

Internship Report
“Hum News Lahore”
(7 weeks)

(25 July 2022 to 10 September 2022)

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Media & Communication Studies, Department of
Humanities,
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CAMPUS

LETTER OF UNDERTAKING

I Muzamil Hussain (Reg. # SP19-BMC-011) Session Spring 2019-2023, Department of Media and Communication Studies, COMSATS University Islamabad, Lahore Campus. I have completed my internship at the HUM News, Lahore. I hereby declare that this internship has been genuinely conducted for the prescribed duration of time and in case of any misstatement or false description the undersigned may be held responsible.

Signature of student

INTERNSHIP CERTIFICATE



Date: 11th October, 2022

To Whom It May Concern

This is to certify that Mr. Muzamil Hussain S/O Sajjad Hussain joined as intern in News Department-Hum News, Lahore of HUM Network Limited from July 25th, 2022 till September 10th, 2022. Mr. Muzamil assisted the department on assignment, video editing/copy editing, monitoring and reporting.

He showed keen interest & aptitude towards learning and work and we wish him all the success in his future endeavors.

Regards,

Regards,

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ACKNOWLEDGEMENT

I would like to thank Sir Sohail Riaz Raja (HOD of Media studies Department) Comsats University Islamabad, Lahore who offered me a chance for this internship in hum news. Words can never be sufficient to offer my gratitude.

I'm also thankful to Ma'am Ayesha Mirza (Internship Supervisor), I am very thankful to Bureau chief Sheraz Hasnat, Sub Editor Inaam and the HUM Media NETWORK Head office who supported me as internee.

I also want to express my gratitude to my loving parents for their prayers.

My gratitude would be incomplete if I did not acknowledge the assistance and valuable suggestions provided by my sincere friends during the report preparation process. May Allah bestow long, happy, and peaceful lives upon all of these people. (Ameen)

Muzamil Hussain

EXECUTIVE SUMMARY

This Report was written after I completed an internship at HUM NEWS. For the purpose of gaining practical experience and completing my internship, which is required for my degree. I've split my time across HUM NEWS' into different sections. The first section of my paper is dedicated to the Department's history and introduction. Readers will also have a better understanding of the HUM news purpose and goal. The next sections of the report offer a complete overview of the HUM news hierarchy chart, including an introduction to all divisions, key offices, and personnel numbers. In the third section, I've included all of the departments' activities and functions.

Another important part of my report is the duties that were allocated to me throughout my internship. In this report, I've included all of the departments where I've worked and gained experience. I'd want to call attention to these entire departments where I received training. Nonlinear editing department, subediting department, writing scripts, Reporting, News monitoring, Voice over, News story writing Department

Working with HUM News was an incredible opportunity for me. It was the first time I realized how to do productive work in a true hierarchical structure. Because everything was new to me, it took some time to adjust to the organization's way of life and workplace, but with the help of my coworkers and internship director, it was accomplished quickly. The day-by-day chats and conversations among the many staff persons turned out to be fruitful for me because they provided me with the basic facts I required.

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ABOUT HUM NEWS

Hum network

Brief history:

In February 2004, Sultana Siddiqui founded the media organisation HUM TV Network Limited in Karachi. The business is a member of the Commonwealth Broadcasting Association, the Asia-Pacific Broadcasting Union, and the Association for International Broadcasting (CBA).

The firm is the owner of numerous magazines and TV networks. It has also made inroads into both movies and online retail (HUM Mart).

One of the several channels owned by the business is HUM News. In May 2018, the channel commenced its programming. It is a 24-hour news channel that broadcasts in Urdu. Its motto, "Agay ki Soch," stresses that it wants to not only bring awareness to current problems but also to offer suggestions for the future. The channel has offices in Islamabad, as well as in the other four major cities in Pakistan, namely Karachi, Lahore, Peshawar, and Quetta. News is gathered through a vast network of reporters from every corner of the country.

HUM Network Limited is a global entertainment and news network and one of the most well-known broadcasting brands in the world, with a huge following among the South Asian diaspora. HNL's aim is to provide exceptional content on topics of interest and relevance to a wide variety of

consumers while adhering to industry best standards and guaranteeing long-term continuity. Soon after, the Network began showing popular television shows that got such positive public response that their TRP ratings soared. However, there have been times when the channel has been severely harmed financially by competitors. The financial loss was rapidly made up for, and the Channel partnered with ISPR Productions to produce a few dramas and films with the objective of reviving Pakistan's film industry. HUM Network Limited invests wholeheartedly in the way that we are the lone public recorded transmission media house in Pakistan. And have kept up with standing of being one of the top media houses in Pakistan. HUM, made a solid culture dependent on qualities and dauntless mentality to take on new difficulties has been our mystery of development.

Hum News channels are:

- HUM TV
- HUM News
- HUM Films
- HUM Masala
- HUM Sitaray
- Digital Media





- HUM Mart

Each of the brands is a powerful and diversified entity in and of itself, as well as a market leader in its respective categories.

INTRODUCTION TO THE ORGANIZATION

Hum News is a Pakistani news station broadcasting in Urdu 24 hours a day, 7 days a week. Their present headquarter is in Islamabad.

HUM Network is Pakistan's sole media outlet that receives coverage in all major newspapers, business, and fashion publications, including Dawn, Express Tribune, The News, and Daily Times.

Momina Duraid is the founder and owner of Hum News. It has an internet feed available for overseas viewers on its website. Muhammad Malick, a senior journalist, has joined Hum News and has been promoted to the position of Head of Hum News.

Policies:

The policies of the company include the following:

- **Conflicts of interest policy**

It is strictly forbidden to use your position inside the organisation and the knowledge you have acquired within for personal or private advantage. Any conduct that can present a conflict of interest with the company should be immediately disclosed to the supervisor.

- **Gifts and Entertainment**

It is strictly forbidden to provide or receive expensive presents, entertainment, or advantages that could be interpreted as payoffs or bribes. Gifts on behalf of the firm that are in compliance with general, accepted commercial and ethical principles may only be given by authorised workers.

- **Relationships with Clients and Suppliers**

It is suggested that workers refrain from making investments in any client or supplier company for personal benefit.

- **Public Officials**

Transparency in business relations between employees and public authorities is greatly encouraged. Illegal or inappropriate deals or acts are strictly prohibited.

- **Political Contributions**

Political parties, candidates, or campaigns may not be supported using company money, commodities, or services, etc.

- **Personal Gain**

Clients or groups looking to do business with the company should not expect to receive any personal favours, services, or gifts in exchange.

- **Inside Information**

The utilisation of corporate secrets by employees for their own financial benefit is strictly prohibited.

- **Disclosure of Confidential Information**

Records, reports, plans, and other confidential information shouldn't be shared with any unapproved people or groups.

- **Authorization, recording, and asset preservation**

The company's transactions must be accurately, promptly, and honestly recorded. Only activities approved by the directors should be funded by the company.

- **Discrimination Free Work Environment**

There is no tolerance for any form of bias or harassment. Only those with merit and aptitude are given opportunities.

- **Protection of the Environment**

The personnel should strongly take environmental preservation into account when making any decisions.

- **Competition and Trade Practice decisions**

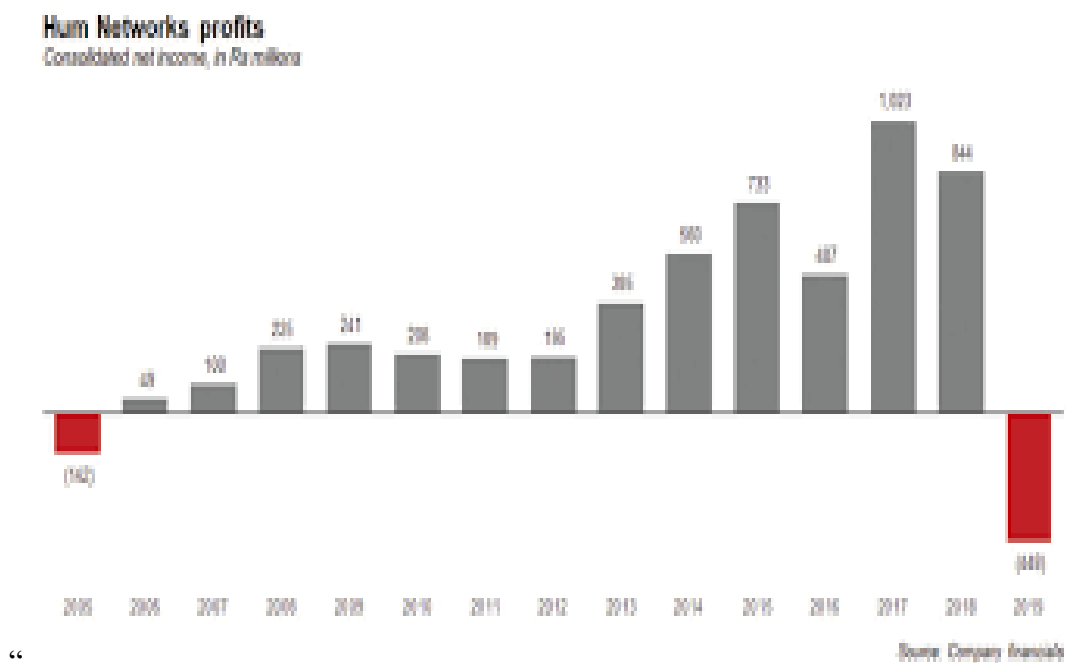
According to the rules and regulations, competition and business activities should be conducted fairly and ethically.

Objectives:

- HUM News' goal is to provide the finest entertainment and news to its global audience.
- As a result, HUM News pays special attention to information-based editorial pieces. This assists in explaining the issue and, with the help of important material gathered methodically, provides our viewers with a better understanding of the situation.
- HUM News isn't simply attempting to provide interest to our general population; it's also attempting to reshape Pakistan's news business through targeted announcement techniques.
- HUM News emphasizes the responsibility of having a social impact in our community.
- The HUM News organization must play a role in instilling our values in the news industry.
- The idea of Hum News is to reduce the noise; it transmits the responsibility of having a social impact on our community, our children, and our future.
- The HUM Network's guiding principle is to 'think positive and think collective,' and HUM News will follow suit.
- To enhance news capability.
- Tell the viewers the truth and concentrate on increasing the rating.
- HUM News organization needs to assume a part of teaching our qualities in the news media .
- The thought behind Hum News is to lessen the clamor, it conveys the obligation of making social effect for our local area, for our childhood and for our future. The driving maxim behind each

undertaking at HUM Network is 'think positive and think group' and HUM News will be the same.

- To improve capabilities of news
- Provide the truth news to the audience and focus on increase the rating.



MOTO OF ORGANIZATION

To provide material that entertains and enriches viewers, we are inspired by the highest cultural, business, and creative principles. To enable the organizing of exceptional material on topics of interest and relevance to a variety of audiences, while employing best professional practices and maintaining long-term consistency.

- **Vision Statement**

To provide material that entertains and enriches viewers, we are inspired by the highest cultural, business, and creative principles.

- **Mission Statement**

To enable the organizing of exceptional material on topics of interest and relevance to a variety of audiences, while employing best professional practices and maintaining long-term consistency.

COMPETITORS:

News channel is confronting extreme contest with other channel, Because Now it's when new channel is coming and they are putting considerably more cash around here. One name of that sort of channel is BOL TV. Other competitors are:

- ARY News
- Dunya News
- City 42
- Lahore news
- Samaa TV
- Express News
- 92 News
- Bol News
- GNN
- 24 News HD
- Aaj News

INTRODUCTION OF ALL DEPARTMENTS OF

“HUM NEWS”

- **Sub-Editing Department:**

Sub-editing is the process of choosing, verifying, and identifying news items so that they may be written, rewritten, designed, copied, and printed in accordance with standard language laws and news media organization policies.

Sub editors edit news articles, rewrite news, verify correctness or authenticity, fix language, pick acceptable words, produce headlines, make space decisions, make up or design the page, and write editorials in accordance with the rules and policies of the news media company.

Or When reporters cover any event or news then they submit their news to sub editor. Sub editor read news and edit if needed. Check grammar and words after this, he composes and sends news to editing department.

Subeditors are of several types.

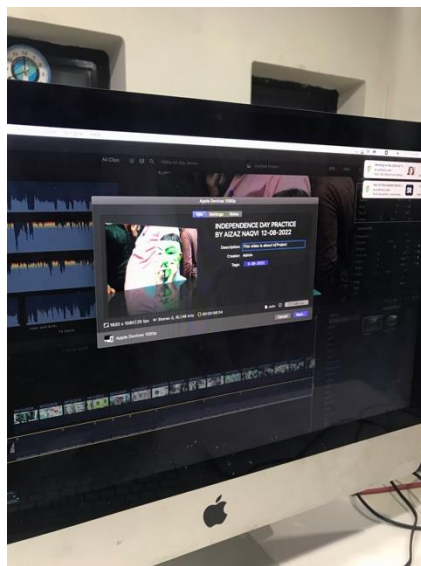
- I. Desk in charge
- II. Shift incharge
- III. Executive/Managing Editor, Proof reader
- IV. Resident Editor

- **Non-Linear Editing:**

Non-linear editing (NLE) is a video or audio editing technique that allows the editor to make changes to a project without respect for the linear timeline. To put it another way, you may work

on any clip in any sequence. It makes no difference if it appears at the start, middle, or finish of the project.

The NLE is in charge of all editing in this department. The editor has all of the voiceover and screenplay for the package, as well as all of the graphics, such as SOTS, Vox Pops, and other materials needed to create a package. The package is then revised by the editor, and the finished product is distributed to senior management. The editing is being done on Final Cut Pro version X, which is a program that is rarely utilized by television production companies.



(A picture taken during my experience at Hum News as NLE on the software Final Cut Pro)

- **Editing Software:**

Adobe photoshop

Video software:

Adobe premiere pro

Final cut pro

Adobe after fact

Audio software:

Adobe Audition

Graphic Software:

Adobe Illustrator

Adobe After effects



(Video Editing experience)

- **Technical Department:**

Technical department is responsible for all the technical work at Hum news office. They control all the technical equipment including camera, lights, computers, and other stuff. While specialized division of information station contain DSNG (Digital satellite news gathering), Camera man and other specialized staff.

- **Department of Advertising:**

The advertising department is responsible for all types of advertisement adjustments. Advertising is a significant source of revenue for both newspapers and television stations. They work with news agencies and handle all advertising-related questions.

- **Department of Promotion Cell:**

HUM News has a promotion section that handles the promotion of Hum News at events. They organize parties, events, and dramas, among other things, to promote the channel.

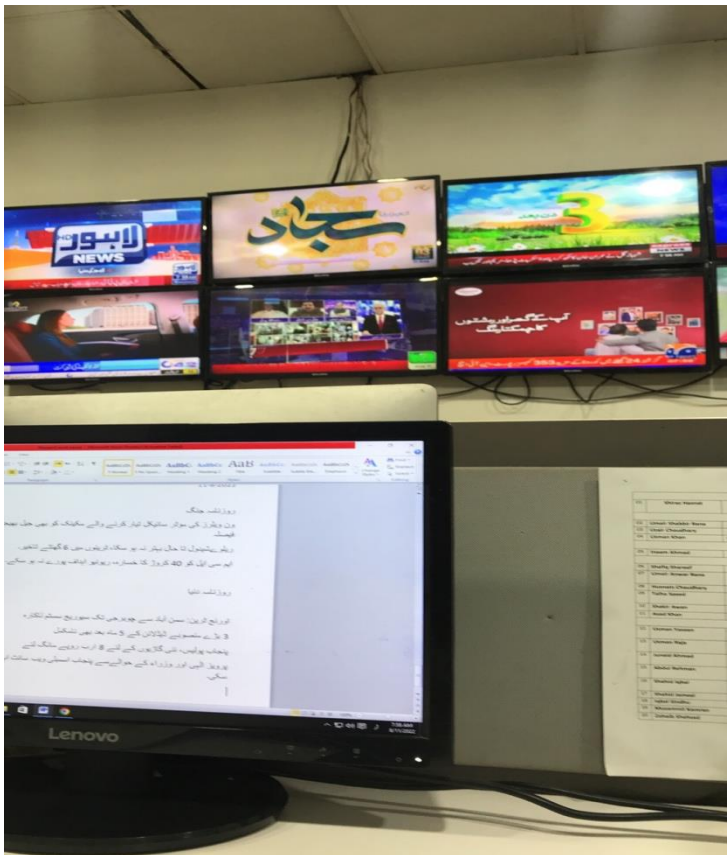
- **IT office Department:**

IT office search for all PCs and DSL association, they keep up with each Television and other electronic gadgets including monitors, LEDs, and CPUs, as well as software installation.

- **Monitoring Department:**

Checking data for news is the standard perception and recording of movements happening in a task or program. It is a course of regularly collecting data on all parts of the project. Observing likewise includes giving input about the advancement of the project to the presenters, implementers and recipients of the task. Announcing empowers the assembled data to be utilized in settling on choices for working on past execution. Above all else, I also gathers English and Urdu papers and

after monitor all the newspapers or monitoring different websites and then make a news story with help of tickers because it is easy to make news story.



(Photos taken during my monitoring experience)

Purpose of Monitoring:

- To track news or occasions.
- To keep a record.
- To investigate the circumstance.
- To distinguish issues confronting the local area or task and discovering arrangements.
- Ensuring all exercises are done appropriately by the opportune individuals and on schedule.
- Using exercises starting with one venture insight on then onto the next."

COMMENTS ON THE ORGANIZATIONAL STRUCTURE:

The organizational structure of Hum News is good; it includes many departments, each of which contributes significantly to the success of the channel. If a new reporter joins the company, he will begin as an intern, then as a reporter, and eventually as a senior reporter. At the pinnacle of his career, he will be the city's bureau chief. The News Channel's organization is based on seniority, which is beneficial because senior reporters have access to more reliable sources than new reporters.

PLAN OF MY INTERNSHIP PROGRAM

- **Introduction of the branch:**

I started my internship with Hum News Lahore, which is located at 24-A Masson Road, near the PMDA headquarters on Lawrence Street in Lahore.

This branch is critical since it serves a large number of urban populations, including Lahore, Sheikhpura, Kasur, Sargodha, and other nearby cities. There is just one item for the TV channel at work. Mr. Sheraz Hasnat, the bureau chief of Hum News in Lahore, is also a member of the Press Club Lahore. He works for Hum News as a senior reporter.

- **Internship Period:**

I started my internship on 25th of July 2022. The Internship was for 7 weeks which ended on 10th of September 2022. The departments, in which I worked are the news Department and the Editing Department, however both the department fall under the news room. The news making and figuring out how the news sense is developed and that how the news is placed so that a targeted message is delivered is what I learn in the news section mostly.

Moving toward the editing department, the department enhanced my editing skills on the new software and operating system from which I was unaware, the Mac systems and the software being used was the Final Cut Pro version X. This software was new but was easy to learn and helped me in making certain news packages.

The internship ended on, September 10th 2022. It was a fantastic opportunity to gain practical experience through working in industry. I spent one week in each area working in various departments. The departments listed below are where I received training.

- Nonlinear editing department
- News writing
- Script and ticker practice
- Reporting
- Mentoring

THE DEPARTMENTS IN WHICH I GOT TRAINING:

I performed an internship that spanned various departments; I spent the most of my time at the Newsroom, where I spent the most time with the subeditor, who was responsible for the bundle's final content as well as the channel's ticker. I also devoted time to keeping up with current events. Editing is the most essential aspect of any newsroom, and I spent the majority of my time there because it is such a fascinating job. The internship duration was seven weeks.

1. News Making Department

Furthermore, on the day I started as an intern, I was told to pick up a newspaper and read it for the whole day. I disliked reading newspapers, therefore the task was really beneficial to me in terms of expanding my knowledge and improving my reading abilities. The news in different newspapers is essentially the same news, but the headlines are different.

The copy editor, on the other hand, assigned me the duty of determining which newspaper lacked certain news and why, as well as what type of headline the newspaper provided. When citing any sponsors, they are also taken into account.

2. Copy writing Department:

After finishing my news differentiating responsibilities copy editor assigned a task to me and the task was make tickers with help of news which is in newspaper. When I complete my task and check tickers to copy editor he guide me how to make

tickers and he highlight my mistakes. He told me various things that are important for tickers. Tickers should be just one line and every ticker match to the next one. And he told me remember one thing mention the source of information at the end of ticker. After understand everything started practice of tickers .in three to four days I make understood exactly how to make tickers and when after much practice I check my task to copy editor he gave me good remarks.

“After finishing my tickers task I was informed the copy editor. In my course work, the editor came up with words like Slug. Now was the time to put theory into practice by learning the words and putting them into practice. The briefing was sufficient to enable me to write an OC and VO. To ensure that I fully comprehended the concept of an OC and VO, the copy editor provided me with various instances of OC VO to read and determine how to create a decent OC VO.

Furthermore, after learning the OC, VO requirements, the copy editor asked me to produce a good OC VO for a news story. I chose a news item at random from the newspaper and created an excellent OC VO.

After finishing the process of drafting the OCVO, I send my file to the copy editor for review. Sir Inaam, the copy editor, gave someone else additional examples in the meanwhile. Soon, he contacted me and helped me spot my faults, which were generally repetitions of words and facts. The main difficulty was repetition. Other errors discovered include the citation of persons who were not very significant to the topic, resulting in a poor news delivery. I practice some days and copy editor guide my mistakes and I understand my mistakes and improve my skills in OCVO.

3. Department of Editing (NLE):

After complete my OC VO task assignment copy editor shift me towards editing department .already I have knowledge about editing how to edit a package but in different software it is very interesting work for me. The NLE editor Mr. Shoaib Bajwa, showed me how to use the software for edit any news package. He asked me do you know how to edit any video I say yes because before this I edit many documentaries or university project then he asked me different questions like **what is PTC? What is OC? What is AS LIVE?** I answer both PTC and OC but I don't know what is AS LIVE. then he explain me as live is a recorded program which is not live .After this he define me basic keys for editing And because I already knew a lot about editing, the briefing was short. Soon after the briefing, sir purchased some raw footages and fed them into the PC that I was supposed to utilize. I was then instructed to construct a package, and the package brief and script were handed over to me.

The package took some time at initially, but it quickly became faster, and I was able to complete the editing with ease. After integrating the essential materials, I created my first package on weather change in Lahore. I prepared the package and gave it to the NLE. The package received positive feedback from the NLE, and the supervisor appeared to be pleased with my work, which was a big honor for me.

4. Department of Research

The research brief was provided by the Assignment editor, who was very knowledgeable in research. This was a really key item that was briefed, and it formed the foundation of the news-gathering process, which is critical in this hybrid period. The supervisor instructed several websites to evaluate the news's validity and determine whether or not to cite it. However, he also refers to some books, such as Farhang e Asfiya and other similar books, which contain Urdu Vocabulary, but I was told that this vocabulary is only useful for feature writing and not for news production, as news production is done in simple language understood by the entire audience.

Report

Reflective Journal

Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
25 July 2022	Monday	Made tickers from headlines and learned how to write on urdu keyboard.	Sir gave us task to write tickers from news channels and practice on urdu keyboard. We made tickers and practiced urdu typing.	I learned how things work in a news room and we see how news is sent from assignment desk to Islamabad head office. I learned to make news tickers in urdu.	You cannot make news package without learning typing and how to write difficult words of urdu. You have to make your typing fast and you should have grip on your language.	Plan was to make typing faster and know how to observe different news headlines from different tv channels. It made our observation stronger. We started with typing practice which was the reason we could make news packages in time.
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan

26 July 2022	Tuesday	Monitoring news	Monitoring news from some websites like Aljazeera, roznama Pakistan, voice of America.	Every website has its own style of briefing the news, and every website share the latest news according to the latest updates.	Monitoring is the process in which I learn many things .some websites highlight national and some channel just highlight city or country news .If we visit these websites on daily bases we learn lot of new things that are happening around the world.	Monitoring is very important for every news room employees because through this you know each and every thing that happened around us so I think it is very important to compare websites and pick the best news from them.
Date	day	Task performed	Describe	Interpret	Evaluate	Plan
27 July 2022	Wednesday	I learned how to	Script writing for OCVOs	News anchors are bound to	Without an OCVO the news	OCVO should be written in a way that it should not

		write OCVOs and scripts for news packages and as-live.	makes it easy for news anchors about when to read the news in front of the camera and when there is no need to face the camera.	follow the OCVOs because these are the most important part of news packages.	package is not much effective. OCVOs help us to produce news in an instant situation, because in situation of emergency it is difficult to get complete footage about the event.	contain the repetitive words or the same information with different words.
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
28 July 2022	Thursday	Make tickers of news story	Learn how to make tickers .Pick one news from newspaper and according to sequence	Tickers are very important for any news story when something happens around us and	Before making tickers I have no idea how to make tickers .But assignment editor Umair sir define me each	When you make tickers your story must be in sequence and one ticker should be just one line. And remember

			of story pick important points and make tickers. Because the news is start from tickers and then become breaking news so it is the most important part of the news.	media want to cover it first of all the information is transfer to the audience through tickers then after this become a breaking news and headline .In this day I learn how to make tickers.	and every step like its length should be 1 line and maintain sequence and just add important information in tickers etc. After practice 3 to 4 times with different news I understand how to make tickers actually	another thing mention the source of information at the end of ticker. (Like if police gave the statement about any criminal just mention according to police remarks.)

Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
1 august 2022	Monday	Get information about slug writing, also learnt	Without slug the news collection process will be slow process	Headlines of the bulletin display the news that it is most important	The headline might seem short in bulletin but there is a	The headlines of prime time such as 9 pm are very important for

		different techniques that how to write catchy and attractive news headlines	will lead to difficulty in evaluation of news. A good headline helps engage and attract audience to our news channel.	information of the whole day. Also the headlines of a newspaper should also be good and attractive.	detail of the concerned event brief in the newspaper. The same news is presented with different words in newspaper gives detailed information.	any news channel because this is the time when almost everyone is free from work and listens to the news. The same thing applies to those news channels that publish their daily newspaper.
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Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
3 August 2022	Wednesday	Editing on final cut pro. Just learned the basic information how to open a library and save it.	I analyze how to make a library, how to give a file name and then after completing the procedure the final window is ready for editing .On this day I learned just basic keys that are useful for editing and practiced again and again on it.	I had some experience of editing that's why I observed all the things carefully which key is used for which purpose and which key is used to add 3 seconds etc.	Editing is the process in which you give final form of your raw data into a final package and each and everything depends on editing. I had some before hand knowledge about editing because I edit videos for my projects myself so it wasn't that much difficult	Observed which key is used for which function and I understand how final cut and pro work can. Your understanding must be very important about all function like which key is used for which function.

					to learn. I learned some new things as well that I didn't know before this.	
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
4 August 2022	Thursday	I edited a complete news package of weather.	Edit a complete news pack of weather and use all keys that I learn before two classes .Drag and drop all raw data of package and used basic keys that I learn before two	Edit a complete package at the end when editor check it .he gave me good remarks. You should have basic knowledge about editing.	Finally observed and after more practice I edit a complete news package .package should be maximum 1:30 minutes.	When you edit a video it is necessary to add visuals according to script like if reporter talk about rain you should add rain visuals in video during editing if he

			classes like how to apply transmissions and effects how to arrange the raw data etc.			talk about people enjoy and eat delicious foods from stalls then you should add the same thing as previous.
Date	Day		Describe	Interpret	Evaluate	Plan

		Task performed				
9 August 2022	Tuesday	Make a News story with help of tickers. And learn Urdu words	Pick a story of 4 girls lost and make a complete story with the help of tickers. And second task was learn some Urdu words that are used in poetry and idioms.	Make a story with the help of tickers is our group task and we successfully completed .we have just tickers and make a complete story .but one thing is that the story must be in sequence and first of all you should discuss the situation and then at the end talk about culprits -	During story writing remember one thing you could not share your own point of view, just define the real situation that happens and latest is the greatest it means Mention the most recent news at the top of story.	The story must be in sequence that audience can easily understand .And add the source of information in story like (according to police or according to parents). Don't use your own opinion in storytelling.
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan

10 August 2022	Wednesday	Practice of tickers and news making.	Tickers should be short just one line like headlines. The tickers are like short headlines that are to be on aired and provide the crisp to the audience. And when tickers show on television screen one ticker must be one line.	Tickers are very important for any news story that's why Tickers are start from the detailed news and are the most important part of the news breaking.	The news is now in its unique structure however everything in the detail isn't fresh and significant for the crowd hence the crowd utilizes the tickers to think about the news.	When you make tickers your story must be in sequence and one ticker should be just one line. And remember another thing mention the source of information at the end of ticker.
Date	Day		Describe	Interpret	Evaluate	Plan

		Task performed				
15 August 2022	Monday	Make a complete news story with help of tickers.	With the help of tickers make a news story .I have tickets of a story and by using news story method it was my task to make a complete news story in detailed and sequence form.	Make a news story with the help of tickers is my task and I successfully complete it .I have just tickers and make a complete story .but one thing is that the story must be in sequence and first of all you should discuss the situation and then at the end talk about culprits.	During story writing remember one thing you could not share your own point of view, just define the real situation that happens and latest is the greatest.	When you make a news story it must be simple and in sequence that audience can easily understand. And add the source of information in the story like(according to police or according to session judge etc.) .and don't share your own point of view.

Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
16 August 2022	Tuesday	Preparation on tickers composing and make an OC and VO.	OC and VO is the soul of any news I have a news in raw form and It was my task to make OC and VO according to the method.	News bundle is not viable without OCVO. Without OCVC it is hard to deliver. Which sort of word you pick during script composing etc.	OCVO is vital for anchor since it is the initial step to follow the story.	Determination of words during composing a content should be clear and don't utilize same words over and over.
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
18 August 2022	Thursday	Edit a news package and make news story.	Edit a complete news package in final cut and pro software and learn some new	A news package is not effective without editing if you Edit a news package in	Editing is the process in which you gave a final form of your	Final cut pro is very easy to understand for me other than premier

			things how can add audio or background music in news package and try to understand some other keys that are useful for editing. How to crop and remove background music, how to stable a shot etc. After editing I make a news story with help of raw news.	professional software's it shows good result final cut and pro is the software in which I learn many thing in 3 classes before this now I edit a news package the footage or visuals must be relate the VO the data should be in sequence according to the script and add visuals according to the script.	raw data into a final package and each and everything is depend on editing. I have a knowledge about editing before this because In second week of internship I edit a news package so it is the time in which I learn lot of things how to edit raw footage I practice again and again to understand	pro I think if you just understand the basic keys of any editing software it can help you more. When you edit a video remember one thing During editing use key buttons of keyboard as compared to mouse. Because it is very time consuming process if you use both
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					the basic keys .	mouse and keyboard together.
Date	Day	Task performed	Describe	interpret	Evaluate	Plane
23 august 2022	Tuesday	Out with the reporter, editing and forming an OCVO of the full bundle that was covered on the outside.	The package is photographed, the brief is provided to the cameramen, and the cameramen take the images and SOTs that are requested.	The shots are of the entire scenario rather than a specific location, and a large number of shots are taken side by side for editing purposes.	The photos are random, with no background noise, and the SOTs are taken of the desired people, with several SOTs taken from which the SOTs are afterwards removed.	So that the person's editing time is reduced, the shots should be limited and of the highest quality according to the brief.
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan

29 august 2022	Monday	Went out with Reporter for reporting and SOTs.	I took the SOTs of the public regarding the increase of halwa puri rates.	Then made the visuals for the news package of Anarkali food street. Camera-man told me which things are important while taking the shots.	News reporter asked me to listen to the people carefully while taking the SOTs. He told that it is important because we have to write scripts related to the topic by keeping in mind the information that people told in SOTs.	We need to study some samples of OCVO which would help to create a better OCVO and in terms of shots the more the shots taken, the more easier to select the suitable shot.
Date	Day	Task performed	Describe	Interpret	Evaluate	plan
31 august 2022	Wednesday	Working with the editor. He taught us new	Editing a package containing a	The package must have the essential	Every tiny and large photo is important, but	The pictures should not be followed

		short keys on a news package.	number of shots by using a number of keys to change the shots. As close to this image as possible is helpful for the screen, the shots should be limited to a maximum of 3 seconds.	photos, or the NLE will be questioned. For this reason, the reporter frequently brings along a large variety of shots so that the report can be changed if it gives a different perspective.	the Master shot, followed by a mid-shot, and finally a focal shot, is the pattern that is followed by not only the Hum News, but nearly the entire broadcasting media for the packages.	blindly, but if they are accessible based on the VO, the best-fitting shots should be used.
Date	Day	Task performed	Describe	Interpret	Evaluate	Plan
1 September 2022	Thursday	Writing scripts in English and translating them into Urdu. News is being	The news is converted into tickers, which are subsequently broadcast on	Writing a ticker is likewise a difficult endeavor because tickers contain all of	The production of news from tickers is rather simple, but the	The tickers make it simple to follow the evolution of news, but the order in which

		gathered from tickers.	television. Each ticker contains the most essential remark from the entire news, with the goal of capturing the attention of the audience.	the news information. It's simple to create news from a ticker, but the news must be consistent.	placement of the news matters, as citing something irrelevant before and after something important might damage the news.	the news is presented is vital, as citing something minor before and something important after might degrade the story.
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TASK PERFORMED AND MY ROLE IN IT

- **My role in video editing:**

I edited many complete news packages



Editing:

Editing a complete news package in final cut pro was an amazing experience. I learnt some new things like how to add audio or background music in news package, how to edit video, how to add effects, how to reduce noise, how to edit bulks and other stuff. I tried to understand some other keys that are useful for

editing. How to crop and remove background music, how to stable a shot etc. My role in editing was to edit a news package and I successfully complete it.





- **My role in writing OCVO**

03-08-2022

LHR: OcVo Muharram Security plan.

اوسی

آئی جی فیصل شاہکار کی ہدایت پر عشرہ محرم الحرام کیلئے پنجاب پولیس کے سکیورٹی پلان پر بھرپور عملدرآمد کیا جا رہا ہے۔

دی او

ترجمان پنجاب پولیس کے مطابق، عشرہ محرم الحرام کے دوران سکیورٹی کے سخت انتظامات کئے گئے ہیں، جن پر بھرپور عمل درآمد جاری ہے۔

پنجاب میں مجموعی طور پر 9292 جلوس اور 37223 مجالس منعقد ہو رہی ہیں۔ صوبہ بھر میں 176477 افسران، اہلکاران اور رضاکار جلوسوں کی

سکیورٹی جبکہ

مجالس کی سکیورٹی پر مامور ہیں۔ 194086

پنجاب پولیس کی لیڈی کانسٹیبلز مختلف مقامات پر خواتین کی سکیورٹی کے فرائض سرانجام دے رہی ہیں۔

صوبائی دارالحکومت لاہور میں عشرہ محرم الحرام کے دوران 460 جلوس اور 3868 مجالس منعقد ہو رہی ہیں۔

لاہور میں 7743 اہلکاران و افسران جلوس کی جبکہ 20788 مجالس کی سکیورٹی پر ڈیوٹی سرانجام دے رہے ہیں۔

اسی طرح مانیٹرنگ سینٹر، سیف سٹی کے 650 سے زائد کیمروں اور سی سی ٹی وی کیمروں کی مدد سے مانیٹرنگ کر رہا ہے۔

لاہور میں نویں اور دسویں محرم الحرام کے جلوسوں کی ڈرون کیمروں سے فضائی مانیٹرنگ بھی کی جائے گی۔

15-08-2022

OcVo Punjab Assembly Meeting

اوسى

اسپیکر سبطین خان کی زیر صدارت پنجاب اسمبلی کا اجلاس 15 روز کے وقفے کے بعد آج دوپہر 1 بجے طلب

وی او

گزشتہ اجلاس 31 جولائی کو ہوا تھا جس میں میں چیف الیکشن کمشنر کے مستعفی ہونے کی قرارداد منظور کی گئی تھی۔

گزشتہ اجلاس میں سیکرٹری اسمبلی کے اختیارات بحال کرنے کا بل بھی منظور کیا گیا تھا۔

مسلم لیگ نون کے 5 ارکان اسمبلی کی اجلاس میں شرکت پر پابندی عائد ہے۔ اسپیکر کے انتخاب کے روز بیلٹ پیپر پھاڑنے کے باعث پابندی عائد کی گئی

تھی۔

رخسانہ کوثر، سیف الملوک کھوکھر، رانا مشہود، مرزا جاوید اور میاں رؤف پر پابندی پریذائیڈنگ آفیسر وسیم خان بدوزئی کے حکم پر لگائی گئی۔ پابندی کا

نوٹیفکیشن 12 اگست کو جاری کیا گیا تھا

18 august 2022

OcVo appointment of more investigation lady police officers in Lahore

اوسى

لاہور پولیس نے مزید خواتین تفتیش کاروں کو تعینات کرنے کا فیصلہ کر لیا۔ 6 خواتین اہلکاروں کو بطور تفتیشی آفیسر تعینات کیا جائے گا

وی او:

لاہور: لاہور پولیس کے اعلیٰ حکام نے شہر کے تھانوں میں 6 خواتین اہلکاروں کی بطور تفتیشی ونگز کی سربراہی کے پہلے 10 دنوں کے دوران مثبت عوامی

رائے ملنے کے بعد لیڈی پولیس افسران کی مزید تقرریوں کو گرین سگنل دے دیا ہے۔

لاہور پولیس کے چھ ڈویژن ہیں اور ہر ڈویژن کے ایک تھانے میں ایک تقرری کی گئی ہے۔ انسپٹر فرحت کو وحدت کالونی تھانے، سب انسپٹر صدف

رشید کو قائد اعظم انڈسٹریل ایریا تھانے، ایس آئی سمیرانڈیر کو تھانہ ماڈل ٹاؤن، ایس آئی عنبرین رحمان کو ڈیفنس اے تھانے کا انچارج تعینات کیا گیا۔

ایس آئی شازیہ کوثر کو اکبری گیٹ اور ایس آئی سونیالیات کو انچارج انویسٹی گیشن تھانہ ریس کورس میں تعینات کیا گیا۔

Lhr OcVo Closing swimming poles due to dangu

اوسى:

ضلعی انتظامیہ کا ڈینگی مچھر کی روک تھام کے لئے اقدامات، شہر کے تمام سوئمنگ پولز بند کرنے کا فیصلہ کر لیا گیا۔

وی او

ڈینگی مچھر کی افزائش کے خلاف لاہور کی ضلعی انتظامیہ ایکشن میں، شہر بھر کے تمام سوئمنگ پولز بند کرنے کا فیصلہ کر لیا گیا۔

ڈی سی لاہور نے شہر کے تمام سوئمنگ پولز فوری بند کرنے کے احکامات جاری کر دیے ہیں۔ ڈپٹی کمشنر نے تمام اسٹنٹ کمشنرز کو اپنی تحصیلوں میں

موجود سوئمنگ پولز بند کرانے کا حکم جاری کیا ہے۔ اس کے علاوہ ٹائر شاپس کی مانیٹرنگ بھی کی جا رہی ہے۔ ڈی سی لاہور نے ٹائر شاپس مالکان سے

انتظامیہ کا ساتھ دینے کی گزارش کی ہے۔

ڈی سی لاہور کا کہنا ہے کہ پیٹرول پمپس اور ٹائروں کی دکانوں سے پرانے ٹائرز فوری ختم کیے جائیں، احکامات کی خلاف ورزی پر دکان سیل اور قانونی

کارروائی کی جائے گی

-

- Tickers made by me

The Notification from IG office



**GOVERNMENT OF THE PUNJAB
POLICE DEPARTMENT**

Dated Lahore the 10 August, 2022

NOTIFICATION

No. 157/2022/PS/HQ. Following transfers/postings/additional charge are hereby ordered, with immediate effect and till further orders:-

Sr.No	Name	From	To
1	Mr. Muhammad Hasan Iqbal (PSP/BS-19)	DPO Okara	Central Police Office, Punjab, Lahore, upon his transfer to Intelligence Bureau vide Establishment Division, Govt. of Pakistan, Islamabad's Notification F.No.12(39)/2007-E-3(Police), dated 28.07.2022.
2	Mr. Khalid Mehmood Tabassum (PP/BS-18)	SP Investigation, Okara	He is assigned to look after the work of the post of DPO Okara, in addition to his own duties, till the posting of a regular incumbent.
3	Mr. Muhammad Tariq Aziz (PSP/BS-19)	Additional Director, Administration, SPU Punjab, Lahore	DPO Sargodha vice Mr. Bilal Zafar Sheikh, SP, transferred.
4	Mr. Bilal Zafar Sheikh (PSP/BS-18)	DPO Sargodha	Additional Director, Administration, SPU Punjab, Lahore (in his own pay & scale) vice Mr. Muhammad Tariq Aziz, SSP, transferred.
5	Capt. (R) Muhammad Aamir Khan Niazi (PSP/BS-18)	DPO Jhelum	Central Police Office, Punjab, Lahore.
6	Dr. Fahad Ahmad (PSP/BS-18)	Awaiting posting	DPO Jhelum (in his own pay & scale) vice Capt. (R) Muhammad Aamir Khan Niazi, SP, transferred.

Sd/-

FAISAL SHAHKAR, PSP
Inspector General of Police/PPO,
Punjab

No & date even:

Copy to :-

1. The Secretary, Establishment Division, Cabinet Secretariat, Govt. of Pakistan, Islamabad.
2. The Chief Secretary, Government of the Punjab, Lahore.
3. The Addl. Chief Secretary (Home), Government of the Punjab.
4. The Principal Secretary / Military Secretary to Governor Punjab, Lahore.
5. The Principal Secretary to Chief Minister, Punjab.
6. The Secretary (Services), S&GAD, Government of the Punjab.
7. The Director (PD), Establishment Division, Cabinet Secretariat, Govt. of Pakistan, Islamabad.
8. The Additional Inspector General of Police, Operations, CPO Punjab. .

Tickers made by me from the notification

پنجاب پولیس میں تقرریاں اور تبادلے، نوٹیفکیشن جاری

تین ڈی پی اوز سمیت آٹھ پولیس افسران کی تقرریاں اور تبادلے۔

ڈی پی او اوکاڑہ محمد حسن اقبال کو سی پی او رپورٹ کرنے کا حکم۔

ڈی پی او سرگودھا، بلال ظفر کی ایڈیشنل ڈائریکٹر ایس پی یو لاہور تعیناتی۔

ڈی پی او جہلم کیپٹن (ر) محمد عامر خان نیازی کو سی پی او پنجاب میں رپورٹ کرنے کی ہدایت

ڈی اس پی، آئی اے بی سرگودھا نیو فرحیات بطور ایس ڈی پی او بھلوال تعینات

ایس پی انو سینیگیٹیشن اوکاڑہ، خالد محمود تبسم کو ڈی پی او اوکاڑہ کا اضافی چارج دے دیا گیا۔

ایس پی یو لاہور، محمد طارق عزیز ڈی پی او سرگودھا تعینات

ڈاکٹر فہد احمد کو ڈی پی او جہلم تعینات کر دیا گیا۔

ایس ڈی پی او بھلوال محمد نواز سینئرل پولیس آفس کو رپورٹ کریں گے۔

Notification:



پرچون نرخ نامہ فی کلوگرام سبزی مارکیٹ کمیٹی لاہور

شکایت رجسٹر کروانے کا نمبر 0800-02345 روز منگل 23-08-2022 کے خلاف شکایت پنجاب قیمت ایپ پر کی جاسکتی ہے۔ لنک برائے ڈاؤن لوڈ قیمت ایپ:-

Android link: <https://play.google.com/store/apps/details?id=com.pitb.qeematpunjab>

ISO link: <https://apps.apple.com/us/app/qeemat-punjab/id1461475435>

نام سبزی	کم از کم فی کلو	زیادہ سے زیادہ فی کلو	نام سبزی	کم از کم فی کلو	زیادہ سے زیادہ فی کلو
آلو کچا پھلکانیا درجہ اول	75	80	بجی	250	260
وزن کم از کم 150 گرام فی دانہ			دنگن	70	74
آلو کچا پھلکانیا درجہ دوم	70	75	بند گولی	57	60
وزن کم از کم 80 گرام فی دانہ			پہلوان گولی	130	136
آلو کچا پھلکانیا درجہ سوم	65	70	شلمہ سرج	260	270
وزن 70 گرام سے کم فی دانہ			سبزی	100	105
آلو کچا گزری اول (وزن کم از کم 150 گرام فی دانہ)	41	45	شاہم	110	115
آلو کچا گزری دوم (وزن کم از کم 80 گرام فی دانہ)	36	39	اردی	80	85
آلو کچا گزری سوم (وزن 70 گرام سے کم فی دانہ)	32	35	منر	240	250
آلو سفید	29	32	کریلا	160	168
پیاز درجہ اول	110	115	سبز سرج اول	120	126
وزن کم از کم 110 گرام فی دانہ			سبز سرج دوم	80	85
پیاز درجہ دوم	85	90	گھیا کدو	55	57
وزن کم از کم 70 گرام فی دانہ			گھیا قزوی	75	78
پیاز درجہ سوم	75	80	لیوں دیکسی	290	300
وزن 70 گرام سے کم فی دانہ			تراں	-	-
نمادر درجہ اول	110	115	پھلیاں موٹی	-	-
وزن کم از کم 80 گرام فی دانہ			پھلیاں باریک	-	-
نمادر درجہ دوم	100	105	ٹینڈے دیکسی کالے	150	157
وزن کم از کم 50 گرام فی دانہ			ٹینڈے دیکسی سفید	110	115
نمادر درجہ سوم	95	100	ٹینڈیاں قاری	-	-
وزن 50 گرام سے کم فی دانہ			مولی	-	-
لہسن دیکسی	215	225	پالک قاری	70	74
لہسن چائینے	272	285	-	-	-
لہسن برتنی	252	265	قلند	-	-
اورک تھائی لینڈ	315	330	گاڑ چائینے	60	63
اورک چائینے	315	330	ملو کدو	40	43
کھیرا دیکسی	-	-	آم کچا	-	-
کھیرا قاری	60	63	دھنیا	-	-

نوٹ: اصل ہر کے بغیر نوٹہ کی فی تول نہ ہوگی۔ (قیمت 10/- روپے فی ریٹ لسٹ)

مارکیٹ کمیٹی لاہور

 سیکرٹری

 جوائنٹ سیکرٹری

 ایسٹنٹ سیکرٹری

 مارکیٹ کمیٹی لاہور

Tickers from the notification:

23-8-22

سبزیوں کی قیمتوں میں اضافہ

آلو 5 روپے اضافے سے 80 روپے فی کلو ہو گیا۔

پیاز کی قیمت میں 13 روپے فی کلو اضافہ، 80 روپے میں فروخت۔

ٹماٹر 5 روپے اضافے سے 110 روپے فی کلو ہو گیا۔

لہسن کی قیمت میں 10 روپے اضافہ، نئی قیمت 210 روپے مقرر

ادرک کی قیمت 10 روپے کے اضافے سے 300 روپے فی کلو ہو گئی۔

شملہ مرچ کی قیمت میں، 6 روپے فی کلو اضافہ، نئی قیمت 290 ہو گئی۔

بھنڈی 10 روپے اضافے سے 115 روپے فی کلو ہو گئی

شلجم 7 روپے فی کلو اضافے سے 85 روپے فی کلو میں فروخت ہو رہا ہے۔

اروی کی قیمت 10 روپے فی کلو اضافے سے 74 روپے ہو گئی۔

مٹر کی قیمت 10 روپے اضافے کے ساتھ 240 روپے فی کلو ہو گئی۔

گھیا کدو کی قیمت میں 10 روپے فی کلو اضافہ، نئی قیمت 74 روپے ہو گئی۔

لیموں 10 روپے فی کلو مہنگا، مارکیٹ میں 225 روپے فی کلو میں دستیاب۔

دلیسی کالے ٹینڈے 10 روپے کے اضافے سے 136 روپے فی کلو ہو گئے۔

دلیسی سفید ٹینڈے بھی 10 روپے فی کلو مہنگے، نئی قیمت 105 روپے ہو گئی۔

پالک کی قیمت میں 10 روپے اضافہ، 53 روپے فی کلو فروخت۔

Tickers 3:

22-8-22

ملک میں بجلی کی طلب 26 ہزار اور پیداوار 20 ہزار 808 میگا واٹ ہے، ذرائع

ملک بھر میں بجلی کا شارٹ فال 5 ہزار میگا واٹ سے تجاوز کر گیا

آبی وسائل سے 7 ہزار 900 میگا واٹ بجلی پیدا کی گئی، ذرائع

نجی شعبے کے بجلی گھروں کی مجموعی پیداوار 9 ہزار میگاواٹ ہے

جوہری ایندھن سے 2 ہزار 332 میگاواٹ بجلی پیدا کی جا رہی ہے

سرکاری بجلی گھر 800 میگاواٹ بجلی پیدا کر رہے ہیں

ونڈپاور پلانٹس 875 ہزار واٹ بجلی پیدا کر رہے ہیں

سولر پاور پلانٹس سے 131 میگاواٹ بجلی حاصل کی جا رہی ہے

بگاس پاور پلانٹس سے 70 میگاواٹ بجلی پیدا کی جا رہی ہے

2 ملک کے مختلف علاقوں میں 5 گھنٹے تک لوڈ شیڈنگ کی جا رہی ہے

CRITICAL ANALYSIS

Hum News is one of the famous media channels in Pakistan. Thousand of people follow Hum News and watch it for getting everyday news. I started my internship with HUM NEWS on July 25th 2022. It was one if the best experience. It was a great opportunity for me. I got exposure about media field before completion of my degree.

Hum News has a good and helpful ambiance. Everyone in the Hum News office was very helpful and welcoming in nature. Mr. Sheraz Hasnat the bureau chief of Hum New Lahore is a wonderful personality. He is very hardworking and dedicated. He himself supervised us in the office and also guided us personally. There were two groups one was writing group and other one was editing group. I was in the department of news writing. It was also one of the difficult task. I learned how to write news, how to make tickers, how to write OcVo and also learned how to make a complete news package.

Other things i learned were monitoring of the news. There were 8 news channels in front of us we had to monitor them and gather news about Lahore. The assignment head Sir Inaam was very helpful and he was the one giving us tasks. He gave us stories to write and he used to give us chance to go with the news Reporters and get exposure. We learned a lot during this time period. I learned the whole process how it works. Reporters send their news to a sub editor after covering an event or breaking news.

Subeditors read the news and make any necessary changes. Check grammar and language in the same way as the assignment head assigned me the duty of writing a news package using tickers.

The next step after finishing this assignment is to modify a news package using the script that is created. Reporters cover events with the use of a cameraman; a beat reporter can add SOT to describe the situation; Voice over video to explain what's going on to the crowd; and last, the correspondent will provide PTC. After that, the nonlinear supervisor will channel and delete certain scenes since, in the event that 3 SOT is required, we will record 5 to 7 Sound on Tape in order to eliminate some Sound on Tape that conveys poor quality information.

In this manner, the editor will add individual names to the screen that are giving SOT, and then he will alter the PTC and the News Packages will be complete. It was my responsibility to edit a news package that a reporter covered, much like an editor does while editing a news package.

A also learned some editing in this time period. The editor was also very helpful in guiding us. I learned how to make a video package. I also created a video package by myself. The editor taught us how to edit SOTs and we also had time to practice it ourselves.

I also used to read newspaper in the morning and Assignment head used to give us tasks to translate a news story from English to Urdu.

Overall the experience was great and I learned a lot of things in my internship. I got exposure of the media field and how it works.

SWOT ANALYSIS

Strengths:

Let's talk about the strengths of Hum News, where I conducted my internship as a temporary employment. It has a lot of strengths when compared to other media outlets; it caters to a wide spectrum of people, from web users to traditional seekers, and from English to Urdu. There is no media that can adequately cover such a large gathering. HUM News also has a station dedicated to entertainment, dubbed "HUM TV." The group's strengths also include the fact that it is quite strong, making it tough for its opponents or competitors to degrade it.

Second, when it comes to HUM News, the job is done under supervision and in accordance with the seniority of the positions, and the purpose of each position is clearly defined for all employees. They use the most up-to-date software, including Final Cut Pro X, which is not used by any other news channel save HUM News.

Furthermore, the station employs a large number of reporters and a dedicated reporting crew. The team is strong since everyone understands each other and seniority is based on performance. Otherwise, the atmosphere is relaxed, comfortable, and friendly. The working crew is focused on their careers and is in a race to move ahead.

Weaknesses:

The Hum News Group's maintenance crew is quite inept; for starters, they use outdated equipment, and the maintenance quality is poor. We captured an incident on camera, but when we needed to check the recorded video, there was a significant distortion in the film owing to an outdated video camera and residue in the camera, so we had to wipe the entire event. Any remaining news station is replacing their gear, and hum news channel has ancient hardware.

Vehicles, microphones, cameras, and D S N G are all available, but the Hum media group only has wire microphones. They should upgrade these features and provide remote microphones.

Furthermore, there is usually a van deficit for the reporter's journey, for which they are compensated in the form of taxis and Ubers, which they are reimbursed afterwards. It also lacks technical employees, such as a driver, who can oversee such concerns, and the problem must be taken seriously because there is a risk of outside attack.

Furthermore, the building lacks a nice spot to take a break and no place to have lunch, thus the employees has a tough time eating lunch in the workplace due to the lack of a cafeteria and other basic amenities.

Opportunities:

Hum news media bunch has a place with DURAD creations, this gathering has a lot of items from well-known Pakistani shows and movies, and HUM news station has vacancies since, if they choose an ad, they will choose Hum news to publicize it. The revenue of the information channel is bolstered by advertisements.

HUM News is set to open a news desk for interns and newcomers, for which they will be properly trained by employees from various media organizations. Disinformation Desk is the name of the desk. This is a one-of-a-kind concept that has yet to be adopted in any of Pakistan's television stations. This desk will deal with some software that is specifically built to control and propagate bogus news. Furthermore, the desk is the greatest solution to address a forthcoming issue in the era of hybrid warfare, when there is so much information that it is difficult to tell what is correct and what is not.

However, the channel's TRP is increasing as a result of the positive image produced by HUM Network's other brands. People's loyalty becomes an important factor in the channel's TRP growth.

Threats:

HUM News is a huge media conglomerate, but primarily when it comes to entertainment. When it comes to news channels, Hum News isn't quite as powerful as Geo News. BOL TV was recently launched, and it will be a threat to all other

channels because they are investing too much in the channel and hiring qualified staff from other news channels. It is difficult for Hum News to maintain its ratings, and there are also more and more news channels coming on the scene, such as 7 News, 24 News, and 92 News, which will have an impact on the ratings of Hum News.

Because of the fierce rivalry between HUM News and other well-known news channels, HUM News must put in a lot of work in order to succeed. The Channels will need far more investment than is now being committed. In order to develop, the channel should priorities anchors with big names and experts with a good reputation. HUM News lacks field offices throughout Pakistan, as well as employees in some cities, and hence must rely on other sources of information to cite any news.

Furthermore, because HUM News is part of a network that is new to the world of news and news is not yet their focus, new news channels are constantly a danger to HUM News.

CONCLUSION

As we all know, an internship is a fantastic way to get practical and professional experience. I did my internship at HUM News Lahore, as you can see. This channel has taught me a lot of professional skills. I've worked in a variety of areas and learned something new from each; assignment descriptions may be found in the training program's internship report section.

After producing a complete study on HUM news, we've come to the conclusion that, in certain ways, HUM news outperforms other businesses, as evidenced by the SWOT analysis workers.

My internship with HUM News has been a fantastic learning opportunity. I learned about news collecting, news writing, news story creation, editing, and reporting and voice over throughout this internship program. In this section, I observed all other technological aspects.

The time spent there is thought to have been well worth it. All of the qualified staff and officers assisted in understanding what was important.

I'm given a lot of jobs and things to practice with and gain expertise with. Needless to say, the whole personnel of this company is well-trained and highly competent, and they are all dedicated to the department's success. My internship at HUM News was a fantastic experience.

RECOMMENDATION

Every group has some strong and poor news, but generally, Hum news channel is a strong source of news; nevertheless, Hum media group must consider that profit is not the only factor; if one group is profiting from a TV channel, they must invest and improve its accessories.

They need to rethink their maintenance policies; they need to give more DSNG Vans in major cities since they can't cover both events at the same time because DSNG takes time to travel. For the Hum News Tribune, they should employ new personnel that are fluent in English. They need to modify the headline, breaking news, and ticker style of their news. For Hum TV, they should create fresh high-quality dramas.

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THANK YOU
Shiraz Hasnat (Bureau Chief Hum News)





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