the aftereffects of natural calamities and the future prospects of the on-going talks between two leaders, etc.

Q8 Explain the Inverted Pyramid Style of News Writing

This method in journalism is also called the Front-Loading Style which means you put your most important information first while writing. Inverted Pyramid Style of writing has benefits, like:-

- Readers can quickly assess whether they want to read the entire article or no
- Readers can stop reading at any point and still come away with the main point of the article
- The readers would not miss out on 5W's and H
- This style of writing allows the readers to skim through the first sentences of each paragraph to get a quick overview of the complete story



The Lead- It contains the most crucial information. The lead of a news article should contain every single bit of important information about the incident or event that took place. It should mention what happened, when it happened, where it happened and how it happened.

The Body- The body contains additional facts related to the incident. It generally gives the information on the background of people involved in the incident. The body may also contain some important quotes made by some officials or people related to the incident.

The Tail- This section contains information regarding events that are occurring related to the incident.

Q9 What is a Headline? Explain different types of Headlines

A headline is the first line of copy on a page. The better your headline, the better your odds of beating the averages and getting what you've written read by a huge percentage of people.

Your headline is the first and perhaps the only impression you make on a prospective reader. Writing a great headline is a creative and critical skill.

As per the beat of a reporter, the headline type also varies. Thus, there are various types of headlines, like-

- **Straight Headline-** They simply relates to the main topic of the story. These are the most common types of headlines and are the easiest to understand.
- **Question Headline-** Most question headlines are not really typical questions at all. They are statements followed by a question mark. These question marks are used when the headline reports a future possibility.
- **Quotation Headline-** A quoted speech is used in headlines. It's another way to begin a story with an unproven statement.
- **Feature Headline-** Headlines for some unusual or amusing stories don't give a complete meaning. It's often necessary to read the story to understand the headline.
- **Double Headline-** They are two part headlines of the same story. These are often used for major events.

Q10 What do you understand by Lead? Explain the different types of Leads

A Lead refers to the opening sentences of the first paragraph or the brief composition or two of the longer story. Leads basically introduce the topic or the purpose of the story and grab the attention of the readers. It is a promise of what's to come and what the story upholds for the readers. There can be various styles and approaches for writing a lead.

The various types of leads are:-

- **Straight Lead or Summary Lead-** This is the most common and traditional version. It should be used in most cases. Generally, it contains most of the 5W's and H in one sentence.
- **Anecdotal Lead-** it uses a quick, relevant story to draw in the readers. The anecdote must help enhance the article's broader point and you must explain the connection to that point in the first few sentences following the lead.
- **Scene Setting Lead-** The Scene setting lead describes the physical location where a story takes place.

- First-person Lead- This lead describes the journalist's personal experience with the topic. It should only be used when you have a valuable contribution and perspective that help illuminate the story.
- Observational Lead- When offering an authoritative observation about a story and how it fits in with the larger picture, you should make sure you know the broader context of your subject matter.
- Zinger Lead- It is dramatic and attention grabbing. Although, it has a strong tone, it requires a hard set of facts to back it up.
- Question Lead- It asks a question. They generally do not provide the main points of a story concisely.

Q11 Define a Style Sheet with its relevance

A Style Sheet is a file or forms that us used in word processing and desktop publishing to define the layout style of a document. It contains the specification of a document layout, such as the page size, margins, fonts and font sizes. The most well-known form of stylesheet is th Cascading Style Sheet (CSS), which is used for styling webpages.

- List character names in the character column with the first spelling you find for each and the page number of the first use of each name. If there are different spellings, note the differences and the page number of the first usage of each different spelling.
- List punctuation rules- serial comma or no serial comma, em dash rather than parentheses and so on, whatever you've decided you'll use for the manuscript
- Spell out the rules and regulations for using numerals and words for numbers. Will it be numerals for all numbers greater than 9 or will you cut-off be 99
- Note if which is acceptable in place of that for American English restrictive clauses.
- Note whether a mix of British English and American English spellings is acceptable or if it's necessary to choose one style
- Show how contractions will be used, if they'll be used. Might all characters except for one use contractions? Are any contractions unacceptable?
- Spell out uses of quotation marks and/or italics, especially for unusual words or for emphasis or for words used as words

- List acceptable dialogue tags other than said or asked, if there are any or list acceptable dialogue tags
- List any limits on curse words, either by word or use by specific characters
- Show correct spelling of unusual or made-up words
- List abbreviations. List words that are always capped
- List hyphenated words or unusual compound words
- List oddities in grammar or punctuations, especially anything different usage, be sure to include a note about that unusual usage
- List foreign words
- Note anything unusual that the writer or copy editor. Should know about, anything that would enhance consistency if followed throughout the story or that would challenge the suspension of disbelief if not followed

Q12 What are the responsibilities of an News Editor?

- Analyse and capitalise various attributes and requirements of print and digital media to strengthen the position of editor
- Manage and produce news to present information with accuracy, flow and within time frame
- Design innovative and unique solutions to optimise routine news coverage
- Monitor and use multi-media, non-linear and alternative storytelling strategies to widen readership base
- Manage and edit contents to cater to readers' requirement and provide detailed information for same
- Work within creative environment to respond to various competing priorities
- Prepare work schedule and deadlines and encourage team members to meet targets to facilitate timely publication
- Design and implement coverage strategies to facilitate wide coverage of all sorts of issues and news
- Provide training to news reporters on how to select news for existing readership and gain new readers

- Coordinate with colleagues in the newsroom and other departments to define priorities for same
- Coordinate with internal and external customer service to obtain optimum workflow
- Evaluate all new for authenticity and check with to avoid conflicts
- Collaborate with reporters, editors and photojournalists and anchors to facilitate efficient news coverage to strengthen company's position in media market
- Administer technology backup such as stringers, maps, editor's software to make news presentation attractive for readers
- Manage and edit daily news, special news stories and periodicals items with help of video editing tools to facilitate video telecast
- Monitor all from news bureaus and other agencies for editing and further publication
- Provide assignments to freelance photographers and prepare reports for current news trends, news readers and sustain existing readers

Q13 What is the importance of Editorial Writing?

An editorial is an article that presents the newspaper's opinion on an issue. It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers. Editorials are believed to be the heart and soul of the newspaper.

Editorials have:-

- Introduction, body and conclusion like other news stories
- An objective explanation of the issue, especially complex issues
- A timely news angle
- Opinions from the opposing viewpoint that refute directing the same issues the writer addresses
- The opinions of the writer delivered in a professional manner. Good editorials engage issues not personalities and refrain from name-calling or other petty tactics of persuasion
- Alternative solutions to the problem or issue being criticised. Anyone can talk about the problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions
- A solid and concise conclusion that powerfully summarizes the writer's opinion

Q14 What are the points to be kept in mind while writing a film review?

A film review is written with the basic goal of informing the readers about the movie and its concept. It is basically a popular way for critics to assess a film's overall quality and determine whether or not they think the film is worth recommending.

Writing the Film Review

- Introduction

In the opening of film review, provide some basic information about the film. It may include film's name, year, director, screenwriter and major actors. The introduction may be longer than one paragraph, should also begin to evaluate the film and should allude to the central concept of the review. It does not have to contain a thesis or main claim, but it should focus on a central analysis and assessment.

- Plot Summary

Remember that many readers of the film reviews have not yet seen the film. While focusing on providing the plot summary, keep this brief and avoid specific details that would spoil the viewing for others.

- Description

While the plot summary will give the reader a general sense of what the film is about, also include a more detailed description of your particular cinematic experience watching the film. This may include your personal impression of what the film looks, feels and sounds like.

- Analysis

In order to explain your impression of the film, consider how well the film utilise formal techniques and thematic content. How does the film's formal technology affect the way the film looks feels and sounds to you? How does the thematic content affect your experience and interpretation? Also, does the formal technology work to forward the thematic content?

- Conclusion/Evaluation

The closing of your film review should remind the reader of your general thoughts and impressions of the film. You may also implicit or explicit states whether or not recommend the film. Make sure to remind the reader of why the film is or not worth seeing.

Q15 What are the functions of a reporting room?

- Editorial Department- The department is responsible for collecting the news, selection of news and feature, editing of news and feature and interpretation of news
- Advertisement Department- it is the major source of revenue for a newspaper. The advertising department looks after the collection and publication of ads
- Circulation Department- The department is responsible for selling the newspaper, delivering it and collection from subscribers
- Administrative Department- It looks after the general administrative work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave records, general facilities and work that facilities working of other departments
- Printing Department- It looks after all the work of printing including installation of machines, plant layout, composing, processing, loading, scheduling, maintenance of machines, etc.
- Accounts Department- This department looks after the account work like maintaining books of accounts, preparing balance sheet and other financial statements, payments, cost control, etc.
- Stores Department- It is charged with the responsibility of proper storage of newsprint and other materials used in the newspaper office
- IT Department- It is charged with the responsibility of IT affairs in the newspaper
- Internet Department- Internet and social media is popular platform to share the news, so the newspapers have started to have a separate departments for dealing with internet affairs

Q16 Explain Editing and its principles

Editing is a stage of the writing process in which writer or editor strives to improve a draft by correcting errors and making words or sentences clearer, more precise and as effective as possible. The process of editing involves adding, deleting, and rearranging words to cut the clutter and streamline overall structure.

Principles of Editing

- Accuracy: The sub editor should be obsessed with accuracy because one mistake can destroy the reputation of a newspaper or magazine, and it takes just fraction of a

second to make one. Checking and crosschecking names, figures and verifying facts are of utmost importance.

- **Attribution:** Always attribute the news to the source so that readers can judge its credibility. Highly placed sources are attributions that help readers to arrive at their own conclusions, while steering clear of the suspicion that the reporter is giving his/her own version of the story.
- **Balance and Fairness:** It forms the foundation of good editing. Balance is giving both sides of the picture, while fairness is not taking sides. It also means not providing support to political parties, institutions, communities or individuals, etc., through the columns of the newspaper.
- **Brevity:** Brevity is a great virtue in journalism appreciated by readers and editors alike. It is telling a story, as it should be, without beating around the bush. It saves time and space and wins applause when consummated to perfection.
- **Clarity:** Clarity is the ability to think clearly and translate it into paper—a quality that can take one to the higher echelons of media hierarchy. Readability has a bearing on sentence length and simple and forthright manner of expression.
- **Readability:** The average length of a sentence should not exceed 18 words, which is standard. The best way is to write news stories using simple words, short and simple sentences.
- **Human Interest:** Using a style that arouses human interest is what the craft of editing is all about. Sub editors should see the events from the readers' point of view and the news stories keeping the reader ever in mind along with his hopes, fears and aspirations.

Q17 What do you understand by Photo Caption and Cutline? Explain their relevance and guidelines

Photo-caption- A photo-caption is like a title or little headline which is written above the cutline.

Writing a photo-caption

- Clearly identify the people and locations
- Include the date and day the photograph was taken.
- Provide some context or background

- Photo captions should be written in complete sentences and in the present tense.
- Be brief.

Cutline- A cutline is the caption near a photograph in a newspaper. It informs the reader of who, what, when, where, and why or how about the photograph.

Writing a Cutline

- The easiest and most common mistake when creating a cutline is to let it run on far too long.
- In most cases, the photo accompanies an article or other text, and that text will tell the full story.
- Unless the photo is going out as a standalone, you don't have to explain too much.
- A cutline is written like a straight news piece boiled down to a single sentence. The sentence should include the five W's of pertinent information: who, what, when, where and why.
- Always write the first sentence of the cutline in the present tense.
- Make sure you've correctly spelled the names and/or locations of anyone or anything appearing in the image.

Q18 What are the guidelines for editing copy for a Newspaper?

Copy editing is a process that ensures that text is correct in terms of spelling, grammar, jargon, punctuation, semantics and formatting. Copy editing also ensures that the idea the writer wishes to portray is clear and easy to understand. They make sure any factual data in the text is accurate and that any potential legal issues are brought to the publisher's attention.

- Formats errors- The number one priority for a copy editor is to highlight and suggest corrections to grammatical errors, spelling errors, punctuation errors, and syntax.
- Enforces flow- Too many words can bog down a text and confuse the reader. A good copy editor will be able to eliminate superfluous sentences and tighten phrasing in order to help streamline the writer's story or message.
- Checks for consistency- Copy editor jobs require you to be detail-oriented. One of the main responsibilities of a copy editor is to comb through a given work and check to make sure details are kept consistent, such as descriptions of settings and characters.
- Fact checks- The copy editing process can also involve research, especially when editing nonfiction works. If there is no specialized fact checker working on a

publication, the copy editor may need to verify dates and events to maintain factual accuracy.

Q19 What do you understand by Electronic Editing and what are its benefits?

Electronic Editing means editing on-screen with a software program that can track editing changes as well as provide an edit trail for review. The editor usually has an option of printing a copy of manuscript showing every alteration, only substantive changes, or only the revised version. Decisions regarding this 'paper trail' are generally made between the author and editor. Some authors want to see every change; others prefer clean, flowing copy.

Benefits of Electronic Editing:-

- Early use of all the files ensures that the desk is usable and complete
- Authors will not have to learn the shorthand of editing marks
- Early review of the file by editors and authors reduces the need for subsequent proofreading and correcting by proof-reader's, authors and editors
- Confirming the input at an early stage can be especially valuable if the author will be unavailable later in the production process
- Editors do their best work when not hampered by a physically disastrous manuscript
- Electronic manuscript is a major improvement over cutting and pasting on projects that require heavy editing or significant rewriting

Q20 What is the importance of Cartoons in Print?

- A cartoon is a form of expression, or communication that refers to several forms of art
- From the mid-nineteenth century it acquired the meaning of a pictorial parody, humorous and often ironic in its portrayal of social and political events
- Cartoons add special value to the newspaper because despite advances in photography and animation technologies, cartoons still command their own place in newspaper. Cartoons have ever-lasting impact on the minds of readers

The content of any political cartoon can be discussed as follows:

- Symbolism: Cartoonists use simple objects, or symbols, to stand for larger concepts or ideas. Symbolism is important even when people are unsure of how they feel and are

unable to decide on the cognitive perspective of their take on issues; studies have indicated a certain level of emotional response to the issue at hand.

- **Exaggeration:** Sometimes cartoonists overdo, or exaggerate, the physical characteristics of people or things in order to make a point. Cartoonists use exaggerations in size, emotions, and shape of a person or object for effect.
- **Labelling:** Cartoonists often label objects or people to make it clear exactly what they stand for. Cartoonists execute the different labels the particular person or object which appear in a cartoon.
- **Analogy:** An analogy is a comparison between two unlike things that share some characteristics. By comparing a complex issue or situation with a more familiar one, cartoonists can help their readers see it in a different light.
- **Irony:** Irony is the difference between the ways things are and the way things should be, or the way things are expected to be. Cartoonists often use irony to express their opinion on an issue.
- **Stereotypes and Caricature:** Stereotyping is common in cartoons, it's in a stereotype that the cartoonist tries and explains and simplifies a largely applicable point of view.

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ISO 9001:2015 & 14001:2015

Subject: Media Laws & Ethics

Paper Code: BJ (MC) 104

Q.1 Briefly explain the Freedom of speech and expression?

Ans. Speech is God's gift to mankind. Through speech a human being conveys his thoughts sentiments and feeling to others. Freedom of speech and expression is thus a natural right, which a human being acquires on birth. It is, therefore, a basic right. "Everyone has the right to freedom of opinion and expression; the right includes freedom to hold opinions without interference and to seek and receive and impart information and ideas through any media and regardless of frontiers" proclaims the Universal Declaration Of Human Rights (1948). The people of India declared in the Preamble of the Constitution, which they gave unto themselves their resolve to secure to all the citizens liberty of thought and expression. This resolve is reflected in Article 19(1) (a) which is one of the Articles found in Part III of the Constitution, which enumerates the Fundamental Rights. Man as rational being desires to do many things, but in a civil society his desires have to be controlled, regulated and reconciled with the exercise of similar desires by other individuals. The guarantee of each of the above right is, therefore, restricted by the Constitution in the larger interest of the community. The right to freedom of speech and expression is subject to limitations imposed under Article 19(2). Public order as a ground of imposing restrictions was added by the Constitution (First Amendment) Act, 1951. Public order is something more than ordinary maintenance of law and order. Public order in the present context is synonymous with public peace, safety and tranquility. Article 19(1) (a) of Indian Constitution says that all citizens have the right to freedom of speech and expression. Freedom of Speech and expression means the right to express one's own convictions and opinions freely by words of mouth, writing, printing, pictures or any other mode. It thus includes the expression of one's idea through any communicable medium or visible representation, such as gesture, signs, and the like. This expression connotes also publication and thus the freedom of press is included in this category. Free propagation of ideas is the necessary objective and this may be done on the platform or through the press. This propagation of ideas is secured by freedom of circulation. Liberty of circulation is essential to that freedom as the liberty

of publication. Indeed, without circulation the publication would be of little value. The freedom of speech and expression includes liberty to propagate not one's views only. It also includes the right to propagate or publish the views of other people; otherwise this freedom would not include the freedom of press. Freedom of expression has four broad special purposes to serve:

- 1) It helps an individual to attain self-fulfillment.
- 2) It assists in the discovery of truth.
- 3) It strengthens the capacity of an individual in participating in decision-making.
- 4) It provides a mechanism by which it would be possible to establish a reasonable balance between stability and social change.
- 5) All members of society would be able to form their own beliefs and communicate them freely to others. In sum, the fundamental principle involved here is the people's right to know. Freedom of speech and expression should, therefore, receive generous support from all those who believe in the

Participation of people in the administration. It is on account of this special interest which society has in the freedom of speech and expression that the approach of the Government should be more cautious while levying taxes on matters of concerning newspaper industry than while levying taxes on other matters.

Article 19(1)2 reasonable restrictions to freedom of the press

that right to freedom of speech and expression is one of the most important fundamental right. It includes circulating one's views by words or in writing or through audiovisual instrumentalities, through advertisements and through any other communication channel. It also comprises of right to information, freedom of press etc. the Court has always placed a broad interpretation on the value and content of Article 19(1)(a), making it subjective only to the restrictions permissible under Article 19(2). Efforts by intolerant authorities to curb or suffocate this freedom have always been firmly repelled, more so when public authorities have betrayed autocratic tendencies.

Q.2 What are the functions of First Press Commission after Independence?

The First Press commission of India was up in 1952. It was set up with the objective of inquiring the state of press in India after independence. Under the chairmanship of Justice S. Rajadhyaksha , it was constituted by Ministry of I&B. It was an 11-member working group it was asked to look into factors which influenced the establishment and maintenance of high standards of journalism in India. After enquiring into the ownership, management and financial structure of the press as well as other aspects of newspaper industry in the country at that time , it submitted its report in 1954. Some of the recommendations and observations of the First Press Commission are as follows:

1. A Press Council be established whose objects should be:

- (a) to safeguard the freedom of the press and help the press to maintain its independence.
- (b) to censure objectionable types of journalistic conduct and by all other possible means to build up a code in accordance with the highest professional standards.
- (c) to keep under review any development likely to restrict the supply and dissemination of news of public interest and importance.
- (d) to encourage the growth of a sense of responsibility and of public service among those engaged in the profession of journalism.
- (e) to study the developments in the press which may tend towards concentration or monopoly, and if necessary, to suggest remedies.
- (f) to publish reports, at least once a year, recording its work and reviewing the performance of the press, its development and factors affecting them and
- (d) to improve methods of recruitment, education and training for the profession by the creation of suitable agencies for the purpose such as a Press Institute.

The Press Council Acts National Emergency Composition, role, powers, guidelines and functions of the Press Council The Press Council of India is a statutory body in India that governs the conduct of the print media. It is one of the most important bodies that sustain democracy, as it has supreme power in regards to the media to ensure that freedom of speech is maintained. However, it is also empowered to hold hearings on receipt of complaints and

take suitable action where appropriate. It may either warn or censure the errant journalists on finding them guilty.

Q.3 Explain the Guidelines to Media on Election Reporting.

Ans. It will be the duty of the press to give objective reports about the election and the candidates. The newspapers are not expected to indulge in unhealthy election campaigns, exaggerated reports about any candidate/party or incident during the elections. In practice, two or three closely contesting candidates attract all the media attention. While reporting on the actual campaign, a newspaper may not leave out any important point raised by a candidate and make an attack on his or her opponent.

2. Election campaign along communal or caste lines is banned under the Representation of the People Act, 1951. The press should eschew reports which tend to promote feelings of enmity or hatred between people on the ground of region, religion, race, caste, community or language.

3. The press should refrain from publishing false or critical statements in regard to the personal character and conduct of any candidate or in relation to the candidature or withdrawal of any candidate or candidature, to prejudice the prospects of that candidate in the elections. The press shall not publish unverified allegations against any candidate/party.

4. The press shall not accept any kind of inducement, financial or otherwise, to project a candidate/party. It shall not accept hospitality or other facility offered to them by or on behalf of any candidate/party.

5. The press is not expected to indulge in canvassing or a particular candidate/party. If it does, it shall allow the right of reply to the other candidate/party.

6. The press shall not accept or publish any advertisement at the cost of public exchequer regarding achievements of a party/government in power.

7. The press shall observe all the directions/orders/instructions of the Election Commission/Returning Officer or Chief Electoral Officer issued from time to time.

8. Whenever the newspapers publish pre-poll surveys, they should take care to preface them conspicuously identifying the institutions which have carried on such surveys, the individuals and organisations which have commissioned the surveys, the size and nature of sample selected the method of selection of the sample for the findings and the possible margin of error in the findings.

9. In the event of staggered polls, no newspaper shall publish exit-poll surveys, however, genuine they may be, till the last date of the polls is over

Q.4 What is the Media laws pertaining to the State, Citizens, Judiciary, Legislature and Parliament?

Ans. State: Sedition Section 121

Waging, or attempting to wage war, or abetting waging of war, against the Government of India. Whoever wages war against the Government of India, or attempts to wage such war, or abets the waging of such war, shall be punished with death, or imprisonment for life and shall also be to fine. For Example, A joins an insurrection against the Government of India. A has committed the offence defined in this section.

Section 511

Punishment for attempting to commit offences punishable with imprisonment for life or other imprisonment.-- Whoever attempts to commit an offence punishable by this Code with imprisonment for life or imprisonment, or to cause such an offence to be committed, and in such attempt does any act towards the commission of the offence, shall, where no express provision is made by this Code for the punishment of such attempt, be punished with imprisonment of any description provided for the offence, for a term which may extend to one-half of the imprisonment for life or, as the case may be, one-half of the longest term of imprisonment provided for that offence], or with such fine as is provided for the offence, or with both. Illustrations

(a) A makes an attempt to steal some jewels by breaking open a box, and finds after so opening the box, that there is no jewel in it. He has done an act towards the commission of theft, and therefore is guilty under this section.

(b) A makes an attempt to pick the pocket of Z by thrusting his hand into Z's pocket. A fails in the attempt in consequence of Z's having nothing in his pocket. A is guilty under this section

Section 353

Assault or criminal force to deter public servant from discharge of his duty. Whoever assaults or uses criminal force to any person being a public servant in the execution of his duty as such public servant, or with intent to prevent or deter that person from discharging his duty as such public servant, or in consequence of anything done or attempted to be done by such person to the lawful discharge of his duty as such public servant, shall be punished with

imprisonment of either description for a term which may extend to two years, or with fine, or with both. **Citizens:** Defamation (IPC (499) 500) civil and criminal defamation-libel, slander Section 499 of the Indian Constitution defines ‘Defamation’ as“ Whoever by words either spoken or intended to be read, or by signs or by visible representations, makes or publishes any imputation concerning any person intending to harm, or knowing or having reason to believe that such imputation will harm, the reputation of such person, is said, except in the cases hereinafter excepted, to defame that person.” To explain the meaning and scope of this Act, IPC (1860) has provided explanations. These are- Explanation 1.- It may amount to defamation to impute anything to a deceased person, if the imputation would harm the reputation of that person if living, and is intended to be hurtful to the feelings of his family or other near relatives.

Q.5 Explain the zero hour question Hour in lok sabha.

Ans. Zero Hour begins immediate after the question hours without giving any prior notice before it. At the very time, any member irrespective of any parties may ask the questions and seeks immediate answers. It generally contains very important topics which is essential to be asked. since the the time starts from 12 noon, it is called Zero Hour. Generally, the first hour of a sitting of Lok Sabha is devoted to Questions and that hour is called the Question Hour. It has a special significance in the proceedings of Parliament. Asking of questions is an inherent and unfettered parliamentary right of members. It is during the Question Hour that the members can ask questions on every aspect of administration and Governmental activity. Government policies in national as well as international spheres come into sharp focus as the members try to elicit pertinent information during the Question Hour.

The Government is, as it were, put on its trial during the Question Hour and every Minister whose turn it is to answer questions has to stand up and answer for his or his administration’s acts of omission and commission. Through the Question Hour the Government is able to quickly feel the pulse of the nation and adapt its policies and actions accordingly. It is through questions in Parliament that the Government remains in touch with the people in as much as members are enabled thereby to ventilate the grievances of the public in matters concerning the administration. Questions enable Ministries to gauge the popular reaction to their policy and administration. Questions bring to the notice of the Ministers many an abuse which otherwise

would have gone unnoticed. Sometimes questions may lead to the appointment of a commission, a court of enquiry or even legislation when matters raised are grave enough to agitate the public mind and are of wide public importance.

The Question Hour is an interesting part of the Parliamentary proceedings. Although a question mainly seeks information and tries to elicit facts on a particular subject, there are many a time lively and quicksilver repartees between the Members asking the questions and the Ministers answering them. These repartees are sometimes coupled with flashes of wit and humour. That is why the public galleries and the press galleries are packed to capacity during the Question Hour.

Telecasting of Question Hour

With a view to familiarizing the public at large about the manner in which the proceedings of the Houses of Parliament are conducted in the Question Hour and how their representatives raise various issues of national/international importance, proceedings of the Question Hour are being telecast since 2 December 1991. Earlier the pre-recorded proceedings of the Question Hour were telecast by Doordarshan on the following day in the morning. From 7 December 1994, the proceedings of the Question Hour of both the Houses are being telecast live on alternate weeks throughout the country on the national channel of Doordarshan from 1100 hrs. to 1200 hrs. All India Radio is also broadcasting the proceedings of the Question Hour of both the Houses from 2200 hrs. to 2300 hrs. in the same night on their national hook up. It has been arranged in such a manner that during the telecast of the Question Hour of one House by Doordarshan, the Question Hour of the Other House is broadcast by All India Radio. In addition, the proceedings of the Question Hour and the entire post-lunch proceedings of Lok Sabha are being telecast live on a separate terrestrial channel through a Low Power Transmitter (LPT) with a reach of 10-15 kms, installed in Parliament House. The entire proceedings of Rajya Sabha are also being telecast live daily since 7 December 1994 through a separate LPT.

Q.6 Why is Media Ethics is important for democracy?

Ans. As forms of communication evolve, avenues of news reporting increase, and the scope of media influence expands, media ethics becomes an increasingly important issue in modern society. People are exposed to television news, radio broadcasting, newspaper articles, and now digital media as well.

Various ethics of journalism-

1. Truth- the pursuit of truth by the journalist surely partakes wisdom, courage, temperance and justice. Thus , at the base of journalistic ethics is an allegiance to truth. It is the authenticity of the information contained in the story that is the journalist's chief editorial concern. It is hard to verify truth if the source's name is hidden from the public.

2. Decency- A newspaper cannot escape conviction of insincerity if, while possessing high moral purpose, it supplies incentives to base conduct , such as are to be found in details of crime and vice, publication of which is not demonstrable for t5he general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pondering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

3. Accuracy- good faith with the reader is the foundation of all journalism worthy of name. For this, the newspaper should maintain truthfulness and accuracy. Headlines should be fully warranted by the contents of the articles which they surmount. The facts reported should be accurate so that the reader gets the original and accurate of the event in question. It is important to establish and maintain credibility of the newspaper among the public.

4. Human Rights- Though the human rights have a very wide scope , but the daily activities of a journalist should be governed by the principles of human rights. It means that they can not turn their eye over any violation of human rights nor the themselves should accept any such act . Any caste, creed, color ,religion should not interfere with that. Especially, while covering the riots or mass level hazards or any other natural calamities, the loss of lives and property and their feelings should not be sensationalized or misrepresented or glorified. This demands a basic sense of recognizing the right to live, to get informed, to inform, to communicate etc, with full dignity and peace.

5. Balance- The principle of balance demands that while reporting or writing any event /incident/'act , a journalist should maintain a balance between various aspects. His perceptions, caste,religion,color, feelings should not interfere in his work. While working on some story that involves more than one party, they should report the views and sides of all of them instead of highlighting one or more aspects of any one of them.

Q.7 Explain briefly Press & registration of Books Act, 1867

Ans. The Press and Registration of Books Act, 1867 has been enacted for the regulation of printing-presses and newspapers, for the preservation of copies of books and newspapers printed in India and for the registration of such books and newspapers. This is the oldest law relating to the press, still existing in India. This regulatory law was aimed to enable the government to regulate printing presses and newspapers and other matter printed in India. Several minor amendments were made in the Act to fulfill the need of the changing situation. However, on the basis of the recommendations of the First Press Commission in 1953, a major amendment was made in the Act which created the Office of the Registrar of Newspapers of India (RNI) and laid down its duties and functions. It started to function in 1956. The Act contains the particulars to be printed on books and papers, rules as to publication of newspapers and requires the keeper of printing press to make certain declarations.

Q.8 What are the formalities required after registration for newspaper?

Ans. A copy of the newspaper should be delivered to the RNI whenever it is printed. The first issue after the last day of February should contain the Form No.IV duly filled in (Statement regarding ownership and other particulars of the newspaper). It is also mandatory to submit an annual statement in form II, on or before the last day of May every year. In case of daily newspapers, an additional form AR-R may also be submitted.

When to file fresh declaration

Whenever there is a change of publisher, printer, owners, periodicity and printing press, the publisher/printer has to make a fresh declaration...

Role and functions of the Registrar of Newspapers

The office of the Registrar of Newspapers for India (RNI) came into being on 1 July 1956, on the recommendation of first Press Commission in 1953 and by amending the Press and Registration of Books Act, 1867. The Registrar of Newspapers for India, commonly known as Press Registrar, was required, inter alia to submit an Annual report to the Government by 31 December every year on the status of newspapers. The period for which an annual report was to be submitted, was changed from calendar year to financial year in 2002.

The Press and Registration of Books Act contains the duties and functions of the RNI. On account of some more responsibilities entrusted upon RNI during all these years, the office is

performing both statutory as well as some non-statutory functions. Under statutory functions, the following jobs are covered:

- Compilation and maintenance of a Register of Newspapers containing particulars about all the newspapers published;
- Issue of Certificate of Registration to newspapers published under valid declaration;
- Scrutiny and analysis of annual statements sent by the publishers of newspapers every year under PRB Act containing information on circulation, ownership etc.;
- Informing district magistrates about availability of titles, to intending publishers for filing declaration;
- Ensuring that newspapers are published in accordance with the provisions of PRB Act 1867 and the rules made thereunder;
- Verification under Section 19-F of PRB Act, of circulation claims furnished by the publishers in their Annual Statements; and
- Preparation and submission to the Government on or before December 31 each year, a report containing all available information and statistics about the press in India with particular reference to the emerging trends in circulation and in the direction of common ownership units etc.

The following fall under the non-statutory functions:

- Formulation of Newsprint Allocation Policy - Guidelines and issue of Eligibility Certificate to the newspapers to enable them to import newsprint and to procure indigenous newsprint;
- Assessing and certifying the essential need and requirement of newspaper establishments to import printing and composing machinery and allied materials.

Q.9 What is Copyright Act 1957?

Ans. According to Section 14 of the Act, “copyright” means “the exclusive right subject to the provisions of this Act, to do or authorize the doing of any of the following acts in respect of a work or any substantial part thereof, namely:-

- (a) in the case of a literary, dramatic or musical work, not being a computer programme, -
 - (i) to reproduce the work in any material form including the storing of it in any Medium by electronic means;
 - (ii) to issue copies of the work to the public not being copies already in circulation;
 - (iii) to perform the work in public, or communicate it to the public;

- (iv) to make any cinematograph film or sound recording in respect of the work;
- (v) to make any translation of the work;
- (vi) to make any adaptation of the work;
- (vii) to do, in relation to a translation or an adaptation of the work, any of the acts specified in relation to the work in sub-clauses (i) to (vi);
- (b) in the case of a computer programme,-
 - (i) to do any of the acts specified in clause (a);
 - (ii) to sell or give on commercial rental or offer for sale or for commercial rental any copy of the computer programme:Provided that such commercial rental does not apply in respect of computer programmes where the programme itself is not the essential object of the rental.
- (c) in the case of an artistic work,-
 - (i) to reproduce the work in any material form including depiction in three dimensions of a two dimensional work or in two dimensions of a three dimensional work;
 - (ii) to communicate the work to the public;
 - (iii) to issue copies of the work to the public not being copies already in circulation;
 - (iv) to include the work in any cinematograph film;
 - (v) to make any adaptation of the work;
 - (vi) to do in relation to an adaptation of the work any of the acts specified in relation to the work in sub-clauses (i) to (iv);
- (d) In the case of cinematograph film, -

Q.10 What is the Rights of Broadcasting Organization?

Ans. Every broadcasting organization will have a special right to be known as 'broadcast reproduction right' in respect of its broadcasts. The broadcast reproduction right will subsist until twenty-five years from the beginning of the calendar year next following the year in which the broadcast is made. This would prevent any person other than the broadcasting organization from:

- i) Re-broadcasting what has already been broadcasted
- ii) Causing the broadcast to be seen or heard by the public on payment of charges
- iii) Making any sound/visual recording of the broadcast

iv) Making any reproduction of such sound recording or visual recording where such initial Recording was done without license or, where it was licensed, for any purpose not envisaged by such license

v) Selling or hiring or offering to sell or hire sound/visual recordings. Where any performer appears or engages in any performance, he will have a special right known as the 'performer's right' in relation to such performance. The performer's right will subsist until fifty years from the beginning of the calendar year next following the year in which the performance is made. These rights are:

- i) No person may make a sound/visual recording of the performer's performances
- ii) Reproduce a sound/visual recording
- iii) Broadcast the performance
- iv) Communicate to the public otherwise than by broadcast

No broadcast reproduction right or performer's right will be deemed to be infringed by:-

- The making of any sound recording or visual recording for the private use of the person making such recording, or solely for purposes of bona fide teaching or research; or
- The use, consistent with fair dealing, of excerpts of a performance or of a broadcast in the Reporting of current events or for bona fide review, teaching or research; or
- Such other acts, with any necessary adaptations and modifications, which do not constitute Infringement of copyright under the Act.

OFFICIAL SECRETS ACT 1923

Official Secrets Act was made in 1923 by the then British Government to hide various things from common Indian people. It deals with those things and acts that the state considers secret. It has two parts- Sec 3 and Section 5. Section 3 deals with the spying and Section 5 deals with the revelation of the information that

has been considered secret by the government. Since, journalists deal with the reporting and writing work about various govt information's and activities, the second part applies on them.

The act prohibits the following-

1. Entering the places which are prohibited for the reasons of security and interest of the country, and directly or indirectly passing on any information related to such place to the enemy of the state
2. Making or publishing any sketch, plan, model or photo of prohibited places without permission that has the possibility of passing on such information to the enemy of the state.
3. Any attempt under this Act to impact the sovereignty, integrity and secularism of the Indian Republic

4. Establishing or trying to establish any contact with the foreign agent which can adversely impact the national interests.
5. Posing oneself falsely as a government officer.
6. Handing over the government stamps. Photos, secret plans etc, to unofficial person.
7. Using government stamps etc, without departmental permission
8. Illegal production of government stamps etc.
9. Keeping official documents illegally with oneself and not handing over the same even after demand from the state. Punishments under the Act range from three to fourteen years imprisonment. A person prosecuted under this Act can be charged with the crime even if the action was unintentional and not intended to endanger the security of the state. The Act only empowers persons in positions of authority to handle official secrets, and others who handle it in prohibited areas or outside them are liable for punishment. In any proceedings against a person for an offence under this Act, the fact that he has been in communication with, or attempted to communicate with a foreign agent, whether within or without India is relevant and enough to necessitate prosecution. Journalists also have to help members of the police forces above the rank of the sub-Inspector and members of the Armed forces with investigation regarding an offence, up to and including revealing his sources of information (If required). Under the Act, search warrants may be issued at any time if the magistrate feels that based on the evidence in front of them there is enough danger to the security of the state. Uninterested members of the public may be excluded from court proceedings if the prosecutions feels that any information which is going to be passed on during the proceedings is sensitive. This also includes media; so the journalists will not be allowed to cover that particular case.

When a company is seen as the offender under this Act, everyone involved with the management of the company including the board of directors can be liable for punishment. In the case of a newspaper everyone including the editor, publisher and the proprietor can be jailed for an

WORKING JOURNALISTS ACT

This act, which is based on the recommendation of First Press Commission, gave journalists an identity of an employee and brought them under the scope of Industrial Disputes Act 1947. The Act has put forward a specific definition of a journalist. Along with deciding the terms of their service, it provides for the formation of wage boards for them from time-to-time. Through this Act, the state states that publishing a newspaper and running a news agency is

an industry of high repute, and thus the laws made for ordinary workers are not applicable on them as the nature, conditions and environment of their work is different.

The Act states that the employer must give six months notice to editor and three months notice to other working journalists before making them leave their work. The Act deals with the job timings, hours of work, gratuity, payment. It makes one day off per one working week compulsory along with providing for medical and emergency leaves. Separate Wage Boards are formed from time to time for journalists and non-journalist employees.

Q.11 Explain the RIGHT TO INFORMATION ACT 2005.

Ans. The **Right to Information Act (RTI)** is an Act of the Parliament of India "to provide for setting out the practical regime of right to information for citizens" and replaces the erstwhile Freedom of Information Act, 2002. The Act applies to all States and Union Territories of India except the State of Jammu and Kashmir. Jammu and Kashmir has its own act called Jammu & Kashmir Right to Information Act, 2009. Under the provisions of the Act, any citizen may request information from a "public authority" (a body of Government or "instrumentality of State") which is required to reply expeditiously or within thirty days. The Act also requires every public authority to computerize their records for wide dissemination and to pro-actively publish certain of information so that the citizens need minimum recourse to request for information formally. This law was passed by Parliament on 15 June 2005 and came fully into force on 13

October 2005. Information disclosure in India was hitherto restricted by the Official Secrets Act 1923 and various other special laws, which the new RTI Act now relaxes.

Process- Under the Act, all authorities covered must appoint their Public Information Officer (PIO). Any person may submit a request to the PIO for information in writing. It is the PIO's obligation to provide information to citizens of India who request information under the Act. If the request pertains to another public authority (in whole or part), it is the PIO's responsibility to transfer/forward the concerned portions of the request to a PIO of the other within 5 working days. In addition, every public authority is required to designate Assistant Public Information Officers (APIOs) to receive RTI requests and appeals for forwarding to the PIOs of their public authority. The applicant is not required to disclose any information or reasons other than his name and contact particulars to seek the information.

The Central Information Commission (CIC) acts upon complaints from those individuals who have not been able to submit information requests to a Central Public Information Officer or

State Public Information Officer due to either the officer not having been appointed, or because the respective Central Assistant Public Information Officer or State Assistant Public Information Officer refused to receive the application for information. The Act specifies time limits for replying to the request.

- If the request has been made to the PIO, the reply is to be given within **30 days** of receipt.
- If the request has been made to an APIO, the reply is to be given within **35 days** of receipt.
- If the PIO transfers the request to another public authority (better concerned with the information requested), the time allowed to reply is **30 days** but computed from the day after it is received by the PIO of the transferee authority.
- Information concerning corruption and Human Rights violations by scheduled Security agencies (those listed in the Second Schedule to the Act) is to be provided within **45 days** but with the prior approval of the Central Information Commission.
- However, if life or liberty of any person is involved, the PIO is expected to reply within **48 hours**.

Since the information is to be paid for, the reply of the PIO is necessarily limited to either denying the request (in whole or part) and/or providing a computation of "further fees". The time between the reply of the PIO and the time taken to deposit the further fees for information is excluded from the time allowed. If information is not provided within this period, it is treated as deemed refusal. Refusal with or without reasons may be ground for appeal or complaint. Further, information not provided in the times prescribed is to be provided free of charge.

Q.12 Explain briefly the NDPS Act.

Ans. The NDPS Act 1985 sets out the statutory framework for drug law enforcement in India. The

main elements of the control regime mandated by the Act are as follows: a) The cultivation, production, manufacture, possession, sale, purchase, transportation, Warehousing, consumption, inter-State movement, transshipment and import and export of Narcotic drugs and psychotropic substances is prohibited, except for medical or scientific Purposes and in accordance with the terms and conditions of any license, permit or Authorization given by the Government. (Section 8) b) The Central Government is empowered to regulate the cultivation production, manufacture, import, export, sale, consumption, use etc of narcotic drugs and

psychotropic substances. (Section 9). State Governments are empowered to permit and regulate possession and inter-State movement of opium, poppy straw, the manufacture of medicinal opium and the cultivation of cannabis excluding hashish. (Section 10). d) All persons in India are prohibited from engaging in or controlling any trade whereby narcotic drugs or psychotropic substances are obtained outside India and supplied to any person outside India except with the previous authorisation of the Central Government and subject to such conditions as may be imposed by the Central Government. (Section 12). e) The Central Government is empowered to declare any substance, based on an assessment of its likely use in the manufacture of narcotic drugs and psychotropic substances as a controlled substance. (Section 9-A). f) Assets derived from drugs trafficking are liable to forfeiture (Chapter V-A). g) Both the Central Government and State Governments are empowered to appoint officers for the purposes of the Act.(Sections 4, 5 and 7).

ENFORCEMENT

Given India's size and the federal nature of our polity, a number of agencies both at the Centre and in the States have been empowered to enforce the provisions of the Act. These agencies include the Department of Customs and Central Excise, the Directorate of Revenue Intelligence, the Central Bureau of Narcotics and the Central Bureau of Investigation at the Central level and State Police and Excise Departments at the State level. The Union Ministries of Social Justice and Empowerment and Health are responsible for the demand reduction aspects of drug law which broadly covers health-care and the deaddiction, rehabilitation and social reintegration of addicts.

INVESTIGATIVE PROCEDURES

This Act empowers officers duly authorized by the Central Government or a State Government to issue warrants, to enter and search premises, to stop and search conveyances, to seize narcotic drugs and psychotropic substances, to take statements and to arrest persons suspected of having committed an offence, punishable under the Act.

LICIT OPIUM CULTIVATION

Section 8 of the NDPS Act, inter-alia, prohibits the cultivation of the opium Poppy, except for medical and scientific purposes and in accordance with the terms and conditions of a license, permit or authorization given by the Government. Section 9, inter-alia, empowers the Central Government to permit and regulate the cultivation of the opium poppy. Section 5 requires the Central Government to appoint a Narcotics Commissioner who shall exercise all

powers and perform all functions relating to the superintendence of the cultivation of the opium poppy and the production of opium.

Q.13 Elaborate the Emergence of electronic and new media law.

Ans. The Prasar Bharati Act provides for establishment of a Broadcasting Corporation, to be Known as Prasar Bharati, to define its composition, functions and powers. The Act grants autonomy to All India Radio and Doordarshan, which were previously under government Control. The Act received assent of President of India on September 12, 1990. after being Unanimously passed by Parliament. It was finally implemented in September 1997. By the Prasar Bharati Act, all the property, assets, debts, liabilities, payments of money due, all suits and legal proceedings involving Akashvani (All India Radio) and Doordarshan were transferred to Prasar Bharati.

Functions and Objectives-

The primary duty of the Corporation is to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. The Corporation shall, in the discharge of its functions, be guided by the following objectives, namely:

- Upholding the unity and integrity of the country and the values enshrined in the Constitution.
- Safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own.
- Paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.
- Providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes.
- Providing adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship.
- Providing appropriate programmes keeping in view the special needs of the youth.
- Informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the upliftment of women.

- Promoting social justice and combating exploitation, inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society.
- Safeguarding the rights of the working classes and advancing their welfare.
- Serving the rural and weaker sections of the people and those residing in border regions, backward or remote areas.
- Providing suitable programmes keeping in view the special needs of the minorities and tribal communities.
- Taking special steps to protect the interests of children, the blind, the aged, the handicapped and other vulnerable sections of the people.
- Promoting national integration by broadcasting in a manner that facilitates communication in the languages in India; and facilitating the distribution of regional broadcasting services in every State in the languages of that State.
- Providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilisation of the broadcast frequencies available and ensuring high quality reception.
- Promoting research and development activities in order to ensure that radio broadcast and television broadcast technology are constantly updated

Q,14 Explain briefly the AIR and Doordarshan Code ?

Broadcast on All India Radio by individuals will not permit:

1. Criticism of friendly countries;
2. Attack on religions or communities;
3. Anything obscene or defamatory;
4. Incitement to violence or anything against maintenance of law & order
5. Anything amounting to contempt of court;
6. Aspersions against the integrity of the President, Governors and the Judiciary.
7. Attack on a political party by name;
8. Hostile criticism of any State or the Center;
9. Anything showing disrespect to the Constitution or advocating change in the Constitution by violence; but advocating changes in a constitutional way should not be debarred.
10. Appeal for funds except for the Prime Minister's National Relief Fund, at a time of External Emergency or if the Country is faced with a natural calamity such as floods, earthquake or cyclone.

11. Direct publicity for or on behalf of an individual or organization which is likely to benefit only that individual or organization.

12. Trade names in broadcasts which amount to advertising directly (except in Commercial Services).

The Commercial Code of AIR & Doordarshan

Advertising is an important and legitimate means for the seller to awaken interest in his goods and services. The success of advertising depends on public confidence; hence no practice should be permitted which tends to impair this confidence. The standards laid down here should be taken as minimum standards of acceptability which would be liable to be reviewed from time to time in relation to the prevailing norm of listener's susceptibilities. The Prasar Bharati Corporation consists of two wings namely All India Radio and Doordarshan. Commercial advertisements were introduced on AIR on 1st November, 1967 and on Doordarshan on 1st January, 1976. Both AIR and Doordarshan have served as an effective instrument for advertisers to publicise their goods and services.

Q.16 What is the Punishment for contravention of provisions of this Act?

Ans. Whoever contravenes any of the provisions of this Act shall be punishable,-

(a) for the first offence, with imprisonment for a term which may extend to two years or with fine which may extend to one thousand rupees or with both : (b) for every subsequent offence, with imprisonment for a term which may extend to five years and with fine which may extend to five thousand rupees. Media regulations: self or govt.? The fourth pillar of democracy, the media, has never hogged more limelight than it has in the last few years in India. This is especially true in the aftermath of the Guwahati molestation incident, when a journalist continued to record the act of a teenage girl being molested by a mob for half an hour and later justified it by saying that he did so to enable the authorities to identify the perpetrators of the crime. Following this incident, the dubious role of the media in covering sensitive issues such as these was put to test. Also, last month, at Mangalore, the cameraman of a news channel was accused of conspiring with a group of self-proclaimed "activists" in an attack against guests of a homestay in the city, accusing them of carrying on illegal activities. In another incident, the Press Council of India (PCI) Chairman, Justice Markandey Katju, commenting on the reportage of Anna Hazare's agitation, said that a large section of the

print and electronic media was swayed by emotions and became a part of the movement. Did the media exceed its mandate, becoming the news maker instead of playing the role of a news disseminator? The media is not just the fourth pillar but also the backbone of any democratic society. This is because while the legislature makes the laws, the judiciary interprets it and the executive implements it, it is the media which acts as the watchdog of the three pillars, in order to ensure that they are performing their constitutional duties, thus calling for accountability. Considering the fact that the media performs such an important function, it is particularly important that there should be some authority which acts as its watchdog, lest the media take undue advantage of its role. In the last decade, there have been incidents where the media has taken advantage of its role be it tabloidization of news, fake sting operations to settle personal scores, paid news especially during elections – without any concrete action being taken against the wrong-doers. The challenges in tackling the might of the media without compromising its liberty are many. Any future legislation seeking to exert any form of control or censorship on the media needs to take into account a multitude of complex factors like viability of a publication as a business, national security vis-à-vis journalistic anonymity, competition in the media, amongst other things. In April 2012, a Private Member's Bill called the "Print and Electronic Media Standards and Regulation Bill, 2012" was circulated in the Parliament, drafted by Congress MP Meenakshi Natarajan. However, she was absent the day she was scheduled to introduce in the Parliament and hence the Bill, till date, has not been placed before the House. The Bill calls for the establishment of a media regulatory authority which has the power to ban or suspend the coverage of an event or incident that may pose a threat to national security from foreign or internal sources. The seven-member regulatory body, which would be selected by a panel consisting of a Supreme Court judge, the Information and Broadcasting Minister and three members appointed by the central government, would have powers equivalent to that of a civil court. Thus, it excludes the stakeholders in the media and deprives them of a voice in issues that affect them directly. Also, the Bill proposed a fine of upto Rs. 50 lakh on media houses that commit offences specified under the Bill. The other penalties included a ban of upto eleven months on the offenders, or in severe cases, even cancellation of their license. While the Bill purports to create a water tight regulation for the media, it excludes the regulatory authority from the purview of the Right to Information Act, thus giving itself total control to oversee media activities without itself being accountable to any other body. Besides, a provision in the Bill – "no civil court will have jurisdiction of any matter which the Authority is empowered to " –

takes away any scope of appeal, thus branding the authority as the most empowered one to decide on matters which come under its purview. It is unlikely that the Bill will ever see the light of the day. However, it has raised significant questions about regulating the media – whether self-regulation is the way forward or is a statutory body with substantial legal powers required to regulate the media? If the latter is to hold true, how does one draw the line between regulation and freedom of speech? It is not surprising then that various sections of the media and even the Parliament have left no stone unturned to criticize the Bill, calling it a Bill that purports to impose a gag on the media and control it from angle possible. However, this is not the first time that an attempt has been made by the Legislature to keep a check on the media.

Q.17 What is Laws, Bills and Acts, Ordinance, Regulations, Statute, Code, Norms, Conventions

BILL A draft of a proposed law presented for approval to a legislative body

ACT A bill which has passed through the various legislative steps required for it and which has become law

ORDINANCE An authoritative order; a decree. For example, in the absence of any session the Parliament, president of India can issue an ordinance that acts as a law till the Parliament Passes it in the immediate session following it.

STATUTE A written law passed by a legislative body. Many institutions in the country have been formed the state through statutes. For example, CWC (Children Welfare committee) that has played important role in the formation of Juvenile Justice Act . It can be passed by local Legislative body too.

NORM Informal guideline about what is considered normal (what is correct or incorrect) social behavior in a particular group or social unit. Norms form the basis of collective expectations that members of a community have from each other, and play a key part in social control and social order by exerting a pressure on the individual to conform. In short, "The way we do things around here.

CODE A systematic and comprehensive compilation of laws, rules, or regulations that are consolidated and classified according to subject matter. It is generally a collection of written laws gathered together, usually covering specific subject matter. Thus, a state may have a civil code, corporation's code, education code, evidence code, health and safety codes,

insurance code, labor code, motor vehicle code, penal code, revenue and taxation code, and so forth.

CONVENTION Generally conventions are regularly observed practices, having no legal basis and not being enforceable in the courts. All states must evolve conventions to breathe life into their constitution if they are to be flexible enough to survive. They represent important rules of political behavior which are necessary for the smooth running of the constitution. They facilitate evolution and change within the constitution while the legal form remains unchanged. Many laws have emerged out of conventions. For example Hindu Marriage Act.

REGULATION It means the act of regulating something or some institution with a set of rules. It is not necessarily backed by legal power, it can be made by any institution or management of any organization and the employees and other people who are a part of it have to follow them.

Freedom of the press and the Constitution-need for a free press in a democracy

The press is a broad term now; it not only includes newspapers, news weeklies and magazines but also all the journalists working in the media print and electronic. It plays great role in the iteration of public opinion. It also acts as a regulator and reflector of the same, interacting between the people and political parties and in between government of the country and the people. Hence, if the character of the press is healthy, the democratic system will be more transparent to what is actually transacting on side of government and what are the views and reactions of the people in respect thereof. The comment of the press over the specific matter will be helpful in setting dimensions for the respective state policies and their implementation and the pattern of thinking of the people. In this way, it facilitates the smooth functioning of the whole democratic system.

Q.18 Explain briefly Importance of Media law and ethics.

Ans. To be free for press, as such, is to be fair, impartial, unprejudiced and honest in according treatment to the coverage of news and events connected with different socio-political quarters and the government at large. One of the highest criteria to judge the free press, however, is that it is not subservient to the vested interests and the versions are not tempered, distorted, sponsored, or politically initiated. According to a survey conducted by

the New York based House, only one person out of five lives in a country with free press. The survey measures press freedom by assessing the impact of laws, administrative decisions and economic or political influences on the content of the news media.

The well-organized section of press is always in regular and close contact with the people and a reputation of presenting actual and concomitant situation. That's why it is more influential and effective in formation of public opinion and molding it. The responsible quarters of the press, for instance, the section constituting the 'national press', exercise a higher sense of responsibility towards the people and the state and restrain in reporting and keep in the line with the national interest. Their comments are fact based and not on fore-run conclusion.

Q.19 What is the power of press council of India?

Ans. The Press Council of India was first set up on 4 July 1966 by the Parliament on the recommendations of the First Press Commission with the object of preserving the freedom of the Press and of maintaining and improving the standards of press in India. It present Council functions under the Press Council Act 1978. It is a statutory, quasi-judicial body which acts as a watchdog of the press. It adjudicates the complaints against and by the for violation of ethics and for violation of the freedom of the press respectively. It has many powers-

- To criticise and stop publishing of any matter that can be considered offensive under Art 19(2) of the Indian Constitution
- To call meetings
- To check, inspect and search for documents or affidavits etc. when needed from time –to time
- To listen to and act against complaints made by readers or journalists or any other person related to press
- To make code of ethics and issue guidelines (as needed) for the journalists.

Q.20 How to start a newspaper?

Ans. 1. The first step to start a newspaper is to get the title (name of the proposed newspaper) verified from RNI.

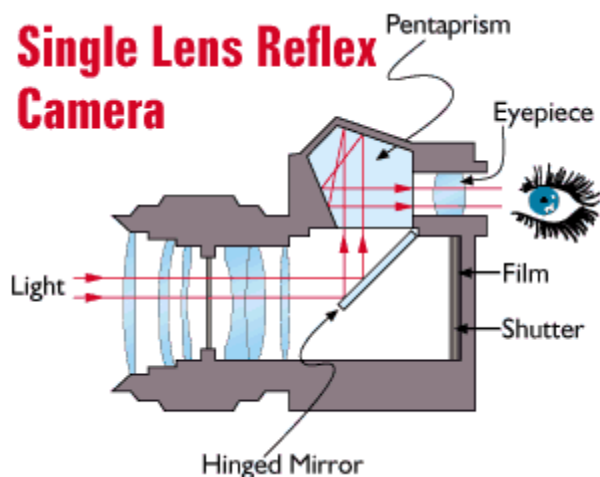
2. For this the publisher has to make an application for title verification indicating the name, language, periodicity, owner name and place of publication of the newspaper proposed, and submit it to the District Magistrate concerned.

3. The District Magistrate after ensuring the credentials of the applicant, will forward the application to the RNI, who in turn checks the availability of the title and if found verifies it. RNI informs the DM and publisher, the availability of the title by issuing a letter of title verification.
4. After this, the publisher has to file a declaration with the District Magistrate in the prescribed format available and can start publishing the newspaper.
5. The first issue of the newspaper should be printed within 42 days from the date of authentication of the declaration if it is a daily or weekly and in case of other periodicals, within 90 days.
6. The application for registration can be submitted to the RNI along with an attested copy of the declaration, copy of title verification, first issue of the newspaper and a 'No Foreign Tie up' affidavit duly attested by a Notary.
7. The newspaper should contain volume number, issue number, title prominently displayed on the cover page and all pages, date line and page number on all pages and an imprint line containing the name of printer, publisher, owner and editor, address of the place of publication and name and address of the printing press.

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ISO 9001:2015 & 14001:2015

Subject: Still Photography (106)
Paper Code: 106 BA(JMC)

1. Explain the working of an SLR camera with the help of a detailed diagram?



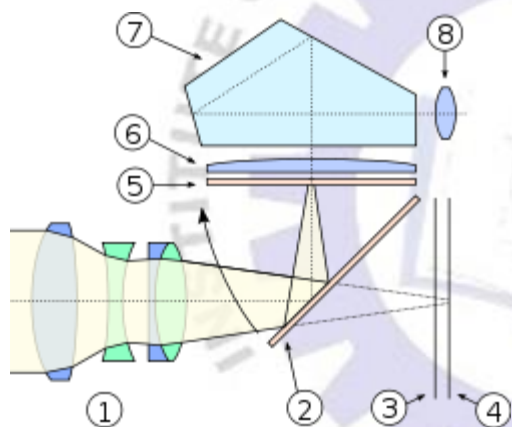
A single-lens reflex camera (SLR) is a camera that typically uses a mirror and prism system (hence "reflex" from the mirror's reflection) that permits the photographer to view through the lens and see exactly what will be captured. With twin lens reflex and rangefinder cameras, the viewed image could be significantly different from the final image. When the shutter button is pressed on most SLRs, the mirror flips out of the light path, allowing light to pass through to the light receptor and the image to be captured.

Prior to the development of SLR, all cameras with viewfinders had two optical light paths: one path through the lens to the film, and another path positioned above (TLR or twin-lens reflex) or to the side (rangefinder). Because the viewfinder and the film lens cannot share the same optical path, the viewing lens is aimed to intersect with the film lens at a fixed point somewhere in front of the camera. This is not problematic for pictures taken at a middle or longer distance, but parallax causes framing errors in close-up shots. Moreover, focusing the lens of a fast reflex camera when it is opened to wider apertures (such as in low light or while using low-speed film) is not easy.

Most SLR cameras permit upright and laterally correct viewing through use of a roof pentaprism situated in the optical path between the reflex mirror and viewfinder. Light, which comes both horizontally and vertically inverted after passing through the lens, is reflected upwards by the reflex mirror, into the pentaprism where it is reflected several times to correct

the inversions caused by the lens, and align the image with the viewfinder. When the shutter is released, the mirror moves out of the light path, and the light shines directly onto the film (or in the case of a DSLR, the CCD or CMOS imaging sensor). The Canon Pellix, along with several special purpose high speed cameras (such as the Canon EOS-1N RS), were an exception to the moving mirror system, wherein the mirror was a fixed beam splitting pellicle.

Focus can be adjusted manually by the photographer or automatically by an autofocus system. The viewfinder can include a matte focusing screen located just above the mirror system to diffuse the light. This permits accurate viewing, composing and focusing, especially useful with interchangeable lenses.



Cross-section view of SLR system: 1: Front-mount lens (four-element Tessar design) 2: Reflex mirror at 45-degree angle 3: Focal plane shutter 4: Film or sensor 5: Focusing screen 6: Condenser lens 7: Optical glass pentaprism (or pentamirror) 8: Eyepiece (can have diopter correction ability)

Up until the 1990s, SLR was the most advanced photographic preview system available, but the recent development and refinement of digital imaging technology with an on-camera live LCD preview screen has overshadowed SLR's popularity. Nearly all inexpensive compact digital cameras now include an LCD preview screen allowing the photographer to see what the CCD is capturing. However, SLR is still popular in high-end and professional cameras because they are system cameras with interchangeable parts, allowing customization. They also have far less shutter lag, allowing photographs to be timed more precisely. Also the pixel resolution, contrast ratio, refresh rate, and color gamut of an LCD preview screen cannot compete with the clarity and shadow detail of a direct-viewed optical SLR viewfinder.

The single-lens reflex 35 mm camera is the choice of many serious amateur as well as professional photographers because the light from the object reflects from a mirror and is taken through the eyepiece to the eye of the photographer, in contrast to a viewfinder camera where the photographer is looking through a separate lens at the subject. The advantage of the SLR is that the eye sees approximately what the imaging system will record, so that you can freely interchange lenses, use close-up lenses, etc. and still see what you will record on the detector. Viewfinder cameras are practically limited to one lens, because the viewfinder must approximate what will be photographed.

Light is bounced from a mirror through a pentaprism to the viewer's eye while choosing the object for photography. The shutter button lifts the viewing mirror while opening the shutter to allow the light to fall on the detector to record the image.

2. What are the basic differences between film based SLR camera and digital based SLR camera. Explain with help of examples

SLR cameras allow expert photographers to change lenses and choose the right lens for the given shooting situation. DSLR refers to SLR cameras that take digital photos and the few cameras left on the market still using film are simply called SLR cameras.

| | DSLR | SLR |
|---------------|---|---|
| Technology | Digital single-lens reflex. Reflex mirror that allows live and digital optical viewing through the lens taking the image. | Single-lens reflex. Reflex mirror that allows live optical viewing through the lens taking the image. |
| Requires | Memory card | Films |
| Storage | Thousands of images | 36 images per roll of film |
| Shutter Speed | 1 – 1/4000 s | 1-1/1000 s |
| Reusability | Images can be erased; card can be reused for a new set of pictures | Images cannot be erased, and the film cannot be reused |

DSLR vs. SLR Camera

Technology

DSLR and SLR cameras both reflect light that enters through the lens using a mirror so that an image can be seen in a viewfinder. However, an SLR camera uses a film made of plastic, gelatin and other material to record the image - a DSLR captures the image digitally, on a memory card.

Required Materials and Processing:

A DSLR requires a flat memory card to store all its images in digital format. This little card can store thousands of images, and the user is able to delete any unwanted images instantly to make space for more. The card is reusable and the image can be seen instantly on camera or a computer, and can be printed right away with an external printer.

An SLR requires a roll of film usually made of a plastic strip lined with thin layers of gelatin containing silver halide crystals, which react chemically to light to form a photographic image. This chemical reaction needs to take place in a photo lab and requires a few hours to print. The film is not reusable, and can hold only upto 36 photos.

Picture Quality

Both DSLRs and SLRs allow the photographer to view and focus the image using the attached lens. The first DSLRs had poorer picture quality than film SLRs. Advances in digital technology, including the number of megapixels available, have almost completely erased this difference.

Speed

Shutter speed depends on the type of DSLR or SLR. Entry level SLRs typically have a speed of 1 to 1/1000th of a second; the Konica Autoreflex TC has a shutter speed of 1/8 to 1/1000. Most modern DSLRs have shutter speeds up to 1/4000th of a second, much as high end ones can have shutter speeds as high as 1/8000 and above.

Optical Viewfinder

Both DSLR and SLR cameras use optical viewfinders to take pictures. DSLRs can also come with LCD viewfinders, like in point-and-shoot digital cameras, which is handy for situations when an optical viewfinder cannot be used, say underwater photography.

Complexity

Both DSLR and SLR cameras are similar in that they have several settings that the photographer controls, and can be difficult for beginners to use. They also require maintenance in keeping the lens and sensor clean and dust-free. DSLRs are more beginner-friendly as they allow the photographer to preview the image or take multiple images without wasting film. They also typically come with some in-built settings for different scenarios, and the user can switch to the LCD viewfinder if they wish.

Other Pros and Cons

DSLRs allow photographers to store thousands of pictures on a memory card, while a roll of film in an SLR camera can only hold about 36 photographs. DSLRs also allow the photographer to preview the image after it has been taken, and make it easy to upload the photo to a computer to edit or print.

Why some photographers still choose film over digital

In an article for the BBC, analog photographer Stephen Dowling writes about why some photographers even in this day and age choose film over the more convenient digital photography option:

Some [photographers] may want to work with much larger formats (their digital equivalents can be very expensive), while others may prefer the look of film's grain, or the less saturated colours of certain films. Some want to be in control of the entire process, from the taking of the pictures to developing their photos in a darkroom and slowly seeing prints emerge under the red light - an alchemical process that still, somehow, seems like magic.

3. What is camera obscura? Explain its working

Camera obscura, ancestor of the photographic camera. The Latin name means “dark chamber,” and the earliest versions, dating to antiquity, consisted of small darkened rooms with light admitted through a single tiny hole. The result was that an inverted image of the outside scene was cast on the opposite wall, which was usually whitened. For centuries the

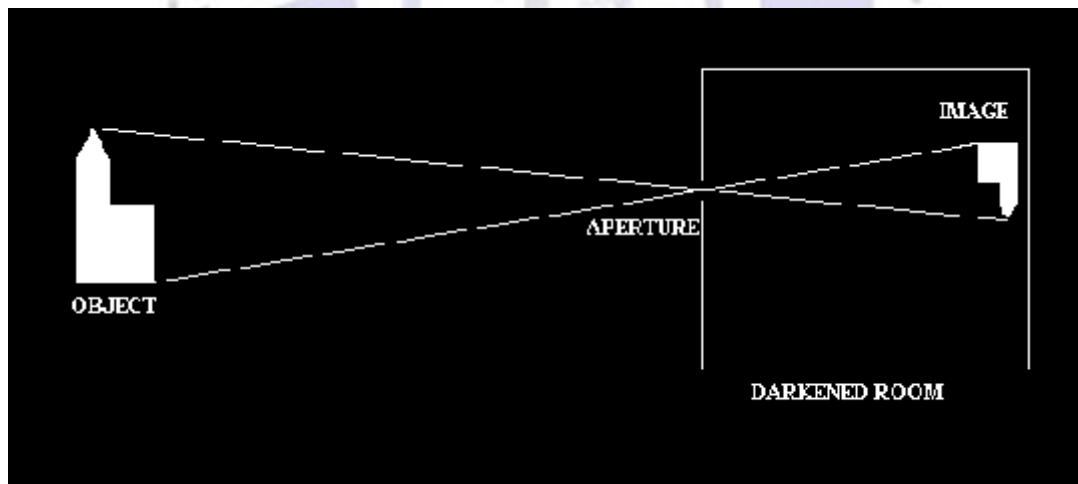
technique was used for viewing eclipses of the Sun without endangering the eyes and, by the 16th century, as an aid to drawing; the subject was posed outside and the image reflected on a piece of drawing paper for the artist to trace. Portable versions were built, followed by smaller and even pocket models; the interior of the box was painted black and the image reflected by an angled mirror so that it could be viewed right side up. The introduction of a light-sensitive plate by J.-N. Niepce created photography.

How it works

The Camera Obscura is an ancient optical device. In its most basic form it is, quite simply, a dark room with a small hole in one wall. On the wall opposite the hole, an image is formed of whatever is outside. This image is upside-down (inverted) and back to front (laterally transposed).

The size of the hole has a great effect on the picture that is being projected. A small hole produces a sharp image, which is dim, while a larger hole produces a brighter picture which is less well focused.

This happens because light travels in straight lines, a property known as the rectilinear propagation of light.



Observations of and experimentation with camera obscura have taken place since very early times. The first recorded evidence of this effect was by Mo Tsu, a Chinese thinker in 500bc.

Widely used by astronomers for observing the sun without causing damage to the eyes, the camera obscura remained largely unchanged until around 1550 when a man called Cardano replaced the pinhole with a lens as described in his book *De Subtilitate Libri*. This increase in aperture size resulted in a far brighter picture but meant that the picture needed focusing. This was achieved by moving the viewing surface or the lens, this became necessary as lenses

have a fixed focal length. Things in the foreground focus further from the lens whilst distant objects focus closer to the lens.

This was a major step forward in camera obscura development. The brightness and clarity of image that the lens introduced made it a practical tool for artists like Vermeer and Canaletto and perhaps encouraged more experimentation.

Camera obscura exist in two main forms. Rooms where the viewer is inside the camera looking directly at the image and box types where the image is projected onto a screen which is viewed from outside. The screen is often made of ground glass and normally requires a cowl or hood to block out ambient light.

During Victorian times they reached their pinnacle of popularity. With improvements in manufacturing it is likely that lens quality increased and costs were reduced making the lens less exclusive. Many were built at seaside and tourist resorts as a popular entertainment. Today, although the camera obscura is largely forgotten about, there are still some open to the public.

Camera obscura is built in the room style with a lens mounted horizontally in the ceiling and a mirror at forty five degrees placed above it, the whole lens and mirror can be turned offering a complete 360 degree view. Our F16 rated lens produces a good image even on a dull day.

4. Discuss the role of photography in journalism?

In journalism, photography plays a key role in representing the situation that is being reported. A situation can be depicted by several photographers in a different way. Some will try to focus more on how to represent it as a political issue, some will try to show the real story and some will try to exaggerate the situation, etc.

I think this really affects the mentality of the people. If a issue is being presented in more political way then it will generate ambiguity and feeling of contempt in the mind of people for the present government and their working. Whereas the original story can be way different than that presented by the photographer and the journalist.

For eg. You are aware of the various whatsapp messages that are being forwarded in the group without even giving a damn time to read what it is all about. If you consider any message and try to read it properly you will get to know how the people are trying to show

the same message in various different ways generating fight amongst social groups, false beliefs, etc. whereas in actuality it is least concerned with that matter.

In the same way photography is a key or backbone of journalism to show the people reality or false reality, depending upon the journalist and photographer who are trying to show the reports for some revenge purpose or for social acknowledgement.

Characteristics of Photojournalism

Photojournalism has qualities that make it different from other branches of photography. These factors help photojournalists come up with images that stir the mind and touch the soul.

1. Photojournalism is relevant.

The main objective of photojournalism is to tell a story better than the text or write-up that usually accompanies the photos. Therefore, it should capture images that have meaning or relevance to the story being told.

For example, a story about a mother reunited with her daughter after being apart for 20 years will be more effective if it is accompanied by a photo showing them rushing into each other's arms.

2. Photojournalism is timely.

Photojournalism should tackle current issues. It should feature something that's on the news, or something people are talking about. This will make the images more interesting to the audience or reader.

After her triumph in the London Olympics, for example, numerous photos of US gymnast Gabrielle "Gabby" Douglas in action were spread throughout the Internet. These photos were accompanied by short descriptions of how Gabby captured the attention of the crowd and the judges. The images helped people from different parts of the world to experience her victory and celebrate with her.

3. Photojournalism is objective.

Photojournalism is not biased. It does not take sides. Therefore, the images should accurately show events as they are. Some photographers, however, argue that to be completely objective

is quite difficult. According to them, the term “honest” is more appropriate in describing photojournalism. No matter what a photojournalist believes in; whether he prefers to be objective or honest, the most important thing is for him to present the images as is.

The secret is not to force the situation. For example, a photojournalist shooting a burial scene should not force his subject to shed tears because he wants to create a dramatic effect. Real emotions are captured candidly.

4. Photojournalism is narrative.

Photojournalism works best if it is presented as a narrative. The photos should come with a short write-up or article stating important facts about the incident or event. It should tell a story.

For example, a photo that shows two little girls lifting a small box of old clothes tells a clearer story than one that shows a box marked with “Old Clothes”.

5. Aesthetically Interesting

Photojournalists follow certain photography principles that are intended to help them produce photos that catch the attention of different audiences. Photos with the right focus, angle and colour will attract more people than those that come out blurry or unfocused.

Different Fields of Photojournalism

If you are a serious photojournalist, you should be flexible enough as there are several photojournalism fields that you may be assigned to.

General News pertains to any event that is planned ahead of time. Examples are press conferences, product launch ceremonies and fund raising dinners.

Spot or Breaking News – refers to any event or incident that is unplanned. You don’t know where or when it will happen, and sometimes, it shouldn’t even have happened! Examples: a house or building fire, a burglary or a car accident.

Documentary Photojournalism – this refers to long term photography projects like trailing a candidate during the campaign period or documenting the life of an orphaned child.

Sports Photography – the most action-packed side of photojournalism. You can take photos of any sport: a basketball game, a football championship match and even a special Taekwondo tournament.

Portrait Photojournalism – this is not your typical portrait photo. In photojournalism, portrait shots involve significant members of the community shown in their usual environment, like a race car driver beside his car, a doctor inside the operating room.

5. What is lens? What is the role in photography? Discuss different types of lens and their impact on the image

A camera lens (also known as photographic lens or photographic objective) is an optical lens or assembly of lenses used in conjunction with a camera body and mechanism to make images of objects either on photographic film or on other media capable of storing an image chemically or electronically.

There is no major difference in principle between a lens used for a still camera, a video camera, a telescope, a microscope, or other apparatus, but the details of design and construction are different. A lens might be permanently fixed to a camera, or it might be interchangeable with lenses of different focal lengths, apertures, and other properties.

While in principle a simple convex lens will suffice, in practice a compound lens made up of a number of optical lens elements is required to correct (as much as possible) the many optical aberrations that arise. Some aberrations will be present in any lens system. It is the job of the lens designer to balance these and produce a design that is suitable for photographic use and possibly mass production.

The camera lens can be called the "eye" of the camera and is probably the most important part of the camera. The camera lens consists of several variously curved pieces of glass (or plastic) held together by what is called the "barrel" of the lens. Each piece of glass is called an element of the lens.

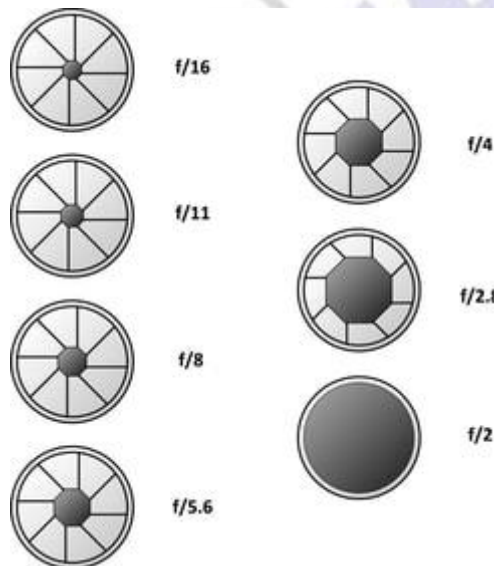
Function of the Camera Lens: The basic job of the camera lens is to gather and focus the light reflected from a scene or subject. As the reflected light rays enter the camera lens and pass through the elements, they are directed to the camera's image sensor.

The function of the camera's image sensor is to "capture" the colors and intensity of the light rays that enter the camera through the lens.

The captured light can then be reproduced as the exact image that was seen through the camera's viewfinder or LCD screen when the camera's shutter release was pressed.

Lens Aperture: The lens aperture is the part of the camera lens that determines how much light is allowed reach the image sensor. The lens aperture opening can be adjusted to make it smaller or larger. The different aperture settings are called F Stops.

Take a look at the aperture diagram for examples of how changing the F Stop affects the size of the aperture opening.



The camera lens aperture setting can also affect the depth of field in an image. Depth of field is a reference as to how much of the area around your subject will be in or out of focus.

Camera Lens Focal Lengths: An important feature you should know about any camera lens that you are planning to use is its focal length.

The focal length of a lens is the distance from the optical centre of the camera lens all the way back to the image sensor (when the camera is focused to infinity). The focal length of a camera lens is usually expressed in millimeters, such as a 50mm lens or a 70 to 200mm lens

Different focal lengths give different fields of view. As you can see from the above photos, a 45mm focal length view is much wider than a 245mm focal length view. On the other hand, a

245mm focal length view is narrower than a 45mm view and will produce greater magnification of the subject than a shorter focal length lens.



45mm focal length



245 mm focal length

Camera lenses are categorized as wide angle, telephoto, and standard focal length lenses. (There is some overlapping when categorizing the lenses) Camera lenses with focal lengths that are lower than the 45mm to 50mm range are classified as wide angle lenses. Camera lens focal lengths from around 50mm to 85mm are mid-range lenses, and lenses above 85mm are called telephoto lenses.

A standard or "normal" lens is loosely defined as one that will give a field of view similar to what the human eye sees. However, what is "standard" can vary depending on what type camera, lens and image sensor is being used. The 50mm lens field of view from the old 35mm film cameras is practically the same as the view from today's full frame image sensor digital cameras.

So, a 50mm lens is considered a standard or normal lens for those types of cameras. Note: A standard lens for a Digital SLR camera with an APS-C size image sensor would be around 35mm because that size lens would produce a field of view pretty close to that of a 50mm full frame digital camera.

The main types of camera lenses are zoom lenses and prime lenses.

Zoom Lenses: A zoom lens makes it possible to photograph different views of a scene (closer or further away) without changing your position or changing the camera lens.

Zoom lenses can be used at various focal lengths and are also called variable focal length lenses. These types of lenses are found on both fixed lens cameras (meaning the lens cannot be changed or removed) and interchangeable lens cameras.

The magnification capability of a zoom lens is usually expressed as a range. For instance, 18-55mm and 55-250mm focal lengths are two common zoom lens ranges. The magnification, or focal length range of a lens can usually be found right on or around the barrel of lens. The two images below show examples of areas where the focal length and maximum aperture openings can be found on the camera lens.

There are a lot of factors that impact the end quality of the photo, and the lens is almost at the top of the list. Amateur photographers are always thinking about the number of megapixels and other factors like the camera body, but the lens is far more important. The light strikes at the lens and enters the glass element of the lens. When light enters the lens it will always change direction or refract. Depending on the shape of the lens, the light will be directed differently, and it will give a different result at the end.

Some lenses will give you a wider image while some allow a closer zoom, but there are numerous types of lenses with different shapes and purposes, so you can easily find something that will suit you the most.

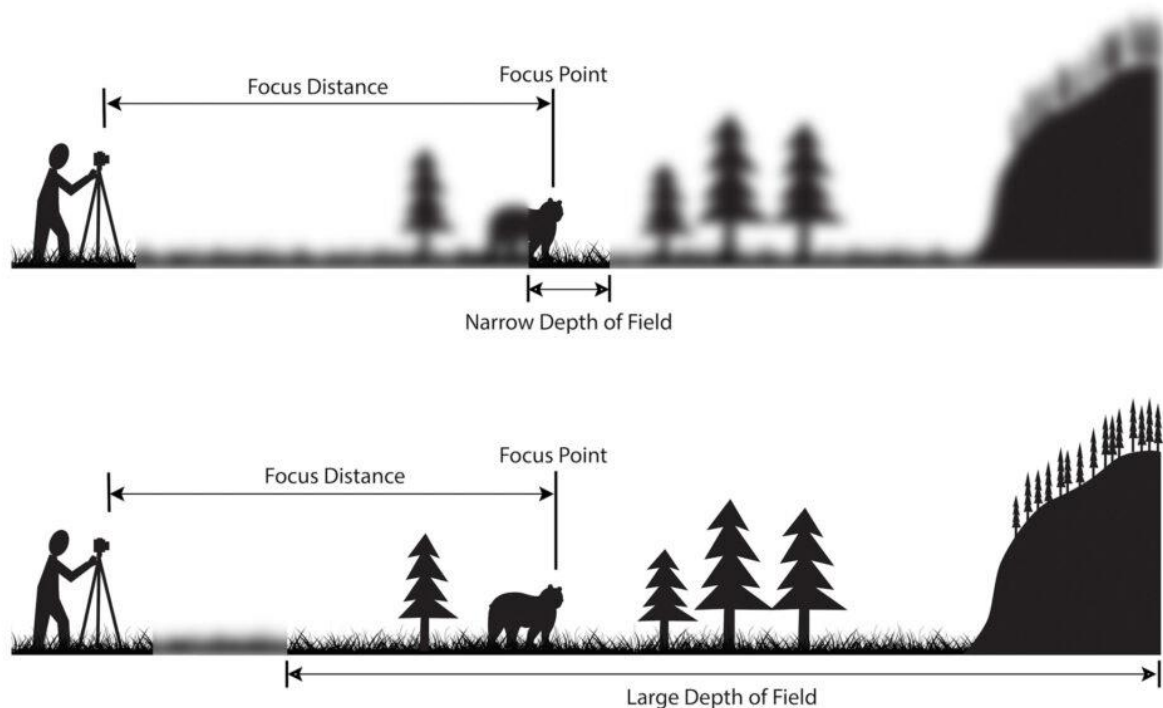
But, what about the impact of the lens on the photo quality, and how important is it to have a good quality lens? If you put it plain and simple, the camera lens allows the right amount of light to pass through it with the end result being properly illuminated and sharp photos.

There are several characteristics of the camera lenses that have a huge impact on how the light will hit the lens, and how the lens will process the light that will eventually become a photo.

6. What is depth of field? What are the factors that have an effect on depth of field?

Depth of field (DoF) is one of the most important concepts in photography. Understanding what DoF is, and knowing what factors affect it, are things all photographers should master. Many photographers know that you can control DoF by adjusting aperture. Depth of field is

the distance between the closest and farthest objects in a photo that appears acceptably sharp. Now your camera can only focus sharply at one point.



DOF is determined by three factors – aperture size, distance from the lens, and the focal length of the lens.

Aperture: - The aperture is the opening at the rear of the lens that determines how much light travels through the lens and falls on the image sensor. The size of the aperture's opening is measured in f-stops – one of two sets of numbers on the lens barrel (the other being the focusing distance). The f-stops work as inverse values, such that a small f/number (say $f/2.8$) corresponds to a larger or wider aperture size, which results in a shallow depth of field; conversely a large f/number (say $f/16$) results in a smaller or narrower aperture size and therefore a deeper depth of field.



Distance from the Lens: - For example, the closer an object is to the lens (and the focus is set on that object) the shallower the DOF. Conversely, the reverse is true – the farther away an object is and focused on, the deeper the DOF. Changing the distance to subject is the least practical way to manipulate the depth of field, and by changing the distance from a subject to the lens, you immediately change your image's composition. To maintain the compositional integrity of the shot, but still have the change in DOF from a distance, you can change the focal length (either by changing lenses or zooming in).

Why does changing the focal length negate the effects on DOF? This is because the visual properties of a given lens either provide either greater DOF (shorter lenses) or shallower DOF (longer lenses). The physical properties of a lens at a given focal length also affect the depth of field. A shorter focal length lens (say 27mm) focused at 5 meters, set at f/4 has a deeper DOF (perhaps from 3 meters in front and 20 meters behind) than a longer focal length (say 300mm), also set at f/4 focused at 5 meters. The 300mm lens has a remarkably shallow depth of field.

Aperture

Range:-



The aperture range identifies the widest to smallest range of lens openings, i.e., $f/1.4$ (on a super-fast lens) to $f/32$, with incremental “stops” in between ($f/2$, $f/2.8$, $f/4$, $f/5.6$, $f/8$, $f/11$, $f/16$, and $f/22$).

Each f-number represents one “stop” of light, a stop is a mathematical equation (which is the focal length of the lens divided by the diameter of the aperture opening) that determines how much light that enters the lens regardless of the length of the lens. Such that an $f/4$ on a 50mm has smaller opening than an $f/4$ on a 200mm, but an equivalent amount of light travels through both lenses to reach the image sensor thus providing the same exposure.

Each movement up the range (say $f/2$ to $f/2.8$) reduces the amount of light by one-half, and each movement down the range (say $f/11$ to $f/8$) doubles the amount of light passing through the lens.

7. What are the different types of photographic paper?

Photographic paper is a paper coated with a light-sensitive chemical formula, used for making photographic prints. When photographic paper is exposed to light, it captures a latent image that is then developed to form a visible image; with most papers the image density from exposure can be sufficient to not require further development, aside from fixing and clearing, though latent exposure is also usually present. The light-sensitive layer of the paper is called the emulsion. The most common chemistry was based on silver salts (the focus of this page) but other alternatives have also been used.

The print image is traditionally produced by interposing a photographic negative between the light source and the paper, either by direct contact with a large negative (forming a contact print) or by projecting the shadow of the negative onto the paper (producing an enlargement). The initial light exposure is carefully controlled to produce a gray scale image on the paper

with appropriate contrast and gradation. Photographic paper may also be exposed to light using digital printers such as the LightJet, with a camera (to produce a photographic negative), by scanning a modulated light source over the paper, or by placing objects upon it (to produce a photogram).

Despite the introduction of digital photography, photographic papers are still sold commercially. Photographic papers are manufactured in numerous standard sizes, paper weights and surface finishes. A range of emulsions are also available that differ in their light sensitivity, colour response and the warmth of the final image. Color papers are also available for making colour images.

Types of photographic papers:-

Photographic papers fall into one of three sub-categories:

- Papers used for negative-positive processes. This includes all current black-and-white papers and chromogenic colour papers.
- Papers used for positive-positive processes in which the "film" is the same as the final image (e.g., the Polaroid process, Imago direct positive paper).
- Papers used for positive-positive film-to-paper processes where a positive image is enlarged and copied onto a photographic paper.

All photographic papers consist of a light-sensitive emulsion, consisting of silver halide salts suspended in a colloidal material – usually gelatin-coated onto a paper, resin coated paper or polyester support. In black-and-white papers, the emulsion is normally sensitised to blue and green light, but is insensitive to wavelengths longer than 600 nm in order to facilitate handling under red or orange safe lighting. In Chromogenic colour papers, the emulsion layers are sensitive to red, green and blue light, respectively producing cyan, magenta and yellow dye during processing.

8. What are the main principles of photo appreciation?

Photography is a unique medium by which we can better understand the world, ourselves, and what it means to be human. This is all the more compelling in our media saturated society where it is all too easy to lose touch with who we are amidst a never-ending stream of images and text. Photographic images are a big part of that stream, but they can also be instruments of awareness and empathy. This course will help you recognize and understand

the difference. The Hungarian photographer and artist Lazlo Moholy-Nagy famously said, “Anyone who fails to understand photography will be one of the illiterates of the future.” We will examine photography from a wide variety of perspectives to provide you that understanding, and you will learn how to begin to create your own compelling photographs. Most importantly, you will learn how to think differently. You will learn to see with your heart and mind, and open your eyes to the world and its possibilities.

The 7 principles of art and design are balance, rhythm, pattern, emphasis, contrast, unity and movement. Use the elements of art and design – line, shape/form, space, value, color and texture – to create a composition as a whole.

Balance

Balance is used to illustrate the visual weight of an image. It can either unite a photograph or create division. A carefully balanced image lends a sense of stability to a photograph. An unbalanced image creates disunity or unrest.

Symmetry – both sides of an image reflect the same subject matter, like a mirror image.

Asymmetry – contrasting elements balance the image. For example, a highly textured surface on one side of an image, counterbalanced by a smooth, matte surface on the other.

Radial balance symmetry – elements spaced equally around a central point, like spokes on a wheel.

Balance is sensual in that it ‘feels’ wrong or right. If you’re looking to emphasize balance in an image, try moving your camera to achieve different perspectives.

Rhythm

In many ways, composition in music is very similar to composition in photography. The photographic concept of rhythm borrows heavily from music theory.

Just like a musician reading the notes on a sheet of music, subjects in a space regulate the way we view a photograph.

The rhythm dictates the recurring or organized/disorganized distribution of visual elements throughout an image.

To introduce a sense of rhythm to your photography, try visualizing musical notation.

The spaces, correlations, and differences between subjects in a photograph like this one reflect notes on a sheet of music.

Pattern

The pattern makes sense of the visual world through regularity. From man-made objects to organic material and abstraction. Elements of design can be organized in a predictable manner to form a pattern. Put simply, patterns are repetitions of the elements of art and design. These work in unison within a single frame. The human eye is calibrated to seek out pattern. This can evoke surprising emotional reactions from a viewer. Patterns are an active principle of art and design, they lift an image off the page.

Emphasis

Emphasis shapes the centre of interest in an image. Colour, space, texture, and line work together to determine the focus of an image. There are many ways to create emphasis in a photograph. Special emphasis involves the orientation of a subject within the photographic frame. A lone subject located in the centre of an image will attract attention. It is the most readily available component of the photograph. For a photograph with a number of subjects, selective grouping guides the viewer's eye to particular focal points. The size of a subject also dictates the way the viewer will 'read' a photograph. A larger subject suggests a closeness to the surface of the photograph. It commands greater attention than that of a smaller subject in the background.

Contrast

Contrast is created when two or more opposing elements are present in a photograph. Light against dark, warm against cool. But contrast includes physical elements too. The texture is another way to utilize the principle of contrast in photography. Including two or more textures in a photograph not only introduces tactility, it creates a sense of place.

A round water droplet resting on the fuzzy tendrils of a plant is an example of a textually contrasting subject matter.

Unity

Unity describes the visual relationship between elements in a photograph. It helps create a cohesive image. Using similar colours or tones, concepts or elements cultivates a sense of unity. Disunity is the opposite. Bad cropping, awkward perspectives or over and underexposure disrupt an image and can cause disunity. Another aspect that underlies a unified image is the clear idea of a photographic outcome. A photographic outcome, or goal, is the idealized mental image of a photograph before it's taken.

Movement

The term ‘movement’ in photography often describes the relationship between the camera’s shutter speed and a subject.

9. What do you understand by the term photography? Discuss the brief historical background of photography.

Photography is the art of capturing light with a camera, usually via a digital sensor or film, to create an image. With the right camera equipment, you can even photograph wavelengths of light invisible to the human eye, including UV, infrared, and radio. The first permanent photograph was captured in 1826 (some sources say 1827) by Joseph Nicéphore Niépce in France. Typically, a lens is used to focus the light reflected or emitted from objects into a real image on the light-sensitive surface inside a camera during a timed exposure. With an electronic image sensor, this produces an electrical charge at each pixel, which is electronically processed and stored in a digital image file for subsequent display or processing. The result with photographic emulsion is an invisible latent image, which is later chemically "developed" into a visible image, either negative or positive depending on the purpose of the photographic material and the method of processing. A negative image on film is traditionally used to photographically create a positive image on a paper base, known as a print, either by using an enlarger or by contact printing.

A Brief History of Photography and the People Who Made It Succeed

Colour photography started to become popular and accessible with the release of Eastman Kodak’s “Kodachrome” film in the 1930s. Before that, almost all photos were monochromatic – although a handful of photographers, toeing the line between chemists and alchemists, had been using specialized techniques to capture colour images for decades before. You’ll find some fascinating galleries of photos from the 1800s or early 1900s captured in full colour, worth exploring if you have not seen them already.

These scientist-magicians, the first colour photographers, are hardly alone in pushing the boundaries of one of the world’s newest art forms. The history of photography has always been a history of people – artists and inventors who steered the field into the modern era.

So, below, you'll find a brief introduction to some of photography's most important names. Their discoveries, creations, ideas, and photographs shape our own pictures to this day, subtly or not. Although this is just a brief bird's-eye view, these nonetheless are people you should know before you step into the technical side of photography:

Joseph Nicéphore Niépce

- **Invention:** The first permanent photograph ("View from the Window at Le Gras," shown earlier)
- **Where:** France, 1826
- **Impact:** Cameras had already existed for centuries before this, but they had one major flaw: You couldn't record a photo with them! They simply projected light onto a separate surface – one which artists used to create realistic paintings, but not strictly photographs. Niépce solved this problem by coating a pewter plate with, essentially, asphalt, which grew harder when exposed to light. By washing the plate with lavender oil, he was able to fix the hardened substance permanently to the plate.
- **Quote:** "The discovery I have made, and which I call *Heliography*, consists in reproducing spontaneously, by the action of light, with gradations of tints from black to white, the images received in the camera obscura." Mic drop.

Louis Daguerre:-

- **Invention:** The Daguerreotype (first commercial photographic material)
- **Where:** France, 1839
- **Impact:** Daguerreotypes are images fixed directly to a heavily polished sheet of silver-plated copper. This invention is what really made photography a practical reality – although it was still just an expensive curiosity to many people at this point. If you've never seen daguerreotypes in person, you might be surprised to know just how *sharp* they are.
- **Quote:** "I have seized the light. I have arrested its flight."

10. Describe the journey of development of photography from pinhole camera till digital photography.

Photography as a medium is less than 200 years old. But in that brief span of history, it has evolved from a crude process using caustic chemicals and cumbersome cameras to a simple yet sophisticated means of creating and sharing images instantly.

Pinhole Cameras and Photography

The pinhole camera (also known as a camera obscura) was first envisioned around the 5th century BCE. The camera obscura was a box with a small hole in it, through which light (and the image carried by it) would travel and reflect against a mirror. The camera obscura was originally used to observe solar events and to aid in drawing architecture, though it became something entirely new in 1800. A young man named Thomas Wedgwood attempted to capture the image portrayed in a camera obscura with silver nitrate, which is light-sensitive.

Unfortunately, the images didn't hold, and it wasn't until the French inventor Joseph Niépce attempted the same feat with bitumen (a kind of tar) that the first photograph was produced.

The Birth of the Negative: Wet Plate Negatives, Dry Plate Negatives

In 1848, sculptor Frederick Scott Archer became frustrated with the stark definition offered by photographs at the time. He set out to create a process that would allow him to capture the more subtle variations in shade, since all photographs were, at this point, restricted to black and white. For his wet plate process, he applied a gelatin mixture of iodide or chloride to a glass plate. The plate would be dipped into a solution of silver nitrate and used to take a photograph while the gelatin was still wet. The photograph had to be developed almost immediately afterward, but the negative that formed on the glass was capable of capturing immaculate levels of detail. The one downside to this process was the time required to prep the glass plate, usually on-site, which made it extremely impractical for news photographs and field reporting. A few years later, in 1864, W.B. Bolton and B.J. Sayce created a one-step emulsion fluid with silver iodide. This process, which became known as the dry plate process, wasn't faster than the wet plate process, but it did produce photographs of better overall consistency.

Flexible Film and Photographic Films

For the next 20 years, daguerreotype photography remained the most popular form of taking pictures. However, as young George Eastman discovered when he took a trip to Santo Domingo, taking pictures was an expensive and heavy process. He set to work, building off the chemical finesse of the dry plate process, and gradually developed a flexible gelatin-paper

film. In 1885, he created and patented a device to hold a roll of his new film, and in 1888, he introduced his first Kodak camera to the market.

Digital Cameras

In 1975, the field of photography morphed yet again with the introduction of a digital camera. Developed by Steven Sasson, a research engineer at the Eastman Kodak company, this rudimentary prototype weighed eight pounds and was as large as a kitchen toaster. Pictures were stored on a cassette tape, and capturing a photo could take up to 23 seconds. The first filmless camera was created by Sony in 1981. Their creation, the Mavica, could store pictures on floppy disks which would then be viewed on a television monitor.

Smartphone Cameras and Technologies

Today, the latest incarnation of the camera may be no farther than your fingertips. In 2002, the Nokia Lumia 7650 was released to the public. It was released at the same time as the movie *Minority Report*, and demand for camera phones multiplied. In 2005, the Sony Ericsson K750i introduced a memory card slot and a LED flash bulb, paving the way for photo sharing. In 2013, the Internet Company Twitter introduced a service called Vine, allowing users to use their camera phones to record and share 6 seconds of colour- and audio-enabled video with their online followers.

11. What is the importance of light in photography? Explain briefly about three point lighting



Lighting is a key factor in creating a successful image. Lighting determines not only brightness and darkness, but also tone, mood and the atmosphere. Therefore it is necessary to control and manipulate light correctly in order to get the best texture, vibrancy of colour and luminosity on your subjects. By distributing shadow and highlights accurately, you can create stylized professional looking photographs.

Positioning Light

The source your light is coming from has a huge impact on how it falls on your subject. Light originating from behind the camera, and pointing directly onwards gives you very flat lighting. It will also cause shadows to fall in the background of the image. Side lighting produces a far more interesting light, as it shows the shape of the subject much more and cast it in partial shadow giving it a more dramatic look. Rembrandt lighting is an effective common example of this lighting type. Lighting sourced from the back of your subject gives an alternative effect. This time most of the light is hitting the side of the subject making it brighter, which creates a more distinctive and dramatic photo.

Shaping Light

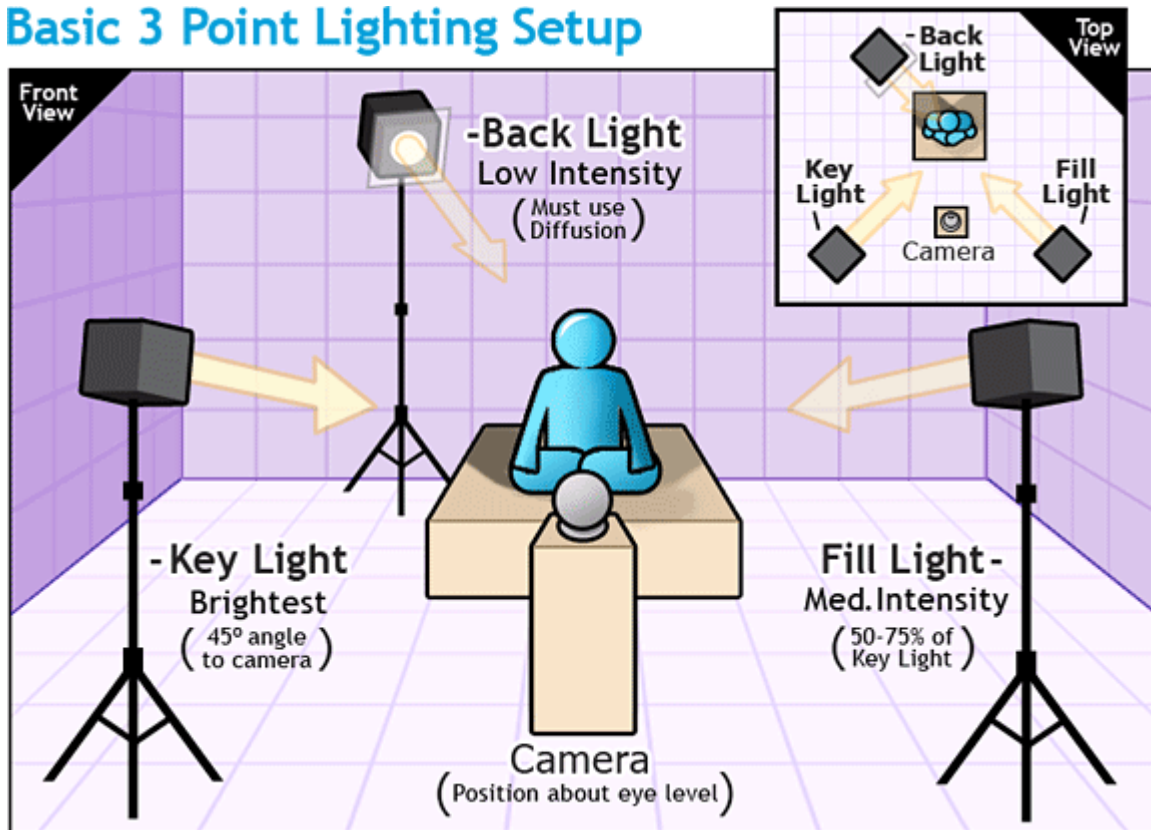
Adding a diffuser to your light source can reduce glare and harsh shadows and also diminishes blemishes on your subject. It gives your artificial light a softer more natural looking result. You can diffuse light numerous ways. Using soft boxes, umbrellas and sheer heatproof material work really well to achieve this result.

Manipulating Light

Light can be manipulated to fall on a particular area of interest on your subject. This can be achieved through the use of diffusers and reflectors. Collapsible Reflectors shape sunlight or bounce flash light with on area you'd prefer to highlight. Spot lights can also be covered in light shapers that enable you to have more control over the direction the light will fall and how broad the light spans.

Three point lightning:-

Basic 3 Point Lighting Setup



The Three Point Lighting Technique is a standard method used in visual media such as video, film, still photography and computer-generated imagery. It is a simple but versatile system which forms the basis of most lighting. Once you understand three point lighting you are well on the way to understanding all lighting.

The technique uses three lights called the key light, fill light and back light. Naturally you will need three lights to utilise the technique fully, but the principles are still important even if you only use one or two lights. As a rule: If you only have one light, it becomes the key. If you have 2 lights, one is the key and the other is either the fill or the backlight.

Key Light



This is the main light. It is usually the strongest and has the most influence on the look of the scene. It is placed to one side of the camera/subject so that this side is well lit and the other side has some shadow.

Fill Light



This is the secondary light and is placed on the opposite side of the key light. It is used to fill the shadows created by the key. The fill will usually be softer and less bright than the key. To achieve this, you could move the light further away or use some spun. You might also want to set the fill light to more of a flood than the key.

Back Light

The back light is placed behind the subject and lights it from the rear. Rather than providing direct lighting (like the key and fill), its purpose is to provide definition and subtle highlights around the subject's outlines. This helps separate the subject from the background and provide a three-dimensional look.



12. What are the types of photography?

Photography allows one to capture the world around them with the press of a shutter. From a scientific perspective, it is the act of recording light either electronically or chemically. It's the only way to freeze a memory in passing time. Maybe we like it so much because at least for once we are in control of time. It gives us power. Power of a higher order (Time traveling in a subtle form). When we click an image time freezes, letting us dive in the moment and enjoy every minute detail of that moment.

Types of Photography:

Portrait Photography

One of the oldest types of photography is portrait photography. It can range from shooting your family members to friends to pets. It is often called portraiture and this type of photographer abounds.

Wildlife Photography

The genre of photography that focuses on animals and their natural habitat is called wildlife photography. Animal behaviours in wild are also captured by wildlife photographer. Mostly these pictures are captured to be printed in journals or exhibitions. Many people practice this type of photography. Apart from a good camera, several lens, strong flashlight, you need patience to click the right picture.

Landscape Photography

Landscape photography- If you love photography and have the tendency to stop and look at the beautiful scenery around you and freeze nature in one picture, you are definitely a type of photographer interested in the type of photography called landscape photography.

Nature Photography

When people talk about nature photography as a style of photography, what do they actually mean? Nature photography refers to a wide range of photography taken outdoors and devoted to displaying natural elements such as landscapes, wildlife, plants, and close-ups of natural scenes and textures. Nature photography tends to put a stronger emphasis on the aesthetic value of the photo than other photography genres, such as photojournalism and documentary photography.

Fashion Photography

Fashion Photography is a genre of photography which is devoted to displaying clothing and other fashion items. The success behind the portfolio of many models lies in the hands of a fashion photographer. This genre of photography is dedicated to showing fashion apparel and accessories in a way that enhances them.

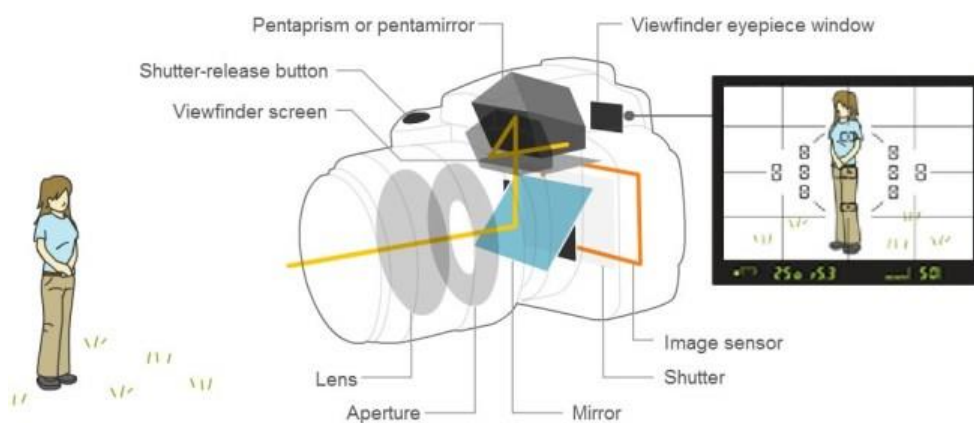
Advertising photography

As an advertising photographer, you are specifically tasked with taking eye-catching photographs that appear in promotional ads in print publications, on commercials and billboards or through direct marketing campaigns.

Night photography

Night photography (also called night-time photography) refers to the activity of capturing images outdoors at night, between dusk and dawn. Night photographers generally have a choice between using artificial lighting and using a long exposure, exposing the shot for seconds, minutes, or even hours in order to give photosensitive film or an image sensor enough time to capture a desirable image. With the progress of high-speed films, higher-sensitivity digital sensors, wide-aperture lenses, and the ever-greater power of urban lights, night photography is increasingly possible using available light

13. Explain basic Parts of Digital Single Lens Reflex (DSLR) Camera?



- **LENS:** The lens is one of the most vital parts of a camera. The light enters through the lens, and this is where the photo process begins. Lenses can be either fixed permanently to the body or interchangeable. They can also vary in focal length,



aperture.

SENSOR: Clearly, one of the most important parts of a camera is the imaging sensor. The sensor is where the focused light from the lens is directed and recorded. The information about light is recorded by millions of photo sites, or pixels. Imaging sensors are measured in megapixels, like 12-megapixels and 24-megapixels. Each megapixel contains one million pixels.

As you might imagine, the more pixels there are, the more light information that can be captured. As a result, these images are generally of a higher quality than lower-megapixel images, at least from the standpoint of colour rendition, contrast, and dynamic range, to name a few. This is why professional photographers tend to utilize full frame cameras with large imaging sensors rather than micro four-thirds or compact cameras, which have comparatively tiny imaging sensors, as shown in the graphic above. This isn't to say that high-quality photographs can't be taken with cameras that have small sensors - far from it. However, larger sensors enable photographers to produce higher-quality images thanks to the improved light-gathering power of larger sensors. Our tutorial on camera sensor sizes goes deeper into this issue. A camera's imaging sensor records the light from the lens. The larger the camera sensor, the more capable it is of recording information about colour, contrast, and so forth.

SHUTTER: Camera comes equipped with a shutter release button. This is simply the button on the camera that is used to snap the picture. It opens and closes the shutter, allowing the necessary light and information to enter the camera. The amount of time the shutter stays open depends on what you have your shutter speed set to. The length of time the shutter is left open or "exposed" is determined by the shutter speed.

VIEW FINDER- The viewfinder is the area on the camera that you look through in order to compose your shot. For some cameras, an LCD screen is used as a viewfinder, or your camera may have the option to use either one. Once your photo is taken, it may not look exactly like what you see through the viewfinder. Factors such as lighting, lens, camera settings and your camera's capabilities will affect the finished result.

Body: The body is the main portion of the camera, and bodies can be a number of different shapes and sizes. DSLRs tend to be larger bodied and a bit heavier, while there are other consumer cameras that are a conveniently smaller size and even able to fit into a pocket.

Memory Card: The memory card stores all of the image information, and they range in size and speed capacity. The main types of memory cards available are CF and SD cards, and cameras vary on which type that they require.

LCD Screen: - The LCD screen is found on the back of the body and can vary in size. On digital compact cameras, the LCD has typically begun to replace the viewfinder completely. On DSLRs, the LCD is mainly for viewing photos after shooting, but some cameras do have a “live mode” as well.

Flash:- The on-board flash will be available on all cameras except some professional grade DSLRs. It can sometimes be useful to provide a bit of extra light during dim, low light situations.

User Controls:- The controls on each camera will vary depending on the model and type. Your basic digital compacts may only have auto settings that can be used for different environments, while a DSLR will have numerous controls for auto and manual shooting along with custom settings.

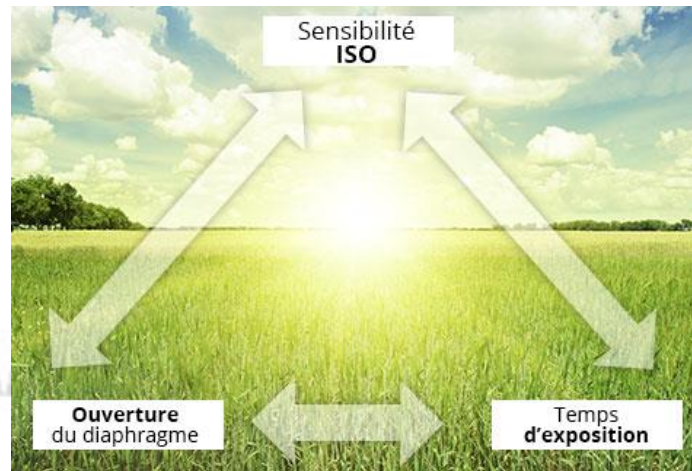
14. Explain measurement of light in photography?

A light meter is a device used to measure the amount of light. In photography, a light meter is often used to determine the proper exposure for a photograph. Typically a light meter will include either digital or analog electronic circuit, which allows the photographer to determine which shutter speed and f-number should be selected for an optimum exposure, given a certain lighting situation and film speed.

Light meters are also used in the fields of cinematography and scenic design, in order to determine the optimum light level for a scene. They are used in the general field of architectural lighting design to verify proper installation and performance of a building lighting system, and in assessing the light levels for growing plants.

THE EXPOSURE TRIANGLE

Camera exposure depends on 3 factors: aperture, shutter speed and ISO sensitivity. For example, increasing the ISO, using a wider aperture or choosing a longer shutter speed will let in more light. One important thing to remember, however, is that aperture, ISO sensitivity and shutter speed are interrelated. Adjusting one will necessarily require adjusting the others.



MEASURING THE LIGHT

To choose the best exposure, it is useful to be able to measure (or meter) the light. Your camera's spot meter mode can help you do that. In this mode, the camera will only measure the light in the centre of your viewfinder screen. For example, if you want a backlit photo of your children by the sea, spot meter the sun and commit it to memory by pressing the “*” button before taking your children's picture. The camera will use the light value saved to memory, in this case that of the sun. This way all you'll see on the picture are your children's silhouettes.

Spot metering is best suited for backlit, silhouette or macro photography. There are also other light metering modes:

- Matrix mode (+/-): The camera measures the average light intensity of the scene. Use this mode for basic settings.
- Centre-weighted mode: The camera measures the average light intensity of the central part of the viewfinder, but covers a wider area than spot metering. This mode is very useful for portraits.

Exposure meter, also called light meter, photographic auxiliary device that measures the intensity of light and indicates proper exposure (i.e., the combination of aperture and shutter speed) for film or image sensors of a specific sensitivity. Traditional exposure meters are separate handheld devices, though almost every modern camera, both film and digital, comes with a built-in meter. Older light meters were of the self-generating, or photovoltaic, type, in which a selenium element converted the incoming light directly into an electric current. A micro ammeter measured this current and was calibrated to indicate the intensity of the light. Exposure was then set by adjusting dials to control aperture opening and shutter speed, taking

into consideration the specific sensitivity of the film. Selenium cells had to be relatively large in order to display adequate sensitivity to light, and eventually they were abandoned in favour of instruments of the variable resistance, or photoconductive, type. In those meters the light-sensitive element, sometimes a cadmium sulphide cell but most often consisting of silicon photodiodes, is connected to a battery-powered circuit and changes its electrical resistance with variations in the light intensity. The change in current is measured by a millimetre calibrated to read light intensity. Handheld meters measure incident light (light that illuminates the subject of the photography) as well as reflected light (light reflected from the subject and picked up by the camera). Qualities of light other than intensity can be measured, such as colour composition. Some sensors are capable of scanning a small spot, and some can be used to measure the intensity of flashes. Exposure meters incorporated into cameras measure reflected but not incident light. In some meters, the light-sensitive element is set on the exterior of the camera, but in other cameras, particularly single-lens reflex (SLR) cameras, they are set internally. The latter meters are of the “through-the-lens” (TTL) type, reading light as it is focused by the camera’s lens and strikes the film or sensor. Many of the capabilities of handheld meters are found in built-in meters. Exposure correction can be done either semi automatically or automatically. In a semiautomatic model, the operator adjusts the aperture and shutter speed until the camera’s display indicates a correct exposure. In fully automatic cameras, the exposure is corrected by the camera mechanism itself.

15. Legal and Ethical Issues in photography?

Photojournalism works within the same ethical approaches to objectivity that are applied by other journalists. What to shoot, how to frame and how to edit are constant considerations. Photographing news for an assignment is one of the most ethical problems photographers face. Photojournalists have a moral responsibility to decide what pictures to take, what picture to stage, and what pictures to show the public. For example, photographs of violence and tragedy are prevalent in American journalism because as an understated rule of thumb, that "if it bleeds, it leads". The public is attracted to gruesome photographs and dramatic stories. A lot of controversy arises when deciding which photographs are too violent to show the public

Photographs of the dead or injured arouse controversy because, more often than not, the name of person depicted in the photograph is not given in the caption. The family of the person is often not informed of the photograph until they see it published. The photograph of the street execution of a suspected Viet Cong soldier during the Vietnam War provoked a lot of interest because it captured the exact moment of death. The family of the victim was also not informed that the picture would run publicly. Being exposed to such violence can have physiological and psychological effects on those who document it and is but one of many different forms of emotional labor that photojournalists report experiencing.

Other issues involving photojournalism include the right to privacy, negotiating how the subject desires to be depicted, and questions of whether compensation is warranted. Especially regarding pictures of violence, photojournalists face the ethical dilemma of whether or not to publish images of the victims. The victim's right to privacy is sometimes not addressed or the picture is printed without their knowledge or consent. The compensation of the subject is another issue. Subjects often want to be paid in order for the picture to be published, especially if the picture is of a controversial subject.

Another major issue of photojournalism is photo manipulation – what degree is acceptable? Some pictures are simply manipulated for color enhancement, whereas others are manipulated to the extent where people are edited in or out of the picture. War photography has always been a genre of photojournalism that is frequently staged. Due to the bulkiness and types of cameras present during past wars in history, it was rare when a photograph could capture a spontaneous news event. Subjects were carefully composed and staged in order to capture better images. Another ethical issue is false or misleading captioning. The 2006 Lebanon War photographs controversies is a notable example of some of these issues, and see photo manipulation: use in journalism for other examples.

The emergence of digital photography offers whole new realms of opportunity for the manipulation, reproduction, and transmission of images. It has inevitably complicated many of the ethical issues involved. Often, ethical conflicts can be mitigated or enhanced by the actions of a sub-editor or picture editor, who takes control of the images once they have been delivered to the news organization. The photojournalist often has no control as to how images are ultimately used.

The National Press Photographers Association (NPPA) is an American professional society that emphasizes photojournalism. Members of the NPPA accept the following code of ethics:

- ❖ The practice of photojournalism, both as a science and art, is worthy of the very best thought and effort of those who enter into it as a profession.
- ❖ Photojournalism affords an opportunity to serve the public that is equalled by few other vocations and all members of the profession should strive by example and influence to maintain high standards of ethical conduct free of mercenary considerations of any kind.
- ❖ It is the individual responsibility of every photojournalist at all times to strive for pictures that report truthfully, honestly and objectively.
- ❖ Business promotion in its many forms is essential, but untrue statements of any nature are not worthy of a professional photojournalist and we severely condemn any such practice.
- ❖ It is our duty to encourage and assist all members of our profession, individually and collectively, so that the quality of photojournalism may constantly be raised to higher standards.
- ❖ It is the duty of every photojournalist to work to preserve all freedom-of-the-press rights recognized by law and to work to protect and expand freedom-of-access to all sources of news and visual information.
- ❖ Our standards of business dealings, ambitions and relations shall have in them a note of sympathy for our common humanity and shall always require us to take into consideration our highest duties as members of society. In every situation in our business life, in every responsibility that comes before us, our chief thought shall be to fulfil that responsibility and discharge that duty so that when each of us is finished we shall have endeavoured to lift the level of human ideals and achievement higher than we found it.
- ❖ No Code of Ethics can prejudge every situation, thus common sense and good judgment are required in applying ethical principles.

16. What are the different types of lens?



Standard Lenses – this is a term that seems to be disappearing a little from terminology. Traditionally on film cameras it was used to describe lenses in the 50mm range because this is what usually came with the camera.

Kit Lenses – These days the lens that is offered as a package with the DSLR is generally called the 'kit lens'. It is generally an entry level quality zoom lens. They are usually a fairly general purpose lens designed for everyday shooting. My personal preference is always to buy the DSLR as a body only and to upgrade the lens from the kit lens as they are generally at a lower to medium end of the spectrum of lenses.

Prime Lenses – A prime lens is a lens that has one focal length only. They are becoming less popular in an age where photographers like to have the convenience of a range of focal lengths at their fingertips but they are definitely worth considering. Zoom lenses are increasing in the quality that they offer but prime lenses are known (especially at the top end) for their image quality and speed (faster aperture).

Telephoto Zoom Lenses – Zoom lenses are the most popular DSLR lenses at present and come in a range of configurations and levels of quality. Obviously the benefit of zooms are that you do not need to physically get closer to your subject to get a tighter framing of the image. These lenses can have quite narrow ranges or quite long ones.

Macro Lenses – these lenses are specifically designed for shooting objects up close. Many lenses and cameras come with a 'macro' setting but true macro lenses will produce images that are life size and that enable you to get in incredibly close from the subject you're shooting.

Wide Angle Lenses – As their name suggests, these lenses enable their users to take shots with a very wide perspective. They are useful for landscapes and for getting in nice and close to subjects still fitting a lot of them in.

Wide angle lenses come both as prime lenses but also are being found at the lower end of telephoto zoom lenses increasingly.

17. What do you understand f 1.4 marking given on a camera?

The f-stop number is tied to aperture. The higher the f-stop number, the smaller the aperture, which means the less light enters the camera. The lower the f-stop number, the larger the aperture, the more light enters the camera. So, f/1.4 means the aperture is pretty much all the way open, and lots of light is entering the camera.

You might be wondering why f-stops are displayed using decimals (e.g., 1.4, 2.8, and more). Well, that's because they're a fraction that stands for the ratio of the focal length of a lens to the diameter of the entrance pupil. Basically, they're a quantitative measure of the lens speed, and is often specific to what type of lens you're using. For example, some lenses don't go below an f/4 and others can go down to an f/1.2. Traditionally, a lens that goes below an f/4 is classified as a "fast lens." And a fast lens refers to the maximum aperture diameter (or f-stop).

When it comes to physically using aperture on your camera, adjusting your aperture should be simple! Every camera has an f-stop number digitally displayed on an LCD screen, or on the dialog box on the top of the camera.

Is this a portrait:- If so, you may want to use a lower aperture (f/1.8). The lower the number, the more shallow the depth of field. Less things will be in focus, and the setting would create a dynamic-looking shot.

Is this a landscape:- If you're shooting landscape, you may want to use a higher aperture (f/16). With a higher aperture, more things in the shot will be in focus.

18. Define reflected and incident reflected metering system?

There are two essential forms of light: Incident and Reflective. They work both together to create light and apart in their own separate ways. Understanding the difference between the two is a big start to mastering light.

Incident Light

Incident light is the light that falls on a subject, whether it comes from a direct or indirect source.

Incident light that comes from direct sources is light such as the sun or a flash or studio light that is targeted at the subject. Indirect sources of incident illumination redirects the light onto the subject. Examples of redirected might be a wall or snow or water from which sunlight bounces back onto the subject. It can also come from a reflector, which also redirects, or bounces, light onto the subject.



Reflected Light

Reflected light is a light source that initiates from the presence of incident light. In other words, it's the light that bounces, or reflects, off the presence of reflective materials in your scene. Whether they're in the actual shot or not doesn't matter. The key is that it's reflecting light onto your subject.

This means that the light being reflected from surrounding areas, such as walls, water, or other objects that have a reflective quality, has a lighting impact on your image. For example, a white room will reflect more light than a room with dark walls, altering the actual subject brightness and contrast ratio.

In the images above, there is a lot of reflective light. It has reflective light surrounding the woman leaning against a bright, white wall. It also has direct, incident light coming from the sun on her face. In summary, an incident meter measures the light that is illuminating your subject, whereas a reflected light meter measures the light that is reflecting from your

subject. That's the lowdown on Incident and Reflected light. With that knowledge, we can now look at how direction and intensity impact your images.

19. What is Composition in Photography?

Term “composition”, it is not too hard to figure out its meaning in photography. Simply put, composing an image means arranging elements within it in a way that suits the core idea or goal of your work best. Arranging elements can be done by actually moving the objects or subjects. A good example for this case is portrait or still life photography. Street photography involves anticipation, since the photographer doesn't usually have the choice of moving his subjects himself, but has to wait for them to take the most suitable position within the frame. Another way of arranging elements is by changing your own position. Such a way is appropriate in circumstances that do not allow the photographer to physically move anything, like landscape photography.

Composition is a way of guiding the viewer's eye towards the most important elements of your work, sometimes – in a very specific order. A good composition can help make a masterpiece even out of the dulllest objects and subjects in the plainest of environments. On the other hand, a bad composition can ruin a photograph completely, despite how interesting the subject may be. A poorly judged composition is also not something you can usually fix in post-processing, unlike simple and common exposure or white balance errors. Cropping can sometimes save an image, but only when tighter framing and removal of certain portions of the image is the correct solution.



Focal length, aperture, angle at which you choose to position your camera relative to your subject also greatly affects composition.

20. Write the relationship between angle of view and focal length?

Focal Length and Angle of view

The focal length of the lens is the distance between the lens and the image sensor when the subject is in focus, usually stated in millimeters (e.g., 28 mm, 50 mm, or 100 mm). In the case of zoom lenses, both the minimum and maximum focal lengths are stated, for example 18–55 mm.

The angle of view is the visible extent of the scene captured by the image sensor, stated as an angle. Wide angle of views capture greater areas, small angles smaller areas. Changing the focal length changes the angle of view. The shorter the focal length (e.g. 18 mm), the wider the angle of view and the greater the area captured. The longer the focal length (e.g. 55 mm), the smaller the angle and the larger the subject appears to be.

Lenses with a wide angle of view are referred to as wide-angle lenses, lenses with a small angle of view as telephoto lenses.

| Lens | Angle of view | Focal length | Area captured | Apparent size |
|------------|---------------|--------------|---------------|---------------|
| Wide Angel | Wide | Short | Large | Small |
| Telephoto | Small | Long | Small | Large |

A zoom lens with a focal length of 18–55 mm offers the widest angle of view at 18 mm and the smallest angle of view at 55 mm. If the only lens available is an 18–55 mm zoom lens but you want wider angles—say, for landscape shots—you should buy a lens that offers focal lengths shorter than 18 mm, for example, a 10–24 mm lens. If, on the other hand, you want to photograph at greater distances, you should choose a lens that offers focal lengths longer than 55 mm, for example 55–200 mm.

The shorter the focal length, the greater the extent of the scene captured by the lens. On the other hand, the longer the focal length, the smaller the extent captured by the lens. If the same subject is photographed from the same distance, its apparent size will decrease as the focal length gets shorter and increase as the focal length gets longer.

Angle of view



Focal length: 12 mm



Focal length: 24 mm



Focal length: 50 mm



Focal length: 70 mm



Focal length: 135 mm



Focal length: 200 mm



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ISO 9001:2015 & 14001:2015

Subject: Health communication

Paper Code - 108

Q.1. Define Public Health and its Concept with examples.

Ans. Public health is "the science and art of preventing disease, prolonging life and promoting human health through organized efforts and informed choices of society, organizations, public and private, communities and individuals." Analyzing the health of a population and the threats is the basis for public health. The "public" in question can be as small as a handful of people, an entire village or it can be as large as several continents, in the case of a pandemic. "Health" takes into account physical, mental and social well-being. It is not merely the absence of disease or infirmity, according to the World Health Organization. Public health is interdisciplinary. For example, biostatistics and health services are all relevant. Environmental health, community health, behavioral health, health economics, public policy, mental health and occupational safety are other important subfields.

Public health aims to improve the quality of life through prevention and treatment of disease, including mental health. This is done through surveillance of cases and health indicators, and through promotion of healthy behaviors. Common public health initiatives include promoting handwashing and breastfeeding, delivery of vaccinations, suicide prevention and distribution of condoms to control the spread of sexually transmitted diseases.

Modern public health practice requires multidisciplinary teams of public health workers and professionals. Teams might include epidemiologists, biostatisticians, medical assistants, public health nurses, midwives. Depending on the need environmental health officers or public health inspectors, bioethicists; and even veterinarians might be called on.

The focus of a public health intervention is to prevent and manage diseases, injuries and other health conditions through surveillance of cases and the promotion of healthy behaviors, communities and environments. Many diseases are preventable through simple, nonmedical methods. **For example**, research has shown that the simple act of handwashing with soap can prevent the spread of many contagious diseases. In other cases, treating a disease or controlling a pathogen can be vital to preventing its spread to others, either during an outbreak of infectious disease or through contamination of food or water

supplies. Public health communications programs, vaccination programs and distribution of condoms are examples of common preventive public health measures. Measures such as these have contributed greatly to the health of populations and increases in life expectancy.

Public health plays an important role in disease prevention efforts in both the developing world and in developed countries, through local health systems and non-governmental organizations. The World Health Organization (WHO) is the international agency that coordinates and acts on global public health issues. Most countries have their own government public health agencies, sometimes known as ministries of health, to respond to domestic health issues. For example, in the United States, the front lines of public health initiatives are state and local health departments. The United States Public Health Service (PHS), led by the Surgeon General of the United States, and the Centers for Disease Control and Prevention, headquartered in Atlanta, are involved with several international health activities, in addition to their national duties. In Canada, the Public Health Agency of Canada is the national agency responsible for public health, emergency preparedness and response, and infectious and chronic disease control and prevention. The Public health system in India is managed by the Ministry of Health & Family Welfare of the government of India with state-owned health care facilities.

Q.2. Write in detail about Health Awareness and Role and Importance of Yoga.

Ans. Yoga is not a religion; it is a way of living that aims towards 'a healthy mind in a healthy body'.

Man is a physical, mental and spiritual being; yoga helps promote a balanced development of all the three. Other forms of physical exercises, like aerobics, assure only physical well-being. They have little to do with the development of the spiritual or astral body.

Yogic exercises recharge the body with cosmic energy and facilitates:

- Attainment of perfect equilibrium and harmony
- Promotes self- healing.

- Removes negative blocks from the mind and toxins from the body
- Enhances personal power
- Increases self-awareness
- Helps in attention, focus and concentration, especially important for children
- Reduces stress and tension in the physical body by activating the parasympathetic nervous system

The aspirant feels rejuvenated and energized. Thus, yoga bestows upon every aspirant the powers to control body and mind.

The art of practicing yoga helps in controlling an individual's mind, body and soul. It brings together physical and mental disciplines to achieve a peaceful body and mind; it helps manage stress and anxiety and keeps you relaxing. It also helps in increasing flexibility, muscle strength and body tone. It improves respiration, energy and vitality. Practicing yoga might seem like just stretching, but it can do much more for your body from the way you feel, look and move.

Yoga asanas build strength, flexibility and confidence. Regular practice of yoga can help lose weight, relieve stress, improve immunity and maintain a healthier lifestyle.

In 2014, Indian Prime Minister Narendra Modi suggested United Nations to celebrate June 21 as the International Yoga Day as it is the summer solstice; the longest day of the year in the Northern Hemisphere.

"Yoga is an invaluable gift of India's ancient tradition. This tradition is 5000 years old. It embodies unity of mind and body; thought and action; restraint and fulfilment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. By changing our lifestyle and creating consciousness, it can help in well-being. Let us work towards adopting an International Yoga Day." — Narendra Modi, UN General Assembly, September 2014.

Q.3. What are the major public health and lifestyle issues in India? Explain in detail.

Ans. Public health in India exhibits a peculiar trend. There is a serious gap in health infrastructure on the one hand and a double burden of communicable and non-communicable diseases on the other. In spite of a compound annual growth rate of 15% in the healthcare industry public health in India is full of paradoxes and challenges that seem to be insurmountable on the face of it. Statistics suggest that India has only 1.5 hospital beds per 1000 population. Ironically, health tourism is also on the rise with people from U.S and U.K coming to India because of the relatively low cost of treatment.

Again, when we look at certain indicators, health in India seems to be in a state of progress. Life expectancy at birth, for example, has increased from 48.8 years in 1970 to 64.8 years in 2009. However, there is an increasing incidence of deaths from chronic non-communicable diseases, or lifestyle diseases as they are popularly known, among people aged 35 to 60. Simultaneously, a report by PricewaterhouseCoopers suggests that 18.9 crore Indians will be at least 60 years of age by 2025, the implication being an enormous burden on the healthcare infrastructure of India as a result of the growing elderly population.

While the above facts present paradoxes that seem to be deeply entrenched as far as public health in India is concerned, there are serious challenges as well that need to be focussed on. As mentioned before, the healthcare industry in India is presently driven by a double burden of infectious and chronic diseases. Even though certain diseases like polio, leprosy and neonatal tetanus are on the verge of elimination, certain communicable diseases that were supposed to be under control have re-emerged as life threatening health issues because of resistance to drugs. In addition to that there has been a serious rise in lifestyle ailments like heart diseases, cancer or diabetes. This has happened largely because of an increase of people in the middle income group with a larger amount disposable income and an adoption of unhealthy western lifestyle involving diet high in fat and sugar content.

Lifestyle diseases claimed more than 52 lakh lives in the year 2008. Heart related diseases have the highest share in that. Diabetes on the other hand has become the most alarming health issue with regard to public health in India. While there were only 2.1% diabetics in urban India in the 1970s, the number has grown to 12.1% for adults above the age of 20. Latest study by International Diabetes Federation suggests that there were 36.6 crore diabetics all over the world in 2011, out of which 6.1 crore were from India, justifying the nation to be the diabetes capital of the world.

Given the issues and challenges public health in India is facing presently, there will always be a gap in terms of healthcare resources (doctors, paramedical staff, hospital beds, technology,

medicines, etc.) and people are sick or are projected to be sick in the near future. Hence, as an alternative to consolidating resources on curative services a very effective alternative strategy would be preventive healthcare . The case for preventive healthcare is made even stronger by the fact that almost 80% of all lifestyle diseases can be prevented by modifying health habits and detecting the possibility or the onset of a disease at a very early stage through preventive health screening. Moreover preventive healthcare also helps prevent premature death or debilitating disability through early detection of such chronic diseases

Q.4. Discuss about Public Health Care System in India. What are the issues & problems in rural and urban India .

Ans. India has a vast health care system, but there remain many differences in quality between rural and urban areas as well as between public and private health care. Despite this, **India is a popular destination for medical tourists, given the relatively low costs and high quality of its private hospitals.** International students in India should expect to rely on private hospitals for advanced medical care.

Studying in India offers a number of health challenges that students from developed countries may be unused to, so it is important to know how the health care system in India operates in the event you need it. Health care in India is a vast system and can be much like the rest of the country: full of complexity and paradoxes.

History and Today

India's Ministry of Health was established with independence from Britain in 1947. The government has made health a priority in its series of five-year plans, each of which determines state spending priorities for the coming five years. The National Health Policy was endorsed by Parliament in 1983. The policy aimed at universal health care coverage by 2000, and the program was updated in 2002.

The health care system in India is primarily administered by the states. India's Constitution tasks each state with providing health care for its people. In order to address lack of medical coverage in rural areas, the national government launched the National Rural Health Mission in 2005. This mission focuses resources on rural areas and poor states which have weak health services in the hope of improving health care in India's poorest regions.

Private and Public

The health care system in India is universal. That being said, there is great discrepancy in the quality and coverage of medical treatment in India. Healthcare between states and rural and urban areas can be vastly different. Rural areas often suffer from physician shortages, and disparities between states mean that residents of the poorest states, like Bihar, often have less access to adequate healthcare than residents of relatively more affluent states. State governments provide healthcare services and health education, while the central government offers administrative and technical services.

Lack of adequate coverage by the health care system in India means that many Indians turn to private healthcare providers, although this is an option generally inaccessible to the poor. To help pay for healthcare costs, insurance is available, often provided by employers, but most Indians lack health insurance, and out-of-pocket costs make up a large portion of the spending on medical treatment in India.

On the other hand private hospitals in India offer world class quality health care at a fraction of the price of hospitals in developed countries. This aspect of health care in India makes it a popular destination for medical tourists. India also is a top destination for medical tourists seeking alternative treatments, such as ayurvedic medicine. India is also a popular destination for students of alternative medicine.

International students should expect to rely on private hospitals for advanced medical treatment in India. Local pharmacists can be a valuable resource for most minor health ailments.

Knowing the Indian health care system and taking reasonable health and safety precautions should help ensure that your time in India is a healthy and enjoyable one!

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Q.5. Discuss about India as a Medical Tourism Destination .

Ans. Medical tourism is a growing sector in India. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. According to the Confederation of Indian Industries (CII), the primary reason that

attracts medical value travel to India is cost-effectiveness, and treatment from accredited facilities at par with developed countries at much lower cost. The *Medical Tourism Market Report: 2015* found that India was "one of the lowest cost and highest quality of all medical tourism destinations, it offers wide variety of procedures at about one-tenth the cost of similar procedures in the United States."

Foreign patients travelling to India to seek medical treatment in 2012, 2013 and 2014 numbered 171,021, 236,898, and 184,298 respectively. Traditionally, the United States and the United Kingdom have been the largest source countries for medical tourism to India. However, according to a CII-Grant Thornton report released in October 2015, Bangladeshis and Afghans accounted for 34% of foreign patients, the maximum share, primarily due to their close proximity with India and poor healthcare infrastructure. Russia and the Commonwealth of Independent States (CIS) accounted for 30% share of foreign medical tourist arrivals. Other major sources of patients include Africa and the Middle East, particularly the Persian Gulf countries. In 2015, India became the top destination for Russians seeking medical treatment. Chennai, Kolkata, Mumbai, Hyderabad, Bangalore and the National Capital Region received the highest number of foreign patients primarily from South Eastern countries, with Chennai having come to be known as "India's health capital"

Q.6. What is the concept of Health Journalism ? Write about its need and importance .

Ans. The concept of stakeholder participation has attracted considerable attention in recent years among health researchers especially in its perceived role in advancing knowledge economy which is fast becoming a key driving force in global healthcare sector and development. Knowledge dissemination among healthcare stakeholders has been greatly facilitated thanks to the remarkable progress of information and communication technology. However, there remains huge scope for improvement in terms of increasing South-South and North-South cooperation in healthcare communication. In order for healthcare service industry in emerging economies stay competitive in today's complex and volatile economic environment, understanding the interest of different stakeholders, and how their influence shape various domains of social development is crucial. The magnitude of the task is overwhelming and success will depend on integrative approach by local and international actors in strategic decision making and translating to concrete policy framework which will

provide the key for long term success for healthcare institutions. The present study draws on key messages regarding the necessity of cross-professional communication in health sector development by synthesizing insights from the existing literature. The authors underscore the role of health journalism as a potential instrument for strengthening health policy advocacy, developing international standards in communication and more effective knowledge management. Public health is more than ever a concern for all governments of the world, both in developed and developing countries. In today's world, nothing is more international than health; no other aspect of modern life is as profoundly impacted by globalization as public health. This fact is immediately recognizable by the growing homogeneity in disease pattern across different world regions. For instance, diseases such as diabetes and cancer used to be regarded as the diseases of affluence which are the characteristic of western societies. In only a matter of three decades the diseases of affluence have become the major cause of morbidity and mortality in the third world countries. In the face of emerging global challenges including changing epidemiological pattern, increasing prevalence of chronic noncommunicable diseases (NCDs), shift in dietary pattern and its consequences on obesity and associated diseases, and the spread of HIV going unabatingly. Among the strategies to overcome these health issues, the media are widely used by government agencies and organizations, international agencies and nonprofit organizations to bring people together whether they are local, regional, national or international, to reach a state of complete physical, mental and social well-being. Though health communication for ameliorating population health is considered sufficient to meet the challenges of inadequate communication among different stakeholders, the limitations of this construct are becoming apparent which warrants for more cross-cutting intervention strategies [4]. There remains no doubt that effective communication is a powerful engine for health promotion [5], however it should be kept in mind that communications is not an end in itself. The purpose and utility of this construct can be fully exploited in a global context in which health is regarded as a prime concern for all development policies. Health communication is necessary but not enough to generate the impacts on associated societal and political elements which impact every aspect of human life and well-being. The challenges encountered by healthcare institutions are multifaceted and extraordinarily complicated which necessitates an integrated public health by integrating cross-disciplinary expertise, coordination, and policymaking. To this end, national governments have to focus on developing policy capacity by incorporating health journalism and stakeholder communications across various sectors of health research.

1. Roles & Responsibilities of a Health Journalist

1) Reporting Duties

Before journalists can write about a subject, they must first gather information. They usually conduct several interviews with people involved in or having knowledge of the subject. They may also go to the scene of an event, such as a crime or an accident, to interview witnesses or law enforcement officers and to document what they see. In addition, they often search public records or other databases to find information and statistics to back up their stories. Researching a story is often similar to conducting an investigation, and journalists must sometimes ask difficult questions. They may have to invest a lot of time tracking down information and people relevant to the story.

2) Working With People

Even though a news article bears a single journalist's byline, the process requires significant collaboration. How good a journalist's story is often depends on how adept he is at communicating and working with others. For example, journalists take instruction from their editors regarding what angle to approach when writing a story, how long the story should be and whom to interview. They also need strong people and communication skills so they can persuade sources to talk to them. Journalists frequently approach people they don't know, whether when reporting from the scene or calling to request an interview. If they're uncomfortable around strangers, they'll make others uncomfortable as well, making it less likely that people will want to be interviewed.

Legal Responsibilities

In addition to serving the public interest, journalists must also follow the law, especially regarding the confidentiality and privacy of the people they interview or write about. For example, while journalists often tape record their interviews to ensure accuracy, federal and state laws generally make it illegal to record a conversation without the permission of the other party. In this case, journalists must tell their sources they're recording the interview before it begins. Journalists must also understand the laws regarding libel and invasion of

privacy. If a journalist is careless when reporting criminal allegations against a person, for example, he could face a defamation lawsuit if the accusations are proved untrue.

Ethical Responsibilities

Some aspects of a journalist's job are not subject to any kind of law but are just as important. Journalists must strive to present an accurate, well-balanced explanation of the stories they cover. For example, they have an obligation to present all sides of an issue, and to conduct extensive research and talk to several sources knowledgeable about the subject. If they present only popular opinion, or if they conduct minimal research without fully exploring the subject, they don't give readers and viewers the information they need to understand the implications of the event or issue. Journalists must also be honest with the people they interview, telling them before talking to them what the article is about and that they plan to quote them in the piece.

Q.7. Explain about the sources of Health Reporting:

NFHS Reports

UNICEF reports

WHO

Census

Ans. **The National Family Health Survey (NFHS)** is a large-scale, multi-round survey conducted in a representative sample of households throughout India. Three rounds of the survey have been conducted since the first survey in 1992-93. The survey provides state and national information for India on fertility, infant and child mortality, the practice of family planning, maternal and child health, reproductive health, nutrition, anaemia, utilization and quality of health and family planning services. Each successive round of the NFHS has had two specific goals: a) to provide essential data on health and family welfare needed by the Ministry of Health and Family Welfare and other agencies for policy and programme purposes, and b) to provide information on important emerging health and family welfare issues. IIPS collaborated with a number of Field Organizations (FO) for survey implementation. Each FO was responsible for conducting survey activities in one or more states covered by the NFHS. Technical assistance for the NFHS was provided mainly by ORC

Macro (USA) and other organizations on specific issues. The funding for different rounds of NFHS has been provided by USAID, DFID, the Bill and Melinda Gates Foundation, UNICEF, UNFPA, and MOHFW, GOI.

The **World Health Organization (WHO)** is a specialized agency of the United Nations that is concerned with international public health. It was established on 22 July 1946 headquartered in Geneva, Switzerland. The WHO is a member of the United Nations Development Group. Its predecessor, the Health Organization, was an agency of the League of Nations.

The constitution of the World Health Organization had been signed by 61 countries on 22 July 1946, with the first meeting of the World Health Assembly finishing on 24 July 1948. It incorporated the *Office international d'hygiène publique* and the League of Nations Health Organization. Since its creation, it has played a leading role in the eradication of smallpox. Its current priorities include communicable diseases, in particular HIV/AIDS, Ebola, malaria and tuberculosis; the mitigation of the effects of non-communicable diseases; sexual and reproductive health, development, and ageing; nutrition, food security and healthy eating; occupational health; substance abuse; and driving the development of reporting, publications, and networking.

The WHO is responsible for the World Health Report, the worldwide World Health Survey, and World Health Day. The Director-General of WHO is Tedros Adhanom who started his five-year term on 1 July 2017.

Census: A fair and accurate census benefit the health care sector widely in following ways:

Impact on Health-Related Data: The census and ACS produce health data and inform surveys that are

important to the health sector. Examples include:

1. **Detailed Population Demographics:** The ACS is the most detailed federal survey with local data

on many racial/ethnic groups, some of which have little representation in other data reporting;

these data help ensure more equitable access to health care.

- 2.Social Determinants of Health: The ACS and census-derived Current Population Survey (CPS) both track factors that impact health, such as income, housing, and national origins.³ The factors' influence on health can be tracked by linking them with the Census Bureau's uniquely rich and compatible data.
- 3.Insurance: The ACS generates key data programs like the Small Area Health Insurance Estimates, which gives local coverage estimates.⁴ The CPS Annual Social and Economic Supplement (ASEC) includes health insurance data and depends on the census.⁵ These data have been crucial in measuring uninsured rates and Medicaid and Medicare coverage.
4. Public Health: The Centers for Disease Control and Prevention's (CDC) data collection methodology for the National Health Interview Survey (NHIS) is based on the decennial census and is redesigned after each decennial.
5. The CDC, the Department of Health and Human Services (HHS), and researchers in many fields use the NHIS to track issues ranging from disease to barriers to care to federal programs' success.
- 6.Hospitals: HHS's Healthcare Cost and Utilization Project utilizes decennial and ACS data in its longitudinal hospital database, which is used to study service delivery and patient well-being, at the national, state, and local levels.
7. Fertility: The ACS and CPS' June Fertility Supplement provide fertility data.
- 8.The Supplement examines population growth and informs policies concerning family demographics.
9. Disability: The ACS and CPS ASEC record disability types and related work outcomes.

Q.8 Explain the Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS and Reproductive Child Health.

Ans. The mass media are intensively employed in public health. Vast sums are spent annually for materials and salaries that have gone into the production and distribution of booklets, pamphlets, exhibits, newspaper articles, and radio and television programs. These media are

employed at all levels of public health in the hope that three effects might occur: the learning of correct health information and knowledge, the changing of health attitudes and values and the establishment of new health behavior. Mass media campaigns have long been a tool for promoting public health (Noar, 2006) being widely used to expose high proportions of large populations to messages through routine uses of existing media, such as television, radio, and newspapers. Communication campaigns involving diverse topics and target audiences have been conducted for decades. Some reasons why information campaigns fail' is an early landmark in the literature. Exposure to such messages is, therefore, generally passive (Wakefield, 2010). Such campaigns are frequently competing with factors, such as pervasive product marketing, powerful social norms, and behaviours driven by addiction or habit. Mass media campaigns have generally aimed primarily to change knowledge, awareness and attitudes, contributing to the goal of changing behaviour. There has not normally been a high expectation that such campaigns on their own would change people's behaviour. Theory suggests that, as with other preventive health efforts, mass media campaigns are most likely to reduce unhealthy attitudes if their messages are reinforced by other efforts. Reinforcing factors may include law enforcement efforts, grassroots activities, and other media messages. There is a vast literature relating to public health information campaigns. Much theoretical literature is devoted to the topic of effectiveness of health communication strategies. Mass media campaigns have usually been one element of broader health promotion programmes with mutually reinforcing components: 1. Mobilising and supporting local agencies and professionals who have direct access to individuals within the target population. 2. Bringing together partnerships of public, voluntary and private sector bodies and professional organisations. 3. Informing and educating the public, but also setting the agenda for public debate about the health topic, thereby modifying the climate of opinion surrounding it.

1. Encouraging local and national policy changes so as to create a supportive environment within which people are more able to change their behaviour. This book chapter will first focus on some key concepts such as communication campaigns vs mass media campaigns, advertising vs communication campaigns, the concept of risk and risk communication campaigns. Later on, the chapter will focus on the effectiveness of public health campaigns using mass media communication. 2. Communication campaigns vs mass media campaigns There is often confusion between the labels campaign, communication campaign or program, media or mass media campaign, and intervention. No particular definition adequately covers current practice, and there are many local variations of what is meant by these labels. Indeed, a variety of definitions exists in the literature but the following elements of a communication

campaign are essential (Rogers and Storey 1987). Firstly, a campaign is purposive. The specific outcomes can be extremely diverse ranging from individual level cognitive effects to societal or structural change. Secondly, a communication campaign is aimed at a large audience. Rogers and Storey (1987) note that 'large' is used to distinguish campaigns from interpersonal persuasive communications by one individual (or a few people) aiming to seek to influence only a few others. Thirdly, communication campaigns have a specified time limit. This is not to state that all campaigns are short lived. For example, the initial Stanford Heart Disease Prevention Program ran for three years, however follow-up investigations were conducted over decades. The fourth point is that a communication campaign comprises a designed set of organised activities. This is most evident in message design and distribution. Messages are organised in terms of both form and content, and responsibility is taken for selecting appropriate communication channels and media. As Rogers and Storey (1987) point out, even those campaigns whose nature or goal is emancipation or participation involve organised message production and distribution. In summary, the term communication campaign implies that: - it is planned to generate specific outcomes; - in a relatively large number of individuals; - within a specified time period; and - uses an organised set of communication activities. Rogers and Storey (1987) observe that in the modern communication campaign, modest changes in audience behaviour are frequently achievable, and it is important for the campaign planner to set modest and realistic expectations about what can be achieved. They argue that a health promotion campaign might be considered successful or effective if about five percent of the target (or segmented) audience does adopt measurable changes in health behaviour over the longer-term. In this context, it is important to define a communication campaign. It should be noted that the word communication is used to highlight the fact that not all campaigns necessarily involve mass media messages, or mass media messages in isolation, and that communication campaigns may be small-scale in scope and audience reach.

Q.9. Write in detail about the Ethics in Health Reporting.

Ans.

1. Truth and Accuracy

Journalists cannot always guarantee ‘truth’, but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so.

2. Independence

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. We should declare to our editors – or the audience – any of our political affiliations, financial arrangements or other personal information that might constitute a conflict of interest.

3. Fairness and Impartiality

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence.

4. Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

5. Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors we must correct them and our expressions of regret must be sincere not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

Q.10. What is the Structure and Guidelines for Health Reporting ?

Ans. Reporting guidelines

Reporting on children and young people has its special challenges. In some instances the act of reporting on children places them or other children at risk of retribution or stigmatization.

UNICEF has developed these principles to assist journalists as they report on issues affecting children. They are offered as guidelines that UNICEF believes will help media to cover children in an age-appropriate and sensitive manner. The guidelines are meant to support the best intentions of ethical reporters: serving the public interest without compromising the rights of children.

I. Principles

The dignity and rights of every child are to be respected in every circumstance. In interviewing and reporting on children, special attention is needed to ensure each child's right to privacy and confidentiality, to have their opinions heard, to participate in decisions affecting them and to be protected from harm and retribution, including the potential of harm and retribution. The best interests of each child are to be protected over any other consideration, including over advocacy for children's issues and the promotion of child rights. When trying to determine the best interests of a child, the child's right to have their views taken into account are to be given due weight in accordance with their age and maturity. Those closest to the child's situation and best able to assess it are to be consulted about the political, social and cultural ramifications of any reportage. Do not publish a story or an image which might put the child, siblings or peers at risk even when identities are changed, obscured or not used.

II. Guidelines for interviewing children

Do no harm to any child; avoid questions, attitudes or comments that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events.

Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.

Ensure that the child or guardian knows they are talking with a reporter. Explain the purpose of the interview and its intended use.

Obtain permission from the child and his or her guardian for all interviews, videotaping and,

when possible, for documentary photographs. When possible and appropriate, this permission should be in writing. Permission must be obtained in circumstances that ensure that the child and guardian are not coerced in any way and that they understand that they are part of a story that might be disseminated locally and globally. This is usually only ensured if the permission is obtained in the child's language and if the decision is made in consultation with an adult the child trusts.

Pay attention to where and how the child is interviewed. Limit the number of interviewers and photographers. Try to make certain that children are comfortable and able to tell their story without outside pressure, including from the interviewer. In film, video and radio interviews, consider what the choice of visual or audio background might imply about the child and her or his life and story. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

III. Guidelines for reporting on children

Do not further stigmatize any child; avoid categorisations or descriptions that expose a child to negative reprisals - including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.

Always provide an accurate context for the child's story or image.

Always change the name and obscure the visual identity of any child who is identified as:

- a. A victim of sexual abuse or exploitation,
- b. A perpetrator of physical or sexual abuse,
- c. HIV positive, or living with AIDS, unless the child, a parent or a guardian gives fully informed consent,
- d. Charged or convicted of a crime,
- e. A child combatant, or former child combatant who is holding a weapon or weapons.

In certain circumstances of risk or potential risk of harm or retribution, change the name and obscure the visual identity of any child who is identified as:

- a. A former child combatant who is not holding a weapon but may be at risk,
- b. An asylum seeker, a refugee or an internal displaced person.

In certain cases, using a child's identity - their name and/or recognizable image - is in the child's best interests. However, when the child's identity is used, they must still be protected against harm and supported through any stigmatization or reprisals.

Some examples of these special cases are:

- a. When a child initiates contact with the reporter, wanting to exercise their right to freedom of expression and their right to have their opinion heard.
- b. When a child is part of a sustained program of activism or social mobilization and wants to be so identified.
- c. When a child is engaged in a psychosocial programme and claiming their name and identity is part of their healthy development.

Confirm the accuracy of what the child has to say, either with other children or an adult, preferably with both.

When in doubt about whether a child is at risk, report on the general situation for children rather than on an individual child, no matter how newsworthy the story.

All UNICEF materials are protected by copyright, including text, photographs, other images and videotapes. Permission to reproduce any UNICEF material must be requested from the originating UNICEF office, and will only be granted on condition that these principles and guidelines are adhered to.

.Q.11. Discuss in detail about the writing for Public Health Care in context of Think Globally and Write Locally

Ans. "Think globally, act locally" urges people to consider the health of the entire planet and to take action in their own communities and cities.

Long before governments began enforcing environmental laws, individuals were coming together to protect habitats and the organisms that live within them. These efforts are referred to as grassroots efforts. They occur on a local level and are primarily run by volunteers and helpers.

"Think Globally, Act Locally" originally began at the grassroots level, however, it is now a global concept with high importance. It is not just volunteers who take the environment into consideration. It is corporations, government officials, education system, and local communities.

Warren Heaps states, "It's really important to recognize that markets are different around the world, and company compensation programs should reflect a balance between global corporate philosophy and local practice and culture".

The original phrase "Think global, act local" has been attributed to Scots town planner and social activist Patrick Geddes. Although the exact phrase does not appear in Geddes' 1915 book "Cities in Evolution," the idea (as applied to city planning) is clearly evident: " 'Local character' is thus no mere accidental old-world quaintness, as its mimics think and say. It is attained only in course of adequate grasp and treatment of the whole environment, and in active sympathy with the essential and characteristic life of the place concerned."— Patrick Geddes, was a Scottish biologist, sociologist, philanthropist and pioneering town planner. He was also responsible for introducing the concept of "region" to architecture and planning. He has made significant contributions to the consideration of the environment. Geddes believed in working with the environment, versus working against it.

Town planning is important to understanding of the idea "think globally, act locally". Urban management and development highly impacts the surrounding environment. The ways in which this is initiated is vital to the health of the environment. Corporations need to be aware of global communities when expanding their companies to new locations. Not only do corporations need to be aware of global differences, but also Urban and rural areas who plan on expanding or changing the dynamics of their community. As stated "Addressing the complex urban environmental problems, in order to improve urban livability through Urban Environmental Strategies (UES), involves taking stock of the existing urban environmental problems, their comparative analysis and prioritization, setting out objectives and targets, and identification of various measures to meet these objectives".

Q.12. Define the concept of Information Education Communication (IEC) and its Functions.

Ans. Information Education and Communication is an approach which attempts to change or reinforce a set of behaviour in a target audience regarding a specific problem.

Information, Education and Communication (IEC) are important components in health comm. For ex, if any plan is implemented under which large number of vaccination is provided to public, basicshave been constructed for deprived section comes under IEC where they are getting aware about different health precautionary measures. Under IEC , the

emphasis is to educate the public; create awareness among them regarding good health and proper hygiene; provide solutions to areas in need; build alliances with likeminded organizations and the community as a whole; and create long term success by facilitating community involvement and ownership.

Unfortunately, this massive effort could not achieve the desirable success, as the toilets were not put to use largely due to lack of demand, lack of participation in programme implementation and, lack of awareness among the community regarding health and hygiene aspects of safe drinking water and clean sanitation facilities.

There is an increasing realization that, in any water and sanitation programmes, continued access to water and sanitation services is not enough to sustain hygienic behaviours. It is the awareness and the education component of a sanitation programme that leads to sustained behavioral change. Experience has shown that information, education, and communication (IEC) campaigns involving communities and grassroots organizations can accelerate the process of change and hasten the adoption of sanitary practices. However these efforts must include addressing sociocultural attitudes toward owning a household toilet. The intensity of the hygiene promotion and education is important in leading to sustained practices. Intensive hygiene activities also use different channels to reach people such as community meetings, home visits, contacts in classes, traditional media, different IEC materials etc.

It is very important to know which strategies to adopt for hygiene promotion and education in a particular situation, which will help people continue safe practices after an intervention has ended.

IEC activities are area and culture specific, involve all sections of the rural population, in a manner, focusing on different various aspects of the programme, including creating willingness of the people to construct basic utilities, providing information on different designs, cost and technical options, environmental sanitation aspects, use and maintenance of structures, and above all it is aimed at changing hygiene behaviours, for sustained impacts of improved water and sanitation conditions.

A national communication strategy and plan has been developed by Government of India giving emphasis on inter personal communication at the grassroots level. As part of this strategy motivators can be engaged at the village level for demand creation and taking up behaviour change communication. The motivator can be given suitable incentive from the funds earmarked for IEC. The incentive will be performance based i.e. in terms of motivating

the number of households and schools/ Anganwadis to construct latrines and soakage pits and also use the same subsequently. Few activities under IEC include wall painting on a community building or hoardings to display different messages, print and audio visual materials including flip charts, posters, manuals, picture booklets, radio jingles, films and documentaries, mass media like kala jathas etc. IEC funding will be in the ratio of 80:20 between Gov Of India and the State Governments. Each project district should prepare a detailed IEC action plan with defined strategies to reach all sections of the community. Funds available under IEC may be used for imparting hygiene education to the people as well as children in schools.

Q.13. Define Behavior Change Communication (BCC) and its Functions.

BCC is the strategic use of communication to promote positive health outcomes, based on proven theories and models of behavior change. BCC employs a systematic process beginning with formative research and behavior analysis, followed by communication planning, implementation, and monitoring and evaluation. Audiences are carefully segmented, messages and materials are pre-tested, and mass media (which include radio, television, billboards, print material, internet), interpersonal channels (such as client-provider interaction, group presentations) and community mobilisation are used to achieve defined behavioral objectives.

Behavior change communication (BCC) is an interactive process of any intervention with individuals, communities and/or societies (as integrated with an overall program) to develop communication strategies to promote positive behaviors which are appropriate to their settings. This in turn provides a supportive environment which will enable people to initiate, sustain and maintain positive and desirable behavior outcomes.

Behavior change communication should not be confused with behavior modification, a term with specific meaning in a clinical psychiatry setting.

During disease outbreaks and emergencies, specific actions are required of affected communities for prevention, containment and control. Communities need to be informed, motivated and equipped to practice the necessary protective behaviors, and this can be achieved through effective SBCC programming.

behavior change communication plays a critical role in addressing all the behavioral and social aspects of disease prevention and control. In particular, SBCC can:

Provide accurate, clear, relevant and timely information to the public on how to contain the emergency and protect themselves

Identify and address myths and misconceptions that may lead to detrimental practices

Maintain public trust

Prepare communities for emergency response actions

Reassure the public

Support communities and countries to recover and rebuild themselves after an emergency

BCC has therefore been acknowledged as a key element of any crisis or emergency preparedness plan, and should be integrated in all stages of an emergency response – from prevention and preparedness through to crisis response and recovery.

Q.14. Design Communication Campaign: Pre-test and Evaluation

Ans. While designing communication campaign, the Pre-testing, sometimes called field testing, helps project staff know whether the intended audience understand the key message(s) and accepts the draft materials before they are produced in final form.

In pre-testing, an interviewer shows the draft materials to members of the intended audience and asks open-ended questions to learn if the message is well understood and acceptable -- in sum, if it works.

The **objectives of pre-testing** include measuring all of the factors such as:

1. Comprehension - clarity of content and presentation
2. Attractiveness - elements that make people want to see/hear the material
3. Acceptance - audience feels they can accept it – not offensive, is believable, does not trigger disagreement
4. Involvement- audience can identify with the materials and recognizes that message is meant for them

5. Call to action- most materials asks, motivates or induces audience to carry out a particular action.

Pretesting process should more or less follow few major steps:

1. Define your sample by characteristics (same group characteristics [e.g. ethnic group, region, etc.], same individual characteristics [e.g. age, number of kids, etc.], and convenience sample).
2. You should work closely with the agency on making this decision.
3. 2. Determine how many people you are going to pre-test with (which includes complexity of the material, complexity of the problem, number of audience segments, number of geographic regions, etc.).
4. You should work closely with the agency on making this decision.
5. 3. Determine the percentage of the pretesting participants whom you expect to understand the key. And finally Conduct the actual pretest in the field. After the actual pretest, then communicators may judge how well the pre-test feedback could be used to improve the material to ensure maximum impact on the targets audience.

Q.15. Discuss about the Future of Health Communication and Career Prospect.

Ans. The ultimate goal of health communication is to advance an informed and empowered individual who can make smart choices for themselves, their families and communities whether it be in daily life or business .

Health communications in the public health sector encompasses marketing, public relations, advertising, and journalism, so the professionals that work in this capacity include journalists, writers, editors, communications directors, and public health information officers, among others.

There are great opportunities in the health communication sector if we get a grab in fields such as

Analyzing public policy at its highest level through constant awareness of policy changes and trends

Understanding when a specific segment of the population is affected by a particular public health policy and making appropriate decisions about how to best inform and approach the intended audience

Designing printed materials that educate populations about health issues

Issuing press releases about public health emergencies or about issues in public health

Analyzing current marketing and advertising programs and initiatives and determining how communication efforts can be modified to produce better results

Measuring the overall outcome of communications efforts

Health communications field is diverse, professionals in this public health sector further focus their careers on a specific area, such as journalism, marketing, or public relations. Some of the most high-profile careers in health communications include:

Technical Medical Writer who are most often responsible for disseminating public health information by writing journal abstracts, white papers, presentations for professional conferences, marketing and advertising copy, and regulatory instructions, among others.

They must also research facts and trends and consult professional resources to ensure that the information is accurate and properly sourced.

Public Health Journalist who report on news and events taking place in the public health sector. They may work in a freelance capacity or for publications, websites, or news programs. Like other journalists, public health journalists research storylines, follow leads, interview relevant parties, and write publications that both inform and engage the reader.

Public Relations Specialist These public health professionals, who may work for government agencies, public hospitals, or medical universities, are the face of the employer for whom they work. They decide what information is to be released and how to deliver the information to the public.

Much of their work is involved with public relations, as they research, write, and edit public relations pieces, provide news updates, answer questions, and develop information pipelines and procedural guides that must be followed in the event of a public health crisis.

Q.16. Create an activity related to Pre-testing and Designing a Communication Campaign .

Ans. Pre testing the spot (Play the radio or TV spot and let the respondent(s) listen and watch the spot in full)

SECTION2: PRETESTING SPOTS (RADIO/TV/VIDEO) 1. Ask the respondent(s) what message was being transmitted by the spot

2. Ask the respondent(s) for any words in the message whose meaning they did not understand. If there are unclear words, identify the words and ask the respondents what they think the words mean. (If necessary, tell the respondent what was meant by the words and ask for what words they suggest should be used as a better substitute that will be generally understood).

3. Ask the respondent if there is anything in the message that they or other people in neighborhood would say differently? (If yes, ask for the phrase or wording)

4. Ask the respondents whether it would be easier to understand the message if there were pictures or drawings

5. Ask the respondent if there is anything in the message which they think is not true (probe to get details if the response is yes)

6. Ask the respondent if they feel the message said anything that might upset or offend people (if the answer is yes, probe to get what is offensive or upsetting)

7. Ask the respondents what they think this message is asking them to do? (probe their willingness to follow the message)

8. Ask the respondent(s) what they liked most about the message

9. Ask the respondent(s) what would encourage them to follow the message they have just heard (Probe if there is something that would discourage them)

10. Ask the respondents to whom they think this message is directed?

11. Ask if spot says or suggest that they must do something? If yes, what?

12. Ask if they would be willing to follow the advice given? Why/Why not?

13. (For those who have seen the spot before) Have you been able to follow any of the advice given in the spot? If yes, why? If not, why not?

14. Ask the respondent(s) if the message is appropriate for the community

15. Ask the respondent(s) if there is anything in the message which they would say differently (Ask them to say it if applicable).

16. How would you gauge the quality of the radio program in terms of sound (volume) and words spoken? 17. For radio spots, ask the respondent(s) whether the sound level (volume) acceptable

18. For TV spots, ask the respondent(s) whether the sound level (volume) is acceptable? Ask whether the picture is good.

19. Ask the respondent(s) how they would rate the duration of the spot (Probe if too long, too short or just right).

20. Ask the respondents if they have any further questions/observations.

Q.17. What are the main areas to be taken under consideration within the Health Care System ?

Ans. The main areas to be taken under consideration within the Health Care System are :

Maternal Death and Disability – There has been an increase in the mortality rate amongst the mothers every year; these can be reduced if proper medical care and attention is provided to the mothers all the time when they are in need. This needs to be taken under consideration for the appropriate health care system in India (Ramani & Dileep, 2005).

Infant and Child Mortality – An average IMR of 70 per 1000 live births and a CMR of 95 per 1000 live births are also very high as compared with 5-6 CMR in the developed nations. Most of these deaths are also preventable, if precautions are taken on time (Ramani & Dileep, 2005).

HIV/AIDS – India has 5.1 million HIV/AIDS cases; this is causing major impediments in the path of improvements in the areas of health, economic and social development. Indicators of

human development such as child mortality, literacy and food production are decreasing as the disease ravages families, communities, economies and health systems.

Non-Communicable diseases – In India, the diseases that are non-communicable are on the rise such as there are 25 million cardiovascular diseases, 25 million cases of diabetes, 2.4 million cases of cancer and so on.

Urban Health – Urbanization is considered to be an important demographic shift worldwide. Today, nearly 50% of the world population is urban, India has an urban population of 300 million and this presents 30% of the population. Urban health planning was implemented by the Government of India in the 9th five year plan. An urban slum growth rate of 5% is causing serious concern for the civic and health authorities in municipalities and towns. Health of urban poor and its implications on the entire urban population should be analyzed and the appropriate urban health policy should be formulated (Ramani & Dileep, 2005).

Environmental Health – Contaminated water, pollution and poor health conditions are responsible for the spread of large number of diseases and health problems in India. There have been 9% of the deaths that have been caused due to poor hygiene and sanitation, an estimate of 27.4 million years of life is lost each year in India. Not much attention has been paid towards the improvement of these conditions; it is recommended that toilets should be established in rural areas, provisions must be made for clean drinking water, and cleanliness should be maintained within the surroundings in order to improve the environmental health.

Healthcare Insurance – The contribution of the government towards the healthcare expenditure is only 20%; therefore, out of pocket expenditure is 80%. The cost of healthcare has been increasing rapidly and the large majority of the population cannot afford healthcare expenses. In India there are five forms of healthcare insurance- private insurance, social insurance, employer-provided cover, community insurance schemes and government healthcare spend. Only 3-4% of our population is insured, insurance cover has grown by 100% in the last two years. It is estimated that about 160 million people will be covered by 2010, which is less than 15% of the population (Ramani & Dileep, 2005).

Support Services – Support services such as blood banking, ambulance services, communication, medical-social work, hospital waste management etc are very essential to provide good quality health and medical services. In the healthcare sector in India, these support services are lacking or they are not of good quality, in other words, there has been a high rate of incompetence in implementing the tasks. The problems arise mainly within the rural areas such as there is not sufficient availability of blood, ambulance service is unreliable, and medical infection control and waste disposal are in a pitiable condition. Thus

there has to be formulation of appropriate steps and procedures for the enhancement of healthcare system.

Q.18. What are the major components of Public Health Care System in India? Explain in detail.

Ans. The health care system consists of primary, secondary and tertiary care institutions that are operated by medical and paramedical personnel; medical colleges and paraprofessional training institutions to train the needed manpower and give the required academic input; program managers and authorities managing ongoing programs at central, state and district levels and health management information system consisting of a two way system of data collection, spread, analyses and response (public health care system, 2000). The public health system has to comprise of proper well established medical colleges that include skilled and trained practitioners, hospitals should be well equipped with trained and expert doctors and there should be availability of health benefits such as blood, medicines, medical equipment and so forth. Factors such as availability of clean drinking water, hygiene, sanitation, toilets are essential to maintain good health. There should be initiation of camps especially within the rural areas which may provide the facility of free medical check up for all the people of all age groups.

Primary Health Care Services

The primary health care infrastructure provides the first level of contact between the population and health care providers. Comprehending its significance in the delivery of health services, the centre, states and several government related agencies concurrently started creating primary health care infrastructure and manpower; this has resulted in significant amount of duplication of the infrastructure and manpower. The primary health care center consists of sub centers, primary health centers, community health centers, hospitals, rural family welfare centers, urban health posts, urban family welfare centers, district post partum centers, and sub district post partum centers funded by the department of family welfare, dispensaries and clinics, urban health services provided by municipalities, health care for central government employees provided by the Central Government Health Scheme (CGHS), hospitals and dispensaries of railways, defense and similar major departments make provision for healthcare services for their personnel, medical infrastructure, Employee's State Insurance Scheme (ESIS) hospitals and dispensaries providing health care to employees of industries, all hospitals even those providing secondary

or tertiary care also provide primary health care services to rural and urban population and over three-fourths of the medical practitioners work in the private sector and majority of them cater to the primary health care requirements of the urban and rural population (public health care system, 2000).

National Rural Health Mission

The National Rural Health Mission (NRHM), launched in 2005, is the first health program in a “Mission Mode” to advance the health system and the health status of the people, especially for those who reside in the rural areas, and provide universal admittance to reasonable, affordable and quality healthcare which is responsible and at the same time approachable to the requirements of the people. The program is an all-inclusive package of pro-motive, preventive, curative and rehabilitative services to be delivered to the community through a process of intersectoral co-ordination with other service departments and active community participation. Various national programs like immunization, tuberculosis control, leprosy elimination, cancer control etc. have been integrated under the NRHM program that also addresses the social determinants of health and delivery of the same with the active participation of Panchayat Raj Institutions (local governance) for its sustainability. The program will help achieve goals set under the National Health Policy and the Millennium Development Goals. It also seeks to regenerate and incorporate local health traditions of medicine (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy: AYUSH) into the public health system. Health is for the first time being seen as a constituent of development package (India’s Healthcare System, 2013).

The NRHM sought to increase public spending on health, lessen regional imbalances in health infrastructure, collect resources, integrate various organizational structures and vertical national programs, decentralize and achieve district management of health programs, and turn community health centers into functional hospitals meeting certain standards. The NRHM has an exceptional focal point on rural areas in 18 States which have weak public health indicators and/or weak infrastructure (India’s Healthcare System, 2013).

At the village level the government has promoted the concept of having an accredited female social health activist (ASHA) in order to make possible the household right to use healthcare. Village Health Committees of the Panchayat Raj are responsible for putting in place Village Health Plans. The NRHM also calls for the preparation and implementation of an inter-sectoral District Health Plan organized by the District Health Mission. Such a plan should include provisions for drinking water, sanitation, hygiene and nutrition. The NRHM also has provisions for capacity building aimed at intensification of the National, State and

District Health Missions, for example through data collection, assessment and review for evidence-based planning, monitoring and supervision (India's Healthcare System, 2013).

Q.19. What is the future of health communication? Explain in detail with examples.

Ans. Health communication in the public health sector encompasses marketing, public relations, advertising, and journalism, so the professionals that work in this capacity include journalists, writers, editors, communications directors, and public health information officers, among others.

Technical Medical Writer

who are most often responsible for disseminating public health information by writing journal abstracts, white papers, presentations for professional conferences, marketing and advertising copy, and regulatory instructions, among others.

They must also research facts and trends and consult professional resources to ensure that the information is accurate and properly sourced.

Public Health Journalist

who report on news and events taking place in the public health sector. They may work in a freelance capacity or for publications, websites, or news programs. Like other journalists, public health journalists research storylines, follow leads, interview relevant parties, and write publications that both inform and engage the reader.

Public Relations Specialist

These public health professionals, who may work for government agencies, public hospitals, or medical universities, are the face of the employer for whom they work. They decide what information is to be released and how to deliver the information to the public.

Q.20. Describe need and importance of Health Communication and its benefits.

Ans. The healthcare systems around the world are making full use of the communication methods to improve quality of healthcare services provided and people's life. They are utilizing the newly developed information and communication technologies to bring required socio-economic changes in the areas as diverse as health and education system. In this modern era the consequence of media and communication is vastly increasing. According to Mann and Colven, "A picture is worth more than a thousand words", it can justify the need of new technologies.

This thesis paper tries to figure out ‘the importance of health communication and telemedicine technology for the integral growth of healthcare management in the rural and remote area of India’. In some of the rural areas of India the telemedicine technology is implemented successfully and the people in that area are receiving better healthcare services than before. This technology is quite new in the country like India and lot of work has to be done in future to increase the use of this newly developed technology to deliver quality of healthcare service and thus to improve the health status rural and remote population.

India is having a huge population and most of the people live in rural areas. Majority of them don’t have proper access to education and healthcare services. So there is need of good health communication to improve delivery of healthcare services. By this, necessary knowledge can be imparted to the people that will help them to improve their own health status all the time. Telemedicine might be useful in these areas as it helps to have a successful communication in between the healthcare professionals and patients who are present at different places. This paper points out the actual necessity of telemedicine technology which is one of the tools of having health communication and the opinion of the healthcare professionals as well as the patients regarding its importance.

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ISO 9001:2015 & 14001:2015

Subject: Sports Journalism

Paper Code-110 BA(JMC)

Question 1: What is Sports Journalism? Describe in detail.

Sports journalism focuses on reporting amateur and professional sporting news and events. Sports journalists work in all media, including print, television broadcasting and the internet. Sports journalists write about and report on amateur and professional sports. As a sports journalist, you can expect a variety of job duties such as reporting game statistics, interviewing coaches and players and offering game commentary. You can work in a variety of media, including radio, television and print.

Question 2: What are the roles and functions of the following sports organization?

- a. FIFA
- b. ICC
- c. IOC
- d. Asian Games Federation
- e. National Games

1. FIFA

FIFA stands for (in French) Fédération Internationale de Football Association - or the International Federation of Association Football. FIFA was founded in 1904 to oversee international competition among the national associations of Belgium, Denmark, France, Germany, the Netherlands, Spain, Sweden, and Switzerland. Headquartered in Zürich, its membership now comprises 211 national associations. Member countries must each also be members of one of the six regional confederations into which the world is divided: Africa, Asia, Europe, North & Central America and the Caribbean, Oceania, and South America. The need for a single body to oversee association football became apparent at the beginning of the 20th century with the increasing popularity of international fixtures. The current president is Swiss-Italian

Gianni Infantino, elected on 26 February 2016 during an extraordinary session of the FIFA Congress. Gianni Infantino was re-elected as president of the football governing body FIFA for a four-year term until 2023. The Fédération Internationale de Football Association (FIFA) was founded in the rear of the headquarters of the Union des Sociétés Françaises de Sports Athlétiques (USFSA) at the Rue Saint Honoré 229 in Paris on 21 May 1904. The French name and acronym are used even outside French-speaking countries. The founding members were the national associations of Belgium, Denmark, France, the Netherlands, Spain (represented by the then-Madrid Football Club; the Royal Spanish Football Federation was not created until 1913), Sweden and Switzerland. Also, that same day, the German Football Association (DFB) declared its intention of affiliating through a telegram.

2. ICC

The International Cricket Council (ICC) is the global governing body of cricket. It was founded as the Imperial Cricket Conference in 1909 by representatives from Australia, England and South Africa. It was renamed as the International Cricket Conference in 1965, and took up its current name in 1989. It organizes world championship events such as Cricket World Cup, Women's Cricket World Cup, ICC T20 World Cup, ICC Women's T20 World Cup, ICC Champions Trophy and Under-19 Cricket World Cup. The ICC is responsible for the organization and governance of cricket's major international tournaments, most notably the Cricket World Cup. It also appoints the umpires and referees that officiate (act as an official in charge of something, especially a sporting event) at all sanctioned Test matches, One Day International and Twenty20 Internationals.

It promulgates (put (a law or decree) into effect by official proclamation) the ICC Code of Conduct, which sets professional standards of discipline for international cricket, and also co-ordinates action against corruption and match-fixing through its Anti-Corruption and Security Unit (ACSU). ICC head at present is Manu Sawhney (July 2019-present).

3. IOC

The IOC is the governing body of the National Olympic Committees (NOCs), which are

the national constituents of the worldwide Olympic Movement. As of 2016, there are 206 NOCs officially recognised by the IOC. The current president of the IOC is Thomas Bach of Germany, who succeeded Jacques Rogge of Belgium in September 2013. The IOC was created by Pierre de Coubertin, on 23 June 1894 with Demetrios Vikelas as its first president. As of April 2019, its membership consists of 95 active members, 44 honorary members, an honorary president (Jacques Rogge) and two honour members (Henry Kissinger and Youssoupha Ndiaye). The IOC is the supreme authority of the worldwide modern Olympic Movement. The IOC organises the modern Olympic Games and Youth Olympic Games (YOG), held in summer and winter, every four years. The first Summer Olympics was held in Athens, Greece, in 1896; the first Winter Olympics was in Chamonix, France, in 1924. The first Summer YOG were in Singapore in 2010 and the first Winter YOG in Innsbruck were in 2012.

Until 1992, both Summer and Winter Olympics were held in the same year. After that year, however, the IOC shifted the Winter Olympics to the even years between Summer Games, to help space the planning of the two events from one another, and improve the financial balance of the IOC, which receives a proportionally greater income in Olympic years.

4. Asian Games Federation

The Asian Games Federation (AGF) was the governing body of sports in Asia from 1949 to 1982. The federation was disbanded on 16 November 1982 in New Delhi and succeeded by the Olympic Council of Asia. The AGF was responsible for the organization of the Asian Games from 1951 to 1982. The Federation was established on 13 February 1949, in a meeting held in Patiala House in New Delhi. In March 1947, Jawaharlal Nehru, who later became the first prime minister of India, held the Asian Relations Conference in New Delhi—a meeting with a prospect to bring the possibility of Asian Games under the attention of participating countries. Before the conference, Guru Dutt Sondhi, who was the member of the International Olympic Committee for India, encouraged Yadavindra Singh, Maharaja of Patiala and the then- president of the Indian Olympic Association (IOA), to communicate with meeting attendees to establish the Asian Games Federation. The proposal was not acknowledged by some representatives and the rest, who approved, refused to make any commitment.

In July 1947, the IOA, which initially was advocating the organisation of Games,

retracted withdraw (a statement or accusation) as untrue or unjustified its patronage (the power to control appointments to office or the right to privileges) for unknown reasons. Sondhi found an alternative; rather than organizing a multi-sport event, for which he needed an approval of the IOA, he opted for a single event championship titled the Asian Athletic Championships—a track and field event. Sondhi, who was also the president of the Amateur Athletic Federation of India (AAFI) (now Athletics Federation of India), received the consent of federation in February 1948. Yadavindra, on the request of Sondhi, became the president of the organizing committee for the Championship, and Sondhi took the position of chairman. In early July, formal invitations were sent to various Asian countries, backed by the letter from the AAFI. But the response was not positive as there was a scheduling conflict with the 1948 Summer Olympics, which were scheduled from 29 July.

5. National Games

The genesis of the National Games is in the Olympic movement, which gathered momentum in the country in the 1920's. The need to identify national talent that could be picked for the Olympic Games prompted the initiation of the National Games. The culmination (peak, height) of the efforts of Dr A. G. Noehren and Harry Crowe Buck to assimilate (take in, liken) and channel the energy of the youth through a pan-India sporting event led to the launch of the 1st edition of the Indian Olympic Games at Lahore in an undivided Punjab in 1924. The first three editions were all held in the city of Lahore. After the eighth edition in 1938 in Calcutta, the event was christened (use for the first time) as the National Games. The city of Lucknow (capital of the state of Uttar Pradesh) hosted the National Games in its first post-independence while the first National Games on the lines of the Olympics were held in 1985 in New Delhi.

Question 3: Describe the Sports Authority of India along with its importance in the promotion and management of sports.

The Sports Authority of India (SAI) is the apex national sports body of India, established in 1984 by the Ministry of Youth Affairs and Sports of Government of India for the development of sport in India. SAI has 2 Sports Academic institutions, 10 "SAI Regional Centres" (SRC), 14 "Centre of Excellence" (COE/COX), 56 "Sports Training

Centres" (STC) and 20 Special Area Games (SAG). In addition, SAI also manages Netaji Subhash High Altitude Training Centre (Shilaroo, Himachal Pradesh) as well as 5 stadiums in the national capital of Delhi, such as Jawaharlal Nehru Stadium (also serves as national head office of SAI), Indira Gandhi Arena, Dhyan Chand National Stadium, SPM Swimming Pool Complex and Dr. Karni Singh Shooting Range. Two "SAI Sports Academic" institutions are Netaji Subhash National Institute of Sports (at Patiala in Punjab) and Lakshmibai National College of Physical Education (at Thiruvananthapuram in Kerala), conducting research and running certificate to PhD level courses in physical education and sports medicine. Ten "SAI Regional

Centres" (SRC) are located at (clockwise from north) Chandigarh, Sonipat, Lucknow, Guwahati, Imphal (Manipur's capital), Kolkata, Bhopal, Bengaluru, Mumbai and Gandhinagar. Fourteen "Centre of Excellences" (COE/COX) have a total of nearly 600 trainees in 18 sports (2014 figure), such as Archery, Athletics, Boxing, Cycling, Fencing, Gymnastics, Hockey, Judo, Kabaddi, Kayaking and Canoeing, Rowing, Swimming, Table Tennis, Taekwondo, Volleyball, Weightlifting, Wrestling and Wushu. 14 COE are at (clockwise from north) Patiala, Sonipat, Hisar (Haryana), Shillong, Imphal (Manipur), Kolkata, Jagatpur (Odisha), Bhopal, Bengaluru, Thiruvananthapuram (Kerala), Alappuzha (Kerala), Kandivali (Mumbai), Aurangabad (Maharashtra) and Gandhinagar (Gujarat).

Question 4: What are the news sources for Sports Journalism?

True success in reporting, whether on TV or print, comes from the information you get from the sources you develop. Famous sports reporters or the most respected voices in the sports journalism bring fresh information to the audience, not just regurgitated (repeat (information) without analyzing or comprehending it) and re-circulated topics.

Developing sources?

Developing reliable sources involves building professional relationships. Here's how to start the relationship building:

1. Introduce yourself to those you will be covering. Don't just send emails, call, and if you can, go in person. It takes time but it's worth the effort.

2. In that initial meeting leave the notepads, cameras and tape recorders behind. Just a simple “get to know you” meeting to start.
3. Discover some common ground to connect on, don’t force it, but try to connect on some level.

When they see you are a real person and not just someone out for a story, it gives you that much more credibility going forward when you’re actually trying to get that story.

Give them a good story?

Most sources are looking for favorable coverage. They may or may not say that directly. Your job is to be fair and unbiased while your ultimate goal is to serve the viewer. You are not a public relations mouthpiece for who you cover. It’s OK to like people you cover, we’re dealing with people after all, but remember when disseminating information everyone has an agenda and an angle. It’s on you to see through the agenda and decide: is this credible? Can I validate it the information through another source? Is this fair? Does it serve my audience? What happens if this isn’t accurate?

How can you tell if someone is reliable?

This is where your reporter instincts need to kick in. Ask yourself these questions:

- Is someone pushing their side of a story?
- Is there another side of the story?
- Why is someone pitching you this?
- What will the audience think of this story?

Is it easier to get information from sources, or harder?

Once you are more established it becomes much easier to develop sources and get information. You’d be surprised how many coaches and players will share inside information. It’s important to recognize the tone of these conversations. Know what’s off the record and for your ears only. Don’t become a gossip. If you pick up one valuable piece of information

that you want to pursue as a story, ask the subject if they'd be willing to go on the record. I've found that being forthcoming about your intentions is one of the best ways to build credibility and trust.

How to build a network of reliable sources?

- Be a real person. People will see right through you if you are fake and you'll never be trusted with real information.
- Treat those you cover fairly and with respect.
- Developing sources takes time, maintaining those sources takes effort.
- Be trustworthy, don't be a gossip.
- Always protect the identities of sources when called for.

But always remember: everyone usually does have an agenda. [As a reporter](#), it's your job to find out what that is, and tell the WHOLE story.

Actionable Items on Building Reliable Sources:

1. Start by building relationships face-to-face, try to find common ground with the important people in your market.
2. Leave the pen and paper behind initially, to build trust you need to start slow.
3. Before writing or going to air with any sources information, you better be sure it's accurate. It's like you are approaching an intersection and the light turns yellow, if you have to think about it and the answer isn't crystal clear, you are better off to just stop.
4. Treat those you cover fairly and with respect, if you don't you may get one story out of it, but your information pipeline will dry up quickly.
5. Being a reporter means you need to be cynical. Always be thinking why is this person telling me this? What is their agenda?

Question 5: What are the sports journalism ethics?

Sports Journalism Ethics:

1. Not interfering with the personal life of a player.
2. Not criticizing the player with vengeance (punishment inflicted or retribution exacted for an injury or wrong).
3. Not blaming the specific player for poor performance of the team.
4. Not writing about personal desires, food, and fashion details of the player.
5. Not pointing to the marital / other status of the player which would harm his performance.
6. Not retaliating (make an attack in return for a similar attack) against any player through writings.
7. Not using high sycophancy (A *sycophant* is a person who tries to win favor from wealthy or influential people by flattering them) words for a selected player.
8. Not over focusing any single player.
9. Not intervening in organizational matters.
10. Not forsaking (abandon or leave) ethical values for money.

Question 6: Describe the news value for Sports Journalism?

Requirements of a Sports Journalist/News Value:

1. A sports journalist is required to have complete awareness about media laws & regulations.
2. A sports journalist is required to have complete knowledge over specific Sport / its rules / its importance.
3. A sports journalist is required to have knowledge over the venue where the sport is being played. He should know its history and its inheritance.
4. A sports journalist is required to have knowledge about Spectators viewpoints / demands of the sports fans.
5. A sports journalist is required to have Passion towards work & dedication as a sports journalist. Unless a sports journalist displays these qualities he will not be able to become a good sport journalist.

6. It involves travelling hence he should be able to consider his travelling to gather information about the venue, player's, personal thoughts, the opinion of the experts etc., he should be tactical in collecting these information as he would be very much interested to include these things in his report about the sporting event.
7. He should not be biased, he should be direct & not a sycophant.

Question 7: What is Sports Photography? What are the equipments required?

Sports photography refers to the genre of photography that covers all types of sports. In the majority of cases, professional sports photography is a branch of photojournalism, while amateur sports photography, such as photos of children playing association football, is a branch of vernacular photography.

The main application of professional sports photography is for editorial purposes; dedicated sports photographers usually work for newspapers or dedicated sports magazines. However, sports photography is also used for advertising purposes both to build a brand and as well as to promote a sport in a way that cannot be accomplished by editorial means. Sports shooting can be one of the most daunting types of photography, even to the advanced shooter. The slightest mistake can ruin a shot.

Sports photography Equipment:

Cameras

[Nikon and Canon](#) have been the top choice in [cameras for sports photography](#). Their flagship full-frame cameras are popular for a reason. They have the fastest auto-tracking and continuous shooting features available on the market. This might change with some of the current and upcoming [mirrorless](#) and [micro four-thirds options](#). For now, the current [DSLRs](#) are dominating the worlds of sports. No matter the brand, when it comes to camera bodies, there are two things you'll need. These are high-ISO performance and autofocus tracking and continuous shooting. The big decision here will be whether you'll go for a [cropped sensor or full-frame](#). Cameras with a cropped sensor are less expensive. They are cheaper for camera manufacturers to make. If you're starting out, this will

likely be a better choice for your budget. There's another advantage of this [size of sensor](#). The crop factor actually makes the lens “longer” than it is on a full-frame camera body. This gives you extra “reach”, or a wider field of view. But keep in mind that full-frame bodies are more robust and will give you better performance.

Cameras for Sports Photography

[Canon 1DX](#) – This is Canon's top tier DSLR for any [genre of photography](#). With a rugged built, this is a high-performing workhorse. It has excellent ISO performance and body that will withstand the elements and a bump or two.

[Nikon D4](#) – The equivalent to Canon's 1DX.

[Canon 5D Mark IV](#) – Canon's most popular camera, the latest model in the 5D series is great for sports photography. It's also great for shooting across all genres, which makes it a versatile body to have.

[Nikon D850](#) – The equivalent to the Canon 5D Mark IV.

Canon 80D – This camera sits at the top of the range of the variety of [entry-level cameras](#) that Canon makes. It has live view and a touch screen, as well a Dual Pixel CMOS AF sensor. The dual-pixel AF on the 80D functions in continuous (AI Servo) mode for stills shooting. This is unlike any other Canon camera.

Nikon D7200 – The equivalent to the Canon 80D.

Question 8: What is editing in Sports Journalism. Describe in detail.

Editing, Publishing and Uploading of Sports Photography:

- **Crop your Image to Eliminate Distractions**
- **Focus on Lighting and Exposure**
- **Make your Sports Images Crisp and Smooth**
- **Apply High Pass Filter (Used for finishing edges)**

Publishing: Give something extra other than photography. Team up with others to get

published.

Uploading: Cater your deliverables to different platforms like facebook, Instagram etc. You should know the ratio required for different platforms.

- Editing and Use of Info-graphics, Layout of Sports News

Use of Info-graphics

- Establish key objectives
- Decide on a topic
- Source current data
- Sketch an outline
- Create an eye-catching info-graphic
- Follow through your marketing plan

Layout of Sports News

- Intro
- More Info
- Quote
- The rest

Question 9: What is Sports Management? How do we organize a sports event?

Sport management has to do with any and every business aspect of sports and recreation. The field is vast. Sport managers can be found working for professional teams, their parent programs (such as the NFL, NBA, MLB or NHL), colleges and universities, recreational departments and sports marketing firms. They can be event managers, facility managers, sports economists, financial, promotion or information experts.

They can run the front office, work behind the scenes or act as the interface between players, coaches and the media. In all of these sports management roles, energy, motivation, good sportsmanship and teamwork are considered strong assets.

How to effectively plan and organize a sports event

1. Get organized

The first thing you need to do is write down all the details of the event. What is the event for? What practical elements will you need? Which type of space will you require? What is the budget for the event? What is the purpose of the event? Having everything down on paper will help you consider all the event's requirements from the very start and give you a clear direction on how to proceed.

2. Select dates

Choosing the right date or dates, is vital. You want to make sure that they don't clash with other local events in your area, and more importantly, you have enough time to pull your resources together to make the event a success. The more time you leave yourself to plan your sports event, the more time there is to promote and gain traction (the action of drawing or pulling something over a surface, especially a road or track) for it.

3. Choose a venue

Thanks to the planning you did in step 1, you should have a good understanding of which boxes your venue needs to tick for you to pull off your sporting event. Your venue should have enough capacity for your needs, should be secure and should be convenient for your attendees to get to. Consider if traffic and parking could be an issue beforehand, especially if you have participants and spectators travelling to attend your event. It's also important to make sure that you have all of the necessary permissions to hold an event. Always check which services the venue can provide to you that fall within your budget, to potentially take some of the added planning responsibility away from you.

4. Determine sport event style

Now is the time to decide on the type of sports event you want to host. Will it be a one-off match, a tournament, a league? How many individuals or teams will you need? Will you include multiple sports or a single sport? What will the format be?

5. Plan supplies

Make a list of any supplies that will be required for your event. This should include equipment and items too - so think about things like scorecards, certificates, posters, whistles, medals, awards or anything else you can think of that will be needed on the day.

"Suppliers are key to an event and the key for the organiser is to get in early, wherever possible. The earlier you can get suppliers signed up the better choice and better price you can get, the closer you get to your event the lower quality suppliers are often the ones you are left with and they can charge higher prices. Try and get tried and tested suppliers by using people known and trusted in the industry and always ensure that their Health and Safety documentation, RAMS and Insurance is up to date prior to arrival on site."

6. Insurance

It's always worth getting valid [public liability insurance](#) for your event. This will cover sports event organisers and help you by paying damages, claimants costs and expenses which may arise as a result of and in connection with the event relating to accidental bodily injury or accidental damage to a third party or their property.

Failure to get the appropriate insurance could see you having to pay out a hefty sum should an accident occur!

Always ensure you read the terms of the insurance carefully before purchasing to make sure that it covers your needs, and make sure the policy is accounted for in your budget.

7. Health and Safety

You are responsible for the health and safety of your workers, any contractors you have working and all the other members of the public in attendance. Make sure you understand and follow the required health and safety measures to protect everyone in attendance of your sports event.

The Health and Safety Executive website has a [comprehensive guide on health and safety for event organisers](#), so be sure to do your research and understand the steps you can take to ensure the health and safety of all attendees at your event.

8. Assemble staff/volunteers

Assembling your staff is the next step to planning a successful event. By now, you should understand the scope and size of what you're hoping to achieve, which will help you to determine how many volunteers or staff members might be appropriate.

If you're planning a sports event for a school or team - why not ask the parents to help out and volunteer? If you have a budget set aside for staff, try making your budget go further by contacting your friends and offer them a small donation in return for their help. Alternatively, you can put the budget into some snacks and make sure you feed your staff on the day.

All staff should be briefed on exactly what the event is hoping to achieve, to understand that they are to remain professional while having fun, and able to answer any questions on the day of the event too.

9. Start selling tickets

Using a [free online event ticketing platform, such as TicketSource](#), to create, promote and sell sport tickets is one of the easiest ways to manage your sports event. With a variety of useful features and a [dedicated support team](#), your event could be up and running in minutes.

Question 10: Describe the Indian Hockey League.

Hockey India League (HIL), known as the Coal India Hockey India League for sponsorship reasons, is a professional [field hockey](#) league in India. The league is organized by [Hockey India](#), the governing body for the sport in India.^[1] HIL, along with the [Indian Premier League](#), [Indian Super League](#), and [Pro Kabaddi League](#), is considered one of the major sports leagues in the country.^[2] HIL consists of six teams, with the regular season lasting two months from January to February, with each team playing 10 games.^[3] The top four teams at the end of the season move into the play-offs, where the championship game decides the Hockey India League winner.

Question 11: What is WADA and NADA? Describe in detail.

The World Anti-Doping Agency (WADA); French: Agence mondiale antidopage, AMA) is a foundation initiated by the International Olympic Committee based in Canada to promote, coordinate and monitor the fight against drugs in sports. The agency's key activities include scientific research, education, development of anti-doping capacities, and monitoring of the World Anti-Doping Code, whose provisions are

enforced by the UNESCO International Convention against Doping in Sport. The aims of the Council of Europe Anti-Doping Convention and the United States Anti-Doping Agency are also closely aligned with those of WADA. WADA's duty is to monitor anti-doping activities worldwide to ensure proper implementation of and compliance with the World Anti-Doping Code (Code), the document harmonizing anti-doping rules in all sports and all countries, by International Sports Federations (IFs) and National Anti-Doping Organizations (NADOs).

The National Anti-Doping Agency (NADA) is the national organisation responsible for promoting, coordinating, and monitoring the doping control program in sports in all its forms in India. As listed on its official web portal, NADA deals with adopting and implementing anti-doping rules and policies which conform with the World Anti-Doping Agency, cooperates with other anti-doping organisations and promotes anti-doping research and education.

NADA is formed by the Union Government under the societies Registration Act. NADA includes scientists and representatives from the Indian Olympic Association (IOA). National Anti Doping Agency is mandated for Dope free sports in India. The primary objectives are to implement anti-doping rules as per WADA code, regulate dope control programme, to promote education and research and creating awareness about doping and its ill effects.

Question 12: What are sports blogs?

Blogs can cover any number of personal interests, including travel, culinary guides, and sports. Sports blogs allow fans of a given sport to share sporting news and opinions on sports-related topics, and could help lead to a career in sports journalism or game analysis.

Sports blogs are one of the most popular sports mediums today. Every day millions of people around the world go online to receive new information, and to express their own personal opinion on certain topics. Sports blogs are made for one reason, to have your voice heard. The purpose of creating a sports blog is to express your personal beliefs on sport topics. The more information and opinionated you are, the better chance you will have a successful blog with numerous followers. Some sports blogs like

Bostonbarstoolsports.com and deadspin.com attract thousands of people each day. The bloggers who run these sites also generate solid revenue through advertisements.

Question 13: What are sports e-magazines?

E-Sports Publications is the leading producer of printed and virtual publications for the grass roots football community. This includes county, league and club handbooks, county magazines, programmes and coaching/learning material. Our bespoke football handbook systems allow county, league and club administrators to simply and quickly compile their handbook. The system gives you complete control, so no more to-ing and fro-ing between you and the printer with proofs, corrections, proofs etc. You amend the handbook, the system produces print ready PDF's which you check on your PC, saving time, money and ERRORS.

Question 14: How can we promote physical and mental well being through sports?

One of the most widely-used definitions of health is that of the WHO, which defines health as: –a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. This definition goes well beyond a condition of physical health but includes mental health and general well-being. Sport and physical activity has long been used as a tool to improve mental, physical and social well-being.

Physical inactivity is a major risk factor associated with a large number of lifestyle diseases such as cardiovascular disease, cancer, diabetes and obesity. Sport projects that specifically focus on health outcomes generally emphasise: The promotion of healthy lifestyle choices among children and young people as well as adults to combat inactivity; The use of sport as a tool to raise awareness on communicable diseases in developing countries, for example, through district or national health campaigns supported by athletes and sports competitions; The use of sport as a didactical tool to communicate vital health-related information to ‘at risk’ groups; The use of sport to mobilise hard-to-reach groups as part of large-scale health campaigns, including for example, communities with low population density; Sport is considered to contribute to achieving mental health objectives, including addressing depression and stress-related disorders.

Good mental wellbeing outcomes are every bit as important as the physical benefits from taking part in sport, and evidence is clear on the mental as well as physical health benefits of meeting Chief Medical Officer (CMO) guidelines. But less is known about the precise links between mental wellbeing and sporting behaviours. Placing mental wellbeing at the heart of our strategy ensures that more evidence is collected and government and its agencies will work with the new What Works Centre for WellbeingOpen in a new window among other initiatives to fill these gaps.

The sports industry, and the media that surrounds it, is moving at such an incredible pace. More jobs and opportunities are available than ever before. The media landscape has changed almost beyond recognition in recent years following a digital revolution which has paved the way for a 24-hour rolling news agenda. In that time, sports journalism has also developed to become the fastest growing sector in UK media. Traditional print and broadcast sports journalism, while still powerful communications platforms, are being forced to adapt and change in order to survive in a new and rapidly-developing media environment. As a result, sports journalists are now expected to develop a range of digital and social media skills which enable them to tell a story across a number of platforms in order to reach a wider, often global, audience.

Question 15: What are the career prospects in sports journalism?

An individual who engages himself in writing features and articles that comes across several media outlets such as ESPN, Cricinfo, Cricbuzz and the sports columns in the newspapers is referred to as a sports writer. Knowledgeable and skillful people are hired to write opinionated pieces whereas the amateurs are generally given the opportunities to write the fact-based materials for the audience. TV channels also demand writers to formulate a script for their show, or to put forward some interesting content about what is going around in the sports industry.

Being a sports writer has perks like:

Engaging oneself on the most followed platforms in the country (and abroad)

Creating a distinct identity and expressing honest opinions about sports

Functioning as a full-time writer or a freelancer

Question 16: What is a sports reporter and sports anchor?

Sports Reporter

The primary job of a sports reporter is to travel to the various venues where the sports events are taking place and collecting information and covering the events live or record it for future reference. Intriguing interviews of both players, as well as coaches, is one of the most key features of a sports reporter. From television channels and broadcasting companies to the newspaper and digital media houses, there has been a massive rise in the demand of sports reporters.

Sports Anchor

Like any other TV or radio show host, a sports anchor is in charge of reporting sports-related news and stories to the audience on screen or behind the microphone. The primary requirements of a sports anchor is they need to present themselves well and must have a strong hold on languages like English and Hindi. They should be comfortable in front of the camera.

Question 17: Describe the roles and responsibilities of a sports editor?

Sports editors are journalists who are mostly seniors in the profession. They assign and edit stories on sports and athletes. The job responsibility of a sports editor is primarily to maintain a professional network with writers and journalists in the sports industry and assign stories to reporters working with him. They also work closely with the marketing and sales departments of the media house they represent as well as with the executives, whom they discuss budgets and coverage with. Some sports editors deal with distinct sports segments like cricket/football/hockey/tennis etc and cover particular levels like as school/ college level tournaments or mainstream commercial sports. Others play a more generalized role and focus on diverse sports events and activities. Articles or shows are always approved by the sports editors before being published, telecasted or before they go on air.

Question 18: What do you understand by sports journalism feature?

Feature Enduring Understanding The sports feature is an essential aspect of sports coverage, meant to complement and add human interest and meaning to day-to-day coverage of sporting events. **Essential Questions** What are the principles needed to put together an effective and compelling sports feature? How important are reportorial, explanatory, narrative and descriptive modes to sports features? **Objectives and Outcome** Students will gain an understanding of the elements of a compelling sports feature and, by the end of the term, conceptualize and produce their own sports feature pieces. **Suggested Time** Two weeks **Resources and Materials.** Teachers should compile several compelling sports features – broadcast, print and radio – for use and demonstration in class. An excellent example of a print feature story can be found in the July 5, 2005, edition of The Washington Post sports section, entitled “A Legendary Career That Speaks for Itself” at www.washpost.com/nie. In ‘Lessons’ select “From Print to Air.” “Former President Had A Passion for Sports; He Played Football, Announced Baseball” by William Gildea, The Washington Post, June 6, 2004 at www.washpost.com/nie. In ‘Lessons’ select “From Print to Air.”

Question 19: Define the use of info-graphics in sports journalism.

Infographics are widely used in print media, hoardings, advertising, education, publications and even in corporate collaterals. In newspapers, infographics are commonly used to show the weather, as well as maps and site plans for newsworthy events, and graphs for statistical data. As the printed newspaper approaches the 21st Century, the increased use of charts, maps and other graphic devices continues to affect both its appearance and means of telling the story. The recent design revolution, which has brought modular design, informational graphics and increased color, has made today's newspaper more attractive, more navigable and easier to comprehend than ever before (Utt and Pasternack 2000). About 90 percent of graphics editors in a 1993 study said that the primary role of graphics was to supplement textual material. At the same time, nearly all said informational graphics made the newspaper easier to understand and more attractive. 1991 the “Poynter Institute”, one of the most important center for training journalists in the United States, has conducted a study called "Eyetrack" that analyzes and records the way that readers see and navigate through the pages of newspaper, identifying entry points to the page and which elements attract attention and motivate them to read the text of the information. The results were

very favorable for infography, the main findings of the research stated that 77% enter to the page visually because of the infographics, 61% because of the photography and 36% because of the headline. 87% of readers who see an infographic read the text and 41% read the text because of the headline. Infography is the genre that catches a reader on the page longer than others. Scientific studies as the one developed by the University of Lund (Sweden), presented in the new edition of Malofiej, showed that infography is the genre that catches readers on the page more time than the others. Because of its nature and its features, the infographics attract the curiosity of readers, who understand well the visual and extremely fragmented language. Visual titles and infographics in the newsroom which have evolved as a result of the convergence of online and print news are Visual Editor, Visual Journalist, and Web Director depending on “which skills are used to manage visuals” (Zavoina and Reichert 2000). Components of Info graphics With the use of various components in combination, a well defined Infographics can be designed which can be simple to understand and influential to attract readers. Charts, flowcharts, diagrams, maps, mind maps, signs, typographic text are commonly used in designing infographics. Graphics can be defined as translations of numbers in the form of a drawing, design or plan to explain or illustrate something, Paul Lewi (2006). A chart is a graphical representation of data, in which "the data is represented by symbols, such as bars in a bar chart, lines in a line chart, or slices in a pie chart". A flowchart is a type of diagram that represents an algorithm or process, showing the steps as boxes of various kinds, and their order by connecting these with arrows. This diagrammatic representation can give a step- by-step solution to a given problem. Histogram is a graphical representation, showing a visual impression of the distribution of data. A graphic (such as a chart or diagram) depicting the relationship between two or more variables used, for instance, in visualizing scientific data. A map is a visual representation of an area.

Question 20: Explain sports marketing in detail.

Sports marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport

marketing is also designed to meet the needs and wants of the consumer through exchange processes.[1] These strategies follow the traditional four "P"'s of general marketing Product, Price, Promotion and Place, another four "P"'s are added to sport marketing, relating to the fact sports are considered to be a service. The additional 4 P's. are: Planning, Packaging, Positioning and Perception. The addition of the four extra elements is called the "sport marketing mix."

Sports marketing is an element of sports promotion which involves a wide variety of sectors of the sport industry including broadcasting, advertising, social media, digital platforms, ticket sales, and community relations.

Sports marketing is divided into three sectors. The first is the advertising of sport and sports associations such as the Olympics, Spanish Football league and the NFL, as well as sport teams like Real Madrid and the New York Yankees. The second concerns the use of sporting events, sporting teams and individual athletes to promote various products. The third category is the promotion of sport to the public in order to increase participation.

In the first case, the promotion is directly related to sports. In the second case, the products can but do not have to be directly related to sports. When the promotion is about sports in general, the use of this kind of strategy is called "Marketing of Sports." When the promotion is not about the sports but sports events, athletes, teams or leagues are used to promote different products, the marketing strategy is denominated "Marketing through sports." When the promotion is about increasing participation among the public, it is called "Grassroots Sports Marketing." To promote the products or services, the companies and associations use different channels such as sponsorships of teams or athletes, television or radio advertisement during the different broadcast sports events and celebrations, and/or advertisement on sporting venues.

"Street marketing of sport" considers sport marketing through billboards on the street and also through urban elements (street lighters and sidewalks, etc.) to help promote and gain publicity during major worldwide sporting events such as the Football World Cup, the Olympic Games, or the Super Bowl.

Question 21: Define the following Professional Sports Leagues:

- a. Pro Kabaddi League
- b. Indian Super League
- c. Indian Premier League

Pro Kabaddi League

The Pro Kabaddi League, currently known as Vivo Pro Kabaddi League for sponsorship purpose, is a professional-level kabaddi league in India. It was launched in 2014 and is broadcast on Star Sports. The league's inception was influenced by the popularity of the kabaddi tournament at the 2006 Asian Games. The format of the competition was influenced by Indian Premier League. The Pro Kabaddi League uses a franchise-based model and its first season was held in 2014 with eight teams each of which having paid fees of up to US\$250,000 to join. There were doubts over whether the PKL would be successful, noting that there were many leagues attempting to emulate the IPL's business model and success, and that unlike cricket, there were relatively fewer well-known players in Kabaddi. However, it was also noted that kabaddi was widely played in grassroots community settings, and could thus attract a wide variety of rural and metropolitan viewers for advertisers to target if the league gained significant traction.

The inaugural season was seen by 435 million viewers, second to the 2014 Indian Premier League's 552 million, while the first season final between Jaipur Pink Panthers and U- Mumba was watched by 86.4 million. Star Sports, the PKL's broadcaster, subsequently announced in 2015 that it would acquire a 74% stake in the league's parent company Mashal Sports.

Indian Super League

The Indian Super League is a football league in India. It is one among the two co-existing premier football leagues in India along with I-League. For sponsorship reasons, the competition is officially known as the Hero Indian Super League. The competition is contested by ten teams and is played in a span of six months from October to March. It is organized by the Football Sports Development (FSDL) and governed by the All India Football Federation (AIFF)

Founded on 21 October 2013 in partnership with IMG, Reliance Industries, and Star

Sports, the Indian Super League was launched with the goal of growing the sport of football in India and increase its exposure in the country.^[2] The competition's first season took place in 2014 with eight teams. During the first three seasons of the Indian Super League, the competition operated without official recognition from the Asian Football Confederation, the governing body for the sport in Asia.

Indian Premier League

The Indian Premier League (IPL) is a professional Twenty20 cricket league in India contested during March or April and May of every year by eight teams representing eight different cities in India. The league was founded by the Board of Control for Cricket in India (BCCI) in 2008. The IPL has an exclusive window in ICC Future Tours Programme.

The IPL is the most-attended cricket league in the world and in 2014 ranked sixth by average attendance among all sports leagues. In 2010, the IPL became the first sporting event in the world to be broadcast live on YouTube. The brand value of the IPL in 2019 was ₹475 billion (US\$6.9 billion), according to Duff & Phelps. According to BCCI, the 2015 IPL season contributed ₹11.5 billion (US\$170 million) to the GDP of the Indian economy.

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