

THE UNIVERSITY OF YAOUNDE II-
SOA



UNIVERSITE DE YAOUNDE II-SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)



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

TECHNICAL FILE

THE DECEPTIVE GOAL

“THE DARK SIDE OF SPORT BETTING”

*Submitted in partial fulfillment of requirements for the Bachelor of Arts Degree (BA) in
information and communication studies; Option Journalism*

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Academic year: **2021-2022**

Date of submission: **November 2022**

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INTRODUCTION

According to the Advanced School of Mass Communication's (ASMAC) requirement guidelines, Level three students are expected to submit a professional project centered on a topic of their choice together with a report from an internship. A technical file contains a description of every aspect of the project. This paper primarily provides an overview of the Magazine's technical and editorial characteristics.

The school requires that final-year journalism students produce their professional project in one of the four media forms: print, radio, television, or the web. We decided on radio in this particular instance. This decision was heavily influenced by the theme, which was the seemingly side of football betting, to paraphrase.

Considering the varying formats of radio production that exist, ASMAC's requirement specification recommends level III journalism students to respect the 15 minutes Magazine format. Therefore, the technical file here submitted to you presents a 15-minute magazine program whose real duration is 14minutes. The magazine will air on the Southwest regional broadcaster of the CRTV.

Summarily , the publication sheds further light on the influence of sports betting on the lives of several youth in Buea. It reveals their betting stories, what they did to obtain money to gamble with, demonstrating their addiction to it, and how the FIFA World Cup in Qatar this November gives them the chance to pursue their goals of becoming millionaires through betting .

The final product reveals potential escape routes for people hooked to the practice as well as tips on how to avoid developing a gambling addiction.

I- MAGAZINE IDENTIFICATION.

1- Synopsis

The popular adage that says “not everything that glitters is gold” cuts across nearly every domain of life. Socially, many youths fall in the dilemma of the realities of life when they find out that not everything that looks valuable or true, turns out to be. This applies to people, places or things that claims to be more worthy than they are. An aspect of life, which inspires the of this radio production: *‘The Deceptive Goal’*.

This magazine aims at finding out the true nature of things or innovations in the society. In our society today, many things superficially appear to be attractive but when examined very closely, they prove to be disappointing. With the aspect of sports betting, its recent proliferation or spread, has caused more harm to the youths than good. According to experts it is gradually becoming an addiction.

This edition of the magazine uncovers the dark side of football betting, which appears to many in Cameroon, precisely speaking, youths in Buea, capital of the South West region, as an easy way to make quick cash.

In our magazine, we explain what football betting is all about, how soccer bettors in Buea get ready for the World Cup, their betting experience, the impact soccer betting has had on their life, and how eventually they went from betting to make quick money to becoming addicted. Being a societal practice, we gave room for a sociologist to talk on the addiction.

THE DECEPTIVE GOAL gives an in-depth look on things. It is often said “do not judge a book by its cover” so one cannot judge the quality of a thing by seeing its exterior side only. Many People fall prey to the temptation of external beauty. So the magazine seeks to find out if things are really what they appear to be. As a sequential unrolling of facts, this magazine engulfs investigations, interviews, reports and eventually an open space for relatives to talk. In other editions of the program, we shall table on other topics such as scamming, traveling abroad for greener pastures amongst others.

In a nutshell, Deceptive Goal focus’ on scrutinizing patterns, addictions and obsessions in the society. It acquires knowledge about popular practices in our society, finding out the true nature of things and enlightening the listeners about some topics which many see to be attractive superficially.

2- Technical file

Magazine title: The Deceptive Goal

Station: CRTV South West Regional Station

Frequency: 94.5 FM

Presenter: JONES OKIE

Focus; addiction to sport betting

Theme: Youths and Gambling

Angle: the dark side of sport betting

Periodicity: Weekly

Genre: Investigative program

Broadcast mode: Stock program

Broadcast day: Friday

Broadcast time: 10am

Format: 15minutes

Duration: 14minutes

Language: English Language

Target Audience: Youth, Parents and the general population.

3- Production sheet

Program: The Deceptive Goal

Station: CRTV South West Regional Station

Focus of the edition: football betters

Support: Compact disc (CD) and USB key

Format: 15 minutes

Duration: 14minutes

Language: English

Command: Advanced School of Mass Communication

Conception and presentation: JONES OKIE

Editorial Assistance: Henry MEKOLE and Larry EFFANDE

Editing and mixing: TENECK Avitus TENECK.

II- MAGAZINE PRESENTATION

1- Context, pertinence and Justification

The reason for choosing this topic is backed by the perception most young people have about sport betting. Buea being a town with a good number of its population made up of young people from different parts of the country, the Contemporary ideology among some of the youths is that sport betting is an opportunity to make easy and quick cash for themselves with very little amount of money put in. This justifies the interest we give to our topic as they turn to loss more than they gain in sport betting and some go to the extend of getting addicted. This program is to draw attention to the whole society, especially young people in Buea, on the consequences of football gambling. Amid all the thefts, peer-pressure, addiction problem in our society and the numerous football betting side open for bet, we found it pertinent and timely as a means of a sensitizing the public on gambling addictions.

Our motivation behind this topic are activities punters have engaged themselves in just to raise enough money which they will use to bet matches which will be played during the FIFA World Cup in Qatar and the length they will go, just to get money to gamble.

2- Objective

This magazine production is out to sensitize the public on football gambling addiction, its effects on people, especially young people, and how to prevent getting addicted. It's equally shows the various reason why most young people in Buea are into football gambling and how they gamble. The makes also has as objective is to make people in the society, especially the young, to understand that appearances at times are often deceptive. We aimed at making them see sense in the popular saying "not all that glitter is gold". People have always fallen prey to the temptation of external beauty. We want to make the public understand that things are not always what they seem to be.

In addition, this magazine would give hope to people out there, struggling with gambling addiction, as it would talk on possible escape routes from its addiction.

3- Justification of Program’s title

After several suggestion, thinking and selections, we decided to maintain the title The Deceptive Goal. The word deceptive here stands for giving an appearance or impressing from the true one and goal stands for the object of a person’s ambition. we want to dig deep into societal issues, obsession and thing that appear to be superficially attractive to see their true nature and bring out the facts to the public.

We decided to broadcast our program every Friday at 10am because we estimate that the main and secondary targets of our magazine will be less occupied at by this time

III- PLAN OF WORK

1- Provisionary Menu

In line with our treatment angle, the dark side of sport betting, we planned to interview several football betters. We envisaged interviewing some family members of sport betters in Buea, in a bid to find out their live style at home.

2- “Fiche de tournage”

Though the term is mostly used in the television media, we equally had to go on the field to get excerpts and interviews from several persons. We went with respect to the appointment given to us by some actors in the magazine, while others were simply questioned on the road without any prior appointment. Below is a table that summarily presents the persons we interviewed on the field.

Name of interviewee	Place	Question	Day	Time
PUNTER 1	Molyko Buea	Do you do football betting? If yes, what’s your story	Tuesday	5:45pm
PUNTER 2	Buea	Where do you get the money you use to game from?	Thursday	8pm
PUNTER 3		When did you start betting and for how long?		
Punter 4	Buea	Since you started betting, have you been chanced to win		

3- Editing Plan/ Fiche de Derushage

In this part of our work, we had to make a careful selection of the sound bites used in the magazine. We selected the least objectionable sound bites, making sure they are in conformity with Technico-artistic exigencies. We used sound bites in which interviewees were audible enough. We equally made sure that the main sound was not submerged by background sound. We ensured that the interviewee was audible enough and spoke clearly and fluently during the interview. During the selection process, when we noticed that some of the sounds were not of standard, we deleted them and returned to the field in search of suitable ones. For example, when we originally interviewed our guest, a sociologist from the university of Buea in his office, at the end of the interview; we realized that there was a lot of echo produced in his office, and sound of birds were recorded because of the presence of a tree behind his office where they have made their nests, so we had to plead with him to go with us to the radio station for the interview. We made sure we took sounds or excerpts that would not destroy the reputation of a listener. We equally made sure our excerpts had a decent and acceptable content that would not hurt or insult any listener.

In other cases, the main sound of some excerpts was submerged in the honk from roadside vehicles and the sound of a heavy rain fall. Though the technician adjusted or reduced the intensity of some of the sounds with poor quality, other sounds could not be adjusted at all. This is how we proceeded to the final sound bites we used in the production of our magazine

4- Administrative stamps

The control sheet of The Deceptive Goal magazine was submitted to the acting Chief of programs for stamping. She had to confirm that our magazine was fit for broadcast at CRTV Southwest Regional Station.

We stamped our script and control sheet, which we provided below.

IV- CONTROL SHEET

“ Program: The Deceptive Goal

“Topic: Youth and gambling in Buea

Presenter: Jones OKIE

Producer: Advanced School of Mass Communication, ASMAC

Format: 15 minutes

Duration: 13 minutes

Day: Friday

Time: 10 am

Guest: Sociologist

Technician: Reginal Ngalle Ndoko

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No	ITEM	SOURCE	AUTHOR	IN	OUT	DURATION
	Item	Source	Author	In	Out	Duration
1	Program Announcer	Studio	Larry EFFANDE	The deceptive goal...	Deceptive goal...	43''
2	Signature Tune	Internet	---/----	---/---	---/---	7''
3	Magazine intro	Studio	Jones OKIE	Hello there, welcome to this first edition.....	Who will drill us on the possible escape routes....	57''
4	Transition	Studio	Larry EFFANDE	-----/-----	-----/-----	7''
5	REPORT	Studio	Jones OKIE	-		7'33''
6	Transition	Studio	Larry EFFANDE	-----/-----	-----/-----	8''
7	Interview with sociologist	Studio	Jones Okie and Dr EYOLE MONONOH	Listening to the story of these bettors.....	In other words, don't bet above.....	3'38''.
8	Presenter's conclusion	Studio	Jones OKIE	Dear listeners it is here we draw	I've been your host Jones Okie,	24''
9	Signature tune	Internet	-----/-----	-----/-----	-----/-----	17''

V- MAGAZINE SCRIPT

1- Story board

Signature tune

The Deceptive Goal an x-Ray of societal ills. Examining closely, things which appears to be superficially attractive, especially to the youths. Scrutinizing patterns, addictions and obsessions in the society.. Finding out the true nature of popular practices in our society..

Meet Jones Okie, Fridays at 10am... on the program “deceptive gold”

Transition

Introduction

Hello and welcome to the first edition of our weekly magazine program; The Deceptive Goal over the air waves of CRTV South West, 94.5 FM.

Many have been caught in this web that has cause them their live, families and what have you. But the fictitious glittering of their untapped fantasy keeps them addicted to the deceptive goal. We are talking about gambling.

On this maiden edition, let's focus on sports betting, as we uncover the seeminly darkside of this activity and how gamblers in the southwest regional capital, Buea are preparing themselves for the FIFA World cup in Qatar. Stay with us as we will be having as guest, a sociologist from the University of Buea, who will drill us on the possible escape routes of addiction.

Signature tune

- Natural sound; Debating about a match

A clique of roadside debaters. From a distance, one might think they are arguing about a work, studies, but approaching them and paying attention to the subject matter, they are exchanging words over a football match they have placed a bet on. Each with a smart phone in hand, the bettors scroll through the bookie, checking for updates in the game as it unfolds, they patiently wait for the end result, hoping. it goes in their favour.

- Natural sound; Talking about a bet

Over the last decades, sports betting has become common in Africa with the existence of multiple betting sides. In Cameroon where gambling has been made legal, over 800 online

betting platforms exist for bettors. Making more money is one of the prime aims, many have found themselves webbed in the the practice.

Natural Sound; Hoping for a positive outcome of a bet

In South West Regional capital, where the population is largely dominated by young people from different parts of the country due to the presence of a score of higher institutions of learning, they engage in betting for various reasons..

Excerpt ;

- It is the most easiest way to make money,

-I'm a fooball fan, so i usually support my teams base on betting

-Its not easy to find a job in cameroon these days, so for me i see betting as a means of employing myself. So i spend most of my time betting in other to make more money. Things are really expensive, especially here in Buea and we got to survive.

With bookie Being the popular means of getting quick cash, punters have among others, the drive to make quick cash has pushed punters have been pushed to go an extra mile just to get money to gamble.

Excerpt;

- I withdraw money from my mohters account in other for me to play parifoot.

- i used part of my school fees to bet. Like, my school fees was, i think 90,000 and my father gave me my first installment, that is 50,000 to go and pay, then i had some games that i thought were sure, like really sure, i just, staked all the money on the game.

2022 world cup song instrumental

The coming of the world cup presents to sport bettors, another opportunity to achieve their dreams of winning millions. To foster their ambitions, some have engaged themselves in various odd jobs just to raise enough money to bet for the tournament when it kicks start in November 20th this year.

Excerpt;

- The stakes are generally higher with international games like we have in the world cup because they are more unpredictable than league games, like ive saved money already,

about 50000 only for betting for that world cup and i'm confident that i am prepared for that world cup to come

- *Two, four, seven i am on Tv to watch the teste matches, that's , the nation league friendly and also follow the champions league to know the coollective teams that can withstand the teste of time as per the world cup.*

Continuation of 22 world Cup instrument

While some bettors have already placed their bets on their favorite teams, John , who believes betting entails alot of understanding of the teams, takes his time to study them

Excerpt:

You don't just because you want to for I stance, Cameroon is going for world Cup. Cameroon will be playing Brazil. Now, when you look at critically, the form of Cameroon and the form of Brazil. I'm not a Brazilian, I'm a Cameroon. Now when it comes to betting I will not bet that Cameroon will win. Obviously I will vet for Brazil because seeing the game, I know that Brazil will win.

Betting being a game of Chance for money, have seen an increase in its number of participants.

Continuation of 22 world Cup instrument

Sport gambling was first introduced in Cameroon in 1994 when the government established horse race betting.

Natural sound; A horse neighring

This, has been overshadowed by football when the national team began to be popularly celebrated for their achievements. The success story of the indomitable lions grew the love for football in the hearts of many in the nation that just played host to the 2021 African cup of nations.

AFCON anthem instrumental

Football betting had been an integral part in the lives of many in Cameroon. In Buea, most of its inhabitants have been engaged in the activity for several years now with different success stories..

Excerpt;

-since I started betting, i have been able to win in a single bet 500000frs. I have won that three times in roll bet; that's three times in one day.

- my biggest win since I started betting is 90000 frs

The sudden rise of the practice has captivated the female gender who them selves makes outstanding income on a daily.

Excerpt;

yes I do vet, at times I do use to think that it is better to expect that to spend. I started betting about three years ago. I've won.. many times, 350,000 k

- I do Football betting, the money I use to bet is mostly from my allowance. I've been betting for like a year. My biggest win should be,, 70,000frs

Despite these success stories, there has also been moments of devastating lost which had an impact on the punters.

Excerpt

- My biggest loss I can say I 100,000frs

- My biggest loss has been 50000frs

- My biggest loss has been 10000frs, I've never bet more than 10000 frs

-

The Denails to quit in spite the loss incurred, is what has drawn many in the addiction of sport gambling.

Excerpt

- There are many times that I've actually decided to stop, the delete the app but I will still go back to my betting.so I don't think I will ever stop betting.

- The is no plans now for me to stop gambling. That's the truth. That's why I always advise people, don't gamble, don't download any betting platforms in your phone saying you want to try.. don't try.

Accord to close relatives, better insatiable desires get them more radical as time unfolds.

Except:

My elder brother was addiction to gambling. At one point, they sent our school fees to him. He used it to gambling. We were sent out of school and it was really aching. He also used our feeding money and so we had to suffer.

The question of whether or not gambling enriches the pockets of punters or rubs them of their money is still left unanswered. Is the existence of gambling sites a blessing or curse in our society as most of its participants turn to be addicted to it?.

whatever the case be, those partaken in football betting are been called upon to be vigilant so as not to get addicted.

Transition; The Deceptive Goal.

Listening to the story of these bettors, one might like to know what the wayout is.. this is why we welcome to the studio Dr EYOLE MONONOH of the department of Sociology and Anthropology in the university of Buea.

Interview: Guest

Good morning Dr.

- **Answer:** Good morning, thank you very much for inviting me for this program and it is a pleasure to be here.

Many out there listing to us right now will like to know how possible it is for these devoted bettors to get out of their addiction. But before getting to that tell us What is an addiction ?

Answer: definitely interms of an addiction you have to look at in as something that a person can not do without. Which means that the person has gotten to a stage where he or she can not for go doing what he Is addicted to.

what explains a young persons addiction to betting?

Answer : it's not a new phenomenon but I think right now the element of betting has gone to a very wide stage taking inti account that betting can be done in the comfort of your home. With your mobile phones you can go to different betting platforms which is more easier, is more u convenient so people must not go through the stigma of maybe what the society thinks, seeing them going to different eh.. Maybe betting kiosk. You know the is thin line between betting for the love of the game to being addicted, because when you see that something become an addiction is when somebody can forgive Mayne his or her life fortunate just for

the game. I think that's where it becomes something really serious. Especially within the university community where maybe some young try to put forth their school fees. Part of their school fees with the hope of you winning. When it becomes a sensation that you can not do without., I think that is where it becomes more dangerous.

So Dr, knowing that these betters do this in their comfort zone, does it mean that there is no way out?

Answer: I think our society has not yet come to the aspect of thinking that this addiction is dangerous of betting. Especially maybe in our society that we live in Cameroon and we've seen that it's not only a male activity. First of all we have to understand that betting has moved to something that we can put in quote illegal to legal.. it is legalized. It can still be a deviant behavior. The major advice is for people do it for the love of the game, yes, there is economic fallout for of it.

Dr EYOLE MONONOH, assuming one of your student is listening to this right and he wants to quit, he wants to stop betting because he has seen that it is of no good to him. What is the way out?

Answer: you know that betting is a lucky game and there is no way you will think that you are certain, you are sure of what it is. But as young people, it will be risky for you to go above your means because there is no way that we can predict no matter how good a team can play now. I ask the two of us, we will not know which team is going to win the world cup.

So, what advice do you have for them, for those listening to you out there, those that they cut or they bet to enjoy the game . So what advice do you have for them?

Answer : I think basically it's knowing the tin line and when you cross. Especially as you said, it's all about priority.

Thank you very much Dr EYOLE MONONOH, we hope to have you next time.

Answer; thank you very much, it's a pleasure being here and thank you very much for inviting me to this program.

You've heard it from the horse's mouth, if you can't afford a fridge, don't go looking for cold water. In other words, don't bet above your financial capacity.

Signature Tune

Dear listeners it is here we draw the curtains of today's edition of our program the Deceptive Gold. Meet you sometime next week, I've been your host Jones Okie, Bye bye.

Signature Tune/ Generic

VI- TECHNICAL EQUIPMENT AND EDITING SOFT WARE

- Phone and recorder
- Studio microphone
- Adobe Audition
- CD and USB Key

VII- PRODUCTION COST

ITEM	UNIT PRICE	QUANTITY	TOTAL
Engraved CD's	500	05	2 500 CFA
Transport Fare	-/-	-/-	15 000 CFA
Internet	-/-	-/-	5 000 CFA
Calls	-/-	-/-	5 000 CFA
Printing of document	1 015	05	5 075 CFA
Editing cost	-/-	-/-	20 000 CFA
Grand Total	-/-	-/-	52 575 CFA

CONCLUSION

This technical file's content translates all of the practical skills we have acquired from the Advanced School of Mass Communication and from the many internship programs where we have worked over the course of our three years of study. Though the sound quality in some places wasn't up to standards, we made several technological improvements while creating this magazine. However, there were a few difficulties we ran into in the course of the manufacturing. Finding a sociologist for our magazine was the biggest challenge we encountered. Production was held up by unavailability. Despite these obstacles, we eventually found a sociologist who created time to grant us audience and so we conducted an interview.

The challenges we experienced allowed us to think through solutions and gave us the ability to plan ahead and act appropriately in the face of unpredictable field situations. The difficulties consisted of a variety of learning opportunities.

We present our work to our examiners, who are in the best position to critique it and offer their comments, knowing that no human work is perfect. We interns are dedicated to correcting any errors and criticisms that the jury may have made. We are completely aware that their advice will help us advance as specialists in the sector.