

**Writing Skills for Radio**  
(BAJMC-208)  
**Unit – 2**  
by  
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(Assistant Professor, BVICAM, New Delhi)  
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 **Unit 2- Chapter 1**

**Writing for Radio**

- Writing for Radio
- Characteristics of Radio
- Fundamental of Writing for Radio

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 **Writing for Radio**

- Radio is an attractive medium among the various mass communication media because of its special characteristics.
- While writing for radio it is important to keep in mind that we have to create visuals through sounds only.
- Radio is a sound medium. It has no visuals.
- Sound includes spoken words, music, sound effects and silence (pause).



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**Writing for Radio**

- Radio is sometimes called the blind medium.
- Writing for radio is a specialized form of communication. It involves crafting content specifically for audio-only medium.
- Unlike writing for print or visual media, radio writing relies solely on spoken words and sounds to convey information, tell stories, and engage the audience.
- This unique aspect of radio requires writers to use language, pacing, and tone effectively to capture and maintain the listener's attention.

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**Characteristics of Radio**

- The performer must spark off the imagination of the listeners with expressive performance or communication.

**1. Medium of Sound and Voice:**

- Radio is a medium of the voice.
- The performer can use only his/her voice in a broadcast.
- The producer mixes voice with music and sound effects.
- The performer must imaginatively give cues or intimations only through his/her expressive voice.

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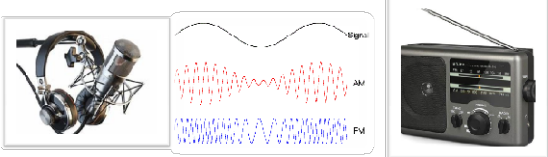
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**Characteristics of Radio**

**Link between Speaker and Listeners:**

- Microphone is the instrument through which a radio broadcaster speaks to the listeners.
- speaker is the instrument through which a listener listen the programs broadcasted by the radio station.



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**Characteristics of Radio**

**3. Intimate Medium:**

- Being an intimate medium the best subjects for radio broadcasts are those which intimately concern the listener.
- like the personal, the private and the innermost feelings.
- The manner of expressing or articulating the words must also be intimate because the conditions in which broadcasts are received are very informal.

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**Characteristics of Radio**

**4. Mobile Medium:**

- You can have it at home, take it to the picnic resort, listen to it while driving.
- Has it on land or under the sea, in public or in private. Hence, it is a convenient medium.
- It can accompany you and entertain you anywhere as a never-failing companion.



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**Characteristics of Radio**

**5. Quick and Inexpensive Medium:**

- Radio is a medium of immediacy.
- It can report the events almost instantly, as they are happening, hence, it is a medium of the "here and now".
- It costs much less to set up a radio station, produce programs and receiving sets.

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**Characteristics of Radio**

**6. Radio is conversational:**

- Conversation means as we converse face to face with our close friend.
- Just in friendly environment.
- Radio is a friendly medium.
- You have to talk with your listener as you talk with your close friends.



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**Characteristics of Radio**

**7. Impact at once:**

- Unlike Newspaper or Internet, it's not available for weeks at a time.
- You have one, and only one, opportunity to make an impact on the audience.

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**Characteristics of Radio**

**Limitations For Radio**

**Depends only on sense of hearing:**

- The foremost limitation of radio is that it entirely depends on the sense of hearing.
- Broadcast is not reinforced by the powerful medium of sight.
- Comprehension and assimilation, therefore, require more efforts.
- It is almost impossible to convey the beauty or finer points of works of art such as paintings, sculptures or intricate handicrafts merely by trying to describe them.

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 **Characteristics of Radio**

**Limitations For Radio**

**No second chance to listen the programme:**

- Repeat broadcast of the content at the same time is impossible.
- If you have missed any content or not understood any part, you have no choice to re-listen.
- It has to be clear the first time, because there is no second chance.

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 **Characteristics of Radio**

**Limitations For Radio**

**Radio is a linear medium:**

- Means you can't arrange the sequence as per your choice or convenience.
- You have only choice to tune another station.

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 **Fundamental of Writing for Radio**

**1. Use of spoken language:**

- As the programs on the radio moves fast without the facility of recall, whatever is broadcast must be clear, precise and to the point.
- Sentences should be short and direct without sub clauses.

**2. Constraint of space:**

- There is a great constraint of space in radio, hence broadcast must be put in crisp and easily understood language.

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 **Fundamental of Writing for Radio**

**3. Use of simple words:**

- There should be no need for a dictionary while listening to a radio.
- It should be in words which are common in everyday conversation.

**4. Use of words creating an image in mind:**

- Like a novel, the words chosen should create visual images in the mind.

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 **Fundamental of Writing for Radio**

**5. Short sentences:**

- The attention of an average radio listener can't be held for long.
- Avoid a sentence which is longer than 18 to 20 words. Otherwise, most listeners will not be able to follow it.
- The best thing to do is to split the long sentences.
- You must always put only one idea into one sentence.

**6. Limit the words in one item:**

- The items to be broadcast on radio also have to be short, generally not more than 90 or 100 words an item.
- Long items can only bore the listeners.

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 **Fundamental of Writing for Radio**

**7. Present tense:**

- Where possible, use the present tense.
- Broadcasts on radio should appear to the listener to be happening at that moment.

**8. Avoid tongue twisters or sound clashes:**

- Avoid sound clashes such as "the building was built by a local builder".
- Instead say "the storehouse was the work of a local builder".

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 **Fundamental of Writing for Radio**

**9. Writing for ear- not for eye:**

- First and the foremost truth about writing for radio is that you are writing for ears not for eyes.
- It simply means that whatever you are going to write it will be heard and it will not be read by the audience.

**10. Telling Story:**

- Telling a story is an effective method for writing for radio.
- If you find it difficult to put your thoughts down on paper clearly and simply, use the trick of telling someone out loud what you want to say.

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 **Fundamental of Writing for Radio**

**11. Writing for mass audience:**

- While writing for radio another important truth must be kept in mind that you are writing for masses.
- Communication means to convey the message in a way that the target audience (common man including illiterate persons) not only listen to it but also understand it and enjoy it.
- For securing this purpose it is necessary that the message must be constructed coming to the level of the audience.

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 **Fundamental of Writing for Radio**

**12. Importance of read and re-read:**

- While drafting an item, read and re-read it to find out the difficulties in it.

**13. Clarity and organization:**

- Clarity, good organization of your thoughts and themes, and a vocabulary that your listeners will understand are all important.

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**Unit 2- Chapter 2**

# News Bulletin

- Types of News Bulletins
- Elements of News Bulletin
- Structure of the News Bulletin
- Packaging a News Bulletin

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# News Bulletin

- A radio news bulletin is a short, concise, and timely presentation of the latest news and information.
- It serves as a quick update for listeners, providing them with essential headlines and details on current events.
- Radio news bulletins play a crucial role in keeping the audience informed and up-to-date on the latest developments across various topics.



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# Types of News Bulletins

**Types of news bulletins can be categorized by duration**

**1. 15 minute (main news):**

- Morning news (Samachar Prabhat and Morning News)
- Day news (Day News and Dopahar Samachar)
- Evening news (Evening News and Samachar Sandhya)
- These are broadcast at 8.00 a.m. and 8.15 a.m. in morning, 2.00 pm and 2.15 pm at mid day and 8:45 p.m. and 9.00 p.m. at evening every day. *(In English and Hindi respectively)*
- Morning news includes a commentary and headlines in the day's newspapers in addition to the news.

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 **Types of News Bulletins**

**Types of news bulletins can be categorized by duration**

**2. 10 minute or 5 minute hourly bulletins round-the-clock:**

- They can be a mix of local, national and international news, as well as sport, entertainment, weather and traffic reports, or they may be incorporated into separate bulletins.

**3. 2 minutes news flashes are special bulletins are aired whenever necessary.**

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 **Types of News Bulletins**

- A 15 minute news bulletin begins with headline
- Followed by main news, consisting of three 'bunches' with two breaks in between and repeat of headlines/main points at the end.
- A 10 minutes bulletin has one break. There is no break in a five minutes bulletin.
- 'Bunching' means the placement of items and it plays an important role in making the bulletin lively and interesting.
- The first bunch is generally packed with hard news.

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 **Types of News Bulletins**

**Another type of news bulletins are based on the audience profile**

- (a) Home Service
- (b) Regional Service
- (c) External Service
- (d) Specialized Bulletin

- Each of these services puts out news bulletins in various languages.

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## Types of News Bulletins

- The Home Service in Delhi originates news bulletins in English and Hindi for broadcast on the national network.
- Regional news bulletins are broadcast from regional centers established at state capitals of India.
- Some news bulletins in the regional languages are also broadcast from Delhi in the respective regions.
- The External Service Division (ESD) looks after the news bulletins to be broadcast abroad.
- Exclusive daily bulletins on sports, reports on the stock exchange, and special bulletins during parliament session, election period or natural calamity or disaster etc.

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## Types of News Bulletins

- **Scheduled News Bulletin:**
- This type of news bulletin follows a predetermined schedule and is typically aired at specific times throughout the day.
- It may be broadcast hourly or at fixed intervals, such as every half-hour or quarter-hour.
- Scheduled news bulletins cover a wide range of topics, including local, national, and international news, sports, weather updates, business news, and entertainment headlines.

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## Types of News Bulletins

- **Breaking News Bulletin:**
- Breaking news bulletins are aired as soon as significant news events occur, irrespective of the regular schedule.
- These are meant to inform listeners about unexpected and urgent developments, such as natural disasters, accidents, major political events, or other incidents that require immediate attention.

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 **Elements of a News Bulletin**

**Radio bulletins are usually made up from three types of material:**

1. News Script (Written stories)
2. Voice dispatch (Voice reports from journalists, either recorded or live)
3. Actuality (Recorded sound of the event).
4. Music

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 **Elements of a News Bulletin**

**1. News Script (Written stories)**

- The basic criterion for selecting news stories for a news bulletin is that the information should be new, unusual, interesting, significant and about people.
- It is usual to give the most important story first and the least important story last.
- Balance and pace of bulletin can also be considered while writing a proper news bulletin.
- Try to avoid seeing the bulletin simply as a collection of individual, self-contained stories.
- Balance of items, some heavy and some light, some about major political events and some about ordinary people.

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 **Elements of a News Bulletin**

- Pace is the length, speed and tone of a story as it appears to the listeners.
- Too many long complicated stories will slow the pace of the whole bulletin and allow the attention of your listeners to walk away.
- Too many short, sharp stories may leave listeners confused, unable to keep up with the pace of changing stories.
- To achieve balance and pace, you should rank stories in order of importance then look at the order, to see that you have a good balance of items and variations in pace

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 **Elements of a News Bulletin**

**2. Voice dispatch**

- Apart from giving scripted stories, an important part of a radio reporter's job is to give voice dispatches which have become an essential part of radio bulletin.
- The purpose of a voice dispatch is the correspondent's voice is to supplement, add colour and authenticity to the basic news.
- An eye-witness account or an on-the-spot report complete with background sound can be very convincing.
- Writing a voice report is different from writing straight news. In a voice report you can add something to the news that is more personal.

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 **Elements of a News Bulletin**

**3. Actuality**

- This is usually the sound of someone speaking, perhaps taken from an interview or a speech.
- A short segment of actuality is called a grab. Grabs are used in a similar way to quotes in a newspaper story
- A short grab in simple language may be usable without an overdub, especially when it is used to show the emotion behind a speech, rather than the content.

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 **Elements of a News Bulletin**

**3. Music**

- A special opening theme should be used to announce the bulletin and may occasionally be used within the bulletin, perhaps to separate different segments.
- We call such short music inserts stabs or stings.
- Opening theme should be short and dramatic.
- Never use music as background to a news bulletin. It is distracting and ruins any variations in pace within the bulletin.
- It is possible to use a closing theme at the end of the bulletin, although this should be different from the opening theme.

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 **Structuring the News Bulletin**

**Headline:**

- The headline is a brief and attention-grabbing statement that summarizes the main point of the news story.
- It aims to capture the listener's attention and give them a quick overview of what the news item is about.

**Introduction/Lead:**

- The introduction or lead is the opening sentence or paragraph of the news story.
- It expands upon the headline and provides a bit more context or background information to set the stage for the main story.

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 **Structuring the News Bulletin**

**Main Story:** The main body of the news bulletin contains the essential details of the news item.

- It answers the fundamental questions: who, what, when, where, why, and how.
- The main story should be presented in a clear and straightforward manner, avoiding unnecessary details, maintaining objectivity.

**Additional Details:** This could include quotes from witnesses, experts, or officials, statistics, or related background information.

- Depending on the complexity and significance of the news item, additional details may be provided to give a comprehensive understanding to the listeners.

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 **Structuring the News Bulletin**

**Conclusion:**

- The conclusion of the news bulletin wraps up the story and often provides a sense of resolution or implication.
- It may include future prospects, follow-up plans, or outcomes of the reported event.

**Transition:**

- Smooth transitions between news stories are essential to maintain a coherent flow in the bulletin.
- These transitions can be verbal cues or short musical interludes that indicate the end of one story and the beginning of the next.

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## Structuring the News Bulletin

**Time Check:**

- In scheduled news bulletins, a time check is usually included to inform the audience of the current time.
- This helps listeners keep track of the timing of the updates and any significant events scheduled later in the day.

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## Structuring the News Bulletin

- Writing and presenting a radio news bulletin requires efficiency, accuracy, and the ability to convey crucial information succinctly.
- The focus is on delivering factual and unbiased news while engaging the audience with well-crafted headlines and a smooth flow of information.
- Radio news bulletins play a vital role in keeping people informed and connected to the world around them.

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## Packaging a News Bulletin

- There are many practical techniques which will make the job of preparing news bulletins easier and more professional.

**Ranking stories:** One of the major problems in bulletin preparation is ranking the stories in correct order.

- Just follow some simple steps
- First read through all the stories available
- Then go through them again, making three lists

1. Important stories which you must use;
2. Stories which you can use, but which are not so important
3. Stories which you cannot use, for any reason

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 **Packaging a News Bulletin**

**Reading speed:**

- It is very useful to know the reading speed of the newsreader who will read the bulletin.
- Once you know how long it will take you (or the newsreader) to read one line of type, you can time your bulletin
- Reading speed are calculated in words per second (wps) and usually range from 2 wps for slower readers in some languages to 3.5 wps for quite rapid readers in other languages
- Ask a colleague to help you calculate your reading speed.

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 **Packaging a News Bulletin**

**The Script:**

- Start a new paragraph for each sentence and type double-spaced
- Type only one story per sheet, as this will make it easier to find stories if you want to drop or insert them during the bulletin
- Use good quality paper which will not rustle as you move it
- Never staple the pages of your bulletin together
- You must be able to pull the sheets aside noiselessly as you read them

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 **Unit 2- Chapter 3**

**News writing**

- Process of News Writing
- Structure of a Radio News Story
- Guidelines before writing a News Story
- Importance of Re-writing and Reading Aloud
- Difference between writing news for Radio and Newspaper
- Preparation of News Copy

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 **Process of News writing**

- News writing is done with a view to providing information that is correct, objective, fair, balanced, accurate, precise, and to the point.
- The news writing skill can be acquired by dint of hard work, dedication, understanding, sustained and prolonged practice over a period of time.
- In order to do effective news writing, one should be particularly skilled and discriminative at keenly observing, hearing and seeing things, events, and people, keeping notes and making mental record finding information sources.
- It also involves asking relevant questions; checking, crosschecking, and double checking information.

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 **Process of News writing**

- All news items received from its' own reporters, correspondents, monitoring service and from news agencies pour into the News Service Division (NSD).
- The AIR News Room in New Delhi feeds news for some 146 Home and External news bulletins.
- To meet this requirement, AIR has introduced a system of what is called "News-Pool", which is prepared in English.
- All incoming news, after editing, is put into the pool which is split into news categories such as Home, Foreign, Parliament and Sports.
- The entire pool copy is distributed among all editors compiling different bulletins.

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 **Process of News writing**

- The news room has four shifts during a day and each shift issues its own pool copy, during morning, day time, evening and night.
- The compiling editors further select and prune the news items, keeping in view the duration of each bulletin and the interest of the target audience.
- Translation of news stories in different languages should not be mere transliteration.
- After preparing the news stories, the editor has to decide which items apart from the lead story are to be headlined.
- Headlines should be brief. As a rule, they are repeated because quite often many listeners tune in late and only from the repeat headlines do they know the important news of the day.

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 **Structure of a Radio News Story**

- Like newspaper radio news story also follow the inverted pyramid style of news writing.
- In news writing the lead, or the climax, comes first, then other elements of the story in diminishing order of importance.
- While drafting an item, read and re-read it to find out what is the news in it? And that is your lead or intro of the story.
- Once you have located the intro, rest of the item takes shape quickly.

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 **Structure of a Radio News Story**

- **Headline:** A headline is normally a brief summary of the main points of the story and must be completed within a line comprising word not more than 48 in any way.
- **Body:** This is the detailed version of the news item. This part of the news story may contain an actuality, voicer or wrap depending upon the requirement of the news item.
- **Details:** While penning down the body of the news story a news writer must not forget to include any important point of the news item. All the details must be arranged in the body.
- **Paragraphs:** If the news item is lengthy then the story must be written in paragraphs. In this way the newscaster will be at ease while reading out the news item.

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 **Structure of a Radio News Story**

Radio news writing follows a specific structure that includes the opening, headlines, body, and closing (also known as the conclusion).

**Let's explain each component in detail:**

- **Opening:** The opening, also known as the lead, is the initial part of the news story. Its primary purpose is to capture the listener's attention and draw them into the news report.
- An effective opening should be engaging, concise, and provide essential context or a hook that encourages the audience to continue listening.

**For example** an opening for a news story about a recent earthquake could be: "Breaking news: A powerful earthquake struck the region, causing widespread damage and triggering a tsunami alert."

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**Structure of a Radio News Story**

- **Headlines:** The headline is a brief and attention-grabbing statement that summarizes the main point of the news story.
- It is usually a concise sentence or phrase that immediately tells the audience what the news item is about.
- The headline should be clear, straightforward, and impactful, as it is the first thing the audience hears and influences their decision to continue listening.
- For instance, a headline for the earthquake news story mentioned above could be: "Massive Earthquake Hits, Tsunami Warning Issued."



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**Structure of a Radio News Story**

- **Body:** The body of the news story is where the main information is presented in more detail.
- **It answers the key questions:** who, what, when, where, why, and how.
- The body provides the necessary facts and context to help the audience understand the full scope of the news item.
- Using the earthquake example, the body might include information about the affected area, the magnitude of the earthquake, potential casualties or damages, and any immediate response measures taken by authorities.

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**Structure of a Radio News Story**

- **Closing/Conclusion:** The closing or conclusion of the news story wraps up the report and often provides a sense of resolution or implication.
- In some cases, the conclusion may include future prospects, follow-up plans, or updates related to the reported event.

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 **Guidelines before writing a News Story**

After receiving the news items from various sources, writing of a news story is a highly professional work.

**while writing a news story following guidelines can be keep in mind:**

**Cross check the fact:**

- As a journalist, you should have a good idea of the authenticity of the claims made or news presented in the story.
- It is always wise to cross check the facts.
- Even with the deadline pressure of broadcast and the uncertainty of many untested facts, accuracy should be relentlessly pursued.

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 **Guidelines before writing a News Story**

**Add perspective:**

- A shared objective in both print and broadcast involves the injection of perspective – the overview – into the story.
- Journalists do this by tying in old stories, historical facts, new angles, sidebars, and their own personal memories of the same story.
- Relating the newest breaking events to trends is essential to good reporting but must be undertaken with caution.

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 **Guidelines before writing a News Story**

**Sensational language/loaded words:**

- The addition of opinionated adjectives, sensational adverbs, powerful verbs, zany bits of narrative, or the bizarre opinions of secondary sources – all these constitute dangerous ground for a responsible journalist.

**Brevity while editing news story:**

- Brevity is essential as a minute of broadcast time can take about 100 words, thus giving an editor the choice of about 1000 to 1100 words (in a 10-minute news bulletin) to cover world, national and regional news.
- There is a great constraint of space in radio hence broadcast news must be put in tight, crispy, clear, descriptive, direct and easily understood language..

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**Guidelines before writing a News Story**

**Attribution of Sources:**

- To maintain role of radio as a credible source for news, it is essential that the writer tell the listener the source of information.
- Never start a story with a starting statement and then add the source at the end.
- ❖ Use it for Credibility
- ❖ Use it for Credibility
- ❖ Use it to Support Opinion
- ❖ Shorten Attribution or Discard It to Save Space

Radio news story is written for "right now" broadcast. Therefore, it is not necessary to include the name of the day in each story rather the word 'following morning', 'today', 'yesterday' or 'tomorrow' etc. suffices.

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**Re-writing and Reading Aloud**

Rewriting help a news operation out-perform its competition:

1. It gives station a different sound, and gives a new version.
2. It gives the opportunity to correct mistakes the wire service may have made.
3. It allows to up-date stories, placing the most recent development in the lead.
4. It gives the chance to consolidate various items under one comprehensive lead.
5. Generally radio news is broadcast from a radio station number of times many times hourly or sometimes more in a 24 hour day.

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**Preparations of a News Bulletin**

- Headlines
- Body of the bulletin
- A break midway, where the news reader identifies the station
- Body of the bulletin
- Repeat of headlines/recap of major news items.

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 **Unit 2- Chapter 4**

- ❑ Overall, effective radio news writing is characterized by clarity, conciseness, and objectivity.
- ❑ It delivers the most critical information promptly, engages the audience from the beginning, and ensures that the audience remains informed throughout the news report.
- ❑ A well-structured and engaging news story enhances the listener's understanding of current events and keeps them connected to the world around them.



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 **Unit 2- Chapter 4**

### Writing and Packaging for Radio Infotainment Programs

- Formats of Infotainment Programs
- Quick Recap ( Complete Unit )

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 **Writing and Packaging for Radio**

- Writing and packaging for radio infotainment programs involves combining information and entertainment to create engaging and informative content for the audience.
- These programs aim to educate, entertain, and engage listeners by presenting valuable information in an entertaining and compelling manner.
- 'Infotainment' word is a combination of two words i.e. information and entertainment. The basic objective of radio is to provide information, education and entertainment.

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## Formats of Infotainment Programs

- Radio broadcast varied programs fulfilling the basic objectives - to inform, to educate and to entertain.
- These covers news, news based programs, announcements, educational programs, awareness programs, film programs, cultural programs, music programs, plays etc.

1. Talks	9. Radio Reports
2. Talk shows	10. Book Reviews
3. Discussions	11. Quiz
4. Interviews	12. Magazines
5. Newsreels	
6. Commentaries	
7. Poetry Recitation & Symposia	
8. Features and Documentaries	

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## Formats of Infotainment Programs

### 1. Talks

- Talk is a straight delivery of words by a particular speaker.
- Radio talks are generally of short duration i.e. 5 to 10 minutes.
- Talk can be an effective format to present an opinion on an issue or a problem.
- Production of talk includes following steps:
  - a. Selection of Theme
  - b. Identification of Talker
  - c. Vetting the Script
  - d. Rehearsing
  - e. Recording the Talk
  - f. Briefing the Announcer

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## Formats of Infotainment Programs

### 2. Talks Shows

- In this format, two or three speakers are invited to speak on a given topic, and the audience present in the studio questions them.
- This may be termed as an extension of interview format in which one person talks with one expert.
- In talk shows, the experts may be more than one, and the persons to ask the questions are also more than one.
- Experts are called to speak on various social issues, topics of public interest.
- People from different walks of life or from the related field, as per the objectives of the programme are invited to participate and ask questions.

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 **Formats of Infotainment Programs**

**3. Discussions**

- In sharp contrast to the talk, which is presented by one person, a discussion generally includes 2-3 participants and a moderator.
- A discussion presents analysis of an issue from different angles and brings forth more than one opinion on a given subject.
- The subject may be based on issues such as politics, society, culture etc. But it must evoke the interest of a listener and sustain it.
- The role of the moderator is crucial for the success of discussion.

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 **Formats of Infotainment Programs**

**4. Interviews**

- An interview requires the participation of two people the interviewee and the interviewer.
- Interviewee is the subject expert who may be a political leader, scholar, adventurer, dancer, actor, comedian etc.
- An interviewer raises questions and queries about the subject, personality or issues to elicit more details for the audience.
- The interviewer always keeps the objective of the interview in mind.
- The interviewer asks appropriate supplementary questions, the ability to listen attentively and to think quickly are essential attributes of an interviewer.

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 **Formats of Infotainment Programs**

**5. Newsreels**

- Newsreel programme provides an opportunity to handle the news story in detail, including voice dispatches, interviews and actual background sound.
- A newsreel programme of ten minute duration has four to five news items.
- The newsreel should have a good lead and proper lead-ins and throw lines for each and every cut.
- The ten minutes programme should have three or four headlines written in snappy style.
- Newsreel is in the nature of a news report. In sharp contrast to the news bulletin which is broadcast live, newsreels are always recorded.

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 **Formats of Infotainment Programs**

**6. Commentaries**

- In contrast with television, a radio listener 'sees' the event through the word picture given by the commentator.
- Radio commentary is faster than television, as the radio commentator has to give the details, which the TV camera provides.
- A radio commentator has to mention whether the sky is clear or overcast, what is the colour of the dresses of the teams playing the match or if a batsman in a cricket match is wearing a helmet or not and so on.
- Radio commentaries are of two types – (a) Live OB commentaries and (b) News commentaries.

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 **Formats of Infotainment Programs**

**7. Poetry Recitation & Symposia**

- Poetry recitation is a part of oral and social traditions of our society.
- Renowned poets and upcoming poets are invited for such broadcasts.
- Mushairas and Kavi Sammelans of 30 or 60 minutes duration are planned, recorded and broadcast.
- A radio producer lays equal emphasis on the content as well as the presentation of the poems with due regard to the popularity of the poet.
- There are occasions when the producer arranges recitation of poems of poets.

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 **Formats of Infotainment Programs**

**8. Features and Documentaries**

- The term 'feature' is used to indicate both studio-based features and documentaries.
- There is a very thin line of demarcation between a radio feature and a documentary.
- feature is a radio programme, in which emphasis is laid on imaginative presentation of facts, while documentaries are based on actualities.
- A radio documentary is based on documentary evidence - written records, attributable sources, actual happenings etc.
- Its purpose is to present a balanced recorded truthful account of something or someone.

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 **Formats of Infotainment Programs**

**9. Radio Reports**

- A Radio Report is based on outside recording (OB), including excerpts from speeches, eyewitness accounts with actuality, interviews, and statements by the local authorities etc.
- Radio report uses a narrator in order to link up pieces of actuality sound pertaining to an event.
- The presenter's job is to put this material into a coherent perspective, filling the gaps.
- Keeping in view the primary purpose of communication to keep the listener informed, radio report brings to the listeners an account of functions, happenings, accidents, visits of important personalities, or any cultural show or exhibition.

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 **Formats of Infotainment Programs**

**10. Book Reviews**

- Book reviews form an important segment of radio programming.
- These are primarily targeted at the intellectual minority among its audience, who are keen-to acquire knowledge through such reviews.
- A book review touches upon the broad features of the book under review.
- Interviews with the authors or discussions are also included in reviews.

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 **Formats of Infotainment Programs**

**11. Quiz**

- These shows entertain as well as inform and educate the audience.
- Quizzes can be presented in a variety of ways e.g. a set of questions put to teams of contestants, others involving participation of audience invited in the studios.
- Experts from sound recordings of eminent speakers, leaders, musicians are often played back to the quiz participants for identifying the voices.
- Quiz programs are generally studio-based.
- The level of the questions is kept appropriate to the level of the target group.

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 **Formats of Infotainment Programs**

**12. Magazines**

- A magazine in the print medium is referred to as a 'periodical publication usually illustrated, containing contributions of various writers'.
- A Radio Magazine is a periodical compilation based on 'good material chosen and skillfully assembled in the right order'.
- A topical and fast-moving magazine with a variety of carefully selected items involves the listeners emotionally as well as intellectually.
- Planning of a radio magazine includes target audience related content planning, selection of the production team, planning of the content, selection of items and appropriate formats etc.

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 **Quick Recap**

**Quick Recap**

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 **Writing and Packaging for Radio**

**Balancing Information and Entertainment**

- The success of an infotainment program lies in striking the right balance between providing valuable information and keeping the content entertaining.
- While the primary purpose is to educate the audience, the information should be presented in a way that captivates their attention and keeps them entertained.
- Incorporating humor, storytelling, and engaging discussions helps make the content more enjoyable and relatable.

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**Writing and Packaging for Radio**

**Identifying the Target Audience:**

- Understanding the target audience is crucial for creating relevant and engaging content.
- Infotainment programs cater to specific demographics, interests, or niches.
- The writing should reflect the preferences and needs of the intended listeners, ensuring that the information is presented in a way that resonates with them.



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**Writing and Packaging for Radio**

**Creative Storytelling and Presentation:**

- Infotainment programs benefit from creative storytelling techniques.
- Writers can use narratives, anecdotes, case studies, or personal experiences to present information in a compelling and reliable manner.
- They can also use sound effects, music, and creative production techniques to enhance the overall listening experience.

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**Writing and Packaging for Radio**

**Interactive Elements and Audience Engagement:**

- Infotainment programs often incorporate interactive elements to encourage audience participation and engagement.
- This can include live phone-ins, social media interactions, quizzes, or polls.
- By involving the audience, the program becomes more interactive and creates a sense of community.

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 **Writing and Packaging for Radio**

**Structuring the Content:**

- Organizing the content effectively is essential in radio infotainment programs.
- The content should flow smoothly from one segment to another, with clear transitions between different topics.
- Writers may use subheadings or segments to break up the content, making it easier for the audience to follow and understand.

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 **Writing and Packaging for Radio**

**Incorporating Expert Interviews:**

- Bringing in subject matter experts or guest interviews adds credibility to the content and provides valuable insights on various topics.
- Expert interviews can enhance the depth of the program's information and offer a different perspective on the subject matter.

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 **Writing and Packaging for Radio**

**Keeping Up with Current Trends and Topics:**

- Infotainment programs thrive on being current and up-to-date.
- Writers should stay informed about the latest trends, news, and topics relevant to their target audience.
- Timely and relevant content ensures that the program remains engaging and appealing to listeners.

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 **Writing and Packaging for Radio**

**> Creative Storytelling:**

- Packaging for infotainment programs often includes creative storytelling techniques.
- Writers and producers can use narratives, anecdotes, real-life examples, or dramatizations to present information in an engaging and relatable manner.

**> Use of Sound Effects and Music:**

- Sound effects and music play a vital role in creating a captivating atmosphere in radio infotainment programs.
- They can be used to set the mood, emphasize key points, or add a touch of drama or humor.

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 **Writing and Packaging for Radio**

**> Use of Sound Effects and Music:**

- Sound effects and music play a vital role in creating a captivating atmosphere in radio infotainment programs.
- They can be used to set the mood, emphasize key points, or add a touch of drama or humor.

**> Incorporating Conversations and Discussions:**

- Radio infotainment programs often feature discussions and conversations between hosts, experts, and guests.
- Discussions provide different perspectives on the topic at hand create a dynamic and interactive experience for the listeners.

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 **Writing and Packaging for Radio**

**> Mixing Serious and Light-hearted Content:**

- While informative segments are essential, injecting humor, fun facts, or entertaining trivia can add a lighter touch to the program and prevent it from becoming too monotonous or heavy.

**> Timely and Relevant Content:**

- Staying current with trends, news, and popular topics ensures that the program remains engaging and resonates with listeners.

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 **Writing and Packaging for Radio**

➤ **Promotional Teasers and Outros:**

- Teasers give listeners a glimpse of what's coming next, encouraging them to stay tuned for future episodes.

➤ **Consistent Branding and Imaging:**

- Consistent branding includes elements like jingles, show intros, and catchphrases that become associated with the program and make it memorable.

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 **Writing and Packaging for Radio**

- Packaging for radio infotainment programs requires creativity, innovation, and a deep understanding of the target audience.
- By combining information with entertainment and using various production techniques, a well-packaged program can create a compelling and enjoyable experience for listeners, making them want to come back for more.



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 **THANKYOU**

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