



Mass Media Studies
Grade XII

By

Mass Media Studies revision booklet and important questions

Grade 12- Term II

Subjective- long answers

Writer, Director, Producer, Actor, Cinematographer, Audiographer, Editor, Art Director, Music composer are the key contributors to the long-drawn filmmaking process. Their work can be summed up briefly as follows-

Q1. What is a script in film making? Why is it very important?

Ans. The completed script is the real starting point of any film project. The **writer** creates the script. His/her effort therefore, lays the foundation of the film.

Writers can create original stories or adapt existing ones. Adapting is like giving a new twist to an old tale. It's all about turning an idea into a script.

But, in either case, the process of writing goes through the same stages of developing an idea/synopsis into a treatment, which is further developed into a script.

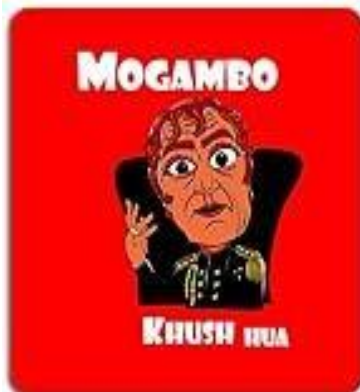
Sometimes a few sub-plots and characters not in the original work may also be created or the characters may be altered. **(Refer objective 42)**



It is not necessary that the writer of film scripts is a good literary writer, but it is necessary that he/she understands the principles of storytelling well.

All successful screen-writers have the following qualities

1. They understand the technical side of filmmaking.
2. They know how to create interesting characters and conflicts.



3. They keep it real – what they write can actually take place in the film production.
4. They speak the language of film, from descriptions to character dialogues.

Some directors have collaborated with certain writers to define the specifics of what they wanted in the story, while some have written their own screenplays. (screenplay: the script of a film, including acting instructions and scene directions.)

In India, scriptwriting can be a team effort, with writers from different regions. They start in English, and then a language expert adds local flavor. Famous authors sometimes try screenwriting (Scriptwriting), but it's not the same as



writing books. In the end, the director is the movie's true boss. So, remember, the script is where the film

adventure begins!



<https://www.youtube.com/watch?v=RnK9wokdySM>

(focus on the dialogues here)

VS

<https://www.youtube.com/watch?v=hSYx-W7mhwA>

(Now compare this one.. haha)



Q2. What is the role of a director in film making?

Ans. Think of a **film director** as the "captain" of a movie. They're like the author of a film. They need to be creative and great with people, budgets, and schedules.

Directors decide who acts in the movie, work on the story, and make sure everything goes as planned.

What's cool is that directors can take a regular idea and make it amazing.

They add their special touch to turn a story into a fantastic movie, just like a chef makes a simple dish taste incredible.

Some directors are famous for their unique style. They can turn a regular story into something special, like turning a plain comic book into a classic novel. So, directors are the ones who make movies magic, turning ordinary ideas into extraordinary films. Observe these links and think about how the director would have done



his/her job, keeping in mind the script and music.

<https://www.youtube.com/watch?v=0Uvd1ywWpak>

<https://www.youtube.com/watch?v=WzRgIVBoHro>

<https://www.youtube.com/watch?v=7mT8El4mBVw> (Refer objective 43)

Important: The Godfather as novel is pulp fiction, but Francis Ford Coppola has transformed it into a classical film, as he had his own perspective of looking at the story and therefore, interpreted it as a more than just a gangster story. Many times, directors have expanded upon short stories and developed them into memorable long narratives i.e. feature films. Satyajit Ray has done that on number of occasions.

Q3. What is the role of a producer in Film-making?

Ans. In the world of filmmaking, producers are like the architects of a project. They play a crucial role right from the beginning to the end, and even beyond. Here's a simplified and engaging overview of what film producers do:



Getting the Ball Rolling: A movie project starts when a producer steps in. They work closely with writers and directors to develop the script, gather the creative team, and ensure everything is in place to make the film.

Balancing Art and Business: Producers have to be both creative and business-savvy. While they support the artistic side of the project, they also handle the commercial aspects, like arranging finances, managing legal stuff, and creating a budget.

Team Building: Depending on their resources and vision, producers may work alone or partner with others. Sometimes, a big company provides the money and outsources the production work to the producer.

Creative Collaboration: Producers create a creative environment where talents can flourish. They can even offer ideas to writers or directors, step in to direct scenes if needed, and solve any problems that pop up during filming.

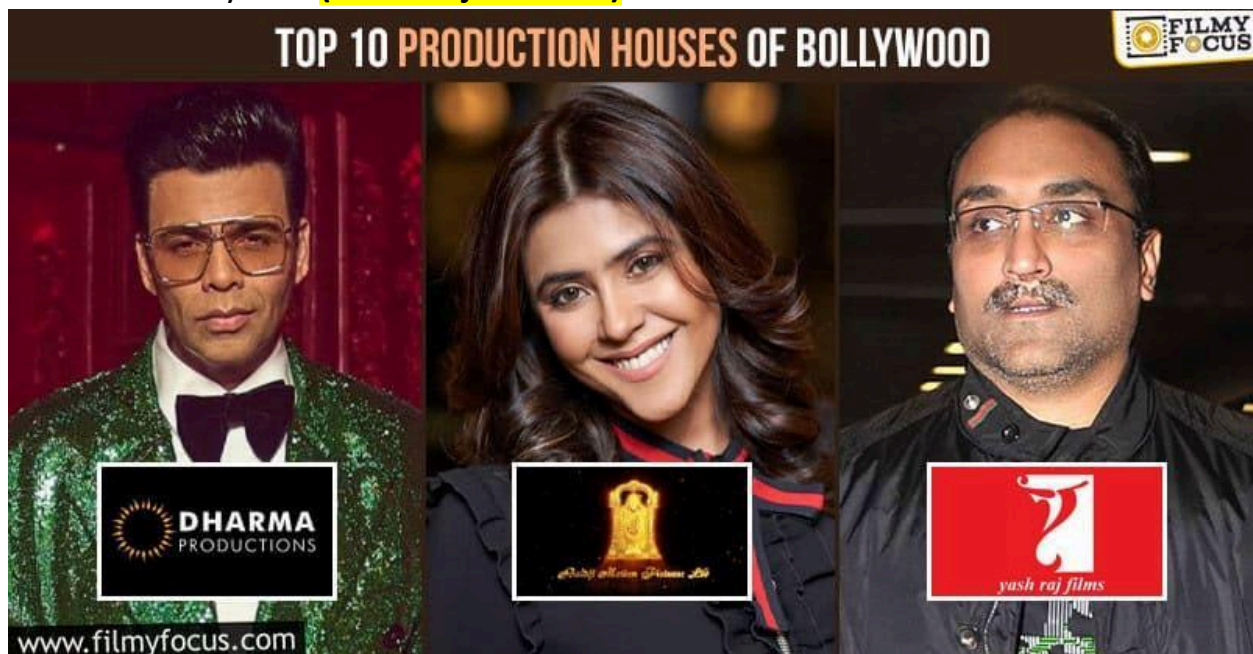
Post-Production Oversight: During the editing phase, producers work closely with the director and editor to shape the film. They show a rough cut to financial backers and may make changes based on feedback.

Marketing and Distribution: Producers also handle how the film is promoted and distributed.

They decide on marketing plans, including posters, trailers, and TV ads. They can sell the film's rights to various platforms, like hotels, airlines, and pay-per-view on TV. Music is another big source of revenue in India, and producers can sell the rights to music companies.

Complex Role: A producer's job involves creativity, planning, financial management, administration, and marketing. It's a multifaceted and complex role that covers the entire filmmaking process.

So, in the world of movies, producers are like the project managers who bring a film to life. They make sure everything runs smoothly, from the script to the big screen and beyond! **(Refer objective 44)**



Important: Nowadays, there are many new channels of revenue open for distribution of films such as private hotels, airlines, 'pay-per-view' on TV etc. (Pay-Per-View (PPV) streaming is a business model that allows content creators to sell live events, pre-recorded movies, and television shows through one-time

payments or subscriptions. It enables users to pay a set price to watch a specific event or content either on television or online)

Producer can sell the rights of the film to these also. In India, music is another major area for the producers to recover costs. He/she can earn good money by selling his music to the music companies, who will distribute the music in the form of tapes and CDs.

All these business operations have to be thought of by him before the shooting begins and completed after the film is made.

Thus, the film producer's functions are creative, conceptual, financial, managerial, administrative, and promotional, and they extend across the entire filmmaking process into marketing and distribution. The specialization of the producer's function in filmmaking further testifies to its multifaceted, complex nature.

<https://www.youtube.com/watch?v=8BIXU5mbKH0>

Name the following producers and their films:





Name the above-mentioned female producers and their films.

Q4. What is the role of a film-star/Actor in films?

Ans. Film actors are like magical beings in the world of movies. If they're really good at what they do, they become famous, and people adore them. Sometimes, their charm lasts even after they stop acting. But, not all actors reach that level of stardom. Even those who are just okay at acting have a certain kind of aura.



Actors are the ones who bring the characters in movies to life. They're

the ones who make you laugh, cry, or get excited. You might even love the bad and crazy characters they play, not just the good ones.

For example, in the movie "Sholay," the villain Gabbar Singh became a superstar. It was the actor Amjad Khan's first time on the screen, and everyone loved him, even though there were other famous actors in the movie. Director [Ramesh Sippy]

<https://www.youtube.com/watch?v=4gGJqrzzcUQ&list=TLPQMTYwMjIwMjSHHgsBIXbNpA&index=2>

<https://www.youtube.com/watch?v=kGZjouuqY4E>

Why did Amjad Khan become a sensation in "Sholay"? Well, it's not just about talent. The writers of the film made his character really big and tough, gave him powerful dialogues, and made him the dominant character. The director created a memorable entry scene for him, with rocky terrain, the sound of his boots, and a wicked sense of humor. How his performance was shown on the screen mattered a lot. <https://youtu.be/ZCnO6c54ZLE?feature=shared>

In movies, how an actor is shown on the screen is super important. It's different from the stage where actors control everything. In movies, others decide how close the camera gets, what they wear, how they're lit, and all of this affects how their acting looks to the audience.

Actors in movies have different labels like heroes, heroines, villains, character actors, and comedians. These labels show their importance in the story. But these labels aren't always fair because they come from a system that's about having big stars, not necessarily great actors. In India, a star is famous because of their personality, while an actor is known for their acting skills. Some stars can act well, but not all.

<https://www.youtube.com/watch?v=9Mk3trYaLuA>

V/S

(Observe the acting keeping in mind the production, direction and script)

<https://www.imdb.com/title/tt7431594/>

In India, movies often revolve around big stars. When a star is at the height of their fame, they bring a huge audience to watch their films. This is why financiers invest a lot of money in movies with big stars.

Important: Actors in India

Over the years Indian Mainstream cinema had a set pattern of story-telling with stock characters and situations, hence this hierarchical system prevailed. But, this kind of a system is not a fair or accurate classification of the acting talent that we have. This is one of the fallouts of the star system that we have. In India a star is important not because he/she has a centrally defined role in the narrative, but it is quite often the other way around.

The basic distinction between an actor and a star is that an actor is known for his/her acting ability, whereas a star is primarily known for the appeal of his personality. An actor is capable of playing variety of roles, whereas, a star usually

plays himself. An actor can be a big star, but the converse is not necessarily true.



Indian film industry is very star-driven. A popular star is considered a safe proposition and accordingly financiers are willing to contribute large sums of money, if the film has big stars. During his/her heydays every star commands a certain audience that will come and watch the film for him/her.

(Refer objective 45 and 46)

Q5. What is the role of a Cinematographer in films?

Ans. Cinematographer: The Art Behind the Lens

To remember: A **cinematographer** is **the artist-technician**, who realizes on screen what the director wants to see. **His work is a combination of technical competence and artistic sensibilities.** A cinematographer is often called as **director of photography [DoP].**

In simple terms: A cinematographer is like the magician of the movie world. They turn the director's vision into a visual masterpiece, blending technical know-how

with artistic flair.

Here's the scoop on what they do:

1. **Pre-Shoot Magic:** Before the cameras roll, they help pick locations or decide if it's a studio or on-location shoot. With the director's input, they plan how to capture the script's essence.
2. **Unique Lighting Styles:** Just like Subrata Mitra (Indian Cinematographer) did for Satyajit Ray's films, cinematographers create a unique atmosphere with their lighting. Think of it as painting with light and shadow to make everything look real and authentic.
3. **Director of Photography (DoP):** Sometimes called the "director of photography," the cinematographer is the big boss when it comes to visual decisions. They choose the lighting, film type, lenses, filters, and more. This impacts how the film looks in the end.
4. **Behind-the-Scenes Maestro:** Cinematographers also have a say in set design, location changes, costumes, and makeup. They're the detail-oriented geniuses who focus on framing, lighting, and the smooth flow of camera shots. Directors rely heavily on them for these elements.

Teamwork: Cinematographers have a crew of assistants who help with various tasks like focusing, lighting, and more. Teamwork makes the dream work! **(Refer objective 47)**

In a nutshell, cinematographers are the unsung heroes who give movies their captivating visual magic. They turn a director's vision into a visual reality.

<https://www.youtube.com/watch?v=EkGhC6rsIJc>

Q6. What is the role of a Sound Recordist in films?

The role of a **sound-recorder (Audiographer)**

In the world of filmmaking, audiography, which means "writing sound," is the magic that brings a movie to life. In India, it's a term used to describe everything related to sound, from **recording to editing and mixing, but not the music, songs, or choreography.** The **audiographer, the top sound expert in India, is the guardian of a film's overall sound quality.**

1. Sound Crafting Symphony: A typical Indian film has various sound components: dialogues, sound effects, songs, and background score. Each of these is meticulously created at different stages. **Dialogues and effects are often recorded in the post-production stage, while songs are sung before the shooting, and the background score is crafted in the sound studio during post-production.**
2. Behind-the-Scenes Sound Magic: During filming, **the production sound mixer carefully selects and positions microphones.** They can hide microphones around the set or use radio microphones worn by the actors to capture every sound.
3. Specialized Studios: Different tracks are recorded in various studios dedicated to dubbing, music recording, and re-recording. Each track must sound impeccable, and this is the recordist's primary responsibility at every stage.
4. Aesthetic Balance: In filmmaking, sound must be a harmonious symphony. For instance, **during emotional scenes, the background music should complement the dialogues.** It's a fine balance, and these artistic choices are made during the re-recording or mixing phase, usually by a senior recordist.
5. The Digital Revolution: **With the digital age, sound recording has become more technical, demanding a deep understanding of the craft. Today's recordists are often referred to as audio engineers.**

The sound recordist, or audio engineer, is the wizard who ensures that every sound is clear, properly balanced, and adds to the movie's impact. They take the audience on a sonic journey, making the film a memorable experience.

(Refer objective 48)

<https://www.youtube.com/watch?v=Z3YhGr30iwo>

<https://www.youtube.com/watch?v=C5dnf-7OQO0>

Q7. What is the role of an Art Director in films?

Ans. The role of an Art Director: The Creative Visionary of Film Sets

Meet the unsung hero behind the captivating look of film sets - the Art Director. This wizard works closely with the director and cinematographer during the pre-production phase, making key decisions about where and how the film will be shot.

1. Set or Location: The Artistic Dilemma: One of the big decisions made in the pre-shooting stage is whether to film on location or on sets. The script and budget often guide this choice, and the art director must work within these parameters to deliver outstanding results.
2. Masters of Set Design: Art directors have a background in the arts and a deep understanding of what the camera needs. **They design sets, oversee their construction, and for on-location shoots, help select and modify the right spots to match the scenes.**

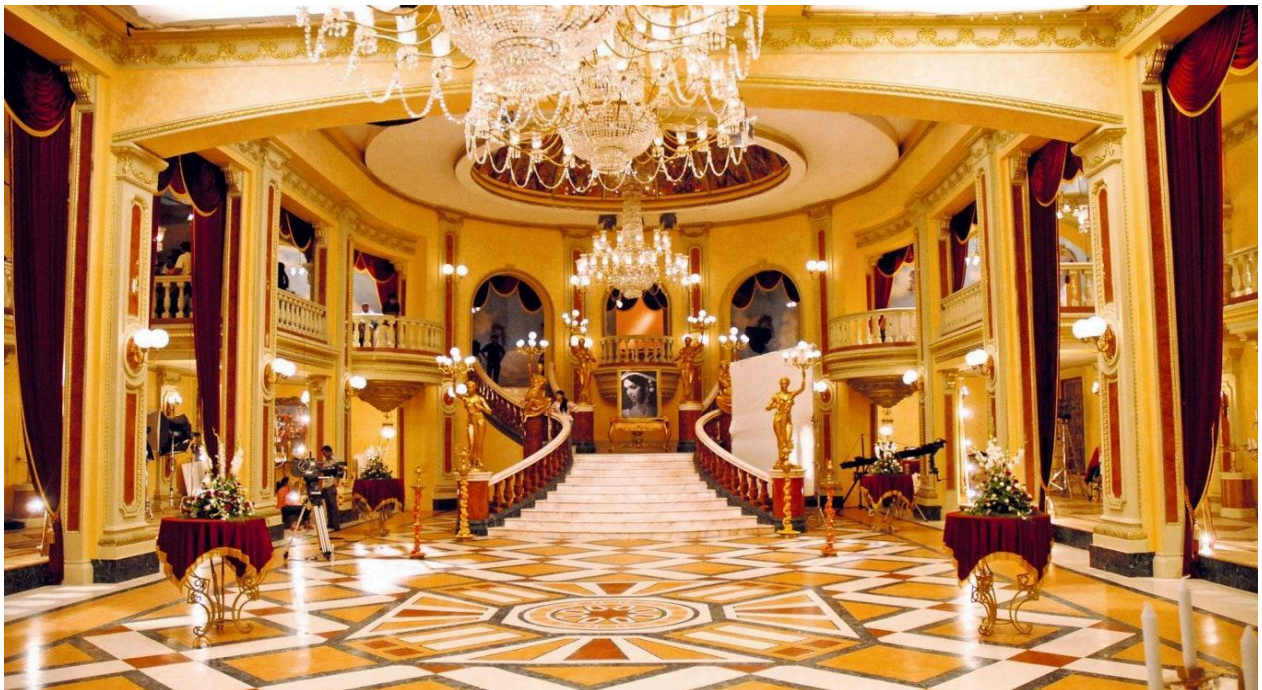


3. Epic Set Designs: The history of cinema boasts awe-inspiring sets. Think of **D.W. Griffith's massive Babylon set in "Intolerance"** or **international blockbusters like "The Little Emperor" and "Hero" with their colossal sets. In India, we have our own legacy, from "Mughal-e-Azam" to "Sholay."**
4. Small but Mighty: Small-scale productions are no small feat. Art directors need to get super creative when resources are limited. Bansi Chandragupta, an Indian art director, was a master of this. His work on Satyajit Ray's films, like "Aparajito," is legendary. He matched the interior of a house in Varanasi with the exterior so beautifully that you'd think it's a real location.

In a nutshell, the art director transforms the director's vision into visually stunning sets, whether grand or resource-constrained. They are the magicians who create the movie's visual world.



Art Director Nitin Desai built the Bajirao Mastani Set.



Sabu Cyril was the film's production designer for Om Shanti Om.

To remember: Set designing always has received prominence from the early days of cinema. In 1916, D.W. Griffith in USA made a film called Intolerance. It had a famous set called the Babylon set that was almost 1 km long. Some of the international big budget films like Bernardo Bertolucci's The Little Emperor and Zhang Yimou's Hero have massive sets that accommodate thousands of people and spectacular action.

(In India, the tradition of spectacular films is old. Sohrab Modi's Pukar made in the 1940s and Mughal e Azam are some prominent examples of large-scale productions requiring mammoth sets. In Sholay, a village and the dacoits' den were created in the natural surroundings for the film.)

Q8. What is the role of a Music Composer in films?

Ans. Music Composer: The Sonic Soul of Cinema

In the world of Indian cinema, the music composer holds a special place. **They have the power to shape a film's destiny. In mainstream Indian cinema, the music composer, often known as the music director, crafts the tunes for songs, while someone else often handles the background score.** But in the rest of the world, the music director/composer takes charge of all things musical in a film.

1. **The Rhythm of Success: In India, songs can make or break a film. Popular songs before a movie's release can guarantee a strong start at the box office.** There are countless examples of films becoming hits solely because of their music. In the golden studio era, songs were woven into the script and the film's dramatic structure, creating a harmonious blend. The music was tailor-made for specific situations.
2. **Musical Diversity:** Take, for instance, the genius of **S.D. Burman, known for his incredible musical diversity. His song "Ek Ladki Bhigi Bhagi Si"** from "Chalti ka Naam Gadi" (1957). Each tune matched the scene's mood and added depth to the storytelling
3. **Powerful Musical Memories:** Beyond songs, background scores, title music, and theme music can become iconic in their own right. These compositions have etched themselves into our memories, enhancing the impact of the scenes. In summary, the music composer is the maestro who weaves melodies that can turn a film into a sensation.

They infuse life into the characters, emotions, and the essence of cinema itself.

<https://www.youtube.com/watch?v=Kp7lcmwz1rl>

V/S

<https://www.youtube.com/watch?v=ar6ll1knBCY>

Q9. Key persons in TV production?

Ans. **TV Production Dream Team:**

1. Wardrobe Person:

- Ensures actors have appropriate clothes according to the story and script.

Take a look at some of the amazing wardrobe designs in Bollywood.





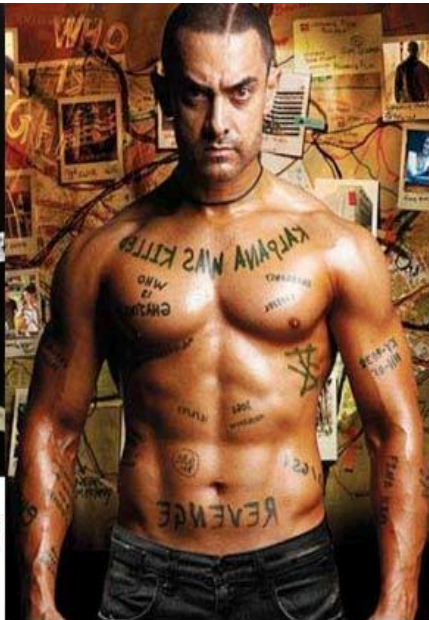
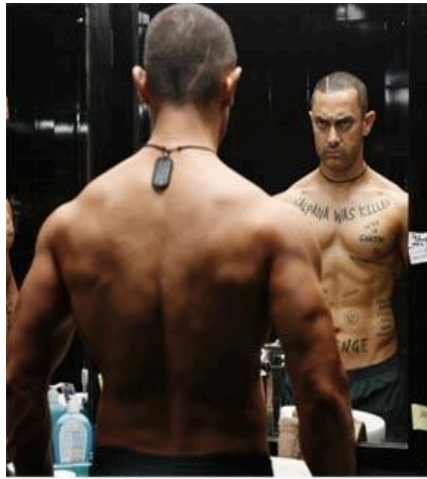
Munna

SHILPA ahuja





Sometimes no outfit is also an outfit which also becomes insanely popular



GHAJINI

SHILPA ahuja



Guess the character: red underwear and blue suit.
However, lets compare these two costumes given below.

<https://youtu.be/YNpj9vw-auA?feature=shared>

<https://www.youtube.com/watch?v=y0yeMUTxwCE>

Exactly why the right costume is important.



My favorite: <https://youtu.be/Sy8nPI85Ih4?feature=shared>

2. Audio Director/Audio Technician:

- Arranges audio recording equipment.
- Sets up and checks microphones (mics).
- Monitors audio quality during production.
- Strikes audio recording equipment and accessories after production.





3. Microphone Boom/Grip Operator:

- Watches rehearsals and decides on the proper microphones and their placement. Holds the microphone boom over talent during on-location shoots.

4. Video Recorder Operator:

- Arranges video recording equipment and accessories.
- Sets up video recordings.
- Performs recording checks.
- Monitors video quality.

5. Continuity Assistant:

- Takes careful notes on scene and continuity details during shooting.
- Ensures consistency among takes and scenes.
- Releases actors after each scene or segment is shot.

6. Computer Graphics Operator (Electronic Character Generator Operator):

- Programs opening titles, subtitles, and closing credits into a computer-based device.
- Inserts text over the video.

<https://www.youtube.com/watch?v=wDlqNQqHgH0>

7. Camera Operators:

- Help set up cameras and ensure their technical quality.
- Work with the director, lighting director, and audio technician in blocking and shooting each shot.
- May coordinate camera equipment pickup and delivery on field productions.





Notice the Camera angles, lighting and direction..

8. Floor Manager/Stage Manager:

- Coordinates activities on the set.
- May have floor persons or stage hands assisting.

9. Editors:

- Use video and audio recordings to blend segments together.
- Have a crucial role in post-production, deciding the program's time frame and deadlines.



10. Post Production in Charge:


- Responsible for assembling the program into a coherent whole.
- Decides the time frame and deadlines for the final delivery of the program.

11. Technicians (Sound Sculptors):

- Add music and sound effects to enhance the overall impact.
- Responsible for creating the finished product that is finally telecasted.

<https://www.youtube.com/watch?v=SKbHHcdLGKw>

(Refer objectives 49-61)



**Unit 4 – Creative
contributions of
key people**

Chapter 3 - PRINT

Headlines

Capsules whole story into few words

Summary of the story

Punch, straight “action” words like – stab, kill, raid, scam to be used

Create curiosity – make you want to read the story

Headlines are different for news reports and feature stories

Example to be given from newspaper

Types of Headlines

- Banner Headline – stretches across many columns; has the 'lede' story

VIEWS

WOLE | HYDERABAD | FRIDAY | 24 MARCH 2023

RINGCREDIBLE!

Nikhat among four Indians in Boxing Worlds finals

DEEPIKA DAS | DC
NEW DELHI, MARCH 23

Excited Indian fans at the packed IGI Stadium could not have asked for more as all four Indian boxers — Nikhat Zareen (50kg), Lovlina Borgohain (75kg), Nitu Ghanghas (48kg) and Saweety Boora (81kg) — reached the finals of their respective categories at the IBA Women's World Boxing Championship here on Thursday.

On Thursday, Nikhat (50kg) showed great fighting spirit and zeal to defeat veteran Rio Olympics bronze and World Championship silver medalist Ingrid Valencia of Colombia with an 5-0 unanimous decision while Nitu (48kg) registered a hard-fought 5-2 win over the reigning Asian champion Alia Balkibekova of Kazakhstan after a review.

Two-time Worlds bronze medalist Lovlina got past Li Qian of China by a 4-1 margin for her maiden appearance in the final of the tournament while seasoned Saweety too cruised into the gold-medal round with a 4-3 win over Australia's Sue-Emma Greentree.

Telangana boxer Nikhat continued her quest for back-to-back World Championship gold



Nikhat Zareen (left) lands a punch during her 50kg category semifinal against Ingrid Valencia of Colombia at the IBA Women's Boxing World Championships at Indira Gandhi Stadium in New Delhi on Thursday. — PRITAM BANDYOPADHYAY

THE RESULTS

(all semifinals)

■ 48kg: Nitu (India) bt Alia Balkibekova (Kazakhstan) 5-2

■ 50kg: Nikhat Zareen (India) bt Ingrid Valencia (Colombia) 5-0

■ 75kg: Lovlina Borgohain (India) bt Li Qian (China) 4-1

■ 81kg: Saweety Boora (India) bt Sue-Emma Greentree (Australia) 4-3

as well. But Nitu was trying to keep distance but failed to connect her punches. Alia kept attacking and tried to box Nitu in the corner but the Indian counter attacked even as it did not work in her favour as she lost the first round 2-3.

"I also like to play with long range and I changed my strategy this time. I was under pressure and worried before the bout as I lost against her earlier but I kept my cool and patience throughout the bout," added the Haryana boxer.

In the second round Nitu's straight jabs and hooks were more accurate and fiery. She cut down on

Types of Headlines

- Jump Headline – secondary head that carries the continued part of a new story in an inside page

Rahul gets 2-year jail

Sentenced for saying all thieves have Modi as their surname

DC CORRESPONDENT
NEW DELHI, MARCH 23

Political temperatures soared after a Surat court on Thursday held Congress MP Rahul Gandhi guilty in a 2019 defamation case and sentenced him to two years imprisonment. The court, however, approved Gandhi's bail and stayed his arrest for 30 days to allow him to appeal. The sentencing order also trig-



Congress leader Rahul Gandhi arrives at IGI Airport in New Delhi on Thursday.

gered a debate over the possibility of Gandhi being disqualified as an MP.

The Congress said that Gandhi will file an appeal against a Gujarat court verdict. While Gandhi, who was present in court, later quoted Mahatma Gandhi on truth and non-violence, a host of Congress leaders, including party president Mallikarjun Kharge and general secretary Priyanka Gandhi

Vadra, spoke out angrily on the matter.

Reacting, the BJP asserted that if Gandhi abuses people, the law will take its course and slammed the Congress for criticising his conviction in a defamation case, questioning whether the Opposition party wants Gandhi to have complete freedom to abuse others.

Page 8: Congress to appeal against court order

BJP: Speaker to decide on Rahul's disqualification

Asks if Oppn wants complete freedom for Rahul to abuse others

New Delhi, March 23: The BJP on Thursday asserted that the law has to take its course if Rahul Gandhi abuses people and slammed the Congress over its criticism of his conviction in a defamation case, asking whether the Opposition party wants "complete freedom for him to 'abuse' others.

BJP leader and former law minister Kari Shankar Prasad criticised Gandhi, saying he will find himself facing "more trouble" if he doesn't refrain from making defamatory remarks, while Union minister Piyush Goyal asked the Congress leader to apologise for his series of "defamatory" comments. Both the leaders also hit out at the Congress president Mallikarjun Kharge for questioning the court's order by saying that several judges hearing the case were changed, even if

LAW MINISTER cautions Rahul, says he will find himself facing more trouble if he doesn't refrain from making defamatory remarks.

Congress to appeal against court order

From page 1
Following the verdict, Gandhi fumed, quoting Mahatma Gandhi, "My religion is based on truth and non-violence. Truth is my God, non-violence the means to get to it." Mahatma Gandhi. He also paid tribute to freedom fighters Bhagat Singh, Subhas and leaders on their martyrdom day saying they have learnt to fight bravely for the country holding on to truth and courage from every pore of their body."
After Rahul's conviction, Gandhi told the media, "Gandhi should accept that the law is deeper than power made by a man."
ing bashed to "eliminate" non-BJP leaders and parties by prosecuting them. The Union law minister Kiren Rijju said, "Whatever Gandhi says causes harm. It causes harm not only to the party but also to others. It is not good for the nation."
Rijju said that some Congress MPs had told him that Gandhi's style of functioning was affecting the state Opposition party. "Some Congress leaders have said me that Gandhi's style of functioning has caused a split. It is causing harm to their party. Their party is splitting," he Union law minister said.
A court in Surat sentenced Gandhi to two years in jail in the case, filed on a complaint by a member of the

Types of Headlines

- Boxed Headline – headline framed in a small rectangle

Burnout is a big Indian concern

C. SANTHOSH KUMAR | DC
CHENNAI, MARCH 23

Workload management has become the biggest concern for Team India ahead of two big ICC events. The World Test Championship final is scheduled to start just a week after the IPL and the prestigious ODI World Cup is slated to begin in October, but India are still sweating over the fitness of some of their key players. The IPL franchises have already been briefed about the workload management, but India skipper Rohit Sharma is doubtful that the teams would be following those "indications".

"It's all up to the franchises now as they own the players. We have given some borderline indications to the teams. Most importantly, it's the players who have to take care of their bodies. If they feel that it is getting a little too much, they can always talk about it and have a break in one or two games. I doubt if that will happen though."

IT'S UP to the (IPL) franchises now as they own the players. We have given some borderline indications to the teams. Most importantly, it's the players who have to take care of their bodies. If they feel that it is getting a little too much, they can always talk about it and have a break in one or two games. I doubt if that will happen though.

ROHIT SHARMA,
Indian captain

ers, which is why you keep seeing we have to rest certain players at certain points in time," said Rohit.

Rohit said players too are frustrated about the layoffs. "They don't want to miss out. It is a little sad," he added.

SKYFALL

Suryakumar Yadav, arguably world's No.1

Types of Headlines

- Inverted pyramid – is a multi-deck with decks below centred with the upper

A 'no makeup', makeup look is the new trend

Beauty and makeup are all about balance and proportion. If your face looks balanced, it is perfect and beautiful. And that is how the 'No makeup look' came into trend. It refers to a natural look that utilises minimal makeup to highlight or balance your facial features. The idea is to appear like you are wearing next to no makeup.

Artistry Manager, Swiss Beauty, Hitesh Dewett, says, "Fingers are the best tool for blending your makeup. Take a pea size product, warm it up with fingertips and blend softly. Products you would choose for a no makeup look would probably be, mostly cream based products. If you have to use powder-based products to seal it in, to mattify certain areas, you will use very sheer powders almost like a loose product, which has no shine in it, because the shine will come through with the cream products," says Nagar.

TIPS

- Prepare your skin, you need to have a good skincare routine.
- Conceal correctly. Add BB Cream according to the face colour.
- Add some tint to your cheeks to look fresh.
- Go easy on the eyes. Add neutral and brown shade for defining eyes.
- Subtle lipstick that makes the complexion fresher.
- Always use a good damp beauty blender.

DO IT YOURSELF

If you want to try this on yourself, firstly cleanse and level out your skin. For sheer coverage and a natural or foundation, use a light coverage BB cream or Menishas, sun spots, and other places that require more coverage. Use a gentle hand and a light powder to set the base and avoid a thick powdered to define your eyes. Use a black or brown eyeliner to define your eyes. You can make or simple or ultra glam. Tightlining is the practice of applying eyeliner as closely as possible to the lash line on the top and bottom inner rims of the eyes. We advise using a brown liner for this stage because black might seem a touch harsh, especially on ladies with lighter/fairer skin and lighter eyes. To add natural volume, work the liner into the lash roots, always brush your lashes as part of your everyday makeup routine. Give an eyelash curler before separating some natural colour on your lips and cheeks," says Gunjan Ashera Patel, Celebrity Makeup Artist. So the next time you want a natural look, use makeup in a way that appears that it was hardly used.

LAYERING MULTIPLE SKINCARE PRODUCTS CAN OFTEN MAKE YOUR MAKEUP SLIDE OFF OR EVEN CHANGE CONSISTENCY, KEEP IT SIMPLE. YOUR COMPLEXION IS KEY, SO OPT FOR LIGHT CONSISTENT, KEEP IT SIMPLE. YOUR COLOUR PRODUCTS THAT MATCH YOUR HAIR AND COMPLEXION ARE THE BEST.

FINGERS ARE THE BEST TOOL FOR BLENDING YOUR MAKEUP. TAKE A PEA SIZE PRODUCT, WARM IT UP WITH FINGERTIPS AND BLEND SOFTLY. PRODUCTS YOU WOULD CHOOSE FOR A NO MAKEUP LOOK WOULD PROBABLY BE, MOSTLY CREAM BASED PRODUCTS.

CHOOSE RIGHT
Layering multiple skincare products is not an effective way to take care of your skin. It can irritate the skin and cause breakouts. Instead, focus on a simple, consistent skincare routine that works for your skin type.

Types of Headlines

- Cross line headline – headline centred in the column

EDIT

DECCAN CHRONICLE | HYDERABAD | FRIDAY | 24 MARCH 2023

DECCAN Chronicle

24 MARCH 2023

Amid superpower games, Ukraine becomes a pawn

The lines have been drawn. In a multipolar world in which the United States does not call all the shots anymore after shedding its role as the honest broker trying to settle all the world's disputes, there is an increasingly stronger Chinese presence, especially in the bloc of nations it is bringing together to push back against the US's Indo-Pacific strategy, which is aimed at containing the dragon.

It is a matter of regret that there was no light at the end of the tunnel regarding some kind of initiation of thought on a peace agreement to end the Ukraine war after the Chinese President Xi Jinping's high profile visit to Moscow for meetings with Russia's President Vladimir Putin. It is becoming increasingly apparent that Ukraine is a mere pawn in the games the superpowers are playing.

Far from any visible promotion of Mr Xi's eight-point peace plan with Mr Putin, there were only more of Russia's deadly drone and missile strikes on civilians in Rzhyschiv and Zaporizhzhya in a fresh round of aggression aimed at Ukraine. The chain of events was clear in its suggestion that there has been no progress in Mr Xi's well-intentioned political and diplomatic plan to find an end to the war.

Inter-bloc politics accentuated by the Ukraine war has only heightened with the Japanese Prime Minister Fumio Kishida visiting the war-torn country through a tortuous train ride from the Polish border as the airspace over Ukraine remains closed due to the war. He was the seventh of the G-7 leaders to do so and his visit, as well as a promise to deliver on promised assistance of \$7.1 billion plus a new grant of \$470 million in energy, was a clear signal of which side the world's biggest powers are on with regard to the war that Mr Putin began with his invasion of Ukraine on February 24, 2022.

To try and bring an end to the war cannot hinge only on China's brokering efforts now as the West and Nato nations have taken a huge stake in it after helping defend Ukraine with a show of financial clout and sophisticated weaponry, including planes from Slovakia and Poland. In fact, the UK was dragged deeper into the issue thanks to its supply of depleted uranium shells to Ukraine that can pierce the armour-body of tanks.

An important point China has raised in its peace plan is that nuclear weapons should never be used and to this day Mr Putin has not crossed that line.

Types of Headlines

- Flush headline – which is multi-deck, is printed flush left (even on the left side and uneven on the right side)

State govt moves SC against Gov.

DC CORRESPONDENT
HYDERABAD, MARCH 2

The state government moved the Supreme Court on Thursday, seeking directions to Governor Tamilisai Soundararajan to approve 10 Bills that she has kept pending.

Chief Secretary A. Sankar Kumari filed the writ petition on behalf of the state government. The petition is likely to come up for hearing on Friday.

While seven Bills were pending with the Governor for nearly six months, since September 2022, the remaining three were passed in the Budget session that concluded about three weeks ago.

Of these, the government is keen on getting clearance for three Bills at the earliest, on the common recruitment board for universities, amendments to the municipal laws and on private universities.

The government had moved the Telangana High Court in February seeking a direction to the Governor to approve the Budget 2023-24 for presentation in the Assembly.

The Governor had kept the approval on hold after the government had decided to commence the Budget session without the customary Governor's address.

■ Page 5: 7 bills pending since September 2022

Global governance was a failure

G20 told to focus on what unites us

SRIDHAR KUMARASWAMI | DC
NEW DELHI, MARCH 2

Prime Minister Narendra Modi told the G20 foreign ministers in a video message on Thursday that the architecture of global governance created after the World War-II has failed and the tragic consequences of this is being faced mainly by the developing countries. He exhorted the G20 to display unity and focus on "what unites us, not on what divides us" by relying on India's civilisational ethos as the land of the Buddha and Gandhi.

"No group can claim global leadership without listening to those most affected by its decisions. We should not allow issues that we cannot resolve together to come in the way of those we can," Modi said.

The Prime Minister reminded the G20 that the world looks upon the G20 to ease the challenges to growth; development; economic resilience; disaster resilience; financial stability; trans-national crime; corruption; terrorism; and food and energy security. He further stated, "We also have a responsibility towards those who are not in this room. Many developing countries are struggling with unsustainable debt, while trying to ensure food and energy security for their people."

■ Page 10: G20 signals need for unity, says Modi



Prime Minister Narendra Modi shakes hands with Italian Prime Minister Giorgia Meloni during a meeting at Rashtrapati Bhavan in New Delhi.

EAM: SINO-INDIA RELATIONS ARE ABNORMAL

DC CORRESPONDENT
NEW DELHI, MARCH 2

External affairs minister (EAM) S. Jaishankar on Thursday told his Chinese counterpart Qin Gang that the "current state of (Sino-Indian) relations is abnormal". The two foreign ministers discussed the situation along the Line of Actual Control (LAC) during a 45-minute bilateral meeting in New Delhi on Thursday.

■ Full report on page 11

Types of Headlines

- Hanging Indent Headline – also a multi-deck but with the lower decks indented from the left



Types of Headlines

- Shoulder headline – headline placed on top of the main headline

CBSE | BOARDS 'Direct questions are not asked'

Out-of-box questions have teachers worried

BANSARI TRIVEDI J. | DC HYDERABAD, FEB. 28

The increase in the number of out-of-the-box questions in the CBSE Class X Board exams this year has teachers, especially of science and mathematics, worried as they say that students tend to lose more marks in such questions. The science and mathematics examinations are scheduled for March 3 and March 21, respectively, with both papers set to see an increase in the number of questions connected to real-life situations. A new addition to the science paper is a section on 'true or false', in which students are expected to provide reasoning for

TEACHERS SUGGEST

- Micro reading each chapter is necessary as any line from any chapter can be picked.
- Try to connect chapters you learn with real-life situations and think beyond textbooks with the help of sample papers and group discussions.
- Only reading will not help; it is better to practice writing.



Students appear for CBSE Board exam in city. — FILE PHOTO

- Divide your syllabus into parts – read and prepare according to the marks allotted.
- Focus on understanding concepts that carry more marks and attempt them first.

ATTEMPT THE QUESTIONS THAT YOU KNOW FIRST AND THEN SOLVE THE REST

Types of Headlines

- Curiosity headline – headline that raises curiosity in the reader

CNN Breaking News @cnnbrk

14-year-old girl stabbed her little sister 40 times, police say. The reason why will shock you. cnn.it/1eDwRlj

RETWEETS 907 LIKES 366

3:08 AM - 23 Jan 2014

'Best moment in my life!'

Choreographer Prem Rakshith is over the moon at Naatu Naatu win, says he never imagined this. Thanks SS Rajamouli's vision

SASHIDHAR ADVAI

DECCAN CHRONICLE

I was a historic day for India when Naatu Naatu won the prestigious Oscar in the Best Original Song category at the 96th Academy Awards ceremony on Saturday night. "I and the entire team were extremely nervous when the winner was about to be announced. We were confident, but at the same time nervous. But when *RRR* was named, the entire team felt euphoric," beamed choreographer Prem Rakshith, speaking from Los Angeles.

He said he had never imagined there would come a day when he would be a significant part of a film that won an Oscar. "I think this is by far the best moment in my life," he recalled. "The song literally gave a cinematic tribute to dance. I am super thrilled and proud that it has won an Oscar. I wouldn't have asked for a better validation. It's not every day that you make the most of it by celebrating," he added.

After the film was released in the US last year, the song became a global sensation, inspiring millions on social media. It caught the imagination of Western audiences like no other. When Prem was asked what worked in the song's success, he said the aesthetics and the emotion expressed had universal appeal. "Structurally too, the song resembles other viral songs with a catchy hook and quirky lyrics, simple yet engaging narrative, and of course, SS Rajamouli's kind of genius. SS made the song stand out from the rest."

He said he was the person who came up with the idea to

'I AM THRILLED TO BE PART OF RAJAMOULI'S VISION. THIS AWARD WOULD HAVE BEEN IMPOSSIBLE WITHOUT HIS EFFORTS. WORKING WITH SOMEONE LIKE HIM MAKES YOU SET YOUR HEART ON PERFECTION. WE REALISE WE CAN CONSTANTLY BETTER OURSELVES.'

— PREM RAKSHITH

Director S.S. Rajamouli. "I am thrilled to be part of Rajamouli's vision. This award would have been impossible without his efforts. Working with someone like him makes you set your heart on perfection. We realise we can constantly better ourselves."

He added, "composer Kevanuramji and lyricist Chandraboseji have poured their hearts and

songs into the song. Rakshith's vision elevated it and added to the musical feast.

Facing the challenges of shooting the song outside the Ukraine that went into it, he said it took 60 days to come up with such language songs, 30 days of rehearsals and three weeks to complete shooting. "But look where it got us," he beamed.

Personally too, Prem had to face some challenges. The day after he began choreographing the song, he learnt that his wife who was in India was down with Covid — the pandemic was at its peak then. "But with the song winning the award, all that has become just sweet memories," he said.

News Reports & Features

How is it done ?

Press conferences, phone-ins, face-to-face interviews (in-person interviews), visiting the spot etc.

No personal opinion is allowed, however there is a thin line that separates news reports and features.

For example – Both reporters visiting government schools

Opinions of people in power, celebrities can be taken which makes the report/article even more credible

School dropouts serious issue

Caste-based discrimination and insensitivity ensure that children from diverse social and linguistic backgrounds are pushed out of school, says SEEMA RAJPUT

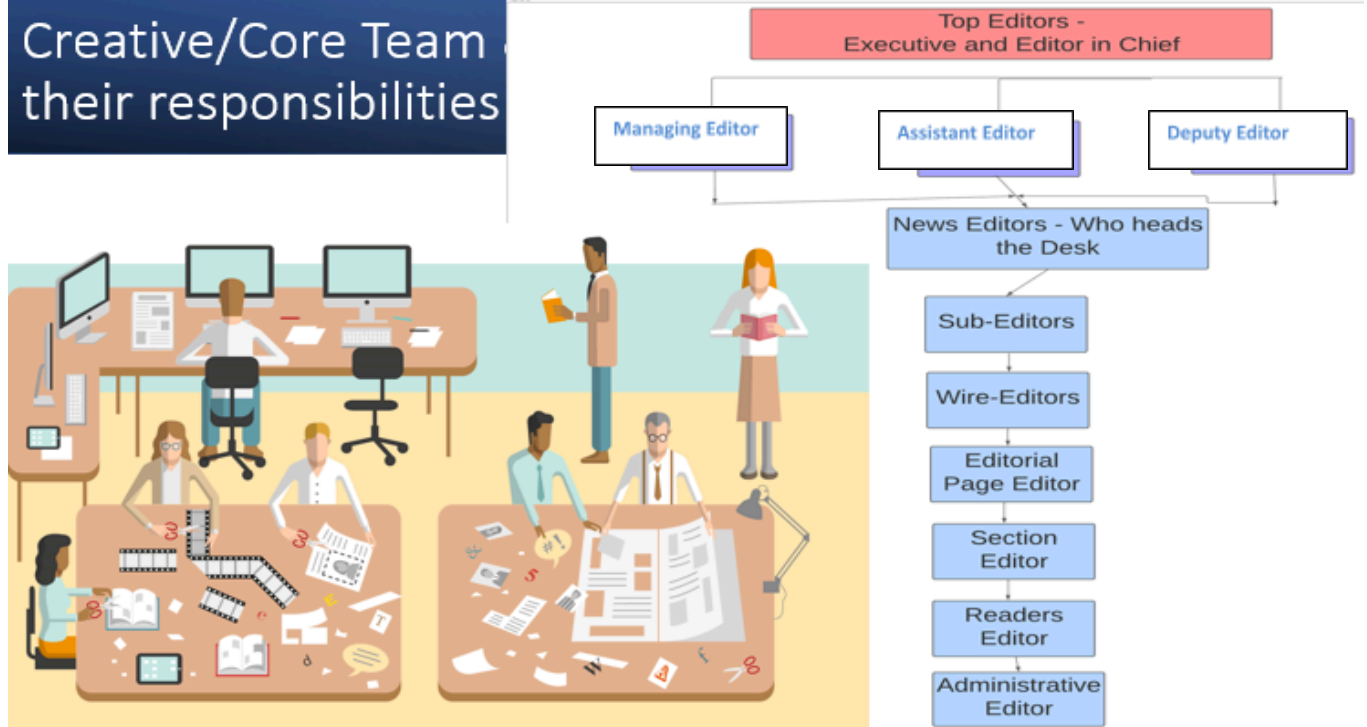


News report & Features



News Reports	Features
Straight forward	Creative writing
Report format – brief	Essay
Sticks to what is needed	In-depth details
Formal tone	Discussions
Dominates the newspaper	Carried as anchor
Less space	More space
Front page	Editorial page, OP-ed, sundays, weekend magazines
Interviews: written directly and selected points only written	Interviews: written in a creative way, all details given
Written by reporters	Written by Features writer/editor/ senior editors

Creative/Core Team their responsibilities



Reporter and Sub-editor



Reporter	Sub-editor
Glamorous	Obscure figure
Out on field, is considered nosy	Desk job
Has a particular 'beat' to cover	No 'beat' given, edits all kinds of copies
Has a by-line	No by-line
Acknowledged for her work	Rarely acknowledged
Reports and sends the copy	Checks facts, makes it readable, corrects language, also has the power to <i>kill</i> your story, saves story from unnecessary attention from the police and courts
Gets first-hand information – very tough	Makes headlines, sub-heads etc.
Foot soldiers	Makes/designs the page, goes to the designer to get the page made
Gathers information through contacts – visits spots	Lots of last-minute changes

What is Investigative Reporting?

- It means the unveiling of matters that are concealed either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances - and the analysis and exposure of all relevant facts to the public.
- Example – visited government schools and uncovered the real situation
- Visiting the spot is key to investigating reporting



<https://www.youtube.com/watch?v=PfStBluFmIE>

Departments in Print Media



Editorial Department



Printing or Mechanical Department



Advertising Department



Circulation Department



Accounting/Accounts Department

Concerns in Print media



- Sometimes due to commercial pressure to increase readership/circulation/sales to generate higher revenues, reports are sensationalised by reporters/sub-editors/editors that is against principals of ethical journalism and can land you in deep trouble.
- Ironically, people like to read such sensationalised stories and are sold the most.



Q 11. What is Radio?

Ans. Radio in India has many job options for young people, mainly in music, talk shows, and news. These radio types are not just on radios and transistors; they're also on the internet, mobiles, PDAs (Personal Digital Assistants), iPods, and even in cars.

A radio station is led by a Station Manager or Director. Their job is to make sure the content and daily

programs are interesting. **The Station Manager usually worked their way up, starting with smaller roles like an Assistant Producer.**

The Radio Producer manages a specific program. If it's a music program, for example, they guide the Radio Jockey (RJ) on song selection, order, and when to play. **They also handle commercial breaks and announcements,** negotiating with sponsors and advertisers. Planning each day's program is done well in advance.



Radio Presenters, different from RJs, share news, weather, and traffic conditions. They need a voice suitable for radio, one that sounds good over a microphone. Speaking on the radio is like having a friendly chat with your audience – soft, intimate, and friendly. Every tone is caught by the microphone, so no room for drama; it's all about underplaying your acting voice. **Musicians, actors, and performers on radio are called 'artistes.'**

<https://www.youtube.com/watch?v=PeM3ldFSZ84>

Now, imagine being an RJ introducing the top ten songs of the week to your FM audience. How would you prepare for the task?

Q 12. Recording for Radio

Ans. Recording for radio has changed a lot due to technology. **In the past, audio was recorded on magnetic tape using complex machines. Tape editing involved physically cutting and sticking the**



tape.

Today, most radio producers use computer software instead of tape recorders.

In the old days, a radio studio used a **large mixing console with knobs and buttons to control different sounds. Mixing was a hands-on process, like a dance of fingers and arms. Now, thanks to computers, audio can be visualized on a screen. This allows producers to see and manipulate sound based on its visual representation.**



Computer software gives each sound its visual representation, showing loudness patterns. Producers can adjust sound during production, and these changes can be automated, meaning they're repeated each time the production is played. The final mix is achieved by adjusting loudness and tone for each sound.



Sound Mixer (earlier)

To judge the quality of a radio production, producers make subtle adjustments in loudness and tone until the right balance is reached. The impact of visualizing audio on a computer screen is a significant change in the way producers work.

<https://radio.co/blog/10-oldest-radio-stations>

Some companies offer physical control devices for audio productions, allowing manual interaction. These devices have volume faders, on/off buttons, and knobs for control. They make it easy to assemble and mix a complex radio production.

<https://www.youtube.com/watch?v=FexDxf5GLTw>

Activity: Visit a radio station, meet people in different departments, and note their roles.

List websites with online radio channels and study the economics of running an FM station. Explore costs, main revenues, and profitability.

Q 13. Internet. Who is the Team Behind a Successful Website? What is the Role of a Conceptualizer?

Ans. Contributions by Team Members:

A website is the result of a team effort involving writers, conceptualizers, editors, and designers. Each member plays a vital role in making a website come to life.



The Conceptualizer's Role:

The conceptualizer is the idea creator. Before starting a website, it's important to think about what you want to achieve. Every invention, like the computer you use, started as someone's idea. Avoid the mistake of rushing into a website without a clear plan.

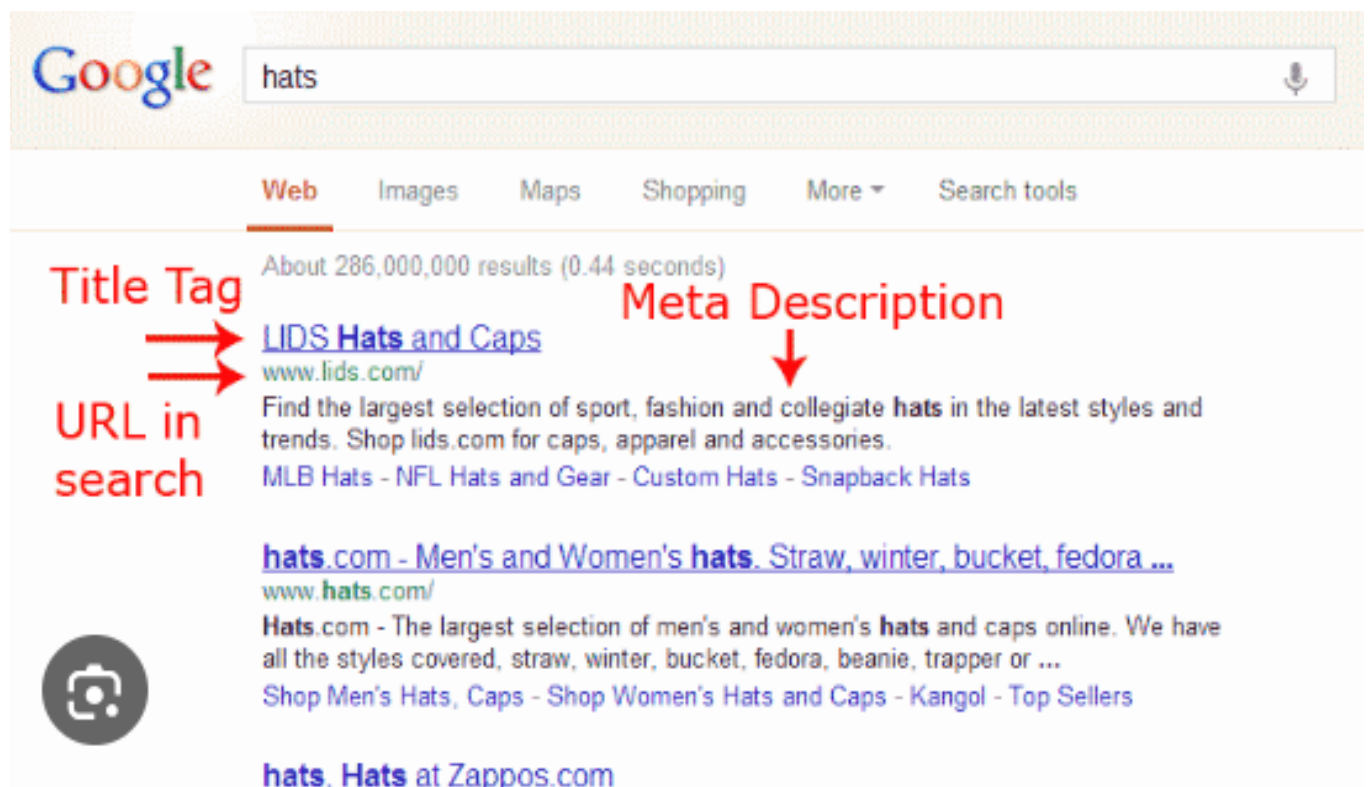
Tips for Effective Website Planning:

Take time to brainstorm and plan before building a website. Focus on a specific topic, making your website stand out. A short and clear description of what your website does, with important keywords, should be on the homepage.

Your website should have a list of 15 to 25-word positioning statement right across the homepage that concisely describes what you do in plain English. This positioning statement should be keyword-rich and should be included in



your **meta tags** as well. In fact, that positioning statement along with a list of keywords should be close at hand whenever you add anything to your site. (**Meta Tags:** meta tags are HTML tags used to provide additional information about a page to search engines and other clients. Clients process the meta tags and ignore those they don't support. meta tags are added to the <head> section of your HTML page and generally look like this: <! You can quickly get your list together by stealing the meta tags from competitor sites and entering them into the Overture keyword selector tool, the **Google keyword tool** or **WordTracker.com**. Between those three, you'll quickly get a list of effective and targeted keywords for your site.



Strategic Menu Planning:

Before starting, plan the menu of products or services you'll offer. Have a variety of price points to show credibility. For example, a website selling wine jelly could offer a unique experience like a retreat, adding depth to the business.

www.fragrancedirect.co.uk > FD Beauty ▼

Make Up | Cheap Beauty & Cosmetic Products | Fragrance ...

Browse designer discounted make up and save up to 70% off! Brands ranging from MAC, Bobbi Brown & Nars to Revlon & Clinique. FREE delivery available!

Building a Credible Website:

Make your website effective and well-designed. Think beyond the ordinary, like offering special experiences. Stand out from other websites by planning carefully before investing time and money.

Ruffles | We're Chips. We have Ridges.

<https://ruffles.com/> ▼

Ruffles have ridges. And a website. This is it. Just click the link. Do it. You know you want to.

Creative Solutions for Challenges:

For websites facing challenges or looking to start something new, creative thinking is crucial. How can they reposition themselves or create a blog and community for students? Encourage imaginative solutions.

(Refer objective 62-63)

Q14. What is the Website Designer?

Ans. Role of the Website Designer: In the vast world of website creation, the website designer holds a pivotal role, wearing multiple hats to shape the online experience. Let's delve into the key aspects of their contribution.

1. Technical Mastery: A website designer is a technical wizard, proficient in coding languages like HTML, PHP, JavaScript, and web design software such as Cold Fusion and Dreamweaver. Their expertise crafts the visual and functional elements of a website.

(The web designer is the person who controls the look and "feel" of a website, using website coding / mark up languages (such as HTML, PHP, JavaScript, etc), and / or web design software (such as Cold Fusion, Dream weaver, etc). Graphics (logos, background images, banners) are sometimes provided, but not always - in which case the website designer must create himself)

2. Creative Expression: Beyond technicalities, the designer contributes creatively, providing logos, background images, and banners.

3. Consideration for User Experience: A web designer is more than a visual artist; they are mindful of various aspects.

4. Purposeful Design: Design is not just about aesthetics; it's a language that effectively communicates information. The website designer considers the purpose of the site, deciding which elements are necessary for success and how to present them effectively.

5. Communication through Design: Communication lies at the heart of design. The word "communication" itself stems from Latin, meaning to share and make common. Effective web design allows ideas to be expressed coherently, ensuring they resonate with the intended audience.

(Communication is a word with a rich history. The word comes from the Latin communicare, meaning to impart, share, or make common. It became part of the English language in the fourteenth and fifteenth centuries (Peters,1999). Learning how to communicate effectively is the basis of web site design)

6. Understanding Intent: Whether designing for personal expression or a client, the designer considers the intent behind the communication. Personal projects may be driven by a desire to express ideas, while client-based projects often have monetary or social motivations.

7. **Contextual Relevance:** Effective web design involves creating a cohesive web of pages, each contributing to the overall narrative and relevance.
8. **Navigation as Glue:** The navigation system is the glue holding the website together. A well-thought-out navigation structure guides user, preventing the site from becoming a chaotic mess and ensuring a smooth communication process.
9. **Usability and Accessibility:** The designer addresses both usability and accessibility. Usability ensures a website is easy to use, while accessibility ensures functionality with screen readers and limited browsers, making the site inclusive.

In essence, the website designer is both a technical architect and a creative storyteller, weaving a seamless online experience for users. Their role is to make technology accessible and design purposeful, ensuring effective communication in the digital landscape.

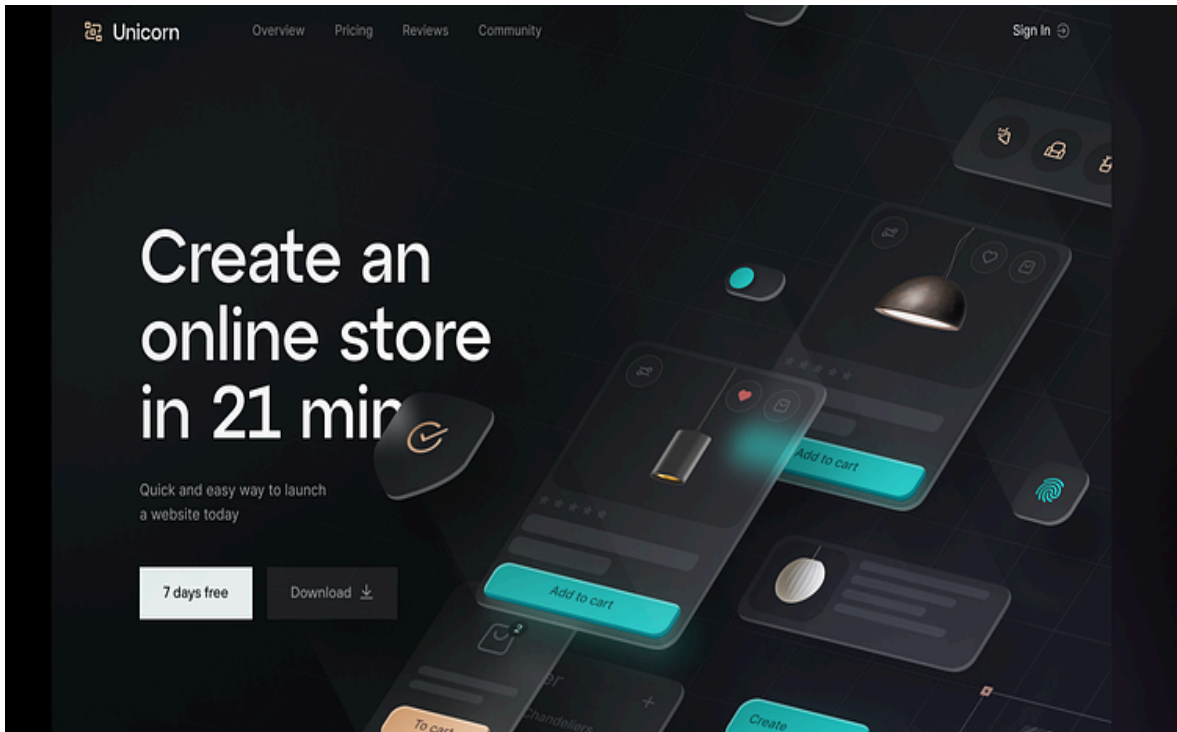
(Refer objective 64 and 65)

Q 15. Who is a Web Editor?

Ans. A web editor is a crucial player in shaping a website's content and editorial strategy. Collaborating with a team that may include a creative director, writer, designer, and information architect, the web editor's role varies based on the company type and its specific needs. **As an editor, it's important to familiarize yourself with HTML and a variety of page design programs like Dream weaver[®] and Cyber studio[®].**

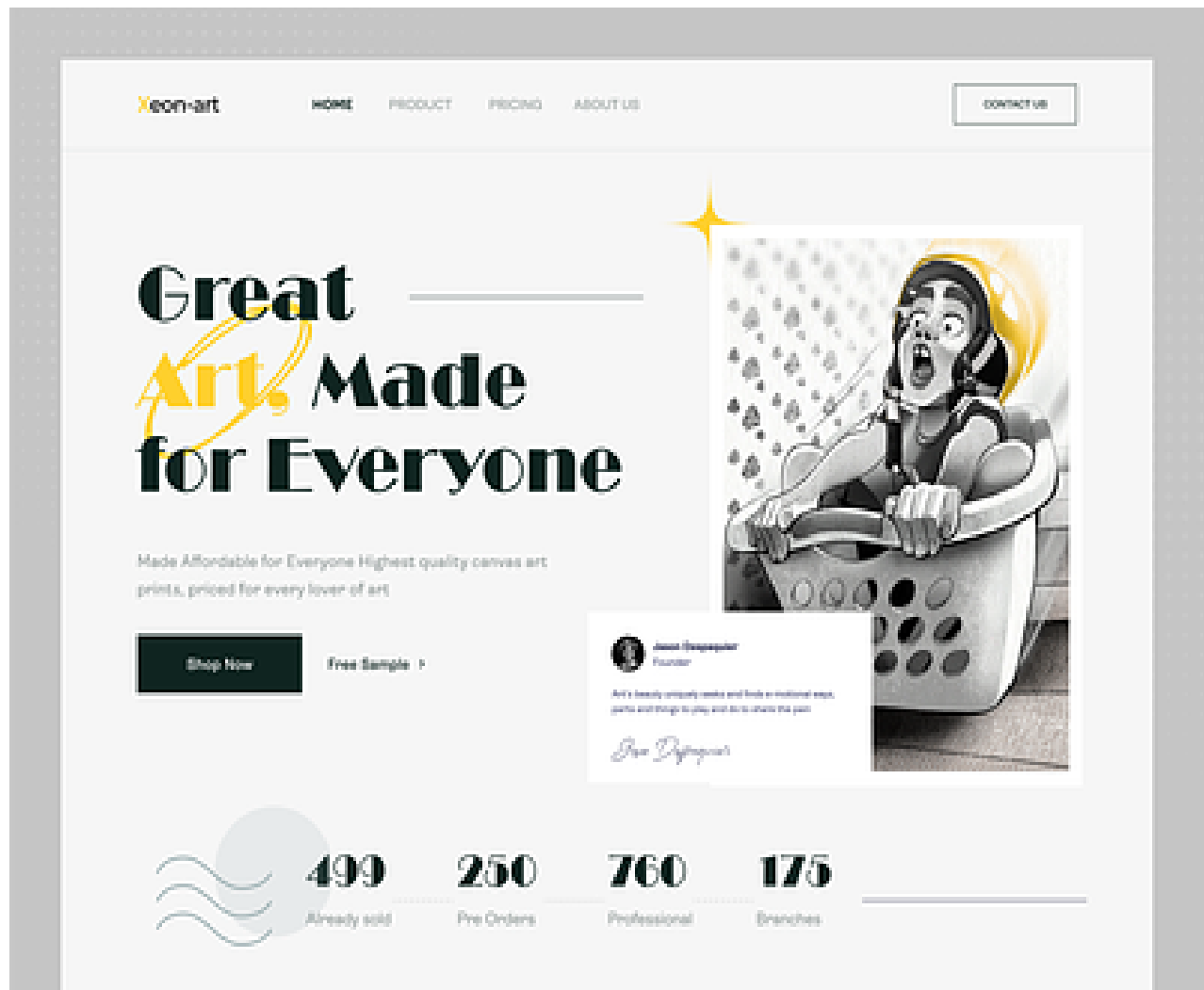
1. **Diverse Responsibilities:** Web editors at different companies shoulder varying responsibilities. For instance, those at atiVillage.com manage extensive daily content updates, while editors at online magazines may be tasked with matching the site's style or contributing an original voice.
2. **Project-Oriented Work:** In a web development scenario where, original content is produced for different clients, a web editor's work is project-oriented. **They create content for various clients, ensuring accuracy and capturing the authentic voice and tone for each site. Tasks span from writing articles to**

crafting product descriptions and scripts, including copy editing and



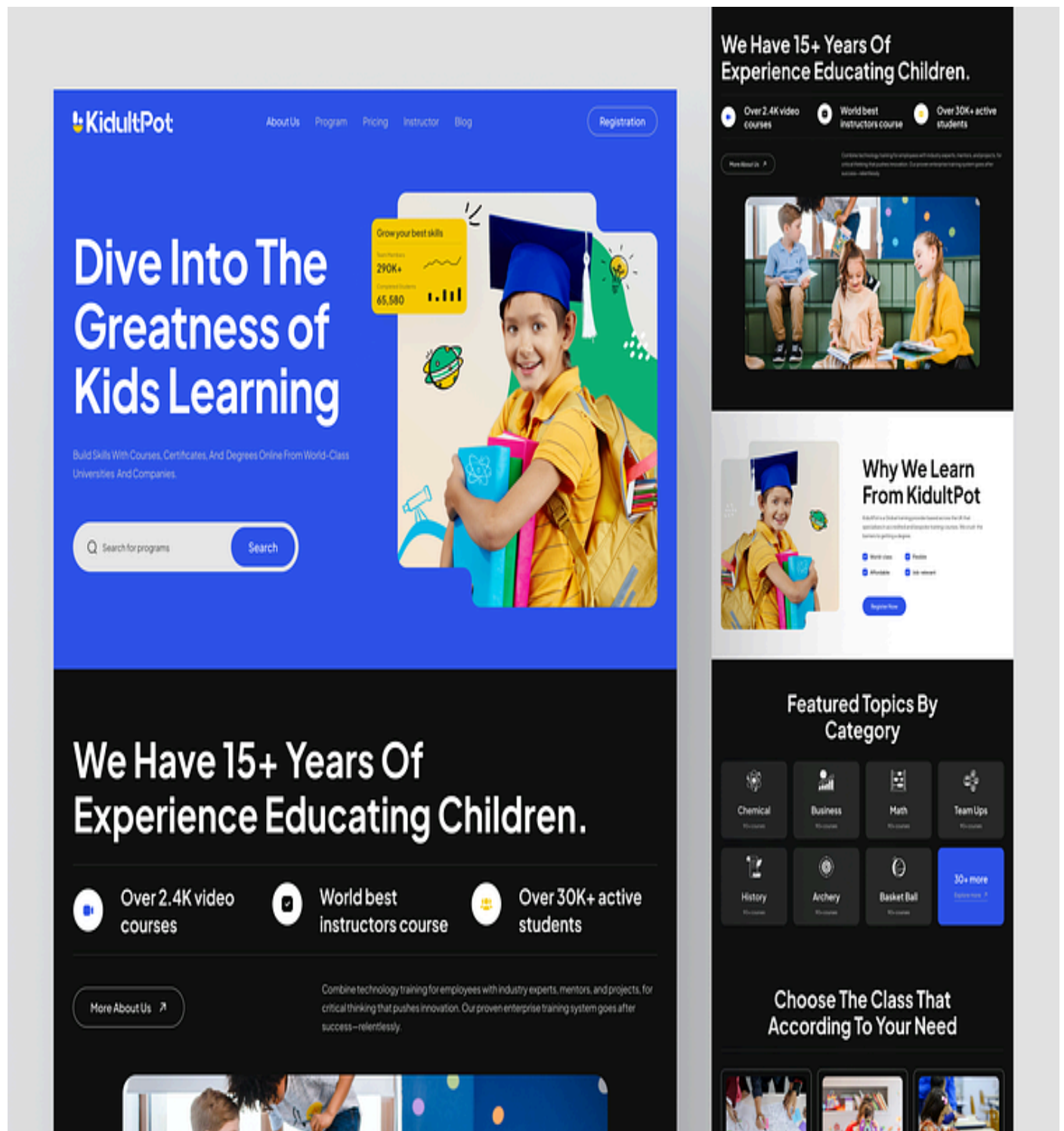
proofreading.

3. Adapting to Interactivity: The role of a web editor differs significantly from traditional print positions. **The online world thrives on interactivity, involving tasks like creating real-time polls or developing community-oriented content based on user responses.**
4. Continuous Content Evolution: While print media often considers a piece finished once written, online writing projects are in a perpetual state of evolution. **Web editors should expect to continuously update, revise, and expand written materials to keep pace with the dynamic nature of website content.**
5. Tech-Savvy Approach: A successful web editor should be well-versed in **HTML and various page design programs like Dreamweaver and CyberStudio.** Familiarity with back-end technologies, such as understanding the functionality of an online store for e-commerce copywriting, is beneficial.



6. Editorial and Technical Skills: **Web editors need a combination of editorial common sense and strong writing skills.** They should not only grasp the intricacies of language but also embrace technology, making it essential to understand the possibilities and limitations of online media.
7. Curiosity and Adaptability: A web editor's success is closely tied to their curiosity about the medium and eagerness to learn. While strong original writing is paramount, a penchant for adapting to different styles and topics is equally valuable.

(Refer objective 66)

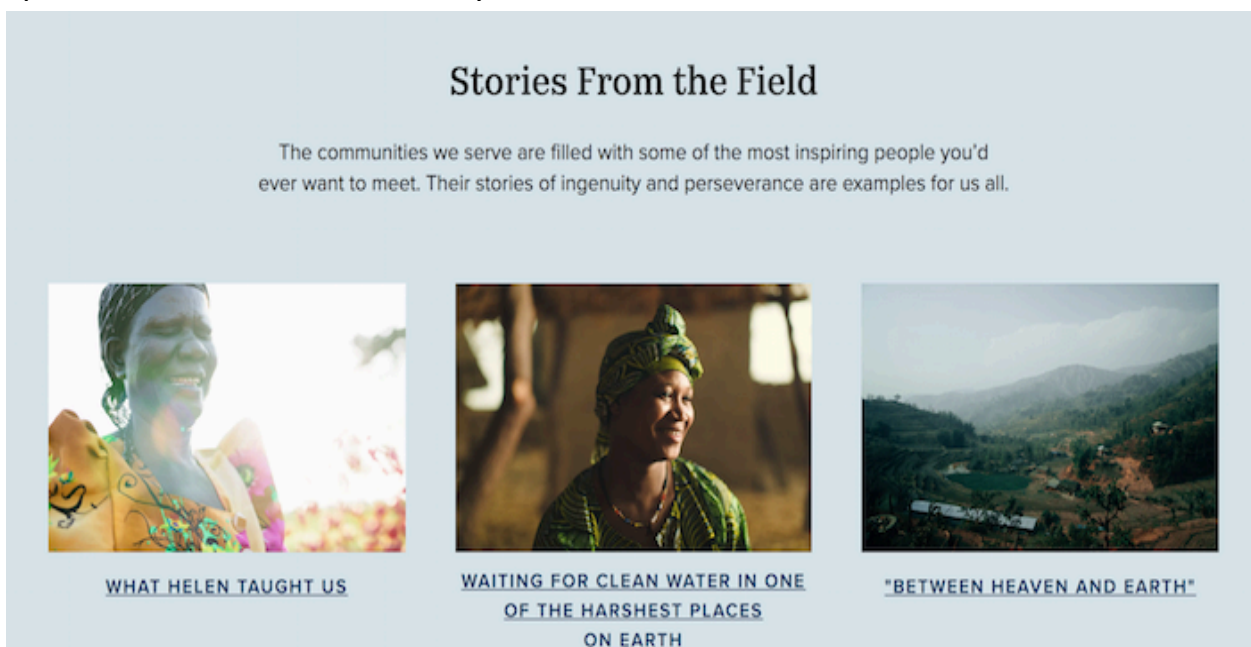


- Entering the Field:** Breaking into the field of web editing often starts with support roles or junior positions. A combination of web experience, copywriting/print work experience, and a genuine curiosity about the medium can open doors to a fulfilling career in online media.

Q 16. Who is a writer in Internet?

Ans. Role of a Writer: Readers online crave quick, straightforward information. They dislike complex text and are unlikely to scroll through large blocks of content. In the vast online landscape, users easily switch to alternative sites if their information gathering experience is not enjoyable.

1. **A website overseer manages the entire web design, copywriting, graphics, and Search Engine Optimization (SEO) process.** A website content writer specializes in providing relevant text content, tailoring their expertise to the demands of each specific website. Their primary focus is on marketing products or services offered by the site.



2. The demand for content writers is rising as good content translates into revenue for online businesses. Entrepreneurs rely on these writers for engaging content that keeps visitors browsing and for keyword-smart content that enhances Search Engine indexing and ranking. In addition to relevance and searchability, user readability, usability, and staying up-to-date are crucial for conveying a sense of industry awareness.
3. Content serves as a representative or marketing voice for the company, interacting with site visitors to encourage purchases. Web content writing aims for relevance and searchability, meaning the text should be useful to readers

and contain keywords for search engines.

4. Writing for the web differs significantly from traditional print materials, as online users tend to scan rather than read. Content writers must skillfully insert keywords for SEO while ensuring their composition makes sense for the target audience.

BOXY Super Chewer Bright Eats

BARK POST Fun Food At Home Health Products Q

Health

Meet The Dogs Trained To Sniff Out COVID-19 At Airports, Concerts, & Offices

Trending

Food

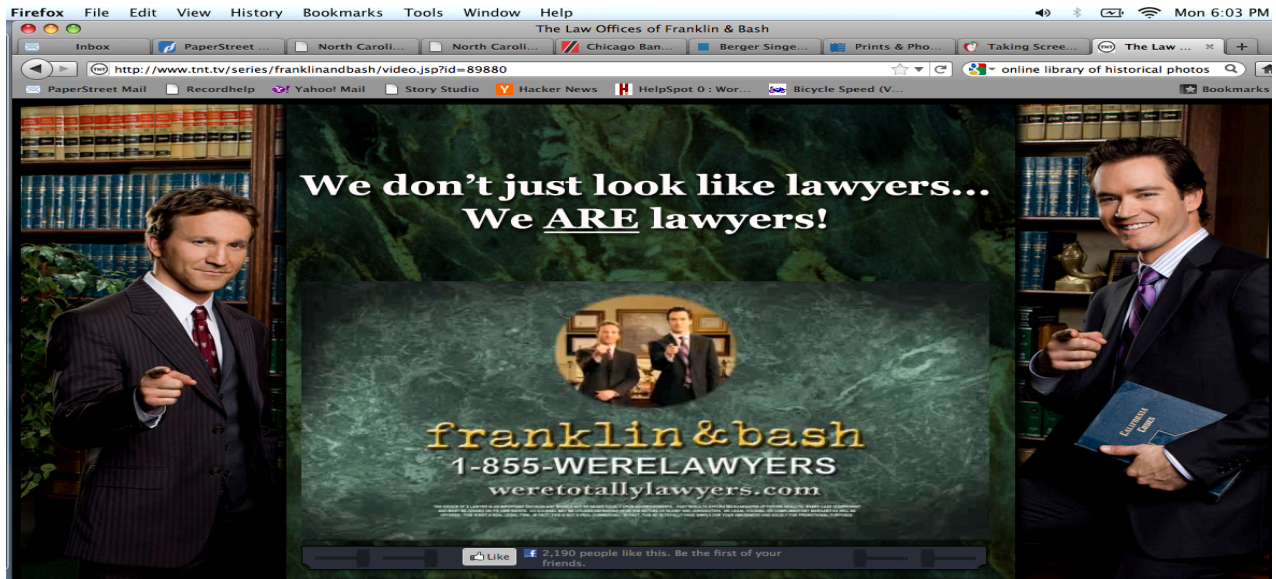
Does My Dog Have A Food Allergy?

Products

Hoard Your Dog's Halloween Candy With The BarkBox "Lick Or Treat" Collection

Products

Fetch The Toilet Pupper & Dine-Dee-Ditch With



5. Blog writing is another unique form of online content that is informal and aims to educate or inspire readers. Many businesses use blogs for promotion, and individuals use them to express personal or political views.

<https://inzonedesign.com/blog/28-cleverly-funny-creative-404-error-pages/>

(Refer objective 68-70)

Questions:

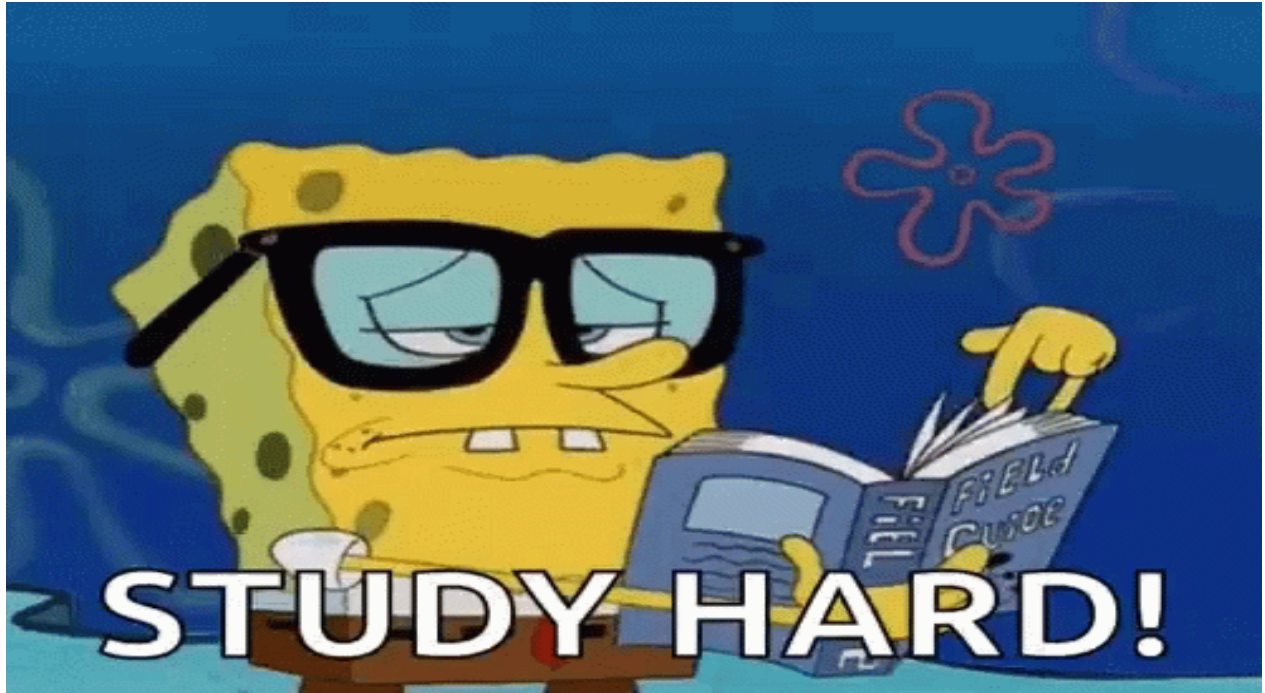
Write the content for travel website giving information on why the readers should visit Delhi during the Commonwealth Games and what more they can do in Delhi other than watching the games?

A friend of yours wants to come up with a website that provides online consultation to youngsters about career guidance describe what kind of content you would suggest to him?

Content Suggestions for Travel Website: Provide enticing information about why readers should visit Delhi during the Commonwealth Games. Highlight additional attractions and activities in Delhi beyond watching the games, showcasing the city's cultural, historical, and entertainment offerings.

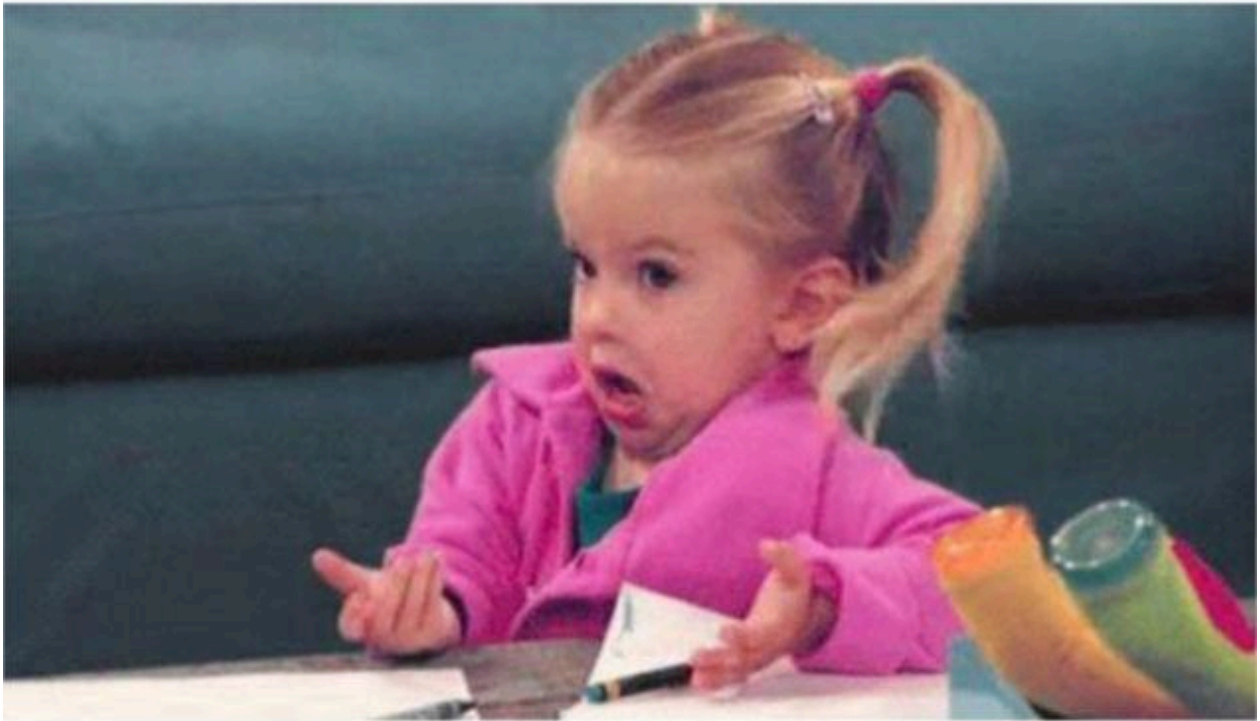
Content Suggestions for Career Guidance Website: For a website offering online career consultation to youngsters, suggest content that covers:

- Career Exploration: Informative articles on various career options, industries, and emerging trends.
- Educational Paths: Guidance on choosing the right educational path based on career goals.
- Skill Development: Tips on acquiring and enhancing skills relevant to different professions.
- Success Stories: Inspirational stories of individuals who have succeeded in their chosen careers.
- Interactive Q&A Sessions: Conducting online Q&A sessions to address specific career queries from users.



I have worked hard to make this document, so please study and don't do this:

When I ask a student to

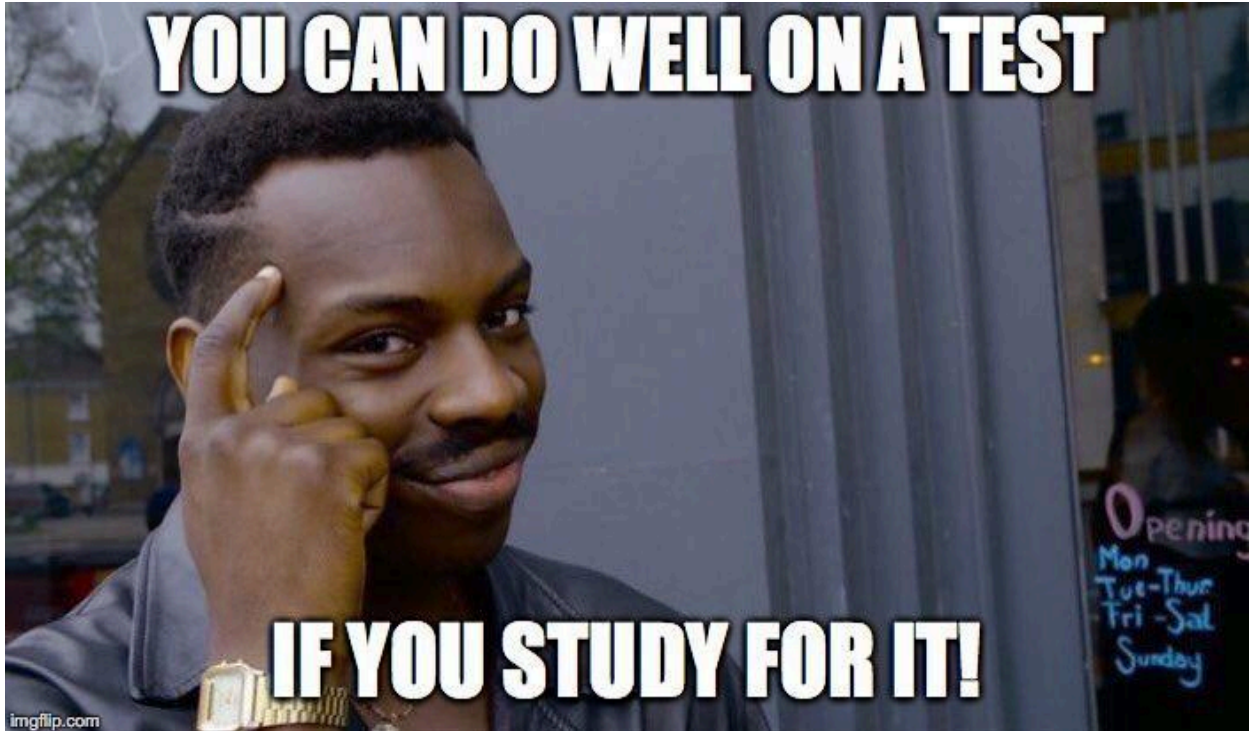


Repeat what I just explained.

Do not try this trick given below:



Please do this:



imgflip.com

0