**UNIT II**

## INTRODUCTION

Creating a television or radio story is more than hitting “record” on a video camera or audio recorder. You have to learn the process of writing an effective television and radio news story first. The term broadcast writing will be used interchangeably for television and radio news writing throughout this publication.

## WRITING FOR THE EYE AND EAR

Writing for radio and television is different from writing for print for several reasons. First, you have less space and time to present news information. Therefore, you must prioritize and summarize the information carefully. Second, your listeners cannot reread sentences they did not understand the first time; they have to understand the information in a broadcast story as they hear it or see it. As a result, you have to keep your writing simple and clear. And third, you are writing for “the ear.” In print news stories, you are writing for “the eye”; the story must read well to your eye. The television or radio news story has the added complexity that it has to sound good; when a listener hears the story it has to read well to “the ear.” Also, for a radio news story, listeners cannot see video of what you are saying, so you must paint word pictures with the words you use in your radio news story so people can “see” images just through your verbal descriptions. In today’s media landscape, many stories are shared in video, audio, and text-based formats. It’s important to consider the various ways audiences will be taking in the information you are sharing.

As with any type of news writing, you should try to identify characteristics of your audience so you know what type of information your audience wants. Use the criteria of newsworthiness presented in News Media Writing in this publication series to help you determine if your television or radio news story idea has news value. Television and radio news stories must have these attributes:

* The writing style should be conversational. Write the way you talk.
* Each sentence should be brief and contain only one idea. We do not always talk in long sentences. Shorter sentences are better in broadcast news writing. Each sentence should focus on one particular idea.
* Be simple and direct.If you give your audience too much information, your audience cannot take it in. Choose words that are familiar to everyone.
* Read the story out loud. The most important attribute for writing for “the ear” is to read the story aloud. This will give you a feeling for timing, transitions, information flow, and conversation style. Your audience will hear your television or radio news story, so the story has to be appealing to the ear.

## TELEVISION AND RADIO NEWS WRITING STRUCTURE

* Be brief. A good newspaper story ranges from hundreds to thousands of words. The same story on television or radio may have to fit into 30 seconds—perhaps no more than 100 words. If it is an important story, it may be 90 seconds or two minutes. You have to condense a lot of information into the most important points for broadcast writing.
* Use correct grammar. A broadcast news script with grammatical errors will embarrass the person reading it aloud if the person stumbles over mistakes.
* Put the important information first.Writing a broadcast news story is similar to writing a news story for print in that you have to include the important information first. The only difference is that you have to condense the information presented.
* Write good leads. Begin the story with clear, precise information. Because broadcast stories have to fit into 30, 60, or 90 seconds, broadcast stories are sometimes little more than the equivalent of newspaper headlines and the lead paragraph.
* Stick to short sentences of 20 words or less. The announcer has to breathe. Long sentences make it difficult for the person voicing the script to take a breath.
* Write the way people talk. Sentence fragments—as long as they make sense—are acceptable.
* Use contractions. Use don’t instead of do not. But be careful of contractions ending in -ve (e.g., would’ve, could’ve), because they sound like “would of” and “could of.”
* Use simple subject-verb-object sentence structures.
* Use the active voice and active verbs. It is better to say “He hit the ball” than “The ball was hit by him.”
* Use present-tense verbs, except when past-tense verbs are necessary. Present tense expresses the sense of immediacy. Use past tense when something happened long ago. For example, do not say, “There were forty people taken to the hospital following a train derailment that occurred early this morning.” Instead, say, “Forty people are in the hospital as a result of an early morning train accident.”
* For radio news stories, write with visual imagery.Make your listeners “see” what you are saying. Help them visualize the situation you are describing. Some radio news scripts even include suggestions for environmental noise to help set the scene for the listener.

**Simplicity:**

Using everyday language helps readers relate to your writing. This does not mean that you should not use the occasional elaborate word; rather, it means that your readers will be able to read your content clearly, and then, be enthralled by your more interesting words.

By simplifying technical writing, STE makes it easier for readers to understand complex information. This can improve safety in industries where technical documentation is critical, such as aerospace and defense. It can also reduce the risk of errors and misinterpretation, which can have serious consequences.

When things are simple, they are easier to learn and remember. Simplicity focuses your message. When your messages are filled with unnecessary information, it dilutes your message and takes attention away from your key points. When your message is simple, is focuses attention on the important stuff.

**Grammar :**

Grammar refers to the way we put words together in sentences and paragraphs to form meaning. It’s the fundamental structure of language, dictating what words should go where, and why.

One of the most basic grammar rules describes the building blocks of a sentence: every sentence needs a noun and a verb. A complete sentence will have a noun and a verb and can stand alone. A string of words that’s missing a subject and or a verb isn’t a sentence. It’s just a jumble of words, and it’s difficult to extract meaning.

**Punctuation**

Punctuation refers to all the little symbols we use to enhance sentences and add clarity. These symbols can indicate pauses between ideas, the relationships between words, and even the emotion sentences convey, among other things.

The most common punctuation marks:

* A period (.) separates sentences. In British English, it’s called a full stop, which is a great way to describe the way it brings a sentence to a halt.
* A comma (,) creates a smaller pause in the middle of sentences. It can divide content by clause, delineate list items from one another (that’s what all the commas in this sentence are for), and indicate sentence continuation before and after quotation marks.
* A question mark (?) makes it clear that a sentence isn’t simply a statement, but a question.
* An exclamation mark (!) changes the tone of a sentence to convey emotions like excitement, enthusiasm, or urgency. (Also, it’s sometimes called an exclamation point.)

There are ten more punctuation marks you can add to your sentences as they become more complicated. But a strong grasp of these first four will cover most of your writing.

**Abbreviations:**

Abbreviations and acronyms are used to save space and to avoid distracting the reader. Acronyms that abbreviate three or more words are usually written without periods. Abbreviations should only be used if the organization or term appears two or more times in the text.

Text abbreviations are shortened versions of a word or phrase used. The abbreviations and acronyms are used to save time, avoid typing and ensure a content stays within a certain character limit.

While the very purpose of using an abbreviation is to keep a message concise, it is important to know the difference between abbreviationsand acronyms.

**Gender :**

How is gender represented in media?

Men are often portrayed as adventurous, dominant, and sexually aggressive, while women tend to be portrayed as young, beautiful, emotionally passive, dependent, and sometimes unintelligent. In Western media, women are expected to value youth, sexuality, and beauty, while men are taught to value dominance and power.

The mass media plays a major role in the process of gender socialization because it bombards individuals with ideas and images of what men and women are supposed to be. Gender socialization is the process by which individuals are taught to behave as acceptable males and females in society.

Female representation is important because, in senior leadership positions changes gender stereotypes by providing female role models, who become unconsciously associated with traditionally male-oriented, leadership-relevant, agentic qualities.

**Accuracy:**

Accuracy is essential in all journalism. News journalism is about the assembly and publication or broadcast of information which has been thoroughly checked to ensure it is factual and accurate. That information must be supported by strong evidence, and it must be clear and unambiguous.

All facts given in the news item should be accepted by readers without questions what factual accuracy really means is that every statement in news items, every name and date and age, quotation every definite word or expression or sentence must be precise and presentation of the true facts.

Good decision-making depends on people having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but in a capacity that is more down to earth.

**Research:**

Research is an essential part of most screenplays in order for writers to create believable worlds and characters. But not all research is designed to draw on facts and knowledge to be included in your story. Sometimes research can simply be used to create a veritable background for the story to unfold. You must use the three types of research for your screenplay: Experience, imagination & reality.

The importance of research script is the research process allows you to gain expertise on a topic of your choice, and the writing process helps you remember what you have learned and understand it on a deeper level. Writing a research paper is the primary channel for passing on knowledge to scientists working in the same field or related fields. It is important to hone the skill of writing papers to demonstrate your ability to understand, relate to what has been learnt, as well as receive critical peer feedback.

**Mass Media: Television & Mass Audience**

Mass audience represents almost all segments of the society. The Specialized Audience refers to the special interest groups in the society. The Interactive Audience consists of those who have control over the communication process in a society. They may be newspapers journalists or Radio or TV broadcasters.

Audience is part of the media equation – a product is produced and an audience receives it. This is where audience research becomes important. A media producer has to know who is the potential audience, and as much about them as possible.

Television is a system for transmitting visual images and sound that are reproduced on screens, chiefly used to broadcast programs for entertainment, information, and education. The television set has become a commonplace in many households, businesses, and institutions. It is a major vehicle for advertising.

Of all the mass media today, television attracts the largest number of viewers. Its audience is greater in size than that of any other media audiences. Since television is able to attract the audiences of all age groups, literate and illiterate and of all the strata of the society, it has an enormous audience.

Queen Elizabeth II’s final farewell was the most recent and most prominent one. In fact, according to the media, with an estimated figure of 5.1 billion, the Queen’s funeral became the most-watched TV event in history.

**Radio Audience**

Radio is sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast stations to multitudes of individual listeners equipped with radio receivers.

The medium is cheap to use and can attract a substantial audience. Radio remains affordable and can be listened to everywhere, even when electricity or connectivity are not reliable. The medium is therefore one of the most popular means of communication, used by an overwhelming majority of people.

The “radio audience” definition varies by market, but a typical definition is that to be a listener to a specific station, said individual should have been listening for a set period of time (often 5 minutes) within a given quarter hour segment.

IRAM stands for Indian radio audience measurement. It is an independent, professional and dedicated organization measuring radio audiences across India for the benefit of the advertisers, advertising agencies, and radio operators.

BBC Radio is most popular and prominent radio station of all. This is the chart of audience BBC focus on their age group through various genres of shows.

BBC Radio 1 is aimed at a younger audience of 15-29-year-olds, playing popular music across a variety of genres. BBC Radio 2 and BBC Radio 3 both target an older audience of 35-54-year-olds but with different programming. BBC Radio 2 is known for its music and entertainment shows, while BBC Radio 3 focuses on classical music, jazz, and cultural programming.

BBC Radio 4 targets a more mature audience of 55 years and older, focusing on news, current affairs, drama, and cultural programming. BBC Radio 5 Live targets a slightly younger audience of 25-54-year-olds, with a focus on sports coverage, news, and current affairs. BBC 6 Music is aimed at music lovers aged 25-44 and focuses on various alternative and independent music genres.

Finally, BBC Asian Network targets a younger audience of 15–34-year-olds with a focus on music and current affairs programming aimed at British Asians.In conclusion, BBC Radio stations have a diverse range of programming and target specific age groups to ensure they provide relevant and engaging content to their audience.

**Internet Audience:**

The Internet audience refers to the wide range of individuals who use the Internet to obtain information, communicate, use online services and participate in various online activities. Compared to the traditional audience, which refers to people who receive information and entertainment through traditional media such as television, radio, and print media, the Internet audience has different demographic and psychographic characteristics.

Demographics & Psychographic characteristics

Youth and young adults are often a large part of the Internet audience because they have grown up with the Internet and technology. Still, the number of older users is also steadily increasing as internet usage in this age group increases. In terms of gender, ethnicity and socio-economic background, there are no strict boundaries within the internet audience as it is accessible to people from different backgrounds around the world.

The Internet audience is made up of people with diverse interests ranging from news, sports and entertainment to technology, health, fashion, art and many other topics. In addition, the internet audience can also consist of people with different attitudes and opinions, adding to the diversity of opinions and viewpoints that can be found online.

Key features of the Internet audience include the number of users online, the intensity and scope of use, demographics and aspects, the type of Internet connection, and community effects.

Internet Audience Measurement or “IAM” means any services that comprise the measurement of audiences (for any purpose, including the purposes of establishing audience size and/or composition) for all content consumed via the internet, including web pages, video, and associated advertising, whether by a panel or other sample selected to represent the viewing of the universe from which the panel is selected or otherwise; including Video Content in the aggregate (for example total audiences for all Video Content accessed via individual broadcaster web players), but excluding measurement of program or episode or associated commercial ratings for any content under measurement in the Television Audience Measurement service.