

for our knowledge”. ‘Battleship Potemkin’ and ‘Passion of Joan of Arc’ are the foundation stones to cinema.

Responding to a question on the qualities needed for a cinematographer, Dr Joseph noted that reading and understanding literature will trigger imagination instilling a sense of rhythm and an awareness of human psychology. One must love light and assimilate that cinema is a universal gift, quintessential to the sustenance of mankind.

Commenting on the question rose on the length of a short film, Dr Joseph cited a personal experience and remarked that director, who helms the cinema has to ruthlessly assess the material after shooting and avoid everything that is not essential.

Answering a query on the term DOP (Director of Photography), Dr Joseph remarked that in Europe the term is used to emphasis authorship rights of the cinematographer.

He concluded his lecture citing two books for further reference and reading viz. ‘Visual Story and Light’ and ‘Science and Magic.’

Session 17- August 16- Creative Writing for television- Ms Sreekala M S

DEEP focus
SERIES-III
WEBINAR SERIES ON
FILM MAKING & FILM APPRECIATION

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KERALA STATE
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SPEAKER

CREATIVE WRITING FOR TELEVISION

SREEKALA M.S.
FORMER NEWS EDITOR & ANCHOR, MATHRUBHUMI CHANNEL

Principal: Dr. A. Raja | Coordinators: Dr. N.P. Sajesh, Deputy Director (Programmes), Kerala State Chalachithra Academy,
Dr. Nagma Nazeer (Assistant Professor, MES Asmabi College) | Co-convenors: Dr. T.R. Muraleedharan (Hindi, English),
Prasanna T.P. (Hindi, Digital Film Production) | Sankar M. Nasser (Hindi, Mass Communication)

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PG & RESEARCH DEPT. OF ENGLISH

In the words of Ms Sreekala M S, in this age of 24*7 News Broadcast “Trivia is the king”; trivia being the finest chiselled out interesting content of news. She began her lecture citing 2003 as an important milestone in Kerala’s Visual Media tradition. India Vision, Kerala’s first 24*7 news channel was launched in the year 2003. The concept of a 24*7 news channel raised many an eyebrow and the umpteen number of 24*7 news channels that now fill our television-sets, support the then concept of India Vision. As the 24*7 news channel became operational, it opened vans that could see live broadcast on the roads and lanes of Kerala.

India Vision also played a decisive role in making visible the efforts of women media personnel who were consciously set out of focus from the mainstream. The channel was the first in its kind to assign independent news bureau charge to women.

A large number of people associated with print media shifted to the 24*7 news channel and their major challenge was to unlearn what they have learned so far; to overcome 3 ‘W’s(What, Why, When) and an ‘H’(How) characteristic of print media news reporting. Ms Sreekala and a group of young media personnel who were new to the field of news, reporting and journalism were derided in many circles, but the channel bolstered up their spirits addressing them as a group who haven’t been defiled by journalism Talking on the defining characteristic of a television news report, Ms Sreekala pointed out that a news report must force the viewer who is away from television screen to come and have a glance at the news. Images will convey the story and the task of the reporter is to back the images with his reporting.

Ms Sreekala invited the attention of audience, to the tendency of 24*7 news channels in underscoring sound/voice and turning images irrelevant. As sounds/voice became the hallmark of distinction, channels, instead of embracing polyphony metamorphosed to cacophony. Fact has lost its due hold. When news is the same what makes a story different would be the way it is rendered through sound and visual language.

Ms Sreekala concluded her lecture reflecting on the process of bringing about creativity in television. The ever so many news channels that crowd our television sets broadcast the same stories. Each story deserves a unique treatment. The story has to be rendered creatively, employing graphics that enhance visual appeal, to stand out from the rest. Social media poses a stiff competition to 24* 7 news channels. The task ahead of these channels is to come up with unbiased facts. The dictum associated with media that ‘Information is the king’ is over and the new age precept is “trivia is the king”.

During the interactive session a question was raised on Pre Poll conducted by news channels. Ms Sreekala opined that exit poll that takes into account gender, caste, religion, age has an entertainment and market value. Pre Polls on the other hand can exert a negative influence on the voters and the candidates, changing the course of election. Hence from a personal viewpoint she feels that it must be banned. The lecture was a reflection of her experiences in the field of television and news broadcast.

The webinar series came to an end with the positive note that cinema will continue to entertain and enlighten humanity. 'Deep Focus' became an opportunity to have discussions on the higher realms of movies. The rapporteurs thank the opportunity provided by the college management for this memorable experience.