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# UNIT 2 TV AND VIDEO MAGAZINE

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## 2.0 AIMS AND OBJECTIVES

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The aim of the unit is to understand the technique of video magazine presentation on television.

At the end of your study of this unit you should be able to:

- distinguish between writing for a video magazine from other TV formats,
- **plan** a video magazine, and
- **research** and write for a video magazine.

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## 2.1 INTRODUCTION

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In the previous unit you have read about techniques for writing TV Ads. Though the purpose and format of video magazine is obviously totally different from TV advertising, yet in both cases it is very important for the writer to anticipate audience response. Video magazines have to be **understood** from the context of viewer's **mindset** and the subsequent demands of the viewer of the video magazine. This category of **video** capsules are seen by the viewer entirely by **his/her** choice. One should bear in mind that video magazines are in a highly competitive field, where not only do they have to compete with Doordarshan but with Satellite Television, including Star TV, and also with Cable TV which has been **legalised** recently. As a result, the viewer in **India** today has a wide range of products from which he can pick and choose.

Just as there is intimate relationship between newspaper readership and advertising **revenue**, the ads attracted by a given video magazine and its viewership determine the longevity and viability of the video. Therefore, the video magazine experiment in India came as an off-shoot of a financially sound News Magazine House, namely, *India Today*, which till date, is the only magazine which is reportedly not incurring unmanageable financial losses. A host of other magazines including video magazines dealing with sports and magazines with educational value have also arrived in the market. The question of writing for the video magazines should be understood in the light of this background. You have been given excerpts from one **edition-of** a video magazine to give you an idea of the **format** and the flexible use of language. The narrator is not expected to follow the scripts exactly; he is free to improvise. The **interviews** also elicit spontaneous responses.

When you read the next unit you will realise how different writing for documentary is from video magazine.

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## 2.2 INGREDIENTS OF A VIDEO MAGAZINE

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**Video** magazines in the market are generally like a fruit salad served at the end of a full dinner. Therefore, a video magazine has to be able to generate extraordinary interest **which** will force a viewer to switch on after he has had a regular dose of video diet. It **has** all the masala-ingredients like news, news features, sports, culture, medical science **stories** and human interest stories — depending upon the total time available with the

producer who has to **cater** largely to ad-elements in every edition. The video magazine producer has to **think** about its news ingredient which is expected to be generally featured. The **viewer**, who is already loaded with basic information from Doordarshan news, Star TV etc., **and** already become aware of the basic issues concerning the news events from the newspapers, would naturally look forward to something which is spectacular — which is catchy and which would give him a little more **indepth** understanding of the item.

Hence, **during** the **video** magazine treatment the producer has to plan the blueprint of treatment as comprehensively as possible. And, then, while shooting on camera, he needs to be innovative; it is expected that his sharp pair of eyes should pick up something catchy **and** interesting from the viewpoint of a television story. Then, while editing the item within the parameters of the time available in the slot, the items should be so edited that the viewer's attention is immediately arrested and the message is driven home. Thus producers of video magazines easily fall prey to the temptation of excessive **editorialising**. Though it is unavoidable, video magazine producers should bear in mind editorialising should not be allowed to cross the limits of tolerance while depicting stories related to violence, communal riots or any other item having potentials of inciting passions.

**Exercise 1**

What are the characteristics of video magazine? How is it different from video programmes, **documentaries**?

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(Check with answer given in Aids to Answers 2.5)

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## **2.3 A GIVEN EDITION OF A VIDEO MAGAZINE**

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The video magazine **in** this unit is an excerpt from an edition of a video magazine in 1990, **carrying** three items — one on Chandrashekhar's story depicting how he came to power, with **interviews** of different political personalities in contemporary politics. This is followed by a story on Ram-Janam-Bhoomi Issue and a story on political developments in **Pakistan**. The total duration of the magazine is 45-50 minutes; these excerpts would be of 10 minutes each.

### **2.3.1 Chandrashekhar Comes to Power**

**VISUALS**

Narrator in vision before a backdrop

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The narrator provides the background and proceeds to visuals related to the lead argument of the narration.

**NARRATION**

Politicians proudly say that politics is the art of the possible. From the time V.P. Singh came into minority to the time Chandrashekhar was sworn in as India's eighth Prime Minister, politics became the art of the incredible. For 17 days the most absurd political alignments were worked out in all seriousness to somehow arrive at the magic figure of 263 in Parliament, ultimately giving us a government of almost as many as there were Members of Parliament. What exactly happened? Did the action of all key players set up

**Narration** with the narrator in the background

The visuals are followed by narration, though it is more of a voiceover than that of the narrator projecting himself.

Chandrashekhar's **interview**

To **hold** the interest of the viewers, the central figure of the story (**Chandrashekhar**) comes up on the screen with his views.

Narration overlapping with general shots of political workers at his house.

Chandrashekhar's interview

The camera is on **full focus** on Chandrashekhar. The important point is **that** the words are only **that** of the figure centre stage and the narrator's **job is** kept to the minimum.

**Narration** with **Narrator's** voice overlapping on **general** visuals.

**Computer** illustration can be given for the **members**.

[From now onwards, the visuals are on different speakers and their views, the names of the speakers are **given**.]

Chandrashekhar in vision

**Rajiv** Gandhi Interviewer speaks to Jethamalani

Ram Jethamalani

Narration on general visuals depicting Chandrashekhar speaking to party workers in his house.

healthy constitutional conventions to deal with an 'unfamilarly fluid political situation? (Cuts of **Swearing-in** of **Chandrashekhar** as Prime Minister.)

Chandrashekhar had been lying in wait for this moment. When everyone else was taking a 'not keen' posture, Chandrashekhar could scarcely hide his ambitions. There was scarcely another man who had missed **the job** from so close.

If I am going to form the government, it is not going to collapse within six months. The people **have got** many illusions and these illusions are going to be cleared very soon.

The difference this time was that he was taking no chances and revealing **no** clues.

Why should I not be optimistic about it? Is there any reason for not being optimistic? I am sorry that I should be expected to release every communication coming from the President or the Speaker. Please don't give me lessons as to how to answer a question. When I told you that I have nothing new to tell you, if you are forcing some question on me, either I should say that I shall not **answer** or I should try to give the answer in a way where you don't get anything out of me.

If V.P. Singh claims to be managing contradictions it **was** Chandrashekhar who used the tactic to perfection — with no manifesto or mandate and roving band of 55 **MPs** which barely made the quorum in the House of 522 members. Chandrashekhar walked up to the President and walked away with the job.

I am not feeling anything special. I am quite normal, as before.

Do you think it is constitutionally correct to ask a group who have only 55 **MPs** and is dependent on its existing another 195 from outside, to form the Government?

It is ironic, it is ridiculous, it is a negation of democratic values; however, according to the constitution, the President has **to give** his assent to whomsoever says he can prove his majority on the floor of the house.

**The Thakur** from **Ballia** may have tucked in his dhoti and planted himself on the Prime Ministerial throne, but it was touch and go. On 23 October, **BJP** withdrew support. Everyone was stumped when the President agreed to V.P. Singh's refusal to resign and gave him 17 days to prove a non-existing majority. Strange bed fellows were found in strangers' bedrooms. Hints of future alliances were lying around the place.

Jaipal Reddy (Interview)	Mr. Rajiv Gandhi and <b>Chandrashekhar have been</b> talking to each other for the last two years. Chandrashekhar is now doing it more unabashedly, more nakedly. Chandrashekhar is the <b>Jai</b> Chand of Janata Dal.
Devi <b>Lal</b>	We are running a government of Congress. There should be no eye-raising if Congress supports us from outside.
Interviewer	Do you think Chandrashekhar will <b>be</b> more than a Puppet Prime Minister?
Rajiv Gandhi Narration on general visuals	Yes. He who still had the bone in his mouth was silent. All efforts to get close to him were rebuffed. After <b>14 days of soliciting political</b> street-hawkers those who were wooed chose their partners. V.P. Singh claimed <b>83 MPs</b> ; Chandrashekhar-Devi <b>Lal</b> combine claimed <b>68</b> , throwing up a baffling overlap of one two turning members.
<b>Chandrashekhar</b>	I don't explain discrepancy. If you want to talk about discrepancy, come to your own judgement. Neither I made claim of 68 nor <b>58</b> . Suppose, there was some discrepancy, how does it make any difference?
Narration <hr/> The differing views of various party members are given, keeping in mind, logical <b>connections</b> . <hr/>	V.P. Singh hit back with cold mathematics to <b>amputate</b> the dissidents' ranks, expelling <b>25 MPs</b> and jockeying with the Speaker to get other <b>33</b> disqualified under the anti-defection law.
F.S. Nariman	The decision was unfortunate. It was unfortunate , because there is an express clause in the <b>10th</b> schedule which says, "Thai any group, within a political party which constitutes more than one third of the Legislature Party at a relevant time is <b>entitled</b> to split and to say that we have formed a separate group and without incurring any disqualifications".
Jaipal <b>Reddy</b>	Politics cannot be equated with abstract and absolute morality and logic.
Kalpnath Rai (As the programme approaches the end, the narrator comes on to the screen.)	V.P. Singh is India's biggest thug.
Narration Narrator, before his familiar backdrop, in vision	On November 7, roles were finally cast as all the key playets entered the Parliament. V.P. Singh, with his martyrdom on his sleeves, Chandrashekhar with <b>Rajiv's</b> support in his lap and Rajiv Gandhi with Chandrashekhar on strings, The Left was left wailing for V.P. Singh and the BJP bidding time.
Overlapping of general visuals of leaders synchronising with the narration	As the political uncertainty temporarily ends, <b>the</b> question begins. Mr. V.P. Singh, do you think <b>you</b> stood by your word that you would be a disaster as Prime Minister? And what is it if you promise for the next time, if at all? Mr. Devi <b>Lal</b> , twice bitten forever shy, or will you give another try?
	Mr. Rajiv Gandhi, when will you make a <b>Charan</b> Singh out of Chandrashekhar? Mr. Prime Minister, sure you come with the advantage of the lowest expectations the country has ever had with any <b>Prime</b> Minister. But also with a bag full of problems. You <b>are</b> donning the mantle, tell us now what will you do on Mandal, Ram Janam <b>Bhoomi</b> ; Economy and of course — <b>will</b> you keep Mr. <b>Gandhi informed</b> a b u t Bofors investigation?

### 2.3.2 Ram Janam Bhoomi Issue

In this programme, the narrator takes on the role of the anchor person to introduce the issue on hand. This is followed by a commentary by a reporter who had been a witness to the events narrated.

Unlike the previous excerpt (2.3.1), here there is a running commentary; there are less of interviews and recordings of others' views. Thus the presentation by the reporter is that of an eye-witness account unfolding the entire drama.

#### VISUAL

Narration by the anchor person interspersed with appropriate visuals

Narration in vision on a location by the reporter (other than the narrator)

Visuals show the paramilitary forces guarding the disputed area

Library shots of fisticuffs at Ayodhya.

Police retreats in the face of mob violence

Shots of Hindu Activists dying in police action.

L.K. Advani  
Interview

This is the first  
introduction and presents  
the view of the one of the  
protemple advocates

Narration by the  
reporter doing the  
Ayodhya story

#### NARRATION

V.P. Singh hit the **BJP** vote banks with his Mandal Commission report. In an attempt to recapture voters BJP retaliated with their **antidote**.— L.K. Advani's Rath Yatra to Ayodhya. Advani touched on agrowing Hindu sentiment. Lakhs from all over made their pilgrimage to get to Ayodhya on October 30th. For the first time Hinduism and politics have been mixed for political **gain**. Despite two Chief Ministers blocking the borders of Uttar Pradesh and Bihar and arresting BJP leaders, kar sevaks managed to get to Babri Masjid.

On October **30th**, the whole nation held its breath as tension mounted in temple town of Ayodhya. It was a deadline set by Vishwa Hindu **Parishad** to construct the proposed temple of Lord Rama at the disputed spot where the controversial shrine of Ram Janam Bhoomi-Babri **Masjid** now stands.

On one hand was **Mulayam** Singh Yadav's conviction that not **even** a bird will get into the heavily guarded shrine, on the other hand was devotion of Ram bhakts who were determined to either perform the kar seva or die.

Despite lathi charge, tear gassing and even firing, the kar sevaks continued to advance towards the bamcaded shrine fighting pitched battles with the police. Each time the police pushed hard, the residents of Ayodhya resorted to heavy brick-batting, pushing the police back. Around noon the pressure of kar sevaks began to build up.

In a dramatic development the police began to retreat. In a few minutes the kar sevaks crossed the last bamer and were surging forward pressing at the main door of the temple. Suddenly the door opened. It is believed that management took a deliberate decision to allow the kar sevaks to enter the shrine because the frenzy had reached such a high pitch that it was not possible to stop them without a massacre. People pushed in; damaged a part of **the** disputed shrine. The police stood silently, more as curious on-lookers. Over a dozen men climbed over the three domes of Babri **Masjid**, hoisted saffron flags and also damaged part of the dome. That day at least 12 kar sevaks died in police action.

What took place on October 30 was the beginning of kar seva and I think that, despite all the might of state, what was achieved by the kar sevaks is a triumph of lok shakti over raj shakti.

This was not the only incident where the State Administration could not maintain the status quo in disputed area. Five days before the kar sevaks started to

The D.M. narrated in Hindi the govt. version. (Translation in English given as sub-titles.)

The position of the DM's interview here is appropriate as it gives the Govt.'s version of the event.

Reporter in vision overlapping visua of Lucknow Secretariat

Interviews to show Hindu anger.

Narration with visuals of LF meetings with Imp. reporter in and out of vision

Narration over pictures of dead bodies and funeral processions

Reporter in vision with overlapping visuals

Advani in a Press Conference

**barge into** the shrine area, **Mulayam Singh's** administration removed the idol of lord Rama placed inside the Shilanyas pit and also the canopy above it. This agitated a large number of Hindus.

(Distt. magistrate's interview)

Meanwhile, the Central and State governments admitted some more goofs. While V.P. Singh hammered an ordinance taking over the disputed area, he was forced to withdraw it within 24 hours under pressure from fundamentalists.

The U.P. Government decision to bar entry to Ram Janam Bhoomi temple angered the Hindus further. One day before the kar seva, when our team visited the **Lucknow** Sectt., it found that a large number of officials from different departments had raised the banner of revolt inside the Sectt.

**Mulayam Singh** Yadav had been nicknamed 'Maulana'. He was an extremely confident man until a few days ago. He had reasons to be convinced of his Muslim support demonstrated at his **anti-communal** rallies culminating in massive rally in **Lucknow** on October 12. It, however, seems that he went overboard with his enthusiasm as it only strengthened the Hindu backlash; this now **seems** to be dawning on Yadav.

**Mulayam Singh** Yadav's interview.

The kar sevaks had upset Mulayam's political calculations. Despite curfew, despite cancellation of trains and buses, despite Mulayam's threats of dire consequences and arrest of one lakh kar sevaks before **the D'day**, over one lakh kar sevaks had managed to reach villages around Ayodhya, travelling on foot, often during nights, enjoying warmth and hospitality of people all along the way. Even after the **30th**, more kar sevaks continued to pour in everyday. The day after kar seva even as people mourned the deaths, the kar sevaks did not give up. They continued to mount pressure on subsequent days also. On 2nd November the kar sevaks reached a frenzied pitch and it seemed they would make one more determined bid at the disputed site. First police resorted to heavy lathicharge, then teargassing. But kar sevaks did not yield. Finally police resorted to heavy firing killing at least 32 people.

(Firing by police and dead kar sevaks)  
(visuals)

Going against their reputation of passive tolerance, this is the first time in recent history that Hindus have reached an emotional pitch that has been translated into committed aggressiveness. Enough for these Hindus to break down walls, face lathis and even die for it.

I would not deny there is an element of religiosity in it. But, I am also conscious, when I see highly educated people, university doyens, teachers, students, girls coming out of their colleges and standing outside and the kind of enthusiasm I see in their faces, that in their case it not just religiosity. They may not be normally very religious, but in their case it is the strong sense of revolution against the pseudo-secularism practised by most political parties. They say that there is **a party**, at

least which does not shy away in saying, 'Yes, I am a Hindu and I am proud of being a Hindu'.

Narration by the anchor person in **vision**

It began with Advani's Somnath to Ayodhya Rath Yatra, through 10,000 **Kms** on 25th September. The D'dav being October 30. Somnath was selected as the starting point for its symbolic value. Somnath temple, which was destroyed by Mehmood Gazhnavi, was rebuilt by a unanimous cabinet decision of Independent India's **first** government; and the then President of India participated in establishment of **JYOTIRLING** of temple of Lord Shiva.

As Rath Yatra passed ~~from~~ one State to another, it was fraught with dangers of communal violence.

It was clearly **BJP's** electoral response to the Janata **Dal's** Mandal move, which tended to fragment the Hindu vote. Through Rath Yatra BJP stood to gain **both** ways — To gain in the event of Advani's arrest or if he was allowed to reach Ayodhya as a victor.

(In this programme, till now we have had just 2 interviews — one by **Shri** Advani and the other by the Distt. Magistrate. This magazine excerpt is different from the **previous** one and calls for careful scripting that should be informative without becoming tedious. In fact the Reporter's voice is prominent and hence the lack of variety in the presentation of events has to be compensated by conscious editing and pruning of the Reporter's narration to make it interesting.)

**Quick** cuts with the **computer** graphics **showing** Janata, Left and Congress Leaders

Amid the widespread confusions in the political arena where various politicians were shifting their positions on the Ayodhya issue, the no-compromise stand of Advani had brought an overwhelming response on his journey to Ayodhya. Whether this gamble to convert this religious fervour into votes will succeed is still debated.

**Editor** of a Daily: Interview

What does the Rath Yatra convey? It is a chariot. It conveys a kind of conquest, conquest means victory. It also means defeat of someone. It means bitterness of defeat. Now, that does not lead to harmony later on. It takes years to create **harmony** out of bitterness.

**Raghuvanshi's** Narration

Undoubtedly the strident advocacy of Hindutva put further strains on the deteriorating situation of Hindus and Muslims which was further **damaged** by Advani's Rath Yatra. The predominant emotion that was induced in the Muslims was one of fear — resulting in their migration, where they were in a hopeless minority, to pockets where they had a sizeable presence.

#### **Imam's Reaction**

**Visuals** of Rath Yatra and narration

**As** Advani's Rath Yatra moved on through **Bihar**, it **attracted** increasingly large numbers of people **with** every single passing day converting many trend-setters to the view line of hard-setters.

The All India Muslim Committee filed a writ in the Supreme Court seeking to stop Rath Yatra. The court rejected it stating "These were not justiciable matters". But as Advani advanced and the frenzied crowds became increasingly high pitched, it became amply clear that each day delayed would make it more difficult to arrest him. Finally, in a surprise move the Bihar government arrested him in Samastipur in the early hours of October 23.

—Chief Minister of Bihar (Interview)

Narration and  
matching visuals

If **Advani** was arrested in UP, the entire political fall-out of the kar seva and arrest would have been borne by **Mulayam**. Now **Laloo** Prasad Yadav will also have to bear the wrath of lakhs of Hindus.

Several top leaders of BJP and VHP were arrested as they proceeded towards Ayodhya for karseva. Ram Ghat, the border between Madhya Pradesh and UP, presented the most ironic sight. The two States did not behave like the parts of the same Union. While, **BJP**-ruled Madhya Pradesh **aided** sevaks in every way; the Janata Dal-ruled UP arrested 40,000 kar sevaks led by Rajmata Vijay Raje Scindia.

The total of two and a half lakh kar sevaks arrested included children, women and even little babies. When the buses carrying the arrested kar sevaks passed through villages and towns people came forward to welcome them like heroes.

For many kar sevaks it did not seem like a political rally. They seemed to be ready to be arrested. They took it as a pilgrimage; looked upon it as an honour. They were joined by thousands of pilgrims who had gone for annual Parikrama to Ayodhya but were shocked to find that, for the first time, their pilgrimage had been obstructed by the government.

Throughout the kar seva, the administration proved to be an utter failure in dealing with VHP leader Ashok Singhal. Even though Singhal was addressing huge public meetings openly and organising kar seva day by day the police could not arrest him. Singhal's voice is becoming increasingly strident every day.

The Janata Dal has based its calculations on the premise that in the contest against the Muslim votes, the Hindu votes are not cast en bloc.

General shots

Despite the under current of political calculations, the historical and archeological debate continued.

(Reporter with his question)

A leading Muslim leader  
from Janata Dal:  
Interviewed

What is the position in Shariat regarding removing of mosque?

In Pakistan, very recently in Sakkar district, in Banu Akila, an area which includes 300 villages had just been demolished, including mosques. Pakistan intends to construct a cantonment there. A mosque was demolished and in its place a church was built in Turkey. When Aaswan Dam was being constructed, a number of mosques were demolished. In Saudi Arabia, while a number of developmental projects were undertaken a lot of mosques were demolished.

**CUTS FROM IMAM NIRATH HINDU SAMMELAN**

Reporter with his  
Narration

Both the Hindu and Muslim fundamentalists have entered a stalemate. They say no matter what **the** court decides, they will not budge from their rigid positions.

**VIRATH HINDU SAMMELAN** (Visual)

Reporter with his  
Narration as he signs off

Under pressure from **BJP's** rising popularity, while Rajiv **Gandhi** and Chandrashekhar decided to postpone elections hoping that Hindu hysteria would subside in a few months, VI-IP-BJP combine struck back with their new programme of carrying the ashes of kar sevaks killed **in** Ayodhya through lakhs of villages in order to maintain the tempo of their movement.

The suspense is not yet **over**. The kar seva is proving

to be a turning point in **history**, which may **trigger** off the most profound political changes in India. The nation now needs a leader with credibility. Someone who can make sure that innocent lives are not lost in the sweep of history.

(From the last paragraph on page 22 to page 26, we have the second half of this video magazine detailing the aftermath of the Rath Yatra. Since the video magazine has the flexibility to analyse the pros and **cons** of any controversial issue, the second half includes a few more interviews with an attempt to present a balanced view.)

**Exercise 2**

Is there any difference between writing for TV news and video magazine news item?

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(Check with answers given in Aids to Answer 2.5.)

**2.3.3 Pakistan Goes to the Polls: October, 1990**

**VISUALS**

Narration

**NARRATION**

For all outward appearances, Pakistan went to the polls on October 24 with a veneer of democracy. It was a wild, colourful, battle-ridden campaign. Was it more like two feudal clans fighting in **the** language of Kalashnikov common to all? Benazir, with her extra liability of twenty months rule and her notoriety for corruption, pitted against **Mian** Nawaz Sharif, backed up with all important army, **Mullas** and even the President. Clearly, Benazir did not stand a chance.

**Exercise 3**

Comment on this narration.

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(Check with answers given in Aids to Answer 2.5).

**VISUALS**

Narration with campaign visuals and reporter from a foreign company

Pro-Nawaz reactions

Close up of Mian Nawaz Sharif

Nawaz **Sharif:**  
**Interview**

Question  
Nawaz Sharif

Question  
Nawaz Sharif

Question

Nawaz Sharif

Narration

Nawaz Sharif

Question

Nawaz Sharif

Question  
Nawaz Sharif  
Narration

Benazir Bhutto:  
Interview

**NARRATION**

**Cuts from Campaigns: Nawaz Sharif**

When **Mian** Nawaz Sharif, the 41 year old new Prime Minister of **Pakistan**, addressed the supporters, he had his fingers on their pulse. He promised the liberation of Kashmir in his frantic anti-India stance, the return to **Islamisation** and claimed that Pakistan would not beg for aid from the United States. Fiery speeches to woo the electorate paid off. He led his 13 members **Islami Jamhoori** Itihad (IJI) to a record breaking landslide victory, unprecedented in Pakistan history, to win **105** out of **207** National Assembly Seats.

As the campaign warmed up the battle was clear cut. The warring sides assailed each other with corruption charges, Benazir's **claim** to retrieve Siachen from India; Nawaz Sharif's campaign promising Kashmir independence and both sides trading anti-Indian speeches. Nawaz Sharif, the political heir of Zia-Ul-Haq, is the first Prime Minister from **Punjab** **after** a period of two decades. Being an industrialist questions were raised about his vested interests in Islamabad to discredit him that he will maintain his industry in his family's name.

First thing, industrialisation, and also to eliminate unemployment as quickly as possible.

Could you tell us how much is your worth?

You should ask my father. I don't know. I can just give you a rough idea, may be **7-10** billion turnout per year.

And how much income tax do you pay?

It is a few crores. The electricity bill alone is to the tune of 14 crore rupees annually.

In **your** campaign speeches, particularly, the night before polling took place, you said things that were **rabidly** anti-Indian. Do you see that as a political position that you have to say things like that or do you really believe?

I have to answer some of the charges which were put on us by Benazir Bhutto. It was just to clear our position on certain issues.

Strangely enough, Nawaz Sharif privately denied being anti-Indian and told our video team not to take **anti-Indian** speeches seriously.

It is not that we have opted any anti-India stance. I mean, I am never anti-Indian.

In your campaign speeches there were promises for Islamisation. What are the specific steps you are going to take towards that?

I will give you an answer some other time;  
(Refused to give answer)

What do you expect from Benazir?

She should now show sportsman spirit.

But did she? Certainly losing had not helped **Benazir's** disposition.

And who is going to pay for it, not them. They are going to punish the people of Pakistan. That is why my heart bleeds for the people of **Pakistan**. They did what they could, they voted for PPP, they voted for a better future for themselves. But, they were cheated of their

dreams. They were cheated by a bunch of crooks. For all the people who want to change their destiny we took the message of the 21st century. The dreams of the people of Pakistan were incorporated in our **socio-economic** programme. That dream today has been shattered by the forces of reaction and oppression.

(Dissolve into Benazir's campaign shots)

Narration

Benazir's pronouncements were high pitched. 'The emotions of millions reaching delirious heights as she passed the dusty jam-packed roads could have misled her to believe in their support and her strength. The crowds were really not the indication of the direction they voted.

A leading **Pakistani Columnist's** interview

Unlike 1988, when she was voted by a genuine sympathy vote, and had been seen as a person who **relentlessly** struggled against martial law, this time she was carrying extra-baggage and the charges are not proven. I **think** most of them are correct, because the **government of Benazir was** corrupt and incompetent **and** at least, if **not** as a person, her husband was controversial and so were most of her advisors and ministers.

Narration with visuals of Zardari Jatoi

Benazir's husband, **Asif Zardari**, being nicknamed 'Mr. 10 per cent', was one of the main reasons of her downfall. Zardari, with his father, **wielded** influence and his corruption gave enough fuel to her enemies to use that against her.

Apart from the loud vicious propaganda of **IJI** about Benazir's corruption, they also labelled her as **an** Indian agent. The facts that the Ex-Prime Minister, Mr. **Rajiv Gandhi**, and even Salman **Rushdie** had said that if they had a vote in Pakistan, it would go to Benazir, hardly helped her.

Question

**Why was** she considered to be soft on India?

Jatoi:

She has been **doing** something else.

**Interview**

Question

In the sense?

Jatoi

Well, there were charges that some very sensitive information one of her ministers had leaked to certain agencies and to **certain** people in India.

Narration

The timings seemed right. USA cancelled all foreign aid to Pakistan. The reason they gave was Pakistani nuclear programme. IJI blamed Benazir and her government for the cancellation of the aid.

**Ejaz-Ul-Haq:**  
(son of Zia)  
Interview

First impression of people of **Pakistan** was that the Bhutto family in USA was trying to cut the aid to Pakistan and were putting pressure from outside. That was what really tilted **the** tide in favour of **IJI**.

PAK  
(Economist):  
Interviewed

Aid giving agencies are placing tight squeeze on our budget deficit and secondly the aid tap is drying up. I think any government is going to find it difficult to fulfil these kind of election promises.

Narration

On the election day we found turnout remarkably low. We found that coming out to vote was something that Pakistanis are not used to; it was culturally not quite up their alley.

— (Reaction from people who want elections in 5 years.)

Narration

Wherever we went we found the IJI supporters with

their **Dada-Goonda** tactics in full form, physically bashing up any PPP supporter we tried to interview.

On the polling day our crew found all over Lahore agents of polling parties spending the day yelling, abusing and generally fighting with each other.

While delirious supporters of IJI took to streets and celebrations when results came in, Benazir went hysterical, charging care-taker government and President with unfair elections and large scale rigging.

Benazir Bhutto:  
**Interview**

Election Commission announces, it is the statistics we talk about — **low** voter turnout, high vote account, PPP and IJI both getting same percentage **38-1/2%**, yet one is routed and other gets a landslide. Third, all say on day of polling it was below 1988, yet when the accounts came in it is higher than 1988. Statistics don't match. The mathematics don't match and when 'hisab-kitab' is not right it means the 'chori' has been done.

Narration

Though official teams from India and SAARC were present in Pakistan to see whether elections were held in free and fair manner, Benazir still cried foul though she was unable to give any documentary evidence of rigging.

SAARC Team:  
**Interview**

The actual process of polling appeared to be free, fair and **orderly** in majority of the polling stations when we visited.

Benazir Bhutto:  
**Interview**

If he says they were done normally, produce receipts of polling agents. Why can't he produce them, why Returning Officers refuse **to give** account? And if there were ballot papers with serial numbers, count them now and let the people of Pakistan know what is the result, because I can assure you that they are tampered with. It is IJI **who is** going to end up with 42 seats. I can assure you of that.

Narration

For the first time Benazir is to sit in Parliamentary opposition. The role that seems rather difficult ~~for~~ her to fit into. Doubts about her being victimised by IJI are being raised as speculations about her political future persist.

Ex-Minister of PPP:  
**Interview**

Depending on the way the present government conducts itself there is a likelihood of return of Benazir as a powerful voice in Pakistan politics.

Narration

During her twenty months rule, Benazir was unable to adjust to the precarious power sharing triangle between the President, the all important Army and the Prime Minister. She tried to be democratic, did not follow feudalism but she did not destroy her enemy.

Narration

The India hand seemed a major issue. The Kashmir issue made an emotional subject for Pakistan, be it before or after the elections. On 27th Oct., Black Day was observed in Pakistan to commemorate 43 years of the intervention of army in what they call as Indian occupied Kashmir.

Interview with  
a Pak  
intellectual

When Rajiv Gandhi visited Pakistan certain things happened to which certain people of Pakistan reacted. Particularly, the boards of Azad Kashmir were lifted from Islamabad. The weather of Azad Kashmir was not shown on television. So these issues were also brought up in election campaign by the **IJI**.

<b>Narration</b>	While politicians still continue to use the India card in Pakistan politics, <b>Indo-Pak</b> relations remain the pivot point in the subcontinent.
Question	How do you think you will break the impasse of India's position that Kashmir is an internal matter and your position that Kashmir must get into the <b>frame/talks?</b>
<b>Nawaz Sharif: interview</b>	I think India will also have to understand that it cannot carry on like this.
Narration	There is no question that on a personal level Pakistan and India have much in common, but still differences remain. Can we overcome our cultural differences?
	— (REACTIONS FROM COMMON PEOPLE) (PEOPLE WANT PEACE-LOVE)

**Exercise 4**

Write a shooting script to be handed over to the producer of a news magazine for March 1992. What are the items that you will include?

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(Check with answer given in Aids to Answers 2.5)

**2.4 SUMMING UP**

Generally, TV and video magazines end with soft stories related to sports or culture or human interest. The techniques of writing and presentation of video magazine items are necessarily treated with innovative computer graphics presenting various techniques of freezing the frame, using of split screens in which different segments of a given frame gets altered etc. The production requirements and compulsions are similar to other situations. One has only to bear in mind the typical demands of the medium and introduce appropriate variations in it while writing the script.

The nature of writing for TV and video magazine can be summed up as follows:

- a) It demands style in conversational tone;
- b) Writing should be integrated with the visual inputs including computer gimmicks; and
- c) Narration for anchor person should be short, interesting, personalised and the magazine should end on a note which would enthuse the viewer to look forward to its next edition.

**2.5 AIDS TO ANSWERS**

**Exercise 1**

The definition of video magazine has to be understood from **the** point of view of viewer's interest. **In video** programmes there is only one theme, which is treated in the film production point of view, but in a video magazine there are so many stories catering

to sectional interest of viewers. Say, in a current affairs programme, the entire 30 minutes chunk is used for one of the themes like Ram Temple issue or Chandrashekhar coming to power or Pak elections but in video magazine there are stories — more than one — which cater to wide variety of interests.

### Exercise 2

TV news gives out hard information presented in a manner which is most suitable to a viewer who wants to grasp as much information as possible within a given time frame. TV news is audio visual minus editorialising. Whereas video magazine invariably treats news in a manner which has to be editorialised by way of putting forth points and counterpoints to a given issue, say, for example, an issue like that of Ram Temple. Moreover, video news has to give out something over and above mere information — clips from various **experts** on the subject — its background etc. and would look forward to something new and **fresh**.

### Exercise 3

The language is not easy flowing. References to "Kalashnikov" and "Feudal Clans" may retard facile **understanding** of the script. There is a certain negative bias creeping-in the references to **Benazir**. A more balanced and simple presentation is needed.

### Exercise 4

The March 1992 issue may include items like Ayodhya issue which should be titled as "Ayodhya revisited" — it should include a rich narration of the locale — the background of the issue — interviews of VHP and BMAAC members — interviews with the mahants whose temples have been demolished by BJP **Govt.** of U.P. — Centre's views — interview with Home Minister — local officers, U.P. C.M. — **Central** leaders of different political parties etc. It may also include stories like Jharkhand Mukti Andolan — Concessions on the budget assured by the Finance Minister — Indian defeat in the world cup and a soft story like personality sketch of Satyajit Ray who was awarded Special Oscar on 30th March etc.