



MEDIA RESOURCE MANUAL

2021



missio

Social Communications Commission
Catholic Bishops Conference
Papua New Guinea and Solomon Islands

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Prayer

God, to communicate your love to men and women,
you sent your only Son Jesus Christ into the world
and made him our Master
The Way, Truth, and Life.

Grant that the media of Social Communication –
press, film, radio, television, internet
and all forms of digital communication –
may always be used for Your glory and the good of our Common
Home.

Inspire all people of good will to contribute
with prayer, action, and offerings,
so that through these means the Church may
preach the Gospel to all peoples.
Amen.

Hope amidst COVID-19

Fr Ángel Fernández Artime *sdb*, Rector Major of the Salesian Society
Strenna of 2021 for the Salesian Congregation

Every year the Rector Major gives the Salesian Family a Strenna, which is the focus of the year. This year, 2021, the strenna is entitled: Moved by Hope. 'See, I am making all things new' Rev 21:5. We dwell on the points and elaborate those relevant to us.

1. A world-wide phenomenon that challenges us and one that we cannot ignore. The present COVID-19 situation has paralysed our entire world. From being a 'global village' we have gone back to being a collection of many villages. International travel is out of question, 'self-protection' frontiers are erected. People are confined to their home and family. It has given persons the possibility to spend quality time with parents and relatives. However, the flip side has been an increase in violence and even abuse. The situation has also brought a lot of pain and mystery as a large percentage of people have lost their jobs.

2. Don Bosco is not far from these situations as he experienced them. He was able to look beyond the problems and even overcome them. The cholera situation in his time was similar to what we are going through today. Yet, he and his boys, protected by Our Blessed Mother were busy helping to overcome the tragedy. It was faith and hope that he showed throughout his life. When he left his mother and home and went to live as a "waiter" at the Cafe "Pianta" so he could study in Chieri, he faced loneliness and difficulties. He suffered much when he was unable to take his boys in the afternoons for his Oratory until he met Giuseppe Pinardi. All this confirms how Don Bosco was moved by the virtue of hope.

3. A movement to make all things new (Rev 21:5). God does not abandon his people especially when their pain is overwhelming. God through his Spirit accompanies his people. His love is relentless. For each one of us, it is nice that we are able to understand the plight and the situation of our people. A few points for us to reflection upon.

- Are we aware of the suffering of people?
- Silent epidemics – loneliness, hunger, war, lifestyle ...
- Can we manage with a simpler and austere lifestyle?
- The world is falling sick, and we continue to deny its existence ...
- The need to promote sustainable development...
- What can we do to become one family and one nation?
- What can we do as a nation to combat environmental damage and climate change?

We need to move away from competition to the ideal of cooperation.

4. Interpreting the now.

They say that the situation that we are experiencing at the moment is a very historic one. Perhaps every hundred years, a great crisis affects humanity. Not even the bloodiest wars have seen the 'global situation' that we are experiencing now. What can we offer our people? There is the need for every person to be educated to Hope. We need to renew our values and offer a change of perspective:

- from *closure* to **openness**
- from *individualism* to **solidarity**
- from *isolation* to **genuine encounter**
- from *division* to **unity** and **communion**
- from *pessimism* to **hope**
- from *emptiness* to **transcendence**
- from the language of command to that of **invitation**
- from words to **action**
- from social work to concrete **pastoral ministry**

5. Places where we learn and exercise HOPE.

Faith and hope go together. **Let us propose faith as the authentic path** because "a world without God is a world without hope" (Cf. Eph 2:12). Prayer brings us into a personal encounter with Jesus Christ who saves us. Our daily actions, despite the suffering and the sorrow are always moved by hope. The poor, the lost and the forgotten must not be our privileged beneficiaries.

6. Mary, Mother of God

We trust in Mary our Mother. She experienced helplessness and loneliness and yet she placed her hope in God. Her 'Yes' has awakened hope for all mankind. Her Son was a "sign of contradiction", misunderstood and rejected. Yes she was there with him at the foot of the Cross. She is our Mother of Hope.

"Holy Mary,

Mother of God, our Mother, teach us to believe, to hope and to love with you.

Show us the way to his Kingdom!

Star of the Sea, shine upon us and guide us on our way."

Amen.

MESSAGE OF HIS HOLINESS POPE FRANCIS FOR THE 55th WORLD COMMUNICATION DAY

WCD21

“Come and See” (Jn 1:46).

Communicating by Encountering People as They Are

Dear Brothers and Sisters,

This year, I would like to devote this Message to the invitation to “come and see”, which can serve as an inspiration for all communication that strives to be clear and honest, in the press, on the internet, in the Church’s daily preaching and in political or social communication. “Come and see!” This has always been the way that the Christian faith has been communicated, from the time of those first encounters on the banks of the River Jordan and on the Sea of Galilee.

“Hitting the streets”

Insightful voices have long expressed concern about the risk that original investigative reporting in newspapers and television, radio and web newscasts is being replaced by a reportage that adheres to a standard, often tendentious narrative. This approach is less capable of grasping the truth of things and the concrete lives of people, much less the more serious social phenomena or positive movements at the grass roots level. The crisis of the publishing industry risks leading to a reportage created in newsrooms, in front of personal or company computers and on social networks, without ever “hitting the streets”, meeting people face to face to research stories or to verify certain situations first hand. Unless we open ourselves to this kind of encounter, we remain mere spectators. Any instrument proves useful and valuable only to the extent that it motivates us to go out and see things that otherwise we would not know about, to post on the internet news that would not be available elsewhere, to allow for encounters that otherwise would never happen.

The Gospels as news stories

“Come and see” were the first words that Jesus spoke to the disciples who were curious about him following his baptism in the Jordan river (Jn 1:39). He invited them to enter into a relationship with him. John recalled several “newsworthy” details that reveal that he was personally present at the events he reports and demonstrate the impact that the experience had on his life. “It was about the tenth hour”, he noted, that is, about four in the afternoon (cf. v. 39). The next day – John also tells us – Philip told Nathaniel about his encounter with the Messiah. His friend is sceptical and asks: “Can anything good come out of Nazareth?” Philip does not try to win him over with good reasons, but simply tells him: “Come and see” (cf. vv. 45-46). Nathaniel did go and see, and from that moment his life was changed. That is how Christian faith begins, and how it is communicated: as direct knowledge, born of experience, and not of hearsay. “Come and see” is the simplest method to get to know a situation. It is the most honest test of every message, because, in order to know, we need to encounter, to let the person in front of me speak, to let his or her testimony reach me.

Thanks to the courage of many journalists

Journalism too, as an account of reality, calls for an ability to go where no one else thinks of going: a readiness to set out and a desire to see. Curiosity, openness, passion. We owe a word of gratitude for the courage and commitment of all those professionals – journalists, camera operators, editors, directors – who often risk their lives in carrying out their work. Thanks to their efforts, we now know, for example, about the hardships endured by persecuted minorities in various parts of the world, numerous cases of oppression and injustice inflicted on the poor and on the environment, and many wars that otherwise would be overlooked. It would be a loss not only for news reporting, but for society and for democracy as a whole, were those voices to fade away. Our entire human family would be impoverished. Many situations in our world, even more so in this time of pandemic, are inviting the communications media to “come and see”. We can risk reporting the pandemic, and indeed every crisis, only through the lens of the richer nations, of “keeping two sets of books”.

Opportunities and hidden dangers on the web

The internet, with its countless social media expressions, can increase the capacity for reporting and sharing, with many more eyes on the world and a constant flood of images and testimonies. Digital technology gives us the possibility of timely first-hand information that is often quite useful.

We can think of certain emergency situations where the internet was the first to report the news and communicate official notices. It is a powerful tool, which demands that all of us be responsible as users and consumers. Potentially we can all become witnesses to events that otherwise would be overlooked by the traditional media, offer a contribution to society and highlight more stories, including positive ones. At the same time, the risk of misinformation being spread on social media has become evident to everyone. We have known for some time that news and even images can be easily manipulated, for any number of reasons, at times simply for sheer narcissism. Being critical in this regard is not about demonizing the internet, but is rather an incentive to greater discernment and responsibility for contents both sent and received. All of us are responsible for the communications we make, for the information we share, for the control that we can exert over fake news by exposing it. All of us are to be witnesses of the truth: to go, to see and to share.

Nothing replaces seeing things at first hand

In communications, nothing can ever completely replace seeing things in person. Some things can only be learned through first-hand experience. We do not communicate merely with words, but with our eyes, the tone of our voice and our gestures. Jesus' attractiveness to those who met him depended on the truth of his preaching; yet the effectiveness of what he said was inseparable from how he looked at others, from how he acted towards them, and even from his silence. The disciples not only listened to his words; they watched him speak. Indeed in him – the incarnate Logos – the Word took on a face; the invisible God let himself be seen, heard and touched, as John himself tells us (cf. 1 Jn 1:1-3). The word is effective only if it is "seen", only if it engages us in experience, in dialogue. For this reason, the invitation to "come and see" was, and continues to be, essential. The challenge that awaits us, then, is to communicate by encountering people, where they are and as they are.

Lord, teach us to move beyond ourselves,
and to set out in search of truth.

Teach us to go out and see, teach us to listen,
not to entertain prejudices or draw hasty conclusions.

Teach us to go where no one else will go,
to take the time needed to understand,
to pay attention to the essentials,
not to be distracted by the superfluous,
to distinguish deceptive appearances from the truth.

Grant us the grace to recognize your dwelling places in our world
and the honesty needed to tell others what we have seen.

**Rome, Saint John Lateran, 23 January 2021
Vigil of the Memorial of Saint Francis de Sales**

Defining Communication

Communication is one of the most challenging concepts to define. One cannot find one, single, agreed upon, universal definition for *communication*. This is so because communication is too complex and the methods for study are too varied.



Deriving from its Latin etymology, *communis*, communication means to have something in common with; to share. It is related to *communio*, that is, communion, which finally leads to community. So communication is the fundamental principle upon which community is build. Simply expressed, *Communication* is a process, and it refers to that aspect of behaviour which tries to find some sort of commonality with others by exchanging thoughts, feelings, ideas, attitudes, beliefs and values through means of commonly agreed symbols on a sustained basis. A more technical definition of communication is: a process by which a message is transmitted from a sender to a receiver through a medium with the intention of getting feedback. Whichever definition is reached upon, however, it has to include five fundamental factors: *the sender*, *the receiver*, *the medium* or *vehicle*, *the message* and feedback.. There are at least twenty possible definitions of communication. The common strand running through each is the principle of social interaction through messages.

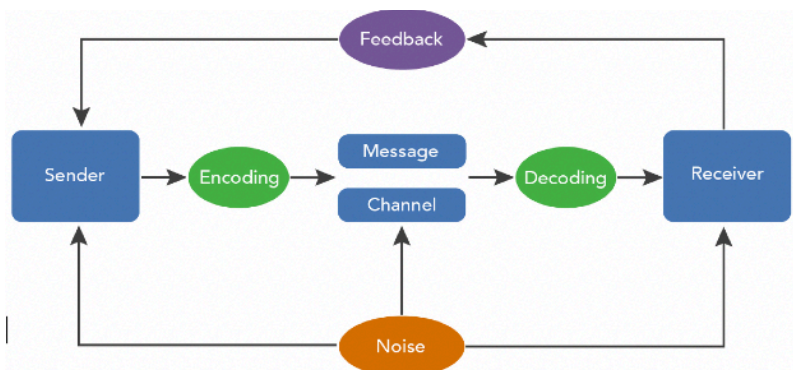
Below are several definitions of communication:

1. Communication is the art of transmitting information, ideas and attitudes from one person to another.
2. Communication means literally to 'make common' - that is, to create in a receiver's mind an idea or image similar to the one in the mind of the sender
3. "Communication is the process of conducting the attention of another person for the purpose of replicating memories."
4. "We shall define communication as the act of sharing symbols."
5. "Communication is man's most important activity....the one he indulges in most, the one he cannot exist without, the one that ensures his personal and collective progress."
6. Communication is sharing meaning.
7. "Communication involves the conveyance of something to someone else - our ideas, our aims, our wants, our values, our very personalities."
8. "Human Communication is any form of human interaction."
9. "Communication means getting a message from my mind to yours."
10. Communication is a process by which senders and receivers of messages interact in given social contexts.
11. "...the mechanism by which all human relations exists and develop all the symbols of the mind together with the means of conveying them through space and preserving them in time."
12. Communication is the process by which a message is transmitted from a sender to a receiver through a medium with the intention of getting feedback.

The five fundamental factors: *the sender*, *the receiver*, *a medium* or *vehicle*, *a message* and *feedback*. To this we can add other factors: noise, coding (feedback) and decoding (interpretation).

Components of Communication

1. **Message sender:** The sender composes the intended message. He/she could be a writer, speaker or a person who sends a nonverbal message through gestures and body language. It could also be a single person or a group of persons.
2. **Actual message:** The actual message may be written, oral or nonverbal, or it may combine two or more types of communication. It may or may not be the message the sender intended. The message could also be a lot and complex.
3. **Message transmission:** The message can be sent or delivered in a variety of ways. Written messages can be sent in the form of letters, memorandums, and reports. They could also be sent electronically using



fax machines or electronic mail (e-mail). Oral messages can be delivered through face-to-face conversations, meetings, presentations and through telephone conversations and voice mail. Nonverbal messages include gestures, body language and facial expressions. However, the primary medium is the body.

4. **Message receiver:** The receiver takes in, or receives, the message. The receiver's knowledge, interest, and emotional state will affect how the message is received.
5. **Message interpretation:** The receiver interprets the message. The interpretation may be different from the intended message or the actual message.
6. **Feedback:** All human communication desires to be effective in as much as it intends a feedback from the receiver. The more effective the communication, the more visible and immediate the feedback. The sender and the receiver respond to each other in writing, orally, nonverbally, or in a combination of these ways. Feedback may include a written response, verbal questions and nonverbal gestures such as body language and facial expressions.

The elements of effective communication

Communication is a very significant aspect of human life. In our day to day activities we send and receive messages that can either improve our lives or deteriorate them. In our communication, however, we encounter a number of things which hinder effective reception of our intended message. These are commonly termed as 'noise' in communication. We need to be aware that we are always communicating, even when we say nothing. When we communicate, we need to choose the appropriate medium according to the nature and complexity of our message, to avoid 'noise' in order to receive feedback.

Revision

1. Define communication.
2. What are the main factors of communication?

Action

Things I have learnt from this lesson

My decision towards growth

Prayer

Almighty Father, you were the first communicator by your loving act of creation, and by taking on flesh like us so that you could establish communion with us. We thank you for making us co-communicators with you. We thank you for the gift of language, of our knowledge, and the gift of life you have given to each one of us. May the knowledge we have acquired help us to get closer to you and to understand you better. We pray for wisdom that will enable us to communicate truth, and be of true service to our brothers and sisters. We ask all this through Christ our Lord. **Amen..**

Useful References:

BOSCOM-INDIA, 'Shepherds' for an Information Age: An Experimental Resource and Training Manual for the Education of Salesians of Don Bosco in Media and Social Communications, BOSCOM-INDIA, 2000
Kunnel, Tom, Communicator for a Cyber Age in Africa, Bosco Eastern Africa Multimedia Services (B.E.A.M.S), 2000

Logos

Logos are symbols or other small design that depict the name and purpose of a business. It is made up of **images, texts, shapes, or a combination of the three.**

However, a logo can and should be more than a symbol of identification. If designed well, it also tells a company's story, by conveying your brand message in a way that helps to establish an emotional connection with your target audience.



Components of a logo

1. Colour

Colours go way beyond aesthetic appeal – they're the core communicators of your message. They tell your audience if you're playful or serious, innovative or wholesome, cutting-edge or timeless and stable.

Your logo colour palette can be made up of a single colour or several (although we recommend staying within a two- or three-colour combination). The colour you pick will later seep into other branding materials you create as well, so choose wisely!

2. Typography

This is basically what all of us non-design folks think of as a font; typography includes the letters you'd see in a logo, arranged in some kind of consistent design.

You'll find logos built around a single letter, a monogram, or even the full name of a business.

3. Image

An image can range from the simplest arrow to a detailed rendition of an abstract orangutan. It can be an icon, a symbol – perhaps a picture that represents something you sell or a value you stand for. If you're choosing to go with an image, remember that your logo will likely need to be resized depending on where it's being placed; try to use something that looks clear and scalable.

4. Tagline

Situated under a logo, a tagline typically comprises of a sentence or catchphrase designed to hook your audience, or clarify what your company does. Logos don't necessarily need to be accompanied by a tagline, but it's something to consider if, say, your logo image alone is an abstract interpretation of the concept of Harmony – while it may communicate your values, it doesn't actually tell your customers anything about your business.

Logo Designing

The hardest part of the design process can be the search for logo inspiration. Here are some tips for you that will make it really easy:

Perhaps you are a conceptual person and like to start off with collecting verbal ideas. A proper brainstorming session can be just what you need to pin down the look and feel you're trying to achieve. Here are three steps that will help you draw out the best creative logo ideas:

- 1. Follow the rules of the brainstorm:** Brainstorming is about getting all ideas out (even those really really bad ones) and writing them down. Even a horrible idea can spark a conversation that leads to a genius solution.
- 2. Think like your audience:** Make a list of words that describe your brand and how you want it to be perceived. Think like a person in your target demographic and always remember what would be important to them.
- 3. Get everyone involved:** A one-person-brainstorm is fine, but only diversity will make the magic happen. Bring in people from every department or even friends and business partners. The more perspectives, the better.

There are also applications online where you can easily create a logo for yourself.



Photographs

Photography is the art of capturing light with a camera, usually via a digital sensor or film, to create an image. The purpose of photography can vary depending on what the photographer is trying to achieve. For example, documentary and news photographers capture images for the purpose of providing detailed account of actual events, while hobbyist photographers aim to capture life moments with their families

and friends.

Cameras

Many people today believe that their phone is good enough for most photography, and they have no need to buy a separate camera. And you know what? They're not wrong. For most people out there, a dedicated camera is overkill.

Phones are *better* than dedicated cameras for most people's needs. They're quicker and easier to use, not to mention their seamless integration with social media. It only makes sense to get a dedicated camera if your phone isn't good enough for the photos you want (like photographing sports or low-light environments) or if you're specifically interested in photography as a hobby.

That advice may sound crazy coming from a photographer, but it's true. If you have *any camera at all*, especially a cell phone camera, you have what you need in order to take great photos.

What are the types of photography?

There are many different types of photography, such as landscape, macro, wildlife, portrait, documentary, fashion, travel, food, sports and event photography.

What do you need for photography?

To start taking pictures, all you need is a camera, which can be anything from a basic smartphone to an advanced DSLR or a mirrorless camera. However, photography equipment is not all that important – light, subject, emotion and composition are all critical elements of a successful photograph.

What makes a great photo?

A great photograph should have good light, subject, and composition – the three elements that matter the most in photography. The photographer should have a strong vision, then express it in the most effective way possible.

What are the three basic camera settings?

The three basic camera settings are: aperture, shutter speed and ISO.

Aperture: *Aperture* can be defined as the opening in a lens through which light passes to enter the camera. It is an easy concept to understand if you just think about how your eyes work. As you move between bright and dark environments, the iris in your eyes either expands or shrinks, controlling the size of your pupil.

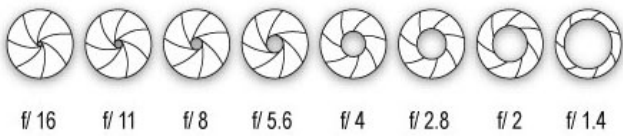
In photography, the "pupil" of your lens is called aperture. You can shrink or enlarge the size of the aperture to allow more or less light to reach your camera sensor.

Aperture can add dimension to your photos by controlling depth of field. At one extreme, aperture gives you a blurred background with a beautiful shallow focus effect. At the other, it will give you sharp photos from the nearby foreground to the distant horizon. On top of that, it also alters the exposure of your images by making them brighter or darker.

Shutter Speed: Shutter speed is the *length of time* the camera shutter is open, exposing light onto the camera sensor. Essentially, it's how long your camera spends taking a photo. This has a few important effects on how your images will appear. When you use a long shutter speed, you end up exposing your sensor for a significant period of time. The first big effect of it is **motion blur**. If

Aperture Adjustment Sequence - DOF





your shutter speed is long, moving subjects in your photo will appear blurred along the direction of motion.

Shutter speed is responsible for two particular things:

- a. changing the brightness of your photo and
- b. creating dramatic effects by either freezing action or blurring motion.

Shutter speed exists because of the camera shutter – which is a curtain in front of the camera sensor that stays closed until the camera fires. When the camera fires, the shutter opens and fully exposes the camera sensor to the light that has passed through your lens. After the sensor is done collecting the light, the shutter closes immediately, stopping the light from hitting the sensor. The button that fires the camera is also called “shutter” or “shutter button,” because it triggers the shutter to open and close.

Shutter speeds are typically measured in fractions of a second when they are under a second. For example, 1/4 means a quarter of a second, while 1/250 means one-two-hundred-and-fiftieth of a second (or four milliseconds).

Most cameras handle shutter speeds automatically by default. When the camera is set to “Auto” mode, the shutter speed is selected by the camera without your input (and so are aperture and ISO). However, you can still set the shutter speed manually if necessary:

1. By setting the camera to “Shutter Priority” mode, you choose the shutter speed, and the camera automatically selects the aperture.
2. By setting the camera to “Manual” mode, you choose both shutter speed and aperture manually.

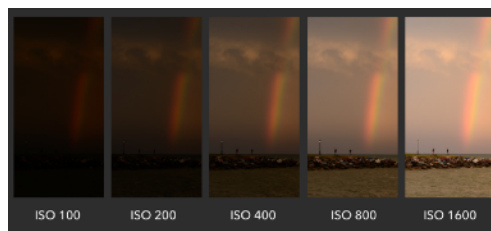
Within both of these modes, you can choose to set ISO manually or automatically.

ISO: ISO is simply a camera setting that will brighten or darken a photo. As you increase your ISO number, your photos will grow progressively brighter. For that reason, ISO can help you capture images in darker environments, or be more flexible about your aperture and shutter speed settings.

However, raising your ISO has consequences. A photo taken at too high of an ISO will show a lot of grain, also known as *noise*, and might not be usable. So, brightening a photo via ISO is always a trade-off. You should only raise your ISO when you are unable to brighten the photo via shutter speed or aperture instead (for example, if using a longer shutter speed would cause your subject to be blurry).

Every camera has a different range of ISO values (sometimes called *ISO speeds*) that you can use. A common set is as follows:

- ISO 100 (low ISO)
- ISO 200
- ISO 400
- ISO 800
- ISO 1600
- ISO 3200
- ISO 6400 (high ISO)



Quite simply, when you double your ISO speed, you are doubling the brightness of the photo. So, a photo at ISO 400 will be twice brighter than ISO 200, which will be twice brighter than ISO 100.

Important:

1. Keep your camera clean - heart, hands and head
2. Keep it safe - Always use the strap
3. Be steady
4. Aim and shoot

Photography Guidelines

Learning the rules of photo composition can be daunting for many photographers. But pay close attention to these easy yet powerful guidelines and you will be creating visually appealing works of art in no time.

1) Avoiding Camera Shake

- ♣ There are many things to learn about taking good photos. The first and most important of these is keeping the camera steady. A steady camera captures clear and sharp photos. Moving the camera makes the photos blurry and is one of the most common mistake beginners make.
- ♣ One way to keep the camera steady is to use a tripod. A tripod is a stand with three legs. Tripods allow you to hold the camera on something solid, so it's easier to keep the camera steady.
- ♣ If you don't have a tripod, try setting the camera on a solid surface, like a table, chair back, a fence, or even a pole.
- ♣ Before shooting your own steady camera photos, learn more about steadying your camera by eliminating camera movement.

2) Composition

- ♣ Composition refers to the use of lights, shades, placement of subject, object, with its background so that the shot resembles a connection.
- ♣ Using symmetry and patterns in photos also plays an important role.
- ♣ When your subject is symmetrical, meaning that the left side is equal, or almost equal to the right side, its best to compose your photo as straight on as possible. This version below feels much more balanced, and as a result becomes a more effective photograph.

3) Use the Rule of Thirds

- ♣ It is a guideline which applies to the process of composing visual images such as designs and films, by dividing the camera frame into nine equal parts using two equally spaced horizontal lines and two equally spaced vertical lines.
- ♣ This rule works well for people, landscapes, architecture, and nature photography.

4) Use Symmetry in Photos

- ♣ When your subject is symmetrical, meaning that the left side is equal, or almost equal to the right side, its best to compose your photo as straight on as possible.
- ♣ Don't forget to stand in the middle of the room with your camera pointing straight forward toward your scene. If you aren't in the middle of the room your photo won't feel balanced.

5) Use High and Low Angles

- ♣ Did you know that about 90% of all photographs are taken at eye-level? Why not be among the interesting 10% and try high and low angle photography? Your photos will stand out from the crowd simply because you took the time to change your position.
- ♣ For high angle photos try shooting downward from bridges or windows.
- ♣ For low angle photos get right down on the sidewalk and capture a perspective that people rarely see.

6) Take both Horizontal and Vertical Photos

- ♣ Should you take horizontal or vertical photos? The answer is yes to both! It's a great idea to take both versions of the same photo for potential magazine covers, or wall art in your house.
- ♣ Horizontal photos work well when capturing landscapes, while vertical photos provide special emphasis and closer detail of a subject or an object.

7) Use Leading Lines

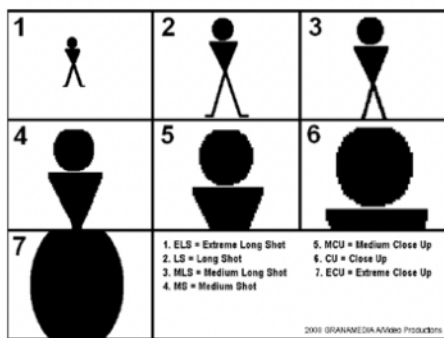
- ♣ The term leading lines refers to a photo that includes a visual pathway. A visual pathway helps the viewer feel that they can travel through the picture. Think of it as a line that visually leads people through your picture.
- ♣ Look for leading lines both in nature and cities. Ask yourself if the pathway that you see in front of your camera will visually lead your viewer through your picture.
- ♣ The leading line doesn't always have to be straight. It can sometimes have angles or even curves.

By following these composition guidelines, a whole new world of photographic creativity will open up to you. Instead of just documenting a scene, you will be able to craft the scene, and watch your photography take off to new heights!

With regular practice you will be able to instinctively know which rule to follow as soon as you turn on your camera.

Camera Shots

The success of capturing newsworthy moments rely on how you handle the camera to capture the heart of the news event, as an image.



There are three basic camera shots in photography; The Long Shot, Medium Shot and Close-Up shot.

1) Long shot: Have the subject captured in full length with enough space to detect the setting where the subject is standing.

2) Medium Shot: Captured at a medium distance from the subject with little space to detect the surrounding.

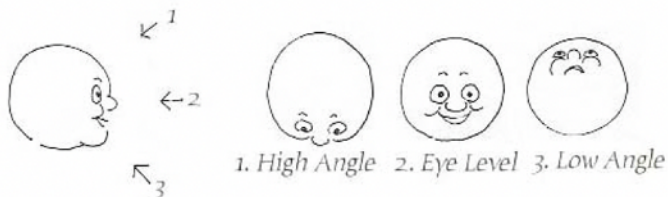
3) Close Up Shot: paying attention to the small detail of the subject by having the camera frame occupied by a particular section of the photo subject.

From these three basic shots, there are other variety of camera shots.

Camera Angles

Where or how you position your camera before you click the capture button. The three basic camera angles are; The High angle, Low angle and Eye level angle.

- 1) **High Angle**, placing the camera on or over the subject.
- 2) **Eye Level**, the camera is positioned directly in front of the person to have the person staring into the camera lenses.
- 3) **Low angle**, placing the camera from the lowest level of the subject upwards.



NEWS PICTURES

An image that is related to the news story. That means it has to be **new, unusual or interesting, significant** or about **people**.

All news pictures have three qualities; Life, Relevant Context and Meaning

a) Life

The subject of the photograph should appear lively and involved. (Blooming flowers, smiling person, laughing people, shaking hands, group picture of people smiling)

b) Relevant context

News pictures should always try to capture the context of the story. For example, here is a news story about a Bishop. *The bishop was dressed in ordinary, standing in front of an office desk.*

Does it convey a message? No! It would make much more sense if the Bishop stands at the altar dressed in his garment.

c) Meaning

Every news picture must tell a story clearly, without needing people to read the story. For example, a story was written about a business man who got his house broken into.

A picture of the business man pointing at a broken window. Does not have a meaning.

The picture should show the expression of anger, tears and all.

Only then, can you create impact, only then can your photo create meaning.

Posters

A poster is a temporary promotion of an idea, product, or event put up in a public space for mass consumption. Typically, posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative.

A poster's structure

Posters should vary and give creativity its space. However, there are certain basics that are very common. The following order is random and not binding. For the design of a poster the use of rasters or guides may be helpful. Two, three or four columns can be used. Text and images can run over more than one column.

POSTER

Every poster has 4 parts:

Picture

Slogan

Logo

Copy

Header area

Not all posters require a header or heading. In general, this is the area where a logo is placed, the logo of a department for which the author is working. There can be guidelines as regards the correct placement of a logo; just inquire at your organization.

Title area

A title should be clearly visible (from a 5 – 10 m distance), significant, and not too long. Due to space restrictions it is often placed next to the logo, which may not be in accordance with your organization's guidelines (e.g. the University of Zurich specifies that the space to the logo's right side has to be left blank).

Author's photo and address

At poster fairs, where authors are not always standing next to their posters, we recommend providing a photo in order to be recognized and approached, if necessary. There should at least be an address (an e-mail address is often sufficient). Make sure to mention all authors and their affiliation (the latter can be put in the footer area).

Background

Often there are posters highlighted not only with colours but also with a structure or an image. This background should be appropriate as regards the poster's topic and not be distracting at all. If in doubt, it is always best to choose an unstructured background colour.

Fonts

In a poster you can use serif as well as sans serif fonts. For longer texts sans serif fonts should be avoided, but since you should not use longer text blocks in a poster both types can be used. Avoid decorative fonts since they are not so legible. Use boldface for emphasis, avoid underscores or italics for a poster.

If you use justification for text blocks, make sure that hyphenation is on. In order to avoid too large spaces between words better use ragged alignment. Lines typically do not contain more than 70-90 characters. Texts with longer lines should have bigger line spacing to render them more legible. Typical line spaces are 20-30% bigger than the font (i.e. for a 40 pt font you should use 48-52 pt line spacing).

Different types of posters

There are various possibilities to present content by means of a poster. The type to choose depends on the resources available.

Roll-up poster

The most common poster type is the roll-up poster; it is most of the time printed in A0 format and can be transported rolled-up (in a protective cover). This is the easiest and most appealing way, provided that there is an appropriate plotter.

However, there is not always such a plotter. In addition, print-outs in A0 format can be quite expensive. A few software applications therefore offer the possibility to create an A0 poster before printing it in 16 pages (A4 format). These pages then have to be glued or taped together. Compared to a poster in A0 format this is hardly appealing from up close but from afar the difference will be hardly noticeable.

Modular posters

A modular poster consists of different single pages in A4 or A3 format, arranged on a pin board. Its advantages: such a poster can be easily created as well as transported. Additionally, this type of poster requires well-structured text or image blocks. However, such posters give the impression of not being very professional and are therefore no longer very common.

Anatomy of a Newspaper

The common parts of the newspaper are:

1. **Masthead** – It is the name of the newspaper situated in bold letters at the top: The National, Post Courier, etc
2. **Logo** – Every newspaper has a logo, eg. Bird of Paradise for Post Courier.
3. **Date** – A newspaper has the shortest 'shelf life'. It is useful only in as much as it gives the latest information, after that it is not needed. Clippings however are kept by those who keep track of articles they consider important.
4. **Price** – The price is kept low for everybody to buy. Most of the income from the sale of a newspaper comes from advertising, hence it is possible to keep the price of the paper as low as possible.
5. **Columns** – Columns make it easier for readers to read faster and read whatever they like – with the paper folded according to convenience.
6. **Lead Story** – Since the eye travels across the page, diagonally from the top left part of the paper to the bottom right part of the paper, the lead story, which is the main news item of the day, appears in the left top of the page.
7. **Headlines** – ought to be bold, clear, brief and capable of capturing the attention of the readers.
8. **Editorial** – Here lies the official stance or view-point of the editors of the paper on current issues. To find out the slant the paper takes, one would need to read the editorials critically and consistently.
9. **Letters to the Editor** – This is the democratic aspect of a paper. It allows for the sharing of views and opinions of its readers in this section.
10. **Private View** – They are usually written in feature-styled articles.
11. **News Reports** – They are facts that are clear, concise reports about current events. The main content of the news (5Ws and H) is present in the very first line. What follows are subsidiary details. It is best represented by an inverted triangle.
12. **Features** – follow the opposite structure of a news report. They are reflections, studies, analysis of news items. The author's name is important as he clearly states his opinion in a feature.
13. **Services** – free information to the public about details that concern ordinary life, such as weather reports, tides, sunrise, sunset, current prices, official announcements, etc.
14. **Advertisements** – make up the bulk of the newspaper. They range from black and white to colored, from those that spread over large spaces to a few lines. They could also include Business Notices.
15. **Photographs** – they immediately arrest the attention of the viewers. They are proofs that substantiate the authenticity of the reports and features.
16. **Entertainment** – timetables as well as crosswords and comics.
17. **Sections** – Classified and sectional divisions of a newspaper are very important – Nation, Region, World, Sports, Religion, etc.
18. **Statement of ownership** – It is the legal statement of ownership that usually appears at the very end of the newspaper in fine print. It gives you the name of the owner, publisher and printer.



Group Activity: Study the parts of your newspaper and comment.

- a. Which part of the newspaper do you first look at?
- b. What can you use in your school newsletter?

Importance of News

Life appears to be a shapeless jumble of events, falling over each other, elbowing and jostling each other. Journalists each day structure this chaos, so that the public receives it sorted out and neatly packaged into stories, the same day on radio, television or online and the next day in newspapers.



It will have been evaluated. The biggest news will be given first in the bulletin or on Page One of the paper, in detail; lesser news will be given in less detail later in the bulletin or on an inside page; and the rubbish will have been thrown away.

How do journalists decide what is news and what is not? How do they distinguish between a big news story and a small one? The answer is that they do it in exactly the same way as everybody else. Everybody makes those same judgments whenever they decide to talk about one event rather than another.

For example, which do you think is more interesting:

a) A girl going to primary school, to high school, or to university?

b) A man aged 25 marrying a girl aged 20, or a man aged 55 marrying a girl aged 15?

c) A car killing a chicken, a pig or a child?

Every one of these events might be news for the community in which it happens, but some are more newsworthy than others. You very likely answered that the most interesting things were a girl going to university, a man aged 55 marrying a girl aged 15, and a car killing a child. If your answer was different, though, it does not necessarily mean that you were wrong.

The same event can have different levels of interest in different societies, and will be talked about in different ways. If a farm wall has collapsed, killing a cow and a pig, which is more important? Clearly, the answer will vary from one society to another, depending upon the relative importance of cows and pigs. For this reason, the content of the news can be different in different societies. The way in which the news is judged, though, is the same everywhere.

What is news?

News is a report of a current event. It is information about something that has just happened or will happen soon. News stories go straight to the point. In this respect, they are quite unlike other forms of written English, such as novels and short stories, committee reports, letters

Why is it important?

News is about informing, educating and entertaining

Informing: inform the public about events around them (local, national and International)

Educating: Educating us on issues of importance etc

Entertainment: to provide a distraction of information about other places people are unable to get to or have little influence over. News can make people feel connected too.

Criteria of News

The criteria by which news is judged are:

- *Is it new? If it is not new, it cannot be news*
- *Is it unusual? Things are happening all the time, but not all of them are news*
- *Is it interesting or significant?*
- *Is it about people? Most news is automatically about people, because it is the things people do to change the world which makes news.*

However, news can also be made by non-human sources, such as a cyclone, a bush fire, a drought, a volcanic eruption or an earthquake. It is when reporting these stories that it is important to make sure that the story is centred on people.

These elements make up what we call the "news value" of information. The stronger the elements are, the higher the news value.

News writing facts

- New stories give mostly factual information, but not the writer's opinion.
- News stories are written in third person voice, never first or second.
- News stories have headlines that summarize the main idea of the story
- A news writer never concludes the news story with a personal comment at the end
- If the news is not current, it is considered Stale News
- Have an angle to make the purpose of the story clear

What makes a news story?

Proximity: Location, location, location: If an event is happening nearby, it will impact the audience more than if it were happening somewhere else that doesn't affect them as much – say, in another state or another country.

Prominence: A well-known person, place, or event has a stronger news angle than something that the audience isn't familiar with. A guest speaker visiting your local elementary school to take over story time doesn't resonate with many people ... unless that speaker is Oprah.

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 an event may directly affect readers, they'll want to know about it. A run-of-the-mill burglary at the Watergate Hotel was white noise on the airwaves until it became clear what the identities of the key players meant for the nation.

Conflict: Audiences are always interested in disagreements, arguments, and rivalries. If an event has a conflict attached to it, many consumers will be interested on that basis alone. Let's not forget that it's human nature to choose sides and stand up for that choice. Stories that involve conflict include those about religion, sports, business, trials, wars, human rights violations, politics, and even struggles against nature, animals, or outer space.

Human interest: If a situation draws any sort of emotional reaction, it might contain the news element of a human-interest story. These stories can be "soft" kid-at-the-petting-zoo snapshots, inspiring comeback accounts, or infuriating reports of incompetence on the part of a public figure.

Extremes/superlatives: Reporters and audiences might be interested in the first, the best, the longest, the smallest, the highest – if you can legitimately claim one. Be careful. Do not overly focus on this, create hyperbole, or exaggerate claims. Dishonesty here will come back to bite you.

Scandal: Everyone loves to hate on the philandering congressman who sends inappropriate pictures under an absurd virtual handle. Reporters want a scoop on scandal.

Impact: Whether it's a peaceful protest that encompasses five city blocks or a 52-car pileup on the pike, the more people involved in the event, the more newsworthy it is. Similarly, the number of people affected by the event will affect its newsworthiness, whether it's an adjustment of minimum wage or an alleged outbreak of Ebola.

And remember: "Just the facts."

Who? What? When? Where? Why? How?

Useful references:
www.thenewsmanual.net

News Writing Elements

In every news article, there are important elements and structure to strictly follow to make the news item complete. Like an essay or a report, news articles have an introduction, body and a conclusion.

Inverted Pyramid Style

The inverted pyramid is the structure that every news article must always follow. It refers to a story structure where the most important information (or what might even be considered the conclusion) is presented first. The who, what, when, where and why appear at the start of a story, followed by supporting details and background information.

How to Write in the Inverted Pyramid Style

- **Identify your key points.** What piece of information is the key fact you want your readers to know, even if they only read a single paragraph or sentence on the page? What effectively summarizes all the information that will follow?
- **Rank secondary information.** Outline the story details and supporting information, prioritizing the information that is most likely to be of interest to the broadest audience, and moving down the list to the smaller and more nuanced details.
- **Write well and concisely.** The structure only helps readers if the content is strong. Cut unnecessary information. Get to the point quickly. Use straightforward language. Use short paragraphs and bulleted lists.
- **Frontload all elements of content with important information.** The main headline should be descriptive. The story should start with the main point. Each heading or subheading should be descriptive. The first sentence of every paragraph should be the most important. The first words in each sentence should be information-carrying and indicate what content will follow.
- **Consider adding a summary or list of highlights.** Some sites go a step beyond and add a summary (like this article does) or a bulleted list of key points to further emphasize the main takeaways of the content.

Basics of News

1. **Headline** - Catches your attention and sums up the story

2. **Byline** - writer's name

- Writer's Specialty, e.g. sports, food, crime, current events

3. **Placeline** - Where the story begins

4. **Lead** - The opening section

- Gives most important information

- Should answer most of the 5W's:

who, what, where, when, why

5. **Body** - Supplies detail

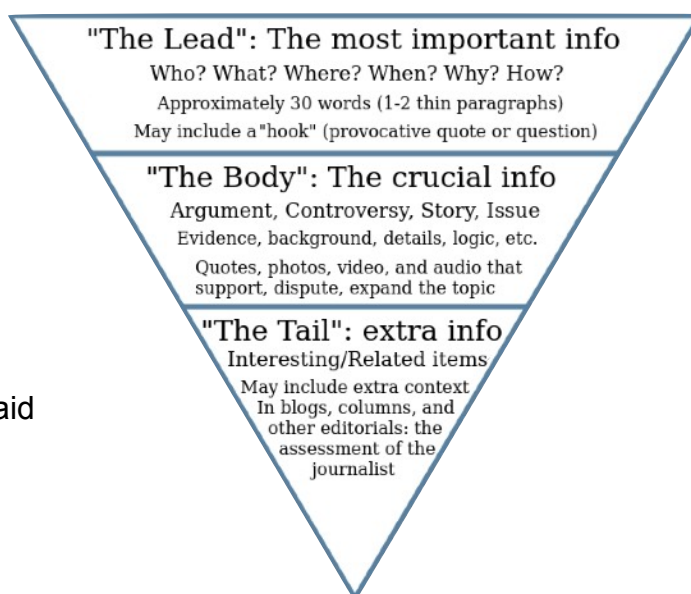
- Most important details come first

- Simple true statements

6. **Quotation** - What someone actually said

- Adds accuracy

- Adds "at the scene" feeling



5W's and 1H

The reader of every newspaper wants to know the answers to the 6 basic questions. The answers to these are usually found in the very first paragraph of the news report. The 5W's and 1H is a very important feature of all news reports.

The news reports have an inverted pyramid structure that puts all the most important information (5W's and H) near the beginning:

What: It gives the main action of the story. All reports must answer the question.

Who: It reveals the identities of the person or personalities involved in the event. News items mostly concern people – who they are and either individually or collectively. Collective bodies could be committees, councils, states, provinces, countries, etc.

When: The time at which an event occurs is considered important and is of significance.

Where: The place of the event demands a brief mention.

Why and How: These are two basic questions that state the motives of a programme and event or a situation. It is usually the body of the story that answers the questions of “how” and “why”.



For instance: The Three Little Pigs

1. **Who** was involved? The three little pigs (the first pig, the second pig and the third pig) and The Big Bad Wolf (a.k.a. Wolf).

2. **What** happened? Each pig constructed a house out of different materials (straw, sticks and bricks). Wolf (allegedly) threatened to blow over their houses and is believed to have destroyed both the straw and stick homes at this time. Pig one and two were able to flee to the brick house, where they remain at the moment. We're still waiting to hear from local authorities, but it looks like the Wolf may have been injured while attempting to enter the brick house.

3. **Where** did it take place? Outside a straw house, a stick house and a brick house.

4. **When** did it take place? At various times throughout the day.

5. **Why** did it happen? Apparently, the Big Bad Wolf was trying to eat the pigs. Several eyewitnesses recall the Wolf taunting the pigs before he destroyed the straw and stick homes by chanting, “Little pigs, little pigs, let me in.” The pigs apparently scoffed at the Wolf's idle treats, saying “Not by the hair of our chinny, chin chins.” It's believed this angered the Wolf and led to him blowing the houses down.

6. **How** did it happen? It would appear the first two homes were not built to withstand the Wolf's powerful breath. The incident inside the brick house is still being investigated, but early indications suggest the Wolf fell into a boiling pot of water when trying to enter the house through the chimney.

Can you see how getting answers to these six questions can really help you get all the information needed to write an accurate report. Next time you are preparing interview questions or outlining a story, consider walking through the Five Ws and One H to see if you left anything out.

Elements in news writing

♣ These are the essential features required for your story to be considered newsworthy.

1. Immediacy or timeliness

- Has it just happened? Notice how prominently FB feeds are displayed during live TV and radio coverage of events. Whether it is Parliament sitting or the Prime Minister giving his latest speech about COVID-19, information provided via the Social Media feeds of individuals is seen as valuable and relevant.

2. Proximity or nearness

- Is the news geographically local to the readership or close to their hearts?

3. Prominence

- Is your information or news about something that is highly topical today? Is it about something / someone that people believe to be of great significance or importance?

4. Conflict

- Is there an element of struggle in your story? Is what you're describing helping a customer to address a real challenge that significantly impacts their lives or businesses?

5. Oddity

- There is a reason why videos of animals doing crazy things are so popular on YouTube. We are attracted to things that are a little strange, out of the ordinary and unusual.

Inverted pyramid

- The inverted pyramid in news writing refers to the format or structure that every news piece is guided by when it is first written. Using this format, the writer prioritizes the factual information to be conveyed in the news story by importance. The most essential pieces of information are offered in the first line, which is called the lead (or summary lead).
- This usually addresses the so-called "five W's" (who, what, when, why, and where). Thus, the reader is able to ascertain the key elements of the story immediately. The writer then provides the rest of the information and supporting contextual details in descending order of importance, leaving the least essential material for the very end. This gives the completed story the form of an inverted pyramid, with the most important elements, or the 'base' of the story, on top."

SAMPLE OF A NEWS REPORT

Read the sample news report. Annotate by putting arrows and labelling the different **basics of news writing** found in this sample.

Cluny Sisters mark Golden Jubilee

By Abigail Seta

Boroko, Port Moresby: The Catholic congregation of the Sisters of St Joseph of Cluny (SJC) marked 50 years of faithful service in Papua New Guinea with a thanksgiving mass on Saturday, 23rd January.

With the theme 'Missionary disciples for a new world,' the Golden Jubilee celebration was held at the St Joseph's Parish in Boroko and had Cardinal Sir John Ribat MSC, Archbishop of Port Moresby as the main celebrant with concelebrants Abp. Mathew Vayalunkal, Apostolic Nuncio to PNG-SI, Bp Pedro Baquero sdb, Bishop of Kerema and 26 priests from different congregations in the country.

In his homily, the Cardinal spoke of the Cluny sisters' mission as teachers in the field and their commitment to their missionary call despite the many challenges in the remote areas of the Gulf Province.

"The areas you are sent to as missionaries are challenging and difficult places. Although the mission was not easy, you continued to live and commit yourself to your missionary work. And as we celebrate this day, we are here to thank God for his blessings, his love and his care over the past 50 years," said the Cardinal.

The congregation of the Sisters of Saint Joseph of Cluny has approximately 2600 sisters in 57 countries, 30 provinces, 418 communities across 5 continents, working in education, health, evangelisation and social action.

The small group of Sisters who started their work in 1971 come from Australia, India, Philippines and PNG. They have served and continue to serve the people of Kamina, Kotidanga and Kaintiba Local Level Government in the mountains of the Gulf Province.

Writing the NEWS STORY

Writing a News Report is as easy as 1-2-3!

Step 1: **Look around you.** News can be found in your school, diocese and community. News is information that has meaning for a set of readers. News usually includes reports on:

- a. worthwhile or extraordinary acts of students, teachers, people of importance etc
- b. series of success, conflict or suspense
- c. anything that informs, entertains or sets the diocese
- d. Diocesan programs, school programs
- e. interviews of teachers and other staff who have served for over 50 years

Once you have decided on a story, think about the **5Ws** and **1H** of your story.

Step 2: **Create a story!**

Write a byline. Create a placeline. Create a catchy lead paragraph.

Write in the 3rd person. Write the body (1-3 paragraphs). Make to include a quotation. Print neatly and legibly.

Step 3: **Review.** Check your facts, your grammar, spelling and expression. Your article has to be accurate and objective without bias.

WRITE YOUR NEWS ITEM HERE:

Bulletin and notice boards

In today's information-saturated world, there is a vast range of tools communication that schools can make use of for keeping students, parents and staff informed.

Emails, printed newsletters, flyers, posters, social media posts, online forums, WhatsApp networks and LinkedIn groups are typical examples in which community updates can be shared. Noticeboards and outdoor poster displays are a useful addition for any school campus in facilitating the distribution of information to campus users and visitors.

They are a convenient communication tool for displaying important information including events, school announcements, timetables and schedules to parents, students and teachers. Unlike digital tools, these allow for the sharing of information within the school grounds, which gives the information added geographical relevance.

There is a range of different poster and noticeboard display systems available on the market, the ideal product inevitably depends on the environmental application. Indoor spaces such as classrooms, school administration offices and busy corridors may require one type, whereas outdoor school grounds, campus entrances and car park drop off zones may require another.

A bulletin is a board usually attached to a wall in order to display notices giving information about something. It:

- Announce events, advertise items for sale or provide information.
- Any material that can facilitate the addition and removal of messages often makes bulletin boards.

A bulletin must be concise and clear in both content and layout in order to make it easy for the reader to understand the main content. The language must be error-free formal style and suitable for the intended audience. The structure is similar to that of a news story – the most important facts are given first. The middle provides additional information and the conclusion presents the facts mentioned more extensively, for example using background information. At the end, provide the contact information of a person who can give further information.

Importance of news bulletin

- It communicates essential information to students, parents and guardians.
- A platform to include and motivate students.
- Interaction

Layout and Design of Bulletin

- Follow the layout of the newspaper.
- Choose articles to use.
- Let it be clear and readable.
- Make sure it looks good.

Things needed for a school news bulletin:

- Name of bulletin/school name
- Logo
- Message/theme/motto of the school
- Proper Layout and Design
- Sections for different news and items

Some tips to consider:

- Keep it simple.
- Create interactive displays.
- Choose your location wisely.



Radio Broadcasting



What is an audio?

Audio is the process of hearing and listening (come from the Latin word “Audire”, meaning to hear). It is the transmission, reception or reproduction of sounds.

What is radio?

Sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast stations to multitudes of individual listeners equipped with radio receivers.

Uses of Radio

In countries worldwide, radio seen as provider of news, music and weather reports. However, in developing nations like Papua New Guinea, radio is still an important medium of communication that can benefit society. Over the years, radio has been used to encourage positive individual behaviour change and constructive social change. One of the most effective use of radio is for social change – often termed as ‘Entertainment Education’. This is the description of any communication presentation that blends a social development educational message into an entertainment format.

This can be done through different programs like talks and discussions, but more effectively through entertaining drama delivered right into the homes of many listeners.

Jingles

A jingle is a short song or tune used in advertising and for other commercial uses. It is written to be easy to remember as nursery rhymes and contains ‘earworms’ that make them pleasantly melodic and easy to remember.

Why are jingles used?

Memory: The biggest reason that jingles are used to promote products is that advertisers know jingles help people to remember the commercial.

Repetition: A good advertisement campaign involves repetition so that the consumer will associate the product with the company.

Proven: While advertisement companies are still testing the effects of many forms of advertising, history shows that commercials that incorporate jingles are often effective.

Branding: Jingles are an effective assistant to visual advertising when it comes to creating a brand. Put the name of your company or product in the jingle, and your company will forever be associated with the accompanying words, as long as listeners are exposed to the jingle enough times.

Advantages of jingles

Easy to remember: You know what it’s like, you get a song stuck in your head and all day long you’re singing it. Just imagine when a potential customer is singing about your business all day long!

Build branding for your company: Nothing reinforces your image like a consistent, quality message.

Cost Effective: Instead of paying huge sums of money every month for a new commercial, your jingle stands the test of time and continues to impress months after it first hits the airwaves. With a simple update in copy, you can keep it fresh all the while keeping your audience updated as to what your company is promoting that particular month or week.

Your Audience Is Already Segmented For You: The different programming formats at radio stations appeal to vastly different audiences. You simply buy the stations that reach your target’s demographics and psychographics.

They’ve Stood ‘The Test of Time’: Jingles have been used since 1923, right around the time that commercial radio came to the public. After almost a century, jingles are still effective.

Script writing for Jingles



Steps in writing a jingle script

1. Determine your radio commercial length.

Know the length of the radio spot that you need to write. Most radio stations nowadays sell 15, 30 or 60 seconds commercials so you need to be precise. Typically, a radio script format calls for 12-point type in all caps with double spacing in each line. With this in mind, here is a simple guide to follow.

- 30 seconds: 7-8 typed lines
- 60 seconds: 12-14 lines

If you are including any pricing figures, or your phone number, be sure to write each number as text to give you a more accurate line count.

2. Plan what you want to say in your radio advertisement.

Before you start, make a list of the necessary points that you want to include. These should be key attributes and selling points that sets your company apart from the competition. Keep it simple and short.

3. Use a strong opening statement in your radio advertisement

Your commercial's opening line will likely determine whether or not the listener sticks around or changes the station. You can also consider using a strong open-ended question that is applicable to your company/business, which the listener can relate to.

Example of a jingle script

Sample 1: Uncle Bobby's Fast Food "Hungry Students" 30 seconds (Radio)

Sound elements (Sfx)

Sfx: stomach growling

Sfx: Thunder crash

Sfx: People shouting happily

Voice over (VO)

VO #1: Besty, me hangere stret ya.

VO #2: Aya Problem eh, me gat K5 tsol.

VO #1: Noken worry, me save long rait hap bai umi go!

Announcer's VO: Uncle Bobby's Fastfood, I stap long moskito kompaun klostu long Pisin Praimari skul. Uncle Bobby I save salim fresh gaden kaikai na abus long wasa tasol!

Uncle Bobby's Fastfood, wantem skel price, bai yu askim moa long wanem samting?

Radio Drama

A radio drama is a performance with no visual component which depends on dialogue, music and sound effects to help the listener imagine characters to absorb the story or message that is being delivered.

Dramas draw listeners' attention and affect emotions - use that opportunity to inform them of new ideas or behaviours, which they can use to improve their lives and that of their communities.

Writing for radio is very different than other mediums as your tools are limited to;

- o Voices
- o Sound effects
- o Music



Planning a radio drama:

You need to decide who your target audience is and what your intention is in the production of the drama. For example, do you aim to;

- o Make your audience laugh?
- o Comment on a current or historical event?
- o Tell a story?
- o Convey a message?



Elements of a radio drama:

1. Role-characters play
2. Time-when action takes place
3. Place-where the action takes place
4. Action-what happens in the drama
5. Tension-conflict within/between characters and their environment
6. Focus-ideas, feelings or characters you want audience to concentrate on in a particular moment of the drama.

You need to let the audience know about these elements through different means. Writing a radio play is about painting a picture with words and sounds. A radio drama is a performance with no visual component which depends on dialogue, music and sound effects to help the listener imagine characters to absorb the story or message that is being delivered. Dramas draw listeners' attention and affect emotions - use that opportunity to inform them of new ideas or behaviours, which they can use to improve their lives and that of their communities.

Writing for radio is very different than other mediums as your tools are limited to;

- o Voices
- o Sound effects
- o Music

FEATURES OF RADIO DRAMA:

- o Radio drama uses sound to convey ideas to audience (dialogue, sound effects, or music).
- o Actors can play more than one part as only voice needs alteration.
- o Actors use voice to convey character not action, gesture or facial expression as audience cannot see it.
- o Setting is easily created using music/ sound effects.
- o Radio drama cannot be performed 'live' rather is recorded and played later to the audience.
- o Actors don't have to learn their lines as they read from scripts, however, they must rehearse their parts especially on the use of their voice to tell character and action.
- o Radio drama usually features small cast as large cast can confuse the audience.

Dramas produced should:

1. *Tell a Story* – people always interested in other people. Dramatic details (tragedies or triumphs) always attract listeners.
2. *Work within Culture* – reflect customs/traditions of your target audience.
3. *Convey Ideas, not Words* – a major reason for use of radio drama rather than lecture format - encourage positive behavior change.
4. *Show rather than tell* – ability to demonstrate or model what life is like, when new attitudes or practices are adopted.
5. *Use Humour* – everybody enjoys a touch of humour in life as it helps to have occasional amusing scenes.
6. *Be Positive* – while drama may include difficult and nasty characters who oppose new ways, the overall thrust of the story should be positive.
7. *Create Trust* – creating trust in the listening audience is critical in bringing about social change. Through drama audience must have confidence in the story or message.
8. *Encourage Advocacy* – involving listeners emotionally in the story can motivate them to pass on what they hear to their families, friends or community.
9. *Be Original* – maintain originality in your style of radio drama presentation.

Video Basics



Why do we need to know the basics of Video Creation?

- When you really understand the fundamentals and principles of video production and how they can be applied, only then will you start producing great videos.
- Technology has evolved to a point where it now has a made video content creation an essential aspect in documenting, informing, educating, marketing, advertising, etc. to consumers, and generally speaking, the whole of society.

What is Lighting in video making?

- Lighting is one of the most critical aspects of creating a video because it allows you to set the mood for the video. Poor lighting can make a sombre situation seem too light, or it can make a comedic situation seem more serious than intended. (<https://www.sheffielddav.com/education/importance-lighting-videos>)
- To make sure a subject's face or scene is lit evenly without unwanted shadows, appropriate lighting is key. This can be achieved by using natural or artificial light.

What is purpose of Framing?

- Framing refers to how you actually compose your shot by positioning the various elements in the foreground and background that makes the shot in the video visually appealing.

Why are Shots important in video?

- There are many types of shots used in filming, but all stem from the three most commonly used. They are the: Close-up, medium and long shot.
- Avoid using a single same shot throughout, as it makes the video monotonous and unappealing. Combining different types of shots creates variety, and filmmakers use them to emphasize specific emotions, ideas and movement for each scene. (<https://www.studiobinder.com/blog/ultimate-guide-to-camera-shots/>)
- Shots also include the application of camera angles. The way the camera is angled can contribute to the meaning the audience will get from the shot and can be used to make characters look strong, weak, intimidating, inferior.

Why is Audio important in video?

- Special sound effects, music, audio is just as important as the video itself. When choosing which type of sound to use, try to ensure that the sound used complements the scene shown.
- Standalone visuals almost never tell the full story of your video; the sound tells the audience how they should feel about the events on-screen. Music tracks are one of the quickest ways to inform the audience about a particular scene or shot. (<https://trint.com/resources/07841313/editing-sound-in-video-more-important-than-you-think>)

Tips

- Keep the camera steady, clean and safe, at all times.
- Understand the Rule of Thirds and framing.
- Always record a sample video before each recording session.
- Do not zoom, unless you have to.
- Shoot at eye level, as much as possible.
- When in post-production, ensure to use a convenient, user-friendly video editing software.

Storyboard

A **storyboard** is a sequence of sketches/drawings of a film depicting how a video will unfold, shot by shot. It is:

- a visual script
- step-by-step production guideline
- roadmap of the project
- series of images that simply/briefly illustrate the film's key scenes and events.

A storyboard's purpose is:

- To work out and discuss ideas
- To help visualize the film's look
- To describe the film sequence
- To provide a step by step guide to making and shooting the film

Basic steps to a storyboard

1. Plan your shots and scenes in an order that tells a story
2. Plan your story so that the images and the script can be clearly understood
3. Plan your film in the most interesting and appealing way
4. Plan what happens in each shot and how fast or how slow it happens
5. Eliminate unnecessary or repetitive shots
6. Smooth, clear, logical flow from shot to shot and scene to scene

"CS2C: Fun with Storyboards" by Kenneth Chan



1 Establishing shot of classroom. One student snoring. One sits up in alarm over assignment.



2 Student feels overwhelmed. Voiceover: "I've never done this!" Camera pans slowly to make space.



3 Ideas surrounded by blurry thought bubble. Brainstorm may also be video montage surrounded by blurry frame.



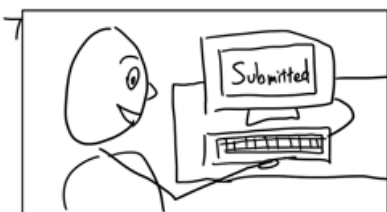
4 Moment of clarity. "Aha!" Ding or chimes; lightbulb moment.



5 Working in a dark dorm room. Sounds of clock ticking and pencil scratching on paper.



6 Proudly shows off finished storyboard. Wipes sweat off brow. Victory music. Zoom in on storyboard.



7 Submitting via Coursework. Fade out as if ending.



8 Back to the classroom. Keep as similar as possible to original. "Elaborate on your storyboards!"



9 Back to the drawing board. Looking haggard but determined. Fade out.

SHOTS: Telling Us What They See

BY GABE MOURA

What really differentiates movies from plays is the way filmmakers manipulate the audience's field of view. In theatre, the audience is in a "wide shot," always looking at the entire stage and all the actors on it. They are free to look wherever they want. In cinema, however, the filmmaker directs what the public sees and how. While a long shot can show a vast vista of Mount Everest, an extreme close-up can show the silent despair of a child learning that his mother has passed away. These different shots make up the fabric of visual storytelling.

Wide/Long Shot

Long shots are used to emphasise a sweeping location around the subject.

Long shot and wide shot are interchangeable terms.

Wide shots are more easily captured with **wide-angle lens**.

Establishing Shot and Master Shot

An **establishing shot** and a **master shot** are not the same *per se*. But they were combined under the same subheading because the framing and composition are usually the same for both of them.

An establishing shot introduces a new location – a church, a city street, a rooftop, a hospital room – from a vantage point that allows the audience to see all the relevant characters in the filmic space. A master shot would probably be recorded from the same position, with the same lens, also showing all the characters. The difference is the duration. A master shot records the entire action, a complete run-through from that same camera position. This way if a tighter shot is forgotten or messed up during coverage, the director knows her editor will have enough material to show the scene in its entirety by cutting back to the master shot. In most movies, an establishing shot will last a few seconds before the editor cuts to **medium shots** and **close-ups**. However, if for someone reason the director decides that the cuts are not good enough, he may use the master shot of a scene to show the action unfold, in which case there would few to no cuts in that scene, which can a be a pleasant style.

Full Shot (FS)

A full shot displays the character from head to toe, without showing much of his surroundings (or else it would be considered a long shot). These shots were very popular in the beginning of cinema before filmmakers had understood the power of medium shots and close-ups. A full shot distances the character from the viewer both physically and psychologically. They carry less emotional weight, and therefore they are not the best choice during emotional scenes.

Whenever the director wants to convey someone's anger, fear, or joy, close-ups are way more effective. A full shot would be more appropriate during a character's entrance or a foot pursuit, for instance.

Medium Shot (MS)

Medium shots are the most common types of shots in the movies. Showing most of the subject's body, medium shots are halfway between long shots and close-ups; however, authors disagree on the definition. While some writers say that the medium shot shows the character from a little above the knees to the top of his head, others state that medium shots only go as low as a little above the waist. Regardless of the academic debate, a medium shot is by all definitions a happy medium between a full shot and a closeup. The medium shot also includes two other famous shot types: The **two-shot**, with two actors facing the same **screen direction**, and the **over-the-shoulder** shot, showing a conversation in which the actors sit or stand across from each other.

Close-Up (CU)

In close-up shots, the subject occupies most of the frame, allowing very little observation on the environment. Close-ups are much more dramatic than long or medium shots. They are preferred when emphasizing someone's emotion.

Extreme Close-Up (ECU)

Often labeled as a detail shot, extreme close-ups do exactly that: show a small detail that would otherwise be missed in a wider shot. For close-ups and extreme close-ups, **telephoto lens*** are more appropriate.

Insert Shots

Insert shots don't focus on people. They are utilized to emphasize a relevant object, such as a letter, an envelope with money, or a gun that would otherwise be lost in the grand mise-en-scène. Insert shots are tight shots in which objects fill most of the frame. Even if inserts don't reveal anything new, they are still welcome during the editing phase, as they smooth transitions between shots, often serving as a neutral shot that allows a breach of the **180 degree rule**.

Reaction Shots

Simply put, reaction shots are a cutaway – usually a close-up – of an actor reacting to the main scene, like a conversation or an event, though it can be pretty much anything. The reaction may be conveyed by a sneer, furrowed brows, a grin, or any other gesture that conveys an emotion. The logic of the reaction shot is that the emotional reaction of the actor depicted will move the story forward or reveal his traits.

Importance of shots

- Series of scenes tell a story.
- Essential aspect of filmmaking and video productions
- Combining **different types of shots emphasizes specific emotions, ideas and movement for each scene.**

Common shot types



Extreme Wide Shot

Establishing shot. Often of the setting.



Mid Shot

Shows the subject from the waist up.



Over the Shoulder Shot

This shot shows what the subject is looking at.



Very Wide Shot

Not as wide as the extreme wide shot. Shows the location.



Medium Close Up

Shows the subject from the chest up.



Cut In

Focuses on a different part of the subject.



Wide Shot

Shows more than just the main subject.



Close Up

Shot that frames the subject's face.



Point of View Shot

A shot from the perspective of the subject.

Film Editing Software

Editing in film is the combining of long shots, medium shots, and close-ups to create an effective visual presentation.

Film editing is creative and a tech part of the post-production process of filmmaking.

Video editing is important because:

- it is the **key** to blending images and sounds.
- to make us feel emotionally connected and sometimes truly there in the **film** we're watching.
- It's a safe assumption to say that **video editing is among the most important jobs in the film industry.**

1. Choose the right editing software

Reasons

- Usability
- Digital interface
- Features

Software types

- Adobe Premier Pro
- iMovie
- Camtasia
- Final Cut Pro

Key: Choose what works for you and your editing style



2. Learn the basics of your editing interface

The Timeline: This is where you order, edit, and trim your footage into the final video. Sometimes known as a "sequencer" or "storyboard editor" this is where you do the majority of your work.

The Preview Screen: This is where you watch the draft of your movie while you edit. It usually starts out as a black box with play, rewind, and stop buttons underneath it.

The Library/Collection: This is where all of your imported audio, video, and pictures are sorted, allowing you to drag and drop them into your timeline for editing.

3. Know the essential tools for editing

Pointer: Usually a standard mouse click icon, the pointer can do everything from trimming footage to moving and deleting clips to adding sound effects.

Razor/Cut: Usually designated by a straight razor icon, this chops the footage in your timeline into two separate clips wherever you click.

Zoom: Allows you to make closer, more accurate cuts to your video by zooming into the timeline

Rolling Edits: Usually two or three separate tools, these make changes to a clip and then move all other clips to make room for your new change. Example: If you shorten a clip, it automatically lines up the clips following it with the new length.

Script writing for film

Script writing for film is always Conversational. Meaning, you write like how you would say it or how you would talk. It is really short, simple and direct. In most cases it is not lengthy and you use no more than two commas in a sentence.

Some tips;

- **KISS - keep it short and simple**
- **Do not use quotes on radio or in television scripts**
- **Avoid unfamiliar words**
- **Repeat important words**
- **Keep punctuation simple**
- **Simplify numbers**
- **Avoid abbreviations**
- **Show how to pronounce difficult words**

Social Media



Social media are interactive digitally mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression.

1. Social media are interactive Web 2.9 internet-based applications
2. User generated content (UGS) such as text posts or comments, photos, videos and data and all interactions online is social media
3. Users create service-specific profiles for themselves or their website. They are designed and maintained by social media organizations.
4. Social media facilitates the development of online social networks by connecting a user's profile with those of other individuals or groups.
5. Social media is business oriented.

Users usually the access social media services via web-based applications on desktops or laptops. Mobile devices such as smart phones and tablets are usually used.

As users engage with these electronic services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated content or self-created content.

Through Social Media one can document memories, post profiles, form friendships and engage with others through blogs, podcasts, videos and gaming sites.

The most popular Social Media website are Facebook, Facebook Messenger, TikTok, WeChat, Instagram, etc.

They are sometimes referred to as Media Services, but in actual fact they are selling you products that you really do not need.

Social media or the electronic media differ from the traditional media – radio, print, audio and visual – in reach, frequency, immediacy and permanence.

It is a dialogic transmission or multi logic transmission rather than the traditional monologic transmission.

Advantages of social media	Disadvantage of social media
<i>Educational process:</i> Rising use of social networking sites have led to the use of internet tools to develop distance education.	Privacy problems: Sharing your online location or getting in trouble at work because of tweeting something inappropriate can cause you some issues.
<i>Worldwide connectivity:</i> We have the chance to connect with others and share information through social media.	It changes lifestyle habits: Since using a social network is all done on some computers or mobile devices, it can sometimes motivate too much sitting down in one place for too long.
<i>Online marketing:</i> You can build a relationship with your customers that makes them more likely to use your services	Lacks emotional connection: The quality of a conversation when using social media is unpleasant because you cannot sense the emotion or interest from the other person.
<i>Information spreads fast:</i> All important things such as major news events, missing person, weather information, etc. can cover in the world in a moment.	Reduces Family Intimacy: Texting, Facebook, Twitter, etc. can separate us from our families more than we actually think it does.
<i>It lets us share anything with others:</i> social media allows people to be in control of what they produce.	

Internet and Social Media Awareness

The Internet is great. Like, really great. There is so much to see, share and laugh about. It is your best friend when doing research and completing homework. It allows you to connect with friends and family all over the world! That is a good thing. However, it is a bit like opening the front door of your house. While we trust many who may come through it, it is hard to control who may simply walk in and bring all sorts of bad things with them.

In his message entitled **“We are members one of another» (Eph 4:25) From social network communities to the human community,”** released on the feast day of St Francis de Sales, Patron Saint of Journalists for WCD 2019, the Pope underlines that the Internet and social media are an important resource. But he also emphasizes that the Internet has been “proven to be one of the areas most exposed to disinformation and to the conscious and targeted distortion of facts and interpersonal relationships, which are often used to discredit.”



Access to the Internet has exposed many of you to mature and often inappropriate subject matter and bullying that affects your self-image and possibly your mental health. That is not a good thing.

Social media can be a hub for things like cyberbullying and questionable activities. Without meaning to, young people can share more online than they should.

Most tend to:

- post photos of themselves online or use their real names on their profiles
- reveal their birthdates and interests
- post their school name and the town where they live

This can make them easy targets for online predators and others who might mean them harm.

Concerns and Consequences

Besides problems like cyberbullying and online predators, you also can face the possibility of a physical encounter with the wrong person. Many newer apps automatically reveal the poster's location when they're used. This can tell anyone exactly where to find the person using the app.

And photos, videos, and comments made online usually can't be taken back once they're posted. Even when a teen thinks something has been deleted, it can be impossible to completely erase it from the Internet.

Posting an inappropriate photo can damage a reputation and cause problems years later — such as when a potential employer or college admissions officer does a background check. And sending a mean-spirited text, even as a joke, can be very hurtful to someone else and even taken as a threat. Spending too much time on social media can be a downer too. Seeing how many "friends" others have and the pictures of them having fun can make kids feel bad about themselves or like they don't measure up to their peers.

Do not be social hermits!

The Net, observes the Pope, “is an opportunity to promote encounter with others, but it can also increase our self-isolation, like a web that can entrap us.” He notes in particular that “young people are the ones most



exposed to the illusion that the social web can completely satisfy them on a relational level. There is the dangerous phenomenon of young people becoming “social hermits” who risk alienating themselves completely from society. This dramatic situation reveals a serious rupture in the relational fabric of society, one we cannot ignore.”

He goes on to say that, “while governments seek legal ways to regulate the web and to protect the original vision of a free, open and secure network, we all have the possibility and the responsibility to promote its positive use.”

Protect your personal information

Your personal information is anything that identifies you. This might include your first and last name, address, date of birth, work place, school and so forth.

If you don't protect your personal information, it's easy for someone to use it to pretend to be you. This is called identity theft.

How can you protect your information?

According to Cyber Safety Pasifika, here are ways to protect your information.

🔒 Use a strong password

Whenever you sign up to anything online – such as social media, email or banking – you'll need to create an account using a login name and a password.

- Use upper and lower case letters, numbers and keyboard symbols.

🔒 Think about the information you give out

Before entering your information into a website or app, find out:

- why the company wants your details
- what they're going to do with it.

You should also think about what information you put on social media. If you don't have the right privacy settings, anyone could find out personal details about you.

🔒 Privacy settings

You will have more control over who can see your information if you use the privacy settings on websites and apps.

- Check the help guide for the website or app you're using.

🔒 Know how to spot a scam

Criminals often send scams by email. They send out millions of emails to random email addresses in the hope that someone will respond.

They may steal your money or personal details.

🔒 Only shop on secure websites

A secure website will say "https", or have a padlock symbol, at the start of the web address. These websites encrypt (scramble) the information being sent from your computer or device.

- Read the terms and conditions carefully before agreeing to anything.
- Be careful not to click on links in suspicious emails.
- Don't open emails from people you don't know – delete them straight away.
- Don't give out your email address or phone number unless you know how that information will be used.
- Remember – if it looks too good to be true, it probably isn't!

Cyber Safety Pasifika's top tips for protecting your personal information

Staying Safe Online

Why is it important to stay safe online?

The internet has many benefits. It's a way of:

- staying connected to our friends and families
- learning
- passing time.

We want everyone to have a good, and safe, experience when they use the internet.

Learning about some of the unsafe things that can happen, and what we can do about them, will help us to look out for ourselves, family and friends.

What can happen if I'm not safe online?

🔒 Cyberbullying

Some people use the internet to bully others.

Cyberbullying may involve:

- abusive language
- intimidation – pressuring someone
- threats
- humiliation – embarrassing a person.

🔒 Unwanted contact

Not everyone you meet online is who they say they are.

Unfortunately, some adults can make children feel unsafe, or put them in an unsafe situation, when online.

It's important that you know who your children are talking to on the internet.

🔒 Sharing personal sexual content

People use the internet to create, share or post content about themselves.

Sometimes they might create content, such as photos or videos, that are sexual in nature.

🔒 Inappropriate or unsafe content

The internet has given us a new way to share content with more people. Some content may be illegal, upsetting or unsuitable for some age groups.

Inappropriate or unsafe content might include:

- pornography
- violence
- extremist behaviour
- sites that encourage criminal and anti-social behaviour
- offensive content such as text, photos or videos on social media
- chatrooms or blogs that encourage racism or hate.

- Only talk to people on the internet who you know and trust.
- Think before you post something on the internet about another person.
- Learn how to block and report people on the sites you use.
- If you see something that makes you feel uncomfortable, tell someone you trust.
- Have respectful relationships – respect for each other, for our privacy and for our rights online.

Cyber Safety Pasifika's top tips for staying safe

WCD 21 QUIZ

Instruction: Have you read the World Communication Day Message 2021 by Pope Francis? Fill in the blanks with suitable words.

1. _____ by encountering people where and as they are.
2. Insightful voices have long expressed concern about the risk that original investigative reporting in (a) _____ and (b) _____, (c) _____ and (d) _____ is being replaced by a reportage that adheres to a standard, often tendentious narrative.
3. The crisis of the (a) _____ risks leading to a reportage created in newsrooms, in front of personal or company computers and on social networks, without ever (b) “_____”, meeting people face to face to research stories or to verify certain situations first-hand.
4. “_____” were the first words that Jesus spoke to the disciples who were curious about him following his baptism in the Jordan river (Jn 1:39).
5. “Come and see” is the simplest method to get to know a situation. It is the most honest test of every (a) _____, because, in order to know, we need to (b) _____, to let the person in front of me speak, to let his or her testimony reach me.
6. _____ too, as an account of reality, calls for an ability to go where no one else thinks of going: a readiness to set out and a desire to see.
7. All of us are responsible for the (a) _____ we make, for the information we share, for the control that we can exert over (b) _____ by exposing it. All of us are to be witnesses of the truth: _____.
8. The word is effective only if it is “_____”, only if it engages us in experience, in dialogue.

Answers: 1. Communicating | 2. a. Newspapers, b. television, c. radio, d. web newscasts | 3. a. Publishing industry b. “hitting the streets” | 4. Come and see | 5. a. message b. encounter | 6. Journalism | 7. a. Communications b. fake news c. to go, to see and to share | 8. seen

Let's talk about SOCIAL MEDIA!



Instruction: Match the vocabulary to the definitions.

Emoticon/emoji Tweet Stories Meme Blog Tag

- a. Post something on twitter _____
- b. a regularly updated website or web page written in an informal/conversational style _____
- c. an image, video, piece of text, typically humorous in nature _____
- d. ideograms and facial expressions used in electronic messages and web pages _____
- e. to mention in a post or comment _____
- f. videos and images that appear outside of your regular feed and only last for 24 hours _____

Media Trivia

Instructions: Circle the letter that you think is a suitable answer

Activity 1 - Multiple Choice Answers

- When taking photos, the three elements that we should ALWAYS consider are:
 - Cell phone camera, type of photography and lighting
 - Good lighting, subject and composition
 - Aperture, shutter speed and ISO
- What is the rule of thirds?
 - A photo that includes a visual pathway
 - refers to the use of lights, shades, placement of subject, object, with its background
 - It is a guideline that divides the camera frame into nine equal parts using two equally spaced horizontal lines and two equally spaced vertical lines.
- News is a report of a current event. It is information about something that:
 - Has just happened or will happen soon
 - Took place a month ago
 - Can be read in novels
- What is usually attached to wall and used to display notices giving information about events, announcements etc?
 - Posters
 - Bulletin Board
 - Radio
- A sequence of sketches/drawings of a film depicting how a video will unfold, shot by shot. What is it?
 - TV Broadcasting
 - Photography
 - Storyboard

Instructions: Write down a suitable answer to each question.

Activity 2 - Short Answers

- Logos are symbols or other small design that depict the name and purpose of a business. What is it made up of?

- Describe what a tagline is in your own words:

- What are the 5 W's and 1H?

- List down the four reasons why jingles are used:

- What are the common types of shots in film making?

COMMITMENT CARD

A commitment for you.

Below is a commitment card for you as a Media Student and what you will do to raise the media profile of your school.

My commitment as a Media Student:

1. _____
2. _____
3. _____
4. _____
5. _____

My commitment to my School:

1. _____
2. _____
3. _____
4. _____
5. _____



In a world like this, media can help us to feel closer to one another, creating a sense of unity of the human family which can in turn inspire solidarity and serious efforts to ensure a more dignified life for all.



Guidelines

Here are guidelines that you need to keep in mind:

- Listen and follow Instructions
- Work as a Team
- Meet Deadlines
- Write Notes
- Share what you Learn
- Be Committed to raise the Media Profile of your School
- Be a person who sends out positive messages