

The Language Broadcast Programs

- Writing for the media means taking information and putting it into acceptable form for a certain medium.
- Now we have 24 hours news on radio and television. Writing for broadcast is different from writing for print. Broadcast news does not use inverted pyramid structure. It uses dramatic unity, a structure that allows us to tell the story quickly and without a lot of details. This structure has three parts: climax, cause and effect.

Characteristics of Broadcast Writing

Broadcast writing is to be read out loudly by the news reader rather than to be read silently by the consumer. The following are the characteristics.

1. Four Cs

- a. correctness: accurate
- b. Clarity – audience need to understand what they hear. There is no chance for rehearsing, simple sentence and familiar words should be used. The KISS (Keep It Short and Simple) principle is followed.

c. Conciseness: as brief as possible without losing the sense

d. Colour: making the news interesting by humour and the matters of human interest

2. Conversational Style: written for the ear not for the eye, it is for speaking and listening.

3. Immediacy: present tense verb, no time element, give the impression that the news is about current event.

4. Dramatic Unity: The story begins with the climax, moves to a cause and shows an effect at the end.

5. Simplicity: simple straightforward language, one idea at a time, no complex sentences
6. Attribution: telling the audience where the information comes from, source of information
7. Images: Images accompany stories.

Broadcast Story Structure

- Climax, Cause, Effect

Broadcast Writing Style: some tips

- Write for ear
- Short and simple sentences
- Conversational tone
- Active voice
- Present tense
- Titles before names
- No highly technical words
- No abbreviations

- Names not pronouns
- Spell out numbers and symbols

Broadcast copy preparation

Guidelines

- Put slug (name of the story) on every page
- Type double space and write in lowercase and uppercase
- Have complete sentence at the bottom of the page
- Never split words or hyphenate at the end of a line
- Type only one story per page
- Don't continue paragraph onto another page
- Place 'more' at the end of the page to let the reader know there is another page also

- Put ### or -30- after last sentence in the story to let to the reader know the end of the story.
- Write on one side of the paper
- Number every page

The language of Television

Signs and signification

Semiotics: study of signaling system

- Language is a sign system
- TV is based on visual sign system
- Visual images and sounds are signifiers
- Denotative and connotative meanings are signifieds
- The relation between signifier and signified is signification

- Various colors and visual signals signify certain emotional states, ideas and feelings
- The significations differs from culture to culture
- On TV visual images and sounds are combined and the audience make sense of them
- Signs have structural relationships: syntagmatic and paradigmatic
- Meanings are made on the basis of these relationships

Forms of Television

Viewers of television make meanings of the text on the basis of generic classification and structural factors.

Genres: the term genre comes from the French language which means type or kind. So genre is a type of text.

Television genres :

1. Drama : classic single play or literary drama, detective and police drama, domestic drama and soap opera

2. Comedy : short comedy shows

3. Light entertainment: a variety of shows – game, quiz, chat, singers comedians

4. Arts: classical music concerts, theatres productions, ballet and operas

5. Documentary : factual short films for information and education

6. News bulletins: reports of daily national and international events

7. Current affair: political and social contents, wider issues, in depth analysis of topics of contemporary issues

Live Talk

- The talk on television refers spontaneous narration, description or conversations between presenters and other participants. The language of television landscape is largely spoken.
- Live talk takes various forms: direct address to the viewers, commentary, voiceover on documentary, interview,

The speakers on television can be categorized into three groups:

- Presenters: authoritative professionals who read the news or anchor various programs
- Mediated voices: mediating is an act of relaying and interpreting the wider culture, they play regular and occasional expert roles
- Members of public or ordinary people: for displaying some real time experiences anyone can be the part of the TV programs

Represented Talk

- Scripted dialogue performed by actors
- Drama, documentary drama
- Dramatized accounts of real events
- Soap
- Sitcoms