

## UNIT IV

### WRITING FOR TV., RADIO AND MAGAZINE

The script is what makes sense of the sounds. It is the framework for the story. It brings together the most important elements, and helps the audience understand the significance of the points made by the people. The script should be written in simple, short sentences. Try to use everyday language and terms the audience will understand. It should not contain any complicated concepts that could confuse and distract. To grab the attention of the audience, the most important information must feature in the first few sentences. However, the quality should be consistent throughout, and the script must not tail off at the end. Start with a crisp and sharp introduction that highlights the main points and end the script with a fact.

#### **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, prioritize and summarize the information carefully. Second, the 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, the script writers have to keep his/her writing simple and clear. And third, the script writers are writing for “the ear.” In print news stories, the script writers are writing for “the 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 the script writers are saying, so the script writers must paint word pictures with the words so people can “see” images just through verbal descriptions.

As with any type of news writing, you should try to identify characteristics of the audience so that the script writers know what type of information the audience wants. Television and radio scripts must have these attributes:

- The writing style should be conversational. Write the way people 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 the audience too much information, the 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 a feeling for timing, transitions, information flow, and conversation style. The audience will hear television or radio news story, not read it, so the story has to be appealing to the ear.

### **Television and Radio News Writing Structure**

- **Be brief:** 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.
- 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.

- **Finally, read dialogue aloud:** it is meant to be heard. This will help you notice the flow and movement of your character's words and thus improve the lines you have given them.

## **FREELANCE WRITING**

A freelance writer is a writer who works on a self-employed basis. They can work for just one magazine or, more often, they write for several different publications at a time. The more diverse a writer can be, the more likely they are to be published and paid for their work.

Freelance writers, do not belong to one publication or organization, and instead submit their writing to whoever pays for it. Freelance writing can be both creative and technical, but either way it is a short-term commitment. For creative writing pieces, a freelance writer usually writes first, and then seeks a publication to house it. For technical or specialized projects, a freelance writer will generally be sought out first.

### **Types of Freelance Writing**

Technically, any writing paid for a person or company that does not employ full time makes the writing freelance. The most popular freelance writing can be found in publications online or in print, in areas like business, marketing and journalism. They can also be found in businesses and organizations that have single projects to complete, such as grants and proposals.

There are many types of freelance writing:

- Newspaper article
- Grant writing for a nonprofit organization
- Program proposal
- Website blog

- Training manual
- Book review
- Interview published in a magazine
- Translation of a story written in a foreign language

Companies might contract out writing assignments for several reasons. Some businesses do not have in-house employees who specialize in writing, or know a topic or field well enough to write about it. Hiring a freelance writer means getting the work done correctly, accurately, and professionally without putting pressure on an unqualified employee. For publications, keeping their doors open to freelance writing is important. This way, they have access to many different writing styles, subject matters, and voices.

In the earlier days writing specialists were expected to have minimum Journalism or copy writing, editing qualifications or with post graduate degrees in English. Nowadays in the era of freelancers where spell checks and dictionaries are easily available online, incidence of errors automatically reduces. This helps in saving time as well as produce easily editable content. This is advantageous as it is not only quick but also is a cost effective method. However, it does not help in identifying the “right” writer for the right job. By simply following certain parameters for online writing, free lancers are able to become successful writers.

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