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Name: Salah-ud-Din

ID

14494

Advanced Skill

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ANS:-01) Digital Audio:-

Digital audio is a technology that is used to record, store, manipulate, generate and produce sound using audio signals that have been encoded in digital form.

⇒ Elements of digital audio
News bulletin:-

There are different steps involved in the creation of digital audio bulletin. These are following:

- 1) Human voice
- 2) Music
- 3) Sound effects
- 4) Silence

1) Human voice:-

Human voice play a vital role while making a

3) Sound Effects:-

Sound effects produced by human and animals object which are neither words or music. It provoke the listener to imagin. This is vital in audio news bulletin to understand the real happening. These different categories of sound effects such as silence, crowds, dialogue etc. These are different function also.

4) Silence

There is no much concept of sound in audio news but is useful resource to make environment. ~~provide message~~

It can provide a message with emotion, tension and very deep feeling.

⇒ Professional way of making "audio news bulletin"

There are different steps involved in making professional audio news bulletin.

1) Target The audience :-
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Think about your audience because you are making news for them.

Keep in mind what they want and

you are delivering to them. Focus

on stories and information that is

relevant for your audience

2) Variety:-

Provide misc information for audience your words must correct and clear which have a huge impact on audience. Don't focus on top highlight different forms of words and issues.

3) Slow Down:-

Don't convey your message quickly it is important that your audience understand your words. Reading too quickly could result to loose interest of audience so avoid quickly reading for gain and contain much interest of audience.

4) Deliver fresh material:-

always provide fresh

material to the audience because many people will listen to several bulletin during a day. prevent old news which were covered before.

5) Story Telling:-

Your story must be clear
Go
long, concise, short and simple.

avoid jargon and try to make a

story on a short sentence. Short and

simple language stories leave a good

impact.

(6) Writing Style:-

The bulletin is a complete of short word, but power story. This make the people much easier to pick information. making news audio is a tough job because it is hard to convince audience through only words avoid long, heavy sentences. pronounce each and every word clear use those word that make sense and understand by all.

digital audio News bulletin. It determine way of reality and arouse different reaction of the listener. Voice is important because it conveys meaning. It create a story, images on our mind about the topic. We should speak clearly concisely while making a digital audio News bulletin. otherwise our listener will not get message clearly. So move your mouth and pronounce words correctly. and avoid laughing.

1) Pre-Production

The pre-production

phase is where all the planning takes place before the camera. It can take minutes, days, and hours. It sets the overall planning of the project. Following things are included in this phase.

- 1) Research
- 2) Concept
- 3) Analysis the data and brief
- 4) Main objective
- 5) Development.

2) Production:-

Production begins once the ideal footage is cleared. This process take and collect all the sense and information collected in the pre-production process. This process contain some essential things such as lighting, Framing Composition etc.

3) Post - Production:-

This process start after completion / full arrangement of pre-production and production. This is a interesting part in which graphics can be added, along with images, music,

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color, correction and special effects

if you are producing your own content

then you need to learn first about

whole process.

A10502 "Elements of Screen of

Conventional News"

A News stories focus on conveying information a just the facts approach.

There are different element of conventional news

1) Proximity:-

location, if an event is happening nearby. it will impact the near audience. and it will doesn't affect far audience.

2) Prominence :-

All well known persons place, event has a stronger news angle than something that the audience isn't familiar with it. Such as prime minister imran Khan Islamabad, Budget News Conference etc.

3) Oddity :-

If something is unusual shocking or bizarre. and this could be news worthy.

(4) Timeliness:-

• Current news has more impact than something happened yesterday or last week. Media has always with fresh news.

(5) Human Interest:

If a situation draws any sort of emotional reaction it may contain news element human interest story. These stories can be "soft" such as news about showbiz, kid painting etc.

6) Impacts-

The impact of news stories have different according the nature of the story. If there is a serious issue the impact will be hard and harsh. All stories include 5 H's and 1 H.

⇒ Function of conventional Screen
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 News
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The main function of conventional news is to inform the masses.

2) To educate the people on different things

- 3) To Entertain masses people who have little knowledge of news would think it carries only serious topic but it also entertains the people.
- 4) News Guiding the audience about many situations such as Flood, Earthquake and Fire and other disasters etc.
- 5) It spreads awareness among people who have not been aware about the distant situation of life. Conventional News provide vital information (Awareness to them).
- 6) News provide essential opinions, opinions and throw a light on different things which are happening in a society.

7) People learned different things from news in any mode of life and implement in their real life.

So News/Media is a rich source of information and play a vital role in different sector of life.