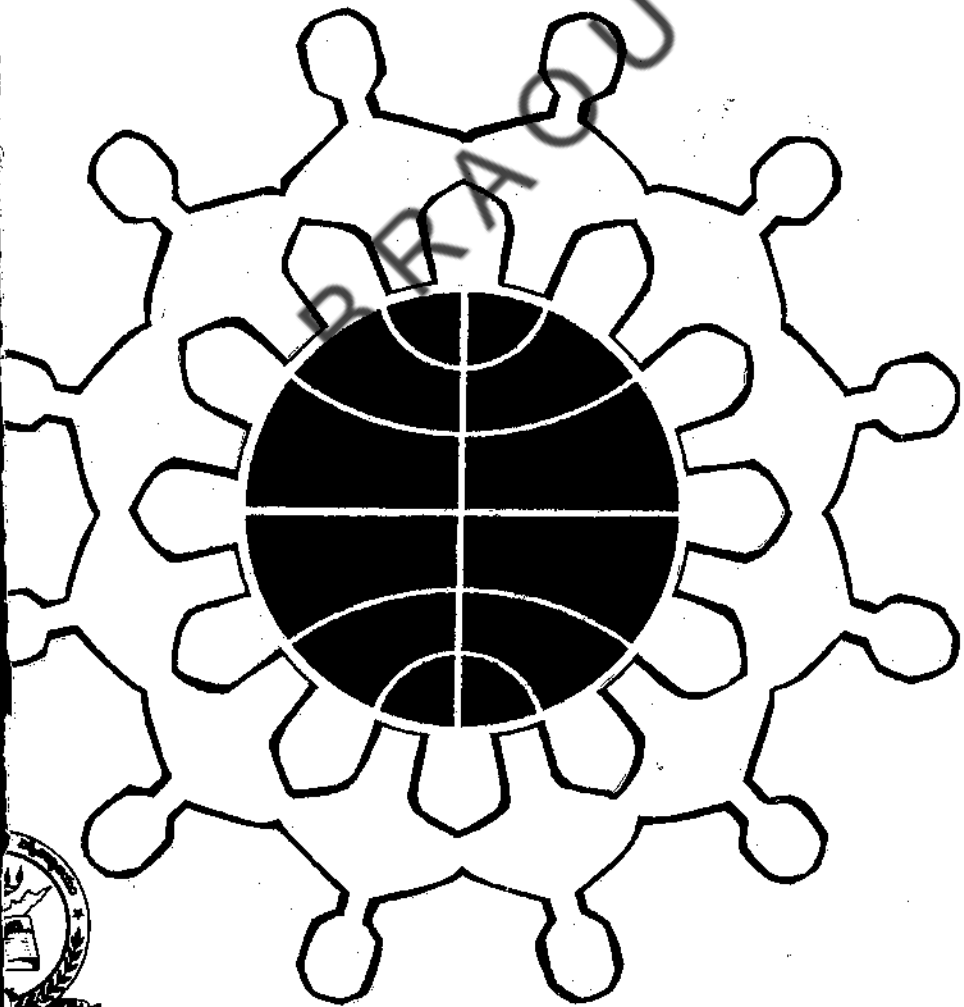




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**Public Relations**

Philosophy and  
Evolution of  
Components Publications



BRAOU

# EDITING AND PRODUCTION OF CORPORATE PUBLICATIONS

COURSE IV

*EDITING*

UNIT - I CORPORATE PUBLICATIONS

*PRINTING*

UNIT - I PRINTING PROCESS



ANDHRA PRADESH OPEN UNIVERSITY

HYDERABAD

1985 - 86

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## PREFACE

Public Relations as a profession has made rapid progress during the past two decades. The major public sector and private organisations today have recognised the importance of Public Relations, thereby creating new job opportunities for young men and women. Moreover, Public Relations as a management function is fast gaining recognition in our country. Further, there is a wide scope for Public Relations consultancy service. The number of new openings advertised in the mass-media makes one optimistic about the growth of the profession. The next decade with its over all progress in agriculture, industry, commerce and greater awareness among the masses owing to increased exposure to mass media will call for greater two-way Communication and Public Relations than have hitherto been needed.

The social responsibility of a Public Relations practitioner is greater in a developing country like ours than the developed countries. The professional will have a crucial role to play in the near future, whether it is that of fighting against untouchability, pollution, or campaigning for afforestation, small family, or for bringing in Computer technology.

The Post-Graduate Diploma Course in Public Relations offered by the Andhra Pradesh Open University aims at training persons as Public Relations professionals. The course covers all aspects of Public Relations keeping in view our social, political, cultural and economic imperatives. It introduces the students to the basic principles and practice of Public Relations.

The Diploma Course consists of the following five papers :

1. Principles of Communication and Public Relations
2. Public Relations Media
3. Public Relations Management
4. Editing and Production of Corporate Publications, and
5. Advertising.

In this paper, Editing and Production of Corporate Publications, the importance of corporate publications, writing, editing and printing techniques are discussed. The various types of publications, their format, purpose, production are dealt with.

The student is taught collection of data, simple and effective writing, and the editing of Corporate Publications. The importance of Printing methods, selection of paper, colour printing, proof-reading and other aspects is spelt out.

This paper covers all the important aspects of Corporate Publications from contents and lay-out to production. The Corporate Publications form a very important link in the total communication network concerning an organisation and its various publics. Moreover, they provide a valuable feedback for the organisation besides underlining the image, dignity and reputation of the organisation.

This text covers the importance and production of corporate publications and the basic methods of printing. The students will do well to study the corporate publications of reputed organisations.

This text deals with the topics included in the syllabus for the Post-Graduate Diploma Course in Public Relations offered by the Andhra Pradesh Open University. The syllabus, for the sake of convenience, is divided into units, each of which comprises of a number of lessons. Each unit generally covers a specific area of the subject. The lessons are prepared by specialists in accordance with a format intended to enable the student to read and understand them without much difficulty. Each lesson begins with a statement of its objective followed by synopsis and has at its end assignments, aimed at testing the student's comprehension of the subject matter.

The University hopes that this material would help the student to get acquainted with the basic principles of Editing and Production of Corporate Publications.

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# CONTENTS

<b>UNIT I</b>	<b>: CORPORATE PUBLICATIONS</b>	<b>Page</b>
Lesson 1	: The Printed Word	1
Lesson 2	: Types of Corporate Publications - Format and Layout	10
Lesson 3	: Illustrations in Corporate Publications	26
Lesson 4	: Diagrammatic Representation in Corporate Publications	35
Lesson 5	: Production of Corporate Publications	47
Lesson 6	: Production of an Internal House Journal	56
Lesson 7	: Production of External House Journal	65
Lesson 8	: Steps in Launching a House Journal	70
<b>PRINTING</b>		
<b>UNIT I</b>	<b>: PRINTING PROCESS</b>	
Lesson 1	: Basic Printing Methods	75

BRAOU

# UNIT 1 : CORPORATE PUBLICATIONS

## Unit Introduction

*In the unit Corporate Publications, the student is introduced to the importance and impact of the Printed Word which is the medium of Corporate Publications. After explaining the various types of corporate publications, their format, lay-out are discussed. Then, the contents and the essential ingredients like illustrations, graphs are explained. In the subsequent lessons, production of internal and external House Journals is discussed in detail.*

*The corporate publications including the house journals form a vital link between the organisation and its publics - both internal and external. It is a powerful channel of communication and its proper use plays an important role in the total communication process of an organisation. It should be remembered that the house journals, provide important feedback to the organisation. The techniques of printing is dealt separately towards the end of the book.*

### LESSON 1 - THE PRINTED WORD

#### Objective

To explain the importance of the Printed Word as a medium of communication in general and of corporate publications in particular. The relative advantages of the Printed Word over other media of communication are also discussed.

#### Synopsis

1. Introduction
2. Basic Elements of Communication
3. Internal and External Communication
4. The Oral Communication
5. The Printed Word
6. Advantages of the Printed Word
7. Limitations of the Printed Word
8. Impact of the Printed Word
9. Summary

## 1. INTRODUCTION

The growth of an organization depends on its image. It must have a good image. In other words, the organization must enjoy a good reputation. For instance, M/S Philips, the well-known manufacturer of electrical appliances enjoys a good reputation, because its products are said to be generally good and dependable. We therefore say that M/S Philips has a good image. This good image or reputation is necessary for the growth of an organization. So, to build up the good image of an organization, the prerequisite is that it must give a good account of itself. Its products, for instance, must be good and dependable. Its customers themselves should say its products are, and will be good. Again, its service to customers must also be satisfactory. Highlighting these aspects the PR practitioner will endeavour to build up a good image for his organization. In the long run this will pave the way for its all-round growth and prosperity. This image building has to be done through various media of communication. They are Oral Communication, Visual Media, Audio-visual Media and the Printed Word.

## 2. BASIC ELEMENTS OF COMMUNICATION

Writing on effective communication in their popular book entitled 'Effective Public Relations' the authors Scott M. Cutlip and Allen H. Center make the following observation :

"...It is difficult for people to agree on an image of free enterprise when they cannot see, touch, hear, taste or smell it. This difficulty goes right to the heart of the communication problem. To communicate effectively, the sender's words and symbols must mean the **same thing** to the receiver that they do to the sender. The word 'communication' is derived from the Latin word 'communis' meaning 'common'. The purpose of communication is to establish a commonness. There are three basic elements in communication: the source or sender, the message, and the destination or receiver. A breakdown can involve one or more of these three elements. Effective communication requires efficiency on the part of all the three. The communicator must have adequate information. He must have credibility in the eyes of the receiver. The communicator must be able to transmit information which the receiver can comprehend. The communicator must use the channel that will carry the message to the receiver. The message must be within the receiver's capacity to comprehend..."

If we study the above mentioned basic elements propounded by the two distinguished authors, the following points will be clear .

- a) The communication process has three segments namely :

The communicator/sender  
The channel (of communication)  
The receiver.

- b) The communicator must have adequate information.
- c) The communicator must be able to transmit information effectively so that the receiver can comprehend it.
- d) The communicator must use a channel or a medium that will carry the message to the receiver.

A PR practitioner who desires to build up the image of his organization should bear in mind these fundamental aspects. In the first place he must have adequate information to communicate. Otherwise, his communication would be futile and meaningless. Again he must transmit the information through various channels or media to the receiver. Communication is the life blood of Public Relations. In fact, PR consists of all forms of planned communication, outwards and inwards between an organization and its 'publics' for the purpose of achieving specific objectives concerning mutual understanding. In this process, the Printed word has a great role to play.

### 3. INTERNAL AND EXTERNAL COMMUNICATION

It is said that over 80% of an Indian Executive's time is spent in communication — in reading, writing, speaking and listening. The higher one's position in management, the greater is the time spent in communication according to Mr. Keval J.Kumar. Generally organizations engage in two types of communication:

Internal communication.

External communication.

Internal communication covers such areas as administrative matters, the morale of the company's employees, their motivation etc. External communication, on the other hand, refers to all the organization's public relations carried on with the aim of creating a good image for it, as well as the business transacted by departments like advertising, customer relations and sales. Thus external communication includes all contacts an organization has with its various External 'Publics'.

Internal and external communications are inter-linked. An organization's public relations may be good. But it may not succeed for long if the organization's own employees have a low morale and bad relationship with the management. In fact, the public may believe the dissatisfied employee rather than the management. Often the management fails to realise that every employee is, in a larger sense, a member of the Public Relations and Customer Relations staff. Whatever he says about his organization or its products carries credibility. Therefore he must be well informed. This is done through three main channels or media of communication: a) Oral communication; b) Visual media; and c) Audio-visual media.

#### 4. ORAL COMMUNICATION

There are numerous occasions when the best way to get information across to staff members is to say it rather than write it. Oral messages are more direct, easier to transmit and generally easier to tailor to the needs and comprehension level of the intended audience or the 'publics'. Meetings bring people face-to-face providing both an opportunity to communicate to a selected audience, and an opportunity to listen—two-way communication. The forms of oral communication include:

- a) Person-to-Person dialogue
- b) Staff meetings
- c) Formal talks to larger groups
- d) Training classes
- e) Group meetings
- f) Public meetings

#### 5. THE PRINTED WORD

An organization uses the medium of the Printed Word for internal and external communication. This is done by publishing a wide variety of printed literature such as :

Category A : Manuals  
Handbooks  
Circulars  
Guide books

Category B : Annual reports  
Chairman's speech to shareholders

Category C : Internal House Journals  
External House Journals  
Employee newsletters

Category D : Trade bulletins  
Customer brochures

Category E : Folders  
Brochures  
Pamphlets

Category F : Calenders  
Diaries  
Pictorial albums

## **Corporate Publications**

Broadly speaking publications are meant to serve a specific purpose. They are also meant for different groups of people or different 'publics' as we put it in PR parlance. Manuals, handbooks, circulars guidebooks published by an organization generally contain the rules and regulations, administrative procedures, service conditions and the like with which employees must be familiar. This type of publication (category A) is meant for employees for their information as well as satisfactory discharge of their duties. Again, Annual Reports and the Chairman's Annual Address to Shareholders are published periodically. They set forth the profit and loss account, financial stability, achievements and progress made by an organization during the period under review. This type of publication (category B) is meant for the information of shareholders. Since they have invested their moneys in the organisation they are entitled to know all about its financial position.

External and Internal House Journals and Employee Newsletters (category C) are meant for employees as well as non-employees closely associated with an organization. They are meant to inform, educate and motivate employees and bring them closer and closer to the organization. Trade bulletins and customer brochures (category D) are meant for the information of regular as well as potential customers of an organization. Publications of this category are produced usually by the Marketing Division of the organization highlighting its products and popularising them among its clientele. This is looked upon as part of the organization's sales promotion drive. Informative brochures, folders and pamphlets, (category E) are also published by an organization highlighting its activities, achievements and future programmes with a view to building up gradually a good public image for itself and its products. This type of publication is meant generally for wide distribution among various 'publics' as part of publicity campaigns. In addition, calendars, diaries, pictorial albums and the like (category F) are annual publications meant for free distribution among the employees, regular as well as potential customers and members of the public. This is to be looked upon as a gesture on the part of an organization to promote all-round goodwill.

## **6. ADVANTAGES OF THE PRINTED WORD**

We have studied various types of literature an organization generally publishes. Literature or the Printed Word enjoys many advantages when compared to oral or visual or audio-visual media such as a group discussion or documentary film or the radio or the TV. The Printed Word is capable of reaching in one broad sweep almost all 'publics' in which the organization is or may be interested. It also enjoys a unique advantage, the advantage of permanency—permanency in the sense that a brochure or a manual or a handbook will always be there for information or reference at any given point of time say after three months or six months or one year or more. It could be read by any number of people inside as well as outside the organization. The 'Publics' of the printed literature or the printed word are not therefore limited. About a 100 people may read a particular brochure this week. If the brochure is interesting,

another hundred are sure to read it the next week. In the third week more people will certainly read it because of its growing popularity. This could hardly be the case in respect of other media of communication. For instance, what is said at a group meeting or what is seen in a documentary film show, or what is viewed on the TV is limited to a group of people or employees present on the occasion. The message will reach this group only. It is possible that some in the group may forget the message. So after a fortnight, if they want to refresh their memory the scope for such an exercise is very limited. For instance, a radio or a TV programme can hardly be repeated for the sake of this group of people.

## **7. LIMITATIONS OF THE PRINTED WORD**

Various media of communication have their advantages as well as inherent limitations. In the case of the Printed Word, we have studied the broad advantages it enjoys. This, however, does not mean it has no limitations. In fact it has. In India where the percentage of literacy is low the Printed Word is capable of reaching only a small segment of our population. It is said that the total circulation of newspapers and periodicals in our country reaches only about 10 per cent of the literate section of population according to Mr. B.G. Verghese. Against this wider background we may assume that the reach of the Printed Word when compared to other media of communication is limited. For example, to communicate a message to a very large number of mill workers, mostly illiterate - in a textile mill situated in a remote backward area, printed literature will not obviously serve any purpose. Again, the Printed Word is hardly capable of firing the imagination of men and moving them to action in the same emotional way in which the spoken word, for instance, is capable of. After hearing the emotion packed speech of a very popular Union labour leader, a large number of striking angry men may even swoop on a prohibited area in a menacing fashion, committing unlawful acts on the way.

## **8. IMPACT OF THE PRINTED WORD**

Nowadays most of the printed literature of prestigious organizations is in colour. In fact, multi-coloured publications have become the fashion of the day. Usually they are printed on art paper. The off-set process is preferred to the conventional letter press process. As it will be seen, every effort is made to make the printed literature as colourful as possible, or as attractive as possible to the public. If one sees a very attractive multi-coloured brochure in the lounge of a top Executive, one's reaction may be immediate. One may pick up that brochure (in preference to the less attractive publications), glance through the pages and read, if possible, a couple of the well-written and well-illustrated paragraphs. For a long time one will perhaps remember seeing this particular brochure in the lounge of the top executive. Thus printed literature of the right type is capable of evoking an immediate reaction and exercising an enduring impact.

## **9. SUMMARY**

The growth of an organization depends on its image. In other words, the organization must enjoy a good name among its customers—potential customers

in particular and the general public in general. This good public image that is necessary for its growth is built up gradually through the media of oral communication, electronic media and the Printed Word. There are numerous occasions when the best way to convey information to employees is to say it rather than write it. Oral messages are direct and easier to transmit. The forms of oral communication include: Staff meetings, Training classes, person-to-person dialogues and formal talks to larger groups.

For internal communication, an organization generally uses the following electronic media: video cassettes audio cassettes, closed circuit, TV, slides and documentaries. Electronic media have their limitations. Only a group of employees present at the spot can receive or benefit from the message. If this message is later conveyed by word-of-mouth to a wider audience, it may undergo distortions.

The medium of the Printed word is exploited by publishing a wide variety of printed literature such as manuals, annual reports, house journals, trade bulletins, publicity brochures, calendars and diaries. Printed literature enjoys many advantages. It is a permanent record for future reference or dissemination of information. Its 'publics' or audiences are not limited. Again, colourfully produced printed literature with well written and profusely illustrated reading matter will attract the immediate attention of the 'publics' and leave an enduring impact on them. However, the Printed word has its limitations. In a country like India with its low percentage of literacy it can reach only a small segment of the population, the literate. Again, its appeal is mostly intellectual. It may not stir up emotions and move men to action in the same way in which the spoken word is often capable of.

**Author of the Lesson : Mr T. D. JAGADESAN**

## GLOSSARY

Communicator	A public relations manager or an executive who has information to convey to employees/ audience.
External House Journal	The periodical publication of an organization for distribution among its External Publics - other than its employees.
Image	Reputation or otherwise of an organisation, 'Good image' means high reputation of the organization; Bad image means its low negative reputation or bad name. Impressions of the public.
Internal House Journal	House journal meant for the employees of an organization.
Manuals	Book containing rules and regulations of an organization.
Message	Information, that is sought to be conveyed (by a PR Manager or an executive.)
PR Practitioner	A Public Relations Officer or a Public Relations Manager who handles public relations on behalf of an organization.
Printed Word	A brochure, a book, a manual or a House Journal using the Printed Word as a medium of communication.
Publics	Employees, customers, shareholders or members of the public with common interest for whom the message is intended.
Spoken Word	Word or words one hears over the Public Address (PA) system or the Radio or the Cassette.
Written Word	Word or words one reads in printed literature.

## Suggested Reading

1. Effective Public Relations by Scott Cutlip and Allen Centre
2. Profitable Public Relations by Arthur Roalman
3. Handbook of Public Relations in India by D.S.Mehta, Allied Publishers
4. Mass Communication in India by Keval J.Kumar, Jaico Publishing House
5. Public Relations by Herbert Lloyd
6. Practical Public Relations by Sam Black
7. Professional Journalism by M.V.Kamath, Vikas Publishing House Pvt. Ltd.
8. How to be a Good PRO by C.V. Narasimha Reddi
9. Public Relations Made Simple by Frank Jefkins
10. An introduction to Diagrammatic Representation by Dr.M. Rao
11. Statistical Representation by S. Srinivasan
12. Public Relations - Principles, Cases, and Problems by Canfield and Moore.

## Assignments

### I. Answer the following in about 30 lines each.

1. The Printed word in comparison with other media of communication enjoys an importance of its own - Discuss.
2. Explain the basic elements of communication and their importance.
3. The Internal and External media of communication are distinct and different areas which offer good scope for exploitation by a PR practitioner - Discuss.
4. Elaborate the merits and limitations of Oral Communication media and the Printed Word.

### II. Answer the following in about 10 lines each

1. What are the advantages of the Printed Word ?
2. What are its (Printed Word's) limitations ?
3. Why are corporate publications necessary ? What is their role ?
4. What are the advantages and limitations of Oral Communication ?

### III. Answer the following in about 5 lines each

1. Define the word 'Communication' and its meaning.
2. What are the three basic elements of communication ?
3. What are the major different media of communication ?
4. Write short notes on
  - a. Printed Word
  - b. Oral Communication
  - c. Publics
  - d. Internal Communication

## **LESSON 2 : TYPES OF CORPORATE PUBLICATIONS : FORMAT AND LAYOUT**

### **Objective**

To explain various types of Corporate Publications and the general principles of their format and layout.

### **Synopsis**

1. Introduction
2. Format of Corporate Publications
3. Layout of Corporate Publications
4. Manuals and Handbooks
5. Annual Reports
6. The Chairman's Speech
7. House Journals
8. Employee Newsletters
9. Trade Journals
10. Folders
11. Brochures
12. Calenders and Diaries
13. Government Publications
14. Summary

### **1. INTRODUCTION**

Corporate publications exploit the medium of the Printed Word. They are the tools of the Printed Word to convey the message to the 'Publics'. Therefore, they have to be designed and produced on behalf of an organization to suit the needs of a particular situation. There are many types of Corporate publications. For instance, it may be a simple folder, an illustrated brochure, a regular House Journal, a valuable annual report, a useful Office Manual, a Handbook or, a comprehensive Trade Journal. The format and layout of corporate publications differs according to its function. It may be emphasised

here that it is the occasion and the theme that decide the type of publication to be designed and brought out—whether it should be a folder or a brochure or a souvenir or a handbook. It should be clearly understood that there are no hard and fast rules governing the production of various types of Corporate publications. This is left to the discretion and judgment of the PR practitioner. His professional competence, experience and budget are the factors that will help him produce the right type of publication for the right occasion at the right time.

## 2. FORMAT OF CORPORATE PUBLICATIONS

The word 'Format' means the size, form and shape in which publications are produced. There is no rigid rule that a Corporate publication such as a folder or a brochure should conform to a specific size. In fact, all Corporate publications are published in different sizes for the sake of variety. The importance of the theme, the attractiveness of the publication and the budget available are the factors that are generally taken into consideration while deciding the size of a publication. There are various sizes bearing technical names. The following are standard sizes of printing paper from which required sizes for publications are cut.

### STANDARD SIZES OF PRINTING PAPERS

NAME	(in inches)			
	<i>Broadside</i>	<i>Folio</i>	<i>Quarto</i>	<i>Octavo</i>
IMPERIAL	22 x 30	22 x 15	15 x 11	11 x 7½
ELEPHANT	23 x 28	23 x 14	14 x 11½	11½ x 7
SUPER ROYAL	20½ x 27½	20½ x 13¾	13¾ x 10¼	10¼ x 6 7/8
ROYAL	20 x 25	20 x 12½	12½ x 10	10 x 6¼
MEDIUM	18 x 23	18 x 11½	11½ x 9	9 x 5¾
DEMY	17½ x 22½	17½ x 11¼	11¼ x 8¾	8¾ x 5 5/8
LARGE POST	17½ x 21	16½ x 10½	10½ x 8¼	8¼ x 5¼
POST	15¾ x 19½	15¾ x 9¾	9¾ x 7 7/8	7 7/8 x 4 7/8
CROWN	15 x 20	15 x 10	10 x 7½	7½ x 5
FOOLSCAP	13½ x 17	13½ x 8½	8½ x 6¾	6¾ x 4¼
POTT	15½ x 12½	12½ x 7¾	7¾ x 6¼	6¼ x 3 7/8

Technical expressions used in the above tabulation are explained below.

*Broadside* denotes that the size stated is the whole sheet.

*Folio* means that the size stated is one half of a sheet. (Long side is divided by two.)

*Quarto* is one quarter of a sheet (determined by dividing both dimensions by 2)

*Octavo* means that the size stated is  $\frac{1}{8}$  part of a sheet. (Long side of the sheet is divided by 4 and the sheet side by 2.)

Against this general background of standard sizes of printing paper, the PR practitioner decides the exact size or sizes of his publications. The following sizes are popular sizes. Their technical names are to be remembered and correct instructions given to the printer.

Size of Printing Paper	Quarto ( $\frac{1}{4}$ ) Size Publication (Inches)	Octavo ( $\frac{1}{8}$ ) Size Publication (Inches)
1.	2.	3.
IMPERIAL	15 x 11	11 x 7 $\frac{1}{2}$
ELEPHANT	14 x 11 $\frac{1}{2}$	11 $\frac{1}{2}$ x 7
SUPER ROYAL	13 $\frac{3}{4}$ x 10 $\frac{1}{4}$	10 $\frac{1}{4}$ x 6 $\frac{7}{8}$
ROYAL	12 $\frac{1}{2}$ x 10	10 x 6 $\frac{1}{4}$
MEDIUM	11 $\frac{1}{2}$ x 9	9 x 5 $\frac{3}{4}$
DEMY	11 $\frac{1}{4}$ x 8 $\frac{3}{4}$	8 $\frac{3}{4}$ x 5 $\frac{5}{8}$
LARGE POST	10 $\frac{1}{2}$ x 8 $\frac{1}{4}$	8 $\frac{1}{4}$ x 5 $\frac{1}{4}$
POST	9 $\frac{3}{4}$ x 7 $\frac{7}{8}$	7 $\frac{7}{8}$ x 4 $\frac{7}{8}$
CROWN	10 x 7 $\frac{1}{2}$	7 $\frac{1}{2}$ x 5
FOOLSCAP	8 $\frac{1}{2}$ x 6 $\frac{3}{4}$	6 $\frac{3}{4}$ x 4 $\frac{1}{4}$
POTT	7 $\frac{3}{4}$ x 6 $\frac{1}{4}$	6 $\frac{1}{4}$ x 3 $\frac{7}{8}$

So when the brochure is to be  $8\frac{3}{4}$ " x  $5\frac{5}{8}$ " we say its size is 'Demy Octavo'. When the brochure is to be  $12\frac{1}{2}$  x 10" we say its size is 'Royal Quarto'. Thus, it will be seen from the statement that a wide range of sizes is available for deciding the format of Corporate publications.

### 3. LAY OUT OF CORPORATE PUBLICATIONS

The word 'lay-out' means general appearance of a printed page or display of matter on a printed page. It may contain reading matter, pictures, illustrations like line-drawings, diagrammatic representation etc. All of them have to be arranged in such a manner as to give a pleasing appearance. This arrangement is known as 'lay-out'. Therefore the lay-out of Corporate publications has to be conceived and executed in an attractive manner, attractive in the sense that the publication is able to not only attract the attention of the reader but also make a favourable and enduring impact on him. Different types of publications like a folder, a brochure, a manual, and an annual report will have different styles of lay-out.

#### a) Setting of Reading matter

The pages of a Corporate publication must be attractive. To make them attractive, the reading matter should be composed or set in an attractive way. Only then will it become possible to give a good shape to the pages and thus achieve a good format for the publication.

There are various styles of Composing or setting the reading matter to make the pages attractive. Let us study the basic styles in vogue.

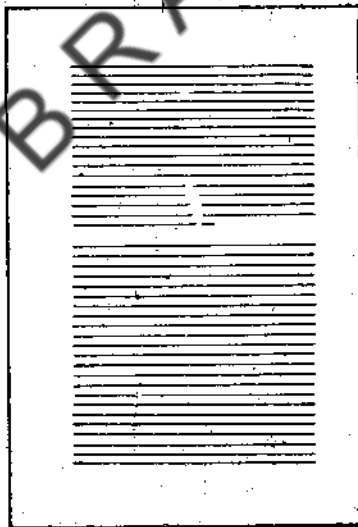


Fig. 1 SOLID SETTING OR CONVENTIONAL

In this style, lines are set or composed on equal length leaving the left and right margins.

## SOLID SETTING

The most common style used is known as 'Solid Setting' or conventional setting. In this style, lines are equal in length, leaving the left and right margins even as illustrated in Fig. 1. This figure shows a page with one column or single column reading matter composed or set in the solid style. Lines are composed in such a manner that they are uniformly equal in length. This leaves the left hand and right hand margins even. This style is adopted for composing or setting reading matter in text books, newspapers and periodicals.

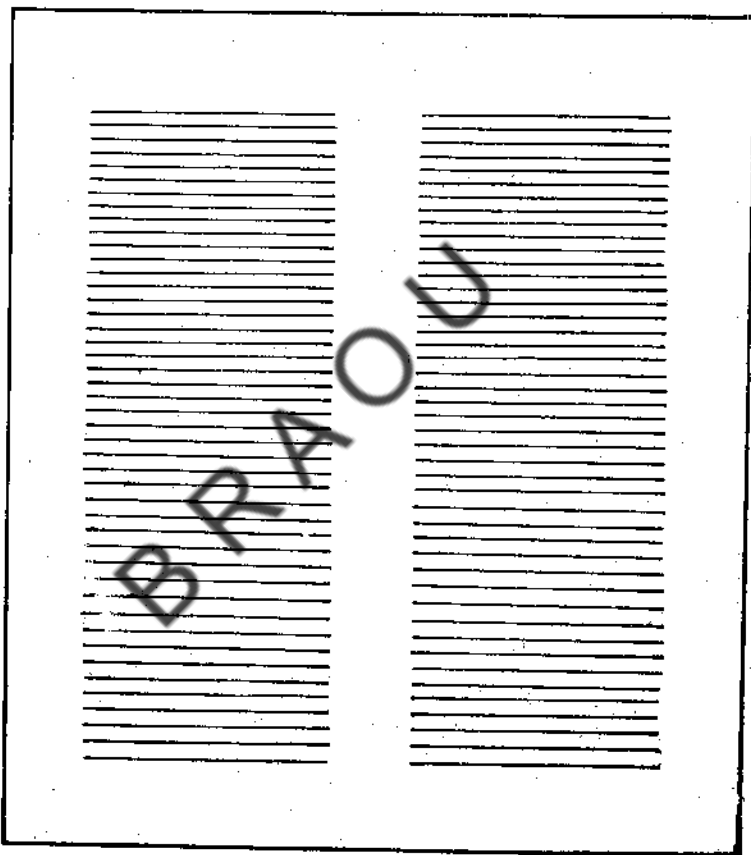


Fig. 2 SOLID SETTING IN DOUBLE COLUMN

A page with double column reading matter is composed or set in solid style. Lines are composed in such a manner that they are uniformly equal in length, leaving left, right and central margins even.

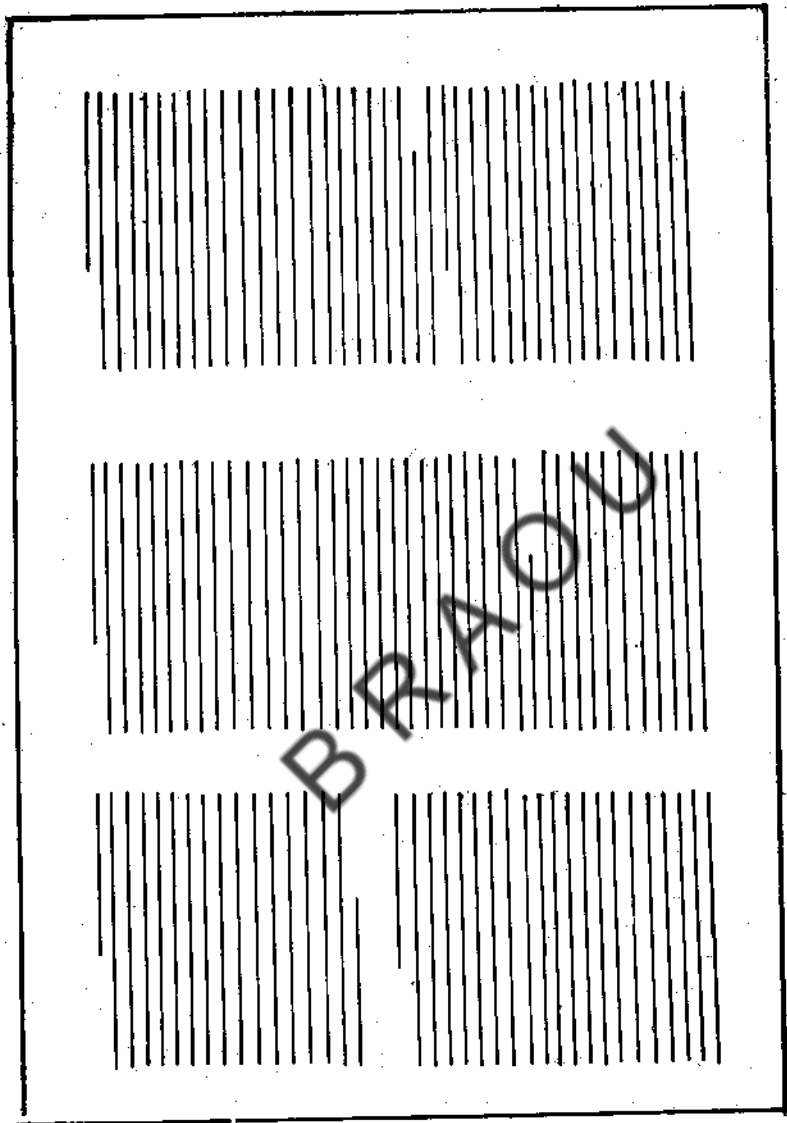


Fig. 3 SOLID SETTING STYLE IN TREBLE COLUMN

Fig. 2 shows a page with two columns or double column reading matter, composed or set in the solid style. Lines are composed in such a manner that they are uniformly equal in length, leaving the left, right and centre margin even. Fig. 3 shows a page with three columns of reading matter composed or set in the solid style. Here also the margins are even.

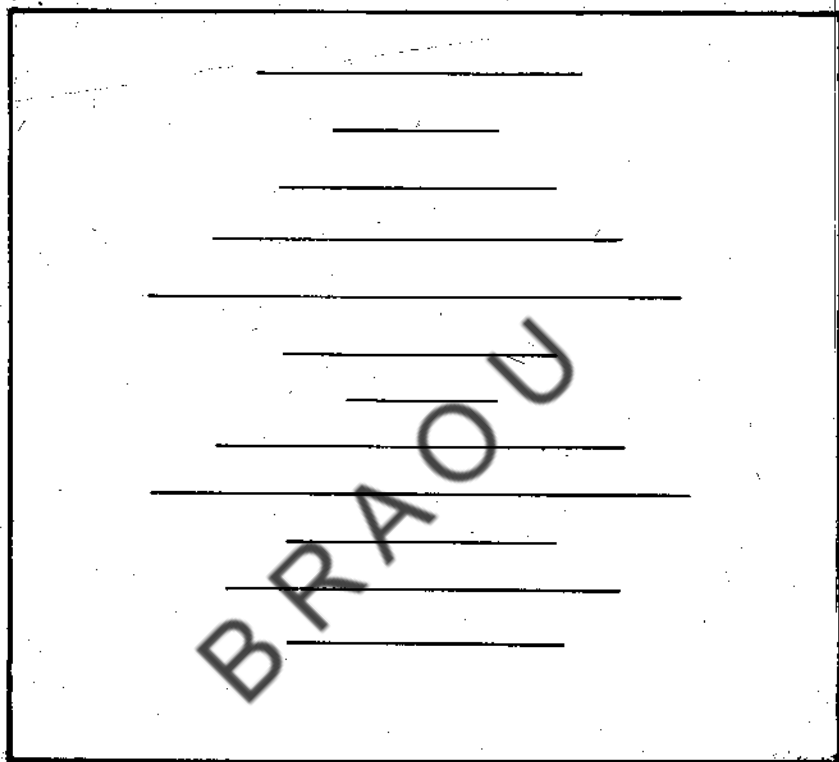


Fig. 4 SYMMETRICAL SETTING

Here the lines are set in a symmetrical fashion - They are equal in length on either side in the middle of the page.

#### SYMMETRICAL SETTING

Study the composing or setting of reading matter illustrated in Fig. 4. Here the lines are composed or set in a symmetrical fashion, symmetrical in the sense that they are equal in length on either side of a notional line in the middle of the page. Thus each line - irrespective of its length - is centred symmetrically. This style is generally adopted while printing marriage invitations etc. Often advertisement matter in newspapers and periodicals is also composed or set in this style.

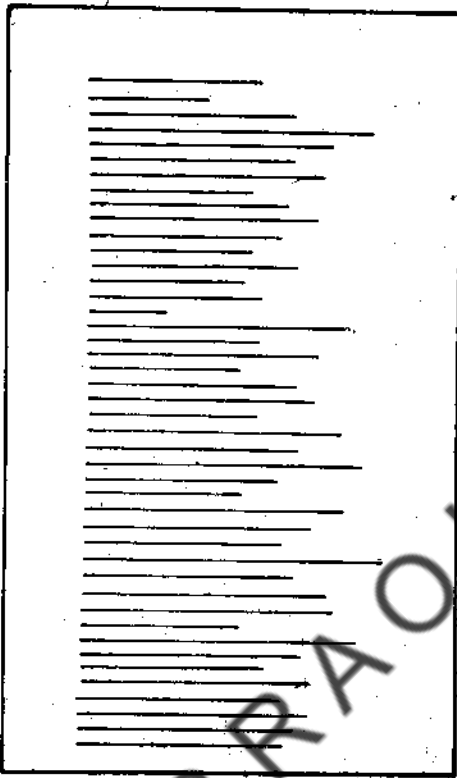


Fig. 5 FLUSH LEFT STYLE

The lines are flushed to left

### FLUSH LEFT STYLE

Now study the composing or setting of reading matter illustrated in Fig. 5. On this page the lines are 'flushed' or made even to the left margin of the page. (To 'flush' means to make even.) The lines are left uneven with reference to the right margin. This style of setting is known as the Flush Left Style. Nowadays, it is very popular with newspapers and periodicals and House Journals also adopt this style for composing their reading matter.

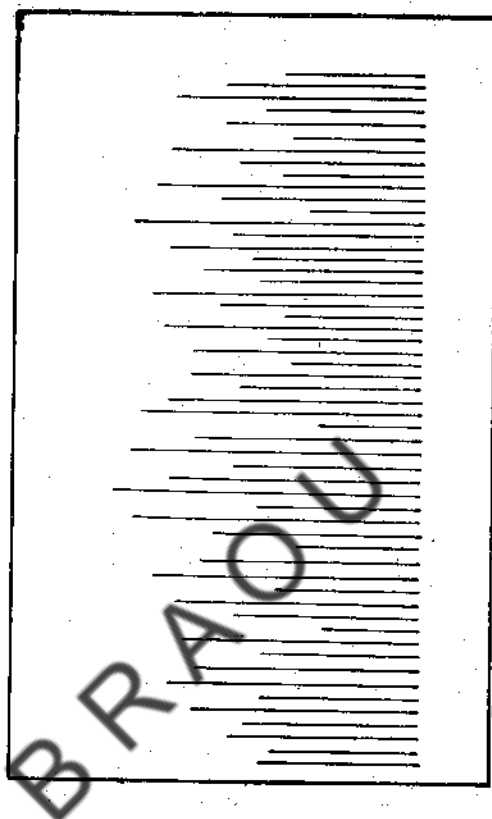


Fig. 6 FLUSH RIGHT STYLE  
The lines are flushed to right

### FLUSH RIGHT STYLE

Study the composing or setting of the reading matter illustrated in Fig. 6. In this page the lines are 'flushed' or made even to the right margin. They are uneven with reference to the left margin. This style of setting is known as the Flush Right Style. Cine magazines generally adopt this style. Sometimes advertisements in newspapers and periodicals are also composed in this style.

## b) Styles of Captions or Headings

Reading matter in a Corporate publication should have a very attractive caption or heading. The words used in the caption should be impressive and its style of structuring eye-catching, or arresting. When one goes through a well produced brochure or a House Journal one will come across many styles of structuring of captions.

The following are commonly used styles of Caption :

- a) Long - Short - Long style (Waist-line)
- b) Flush left style
- c) Flush Right style
- d) Inverted Pyramid style
- e) Stepped style
- f) *leader or shoulder headline* (It amplifies the main headline)
- a) LONG - SHORT - LONG STYLE (g) *single line or single deck*

Study the length of three lines in the following Caption :

COMPANY MEN TO  
GO ON  
STRIKE FROM TODAY

The first and the third lines are longer than the middle one. In other words the first line is long, the second line is short and the third line long. Therefore, this style of structuring the Caption is known as the Long - Short - Long style. There are two important characteristics of this style that must be borne in mind. The middle line should always be shorter than the other two lines. There will be only three lines in this style and not more.

### b) FLUSH LEFT STYLE

Study the structuring of the following caption :

COMPANY MEN TO  
GO ON STRIKE

Both the lines are pushed to the left side and made even with reference to the left side margin. To 'flush' means to make even or to level up. Since the two lines are made even with reference to the left side margin this style of structuring the caption is known as the Flush Left style.

### c) FLUSH RIGHT STYLE

Now study the structuring of the following caption :

## **COMPANY MEN TO GO ON STRIKE**

Both the lines are pushed to the right side and made even with reference to the right side margin. Since the two lines are made even with reference to the right side margin, this style of structuring the caption is known as the Flush Right style.

There are some important characteristics of the Flush Left and the Flush Right styles to be borne in mind. There may be one line, or two lines or three or four and not more. All of them should be made even with reference to the left side margin in the case of the Flush Left Style or to the right side margin in the case of the Flush Right Style. The lines may be of unequal length. In other words, any line may be of any length.

### d) INVERTED PYRAMID STYLE

Now study the structuring of the following Caption:

## **COMPANY MEN TO GO ON STRIKE**

The second line is shorter than the first thus looking like an inverted pyramid. So this style is known as the Inverted Pyramid Style. In this style there will be two or three lines and not more. The first line should be the longest, the second shorter and the third still shorter. Thus visually the structuring of the lines will look like an inverted pyramid.

### e) STEPPED STYLE

Now study the structuring of the following Caption :

## **COMPANY MEN TO GO ON STRIKE FROM FRIDAY**

Here the three lines are evenly pushed to the right margin in such a manner that the whole caption looks like steps of a stair case. So this style is known as the Stepped Style. In this style there should not be more than four lines.

(As we have seen in the earlier lesson, there are many types of Corporate publications. In the following paragraphs let us study their scope and functions in general terms. Their usual contents, production techniques and related aspects are discussed in detail in subsequent lessons.)

## **4. MANUALS AND HANDBOOKS**

Manuals and Handbooks of an organization generally contain administrative procedures, office or factory rules and regulations, service

conditions, Provident Fund and pension rules and the like with which the employees will have to be familiar. They are official publications containing authentic information for the guidance as well as observance of employees. With a view to making them upto date, they are revised from time to time. Management always takes great care to make the organization's manuals and handbooks as accurate, authoritative and authentic as possible because they have to stand, on occasions, the test of law. As part of induction, a new recruit is given a manual or a handbook.

## **5. ANNUAL REPORTS**

An Annual Report is a regular publication of an organization. Such aspects as profit and loss, assets and liabilities and a resume of activities in diverse fields covering a specific period of the organization are set forth in an Annual Report. They are prestigious publications generally printed on art paper with colourful illustrations pictures and diagrammatic representation. In a publication of this type, care is taken to emphasise the growth trends of the organization.

## **6. THE CHAIRMAN'S SPEECH**

The Chairman at the top of an organization is its captain and spokesman. He is its captain in the sense that he leads the organization with his special knowledge or skills. He is also its spokesman in the sense that he expounds the policies and programmes of the organization with a tone of authority. Thus his speeches on occasions like the share holders meeting or inauguration of a new plant or launching of foreign collaboration acquire considerable importance. They are therefore printed and circulated among the intending 'publics' to project the image of the organization.

## **7. HOUSE JOURNALS**

Nowdays, well established organizations publish House Journals. A House Journal, in a broad sense, reflects the concern of the management in the welfare of employees their safety, service conditions, security and the like. It also promotes the employee - management relationship both enjoying the resultant benefits.

There are two types of House Journals. House Journals meant for employees are known as 'Internal House Journals'. Organizations interested in maintaining close liaison with their regular and potential customers, share-holders, dealers etc - who are different from their employees - publish House Journals that are known as 'External House Journals'.

## **8. EMPLOYEE NEWSLETTERS**

Organizations that do not publish House Journals find a good substitute in what is known as 'Employee News-letters'. An Employee Newsletter is a modest publication, modest in the sense that it contains a limited number of

pages say four to eight pages, and a few pictures and illustrations. Generally Employee Newsletters are printed in a single colour. However, Employee Newsletters with multi-coloured mastheads are not uncommon.

## **9. TRADE JOURNALS**

A sales promotion campaign is one of the vital activities of an organization to accelerate its growth. Often this is sought to be achieved by the publication of trade journals. They highlight the organization's trade, diverse products, their wide range, variety, excellence and the like. It is common knowledge that export of our products went up as a result of the favourable impact made by well produced Trade Journals on India's foreign market.

## **10. FOLDERS**

A Folder is a simple type of publication. Generally it is oblong in size. The width and length may differ from folder to folder. It is printed on either side of the sheet and then folded, in such a way that it will be easy to read and convenient to carry it. Reading matter will not be lengthy because a folder is generally meant for people who do not have much time to spare for printed literature. It may be illustrated or printed run-on material. However, colourfully illustrated folders have become the fashion of the day.

## **11. BROCHURES**

A Brochure is a booklet with a limited number of pages. Generally it is not bulky, with about 80 or 100 pages. It deals with a single theme, pictures and illustrations enhance its attractiveness as well as impact. It can be in a single colour or in multi-colour. Brochures carry distinct, colourfully printed covers that attract the attention of readers.

## **12. CALENDARS AND DIARIES**

Organizations interested in maintaining good relations with their regular and potential customers in addition to the members of the public, print calendars, diaries, engagement pads etc. Publications of this type cover a wide range. They are mostly gift material for distribution with a view to enlarging the areas of goodwill towards the organization and its products. They are costly productions. Generally they are distributed for extending New Year or Festival greetings.

## **13. GOVERNMENT PUBLICATIONS**

Strictly speaking government publications constitute a different and distinct category. They are mostly publicity literature for wide distribution among almost all sections of the public. They expound the policies and programme of the government for the greater understanding of the public. They also publicise the activities of the government for the their better appreciation by the people. This is done with a view to building up a good image of the Government. In a Parliamentary democracy it is ultimately the people who

decide the future of a government. Therefore, the people are kept well informed through the medium of the Printed Word.

#### 14. SUMMARY

Corporate publications exploit the medium of the Printed Word. In other words, they are the tools of the printed word to convey the message to the 'Publics' they have therefore, to be designed and produced on behalf of an organization to suit the needs of a particular situation. There are many types of Corporate publications. Their formats and lay-outs differ.

The word 'Format' means the size, form and shape in which publication are produced. There is no rigid rule that a corporate publication should conform to a specific size or sizes. There are various sizes bearing technical names. The following are standard sizes of printing paper from which required sizes for publication are cut:

Imperial	....	22"	x	30"
Elephant	....	23"	x	28"
Super Royal	....	20½"	x	27½"
Royal	....	20"	x	25"
Medium	....	18"	x	23"
Demy	....	17½"	x	22½"
Large Post	....	17½"	x	21"
Post	....	15¾"	x	19½"
Crown	....	15"	x	20"
Foolscap	....	13½"	x	17"
Pott	....	15½"	x	12½"

Against this general background of standard sizes of printing paper, the PR practitioner decides the exact size of sizes of his publications. The following sizes are commonly used sizes.

Imperial Quarto	....	15"	x	10"
Imperial Octavo	....	11"	x	7½"
Elephant Quarto	....	14"	x	11½"
Elephant Octavo	....	11½"	x	7"
Super Royal Quarto	....	13¾"	x	10¼"
Super Octavo	....	10¼"	x	6 7/8 "
Royal Quarto	....	12½"	x	10"
Royal Octavo	....	10"	x	6¼"
Medium Quarto	....	11½"	x	9"
Medium Octavo	....	9"	x	5¾"
Demy Quarto	....	11¼"	x	8¾"
Demy Octavo	....	8¾"	x	5 5/6 "
Large Post Quarto	....	10¼"	x	8¼"

Large Post Octavo	....	8¼"	5¼"
Post Quarto	....	9¾" x	7 7/8 "
Post Octavo	....	7 7/8 " x	4 7/8 "
Crown Quarto	....	10" x	7½"
Crown Octavo	....	7½" x	5"

So when the brochure is to be 8¾" x 5 5/8 " we say its size is 'Demy Octavo.'  
When the brochure is to be 12½" x 10" we say its size is "Royal Quarto".

The word lay-out means the general appearance of a printed page or display of matter on a printed page. It may contain reading matter, pictures, illustrations like line-drawings, diagrammatic representation etc. All of them have to be arranged in such a manner as to give a pleasing appearance. This arrangement is known as "lay-out". The lay-out of a Corporate publication has to be executed in an attractive manner. If a page is to be attractive, the reading matter should be composed or set in an attractive way. There are various styles of composing or setting the reading matter. They are a) Solid Setting; b) Symmetrical Setting; c) Flush Left Style; d) Flush Right Style. Nowadays the Flush Right Style is more popular than any other.

Reading matter in a Corporate publication should have an attractively structured caption or heading. There are many styles of structuring the captions. The following are commonly used styles of captions:

Long - Short - Long Style

Flush Left Style

Flush Right Style

Inverted Pyramid Style

Stepped Style

There are many types of Corporate publications. They are a) Manuals and Handbooks; b) Annual Reports; c) The Chairman's speeches; d) House Journals e) Employee Newsletters; f) Trade Journals; g) Folders; h) Brochures i) Souvenirs.

Strictly speaking, government publications constitute a different and distinct category consisting mostly of their publicity literature for wide distribution among all sections of the people to expound the policies and programmes of the government for their greater understanding. They also publicise the activities of the government for their better appreciation by the people. This is done with a view to building up a good image of the Government. In a Parliamentary democracy it is ultimately the people who decide the future of the government. The people are therefore kept well informed through the medium of the Printed Word.

**Author of the Lesson : Mr. T. D. JAGADESAN**

## Assignments

### I. Answer the following in about 30 lines each

1. Discuss the general principles of layout of Corporate Publications.
2. Underline the general principles of format of Corporate Publications
3. Elaborate various styles of captions that could be used in Corporate Publications
4. Discuss various types of Corporate Publications exploiting the medium of the Printed Word.
5. Do you consider that the Printed Word has certain advantages over other media of communication ? If so, what are they ?

### II. Answer the following in about 10 lines each

1. How do you make a publication attractive ?
2. Discuss the importance of layout and (composing) style in making a publication attractive.
3. How Manuals and Handbooks differ from Trade Journals and brochures.

### III. Answer the following in about 5 lines each

1. Differentiate between the Flush Left setting and the Flush Right setting of reading matter.
2. What are the characteristics of the Long - Short - Long captions ?
3. What are the characteristics of the Inverted Pyramid style captions ?
4. What are the limitations of the Printed Word ?
5. Write short notes on
  - a. Symmetrical style of setting of reading matter
  - b. Solid style of setting of reading matter
  - c. Government Publications.

## Lesson 3 : Illustrations in Corporate Publications

### Objective

The use of photographs, graphic representation and sketches in corporate publications is explained, as also the styles of their reproduction to achieve an optimum impact.

### Synopsis

1. Introduction
2. Photo montage
3. Colour transparencies
4. Sketches and line drawings
5. Cut-outs
6. Placement of Illustrations
7. Tint background
8. 'Do's' and 'Don't's' in the reproduction of illustrations
9. Summary

### 1. INTRODUCTION

The visual, according to Scott Cutlip and Allen Center, is estimated to be between 60 and 70 per cent of man's total learning. From this it is obvious that photographs - one of the main visual aids - can be a very effective PR weapon. The written or spoken word may take time to make an impact. But a good picture is capable of making an immediate impact. A bunch of photographs, six or ten, on a single theme or an event can be used as a photo montage to present a significant news story or to highlight an important event. This is always accompanied by a short write-up printed alongside it on the same page. Because of large space required by a photo montage, it is usually reproduced as a centre-spread in a publication. It is, perhaps, needless to add that the impact of a photo montage is greater than that individual pictures.

Again, graphic representation like Bar diagrams, rectangle diagrams, pie diagrams or picture diagrams etc., (that are dealt with in great detail in a subsequent lesson) has a significant role to play in corporate publications such as Annual reports, the Chairman's speeches, PR brochures, Trade Journals etc. In these publications, the PR practitioner may have to reproduce a lot of statistical data to illustrate a view-

point or to highlight healthy trends in the growth of his organization. This is best done by graphic representation where a comparison is drawn to enable the 'publics' to draw their own inferences. It will be obvious that photographs are not a substitute for graphic representation and vice versa. Enjoying an importance of their own both have distinct and different roles to play in corporate publications.

## 2. PHOTO MONTAGE

Photo montage is a composite pictorial presentation of a single important or a significant theme with a write-up usually occupying a large space in the publication. This means photographs used in the montage should all pertain to a single event or a theme for example the story of the State Bank of India or the story of the Golkonda fort in Hyderabad. In other words, if ten photographs are to be used in the photo montage on the above themes, all the ten should pertain either to the State Bank of India or to the Golconda Fort. In the montage, they should not be mixed up. If they are mixed up, the composite pictorial presentation will cease to be a photo montage.

The theme selected for a photo montage should be important or significant enough to deserve prominence and emphasis in the Corporate publication. Photographs of unimportant themes ought not to be presented as a photo montage simply because a number of photographs are available on hand for immediate use of the PR practitioner. These basic approaches should be borne in mind in the preparation of a photo montage.

If the theme of a photo montage is selected with great care, its layout should be designed with greater care. This is best done by a layout artist. He alone can make the layout artistic and attractive. Generally he achieves this first by 'cropping' (editing) the photographs and then pasting them on a thick white drawing sheet in an artistic manner. Space is left for a short write-up explaining the story. This write-up should be printed along side the photo montage and not elsewhere.

## 3. COLOUR TRANSPARENCIES

We are living in the Age of Colour. This is, indeed, very true in respect of the printed word. To make the printed word more appealing, it is supplemented by the use of colour pictures. In general publications, newspapers and periodicals pictures used may be either in black and white or in multi-colour. Black and white pictures are reproduced from black and white photographs with which we are familiar. Multi-coloured pictures are reproduced from film known as 'transparencies' or 'colour transparencies'. They are films or film strips of various sizes. Generally, they are mounted in carton folds so that one need not touch them. When they are touched directly the films get spoiled. While it is easy to secure black and white photographs from professional photographers or other sources, it may, at times, be difficult to secure colour transparencies. Alternatively, the PR practitioner may have to commission professional photographers to supply the required colour transparencies to get the job done satisfactorily.

Colour transparencies (when compared to black and white photographs) are costly. Their reproduction in a publication is equally costly. Again, the reproduction process itself is a time consuming one. Ordinarily this will take more time than the reproduction of black and white photographs. Therefore, if it is decided to use colour transparencies the PR practitioner must start working on the publication much in advance of the deadline set for its completion. It may easily take a couple of months because block making facilities for colour transparencies may not be available in all places. Again, printed pages in colour need some time to dry, before subsequent colour or colours are printed. For instance, if the multi-coloured publication is required on August 15th - Independence Day - the PR practitioner is well advised to start working on the publication from the first week of June itself, in consultation with the printer. The latter's equipment, technical knowledge and co-operation generally go a long way in making such publications a success.

#### 4. SKETCHES AND LINE DRAWINGS

Sketches and line drawings are also used as illustrations in Corporate publications. They are drawn in Indian ink. Such illustrations are generally used in folders and brochures which may not have much space for photographs. Again, if suitable photographs are not readily available and if the intended publication is very urgently required, Indian ink sketches (See Fig. 1) are prepared by a competent artist or artists and used as suitable substitutes, so that the publication can be brought out by the deadline set for it. Illustrations like logos, insignia, trade marks, mottoes, crests etc., are to be necessarily done in sketches. They are to be drawn with great care to a bigger scale and thereafter reduced to the required size while making blocks. When this basic approach is adopted their reproduction in a publication will be good.



Fig. 1  
Line drawing

## 5. CUT-OUTS

It should be admitted that the use of black and white photographs in a conventional way has become a routine or a dull affair nowadays. With the result, such pictures in publications and newspapers and periodicals hardly evoke much interest or enthusiasm among the readers. Therefore to stimulate their interest through an out-of-the-ordinary approach, cut-out photographs are used when there is no scope for innovation along these lines. Not all photographs offer scope for use as cut-outs. When the individuality, or the individual excellence or the distinguishing characteristics of a person or a thing are to be emphasised or highlighted, the cut-out technique is resorted to with advantage. This technique eliminates the superfluous or confusing background that is likely to obscure the main theme. Against this wider background, cut-outs of VIPs, wellknown landmarks, sophisticated instruments, equipment, machinery etc., expanding the Frontiers of Science and technology have become popular in printed literature illustrating good examples of cut-out pictures. One is familiar with cut-out pictures of VIPs (mostly Politicians) and other personalities in newspapers and periodicals.

## 6. PLACEMENT OF ILLUSTRATIONS (OR) DISPLAY OF PICTURES

We have already seen that photographs, graphic representation and sketches are meant to illustrate the reading matter and make the message easier to comprehend. So they are to be positioned in the layout in such a manner as to make their impact more effective and to enhance the attractiveness of the page as a whole in a publication. In this respect there are some widely respected conventions in printing technology. The following three styles of display of pictures conform to them. They are:

- Diagonal style of display (Fig. 2a, 2b)
- Vertical style of display (Fig.3)
- Horizontal style of display (Fig. 4 and 5)

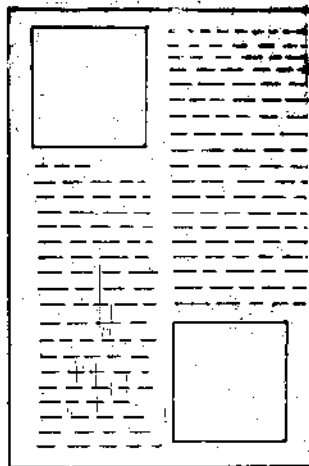


Fig. 2a

Diagonal style of Display of Pictures in a page layout

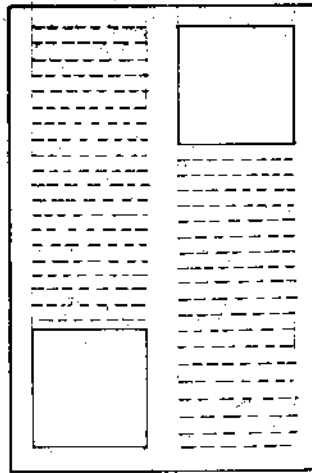


Fig. 2b  
Diagonal style of Display of Pictures in a page layout

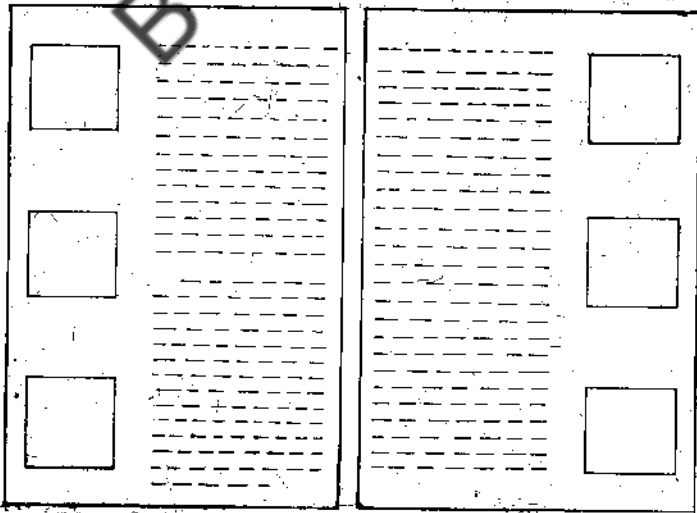


Fig. 3  
Vertical style of Display of Pictures in Left and Right pages  
30

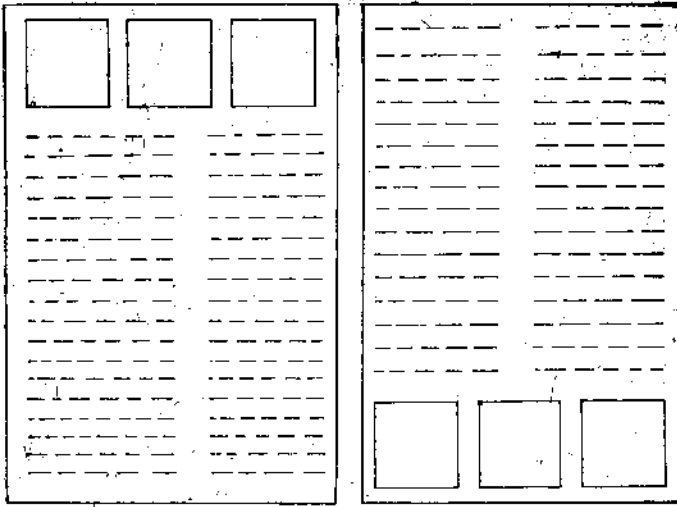


Fig. 4  
Horizontal style of Display of Pictures in Left and Right pages  
(Pictures are at the top and bottom)

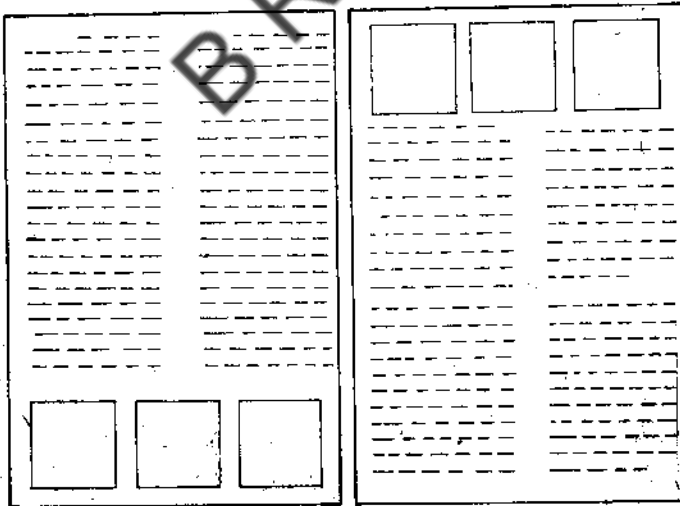


Fig. 5  
Horizontal style of Display of Pictures of Left and Right pages  
(Pictures are at bottom and top)

Pictures can be positioned or displayed diagonally above the fold as shown in Fig. 2. This is done if there are only two pictures to be used in the page. If there are more in the page to illustrate the reading matter they are positioned or displayed in a vertical fashion as indicated in Fig.3. If this style is adopted, care is taken to ensure that their positioning is on the opening side of the page.

The horizontal style of display requires that two or three or more pictures of uniform size are positioned at the top of the page or at the bottom. This is generally done in such a manner that if the left page carries a horizontal display at the top, the right page ought to carry an identical horizontal style of display at the bottom of the page to achieve visual balance. (Fig.4) the vice versa positioning in the left page and right page also holds good. Study Fig. 5. If the vertical style of display of two or three or more pictures is preferred, this should be done on the opening side of the left and right pages to achieve visual balance. Study Fig.3.

We have now seen various styles of display of pictures. These styles hold good in respect of sketches and line drawings also, in toto.

A photo montage should always be used as a centre-spread for optimum visual impact. It follows that it should be exactly in the centre or on the middle pages of a publication - left page facing the right. For instance, if the publication is a brochure of 12 pages and if the PR practitioner decides on the use of a centre-spread photo montage it should go in pages 6 - 7 facing each other.

## 7. TINT BACKGROUND

When a conventional block is made with a plain smooth zinc or copper sheet, it is known as a tint block. This is used for printing tint colours on the pages or required portions thereof in a publication. Tint colours are of varying shades. A very wide range of shades is available for selection from the printer's Ink Style book. High class printers or reputed dealers in printing ink have such style books for perusal and selection.

After selecting a suitable tint, the page or portions thereof will be printed with the tint. When this surface dries, the matter and/or illustrations are printed on the tinted portion or portions of the page in conventional ink, say, black. The result will be very pleasing. Generally, this approach is employed for the reproduction of pictures and/or illustrations to make them more attractive in a publication. However, the fashion of the day is to use tint for the cover design, inside reading matter and illustrations as well.

## 8. 'DOs' AND 'DONTs' IN THE REPRODUCTION OF ILLUSTRATIONS

### THE 'DOs'

- \*\* It is better if photo montages are prepared by a lay-out artist.

- \*\* If, however, a Lay-out artist is not readily available, a commercial artist will be a good substitute.
- \*\* Screen papers can be used in blank spaces in a photo montage.
- \*\* 'Cropped' photographs for a photo montage should be pasted on a thick, large, white sheet of drawing paper which should not be folded when it goes to the block-maker.
- \*\* Central pages say four to eight pages in a publication can be exclusively devoted to pictures, leaving the rest to reading matter.
- \*\* Always leave sufficient space for printing the reading matter to go with a photo montage. The two should not be printed on different pages.
- \*\* To achieve good reproduction results, superior paper should be used for pictures and/or a photo montage.
- \*\* If the Horizontal style of display of picture is preferred in any two facing pages, the pictures could be 'flush out.' The printer should be briefed accordingly.
- \*\* If sketches and line-drawings are preferred, they should be simple and the details clear. They should not be crowded with too many details.
- \*\* With the use of tint background, illustrations can be made very attractive. This is the fashion of the day.
- \*\* Real art paper should be used for multi-coloured pictures.

#### THE 'DONTs'

- \*\* A photo montage is meant for a single theme only. So photographs belonging to different themes should not be mixed up.
- \*\* Unimportant themes and insignificant events should not go as photo montages simply because a number of photographs are available for immediate use.
- \*\* In the facing pages of a publication, the three styles of photographic display namely the diagonal, vertical and horizontal compositions should not be mixed up indiscriminately. The facing pages should have only one style for balance.
- \*\* Write-ups in photo montages should be short and crisp.

### 9. SUMMARY

Visuals make an impact that is immediate, effective and enduring. Care is therefore, taken to ensure that good pictures, graphic representation colour

transparencies and sketches are used either individually or collectively in a publication. The photo montage style of display of pictures is a very effective way of presenting a theme. All the pictures used therein should deal with a single theme only.

The layout for a photo montage should be done by a layout artist, because he alone would do it in an artistic fashion. A write-up, usually a short one, should go with the montage on the same page and not in a different page in a publication. It is always positioned as a centre-spread. It should be borne in mind that a photo montage is used to emphasise a very important theme or to highlight a very significant event associated with an organisation.

Colour transparencies can also be made use of in a publication to enhance its production values. Reproduction of colour transparencies is a very costly and time-consuming process. Hence if the PR practitioner decides on colour transparencies he should start working months ahead of the deadline set for the publication.

Illustrations like a logo, insignia, trademark motto or crest are sketches drawn in Indian ink. Thereafter blocks are made. Small sketches are preferred to photographs in a folder because it may not have much space for the latter.

There are different styles of display of illustrations in a publication. If photographs are used the following are the usual styles of display conforming to conventions recognised in printing technology. A) The Diagonal style of display; Fig. 2a,2b. B) The Vertical style of display; Fig. 3 C) The Horizontal style of display; Fig. 4 and 5. Graphic representation is generally printed on the left page or pages, ensuring that the right page or pages carry the relevant reading matter.

**Author of the Lesson : Mr. T.D. JAGADESAN**

## **Assignments**

### **I. Answer the following in about 30 lines each**

1. Why are Photographs, Graphic representations and sketches used in Corporate Publications ? Explain their significance
2. What are the 'Dos' and 'Donts' in reproduction of Illustrations ?

### **II. Answer the following in about 10 lines each**

1. Discuss briefly the role of illustrations in a Corporate Publication.
2. Describe the various styles of display of pictures in the page lay-out.
3. When will you prefer the use of cut-outs ? State the reasons therefore.
4. What is a Photo Montage ? What are its chief characteristics ?
5. Write short note on reproduction of colour transparencies.
6. What is a tint block ? How will you use it in a publication ?

## LESSON 4 : Diagrammatic Representation in Corporate Publications

### OBJECTIVE

To explain various diagrammatic representations in Corporate Publications highlighting statistical data and the methods of drawing them.

### Synopsis

1. Introduction
2. Importance of diagrammatic representation
3. Limitations of diagrammatic representation
4. Rules of diagrammatic representation
5. Charting categorical series
  - i. One Dimensional or Bars
  - ii. Rectangle diagram
  - iii. Square diagram
  - iv. Circle or Pie diagram
  - v. Picture diagram
6. Summary

### 1. INTRODUCTION

Figures are not always interesting. As their size and number increases, they become uninteresting and confusing to the reader, with the result that no one may care to study them. Even if an attempt is made, it may be a strain on the mind. The aim of statistical representation is, therefore, to reduce the size of statistical data and to render them easily intelligible. To attain this object different methods of classification, tabulation, averages, percentages and index numbers are generally used. But the method of diagrammatic representation (visual aids) is simpler and more easily understandable than any other. It consists in presenting statistical material in geometric lines, curves, pictures, maps, and figures. In corporate publications especially in annual reports of organizations, the Chairman's speeches etc., there may be many statistical data which have to be incorporated. Many of them can be diagrammatically represented to emphasise, *inter alia*, the growth trends of the organization, and their quick appreciation by the reader.

### 2. IMPORTANCE OF DIAGRAMMATIC REPRESENTATION

The importance of diagrammatic representation has to be emphasised so that there may be a better appreciation of its use.

- (a) Diagrams have greater attraction than mere figures. They delight the eyes. They also add a spark of interest and as such catch the attention of the reader, as much as figures dispel it.
- (b) Again, diagrams help in deriving the required information in less time and without any mental strain. If the annual production of a prestigious fertilizer company for the last 10 years is given to us in the form of a statistical table, it would entail some concentration to find out the ups and downs in the production levels and to judge the company's overall performance in the 10-year span. On the other hand, if the production, is represented by means of diagrams – say, for example Bar diagrams – the required information can be derived in less time and without much mental strain.
- (c) Diagrams have greater memorising value than mere figures. This is so because the impression left by the diagram is of a lasting nature. For instance, if the 1980 production line or Bar of a Fertilizer Company is the tallest one in the diagram, the reader will clearly remember, for a long time, that the production level touched the peak level in the year 1980.
- (d) Diagrams facilitate comparison, making it more effective and lasting.

### 3. LIMITATIONS OF DIAGRAMMATIC REPRESENTATION

It has to be borne in mind that diagrammatic representation has some limitations also. They are:

- (a) The techniques of diagrammatic representation are made use of only for purposes of comparison. They are not to be used when comparison is either not possible or not necessary.
- (b) Diagrammatic representation is not an alternative to tabulation. It only strengthens the textual exposition of a subject and cannot serve as a complete substitute for statistical data.
- (c) It can give only an approximate idea. As such, where greater accuracy is needed diagrams may not be suitable.
- (d) Two or three dimensional diagrams are some times more difficult to understand than the facts contained in a statistical table.
- (e) Diagrams may fail to bring to light small differences.
- (f) Diagrams cannot show many facts which a statistical table can.
- (g) Diagrams require more time to construct since each one is an original drawing.

#### 4. RULES OF DIAGRAMMATIC REPRESENTATION

There are certain general rules to be observed for drawing diagrams. They are:

- (a) **The first and the most important thing is the selection of a proper scale.** However, no definite rules can be laid down for this. But it may be said that the diagram should be neither too large nor so small that it may look clumsy or indistinct. All significant characteristics of the figures should be clearly exhibited by the diagram. It should also suit the size of the page.
- (b) The vertical and the horizontal scales should be clearly shown on the diagram itself—the former on the left hand side and the latter at the bottom of the diagram.
- (c) Neatness should be strictly observed. The diagram should be drawn with the aid of geometrical instruments.
- (d) The heading should be written on the top in bold letters. It should be explanatory.
- (e) Various shades of colours can be used to make the diagram attractive and to bring into prominence the main features of the data that are represented diagrammatically.
- (f) Diagrams should be as simple as possible so that the reader can understand their meaning easily.

#### 5. CHARTING CATEGORICAL SERIES

Different diagrammatic forms are used for the representation of statistical data. The selection of the one to be used in a particular case depends mainly upon the characteristics of the data and the object of study. In fact, the selection of the form is far more difficult than its actual drawing when the form has been selected. Representation through diagrams may be made in several ways. Some of the most important methods are:

- (a) One dimensional or Bars
- (b) Two dimensional or Rectangles, squares and circles
- (c) Pictures.

##### (i) ONE DIMENSIONAL BARS

The Bar diagram is a widely used diagrammatic representation. It is the easiest and most adaptable general purpose chart. The term 'Bar' is used for a thick wide line. The width of the Bar is shown merely to make the diagram look more attractive, beautiful and explanatory. The Bar may be vertical or horizontal. No rigid rules can be cited for preferring vertical or horizontal positions.

The various methods of constructing Bar diagrams may be studied in some detail. A knowledge of their drawing is necessary to make corporate publications meaningful. The following are the precautions to be observed in drawing bar diagrams:

- (a) It is better to construct a diagram on a graph paper since this facilitates accurate determination of the size of the Bar and facilitates comparison.
- (b) All bars drawn in any single study should be of the same width. Such a procedure will make the reader realise that the width of the Bar does not indicate anything and is used to make the diagram attractive.
- (c) Different Bars should be separated by equal distances. This gives it a pleasing effect.
- (d) All the Bars should rest on the same line called the Base.
- (e) The diagram should be drawn on such a scale as to show effectively the variable under study.
- (f) The scale should be written on the top of the diagram.
- (g) The Bars should be arranged from left to right (or from top to bottom in the case of the horizontal position) in the order of magnitude.

The 'bar' diagram in fig. 1. is a diagrammatic representation of the birth rate of a few countries of the world during the year 1967. Statistics are given below.

Country	Birth Rate	Country	Birth Rate
Iran	33	Malaysia	40
Kenya	16	Mexico	30
Libya	20	Sweden	15

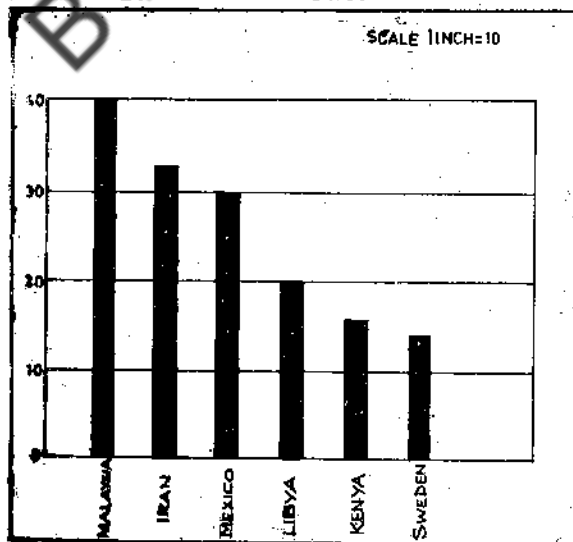


Fig. 1 Bar diagram showing birth rate of a few countries of the world during 1967, Malaysia, the highest, and Sweden, the lowest.

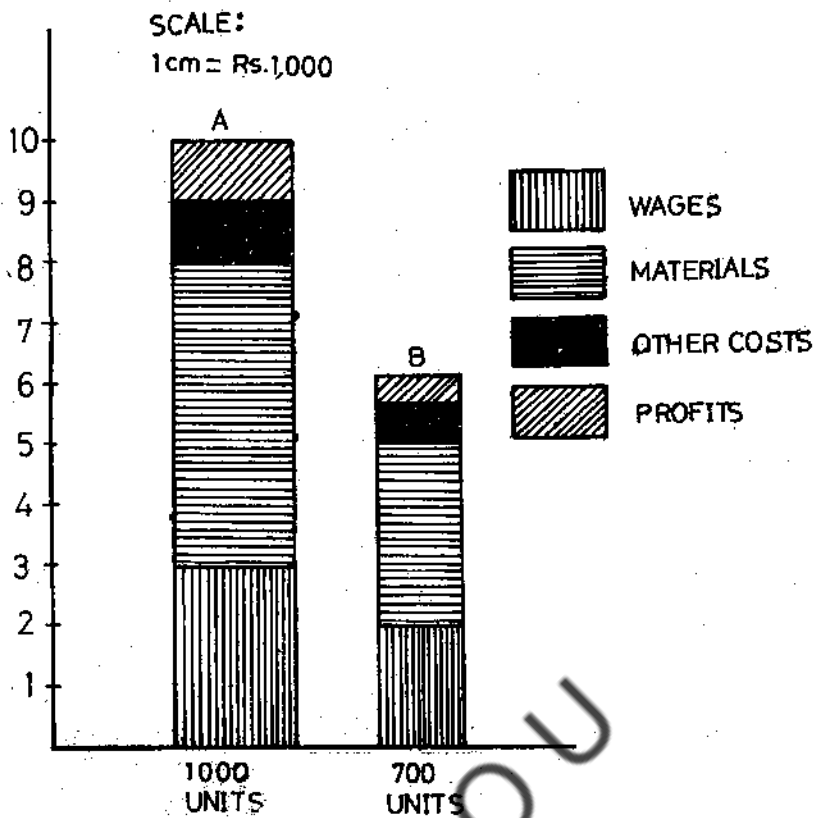


Fig. 2: Two Dimensional Diagram

(ii) TWO DIMENSIONAL OR RECTANGLE

Though the Bar is the most common method of representing statistical data, there are occasions when it does not serve the purpose. Therefore, other forms namely, Rectangles, Circles and Squares are employed. A Rectangle is two-dimensional diagram i.e., its height as well as width are taken into consideration for purposes of representation. It may be repeated here that in a Bar diagram it is only the height of the Bar and not the width that is significant. Rectangles are used when it is desired to give more detailed information than can be conveyed by the Bar.

The rectangle diagram in Figure 2 is a diagrammatic representation of wages, material, profit etc., of two factories. Statistics are given below in the table:

Factory	Wages (Rs.)	Materials (Rs.)	Other Costs (Rs.)	Profit (Rs.)
A	3000	5000	1000	1000
B	2000	3000	800	500

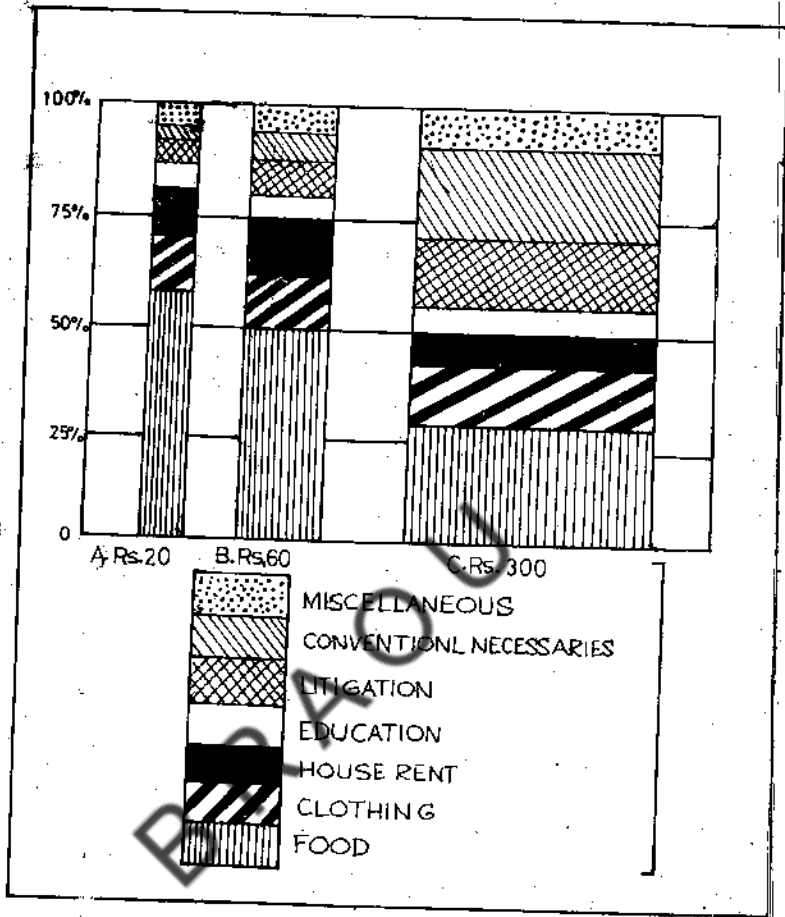


Fig. 3

SQUARE DIAGRAM

(iii) SQUARES

Squares are used when it is desired to compare quantities that differ widely in magnitude. The square diagram in Fig.3 is a diagrammatic representation of items of expenditure of three families A, B & C on food, clothing, house rent, education, litigation, conventional necessities etc. Statistical data are given below in the table.

Family	A		B		C	
	Actual		Actual		Actual	
	Expendi- ture	%	Expendi- ture	%	Expendi- ture	%
	(1)	(2)	(1)	(2)	(1)	(2)
	(Rs.)		(Rs.)		(Rs.)	
Food	12	60	30	50	90	30
Clothing	2	10	7	11½	35	11½
House Rent	2	10	8	13½	40	13½
Education	1.50	7½	3	5	12	4
Litigation	1	5	5	8½	40	13½
Conventional Necessaries	0.50	2½	3	5	60	20
Miscellaneous	1	5	4	6½	23	7½
Total Rs.	20		60		300	

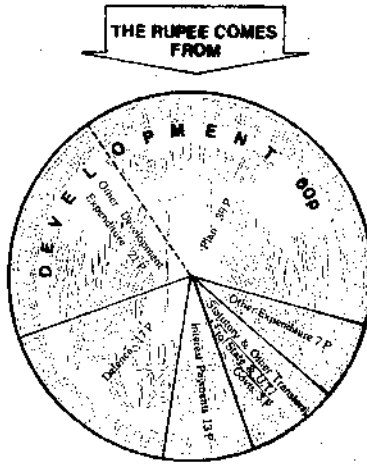


Fig. 4-A

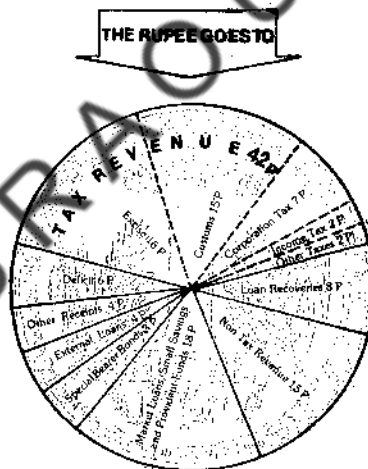


Fig. 4-B

#### (iv) CIRCLES OR PIE DIAGRAMS

Circular diagrams are alternatives to Square diagrams. Just as the areas of Squares vary in the same proportion as the Squares of their side, likewise the areas of Circles vary as the Squares of their radii. The pie diagrams in Fig. 4-A & 4-B are a diagrammatic representation of the items of receipts and payment in the Central budget 1981-82 in a rupee. Statistical data are given below.

(Rs. in crores)

CENTRAL BUDGET 1981 - 82

RECEIPTS		PAYMENTS	
1. Excise	4032	1. Plan	6309
2. Customs	3833	Central plan	6309
3. Corporation Tax	1690	State & U.T. Plans	3462
			9771
4. Income Tax	415	2. Other Developmental	
5. Other Taxes	567	expenditure	5169
		Development	14940
Tax Revenue	10537		
6. Loan Recoveries	1950	3. Defence	4200
7. Non-Tax revenue	3790	4. Interest Payments	3124
8. Market loans, small		5. Statutory and other	
savings and provident		transfers to State &	
funds	4370	UT Governments	836
9. Special Bearer Bonds	800	6. Other Expenditure	1771
10. External Loans	1000		
11. Other receipts	885		
12. Deficit	1539		
	14334		9931
Grand Total	24871	Grand Total	24871
Tax revenue is exclusive		Transfers to States are	
of States Share of taxes		exclusive of share and	
and Duties amounting		Duties amount to Taxes	
to Rs. 4131 Crores.		and Rs. 4131 Crores.	

(V) PICTURE DIAGRAMS: The main object of representing the data in the form of pictures is to help in quick visualisation of comparisons of magnitudes. Fig. 5 illustrates the growth of population of Rajasthan during 1941-1981. Each figure represents one million persons.

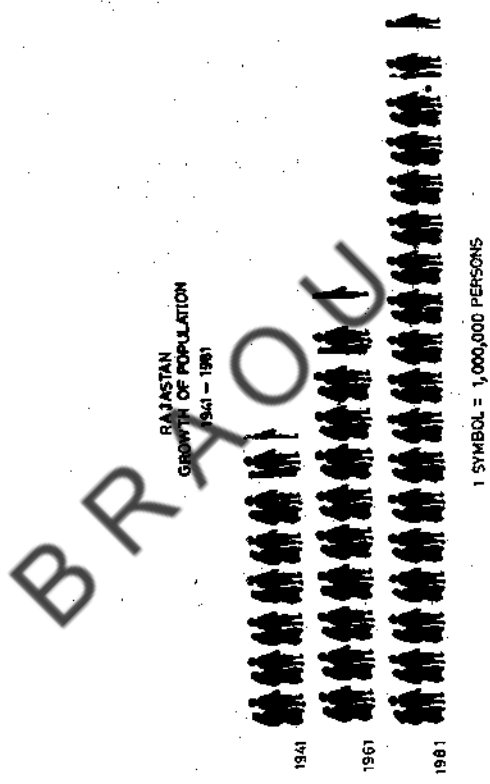


Fig. 5

## 6. SUMMARY

The aim of statistical representation is to reduce the size of statistical data and to render them easily intelligible. To attain this objective, many different methods of classification, tabulation, averages, percentages and index numbers are generally used. But the method of diagrammatic representation (visual aids) is simpler and easily understandable. It consists in presenting statistical material in geometric lines, curves, pictures, maps and figures. In corporate publications especially in annual reports, the Chairman's speeches etc., may require many representations. Statistical representation is made use of only for purposes of comparison. Again, it is not an alternative to tabulation. It can give only an approximate idea. Two dimensional diagrams sometimes may be more difficult to understand.

There are certain general rules to be observed for drawing diagrams. A proper scale should be selected. Neatness should be strictly observed. The headings should be written on the top in bold letters. Diagrams should be simple, so that they are easily understood.

Different diagrammatic forms are used for the presentation of statistical data. More commonly used forms are:

- (a) One Dimensional or Bars.
- (b) Two Dimensional or Rectangles, Squares and circles.
- (c) Pictures.

The bar diagram is the easiest and most adaptable general purpose chart. This type of chart can be used for any type of series. It is especially satisfactory for categorical series. The bars may be vertical or horizontal.

Though the 'Bar' is the most common method of representing statistical data there are occasions when it does not serve the purpose and as such other forms namely, rectangles and circles are employed. Rectangles are used when it is desired to give more detailed information than can be conveyed by the 'Bar'.

Squares are used when it is desired to compare quantities that differ widely in magnitude. Circular diagrams are alternatives to square diagrams. Just as the areas of squares vary in the same proportion as the squares of their sides, likewise the areas of circles may vary as the squares of their radii. The main idea of representing the data in the shape of pictures is to help in quick visualization of comparisons of magnitudes.

**Author of the Lesson : Mr. T. D. JAGADESAN**

## Assignments

### I. Answer the following in about 30 lines each.

1. Explain the usefulness of diagrams in presenting statistical data in a corporate publication.
2. Discuss the merits and limitations of diagrammatic presentation
3. 'Diagrams help us to visualise the whole meaning of numerical complex at a single glance' – Comment.

### II. Answer the following in about 10 lines each.

1. What is the need for having diagrammatic representations in Publications ?
2. What are the general rules for drawing diagrams to present statistical data ?

### III. Write short notes on :

Bar diagrams  
Rectangle diagrams  
Square diagrams  
Pie diagrams  
Picture diagrams

#### Exercise

1. Draw a simple diagram (Bar) to represent the following statistics in relation to the earning of a business house :

Year	Rupees in lakhs
1962-63	168
1963-64	198
1964-65	223
1965-66	244
1966-67	222
1967-68	184
1968-69	234

## Lesson - 5 : Production of Corporate Publications

### Objective

In this lesson the scope and production norms and techniques of corporate publications are explained.

### Synopsis

1. Introduction
2. Production of a folder
3. Production of a brochure
4. Production of an annual report
5. Production of manuals and handbooks
6. Production of calendars and diaries
7. Summary

### 1. INTRODUCTION

To convey the message effectively to the target audience, corporate publications produced by the PR practitioner should be readable as well as attractive. In other words, they should be written in a popular style and printed in a colourful manner. Today, the style of writing that is popular with the reader is the journalistic style, the style that one comes across in English newspapers and periodicals. Therefore, most of our Public and Private sector English publications, in particular, are written in this style. As such, experienced writers are commissioned to write the text. Again, if the publications were to be attractive, its format and layout should be specially designed. In this case, any experienced layout artist or any good agency will do the job satisfactorily.

Lastly, the printer should also do a good job to make the publication attractive. He should, therefore, leave no stone unturned to use quality printing processes and techniques that, in turn, would give commendable results. It will thus be seen that a good publication is a harmonious combination of good writeup, good format, good layout and good printing, and quality paper.

### 2. PRODUCTION OF A FOLDER

A folder is the simplest of corporate publications. It is the simplest in the sense it will deal with but a facet of a theme or but an aspect of a problem. It is a single sheet of printed matter with one or more foldings but not stitched. Its format and lay-out are also simple as compared with a brochure. For instance, its size will be modest and the lay-out done in an easy-to-read style. Therefore, when a PR practitioner desires to put across a facet of a theme or an aspect of a problem he may not have perhaps much to say, running to a number of pages. What he has to say will not be much and this can be expressed in about say 2000 to 3000 words. In view of this, he will decide to bring out a folder with 4 or 6 or 8 pages. A folder enjoys many inherent

advantages and the most important among them is it could be read and its message comprehended quickly.

A folder can be brought out in convenient sizes. Any one of the following standard sizes could be selected and the sheet folded along with sub-division lines in consultation with the Printer.

Imperial	-	22" x 30"
Royal	-	20" x 25"
Demy	-	17½" x 22½"
Crown	-	15½" x 20"
Pott	-	15½" x 12½"

In case white paper is preferred for printing, tint could be used with advantage. The tint hue or colour selected could be used uniformly on all the folding pages or different tints for different folds. The latter method is the fashion of the day, giving a very attractive appearance. Text is overprinted on the tint.

The choice of illustrations in a folder needs great care since its size cannot accommodate too many illustrations. It follows the number of illustration may have to be kept at a minimum. In view of this, the PR practitioner will have to decide on a very limited number of illustrations, say one on each of the folds. *The theme of the folder will decide the type of illustrations to be used.* Generally either black and white photographs or transparencies are selected. However, *if there are statistical data to be highlighted, diagrammatic representation is most desirable.* If the diagrams are overprinted on tint, the format of the folder will be very pleasing in appearance. However, care should be taken to ensure that the tint used does not dominate the printed matter.

Since a folder is a simple publication, the lay-out is kept simple - in an easy-to-read style. The first fold or page could carry the title with border on all four sides; or perhaps the reading matter may be printed from the first page itself, with the title as the heading. Placement of illustrations could be at the top or at the bottom, in keeping with the norms we have seen in an earlier lesson.

### 3. PRODUCTION OF A BROCHURE

Nowadays the words 'brochure' 'pamphlet' and 'booklet' are all used in an identical sense to denote a small publication of say 24 or 32 pages. The PR practitioner has to bring out regularly brochures to project the image of his organization, through the medium of the printed word. This is part of his duties. Broadly speaking, the theme of such brochures will be his organization, its product or products and its development. In addition, related aspects of these hard-core subjects could also constitute the theme of brochures. They can be brought out in a routine way as well as on special occasions, such as for instance the inauguration of a new plant. The contents may, therefore, have to be so planned as to make routine brochures and special brochures equally meaningful to serve the purpose or purposes in view. Their format and lay-out will differ. In these respects the special brochures will have to look more attractive than the routine ones.

Brochures could be of different sizes. Usually they are brought out in the following sizes:

- Royal Octavo (6" x 9")
- Demy Quarto (8½" x 11")
- Demy Octavo (5¼" x 8½")
- Crown Quarto (7½" x 9½")
- Crown Octavo (4½" x 7")

It may be stressed here that *the size of a brochure is decided by the theme and the occasion on which it is proposed to be published.* If the theme is very important and if the occasion is very significant to the organisation, then the PR practitioner may have to decide in favour of a bigger size and more number of pages. If, on the other hand, the theme is of a routine nature, the size need not necessarily be a big one. Perhaps smaller sizes would do.

*As a rule a brochure or a pamphlet or a booklet will have only a limited number of pages say 24 or 32. Generally we draw a distinction between a brochure and a book by the number of pages they carry.* If the number of pages is more we call it a 'book'. Taking into consideration the volume of matter and the number of illustrations that should go into the proposed brochure, the PR practitioner decides the number of pages. If the reading matter is more and if there are many illustrations naturally the brochure will have more number of pages.

*A basic fact that a PR practitioner has to appreciate is the scope that a brochure offers for the use of different types of illustration with advantage.* They could be black and white photographs or transparencies or diagrammatic representation or perhaps a harmonious combination of them. Again, a topical and relevant photo montage could also be used as a centre-spread. Considerable attention has to be paid to the choice of paper. In this connection the budget at the disposal of the PR practitioner will play a major role. *If the budget permits he may decide on a superior variety of paper.* Nowadays most of our Public and private sector organizations bring out brochures on art paper to keep up their prestige. However the usual approach is to use real art paper of higher poundage (thick) of cover and real art paper of lower poundage (thin) for inner pages. If economy is desired, real art paper for cover and imitation art paper for inner pages may be preferred.

If the brochure were to be attractive, its cover - as a rule - should be as colourful as possible. Therefore, the cover must be in multi colours. Nowadays almost all the brochures brought out by our private and public sector organizations do have multi-coloured covers. Single colour covers have become old fashioned. They are fast disappearing. It may be stressed that with the present-day rapid strides of printing technology, multi coloured covers can be produced quickly and at a moderate cost. In this respect the off-set process can give very satisfactory results. If necessary, the advice of the Printer or the Ad. agency could be availed to make the covers as colourful and attractive as possible.

*Brochures of different sizes offer good scope for the display of reading matter or body matter as well as illustrations.* This ought to be taken full advantage of by

the PR practitioner while endeavouring to project the image of his organization through the medium of the printed word. In the first place, almost all the sizes of brochures give ample scope to print reading matter or body matter in two or three columns instead of one column as is usually done in text books. This approach easily facilitates the use of various styles of headings (we have seen in an earlier lesson). This approach will improve the get-up of the page, as a whole. Again, reading matter or body matter itself could be set or composed in different styles say for instance the Flush Left Style. This style of setting or composing the body matter has become the fashion of the day and popular with the PR practitioners desirous of imparting a 'new look' to their publications.

The placement of illustrations needs a good deal of thought. If the number of pages is more, almost all styles or display of illustrations - we have seen in an earlier lesson - could be tried with advantage. However, to maintain uniformity, a brochure may be so planned as to have only the black and white pictures throughout or colour pictures throughout, *without mixing up both*. This is left to the discretion of the PR practitioner who while deciding will have to take into consideration the time factor involved in the reproduction of colour transparencies. If the theme permits, a photo montage could also be introduced as a centre-spread.

The placement of diagrammatic representation namely the Bar diagrams or the Pie diagrams as the case may be has to be done in such a manner that they look prominent and receive the *special attention* they deserve. This could be achieved if they are printed (in attractive colours) in the 2nd and 3rd covers of the brochure, as is generally done now.

#### 4. PRODUCTION OF AN ANNUAL REPORT

An annual report sets forth the financial position of an organization during a particular period, say for a 12-month period. As such, the report throws light on its profit and loss and financial transactions. In a larger sense, it will go a long way in building a good image of the organization that is financially sound among the publics comprising of share holders, customers and interested members of the general public.

In view of this, organizations in general and their PR departments in particular spare no pains to make their annual reports a prestigious publication, prestigious in the sense their contents are rendered very informative and their production values most commendable. Therefore, the format and layout are conceived and executed in a most attractive way. Usually the Demy quarto size is the ideal size for an annual report. This is also a convenient size for the reproduction of tabulated financial statements as well as relevant multi-coloured pictures. Nowadays, most of the annual reports are keen on carrying colour pictures to make an enduring impact on the publics.

It may be stressed here that publications of this kind offer wide scope for diagrammatic representation such as for instance Bar diagrams, Pie diagrams etc. Such diagrams will quickly convey the sound financial position as well as the healthy growth trends of the organization. Hence diagrammatic representation should be

printed in prominent positions in an annual report so that they could easily attract the attention of the public and enjoy the importance they deserve. Usually, this is achieved by printing them in the second and third covers of the report. If they are overprinted on tint, they will look all the more attractive.

While designing the page layout, the Demy quarto size offers good scope for innovations. Colour reproduction is done on a lavish scale and almost every page can carry more than one colour picture, placements designed by experienced layout artists. Transparencies for this purpose should be selected with the greatest care and judgment, the criterion being *quality* and nothing else. Quality transparencies should be selected and printed through special printing process if necessary - on real art paper of heavy poundage to give the best possible results. Therefore, a PR practitioner keen on bringing out a good annual report should follow these broad guidelines.

Here a reference could be made to the Annual report of the State Bank of India. In recent years, the bank has been bringing out very colourful and informative annual reports with profuse illustrations. Their production values are high and commendable. It will be recalled that the bank's annual report for 1980 had won the International award for the best annual report. The citation read: "...an excellent presentation made from a fascinating variety of angles. Coverage broad and diversified to bring out versatility of services rendered - rural, urban and international." The bank continues to maintain the same level of excellence in the production of its annual reports.

The report for 1983, for instance, is a superb colour production rich with reading matter as well as illustrations. Covers are adorned by colour reproduction of Kashmir handicraft products. Inside pages reproduced colour pictures of industries and multifarious ventures assisted by the bank. They cover a wide panorama: assistance to small farmers in Assam, grape orchards in Secunderabad, purchase of Jersey cows in Bhopal, Terracotta work potters in Uttar Pradesh, Kancheepuram silk saree weavers in Tamil Nadu, Patta chitras workers in Orissa, Herdilia Chemicals Limited in Maharashtra. A four-page statistical data shows the business turn-over of scheduled commercial banks in India, population-wise distribution of the offices of the State Bank group is shown in an one-page diagrammatic representation. Both cover the year 1983. In respect of a candid interpretation of the bank's multi-dimensional role, presentation of meaningful statistical data and reproduction of superb colour pictures, the bank's annual report for 1983 can be looked upon as a classic example.

## **5. PRODUCTION OF MANUALS AND HANDBOOKS**

An organization is - and ought to be - keen on keeping its employees well informed or well acquainted with the rules and regulations, administrative procedures, service conditions, pension and provident fund rules, medical benefits and re-imbursements etc., all dealing with the administrative and security of the employees. Only then the employees will be able to discharge their duties satisfactorily and also be enthusiastic about their work. They will be enthusiastic

about their work because of the concern evinced by the organization in their welfare made known to them through the medium of the printed word.

The organization, therefore, brings out periodically manuals or handbooks, as the case may be - containing the rules and regulations, office procedures and the like concerning the administration. Generally, they are unpriced publications meant for the use of the employees and supplied to them on request. They are compiled in the concerned administrative cell or section which alone is competent to do a job of this nature satisfactorily because of its specific duties and special knowledge. When the compilation is over, the PR section is approached to take charge of its printing.

Broadly speaking the format of office manuals or handbooks is of a standard size, namely Demy octavo (5¼" x 8½"), neither very large nor very small. In view of the nature of the publication, pictures as a rule are avoided. However, illustrations in the form of job charts, sectoral functions, organizational set-up and the like could be included, ensuring that they are relevant to the text. They may have to be few and far between because an official manual will have to maintain a dignity and decorum of its own, unsullied by profuse or illustrations, just for the sake of illustrations. It follows they are simple, dry and matter-of-fact publications with an air of dignity.

Body matter may be set or composed with one side indent (left side) leaving wide margin for side or sub-headings etc. in the way in which statutory Acts are printed. This is the general approach. The cover should be simple and decent. As such colours are avoided as far as possible. Production cost of these publications is kept down in view of the fact that they are meant for free distribution among the employees as and when necessary. Therefore, moderately priced durable variety of paper may be preferred.

In this context, one vital aspect may have to be stressed. The manuals or handbooks are to be revised periodically, brought uptodate and published with a prominent indication to this effect, on the cover itself. Otherwise, an old, out-of-date manual will not serve any useful purpose. This is the responsibility of the administrative section or cell of the organization.

## 6. PRODUCTION OF CALENDARS AND DIARIES

A new year opens with an unusual rush for diaries and calendars. This continues for a couple of months. Organizations, companies, firms, commercial institutions and the like that are desirous of enlarging the area of goodwill and stepping up their popularity and the popularity of their products print colourful calendars and new look diaries. The latter contains general information useful to the public or specific information relevant to the organization. In most cases, they contain both. As such, in the former category Post and Telegraph information, scales of Income Tax, Wealth Tax etc., are included. In the latter category in addition to general information specific information and data are included. For instance the diary of the Government of Andhra Pradesh includes useful information on the state, its progress names and telephone numbers of important officials etc.

There are wall calendars, tear sheet calendars and three-in-one type calendars. The last mentioned one namely a sheet containing not only the current month but also the preceding and succeeding months has become the fashion of the day. Nowadays, most of the organizations prefer to print calendars of this kind. Prestigious organizations print pictorial calendars noted for their production values. They are usually printed in bright colours. Customers and members of the public evince unusual interest in securing and possessing them in the course of a new year for example Air India/Indian Airlines, etc.

There are many types of diaries such as for instance pocket diaries, desk diaries, office diaries, family diaries etc. Their formats will therefore be different. Either they may be free from reading matter of illustrations or they may carry both. In this case, the nature of the organization decides the format of its diaries. For example, the official diary of the Government of Andhra Pradesh carries useful information on the state, the names of Ministers, key officials, progress of the state and the like. Again, the Hoe & Co., diary - the oldest in existence - contains a wide range of useful information to the public.

Generally, the format and layout of calendars and diaries are decided by the PR practitioner keeping in view two important factors: Their usefulness to the 'publics' and the budget earmarked for their production. Since their production needs technical knowledge, the PR practitioner is well advised to commission local Ad. agencies to design them, incorporating whatever innovation he wants. He may concentrate on the collection and compilation of suitable reading matter to go in the diary. It may be stressed here that in the production this category of corporate publications the emphasis is on colour.

## 7. SUMMARY

Among various types of corporate publications, a folder is the simplest form. It is a small sized publication with short reading matter. The PR practitioner can therefore deal with a facet (part) of a problem in a folder. Because of its size, only few illustrations can be used. A brochure, on the other hand, can be of 24 or 32 pages. The PR practitioner can deal with a whole problem or with a whole theme in a brochure. Since the number of pages is more, a brochure can carry more reading matter. The sizes can be different. The following are popular sizes:

Royal Octavo	(6" X 9")
Demy Quarto	(8½ X 11)
Demy Octavo	(5¼ X 8½)
Crown Quarto	(7 X 9½)

A brochure offers greater scope for the use of different types of illustrations, say for instance black and white or transparencies or diagrammatic representation or perhaps a harmonious combination of all. Cover page has to be designed in multi colours to make it very attractive. Real art paper of heavy poundage can be used for cover. If there is sufficient budget the same may be used for inside pages also. Otherwise, imitation art paper can be a good substitute. Page lay-out has to be designed, if necessary, by a lay-out artist since he can indicate the placement of

reading matter, and illustrations in a harmonious manner. If there is scope, the PR practitioner can make use of a relevant photo montage as a centre-spread.

### **Annual Report**

An annual report sets forth the financial position of an organization. It publishes the profit and loss account for a particular period or year. This publication offers good scope for the use of diagrammatic representation such as bar diagrams, pie diagrams, graphs etc., to emphasise the organisation's growth trends. They can be printed in different colours in a prominent position, generally in the second and third covers.

Regarding the reading matter, the fashion of the day is to print the English and language(s) versions side by side in the pages to avoid the necessity of publishing a separate language edition of the annual report. Most of the prestigious organizations in the private and public sectors are now adopting this approach.

### **Manuals**

An organization is always keen on keeping its employees well informed or well acquainted with the rules and regulations, administrative procedures, service conditions, pension and provident fund rules. They are compiled in the respective administrative sections and the PR practitioner is asked to get them printed in a satisfactory manner. In publications of this type generally there will be no pictures or illustrations. However, there could be a few job charts, organisational set-up and the like. The reading matter can be set with one side indent, leaving some space for side headings in the left side margin. Cover design is kept simple. The PR practitioner should make manuals and handbooks as dignified and decent as possible.

### **Calenders**

Calenders and diaries are of various kinds. Wall calenders, tear sheet calenders and three-in-one-sheet calenders are now brought out in a most colourful manner. Every effort is made to make them very attractive, especially if the calenders are pictorial calenders. Pocket diaries, desk diaries, office diaries, engagement diaries are printed by many organisations containing general information as well as information relevant to the organization. In most cases both are combined. As pointed out earlier calenders and diaries are meant for free distribution among regular customers, potential customers and members of the public with a view to enlarging the area of goodwill. The quality of production of this type of publication is generally kept high.

**Author of the Lesson: Mr. T.D. Jagadesan**

## Assignments

### I. Answer the following in 30 lines each:

1. Discuss various types of corporate publications and their scope.
2. Discuss the production aspects of calendars and diaries.

### II. Answer the following in 10 lines each:

1. What are the popular sizes of a brochure?
2. What types of illustrations would you prefer in an annual report? State the reasons.
3. Spell out various categories of calendars and diaries.
4. Differentiate between a folder, a brochure and a manual.
5. What types of publication and format will you prefer:
  - a) For setting forth the service and provident fund rules for the information of employees.
  - b) For presenting briefly the Management's stand on a 7-day old strike of employees in your organization.
  - c) For projecting the multifarious activities of your organization during the last five years in promoting small scale industries in your state.

## **Lesson - 6 : Production of an Internal House Journal**

### **Objective**

The scope and contents, production norms and techniques of an Internal House Journal are explained in this lesson.

### **Synopsis**

1. Introduction
2. Scope and functions of an Internal House Journal
3. Contents analysis of some Internal House Journals
4. Inference of the study
5. Typical contents of an Internal House Journal
6. Production norms and techniques of an Internal House Journal
7. Summary

### **1. INTRODUCTION**

We have seen in previous lessons how the PR practitioner can exploit the medium of the printed word to improve the image of his organization and to build up gradually all-round good will for it and its products. There are many tools at his disposal. One such tool is an Internal House Journal. This is primarily meant to serve as a link between the management on the one hand and its employees on the other. Therefore, in India many public and private sector organizations, companies, business firms publish Internal House Journals. Some publish External House Journals also. In the statement names of some of the house journals published are given, as also such relevant details as their language, periodicity etc. Students can make a specific request to the PR Manager of the respective organizations to send them gratis recent copies of their House journals for perusal. Thus if a bunch of House journals is collected and studied, students will acquire a good idea of the scope and contents of House Journals.

### **2. SCOPE AND FUNCTIONS OF AN INTERNAL HOUSE JOURNAL**

The Internal House journal is meant for the employees under the roof of an organization. As a rule it is not a priced publication. It is meant for free distribution. So, to use the PR parlance it is meant for the 'internal audience'. Broadly speaking, it aims to inform and educate the employees at all levels about the organization, its concern for the employees' welfare, its programmes and problems. It also aims to provide the employees with a forum to express their view-points and to air their grievances, if any. Thus, in a larger sense, it serves as a forum for a two-way discussion promoting the healthy growth of an organization. It is against this wider background the Editor of an internal House journal has to plan its contents.

It may be made clear at the outset that there is no set rules or rigid criteria governing the nature of contents. The contents are planned according to the nature

and requirements of an organization on behalf of which the House journal is published. Realising its role and importance many organizations in the private and public sectors in our country today publish internal House journals. In fact, their publication has become one of the primary functions of the PR practitioner. Obviously these organizations are interested in forging strong links with the employees so that the latter may gradually develop a sense of complete identification with the former. In other words, they should feel that they belong to the organization and vice versa. The organization also uses the forum of an internal House Journal to stress the fact that it is deeply interested in the welfare of its employees. As such, the employees welfare activities undertaken by the organization are regularly published in the internal House Journal for the information as well as guidance of the employees.

### 3. CONTENT ANALYSIS OF SOME INTERNAL HOUSE JOURNALS

A statement appended at the end of this lesson gives the names of some House Journals published in our country, along with relevant details. A study of the contents of a select House Journals mentioned therein is made in the following paras. This will enable the students to have a good idea of the usual contents of House Journals.

- 'Giant'** (Syndicate Bank) : The chairman's message - news flashes - Features 2 or 3 - 'Yours in Law' - 'Activities' - 'Keep it up' - (Sports activities) 'Newly weds' - This House Journal is profusely illustrated with black and white photographs.
- 'Magicart'** (Andhra Bank) : Editorial - 'From the Chairman's desk' - Photo news - Legal Corner - Credit Corner - Assistance and advances - Programmes of Branches - Letters to the Editor - Wedding Bells - This house journal is profusely illustrated with black and white photographs.
- 'Centralite'** (Central Bank of India) : Chairman's message - Editor's Page - Management promotions - Reader's views - Brief features - Staff news - Spotlight on sports - Building up rural economy - Kiddies Gallery - New branches - Poetry page - 'May their sould rest in peace.' This House journal carrys many illustrations.
- 'Food Corp'** (FCI) : Food Corporation of India news - Newsletters Features on fertilizers etc - Photo montage Many black and white photographs are reproduced.
- 'HICAB news'** (Hindustan cables) : Editorial - Activities highlighted - Transfers, promotions etc - Wedding bells - Bonus news - Obituary - Illustrated with black and white photographs.
- SCR News** : Activities of the staff of the South Central Railways are highlighted - This House journal carries many illustrations.

- 'SRIRAM' newsletter** : Feature on fertilizers - 'Gems of Thought' (quotations) Celebrations - Social functions - News in pictures - Shriram club activities - Promotions - Products & Processes - Plenty of photographs used in the pages of this well-produced House journal.
- 'E C I L News'** : Corporate news - 'Products in action' - 'Electronics Industry scene in India' - ECIL talento - There are colour and black and white pictures reproduced impressively.
- 'The Oriental Magazine'** (Oriental Fire and General Insurance) : 'From the CMD's Desk' - News of Seminars etc. - 'Lighter side of insurance' - Kiddies corner' - Oriental news on new branches - Poems - Humour page - This House journal is well illustrated.
- 'W E'** (Voltas' Ltd) : 'Best is yet to be' - Staff members contribution - Ripples' - (Incidents from the experience of staff members.) - Peoples's Projects - Products - Places - 'We salute' (remarkable achievements) - Weddings and farewells - 'Pick of the Bunch' (kiddies corner) - This is an excellently illustrated House Journal.
- 'H M T News Digest'** : 'From GM's Desk' - From MD's Desk - Deputations - HMT Divisions work - Trainees - Social functions - Black and White pictures adorn the pages of this neatly produced House journal.
- 'P E P News'** : Editorial Note - Illustrated news items on Power machinery supplied by BHEL - cultural activities - Light reading material - Good illustrations are given.
- 'IMAGE'** (Indian Airline) : Bank's expansion activities are highlighted - with illustrations - Humour corner - News in photos - Sports-folio - Success stories.
- 'E C I L Courier'** : Consumer products - Instrumentations manufactured and supplied by ECIL - New products highlighted - Visits of VIPs to ECIL - Illustrations are given in an attractive way in colour pictures.
- 'P T I'** : Editorial - News coverage by PTI - Letters to the Editor - Transfers - Obituary - latter two features are illustrated.

#### 4. INFERENCE OF THE STUDY

A study of the contents of some Internal House Journals in the foregoing paras leads us to the following inference. Major areas that are covered by the contents are:

- a) The top official or Officials/Executives periodical message to the employees on topics or subjects of mutual interest.

- b) Employees welfare measures undertaken by the organization are highlighted.
- c) Social and cultural activities of the employees are spotlighted, with illustrations.
- d) Progressive strides or growth trends of the organization are projected for wider appreciation.
- e) Light reading material like humour, fit-bits etc. is given.
- f) The stress is on illustrations - black and white or colour to make the pages of the House Journal interesting as well as attractive.

It will thus be seen that in an Internal House Journal much space is devoted to the employee and their views rather than the management so that the former may feel a sense of importance. *In a broad sense, it is a journal of the employees, by the employees, for the employees.*

## 5. TYPICAL CONTENTS OF AN INTERNAL HOUSE JOURNAL

Against this wider background, the PR practitioner may, if an opportunity presents itself, suggest the following features for a good Internal House journal to be launched on behalf of his organizations.

- a) A regular feature entitled *'From the Chairman's desk'* containing a message on a subject of interest to the employees.
- b) A SHORT editorial from the pen of the Editor of the Journal.
- c) A topical feature on any facet of the organization needing the employees' appreciation.
- d) A regular feature entitled *'Our landmarks'* spotlighting the achievements of the organization.
- e) A regular feature entitled *'Their weal and welfare'* on the employees' welfare measures launched by the organization.
- f) A regular feature entitled *The Humour Page'* containing light reading material like jokes, cartoons etc.
- g) A regular feature entitled *'The Social Whirl'* containing news of employees weddings, engagements etc., with illustration.
- h) A regular feature entitled *'The Cultural cavalcade'* on the cultural activities of the employees including sports with illustration.

For illustration, black and white photographs with relevance to the reading matter can be selected. If there is scope, a photo-montage could also be used occasionally. Of course, what is envisaged above is only *illustrative* to stress the fact that the contents should cover the areas in which both the management as well as the employees are interested for their mutual benefit or for the growth of the organization. Much depends on the number of pages proposed.

If the number of pages is more, naturally more number of regular features could be introduced and the tempo kept up. However, if the number of pages is less, the PR practitioner may have to restrict the regular features as well as illustrations. So also much depends on the size of the House journal. If it is demy folio (tabloid size) there will be plenty of scope for the use of more number of features and illustrations and their better display. If it is demy quarto, the scope will be restricted.

## 6. PRODUCTION NORMS AND TECHNIQUES OF AN INTERNAL HOUSE JOURNAL

In the preceding paras we have seen the contents of Internal House Journals and the areas generally covered by them. In respect of format of a good House Journal, the demy folio size of eight pages will be the ideal one in view of the scope it offers for the display of reading matter and illustrations. The next best size is demy quarto with say 16 to 24 pages. Usually, the demy folio size can carry 4 columns per page. Reading matter may be set in 8 point or 10 point body type. Headlines could be set in 18 point or 24 point, double or single column - according to news value of items. Lead paras may be set in double column with drop letters. Side headings or sub-heading could also be given.

When setting is over, galley proofs of reading matter and illustrations are to be secured from the printer and dummy pages prepared with them for the guidance of the printer. They are done keeping in view the basic norms we have seen in an earlier lesson. The dummies so prepared are sent to the printer. Following the placements indicated therein, the printer will make up the pages of the journal. When they are ready, page proofs will have to be secured from the printer. At this stage, the editor checks the pages proofs for mistakes in captions, placements of illustrations, page numbers etc., with great care. Then the Editor after making corrections, if any, returns the page proofs to the printer who will print and deliver the copies promptly according to the deadline set.

It has become the fashion of the day to print the mast-head of the House Journal in two or three attractive colours. It is generally designed by a commercial or lay-out artist who will also advise on the colours to be used. Off-set printing gives the best results in the production of a House Journal.

## 7. SUMMARY

With a view to maintaining continuous liaison with the employees, an organization publishes a House Journal. The House Journal meant for the employees under the roof of the organization is known as the Internal House Journal. It informs and educates the employees about the organization, its concern for its employees welfare, its progress and problems. In a larger sense, it serves as forum for a two-way discussion between the employees on the one hand and the management on the other.

A study of the contents of some good House Journals goes to show that the following areas are covered: a) Top executive's message to the employees:

- b) Employees welfare activities undertaken by the organization;
- c) Progressive strides of the organization and its future development plans;
- d) Employees social and cultural activities;
- e) Light reading material like humour, tit-bits, jokes, cartoons etc.;
- f) The stress is on illustrations.

Against this wider background, the PR practitioner may, if an opportunity presents itself, suggest the following features for an Internal House Journal proposed to be launched by him on behalf of his organisation:

- a) 'From the Chairman's Desk' - A regular newsletter from the chairman.
- b) Editorial
- c) A topical feature on the organization.
- d) 'Our landmarks' highlighting the achievements of the organization.
- e) 'Their weal and welfare' - highlighting welfare measures for employees undertaken by the organization.
- f) 'The Humour Page' - with jokes etc.
- g) 'The Social Whirl' - containing engagements, weddings etc., of the employees.
- h) 'Cultural Cavalcode' - Containing news on cultural activities of the employees.

Having decided the size of the House Journal, the PR practitioner edits the matter that goes to the printer. Thereafter, the printer will send galley proofs. The PR practitioner makes a dummy with them. Based on this, the printer makes up the pages of the House Journal and sends the page proofs to the Editor for strike order. After the strike order the printer prints and delivers the copies by the deadline set.

Real art and imitation art paper can be selected for the House Journal. To make it attractive, the mast-head may be printed in two or three colours. If there is scope, photo montage may be used regularly or occasionally. Off-set printing process gives the best results in the production of corporate publications in general and the House Journal in particular.

**Author of the Lesson: Mr. T.D. Jagadesan**

## **Assignments**

### **I. Answer the following in 30 lines each:**

1. State the name of four Internal House Journals that may be familiar to you and the organizations that publish them. Discuss the contents and their relevance.
2. Spell out the areas of interest that ought to be covered by a good Internal House Journal.
3. What contents will you suggest for a new Internal House Journal to be launched on behalf of your organization - an autonomous Small Scale Industrial Development Corporation of your State?
4. Describe various stages involved in the production of an Internal House Journal.

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**STATEMENT OF SOME HOUSE JOURNALS PUBLISHED IN INDIA**

S. NO.	NAME WITH NUMBER OF PAGES	PUBLISHED BY	PERIODICITY	LANGUAGE/S	SIZE (IN INCHES)
(1)	(2)	(3)	(4)	(5)	(6)
1	"GIANT"	(14) Syndicate Bank, Cuddapah Branch	Monthly	English / Hindi	8½" x 11¼"
2	"FOODCORP"	(12) Food Corporation of India	Monthly	English / Hindi	8½" x 11¼"
3	"SHIRAM NEWSLETTER"	(30) Shriram Fertilizers and Chemicals, Kota	Monthly	English	8½" x 11¼"
4	"NMDC NEWS"	(28) National Mineral Development Corporation	Quarterly	English	8½" x 11¼"
5	"WE"	(34) Voltas Ltd., Bombay	Monthly	English	8½" x 11¼"
6	"SCR NEWS"	(12) South Central Railway, Hyderabad	Monthly	English / Hindi	8½" x 11¼"
7	"LOSS PREVENTION NEWS"	(14) Loss Prevention Association of India, Bombay	Quarterly	English	8½" x 11¼"
8	"HMT NEWS DIGEST"	(20) Hindustan Machine Tools, Hyderabad	Monthly	English / Telugu	8½" x 11¼"

(1)	(2)	(3)	(4)	(5)	(6)
9	"THE ORIENTAL MAGAZINE"	(34) Oriental Fire and General Insurance New Delhi	Quarterly	English / Hindi	8½" x 11¼"
10	"ECIL NEWS"	(8) Electronics Corporation of India Ltd., Hyderabad	Monthly	English / Telugu / Urdu	8½" x 11¼"
11	"PTI"	(4) Press Trust of India, Bombay	Monthly	English	8½" x 11¼"
12	"CENTRALITE"	(32) Central Bank of India, Bombay	Quarterly	English / Hindi	8½" x 11¼"
13	"IMAGE"	(12) Indian Airlines, Bombay	Monthly	English	10½" x 16"
14	"MAGICART"	(42) Andhra Bank, Hyderabad	Quarterly	English / Telugu	7" x 9½"
15	"ECIL COURIER"	(4) Marketing Bulletin of ECIL, Hyderabad	Monthly	English	8½" x 11¼"
16	"HICAB NEWS"	(8) Hindustan Cables Ltd, Hyderabad	Quarterly	English / Telugu	8½" x 11¼"
17	"R & D NEWS", BHEL	(4) Bharat Heavy Electricals Ltd., Hyderabad	Monthly	English / Hindi	8½" x 11¼"

## **Lesson - 7 : Production of External House Journal**

### **Objective**

In this lesson the scope and contents, of an external House Journal are discussed.

### **Synopsis**

1. Introduction
2. Content analysis of some external House journals.
3. Inference of the study.
4. Production norms and techniques of an external House journal
5. Summary.

### **1. INTRODUCTION**

We have already seen in a previous lesson the role of an External House Journal as a tool of communication. As the very name implies the External House Journal is meant for external audience of an organization. In the PR parlance, the term 'external audience' refers to those who do not work under the roof of the organization but who are outside connected with and interested in it. As such, they are keen on knowing regularly about the organisation, its products, its activities and its programme for the future. Therefore, the External House Journal is meant to keep them informed of the above. Viewed from this angle, it is easy to draw a distinction between an internal House journal and an external House journal. As stated earlier, the former is meant for internal audiences and working under the roof of an organization and the later for external audiences such as for example share holders, customers, potential customers etc. In view of this their contents and format differ.

### **2. CONTENT ANALYSIS OF SOME EXTERNAL HOUSE JOURNALS**

Against this wider background, let us study the contents of some good external House journals published in India. This will give us an idea of the contents and their scope.

The Loss Prevention Association of India Ltd., Warden Road House, P.M. Road, Bombay 400 001 publishes an external House journal known as 'Loss Prevention News'. This is quarterly journal. The Electronics Corporation of India Ltd., Hyderabad 500 762 is publishing two external House journals namely: 'Hotline' and 'ECIL COURIER' - a marketing bulletin. Both are published as monthly journals in English. The Bharat Petroleum Corporation Ltd., Bharat Bhavan, Ballard Estate, Bombay 400 038 is bringing out an external House journal known as 'Bharat Petroleum Newsletter'. This is published as a bimonthly in English. The Voltas Ltd., J N Heredis Marg, Ballard Estate, Bombay is bringing out an external House journal, known as 'Voltas Information'. This is an English bimonthly. If a specific request is made, the PR Managers of these organizations will be only too glad to supply gratis some specimen copies of these unpriced journals for the perusal of PR students.

Now let us make a detailed study of the contents of the 'Loss Prevention News'. The size is demy quarto with 20 pages. This is published by the General Insurance Business. Its central theme is the importance of fire prevention and the methods that could be adopted. The specimen issue devotes 8 pages to the devastating fire that destroyed the factory of Naarden (India) Ltd., Bombay in 1983. The caption of the feature is 'All for want of a dirt spray a factory was lost.' The feature carries four pictures. It emphasises precautionary methods in such a factory.

Another feature recommends mobile cranes to be used to prevent accidents. The regular column 'Safety Information chart' deals with 'manual handling of materials.' It deals with some "dos" and "dont's" to be observed by workers to avoid accidents. Another regular column 'Fire Data sheet' deals with precautionary methods while handling the highly volatile substance, Acetone. The column entitled '5-minute safety talk' deals with ladder fall and precautions in this connection. The column 'Miscellanea' deals with a city with few fires, illuminating cars, Impact-O-graph, automatic collision prevention etc. Letters to the Editor also find a place. This external journal is widely distributed to interested firms desirous of taking precautionary measures as required by fire insurance companies.

Now let us take a look at the contents of the 'Hotline' Marketing newsletter published by the ECIL, Hyderabad. This is an English bi-weekly. Its size is half-demy with eight pages. The feature on front page deals with the micro-processor based Store and Forward system (SFT) installed at the Central Telegraph Office, New Delhi. The next article deals with computerisation in banking system. The third article is on the first micro-based data logger computer system installed by the ECIL, Hyderabad in various places. Again, an illustrated feature highlights the ECIL computers in the service of new customers such as for instance, the Kerala Transport Corporation, the Indian Oil Corporation, Baranni and M/s. Cochin Shipyard Ltd. Cochin.

The Bharat Petroleum Newsletter is published by the Bharat Petroleum Ltd., Bombay. Its size is half demy and is a bi-monthly. The particular issue studied carries news-items such as under-bonnet campaign in Madras, Safer Motoring campaign in Madras and Bombay, New Bharat Gas distribution at Ambala, fuel campaign in Jamshedpur, Dealers' Conference at Tiruchy, new outlets on west coast highway, good response for LPG service, New Delhi, (ATTRACTIVE DRIVE) - in snack bars opened, focus on marketing problems. Almost all the above items carry illustrations. Weddings are also featured.

'Voltas Information' is published by the Voltas Ltd., Bombay, the well known air conditioning and refrigeration manufacturers in India. The journal is a well got-up one of demy quarto size. It carries eight pages. It highlights the equipments supplied to its customers with photographs. Write-ups are short. They are titled as follows: 'New council Hall in Bombay.' (about the air conditioning system supplied by Voltas to New Council Hall, Bombay) 'Tata Theatre for the Performing Arts' (air conditioning by Voltas) 'Air pollution control for cement plants' (Voltas supplied electrostatic precipitators and conditioning plants) 'Voltas enter large-scale water

treatment projects, 'Making the desert bloom,' Large drilling contract from Oman' 'Giant sized machine for Bokaro Steel Plant. These write-ups or news-items are illustrated with appropriate photographs.

### 3. INFERENCE OF THE STUDY

A study of the contents of some external House Journals in the foregoing paras leads us to the following broad conclusions. It will be seen that major areas covered by the contents are:

- a) The product or products of the organisation, their qualitative excellence, range and similar "plus" points are highlighted.
- b) The above approach is adopted with a view to attracting more customers, distributors, wholesalers etc., thus increasing the popularity as well as the sale of the product or products, as the case may be.
- c) Here also the stress is on illustrations - black and white or colour to make the pages of the External House Journal attractive and interesting.

To put it in a nutshell, it will be seen that the whole range of products of an organisation is highlighted in an external house journal, as part of sales promotion drive. As such, it is generally the Marketing Division of an organization that brings out an external house journal, in most cases. If, on the other hands, the organization is a non-production one, like the 'Loss Prevention Association of India', Bombay, the external House Journal serves the purpose of keeping the target audience well informed in respect of its objectives and the ways and means through which they are promoted.

### 4. PRODUCTION NORMS AND TECHNIQUES

In the previous lesson, we have seen the production norms and techniques adopted for an internal house journal. It may be said they hold good in respect of an external House journal also. In reality, there is no great difference between the two that deserves to be highlighted nor discussed. The number of pages is decided by the contents. In the external House journal also the stress is on illustrations - their colourful and attractive reproduction to make an impression on the target audience.

### 5. SUMMARY

The external House Journal is meant for external audience of an organisation. In PR parlance the term 'external audience' refers to those who do not work under the roof of an organization but those who are (outside) connected with it or interested in it. The external House journal is meant to keep them informed. A few examples of good external House journal could be cited there. They are 'Loss Prevention News' brought out by the Loss Prevention Association of India, Bombay, 'Hotline' and 'ECIL Courier' brought out by the Electronics Corporation of India Ltd., Hyderabad, the 'Bharat Petroleum Newsletter' published by the Bharat Petroleum Company and the 'Voltas Information' of the Voltas, Bombay. A study of the contents of some of the external House journals will lead one to the following co-inference. The product or products of an organization, their qualitative excellence.

range and similar plus points are highlighted. This is done to increase the sales as well as the popularity of the product/s of the organization. The stress is on colourful illustrations to make the pages of the journal attractive and interesting. In respect of production norms and techniques, there is no great difference between an external House journal and an internal House journal. They are almost the same in both the cases.

**Author of the Lesson: Mr. T.D. Jagadesan**

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## Assignments

### I. Answer the following in 30 lines each.

1. Differentiate between an external House Journal and internal House Journal.
2. What are the objectives of an external House Journal? Discuss them briefly citing a few examples.
3. Outline the production norms and techniques adopted for an external House Journal.
4. Cite the names of two or three External House Journals familiar to you and their contents.

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## Lesson - 8 : Steps in Launching a House Journal

### Objective

In this lesson, preliminary steps to be taken before the launching of an internal or external House Journal are explained.

### Synopsis

1. Registration of a House Journal
2. Postal concession
3. Compilation of mailing list
4. Choice of paper
5. Summary

### 1. REGISTRATION OF A HOUSE JOURNAL

Before the launching of either an Internal House Journal or an External House Journal, the PR practitioner has to initiate certain preliminary steps. They are :

- a) Registration of the House journal with the Registrar of Newspapers for India, New Delhi.
- b) Fixing of printing press.
- c) Choice of paper for use in the production of the House Journal.
- d) Postal concession.
- e) Compilation of mailing list.

The title of the house journal has to be cleared by the Registrar of Newspapers for India, Government of India, New Delhi. This is a statutory requirement, under the Press and Registration of Books Act, 1867. The Editor, Printer and Publisher desirous of bringing out any newspaper (any printed periodical containing public news or comments) which covers House journals also will have to make a declaration before the District Magistrate or Sub-divisional Officer or the Commissioner of Police within whose jurisdiction such newspaper is printed and/or published. For clearing the name of the house journal, a formal application has to be made to the Registrar. In the first instance, a panel of three names has to be forwarded to him. He will give clearance as well as the registration number that has to be printed on the back cover of the house journal. Any failure to comply with this will not only attract penal provisions of law but also deprive the publication of usual postal concession to which it is normally entitled. The title of the House journal may reflect the theme of the company, if possible. For example, the Fertiliser Corporation of India, Ramagundam Division named its House journal as 'Annappurna.' This reflects the product of the Company.

The PR practitioner, to satisfy administrative procedures of the organization, may have to call for quotations for printing the House journal from various printers. Thereafter, the quotations are scrutinised and the Printer settled for printing the journal.

## 2. POSTAL CONCESSION

Corporate publications such as house journals are exempted from the Sales tax. They can be posted at concessional rates provided the PR practitioner complies with the conditions laid down in the relevant rules of the Post Office Guide. The most important condition in this respect is it should have been registered with the Registrar of Newspapers for India, Government of India, New Delhi; and bears in print the registered number assigned by him. A formal application has to be made to the Post Master General in this respect who after satisfying himself that the journal fulfills the conditions will issue the concession order.

After obtaining the concession, the PR practitioner has to ensure that the copies of the journal are posted on a particular date from a specified post office. However, if he could not do this for a month, he may have to intimate the authorities of the same who will specify a convenient date on which the copies could be posted at concessional rate. Any failure to obtain prior permission of this nature from the postal authorities may result in their charging extra for the copies posted late.

## 3. COMPILATION OF MAILING LIST

When the PR practitioner brings out regularly corporate publication in general and a House journal in particular, he has to have a mailing list compiled and kept ready much in advance. The list will contain the names and addresses of persons and organizations to whom the copies of publications are to be sent regularly, as a matter of routine. Generally, a comprehensive mailing list will consist of the following. Distribution of the journal is as important as that of its production itself.

- a) VVIPs and VIPs complimentary copy list; Legislatures, MPs.
- b) Free exchange list
- c) Voucher copy list
- d) Distribution list of the House journal, and
- e) File copy list.

The VVIPs and VIP complimentary copy list will consist of the names and addresses of the Central and State Ministers, government officials, MPs and members of the Legislature to whom the corporate publications in general and the House journal in particular may have to be sent, with a view to projecting the working and image of the organization in the higher echelons of administration. Of course, this list is restricted to men who matter.

Free exchange list is compiled after regular receipt of complimentary copies of house journals from sister organizations. In all such cases, the PR practitioner will have to ensure that a copy of his House journal is also sent to them regularly in exchange. This list is, therefore, called the free exchange list.

Voucher copy list will consist of the names of clients and/or Advertising agencies who give advertisement/s to the House journal. They are usually sent along with the bill of cost.

Distribution list of the House journal will contain the names and designations (with or without their postal addresses) of Heads of various sections of the organization to whom copies of the Journal will have to be sent in bulk for prompt distribution to the employees under their charge in the respective sections.

A minimum of twenty copies of all corporate publications in general and the House journal in particular may have to be preserved as 'file copies,' for future use or reference, as the case may be. This is important because, after say a couple of months the top Executive may ask the PR practitioner for a particular publication either for reference or perhaps for presentation to the VVIP and VIPs visiting the organization.

It may be stressed here that the mailing list or lists will have to be checked and revised periodically - say once in three months - to make them upto date. The list or lists may require changes in respect of names or addresses or designations. They may also require additions as well as deletions. Generally, the PR practitioner keeps printed or cyclostyled copies of the mailing list or lists for use in the Despatch section.

In this connection, it may be mentioned that every publisher is required to send a copy of his publication if it is in English or Hindi or Urdu to the Registrar of Newspapers for India, Government of India, New Delhi. In case of other languages, copies are required to be sent to the Press Information Bureau, Government of India, New Delhi as per rule 5(2) of the Registration of Newspapers (central) Rules 1956. A certain number of copies are also to be sent to the addresses mentioned in the rules made by the state governments. The mailing list finalised by the PR practitioner must contain these addresses also.

#### 4. CHOICE OF PAPER

Much thought has to be bestowed on the choice of paper for use in the House journal. This is dependent on the budget and the size of the journal, apart from the number of pages proposed to be given. The real art paper is a costly variety. But printing results will be superb. In case the budget provision is limited, the PR practitioner may decide on the use of imitation art paper or super calendered printing. They will give satisfactory results if the off-set process is employed. Title page may be got printed in real art paper if funds permit. In the case of demy quarto size, the number of pages may be naturally more say 24 or 32, as the case may be. In this size, the cover could be printed in attractive two or three colours. The usual approach is to print the cover in real art paper and the inside pages in imitation art paper or super calendered printing.

If the budget permits, the entire issue could be printed in real art paper, as most of the prestigious organizations do nowadays. Against this wider background, the PR practitioner takes decision on the choice of paper and proceeds to finalise the production programme. This will help in the correct estimate of budget for the journal's production per year.

## 5. SUMMARY

The following preliminary steps have to be initiated before the launching of an internal or external House journal.

- a) Registration of the house journal with the Registrar of Newspapers for India, New Delhi.
- b) Fixing of printing press.
- c) Choice of paper for use in the production of the House journal.
- d) Securing of Postal concession.
- e) Compilation of a general mailing list.

A panel of three names for the proposed House journal has to be forwarded to the Registrar of Newspapers for India for clearance. After the receipt of his clearance and registration number, a formal application has to be made to the concerned District Magistrate of the area from which the Journal is to be published. Simultaneously, quotations for printing the Journal have to be secured from local presses and the Printer has to be fixed up. Both the Printer and the Editor of the Journal have to appear before the District Magistrate for obtaining a declaration. After securing the declaration, Postal authorities have to be approached for postal concession for posting the Journal at concession rate. This is, of course, easily secured. Care has to be taken to ensure that the copies of the journal are posted on date/s and at the post office specified in the concession order. Or else, the concession will not hold good.

A mailing list has to be compiled for the Journal. It will consist of the names and addresses of persons, officials, VIPs etc., to whom the copies of the Journal have to be sent regularly. The mailing list so compiled has to be revised periodically - say once in three months - so that the names and addresses are upto date.

Choice of paper for the cover as well as inside pages of the Journal is made, according to the budget available. This is generally done in consultation with the Printer. If there is ample budget provision, the Editor may go in for a superior variety of paper both for cover and inside pages, say real art paper. If, on the other hand, the budget is only a modest one, real art paper may be selected for cover and imitation art paper or super calendered paper for inside pages may be a good choice. So also the number of pages. Generally, for the sake of caution the number of pages is kept at a minimum in the initial stages; this is gradually increased with the passage of time.

**Author of the Lesson: Mr. T.D. Jagadesan**

## **Assignments**

### **I. Answer the following in 30 lines each.**

1. State the preliminary steps for finalising the title of the House Journal.

### **II. Answer the following in 10 lines each.**

1. How will you secure postal concession for the despatch of the House Journal copies?
2. Write a short note on the mailing list of:
  - a) Corporate publications of an organization
  - b) The internal House journal
3. What is meant by 'an Exchange list'?
4. If the budget is limited what paper will you decide for use in the House journal of demy quarto size and why?
5. How will you obtain the Editor, Printer and Publisher's declaration for the House journal you propose to launch?

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PRINTING

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# UNIT 1 : PRINTING PROCESSES

## Lesson - 1 : Basic Printing Methods

### Objective

To explain the Principles of main Printing Process, namely (a) Letterpress Printing (b) Lithography (c) Off-set Printing (d) Gravure, and (e) Silk Screen Printing.

### Synopsis

1. Printing Process
2. Letterpress Printing
3. Lithography
4. Offset Printing
5. Gravure Printing
6. Silk Screen Printing
7. Characteristics of various printing processes.

Printing may be broadly defined as the art of mechanically transferring copies of a design to the surface of paper or any other material. For Printing, three things are necessary.

1. A design or a letter or a group of letters.
2. Material to print on.
3. A medium to transfer the design or letter or a group of letters to the material.

Generally a design or a type is known as the Printing surface. The material commonly used (to print on) is paper. The medium to transfer the printing surface to the printing material is ink.

Printing = Printing surface + Paper + Ink

### 1. PRINTING PROCESSES

A printing surface can be created for a particular process of printing. In other words, the process of printing is known according to the nature of printing surface. There are four main printing processes. They are:

1. Relief Printing or Letterpress Printing

2. Planography Printing or Lithography
3. Intaglio Printing or Gravure Printing
4. Porous Printing or Stencil Printing or Silk Screen Printing

Let us now study each of these four Printing Processes whose distinguishing feature mainly lies in their printing surfaces.

## 2. RELIEF PRINTING OR LETTERPRESS PRINTING

In this process of printing the printing surface is in relief and in reverse. In other words the Printing area is in reverse at a higher level than the non-printing area. Since the Printing surface is in relief and in reverse, this process is also known as Relief Printing or Letter Press Printing. The printing surface or the face received ink and is impressed on the printing material. Thus a printed copy of the face is obtained. The printing surface in letter press printing is formed by types that may be loose and separable or may be cast as a solid piece. Letter Press is a very widely used method of Printing in our country. It is used for Printing books, magazines, periodicals, newspapers, job works like invitations, cards, stationery forms printing etc. (See Figure 1.)

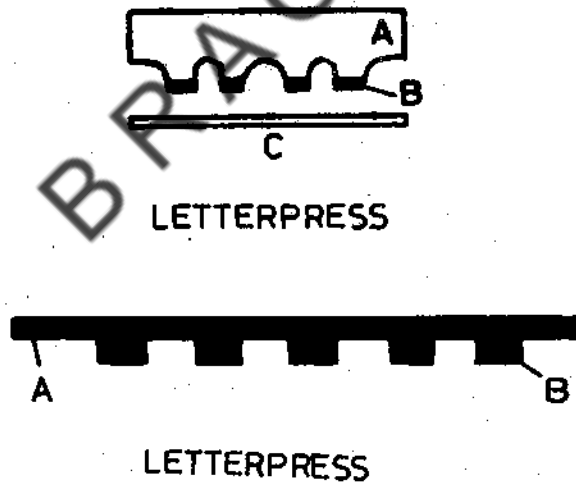


Fig. 1

- A. Printing Plate
- B. Printing Ink
- C. Printing Material (Paper)

### 3. PLANOGRAPHY PRINTING OR LITHOGRAPHY

In this method of printing, the printing surface and the non-printing surface are on the same level. A layman may wonder how it is possible to print when two conflicting and opposite kinds of surfaces are at the same level.

The principles involved in this method is based on the fact that grease and water do not mix and that they repel each other. By chemical treatment, two different kinds of surface are created. The printing surface is made to attract greasy ink and repel water and the surface which does not print i.e., the non-printing surface is made to attract water and repulse greasy ink. First water is applied which is attracted by the non-printing area and which is repulsed by printing area and then ink is applied which is repulsed by the non-printing area and which is attracted by the Printing area. When pressure is applied, the ink on the printing surface is transferred on the Printing material.

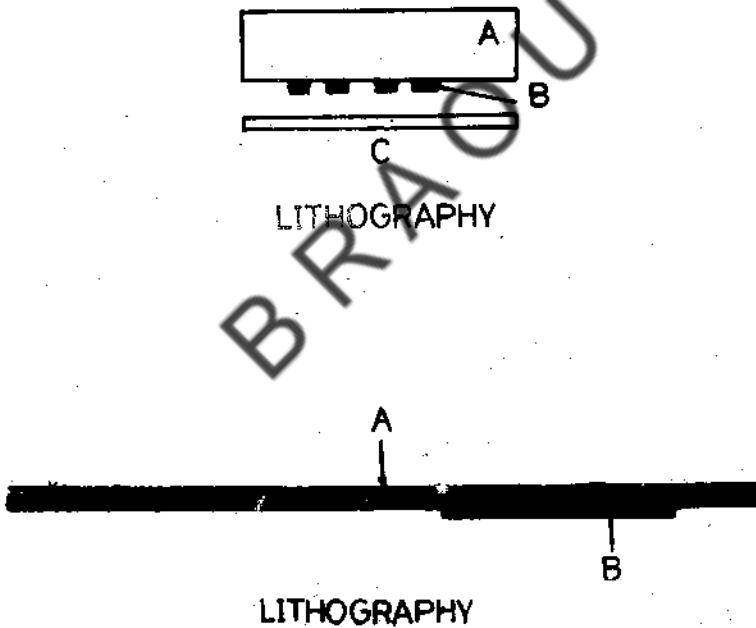


Fig. 2

- A. Printing Plate
- B. Printing Ink
- C. Printing Material

#### 4. OFFSET PRINTING

Offset Printing is the advancement made in Lithography. This process is also based on the same principles as Lithography. But the camera plays a very important role in preparing the Printing surface. In Lithography, the printing matter is in reverse and the print is obtained directly from the printing surface. But in off-set printing, the printing matter is readable and the print is obtained through an intermediate rubber cylinder. To put it in simple words, Printing matter is first transferred to a rubber cylinder which in turn prints on (printing material like) paper.

Offset Printing has many advantages. Printing is done at high speed. Varieties of materials can be used for Printing. Colour reproduction is very good. Because of the many advantageous that this process has, it is gaining ground in the Printing field.

This process is best suited for book printing, colour printing, cheque books, labels, children's books etc. As it is cheap and because developments in electronics and photo composing are fast being made, Off-set printing is widely used for large book productions and Newspapers printing.

#### 5. INTAGLIO PRINTING OR GRAVURE PRINTING

In this method, the printing surface is at a lower level than the non-printing surface. The Printing surface is etched deep or engraved on hard metal surface. The etched surface is filled with ink and the top surface is wiped clean and printed. The Printing surface is in this Process of printing is just the opposite to that in letter Press printing. This is a costlier process when compared to other process of printing.

This method of printing is best suited for colour reproduction and magazines and periodicals which are full of pictures both in black and white and in colour.

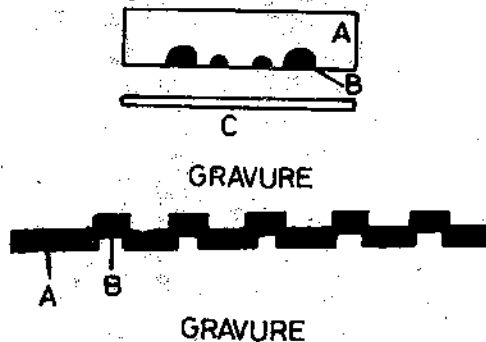


Fig. 3

- A. Printing Plate
- B. Printing Ink
- C. Printing Material (Paper)

## 6. POROUS PRINTING OR SILK SCREEN PRINTING

This is the latest method of Printing. In this process, the printing surface is a woven material which may be nylon, silk or fine wire mesh through which a semi-liquid paint or ink can pass without clogging the mesh opening. The printing surface is open to allow ink and the non-printing area is closed and will not permit ink to pass through. *So only the open area is printed and the closed area is not printed.*

The prepared stencil is laid on the surface to be printed and the ink is squeezed on the stencil with a squeegee (a rubber roller with a handle for applying ink). Heavy ink deposits are possible, thus providing a ready means of obtaining permanent colour.

This process is mainly used for printing visiting cards, invitation cards, letter-heads and printing on bottles, barrels, cases and other rigid containers used for packing. This is the only process which is capable of giving absolute capacity.

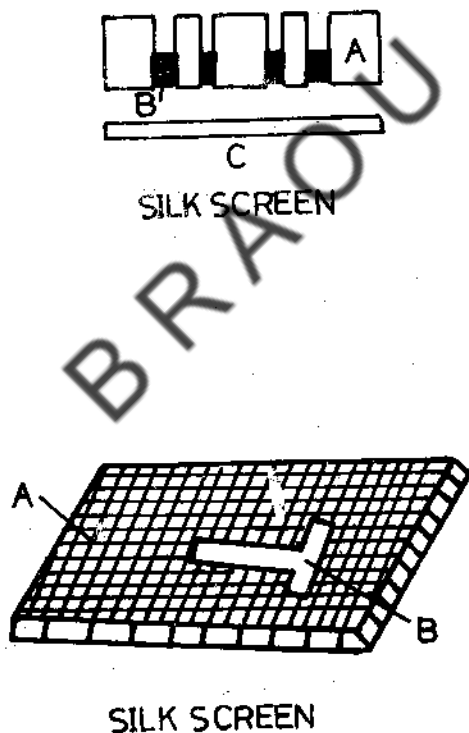


Fig. 4

- A. Printing Plate/Screen
- B. Printing Ink
- C. Printing Material

Are all these four processes of printing suitable for any kind of work? No, certainly not. Each of these four processes has its own merits, demerits, limitations and characteristics. Each one is best suited for certain kind of work only.

Let us now see what are the main characteristics of each of these four processes,

### **7(a) CHARACTERISTICS OF RELIEF PRINTING OR LETTERPRESS PRINTING**

1. Printing is very sharp, crisp and brilliant
2. The printing surface may be of the hand set or machine set type, duplicate plates like stereo, plastic plates as well as original plates like copper or zinc line or half-tone plates may be used.
3. Capable of maintaining uniformity of colour.
4. Prints best on smooth coated papers.
5. Lays down an ink thicker than Offset but not as thick as Gravure or Silk Screen processes.
6. Capable of executing jobs requiring numberings, die-cuttings, perforating, etc.
7. Corrections are easy to make including last minute corrections.
8. Large solid print areas shall show dots or mottle.
9. Printing plates are more expensive than Off-set but considerably less expensive than Gravure.
10. Requires a lot of make-ready and dressing up.

### **(b) CHARACTERISTICS OF OFFSET PRINTING**

1. Capable of printing for jobs in a variety of sizes in black and white and in colour at a relatively low cost.
2. Printing plates are relatively inexpensive and require only a small amount of time to make, as compared with both letter press and Gravure plates.
3. Duplicate plates are inexpensive.
4. Require more attention than Letter Press and Gravure to maintain uniform printing.
5. Correction requires making new plate but plates are inexpensive.
6. Print lacks in sharpness and brilliance due to indirect printing and double transfer of ink.

### **(c) CHARACTERISTICS OF GRAVURE PRINTING**

1. Capable of high quality, high speed printing in black and white and in colour.
2. Capable of consistent quality printing throughout.
3. Capable of printing on a wide range of surfaces.
4. Plates or cylinders are more expensive than either Letter Press or Offset Plates but they last longer.
5. Corrections are very expensive because a new printing plate must be made.
6. Proofing is more expensive than Letter Press or Offset

#### **(d) CHARACTERISTICS OF SILK SCREEN PRINTING**

1. Capable of printing on any form of rigid surface like glass, wood or plastics.
2. Capable of producing absolute opaque surface.
3. Very heavy applications of ink are required.
4. Not suitable for larger sizes of work and for very long runs.
5. Not suitable for super imposition work.

**Author of the Lesson: Mr.B.S.K. Ramachandran**

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## GLOSSARY

<b>Duplicate Plate</b>	Exact replica of an original plate or a forme, produced for relief printing by casting from the mould of an original plate or a forme.
<b>Face</b>	The printing area that receives ink and comes into contact with printing material; Also known as Printing Surface.
<b>Gravure Printing</b>	A printing processes where the face is etched and is at a lower level than the non-printing area.
<b>Letter Press Printing</b>	A Printing processes where the face is at a higher level to the reverse of the non-printing area. It is similar to a rubber stamp.
<b>Lithography</b>	A printing processes where both the face (Printing area) and the non-printing area at the same level.
<b>Make ready</b>	The preliminary and preparatory operations involved on the printing machine in order to obtain uniform inking, impressions and position.
<b>Mottle</b>	Trouble encountered in printing a large solid area mainly on a platen machine, producing a smudgy print.
<b>Off-set</b>	This is a processes of Lithographic printing where the printing surface is transferred to a rubber-covered cylinder and then on the printing material.
<b>Proof</b>	A copy of the job, pulled for comparing with the original for making corrections.
<b>Printing</b>	The art of mechanically transferring copies of a printing surface on to printing material.
<b>Silk Screen Printing</b>	Printing processes where a silk screen or plastic screen is used to carry the printing image. Otherwise known as Stencil or porous printing.
<b>Stereo Plate</b>	A duplicate relief printing plate, made by casting from a mould taken from an original plate forme.
<b>Superimposition</b>	Printing one colour upon another colour to produce a new colour.

## **SUGGESTED READING**

1. Commercial Engraving and Printing by Charles W. Hacklemen (Commercial Engraving Publishing Co, U.S.A)
2. Design for Print and Production by H.S. Warford (Focal Press, London)
3. Ink on paper by ARNOLD
4. Advertising : Its role in Marketing by Watson S. Dunn and Arnold M. Barban (Holt Saunders) Chapter 23.
5. Advertising by Wright, Warner, and Winter Ziegler (Tata Mcgraw - Hill Publishing, New Delhi).

## **ASSIGNMENTS**

### **I. Answer the following in 30 lines.**

**(Illustrate your answer with diagrams)**

1. Define Printing and what are the major methods of Printing?
2. What are the main characteristics of each of the four processes of Printing?
3. What are the main differences among the various methods of Printing?

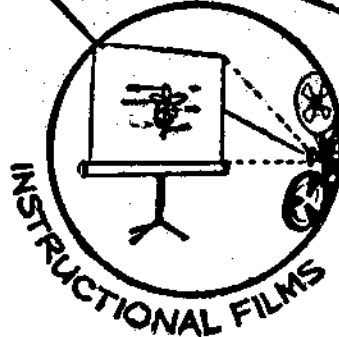
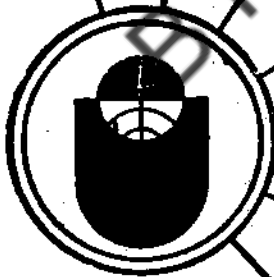
### **II. Answer the following in 10 lines.**

1. What is Letter Press Printing?
2. What is Lithography?
3. What is Gravure Printing?
4. What is Silk Screen Printing?
5. For what works are each of the four methods of Printings best suited and Why?

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