



# TELEVISION PROGRAMMING AND PRODUCTION

## BA(JMC) 206

### Unit I

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## Syllabus- Unit 1

### Unit I: [Understanding the Medium]

1. Brief Historical Background of Television in India
2. Characteristics and Importance of Television
3. Various Formats of TV programmes
4. Stages of Programme Production

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## Evolution of Television

- It was **John Logie Baird** who designed the first **working electronic TV in 1926**. He was the one who is the inventor of the television.



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## Dates to Remember

- **1936 - British Broadcasting Corporation (BBC)** of Britain began the first television service of the world
- **1939 - Television broadcasts** began in **US**
- **1950s - Other countries** began **television broadcasting** on a wide scale
- **1953 - The first successful programme in colour was transmitted by CBS (Columbia Broadcasting System) in USA**

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## History Of Television In India

- Television came to India on **September 15, 1959**, with **experimental transmission from Delhi**. It was a modest beginning with a makeshift studio, a low-power transmitter, and **only 21 community television sets**. **All India Radio** provided the engineering and program professionals. **A daily one-hour service with a news bulletin was started in 1965**. In **1972 television services were extended to a second city—Mumbai** and by **1975, television stations appeared in Calcutta, Chennai, Srinagar, Amritsar, and Lucknow**.

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## Cont...

- Television services were **separated** from Radio in **1976**. Each office of All India Radio and Doordarshan was placed under the management of **two separate Director Generals in New Delhi**.
- Finally, its existence came into being when **Doordarshan became a National Broadcaster**.
- "Hum Log", the **first-ever** T.V. serial to be broadcasted by Doordarshan, the sole T.V. channel, in 1984. People were **glued to their television sets** to watch each episode of Manohar Shyam Joshi's "Hum Log".

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## Cont...

- Over the years, Doordarshan has presented many popular and engrossing serials. For example, "**Waghley Ki Duniya**", "**Yeh Jo Hain Zindagi**", "**Nukkad**", "**Rajni**", and the list goes on

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## Important Dates Doordarshan

- 15.09.1959 Experimental transmission from Delhi
- 24.10.1961 School television for Delhi students.
- 15.08.1965 Regular service with daily news bulletin in Hindi.
- 26.01.1967 Krishi Darshan - programmes for farmers.
- 02.10.1972 Television in a second city—Mumbai
- 01.08.1975 SITE launched.
- 01.01.1976 Commercials introduced

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## Cont...

- 01.04.1976 Doordarshan delinked from AIR.
- 15.08.1982 National programmes, colour transmission and networking through satellite.
- 19.11.1982 Expansion though LPTs launched.
- 15.07.1984 First mass appeal serial Hum Log.
- 15.08.1983 Countrywide classroom of UGC launched.
- 09.08.1984 Second channel at Delhi.
- 09.08.1985 First regional satellite network in Maharashtra.
- 23.02.1987 Morning transmissions

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 **Cont...**

- 26.01.1989 Afternoon transmissions
- 01.04.1993 Metro channel with satellite networking
- 01.10.1993 Regional language satellite channels.
- 15.08.1994 Restructuring of channels -DDI to DD 13.
- 14.03.1995 DD India—International channel.
- 23.11.1997 Prasar Bharati—the autonomous broadcasting corporation of India.
- 18.03.1999 DD Sports channel inaugurated.
- 10.07.1999 News on the hour.
- 15.08.1999 DD News and current affairs channel.

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 **History Of Television In India**

- The decade of the **1990s** brought a big challenge for Doordarshan. The **CNN covered Gulf War** through satellite and telecast it on national channels of most the **western and Asian** countries.
- In 1992, a **Hong Kong**-based group of companies **launched STAR TELEVISION (Satellite Television Asian Region)**. The programmes of STAR Television are beamed by **Asian set Satellite**. Its channel, Star Plus, Prime Sports, BBC, and MTV (now replaced by V Channel), beam their signal around the clock. The Hindi channel **Zee TV also showed its programmes by hiring a transponder from Star TV.**

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 **Characteristics of Television as a Medium**

- While radio has sound, television content includes both sound and visuals. This **audio-visual** television character makes it a magic medium that allows us to watch the world from our drawing rooms.

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## Domestic medium:

- To watch television, we need not leave your drawing room. No need of going to the movie theater or buying tickets. We can watch television in the comfort of our home with our family. This is why television is generally regarded as a domestic medium. It provides entertainment and information right inside our homes and has become an integral part of our everyday lives. It can actually pattern our daily activities. Even our family makes it a point to watch their favorite serial at a particular time and adjust dinner timings accordingly. This domestic nature of television influences the content also. We have noticed that a newspaper report has an impersonal tone, whereas the television anchor addresses us directly. This makes the viewers experience a sense of closeness to the Television.

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## Live medium:

- The important characteristic of television is that it is capable of being a live medium. This is because the live nature of television allows it to transmit visuals and information almost instantly. The visuals of an earthquake in Indonesia can reach our television set in almost no time. This capacity of the medium makes it ideal for transmitting live visuals of news and sports events. If we are watching a cricket match in a television channel, we can almost instantly see the wicket hit by our favourite player. On the Television allows you to witness events which happen thousands of miles away.

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## Mass medium:

- All of us know that there are a large number of people who cannot read or write. Such people may not be able to read a newspaper, but they can watch television. Anyone with a television receiver can access the information shown on television. This makes it an ideal medium to transmit messages to a large audience. In a country like ours, with a huge illiterate population, this characteristic of television Makes it an ideal instrument for transmitting social messages. Television also has a very wide output, range and reach. It is truly a mass medium.

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## A Transitory medium:

- Television programmes are not easy to be recorded by viewers. It may be practically impossible to record every programme which appears on your television. Therefore, television is generally identified as a transitory medium.

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## Expensive medium:

- There is need to large amount of machinery and expertise needed to run a television station. We can write articles and stories and draw our own pictures. All we need will be paper, pen, drawing instruments and time. However, a television programme can never be made this. However, a television programme can never be made this easily. It requires lots of money, machinery and experienced people. Broadcast media in general and television in particular involves complex technology and organization. We will need crores of rupees to start a television station.

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## Impact of television in our daily lives

- **Positive**
- **Education** - SITE experiment, INSAT, HETV by UGC, telecasts by IGNOU, educational channel like Gyan-Darshan educational channel, other educational programs
- **2. Information** - National Geographic, Discovery, BBC Earth, Animal Planet. Documentaries on these channels. Special interest channels on food, travel, cooking, technology, etc.
- **3. Entertainment** - dedicated channels for movies, music, kids, etc.
- **4. Inspiring creativity** - channels/programs that focus on DIY, crafts , adventure, experiments, etc.

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- **easily digestible** medium
- 1. Even communicate to illiterates
- 2. Communicates even without the need for active effort (like reading, understanding)
- 3. Visuals helps communicate and retain information effectively
- **Bypass Distance and Time**
- 1. Live medium, live sports
- 2. Access to information from distant places, international news coverages
- 3. Facilitates cultural exposures/exchanges between cultures that are far off geographically.

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## Negative

- 1. **Mindless Consumption:** Adverts influencing buying decisions; ads targeted at children can have a bad influence on them. Catchy advertisements on television can tempt people to buy various products, even if they do not need them.
- 2. **Creation of stereotypes:** serials and programmes that portray a particular gender, race, ethnicity in a particular way can be misleading. Watch some of the women based serials and observe where maximum time is spent by the heroine . You are most likely to find her spending most of the time inside a house. Here the stereotype that women are supposed to spend most of the time at home is subtly re-enforced. You would have come across the portrayal of a "madrasa" in Hindi comedy shows. This depiction may not have any real relation to a South Indian.
- 3.

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- **Obesity:** Too much television can distract you from other activities, like reading, sports or helping your parents with household chores. Since television viewing is a sedentary activity, it can also lead to obesity.
- 4. **Inciting Violence:** A lot of studies has been conducted on the connection between television violence and violent behaviour in children. The general assumption derived from these studies is that increased exposure to violence make children think that it is an acceptable behaviour. Watching violent programmes have been linked with aggression in both adults and children. These programmes have been found to cause more adverse effects on children who have experienced violence, poverty or neglect in their lives.

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 **Television Programming Formats**

- **Category 1 News**
- Newscasts, newsbreaks, and headlines. Programs reporting on local, regional, national, and international events. Such programs may include weather reports, sportscasts, community news, and other related features or segments in "News Programs."



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 **CONT...**

- **Category 2a) Analysis and Interpretation**
- Programs on various topics include analysis or discussion, for example, talk or panel shows, consumer affairs or reviews, news magazines and documentaries that do not fall under Long-form documentary. This category excludes programs presenting information primarily for entertainment value.



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 **CONT...**

- **Category 2 b) Long-form documentary**
- Original works of non-fiction, primarily designed to inform but may also educate and entertain, providing an in-depth critical analysis of a specific subject or point of view over at least 22 minutes. These programs shall not be used as commercial vehicles. Further, programs that fall under the category (General entertainment and human interest) reality television do not qualify as Long-form documentary programming.



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**CONT...**

- **Category 3 Reporting & Actualities**
- There are various programs focused on capturing and reporting events of significance to the public. These can range from conferences, political conventions, and debates to major events' opening and closing ceremonies, including awards dinners.



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**CONT...**

- **Category 4 Religion**
- Programs dealing primarily with (i.e. more than 50%) religion and religious teachings, as well as discussions of the human spiritual condition.



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**CONT...**

- **Category 5a) Formal Education & Pre-school**
- Programs presenting detailed information related to a wide variety of topics are used by the viewer primarily to acquire knowledge. The agenda can be connected to established curricula. All programs are targeted at pre-schoolers (ages 2-5) except those that are primarily comprised of drama



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**CONT...**

- **Category 5b) Informal Education/Recreation & Leisure**
- Programs presenting information on recreation, hobby and skill development, recreational sports and outdoor activities, travel and leisure, employment opportunities, and talk shows of an informative ("how-to") nature.

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**CONT...**

- **Category 6 Sports**
- Programs of live or live-to-tape sports events and competitions, including coverage of professional and amateur tournaments. The category also includes programs reviewing and analysing professional or amateur competitive sports events/teams (i.e. pre-and post-game shows, magazine shows, scripted sports, call-in and talk shows, etc.). This category includes the following sub-categories:
- Category 6(a) Professional sports
- Category 6(b) Amateur sports



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**Music and Entertainment**

- **Category 7 Drama and Comedy**

Entertainment productions of a fictional nature, including dramatisations of actual events. They must be comprised primarily of (i.e. more than 50%) dramatic performances. Category 7 includes the following subcategories:

- ✓ a) On-going dramatic series
- ✓ b) Ongoing comedy series (sitcoms);
- ✓ c) Specials, mini-series, and made-for-TV feature films;
- ✓ d) Theatrical feature films aired on television;
- ✓ e) Animated television programs and films (excludes computer graphic productions without storylines);
- ✓ f) Programs of comedy sketches, improvisations, unscripted works, stand-up comedy; and
- ✓ g) Other drama, including, but not limited to, readings, narratives, improvisations, tapes/films of live theatre not explicitly developed for television, experimental shorts, video clips, and continuous action animation (e.g. puppet shows).

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**Cont.**

- **Category 8a) Music and dance**
- Programs comprised primarily (i.e. more than 50%) of live or pre-recorded music and dance performances, including opera, operetta, ballet, and musicals. The performance portion excludes video clips, voice-overs or musical performances used as background.



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**Cont.**

- **Category 8b) Music video clips**
- Short film or videotape productions or concert excerpts (clips) not produced primarily for the particular program they are presented, normally containing one musical selection with visual material.



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**Cont.**

- **Category 8c) Music video programs**
- Programs consisting primarily (i.e. more than 50%) of music videos and, in some cases, including a host and other programming elements.



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**Cont.**

- **Category 10 Game shows**
  - Programs featuring games of skill and chance as well as quizzes.
- **Category 11) Reality television**
  - Programs that present unscripted dramatic or humorous situations document actual events and typically feature ordinary people instead of professional actors. This type of programming involves passively following individuals as they go about their daily personal and professional activities. Though unscripted, this programming may be directed and resemble a soap opera – hence the general references to “docusoaps” and “docudramas.”  
Though this type of programming may be factual, it lacks or has a minimal in-depth critical analysis of a specific subject or point of view, which is the key defining element of category 2(b) Long-form documentary programming.

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 **Cont.**

- **Category 13 Public service announcements**
  - Messages of less than 5 minutes duration intended to educate the audience about issues of public concern, encourage public support and awareness of a worthy cause or promote the work of a non-profit group or organisation dedicated to enhancing the quality of life in local communities or society or the world at large. These include community billboards. These messages are not intended to sell or promote goods or commercial services. No payment is exchanged between broadcasters and producers for the broadcast of these messages.
  - When public service announcements are logged, the start and end times must be entered, the program class must be "PSA", and two components of the key figure must be recorded: "Origin" and "Category" (130). No other components should be entered.

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 **Cont.**

- **Category 14 Infomercials, promotional and corporate videos**
  - Programming exceeding 12 minutes in length that combines information and entertainment with the sale or promotion of goods or services into a virtually indistinguishable whole. This category includes videos and films of any size produced by individuals, groups and businesses for public relations, recruitment, etc.
  - When this material is logged, the start and end times must be entered, the program class must be "PGI", and the category 140. No other components of the key figure should be documented.

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 **Cont.**

- **Category 15 Filler programming**
  - Programming, in no case longer than 30 minutes in duration, the purpose of which is to fill in the time between the presentation of the significant programs broadcast by the licensed pay services and those speciality services authorised to distribute filler programming, and includes material that promotes the programs or services provided by the licensee

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**Stages of Programme Production**

- Let's imagine that you are hosting a dinner party for guests. To ensure everything runs smoothly, there are several steps you can take.
  - First and foremost, you must decide on a menu which may require a trip to the market.
  - With everything you need, it's time to begin preparing the food.
  - Once the food is ready, you can move on to the final stage: presentation. Here, you'll need to artfully arrange the dishes in serving dishes and garnish them to make them visually appealing.

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**Cont.**

- In summary, three critical stages in preparing for a dinner party exist. The first stage involves planning and gathering ingredients, while the second requires cooking. Finally, the third stage is presentation, where you showcase your creations to your guests.

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## Cont.

- Let's say you are tasked with producing a television program. The production process can be broken down into three key stages. The first stage involves arranging everything required for the program, including equipment, crew, and actors. This ensures that you have everything you need to start the production process.

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## Cont.

- In the second stage, you will begin the actual production process. This includes filming or recording the program, editing the footage, and adding any necessary special effects or sound effects. This stage requires a great deal of skill and attention to detail to ensure that the program turns out exactly as planned.

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## Cont.

- Finally, in the third stage, you will polish the final product for presentation on television. This involves reviewing and refining the program to ensure it is of the highest quality possible. Once this is done, the program is ready for broadcast and will be seen by a large audience.

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## Pre-Production

- The pre-production stage of any production involves all the necessary preparations that need to be made before entering the studio or shooting location. This stage requires idea generation, research, scripting, discussions with crew members and actors, arranging equipment, video and audio tapes, properties, costumes, set designing, location scouting, and booking editing shifts.

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## Pre-Production

- To create a successful production, it's important to start with a clear idea of what you want to achieve, just like planning a meal. This is where pre-production comes in. You need to have a clear idea of what you want to create and how you want to present it to the audience. This is where a well-written and detailed script comes in, allowing you to effectively translate your ideas into a television program.

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## Pre-Production

- The pre-production stage involves planning everything in advance, crucial to achieving desired results. It's like having all the raw ingredients ready in your kitchen before starting to cook. If you've worked well during this stage of program production, the other two stages - production and post-production - become much more manageable.

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**Pre-Production**

- In summary, pre-production is a critical stage of program production, requiring careful planning and preparation to ensure a successful outcome. By taking the time to plan and organize everything in advance, you can ensure that your program turns out exactly as you envisioned it.

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**FILM PRE-PRODUCTION WORKFLOW**

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**Production**

- This is the crucial stage where you step onto the studio floor or on location and begin shooting or are already shooting. To draw a parallel, this can be likened to when you were in the kitchen actively cooking a dish. Here, you are responsible for overseeing all the logistical arrangements, coordinating with the talent and crew, ensuring the smooth flow of the shoot, and troubleshooting any issues that arise in real-time. This requires professional management of facilities, efficient crowd control, and seamless problem-solving skills to ensure a seamless shooting experience.

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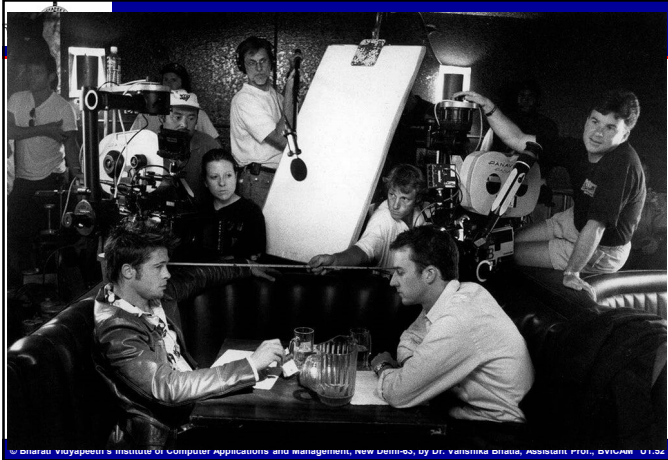
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## Post-production

- This is the critical third stage of programme production, where you craft the final shape of the programme, much like the final touches you add to every dish before it is presented on the dining table. This stage involves trimming recorded visuals to an appropriate length, arranging them in a logical sequence, adding desired visual and text effects, recording commentary, capturing music and song recordings, and ultimately assembling all the components to create the final programme. With a keen eye for detail and skilled use of the various tools and techniques available, this stage ensures that the programme is presented in its best possible form and ready for its audience.

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