

In this discussion, we shall discuss the specific requirements of writing for Print Media and the electronic media.

### **Kind of writing for print media**

The kinds of writing required for print media are as follows:

News Report

News Analysis

Feature

Interview

Backgrounder

Curtain-raiser

Review

Editorial

### **Common points**

There are certain points that are common to all kinds of writing in print.

These are:

- All such writing has a long retention value and can be kept as record, and also cited as evidence
- All information regardless of its form and source, has to be conveyed through use of phrases and expression of language

- The sights, sounds and background of all information related to any event, person or place have to be conveyed with most appropriate words
- Facts, opinion, questions, emotions and sentiments have to be expressed through words
- The quality of writing has to be such that leaves an impact on the reader, and it is remembered long enough to influence opinion making

The components of media writing are the same as had been mentioned earlier – introduction, description and conclusion.

Now let us move to specific kinds of writing for the print media.

### **News Report**

This is the first, most visible and significant kind of writing.

The most acceptable definition of news is that news is any information that is timely and is interesting and significant for the people in general, in respect to their personal affairs or their relationship with society. The best news is that which possesses the greatest degree of this interest and significance for the greatest number of people.

In short, news comprises all such information that needs to be known in the widest public interest. Therefore almost everyone, regardless of differences in age, socio-political class, location, time and professional or personal background, is interested in news.

A society comprises could be people who are highly educated, as well as average literate to completely illiterate. But for all of them, the value and importance of news is similar, even though its interpretation and impact could be different.

Therefore, news has to be written in such a manner that it makes sense to a writer, to a politician, a common man, a businessman, an employee, a shopkeeper and also to a poor, illiterate street labourer. Obviously for an

illiterate person it will be read out aloud by someone else. It means that the meaning of news should remain intact in all cases – whether the reader reads it himself, or it is read out to someone else.

This brings us to the ingredients of news writing. As mentioned earlier, all news must answer the questions of 5Ws and 1 H. This is the basis on which news writing can even begin.

Other points to remember for print writing are:

- News writing must convey meaning to an extremely diverse audience – from highest literacy to barely literate
- The meaning should be clear at all these levels
- The words and sentences must be chosen in such a way that it suits the needs of a casual reader as well as a critical reader
- Use of complicated words, expressions, technical jargon, rarely-used phrases and excessive historical references must be avoided
- All information should be cross-checked and correct to the greatest extent possible, because whatever appears in print is considered as record for official and sometimes legal purposes.

The most important characteristics of news writing are:

### **The Inverted Pyramid Style**

This is the most accepted structure of most straight news stories. It focuses the more important parts of the report at the beginning, thus helping the reader distinguish the more significant details from the less significant ones. The rationale behind this is that the readers have a limited time to spend on newspapers. The readers who want fewer details can leave reading the report at any point he wishes, with the assurance that no more significant details are buried further down.

To make sure that this style is followed, it is important that answers to all Ws and H are included in the first part of the news report – known as introduction.

### **The impersonal tone of news writing**

This is to ensure that news is separated from opinion. It is a pre-condition of news writing that may conflict with principles of readability. But it is followed so that the news reporter's own personal views are not reflected in the news report. The intention is to present things as they happened, not add some personal comment, which may make the report less acceptable to some readers.

### **References and giving credit**

Since the purpose of writing a news report is to give the facts without any comments, it is important to be correct in case of facts such as figures, dates and other statistics. To make sure that the reader also gets the right picture, all facts must be attributed to the source, or references be given. This ensures that the responsibility for the correctness of facts is placed by the reporter at the right source.

Now let us see an example of news writing with these points:

#### **Announcement of an increase in the price of petroleum products**

Islamabad: January 01, 2020-The Federal government on Monday announced an increase in all petroleum prices by 10 per cent over the existing prices. The increase will come into effect tonight all over the country. The increase will lead to the generation of Rs.500 crore in this financial year and help in cutting down on revenue deficit.

This news answers the basic questions:

What – Price of petroleum products increased

When – Monday

Where – Announced in Parliament/press conference

Who – The government made a decision

Why – For more revenue generation

How – By an order applicable all over the country

The introduction gives the necessary details and anyone who does not read further, will not miss out on anything important.

The description part will carry information about the name of the person who announced it, where was the announcement made, the time of the day and who was present at the time of the announcement.

The conclusion part will carry information about figures of revenue deficit, earning from this measure, how many times the prices had been increased in the last one year, and the quick reactions.

We can understand how other news reports should be written for issues such as an election result, proceeding of the state assembly, visit of a foreign dignitary, a major accident, escape of prisoners from a jail, a seminar on water conservation or the killing of a tiger by illegal hunters.

Let us now move on to the next category of writing, that is –

### **News Analysis**

A news analysis is a detailed description of a news event, its implications and circumstances that led to it, along with an analysis of the main event and those related to it.

The requirements of a news analysis make it imperative that it is written by an expert or someone who has a long experience in the subject. Such media writing can only be used on specific occasions and places.

The basic components of a news analysis are:

- Basic facts
- Chronology of events
- Comments of experts
- Future implications
- Similar examples
- Personal opinion
- Possible inferences

Those who are beginners in media writing are advised to avoid writing news analysis in the beginning of their career. Such writing should be attempted only after spending some years in the chosen field, acquiring expertise and getting a proper perspective.

The language required for writing news analysis should be mature and appropriate for putting forward an opinion and supporting it. It must include quotations from previously published books, research papers and other text to support the opinion being put forward. It must reflect a deep knowledge of the subject.

### **Feature**

A feature is often considered to be the easiest kind of media writing, and most beginners find it easy to handle. Basically, a feature is a detailed description of any place, people or event, picking up from a set of facts and then building up with lots of colour, adjectives, quotes and references. Examples are features written typically on the weather, festivals, fairs, tourist spots, celebrity people, gadgets, commemorative days and so on.

As we can see, such writing is largely based on already available material on the chosen subject and the key to originality lies in presentation and quotes. For a beginner in media studies, it is most convenient to collect some material on a festival such as Diwali or Christmas, make a visit to the market and stores on a couple of occasions and then compile everything to present a feature on the festival. It should of course be correct with facts and names etc. and there is a possibility that two features on the same subject may be quite alike.

While writing a feature, it is important that the subject is described properly, there is a flow in narration and the style is kept racy and entertaining.

A feature is generally used on special pages such as weekend supplement, Sunday magazine, special interest pages such as on careers, education, women, entertainment, and travel and so on.

Incidentally, a feature can very easily be prepared by a non-media person also, since material would be readily available to them also, and they can put in some personal anecdotes to make it interesting.

### **Interview**

It is one of the most popular and sought-after kinds of writing, both by newcomers and seniors. An interview is a one-to-one conversation between a reporter/writer and a person who is in the news or is important because of any current reason. It provides an opportunity to the interviewer to establish close and sometimes personal contact with the person concerned.

An interview could be conducted on occasions such as commemorative days, significant announcements, anniversaries, visit by dignitaries, honours and awards, forgotten heroes and so on. In fact, an interesting interview can be conducted on any day, anywhere.

As we can see, it is not possible for a journalist to actually “write” an interview, because the main text for the interview comes from the guest, or the person who is being interviewed. The journalist only frames the questions and puts them to the guest. Therefore the requirements for writing an interview are basically related to framing the questions, and putting the answers in right place and perspective.

An interview can be written in two forms. First is the question/answer form, in which the questions put forth by the interviewer and the answers given by the guest are written down as they come and actual words and expressions are reproduced. In this form, it is important to take detailed notes to maintain and ensure authenticity of expression. It is written in the same order in which the questions are asked.

The second form is the feature form. In this form, the gist of the questions and answers are written in text form, not broken into segments of Q and A. It is also possible in this form not to maintain the same order of the questions, but the more important answer or point can be written first, followed by the less important points. However, a conversation style of writing is maintained throughout the feature.

Essentially, after an interview is conducted, the material needs to be written down in three segments:

1. Introduction: a brief background of the guest (who is being interviewed), including the purpose and occasion why the interview is conducted.
2. The main text: Either the Q and A segment or the main text that incorporates the important points of both questions and answers
3. The conclusion: A wrap-up of the conversation, with possibly a personal observation such as “As the interview concluded, Mr Hamid Mir said good bye and moved back to his library, to pick up on his writing where he had left.” Or, “Mehwish Hayat answered the last question in a rush as the call came from her director to report for shooting the next scene.” Some points to remember while writing an interview are:

- To include some personal references about the appearance or the colour of the dress that the guest is wearing
- To make brief mention of the place or surroundings where the interview is being conducted
- To make comparisons if the same person is being interviewed after a gap of some time

Interviews have a high readability rate, therefore the writer must make every effort to make them interesting, readable and memorable, either with the choice of questions or with the style of writing. Interviews can lead to a long-lasting relationship, or can destroy a good relationship.



## **Backgrounder**

As the name suggests, a backgrounder is a form of writing where the background information, or a description of events leading up to the latest event, are given. Usually, a backgrounder is used along with the main item of an important happening. For example, a backgrounder will be used when an individual assumes an important office or when an important decision is announced. The backgrounder is generally used separately, either alongside the main item or on a different space.

The backgrounder is generally a straight piece of writing, either in the form of chronology (mention of facts in order of time they happened), or in the form of text. Comments or personal opinion is avoided, since the purpose of giving a backgrounder is to provide proper perspective by filling up the gaps in information. The mention of facts and figures, distances, dates, names of places and people is a must in a backgrounder. Since the source of a backgrounder is generally a yearbook, a reference book, the Internet or any other agency, the language of a backgrounder could be common to many publications. A writer therefore may not have to do much effort in putting it together.

In case of the demise of a prominent person, an obituary or life-sketch is used along with the main news. This is also in the nature of a backgrounder. Such obituaries are often written by persons who may not be journalists but fellow professionals or politicians, or actors, dramatists, writers, and so on.

In such cases, the language of the backgrounder could be a little personal or even evoke nostalgia.

For beginners, writing backgrounders is a good exercise in learning straight writing, putting facts and figures in right chronological order, and also learn what needs to be included and what should be kept out, depending on the importance or the occasion of the backgrounder.

## **Curtain-raiser**

A curtain raiser is a kind of writing that is used before an important event, giving the build-up to an event, such as installation of a new government, a sports match, opening of an exhibition, conference or any much-awaited happening.

It is different from a backgrounder in the sense that a backgrounder contains what has already happened, whereas a curtain-raiser gives the build-up to what is going to happen. A curtain-raiser simply “raises the curtain” to a much-anticipated event. It gives details of the event such as timing, sequence of events as they are likely to happen, It may also contain a time-line of what has happened, to connect it to what is going to happen.

Generally a curtain-raiser is not too long or descriptive. The purpose of a curtain-raiser is simply to inform to what is going to happen which is different from a backgrounder. For beginners, this also is an easy kind of writing to do, because any special analytical opinion-making expressions are not required. There is little scope for showing off language skills in a curtain-raiser.

For example, the curtain-raiser to a university examination would read like this:

“Nearly 10,000 students of the Special University will take part in the annual examinations that begin tomorrow. The examinations are spread over two months. A team of 200 invigilators will be supervising the exercise that has been delayed by one month from the scheduled date.”

The source of facts in a curtain-raiser, much like a backgrounder, could be common to many publications, such as a reference book. Therefore, it is common to find similar-reading curtain-raisers in many publications.

## **Review**

A review is a kind of writing that provides a comprehensive picture of a fine art performance, such as a story, article, dance, drama, stage show, a film, and also a book. This kind of writing is generally entrusted to either a specialized writer or a subject specialist who may not necessarily be a writer.

Writing a review requires knowledge of the subject matter of the performance or the product (such as a book), and therefore the writer must pay serious attention in viewing, listening or reading the subject under review. For beginners, it is a good exercise to go through a stage performance, or see a film or read a book, and then write a review. Such a review should then be compared with what appears in regular publications to understand what is lacking.

A review must contain the following:

The technical details: such as the duration of a performance, number of pages and price in case of a book

Credits: Names of the producer, director, writer, cast, publishers etc., price and pages (in case of a book)

Comparisons: To discuss the relative merit of a work, comparisons must be drawn to similar work by others or an earlier work of the same performer/writer.

Quotes: A review must always contain quotes (in case of a book) or bits of dialogues or exact description of performance

A review is an interesting kind of writing for beginners and they should be encouraged to do it. It gives you the opportunity to improve your observation skills, use favourite expressions and adjectives. Even professional journalists love to write reviews of their favourite film, book or performance, even though they might not get the time to do it.

## **Editorial**

An editorial is the most serious and important piece of writing in a journalistic publication – whether it is a newspaper or a magazine. It is the voice of the publication itself, and reflects the opinion of the people and readers, even though it is written by the editor. It is so important that the editorial appears at a fixed place in every publication in every issue.

An editorial represents the collective response of the media, especially when it comes to a policy decision or a government measure. It is supposed to convey what the people think, and therefore it is always taken seriously by the readers, the establishment and obviously, by the editor himself.

An editorial is written by that editor who is responsible for bringing out the publication. Therefore this responsibility is entrusted to the chief editor himself, or to an editor who is considered fit for this work. Journalists who begin as reporters or sub-editors do not get the opportunity to write editorial for years – it is only after they become mature enough in their opinion, their understanding of the affairs of society and government, and realize what impact their writing could have upon the people, that they are given this responsibility.

An editorial is basically a combination of news analysis, review and opinion, all put together to reflect and also guide public opinion. Written with feeling and passion, it can lead to an uprising, a revolution, or worse, a riot or conflict. Editorials carry special significance in times such as an election, a war or other disturbed times, as also on occasions that affect public interest such as a budget, government decisions and so on.

An editorial comprises a brief introduction to the topic that is being taken up, with a precise mention of the fact that is the focus of the comment. For example, if it is a budget, then it could be a measure such as major

reduction in income tax rates that will be the focus of the editorial, rather than the entire budget.

There is no room for any mistake or oversight in the facts, figures and quotes mentioned in the editorial. Any mistake in the editorial is like failure of the media itself in discharging its duties. It is like a mistake in a judgment passed by the court, or a law made by parliament.

Simple language that is understandable by the spectrum of readers, unlike an essay, combined with a clear and un-ambiguous comment are the hallmark of an editorial.

Beginners must try to write editorials on issues of wide public interest. Attempt must be made to express an opinion that is personal, but at the same time reflects the opinion of the largest section of the society. It must be remembered that an editorial opinion could influence everyone in the society – even if everyone is not a reader of that editorial.

### **Other kinds of writing**

A print media journalist is required to do other, small bits of writing also as part of his job. These are in the nature of indicators, navigations, reminders and design accessories. Some of these are as follows:

#### **Intro**

It is a brief round-up of an article that is generally given in the beginning, containing the name of the writer.

#### **Blurb**

It is a small part of the main text, confined to one or two sentences, that is used in box in the middle of the text, generally to break the monotony.

#### **Pointer**

A pointer is an indication to a related or extended part of an item, either used on the same pages or different pages.

#### **Caption**

A caption is the brief description of the contents of a photograph, used in one or two lines just below a photograph, generally containing the name of the photographer or the source of the photograph.

### **Headline**

A headline is the most eye-catching and important part of any item in a publication. It is the window to the main text. If it is interesting, it attracts a reader to read the item. If it is not, it can put off a reader, or give an undesirable impact.

### **Summary**

A summary is a brief round-up of any item, usually given separately on a different page. It is also used when a long item is used in two or more parts, with a summary of the earlier part being used in the subsequent part.

### **Others**

With the rapid growth in the print media, a large number of special interest publications have also become popular. Such publications carry items like travelogue, recipes, essays, surveys, opinion poll and so on. These items are of specialized nature and require some subject and technical skills also.

Now we shall have a look at writing for radio and television.

Print media uses print space on paper (technically known as newsprint) as the platform for conveying information. The paper is used in newspapers, magazines and other periodicals. Paper has a shelf life, meaning that it can be retained in our homes or offices or library for a reasonable length of time. And since paper is a physical entity, its use can be controlled or extended depending on the writer. The length of writing is measured in terms of centimetres, so to say.

But in case of audio and visual media, that is radio and television, the platform used is voice, sound and visuals. It cannot be held physically, but it can be heard and seen. Obviously the measurement of its extent is in seconds and minutes, not in centimetres.

While in print, material is written and it is read by whoever holds the paper-publication in hand. In case of radio and television, the written material is broadcast to air, and it can be heard and seen by whoever has the equipment to catch it. The equipment is radio or a TV set, and now it is small, easy to carry and easily accessible. Significantly, a radio or television broadcast can be heard by not only the person who has a radio or TV, but by many others who are in the range of hearing and viewing the broadcast.

It is truly a medium of mass communication where masses can be addressed without the need for a medium that is physically handled— that is paper. Rather, the masses can be addressed with a specific medium that is radio and television, and with one radio or TV, the message can be communicated to many others.

The writing required for audio-visual media is for items similar to print media, such as News Report, News Analysis, Feature and Interview. But there are certain other kinds of items that are typical to radio and television. These are:

Discussion

Documentary

Live reporting

But first of all, let understand the **Basics of broadcasting**

What is meant by broadcast? Simply put, it means a combination of two words -- Broad and cast.

It means “to convey over a wide range of distance.” It can be in two forms: audio (sound) and visual (pictures). While radio conveys only through sound, television conveys through sound and visuals.

The impact and influence of radio reaches far and wide because it works on the sense of hearing through ears.

In case of television, the impact is still greater since it combines voice with visuals that catch immediate attention.

As compared to print, the effect of radio or television broadcast could be transitory because there is no shelf life. The radio and TV broadcast cannot be stored unless recorded with the help of technical equipment.

Also in radio and TV, the limiting factor is time, and it is not possible or easy to quote a broadcast as reference.

In broadcasting, the requirements are as follows:

1. The message: The content can be in the nature of news, views, interviews, solo talk, group discussion, feature and documentary.
2. The presenter: The medium of radio and television requires a presenter who can be a narrator, speaker, anchor, moderator or compere. In the background, however, there is always a writer who prepares a script that is read aloud by either the writer himself or by a presenter who can be different from the writer.
3. Production: Broadcasting requires some technical specifications to be met. It means integrating voice, sound with visuals. The sound can be background sound, effects, quotes, narration, or music. The visuals can be live, static or created.

The major advantages of broadcasting are that it brings quicker recall, recognition and response, there is an element of glamour and greater immediate impact.

At the same time, there are certain disadvantages of broadcasting. These are: The imagery that is created with sound and visuals is short lived and



fades out of memory much quicker, there is constant need for innovation as listening to similar sounds on a repeated basis can lead to listener boredom. But most important of all in broadcast, quality of content or material is not always the sole criterion of success or impact. Very often the treatment becomes more important than content.

It means that if a weak content is presented with special sound effect, good voice and background, then it will have greater listener attention as compared to a well-written news article.

It must be understood in the beginning that whatever is broadcast on radio and television is first written on paper, and goes through the same process of re-writing and correction that is done in case of print.

In case of radio and television, the written document that is read out for broadcast, is known as script. This means that a script has to be written and prepared whether it is a broadcast of news, feature, discussion and so on.

Therefore, when we discuss writing for radio and television, we mean writing a script that ultimately goes for broadcast – whoever speaks it out in front of the microphone.

Let us now move on to different kinds of writing for radio and television.

### **News report**

News on radio and television has always had a great and lasting impact on listeners. Admittedly, the voice of the newsreader plays a vital role in this impact. But the script that is read out by the newsreader

All news must answer the questions of 5Ws and 1 H.

The seriousness and timeliness of the answers to each of the above decide the news value of the item

There could be two kinds of news:

Hard news: Timely, quick and first information

Soft: Less influencing and background information

## **What makes news on radio and TV**

The most common points for a check-list of news value for TV are:

1. What is the issue
2. Who are the people involved
3. Why is the issue important
4. Where is it located
5. How does it affect the life of others
6. When did the issue emerge

Factors determining newsworthiness are:

- Proximity in terms of time and space, what is nearer home and most recently happened is bigger news (small incident in place of broadcast station more important than any other part)
- Magnitude in terms of size of a problem, greater the number of parties or people involved, larger the conflict, bigger the news (example -- conflict among Sikh sects involves a magnitude even if other communities not affected)
- Consequence in terms of greater impact and relevance makes bigger news (example -- making of a dam that will displace an entire village)
- Human interest always makes news irrespective of the place, size or consequence (example -- even a poor child falling in a pit is always news)
- Humour in daily life always makes for news (example -- grim politicians making a gaffe, jokes in parliament etc)

### **Writing a news script:**

In the presentation of news, the presenter and viewer come face to face, that's why it should not be too formal or informal. Keys to greater impact are:

- The biggest point in a story

- How the story begins
- Voice quality
- Visuals' placement
- Sound bytes

To make news strongly effective, some crucial points are:

1. Use of familiar or simple words
2. Short sentence, avoid long-winded
3. Proper pause for dramatic effect
4. Avoid passive voice
5. Avoid unusual words or jargon or idioms
6. Avoid being very clever
7. Correct pronunciation
8. Show own curiosity and involvement

While writing, always remember that the audience is diverse and unequally aware (means some know everything while others know nothing) therefore aim for the latter who know nothing. Chances are the former will also listen intently.

1. A radio or TV news report cannot and should not be written as a print report even if the facts are the same. Example -- the headline of item about announcement of election dates in print will say "Election in UP on April 7" and rest will go in body; while TV will simply say "Election dates for UP have been announced" and the rest will follow in voice with dates graphic. (*Key: smallest and simplest fact first*)
2. A news script must keep viewer interest alive with sentences that seem like conversation and announcement depending upon the nature of information. Subdued formality is the key.
3. Avoid tongue-twisters, hissing words, repetition and eye wandering

4. Always be ready for impromptu innovation even if the script is complete, as if to keep conversation with viewers
5. Keep proper speed of narration while introducing a quote
6. Step up with information and step down with conclusion
7. Simplify information if there is any complication of facts or figures (like, use the locally popular phrase instead of official jargon)
8. Simple synonyms always better than complex words

Writing for radio and TV news should not be taken as a light exercise as writing for feature, entertainment or fiction. The element of seriousness and topicality is always important.

### **Components of a script**

Whatever you see on television (news, entertainment, everything) is based on something that has been written specially for TV.

Like in print, not all kinds of writing is suitable for public consumption, and the intention is to make the writing acceptable to the largest section of the audience (mass comm basics)

Similarly, whatever you shoot is not suitable for public viewing on TV (or even cinema) unless it is based on a script. It means that before starting to shoot, there should be a suitable, concrete basis for the exercise (otherwise the shooting will be futile, comprising of disjointed, disparate shots and visuals) on which the shooting should be planned.

Therefore, what is a script?

It is the written document containing the dialogue and action for a drama; the text of a stage play, movie, or other performance. Especially, the final form used for the performance itself.

In NEWS, the script contains the words spoken by the presenter

In PROGRAMMES, it is the text spoken by each player, in proper order, with blank spaces left for guest text

In ENTERTAINMENT (countdown etc) it includes the text spoken by the presenter, plus highlights of actions, gestures, smiles, body movement etc.

CREATIVE freedom is granted to presenters in PROGRAMMES and ENTERTAINMENT only but NOT in NEWS

#### POINTS TO REMEMBER FOR TV WRITING:

It is completely different from writing for print. It uses seconds (time) instead of centimeters (space) for conveying information. While space can be stretched, time cannot.

In print, the report can be edited again and again in little time so that it can be adjusted finally, in TV it is not always possible because editing is time-taking and may adversely affect the overall quality of the programme.

The script is based on an idea or a concept. The idea can be one word: For example, “something” on Ragging. Here ragging is the concept or idea. Then you move on to expand the idea first in your head or with team members, then give a shape to exactly what you want to show.

Then write down what you would like to show,: what will you say as presenter, what visuals will be shown, which guests will be invited, when and where the shooting will be held, leave blank time (but measured) for the guests, and then how the programme will end.

All this, written in sequence, means a script.

Therefore, a script must include: principal characters, visuals, sound and light suggestions, sequence of events, shooting and movements.

#### WHAT TO AVOID:

Big, difficult words, rambling description, prolonged quotes, misleading pronunciations, unclear transition from past to present (and back) tenses and from direct to indirect (and back) sentences, too many similar-sounding words,

MUST INCLUDE: Right kind and duration of pauses to indicate punctuation (comma, full stop)

#### **Requirements for radio and TV writing**

**1. Research:** Before starting work on any project or production, it is important to learn all the background about the subject including facts, figures and visuals. Points such as dates, still pictures, historical facts, backgrounder, reactions, location details etc. must be noted and used appropriately in the **Script**.

**2. Visualisation:** The idea has to be visualized as to what form (feature, documentary, interview etc.) it would acquire and where it would be shot (studio or location.) The next stage is preparing a plan on how to begin, continue and end. It is impossible to proceed or function efficiently without proper scripts.

**3. Voice & Speech training:** Important points to remember are proper pronunciation, tone of voice, controlled breathing, pitch, pause,

sigh, cough, whisper etc. to convey the right emotion. Avoid words that involve hissing, repetition of same words, puffing, too-long sentences and tongue-twisters. Proper diction means right contact of lips, tongue and teeth.

**4. Creating imagery:** Through the use of words, create emotions, visuals, sounds, taste, smell and even movement. Using the right words is the key. Use of props can be helpful to some extent: it can be an object on or beside the table.

**5. Ad libbing:** It means to act or speak without preparation, to improvise while the show is on, spontaneous, unrehearsed expression or comments. It needs wide vocabulary and strong presence of mind. Do not prepare too much for ad libbing otherwise it will look prepared.

Writing a script for TV and radio has to take into account the technical aspects also, therefore knowledge of procedures of sound recording, camera operation, background sound, visual creation, editing and other technical processes is also very important.

A script does not get broadcast in isolation. Very often, a good written script does not make for a good programme because adequate visual or sound support may not be available.

Therefore, writing for radio and television requires additional knowledge of technical aspects.

### **Summary**

In the end, let us sum up the points related to writing for print and electronic media.

Print media generally requires items such as News Report, News Analysis, Feature, Interview, Backgrounder, Curtain-raiser, Review and

Editorial. All these are of different nature and require different degrees of maturity, experience and exposure.

There are certain common points in all kinds of print media writing, such as credibility of facts, appropriate expressions to convey the sights and sound of any subject, using language that leaves an impact, influences opinion and can be cited as reference for all time, even becoming part of historical record.

Largely all kinds of media writing comprise an introduction, description and conclusion.

Broadcast media has its advantages and disadvantages, but it certainly reaches a far greater and bigger audience.

It has greater impact because it combines voice with sound, visuals and special effects.

In broadcast media, the kind of items are similar to that in print, such as news, analysis, feature, interview etc.

There are certain specific items that are not relevant for print, such as discussion, documentary and live broadcast.

Writing for broadcast media also requires a greater presence of mind because here the measurement is in terms of seconds and minutes rather than centimetres.

Writing for radio and television requires knowledge of technical aspects of recording, camera, effects etc.

This is all for today.

Thank you, best wishes, and have a good day.