

THE UNIVERSITY OF YAOUNDE II-
SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)



UNIVERSITE DE YAOUNDE II-SOA

ECOLE SUPERIEURE DES SCIENCES ET
TECHNIQUES DE L'INFORMATION
ET DE LA COMMUNICATION
(ESSTIC)



TECHNICAL RECORD

The SOURCE Weekly Newspaper
Body Contouring: A Threat to Human Health

**Submitted in partial fulfillment of the requirements for the award of a
Bachelor of Arts (BA) Degree in Mass Communication**

Option

Journalism

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INTRODUCTION

Following six semesters of intensive training at the Advanced School of Mass Communication, it is required for its students to produce a professional realisation, which comes as a completion of their three years of training.

The journalism students are called to produce a content of information in a media of their choice, which is either in printing press, radio or television. It is in this light that we opted for printing press, more specifically for the production of a tabloid newspaper.

In conformity with the charter put at our disposal, we produced a weekly newspaper of general information made up of 8 pages ,with four of them containing our news file.

We chose to name our newspaper The SOURCE, and produced it from the 18th of October to the 3rd of November 2022.

The presented technical file, summarises in theory the production process of The SOURCE, from its conceptual to its materialisation phase.

PART ONE: EDITORIAL PROJECT

CHAPTER ONE : CONTEXT,JUSTIFICATION AND TARGET AUDIENCE

I) CONTEXT AND JUSTIFICATION

In an era where digitalisation is taking over almost every sector, it becomes more complex for traditional mass media, notably the printing press to keep the pace

According to studies, newspapers have lost a good number of readers especially the young ones ,the most common reason given by different studies is " They have lost intrest". It is the role of newspaper organs in particular and the print media in general to strive in bringing back this Intrest.

Hence the role of our newspaper, we opted for the creation of The SOURCE newspaper as a breath of fresh air, molding the old and the new with the aim of reviving an old flame between the reader and the newspaper.

The SOURCE because printing press is the first and oldest media, the first source of information, and we thought it wise that it is time for our readers to get back to The SOURCE. We count on achieving this through the different topics we will treat in our different publications .

We have observed that many people especially youths show a complete lack of intrest when it comes to institutional news and politics, however the fact that different human intrest stories shared on social media grabs the attention of both the youths and the old is undeniable.

It is in this light that we chose to bet on lighter slots which we believe will grab the intrest of many readers.

II) TARGET AUDIENCE

We have both a primary and secondary target audience for our newspaper

PRIMARY TARGET

.The youths, our primary aim is to make Cameroonian youths rediscover newspapers on a diffrent perspective

SECONDARY TARGET

.The Cameroonian community of all ages, it remains a newspaper treating general information with the aim of informing and keeping our reader's interest no matter their age group.

CHAPTER TWO: EDITORIAL AND GRAPHIC CHART

The SOURCE, is a news paper that seeks to inform, educate,entertain and create awareness in most aspects of life youths can relate to. According to the Oxford dictionary, the word Source means a place, a person or a thing from which something can originate or can be obtained.

The only credibility of a thing is it's source, where it comes from. Whenever a news story is shared and it looks ambiguous, the reader's first reflex is to verify the source. It is in this light that we chose the name because it works in line with credibility which is a very important criteria for news selection.

Also after market research we discovered that if not none, just a few news papers have taken the challenge to keep youths reading news papers, the print Cameroonian market offers the impression that youths can only relate to magazines, our aim is to change this conception, The SOURCE seek to not only inform youths but keep them entertained as well ,without having to read only magazines which is a lot more expensive than the classical newspapers.

GRAPHIC CHART

Colour Scheme

Our Newspaper is printed in quadrichromie. The dominant colour of our newspaper is Red. We opted for this colour first, because of its visibility. Red is a colour that has the ability of grabbing attention, it motivates and stimulate human actions even unconsciously. Considering these factors, we chose to bet on red in order to make our newspaper stand out and attract many readers as possible. We decided to add black which stands for elegance, sophistication and formality, all characteristics we aimed for our newspaper. We decided to blend these two classic colours for an attractive and safe result.

Page Structure

Our Newspaper is a tabloid newspaper with 279.4×431.8 as dimensions made up Of 8 pages, with three and four text columns on its pages. For originality we

decided to Grace our newspaper with indicators on titles and by lines to easily help our readers flip through our newspaper. We also made the use of some pull quotes to highlight some important aspects of our articles.

SIGNALITIC FILE

Newspaper Name: The SOURCE

Nature/Genre of Contents: General

Editorial line: Newspaper on general content with specific interest in accompanying youth activity.

Periodicity: Weekly

Number of Pages: 8

Format: Tabloid

Language: English

Date of Publication: November 3rd 2022

Slots: Four

Publisher: Pr Alice NGA MINKALA

Newsroom Advisors: Pr NTA Â BITANG, Pr Marie Marcelle MPESSA, Mr Richard KOMETA ,Mr Dieudonné LEBOGO, Dr Dorothée NDOUMBE, Dr Dominique PEKASSA, Dr Joseph MAYI

Price: 400frs

Colours: Magneta,cyan,black and Yellow

Headquarter: Yaoundé

Contact: 670 33 37 34

Email: thesourcenews22@gmail.com

Print runs: 100

Logistics: Adobe Indesign

**PART TWO:PRESENTATION OF THE
NEWSPAPER CONTENTS**

CHAPTER ONE :DESCRIPTION OF THE NEWSPAPER

The SOURCE is an 8 pages newspaper that exploits general information with a particular interest to topics that can peek youth's curiosity. It is divided into different slots and has a news file of 4 pages that analysis topics of actuality, human interest or problematics related to the Cameroonian soceity.

FRONT PAGE

Our front page is made up of four news story, the main story on the American Dream was selected based on its newness during our production period and also in relation to our target audience. We have three other stories one on Gas Shortage, the other on E.Commerce and the other on our news file topic.

The Different Slots

Our Newspaper has four slots.

INSIDE

This is the first slot of our newspaper, we opted for this name because we believe that the page that contains the editorial and the masthead of the newspaper should differentiate itself from other slots. In this slot we wrote two articles notably an editorial on modern assimilation titled "Imprisoned By Our Minds" and an article on Gas Shortage. We equally included the masthead and our agenda in this slot.

NEWS FILE

We chose to keep the name news file because of its explicit meaning, opting for a different name might have not situate our reader at first glance.

SOCIO-ECONOMY

This slot is a combination of societal issues and topics related to the economy. The choice to combine these slots together made perfect sense because no society survives without economy. We treated three articles under this slot, two in society. Notably one on The American DV lottery and the second on Land Pollution. We treated a single article under economy notably, The Invasion of Scammers on Online Marketing

EDUC-SPORT

The combination of two slots Education and Sports, we cannot pretend to talk to youths and not bring them education and Sports, we treated three articles under these slots, Two in Education notably, University Freshmen and ASMAC Defense 2022 and a sports article on the victory of Bamboutos in the Cameroon's league championship.

CHAPTER TWO: PRESENTATION OF THE NEWS FILE

News file topic: Body Contouring

Angle: A threat to human health

I) PRETEXT AND JUSTIFICATION

There has been the explosive sales of body enhancement products in the nation's capital since the release of official examination results, some young girls have taken the three months challenge of enhancing their body features before going to university.

More than a trending topic, body contouring is becoming alarming amongst Cameroonian youths, we have the impression they are proud of having the power to go against the laws of nature. Many saloons have been recently launched for the practise of liposuction, one of the methods used in enhancing human features.

Body Enhancement is widely spreading in today's soceity, most women especially young girls believe they ought to possess a certain body structure or morphology to fit in with societal standards.

This has pushed most women to want to change their body structure and by doing this, they undergo procedures whose consequences might be catastrophic for their health.

II) OBJECTIVE

We chose to treat this topic ,to create awareness on the negative impacts of body contouring, through this topic ,our aim is for every young girl to gain self esteem ,to know their worth no matter their body structure .

We hope that this topic grabs the attention of authorities so that the origin of these enhancement products can be tested, and that the owners of different enhancement facility should at least have a license.

PART THREE: PRODUCTION SCHEME

CHAPTER ONE: PRODUCTION STEPS

I) CONCEPTION

Conceiving our newspaper was quite challenging, we first brainstormed on a number of topics for our news file and then proceeded by elimination. Once we had a precise topic and an angle of treatment, we sought the approval of some of our print lecturers who gave us the go ahead , we also presented a synopsis of the newspaper which was approved after a few corrections.

II) MATERIALISATION

Once the newspaper idea had been accepted, we dived into work immediately.

We first started by segmenting the different pages of our newspaper, we isolated the news file pages which were page 3,4,5 and 6. We then proceeded in dividing the rest of the pages in different slots.

Once this was done, we estimated the number of articles we needed per slot.

Next, we had to think about the different ways we could segment our news file topic, once we agreed on a few angles, we still sought the advice of some of our lecturers who added a few ideas we had not thought of.

Once both the newspaper and news file pages were sorted, we proceeded in sketching a dummy of how we wanted our newspaper to look like , we then went forward with the next step.

1) First step: Pre-collect

News file

We started doing researches for our news file topic during our internship, since we already had the news file sequencing, we already knew where to look information and from whom. We visited some markets ,precisely the mokolo market to ensure they were actual shops specialised in the sales of body enhancement products.

In our news file sequencing, we had opted to interview a young girl who had opened a saloon specialised in liposuction, the various attempts to get her to do an

interview with us proved futile, no amount of convincing was good enough to make her talk to us.

We easily realised that we had to look for a plan B, it was very difficult given that she was one of the key elements of our news file, we however replaced her with another angle and proceeded with our pre-collect visit. Once we had seen and had the consent of our different resource persons, we went ahead with the next step.

2) News Gathering

Our plans consisted in gathering all our information within 5 days, it seemed doable given that we had already Identified our resource persons and arranged different meetings, however some of our resource persons had last minutes constrains and we had no choice than to wait for their schedules to be lighter so they could talk to us. The rest of the gathering went quite smoothly given that we had documented ourselves enough about our topic.

3) Treatment

The treatment of our articles were done progressively, after gathering enough information we started the treatment of our different articles ,especially those in the news file, while treating them ,we started looking for news topics in our close environment for the other news stories, once we agreed on the different topics ,we started treating them as well.

4) Editing and Proof Reading

This was done in two phases, once we had written 10 articles out of the 15 we had planned for our newspaper, we sent them to two language for proof reading, their task was just to ensure there where no grammatical errors given that they weren't journalists, after they sent the corrected version we proceeded in doing a journalistic proof reading with 4 other classmates ,during this session ,we changed some titles which were not informative enough ,and ensured the journalistic genre used was respected. We then met our supervisor with the articles for a Last professional glance before we proceeded with the mounting of the newspaper.

5) ILLUSTRATIONS

Body Contouring was a complex topic when it came to images and we were fully aware, we got in contact with some girls specialised in the sales of body enhancement in order to have access to images, it was a tough bargain, they however agreed to let us have images with the only condition their brand was not exposed, for the rest of the images we took them by ourselves with the help of our smart phones.

We contacted a caricaturist who helped us materialise the drawing we had made in our newspaper.

We equally did an infographic ourselves using excel in our laptops and tried to materialise the different statistics of women doing plastic surgery in the Hadassah Medical center

PAGES	ARTICLES	GENRES
1	Cover Story, Text +illustrations	//
2	Imprisoned By Our Minds Gas shortage	Editorial Report
	Agenda	//
	Masthead	//
3	News file cover+illustrations+summary +text	//
4-5	Body Modification: More Ways in achieving an ideal	Report

	<p>morphology</p> <p>Body Contouring and Human Behavior : The psychology behind body Modification</p> <p>Plastic Surgery: "A NON FOUNDED TABOO "</p> <p>Statistics on the percentage of women doing plastic surgery</p> <p>Attractive, Sexy and Confident in My New Skin</p> <p>The price to pay for beauty</p>	<p>Account</p> <p>Interview</p> <p>//</p> <p>Profile</p> <p>Commentary</p>
6	<p>Men reacting towards women Enhancing their bodies</p> <p>Beauty At What Cost?</p>	<p>Reactions</p> <p>Interview</p>
7	<p>The American Dream: Thousands of Cameroonians Hanging On a Thread of Game of Chance</p> <p>E-commerce: Scamming invades Online Marketing</p> <p>Land Pollution: The Population Has A Role To Play</p>	<p>Report</p> <p>Report</p> <p>Commentary</p>

8	University Freshmen: New Beginnings, New Challenges Bamboutos victory in the Cameroon's league championship ASMAC DEFENSE 2022: The Decisive Moment For Outgoing Students	Report Account Report
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6) Layout And Design

We were still amateurs when it came to layout and newspaper design, we could not take any risks, so we had to meet a professional with our dummy. We urged him to try and materialise our concept with just a little changes as possible.

Given that at this point a few articles were still lacking, we had to do the mounting in two phases in order to gain in time.

Once all our articles were ready, we proceeded to the final mounting of the newspaper on a rough, when we were done with this phase, we distributed the soft copy to our supervisor and a few of our seniors who had graduated already printed to carry out last proof reading.

7) Printing

Once we adjusted the few corrections made by our supervisor on the mounted copy of the newspaper, it was time for printing.

CHAPTER TWO: LOGISTICS AND FINANCES

I) TECHNICAL EQUIPMENT, SOFTWARE AND MOBILE APPLICATIONS USED.

- * Google pixel xxl: We used this to take most of our pictures
- * iPhone 12 pro max, we equally used this mobile phone to take some of our pictures
- * Samsung galaxy note 5: We used this to take some images, carry out research, to record our resource persons, make phone calls, collect information
- * Dell laptop : We used this to type our articles
- * Desk stop : We used this computer for the mounting of our newspaper
- * Adobe indesign: We used this application for the designing of our newspaper
- * Microsoft software and Google docs: We used this to type our articles
- * Whatsapp and Telegram: We used this as a tool for communication, especially Telegram which was of great help when whatsapp had a few shut downs.
- * Sound recorder: We used this application to collect information

B) BUDGET: EVALUATION AND PRODUCTION COST

ITEM	UNIT PRICE	QUANTITY	TOTAL
Transportation	10,000 FCFA	1	10,000FCFA
Internet and Calls	10,000 FCFA	1	10, 000FCFA
Lay out and design	35,000FCFA	1	35,000FCFA
Graphic designs	5000FCFA	1	5,000FCFA
Printing of documents	2,000	6	15,000FCFA
Printing of Newspaper	125,000FCFA	-	125,000FCFA
Total	-	-	200,000FCFA

CONCLUSION

In all, it was a strenuous, difficult and challenging yet enriching experience. It was the experience that gave us the opportunity to mold the theory we have acquired for the past three years into practice. We faced a number of hazards on the way while producing this newspaper such as the uncooperative nature of resource persons, the temperament of those whom we worked with, we however had to push through because we understood the responsibility that was ours.

Despite the different challenges we encountered, the production of this work greatly ameliorated our writing skills, our approach towards resource persons on the field, we learnt how to apprehend people in more subtle ways after a good number of failed attempts, we even increased our contact list which is an added advantage in the profession we have chosen.

The only aim we had at the beginning of this production was producing a professional realisation that will give us a ticket to our bachelor's degree, but it became a lot more than that during the production process and after.

Seeing our Newspaper in our hands, we don't just see a requirement to graduate from school, we see three years of hard struggle, we see the end product of our stay in the Advanced School of Mass Communication, we see that in a way all those constant assignments and long lectures were not a waste of time, we see the Command, we see The SOURCE newspaper.

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