

VI SEM BA ENGLISH

CALICUT UNIVERSITY

equipping with excellence

WRITING FOR THE MEDIA

2017 ADMISSION

Prepared by

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CPA COLLEGE OF GLOBAL STUDIES

SYLLABUS

EN6B04 WRITING FOR THE MEDIA

NO. OF CONTACT HOURS - 90(5 hrs/wk)

NO. OF CREDITS - 4

Internal – 20, External – 80

Examination- 3 hrs

AIMS OF THE COURSE

• This course introduces students to writing in a professional environment and to the forms of writing for the mass media. The course involves lectures, discussions and practice in data gathering, organizing and writing for various media including newspaper, magazines, radio, television film and the web.

OBJECTIVES OF THE COURSE

Upon completion students should be able to:

- Understand the nature of news, the role of Journalism, advertising in a democratic society, the ethical and legal restrictions on media writing and the criteria for writing excellence.
- Master the basic writing and reporting skills for various media, including news writing for print and broadcast media and advertising copy writing.
- Think critically about writing for the media.
- Exhibit competence in the mechanics of concise and clear writing through the use of acceptable grammar, correct spelling, proper punctuation and appropriate AP style.

COURSE OUTLINE

MODULE 1- PRINT MEDIA

1. Introduction – The media and the message.
2. Introduction to print media – Audience for news.
3. Feature writing and Article writing- Angle- structure –organization.

4. Newspaper writing- Editorials-Letters to the editor- Book and film reviews- Interviews- Lead- Dateline- Credit line – Bylines Nut graph- Headlines- Op ed pieces.
5. Editing grammar – Punctuation- subbing Proof reading Freelancing.
6. Writing for Magazine: Action Angle Anecdote.

MODULE 2 – ELECTRONIC MEDIA

1. Radio: Radio as a mass medium Radio skills Broadcast Writing Broadcast terms. Scripting for Radio – story structure – Lead Body Ending – Writing Radio news and features programmes for Radio. Practical – Planning a Newscast Radio Jockeying.
2. Television : Television as a Mass Medium Television Skills Scripting for TV- Programmes for TV. Practical – Anchoring Interviewing.
3. Film: Fundamentals of Film Scripting, Screenplay and Production. Practical – Writing Short Screenplays, Film Reviews.

MODULE 3 – DIGITAL MEDIA

1. Kinds of Digital Media : E- Book – E-Magazine – E-Journal – E-Newspaper – Internet – World Wide Web.
2. Writing for Digital Media : Web Writing – Technical Writing – Blogging – Introduction to Profile Writing. Broadcast News Analysis – Caption Writing – Copy Writing/ content. Writing story structure and planning – Inverted Pyramid – Headline – Blurb – Lead. Digital Correspondence Digital Editing – Assignments in Technical Writing web writing Blogging.

MODULE 4 – ADVERTISEMENT

1. Advertisement in different media an overview
2. Promotional Literature : Copywriting for leaflets, Pamphlets, Brochures Classifieds – Text Captions Logo- story – board etc

MODULE 5 – STYLISTICS AND THE MEDIA

1. Difference in writing styles between Print Electronic and Digital Media.
2. Basic principles of AP style for writing.

Use of Style Book. Style as a Manner of Writing.

Clarity in Writing. Readability. Five W's and H of writing.

1. Different kinds of writing

- 1 News Writing Appropriate angle for a news story. Structuring News qualities of effective Leads – Using significant details – Effective revision
- 2 Article Writing : Structuring for greatest Effect – Preparation and organization of article – specific angle – specific audience.
- 3 Feature Writing : Structure – Organisation – Feature Angles – Simplicity in Style.
- 4 Writing for screen – Writing for Film Reviews – Basic principles of Writing for advertising – Writing for Interactive Media.
- 5 Editing : Copy Editing Process – Guiding principles of Editing.

MODULE: 1 PRINT MEDIA

- Communication – sending and receiving messages through chosen channels
- Propaganda – it is a deliberate effort by the sender to colour facts in order to mold public opinion on a particular issue

Introduction to print media

- Developed in the late 15 th century Issac Guttenberg refined the technique of printing.
- Feature Writing
- Should take an in-depth look
- Explain how and why a particular trend developed
- It is written based on the profile of a person or growth

Steps to write a feature

- Research
- Interview
- Balanced view

Structure

- Head line
- Introduction
- Body
- Conclusion

Article writing

- Interprets and provides arguments for and against an idea
- Provides background information then describes the present situation
- Then concludes with a peep in to future

News paper writing

- Editorial- is an article indented to voice the opinion of the writer. It persuades the writer to think. It is meant to influence public opinion and encourage critical thinking
- Op – ed Pieces- opposite the editorial page. It is a newspaper article that expresses the opinion of writer. It is different from editorial and contains 850 - 1000 words.

Book Review

- Brief review of the book
- Opening paragraph
- Body
- Conclusion
- Bibliographic details

Film Review

- First paragraph – name of the film, stars, setting, genre
- Plot summary
- Include relevant part of the movie
- Conclude by adding your opinion

Interview

- Deep knowledge about the person

- Plan a rough list of questions
- Record the interview

News story

- Inverted pyramid structure- the most fundamental facts appear at the top. Non essential information appears in the following paragraphs.

Writing the headline

- Simple and direct headline
- Logical sentence structure
- Use active voice and present tense verb
- The Lead – it is the opening paragraph. It gives information in a clear manner

Types of Leads

- Summary Lead , Anecdotal Lead , Question Lead , Contrast Lead , Teaser Lead , and Quotation Lead
- Date line – includes name of a city or town that tells the reader where the story occurred
- By – line – name of the reporter. it is located under head line
- Credit line – name of the person or the organization that distributed the photographs maps etc in the news story
- Freelancing – somebody who is self employed and is not committed to a particular news paper or magazine.
- Editing – Editor is the gatekeeper who decides what will be published and what should be rejected.

Duties of Editor

- Makes sure of the news
- Correct errors
- Adjust story length
- Make stories objective and legally safe.
- Subbing- Sub editor is a person who corrects and checks articles before printing.

- Proof Reading- checking the work thoroughly to avoid mistake.

Writing for magazine

- Different from news paper writing
- First understand the audience
- Choose a topic
- Do a lot of research.
- Weave the story around a central idea or main theme.

MODULE 2 ELECTRONIC MEDIA

ELECTRONIC MEDIA

- Electronic media is composed of audio and video recordings, video conferencing, slide presentations, multimedia presentations, CD-ROM, DVDs etc. In all these cases, electronics is widely used to avail the content.

Radio

- The era between 1920s and 1950s is commonly called the Golden Age of radio. In India, All India Radio (AIR) spearheads the dissemination of news and other radio programmes. AIR is also known as Akashvani since 1956. Radio programmes are broadcasted from radio stations. A studio is the backbone of a radio station. Radio transmissions can be classified in to two. One is amplitude modulation (AM) and frequency modulation (FM).

Advantages of radio

- portable and handy
- Radio broadcasts interviews, news, advertisements, drama, audio version of films, songs so that it can relieve the boredom
- radio is cheaper compared to television and computer

Disadvantages of radio

- Radios cannot provide the visual appeal for the audience.
- Radio signals are rendered weak at the time of weather like heavy rain, storm etc.
- Each news item is not possible to be retrieved for further clarification.

FEATURES OF RADIO BROADCASTING

- **Personality Features** - focus upon a particular figure of high profile so that the media persons concerned will make a detailed research upon the person.
- **Geographical Features** - These features dwell upon the particular geographical area. A complete picture of a particular area can be comprehended through a feature on that place.
- **Eventual features** - The features could be presented on particular events that are of high relevance. A notorious cold blooded murder that sparked controversies, a bomb explosion that took the life of hundreds of people, the world wars, the international espionages etc. are good examples.

RADIO INTERVIEWS

- In radio interviews, the accuracy and clarity of the technical aspects of the process have to be made assured.
- During the news reading, spot interviews are conducted to further information in the interest of listeners.
- The other type of interview is the field interview where one representative or reporter of the radio approaches the interviewee in the field or area concerned.

Television

- The term television originates from a Greek word meaning 'far' and a Latin word signifying 'to see'.
- John Logie Baird's company named Baird Television Development Company marked a history by broadcasting the first transatlantic television signal.

Advantages

- Many flash news can simultaneously be given on the different sides of the screen.
- Television helps to view the visual representations of the imaginary.
- Through television features, the viewers are entertained and informed.

Disadvantages

- Youths and children are addicted to the television programmes so that they turn lazy.
- Television is not a portable equipment.
- The tough weather may affect the broadcasting.
- It misguides the perception of today's youth from their traditional culture.

MODULE 3 DIGITAL MEDIA

- Internet and World Wide Web: young “internet is a network of networks that connects computer all over the world.
- It is called as information highway.
- Its characteristics: connects communities across the globe, creates social space, free exchange of thoughts, data and ideas.
- Forms of digital media: E-book, E-magazine, E-journal, E-newspaper
- Writing for the web: Timeliness and immediacy are most important thing for web news writing. It allows for quicker publication and both linear and non linear type writing possible in writing for web.
- Guidelines for web writing :
 - Be short
 - Use sub heads, photos, graphics and other dynamic content
 - Highlighting, underlining, bold increase readability
 - Avoid jargon
 - Use active voice
 - Use method of chunking
 - Q&A format can be used
- Style of writing: actually it is determined by its purpose whether it is to inform of or to entertain.
- The inverted pyramid structure is the best for web
- Headlines, Blurbs and Lead

Headline:

The headline should be concise and given an overview of the story.

Focus on the main point.

It should sell news.

Blurb: short comments that clarify the headline.

Clarity, simplicity, remarks import aspects of the story are its features.

- Lead: first paragraph, follows 5ws and 1H pattern

- Technical writing: communicating specific or specialized information or for giving instructions. it uses matter of fact language. This is the style adopted by journals, tutorials and instruction manuals. It should contains the following things

Information useful to audience

Description of the product

Describe events, instruction and information as needed.

Style should be clear

Avoid ambiguous words, slang and colloquialism

Sentences should be grammatically correct.

- Copywriting

Copy is the text that contains the selling messages in an advertisement.

Web copy is the text of advertisement that comes on the web. It differs from the web content which merely informs or entertains.

Challenges in writing web copy: competitiveness, thorough knowledge about the product, should grab attention.

- Profile Writing: profiles are full length commentaries or vignettes (brief description)of people and their slices of life. It is biographical. It gives fair idea about the person, his attitudes, personality and more.

- Blogs : short form for web logs

Benefits of blogs

1. Allow freedom of expression
2. Facilitate discussions
3. Act as source of information

Kinds of blogs

Personal blogs: run and updated by an individual

Interest blogs: these can be about hobbies or professions

Filter blogs: focus of user web experience

Editing: It is the art of polishing copy or content to increase its value. It makes copy error free and gives the matter better clarity.

- Caption Writing: A caption is a short sentence that identifies something like photograph of video. It should be short, precise, functional, creative, and innovative, it should bring out the essence and echoes the mood.
- Broadcast news Analysis : Web has limitless features which allows the kind of analysis and discussions that would not be possible on T.V
- Digital Correspondence
Email: they are the electronic versions of the letters, They are instant, inexpensive, easy direct, personal and efficient
Rules : must be short, reply promptly, font size and colour to be noted, don't use capital unnecessarily, use right tone etc..
- Instant Messaging: this can be message sent from phones or via computer. It allows persons to chat. It allows instant and easy communication. It can be used for business and personal purpose. It is an inexpensive and interactive medium.

MODULE IV – ADVERTISING

ADVERTISING

- The concept of advertising is as old as history. today it has become dynamic, creative and challenging .it is a powerful tool of communicating ideas. It integrates writing, images, sound, gestures and 3 D objects.
- Definition: It is the substitute for the human salesman.'
- Ads are powerful media of human communication. An Ad is a paid, non-personal communication.
- It is a forceful communication.
- It is a persuasive from communication with the public.
- Moves in one direction, from the advertiser to the public.
- It is like a monologue
- It is non-personal
- Advertisement reaches a large audience. It creates brand awareness.

- It is powerful because it has the ability to delivery carefully planned and prepared messages to the target audience.
- A product is not merely its function. It is the sum total of its value.
- Its noteworthy the most valuable international brands used ads to become popular.
- The primary objective of advertising is creating an image of the product in the mind of the consumers. The products which do not have any substantial difference is called as parity products.
- It has revolutionized the concept of marketing. There is a synergy between advertising and marketing.
- Ads do increase sales and it is a powerful marketing tool, cheapest form of selling .

DIRECT MARKETING

- It is a form of advertising which allows business ad non-profit organizations to communicate directly to customers through variety of media including cell phone text messaging, email, websites, online adverts, database marketing and more.
- *Publicity* and public relations are often used interchangeably. Publicity means mentioning the brands by the mass media without charging. Publicity is unpaid.
- Companies spend a lot of money for *sales promotion*, by which opportunities are constantly created to give customers an extra reason to buy.
- Door to door selling of goods by salesman is termed as *personal selling*.
- *Packaging* helps to sell products; it adds value to the product.
- *Sponsorship* is the financial support of an organization, person or activity in exchange for brand publicity.
- *Customer service*: it is company's attitude and behavior during interactions with the customers.

BROADCAST ADVERTISING

- Popular advertising medium. It includes Radio, T.V, and Internet. Nowadays television and internet has broadest exposure. Because they address a captive audience.

- When primary aim of advertising is to create awareness about a brand or product.
- ***Successful ads have the features*** such as humor, a slice of life, show loyal customers testifying to the product, problem solving, create a character to sell your product over a period of year.
- ***Tips to create successful*** Ads are brand identification, show close-up images of the product, give a visual surprise with the first frame, and show the product in use.
- ***Audio is the theatre of the mind***: this means listeners have to construct their own visuals for what they hear.

SIGNS & POSTERS

- There are many locations where brand messages can be posted. Advertisers commonly purchase space from public transport authorities. Posters appear in buses, trains, taxis, autos, lifts, railway stations

PRODUCTS AND SERVICES NOT ADVERTISED IN THE USUAL FORMAT

- Not all products are advertised in the usual manner. They are advertised in a discreet manner. It is known as covert advertising. Here product is exhibited prominently in movies or television shows for e.g. The model of the mobile used by the hero in the movie is shown clearly and it is ***covert advertising***
- ***Surrogate advertising or indirect advertising***: This is used when advertising a particular brand is banned by the law. Ads of cigarette and alcohol are prohibited in many countries. These companies produce other commodities with same brand name and indirectly remind people of cigarette of the same brand.
- ***Public service advertising*** is to create public awareness about socially relevant issues.

PROMOTIONAL LITERATURE

- The purpose of the promotional literature is to grab the attention of the people and to encourage them to buy the product or do something.
- It generates interest in the minds of the readers for the product.

WRITING BROCHURE

- Brochures are written to sell your ideas, products or services. It helps the readers to take action in your favor.
- A company may have different brochures for different projects. Each product should build the image of the company. The company's motto, its logo etc have to be placed prominently.
- Tone will be depending upon the audience, it show cases the quality of the product/brand, it is persuasive in nature.

MODULE 5: STYLISTICS AND THE MEDIA

Media Stylistics

- Media stylistics deals with the functional peculiarities of language being used in communication via mass media.

Print and Electronic Media

- Print media mainly depends upon the verbal explanations; electronic media makes use of videos and images. Though the sentences are short and brief, the video of an event can reflect a lot.

Web News

- The web news is further advanced with active involvement of the readers as well. They are structured with links so that there can be no linear progression in the development of communicating the ideas. So, it is called non-linear method of message distribution where the links lead the reader in many ways. Links make the news more descriptive and analytical.