**Writing for media**

**Unit-I Print media**

A basic understanding of the print media is essential in the study of mass  
communication. The contribution of print media in providing information  
and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

Print media generally refers to newspapers. Newspapers collect, edit and  
print news reports and articles. There are newspapers published in the evening also. They are called eveningers.

Why do people read newspapers? They read newspapers for a variety of  
reasons. Let us consider a few examples. Yesterday while going to the city you might have seen an accident. Two buses had collided and by the mere sight you could make out that many passengers must have been killed or injured. You were busy with your daily  
engagements and forgot about the accident. Only today morning you recalled that incident. You were curious to know more about it. You wanted to know how many passengers were killed or injured.  
Where will you look for these details? In a newspaper, of course. So you would pick up a newspaper and read all about the accident.

**HISTORY OF PRINTING**

The Chinese were the first to invent the art of printing. They made wooden  
blocks to print letters. This was started during the period of the Tang Dynasty  
in 600 AD. The oldest known surviving printed work in a woodblock is a  
Buddhist scripture of 684 AD. It is now exhibited in a calligraphy museum  
in Tokyo, the capital of Japan.  
The first printed book published in China was the Buddhist text, the “Diamond  
Sutra” by Wang Chick in 868 AD. Some copies of the Buddhist scriptures  
printed in 1377 are preserved in museums in China

Can you imagine a world without paper ? Nowadays paper has become an  
integral part of our life. We read papers in the morning, write on note books  
made of paper, send letters on paper, use paper boxes to carry things and so  
on and so forth. You have learnt in an earlier lesson how this paper is  
made.Though the Egyptians made paper by 3500 BC, it came to Europe  
only by the 11th century. The first paper mill in Europe was set up in Spain  
in 1120.  
Block printing came to Europe by 1300. It is believed that Johannes  
Gutenburg of Germany had developed printing technology around 1439.  
Gutenburg also invented an oil-based ink for printing. He printed the Bible  
in 1450. It was in the Latin language and had 1282 pages .He used movable  
printing blocks for the book   
  
Printing technology came to India in 1556. It was the Jesuit priests who  
brought this technology to our country. The first book printed in India was in  
Portugese language in Old Goa. It was Doctrina Christa by St. Francis Xavier.

The invention of printing has revolutionised mass communication. Books  
are printed in large numbers and circulated in many countries. No other  
invention has had such an influence in the history of mankind.

**Media literacy**

Media literacy is an expanded conceptualization of literacy that includes the ability to access and analyze media messages as well as create, reflect and take action, using the power of information and communication to make a difference in the world.Media literacy is not restricted to one mediumand is understood as a set of competencies that are essential for work, life, and citizenship. Media literacy education is the process used to advance media literacy competencies, and it is intended to promote awareness of media influence and create an active stance towards both consuming and creating media. Media literacy education is part of the curriculum in the United States and some European Union countries, and an interdisciplinary global community of media scholars and educators engages in knowledge sharing through scholarly and professional journals and national membership associations.

**Rules and ethics of writing for media**

Media ethics is the subdivision dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet. The field covers many varied and highly controversial topics, ranging from war journalism to Benetton ad campaigns.

Media ethics promotes and defends values such as a universal respect for life and the rule of law and legality. Media Ethics defines and deals with ethical questions about how media should use texts and pictures provided by the citizens.

Literature regarding the ways in which specifically the Internet impacts media ethics in journalism online is scarce, thereby complicating the idea for a universal code of media ethics

### Ethics of journalism

The ethics of journalism is one of the most well-defined branches of media ethics, primarily because it is frequently taught in schools of journalism. Journalistic ethics tend to dominate media ethics, sometimes almost to the exclusion of other areas. Topics covered by journalism ethics include:

* News manipulation. News can manipulate and be manipulated. Governments and corporations may attempt to manipulate news media; governments, for example, by censorship, and corporations by share ownership. The methods of manipulation are subtle and many. Manipulation may be voluntary or involuntary. Those being manipulated may not be aware of this.
* Truth. Truth may conflict with many other values.
  + Public interest. Revelation of military secrets and other sensitive government information may be contrary to the public interest, even if it is true. However, public interest is not a term which is easy to define.
  + Privacy. Salacious details of the lives of public figures is a central content element in many media. Publication is not necessarily justified simply because the information is true. Privacy is also a right, and one which conflicts with free speech.
  + Fantasy. Fantasy is an element of entertainment, which is a legitimate goal of media content. Journalism may mix fantasy and truth, with resulting ethical dilemmas. See: National Enquirer, Jayson Blair scandal, Adnan Hajj photographs controversy.
  + Taste. Photo journalists who cover war and disasters confront situations which may shock the sensitivities of their audiences. For example, human remains are rarely screened. The ethical issue is how far should one risk shocking an audience's sensitivities in order to correctly and fully report the truth.
* Conflict with the law. Journalistic ethics may conflict with the law over issues such as the protection of confidential news sources. There is also the question of the extent to which it is ethically acceptable to break the law in order to obtain news. For example, undercover reporters may be engaging in deception, trespass and similar torts and crimes. See undercover journalism, investigative journalism

## Write a News Report

We all have the practice of reading the newspaper. At times, we just read the headlines. We read the full news only if the headline is interesting, but if the body does not sound interesting or is not engaging enough, then we skip the news. Writing a news report is very different from writing an article. A news report is an informative report rather than an opinionated article. Therefore, to learn how to write a newspaper report, we have provided a few tips and guides for your reference. Read the below article carefully.

## Structure of a News Report

It is essential to know the structure of the news report writing before you write a report. The structure includes

* Headline: It tells what the story is about.
* Byline: It tells about the writer of the story.
* Lead: Covers the most important facts.
* Body: Includes more information and details.
* Ending: Talks about the solution or something to think about

To get a better understanding of how to write a news report in English, we have provided a few tips and guides for your reference.

## Collection of Information

Collecting the right information is the primary thing before writing a news report. Do not forget the purpose of writing the report. The main purpose of writing a report is to help the readers get true information about an event. To provide true information to the readers, you will have to provide proper evidence supporting it. Therefore, it is essential to collect as much information as possible to prove your point. We have provided a few ways of collecting information. Read below to know in detail.

### Answering the 5Ws

While writing a news report, make sure you answer all the 5w questions

* What was the event?
* Where did it take place?
* When did it take place? (Date and Time)
* Who was involved in the event?
* How did the event happen?

After you have collected all these answers, you can begin writing the news report.

### Writing in Short Sentences

While writing a report, keep in mind that the sentences must be short and punchy. Do not write complex sentences. The sentences must be short and must convey the message clearly. This will also help in using the apt vocabulary and reducing grammar and punctuation errors.

### Quotes in the Report

A report must sound interesting to read. Therefore, a good way of keeping the readers engaged is by adding some popular quotes. While writing the quote, do not forget to introduce the person who said it.

### Attribution

Always acknowledge where you acquired the information unless it is common knowledge. Not giving credit to someone can get you in trouble. This is also vital in the event that a fact is incorrect; it will be clear who made the error, and you will not be held responsible.

### Factual Check

A news report is different from an opinion piece in that only factual information is provided in a news report. Therefore, while writing a news report, make sure to collect all the facts and evidence and present them well in your report.

### Catchy Headline

The headline plays a very crucial role in news report writing as it attracts the readers. Therefore, the headline must be attractive. A proper headline can be decided for a news report only after the writing is completed.

We hope that the above-mentioned guide to writing a successful news report will be helpful to you in writing the report. Writing a news report is easy if you have enough information with you and know the format for writing it. Do not forget that the news report reaches millions of readers. And you can become a good and reputed report writer only if you have enough readers. So, before writing the news report, make sure to check the tips provided in the article.

**Column**

A **column** is a recurring piece or article in a [newspaper](https://en.wikipedia.org/wiki/Newspaper), magazine or other publication, where a writer expresses their own opinion in few columns allotted to them by the newspaper organisation. Columns are written by [columnists](https://en.wikipedia.org/wiki/Columnist).

What differentiates a column from other forms of journalism is that it is a regular feature in a publication – written by the same writer or reporter and usually on the same subject area or theme each time – and that it typically, but not universally, contains the author's opinion or point of view. A column states an opinion. It is said to be like an open letter. A column also has a standard head, called a title, and a by-line (name) at the top.

**News articles**

News articles are written to inform and educate readers on current affairs/events. They are used to provide readers with information they need/want to know about the world around them.

# Writing a feature

A feature is a longer piece of writing than a news story. Features come in many different types and are widely used in magazines, newspapers and online.

A feature will often cover an issue in greater depth than a news story would do; or it might look at an on-going story from a different angle.

**Editorial**

An editorial (US), or leading article or leader (UK) is an article written by the senior editorial people or publisher of a newspaper, magazine, or any other written document, often un-signed.

**Letter to the Editor**

A Letter to the Editor is a formal comprehensive letter, addressed to the [Editor](https://leverageedu.com/blog/how-to-be-an-editor/) of a certain publication/magazine/newspaper with the intent of complimenting, critiquing, informing, or communicating a certain piece of information. These letters are a part of the standard curriculum of written **English,** taught to middle and high school students. This is a particularly useful short composition in the form of written letters and emails that are always appreciated in an organisation. It reflects the writer’s personality and mannerisms, as well as written vocabulary. This letter is generally short, with a citizen raising some concern in front of the Editor of a big organization, hoping it gets highlighted in the papers.

**Press release**

A press release is a communication, announcing a story to the public which is deliberately sent to journalists or media publishers in the hope they will publish the news contained in them. They can come from organisations such as business or charities or from people like politicians or celebrities.

**Unit-II: Writing for Radio**

**Writing for Radio - The Basics**Good writing is good writing. Whether you’re writing for radio, print, TV or the internet, a lot of the same basics apply. Clarity, good organization of your thoughts and themes, and a vocabulary that your listeners/readers/viewers will understand are all important.  
But there are a few things which are specific to the medium of radio because of its unique nature:  
• Unlike print, radio listeners can’t go back to the part they’ve missed. It has to be clear the first time, because there is no second chance.  
• Unlike TV, there are no pictures to reinforce your words. That means your script has to do all the describing. It also has to grab the listener’s attention. You can’t back into the main point - you have to get to it quickly without a long preamble.  
• Unlike Internet, it’s not available for weeks at a time. You have one, and only one, opportunity to make an impact.  
• Radio is conversational. Think of the most boring lecture you have ever attended. For starters, the presenter probably read it. And it probably sounded like a term paper, full of jargon and long-winded sentences. Does anybody really talk like that?  
• Radio is personal - you’re talking to one person at a time. That’s why your writing has to sound like it is “talked”, not read. Lectures don’t work on radio. Your script can’t be just “read”. It has to be performed.  
Radio writing has to be tight and clear, and above all, interesting. Over-the-air radio has been called the theater of the mind, because good writers can conjure up images for listeners. But most radio news is heavily formatted into tiny story slots, so you need to be as clear, descriptive, and direct.  
1. You must be descriptive. Obviously, the visuals aren’t there, so you have to add words that speak of sights, sounds, aromas, and whatever else contributes to setting the scene. Ambient sound is often a big help to accomplishing word pictures.  
2. You must write tightly. Scripts are short. Commercial radio network newscasts are brutal, with stories ranging from 10 to 30 seconds. This demands that you winnow out the excess material and include only what is necessary to tell the story. Non-commercial newscasts are longer, but are often also formatted into tight patterns.  
3. You can write with more style. Your vocal presentation must be gracious and authoritative, and your personal warmth must come through in your reports be informal and conversational. Speak to the audience, and not read to them. Involve the listeners to a normal-like conversation. Remember to write for the ears, and not for the eyes.

### What are the principles of radio news writing?

Television and Radio News Writing Structure

* Be brief.
* Use correct grammar.
* Put the important information first.
* Write good leads.
* Stick to short sentences of 20 words or less.
* Write the way people talk.
* Use contractions.
* Use simple subject-verb-object sentence structures.

#### What is writing for radio?

Radio is a fast, easy media that targets everyone, from highly educated people to less knowledgeable ones. The writing must therefore be short, simple, in present tense… The first rule is to properly understand what you’re writing about. …

**What are the essential things should be in mind during the script writing for radio?**

Why Should I Script Audio Programming?

* Prepare An Outline. The thought of writing a 2000 word audio script may overwhelm you.
* Setting the Scene.
* Make It Sound Conversational.
* Keep Your Scripts Clear.
* Pay Attention To The Rhythm.

**What is the principle of radio?**

Radio waves travel through a vacuum at the speed of light, and in air at very close to the speed of light, so the wavelength of a radio wave, the distance in meters between adjacent crests of the wave, is inversely proportional to its frequency.

## What are the elements of a radio play?

The elements of radio drama are the same as those of stage drama:

* role: characters in the play.
* time: when the action takes place.
* place: where the action takes place.
* action: what happens in the drama.
* tension: conflict within and between characters and their environment.

### What are the characteristics of radio?

Characteristics of Radio

* Radio makes pictures: While listening to the commentary of a cricket match or republic day period in radio, you visualize all those scenes in your mind.
* The speed of the radio: Radio is the fastest medium.
* Simplicity of radio: It needs very simple equipment and technology.

#### What are the basic principles of radio communication?

A Frequency forms the base of any radio communication. Radio’s work – at a very basic level – by emitting electromagnetic waves which have different oscillation frequencies. By tuning to a frequency the radio is able to receive and transmit on the specified frequency.

**Do you have to write a script for radio?**

• It is person to person Writing for Radio and Television must be informal. It is like YOU AND ME medium. It mean that if you write a script to be transmitted through radio or television, you are supposed to deliver this script in person to person format.

**How is writing for radio different from writing for print?**

Writing for radio is different from writing for print. First, you have less “space” for information, so you will have to prioritize and summarize carefully. Second, your listeners can’t reread sentences they didn’t understand the first time–you have to keep your writing simple and clear.

**Unit-III: Techniques of TV Programming**

**Broadcast programming** is the practice of organizing or ordering (**scheduling**) of [broadcast](https://en.wikipedia.org/wiki/Broadcast) media shows, typically [radio](https://en.wikipedia.org/wiki/Radio) and [television](https://en.wikipedia.org/wiki/Television), in a daily, weekly, monthly, quarterly or season-long schedule.

Modern broadcasters use [broadcast automation](https://en.wikipedia.org/wiki/Broadcast_automation) to regularly change the scheduling of their shows to build an audience for a new show, retain that [audience](https://en.wikipedia.org/wiki/Audience), or compete with other broadcasters' shows. Most broadcast [television shows](https://en.wikipedia.org/wiki/Television_show) are presented weekly in [prime time](https://en.wikipedia.org/wiki/Prime_time) or daily in other dayparts, though exceptions are not rare.

At a micro level, scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime. Television scheduling strategies are employed to give shows the best possible chance of attracting and retaining an audience. They are used to deliver shows to audiences when they are most likely to want to watch them and deliver audiences to advertisers in the composition that makes their advertising most likely to be effective.

With the growth of digital platforms and services allowing non-linear on-demand access to television content, this approach to broadcasting has since been referred to using the retronym **linear** (such as **linear television** and **linear channels**)

## Elements of Screenplay Formatting

The vast majority of TV and film screenplays and teleplays follow an industry standard script format. Key formatting standards include:

1. 1. **Page margins**: You should have a 1.5-inch margin on the left of the page, a 1-inch margin on the right of the page, and 1 inch of white space on the top and bottom of the page.
2. 2. **Proper font**: An industry standard screenplay uses size twelve Courier font.
3. 3. **Title page**: The script should have a title page with no content apart from the title, author's name, contact information and representation (if applicable).
4. 4. **Page numbers**: Page numbers mark every page of the script apart from the first page.
5. 5. **Character names**: When characters speak, their names appear in all capital letters, centered on the page, and indented 3.7 inches from the left side of the page.
6. 6. **Dialogue**: Lines should be centered on the page, below the name of the character speaking. Each dialogue block should be indented 2.5 inches from the left side of the page.
7. 7. **Voiceover**: Characters speaking in voiceover signified by "V.O." next to their names.
8. 8. **“Off-screen” or “off-camera”**: Characters who can be heard off screen signified as O.S. (off-screen) in film scripts and O.C. (off-camera) in TV scripts.
9. 9. **Dialogue descriptions**: These should be centered in parentheses, directly above the dialogue.
10. 10. **Action lines**: Descriptions of action are aligned with the left margin of the page. Action lines should always appear this way, never in parentheticals.
11. 11. **Proper character introductions**: Characters’ names should be capitalized the first time they appear. (This applies for everyone from the main character to unnamed extras passing through a scene.)
12. 12. **Scene headings**: Often called sluglines, these belong in all caps, aligned left on the page.
13. 13. **Locations**: Scene headings must always be preceded by “EXT.” for "exterior" or “INT.” for "interior."
14. 14. **Transitions**: Instructions like "FADE OUT" or "BLACKOUT" appear in all caps, aligned with the right margin.
15. 15. **Minimal camera directions on spec scripts**: On a TV show or feature film, camera and lighting choices belong to the director and their photography team. Refrain from including camera or lighting directions unless it’s absolutely essential.

**TV script format** is the term used to refer to the structure of a teleplay. Television scripts can be anywhere from 20-100 pages, but most are 25-30 for half-hour shows or 50-60 for hour-long shows. Unlike screenplays, teleplays are structured rigorously, and usually written for production.

A script is an entire program committed to paper. It includes dialog, music, camera  
angles, stage direction, camera direction, computer graphics (CG) notations, and all  
other items that the director or script writer feels should be noted.  
There are many different kinds of television programs, each with unique  
requirements of the script. Most programs fit into one of the following categories:  
•Lecture. The lecture program format is the easiest format to shoot; the talent  
speaks and the camera shoots almost entirely in a medium close-up. All that is  
needed for this format is the talent, a camera, and a podium for the talent to stand  
behind. Other names for the lecture format are BTF (big talking face) or talking  
head. This format has the lowest viewer retention and is often the mark of an  
amateur.  
•Lecture/Demonstration. The lecture/demonstration format lends itself to the  
numerous cooking shows, how-to shows, and infomercials seen on television today.  
This format is more interesting to watch than a lecture alone because of the action  
and many props used by the performers.

**VI- Content for New Media Content**

New media is any media—from newspaper articles and blogs to music and podcasts—that are delivered digitally.

New media doesn’t necessarily refer to a specific mode of communication. Some types of new media, such as an online newspaper, are also “old media” in the form of a traditional printed newspaper. Other new media are entirely new, such as a podcast or smartphone app. It becomes even more complicated to define when you consider that as technology continues to advance, the definition continually changes.

New media is any media—from newspaper articles and blogs to music and podcasts—that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

**FEATURE AND CHARACTERISTICS OF ONLINE WRITING**  
Before we delve into the features of online media writing, we must understand that online media is a technological leap from the earlier media. Every medium, over the course of time, evolved its own writing style to suit that particular medium. Whether it is newspaper, magazines, radio or TV news channels, each has its own style, rules, regulations and guidelines of writing. But all have adhered to the basic tenets of news writing. The difference, however, is in the types of language, words, length of the news and its presentation. The guiding principles of clarity, conciseness, continuity, correctness, commonness,  
credibility and completeness have remained common across the media. Also, each medium has its strengths and limitations. The writing style attempts to enhance its strengths and minimise its limitations. For example, print medium has the limitation of space and television has time/limitations. In both these cases, news writing has to be in a manner so as to fit the slot. Likewise, online media suffers from credibility deficit as it works under a fast-pace news environment with very little time for verification of the content and hence, the fear of ‘fake news’ looms large. The online media has to, therefore, take additional precautions  
while writing, checking, cross-checking and double-checking the facts before uploading it ‘live’ on the digital platform.

Like other media, the online medium is also a collection of breaking news,  
developing stories, features, articles, editorials, analytical articles, and so on. Each has its own style of writing depending on the subject and treatment given to it. Apart from these, online media also has multimedia content in the form of audio, video and ‘live’ streaming of events, which do not need much writing but has to have a headline and tags and meta tags to be picked up by search engines. In certain cases, sub-titles are also required if the media content is in a regional or foreign language. Another distinguishing feature of online media is its interactive nature, which needs a different kind of approach and writing style. It has to be such that it forces people to like, dislike, debate, comment or share it among friends and relatives. You must have read that communication between the source and the receiver takes place when both of them have the same frame of reference. It means that news writer should know his/her readers’ choices, preferences in the need for information and news. In fact, the knowledge of audience, it is said, is more important than the subject itself for an effective communication. As digital news writers work on real time, the need for establishing creative connection is of utmost importance. As digital news writers address a diverse and heterogeneous set of people across the globe, the interest, attitude, experience of digital writers assumes special significance. To be a good writer on the digital platform, the writer has to be widely read as it helps the readers to identify with him or her. Former Chief Editorial Adviser of the New York Herald Tribune, Geoffrey Parsons, once said, “The richer the writer’s background, the larger his ability to stimulate thought about anything.”  
Writing for the online media includes an interface between what a writer writes and the machine algorithms, which searches for it. As the content in the digital.

**Writing for Online Media**  
Online Journalism media are searchable, they are written in a format and style so as to be easily picked up by search engines. The headline needs to have important key words and the newness that it wants to convey. When the news item is published, it forms part of the Universal Resource Locator (URL), which is crawled by the search engine and indexed for further searches. Sometimes, the URL is inorganically created so as to include important key words for easy search and display. As news websites receive a large number of page views through search engines, writing of URL is deliberately calibrated to maximise its reach. The density of keywords in the story page and giving sub-headlines, pointers, adding  
pictures and infographics further enhance the value of the page and form an important part of digital media writing.  
As the attention span of readers on digital media is extremely low, headline should be written in a direct, effective and communicative manner without much jargons and superfluous content. The principle of brevity, clarity, creativity and continuity is retained in digital media as in any other media, leaving no chance for ambiguity. As more and more news content is accessed through smart phones these days, the content should be brief and to the point conveying the important points. The writer should not add his opinion or point of view and neither should they editorialise it.

**Social Media Content Writing**

 Do your research.

 Speak their language.

 Develop your voice.

 Be positive.

 Keep it short and simple.

 Use images and videos.

 Add a call to action

Increase your success with these social media content writing

## What Is Content Writing?

Content writing refers to creating content for online marketing purposes. With content, businesses can attract leads and foster positive connections with their audience, ultimately pushing them down the sales funnel.

87% of marketers use content to guide their prospects through different stages of the buyer journey. They leverage different content formats for each stage of the journey, from brand awareness to purchase decisions.

Since a myriad of companies are fighting for the same audience’s attention, they need high-quality, targeted content to cut through the clutter and reach potential customers.

## Types of Content

Content writing encompasses many different forms of text-based content. Each type can serve a different purpose and promote the brand in a different way.

Here are the most common formats used:

* Articles
* Product descriptions (and related content)
* Website content
* Email newsletters
* Press releases
* E books

These different content formats can reach potential customers at different stages of the sales funnel, so their purpose is to move that individual further toward the end goal: closing the deal.

**Blog**

A blog is an online journal or diary, which can be set up for strictly personal use with access to only the owner or a well-defined group of people. A blog can also be made public, so that anyone from any corner of the world, having an internet connection and relevant interests can reach the blog with the help of search engine results, social media links, website information, e-mails or e-newsletters.

**Current trends in web journalism**

* Authenticity is the key. ...
* Short video & TikTok. ...
* Microinfluencers and their effectiveness. ...
* Social commerce on the rise. ...
* Social networks for customer service. ...
* Personalized ads on social media. ...
* Social listening & brand involvement. ...
* Tight-knit communities.

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