

# **WRITING FOR THE MEDIA**

**BA ENGLISH  
VI SEMESTER  
CORE COURSE  
(2011 Admission)**



**UNIVERSITY OF CALICUT  
SCHOOL OF DISTANCE EDUCATION  
CALICUT UNIVERSITY P.O. MALAPPURAM, KERALA, INDIA - 673 635**

**169**

**UNIVERSITY OF CALICUT  
SCHOOL OF DISTANCE EDUCATION**

STUDY MATERIAL

**BA ENGLISH**

(2011 Admission Onwards)

VI SEMESTER

CORE COURSE

**WRITING FOR THE MEDIA**

**PREPARED BY:** Smt. Neethu Baby  
Assistant Professor  
Department of English  
St. Joseph's College, Devagiri, Calicut

**SCRUITNISED BY:** Dr.Sajitha M.A  
Assistant Professor  
Centre for Advanced Studies and Research in English Language and Literature  
Farook College, Calicut

**LAYOUT & SETTINGS:** COMPUTER CELL, SDE

©  
Reserved

**CONTENT**

	<b><u>Page</u></b>
<b>MODULE I     PRINT MEDIA</b>	<b>5 – 15</b>
<b>MODULE II    ELECTRONIC MEDIA</b>	<b>16 – 21</b>
<b>MODULE III   DIGITAL MEDIA</b>	<b>22 – 24</b>
<b>MODULE IV    ADVERTISING</b>	<b>25 – 28</b>
<b>MODULE V     STYLISTICS AND THE MEDIA</b>	<b>29 - 31</b>



# MODULE I

## PRINT MEDIA

### COMMUNICATION: AN INTRODUCTION

Communication is a two-way process of sending and receiving messages through a medium (channel). The sender encodes the message and sends it through a medium and the receiver decodes the message. The process of communication can be called effective when the message is received and clearly understood by the receiver. But communication cannot be successful always as the receiver might not clearly understand the message as intended by the sender. Sometimes the message might be wrongly interpreted. Same words can mean different things. So the receiver can interpret the same message in different ways. The receiver's education, cultural background and emotions can affect his capacity to interpret the message. Thus communication is a process where the sender gives a message through a medium to a receiver who decodes the message to understand it.

### MASS COMMUNICATION

When the message is sent to a large number of people it is called mass communication. The sender should be careful when he has to send the message to numerous people. Thus mass communication is a process where the sender should be cautious about his receivers. There may be unknown receivers and the reactions of the receivers can vary. Misinterpretation of messages can cause political, economic conflicts and can affect the various social classes differently.

Since mass communication is a complicated process it requires proper planning and the medium chosen for mass communication also is important. During times of conflicts and chaos media can be sometimes used for propaganda or advertising. Facts can be misrepresented and people sometimes get wrong information through media.

When the sender uses media for commercial success (for making money and fame) then it is called advertising. Since we live in a multi-cultural world, communication becomes a process which requires enormous attention.

### PRINT MEDIA

Romans recognized the importance of recording events of life and publishing it. The origins of print media can be traced back to Roman Civilization. They recorded marriages, deaths and other important public events. The invention of printing press in the late 15<sup>th</sup> century resulted in spreading religious and secular thoughts.

Pamphleteering was used to spread information. But this irregular method later led to regular publications as people recognized that printing was cheapest method of spreading information.

### DEVELOPMENT OF PRINT MEDIA

Initially books were copied by monks who lived in monasteries. The original method of printing was **Block Printing**. Isaac Gutenberg refined this technique of printing by using **movable type**, where the characters are separate parts that are inserted to make the text. Gutenberg

revolutionized printing as this movable type could produce more copies in a short span of time when compared to manual writing followed by monks. During the industrial revolution period steam powered press was introduced by GottlobKoeing and Andreas Friedrich Bauer which made it possible to make over 10,000 copies per day.

GottlobKoeing – is a German inventor known for his high speed printing press. Friedrich Bauer is a German engineer who used steam powered engine for printing.

**Offset Printing** is the most common form of commercial printing. This is due to the quality of the product and the efficiency in printing large numbers. Modern digital presses which use **Inkjet Printers** are able to produce copies at low cost but they are yet to improve to produce the sheer volume of the product that offset printers are capable of producing.

### **IMPORTANCE OF AUDIENCE**

Audience play a vital role in communication. Media constructs information and conveys it to audience. Thomas Abercrombie, senior staff reporter and photographer of National Geography said “Audiences are not blank sheets of paper on which media messages can be written, members of an audience will have prior attitudes and beliefs which will determine how effective media messages are. Communication becomes effective only if the message is properly received by the audience to produce the desired result. The nature of the audience also changes with the media. The audiences are different for different media. Newspapers have a set of audience, radio has another set and T.V has a different set. Radio and newspapers can sometimes have common audience. There are no effective ways to measure audiences or to measure individual responses. Thus audience is important in media studies. There are different theories related to how audience will interpret messages. Every individual receives the message in a unique way. This will result in confusion or ambiguity of meaning and the sender of the message should be careful about the way in which the message is send to the receiver.

### **FEATURE WRITING**

A feature story is a piece of news item written with a particular intention i.e. either to make audience aware of a particular matter, to instruct or to entertain. Unlike a general news story, the feature might be prejudiced and sometimes can be used to express the emotion of the writer. An ordinary news story on the other hand is written to convey information and lacks the opinions and conclusions of the reporter. Hence the feature writer has more freedom to express himself and feature comparatively is less time sensitive than an ordinary news story. Any ordinary news story is highly time sensitive. The earlier updating of news is important. But a feature need not be on a topic of current discussion but can be a general topic. A feature story is normally slightly bigger than an ordinary news story.

### **HOW TO WRITE A FEATURE - STRUCTURE OF A FEATURE**

- **Headline** : Headline should be as catchy as possible. The reader decides to read the news only if the headline is attractive.
- **The introduction**: The introduction should be attractive and should persuade the reader to read further. It can have quotations, anecdotes and can be made dramatic and sensitive.
- **The body** : Of the feature should present the details of the story. The various and opposing ideas regarding the story are presented in the body. The story should maintain its rhythm and tempo throughout.

- **Conclusion** : The conclusion should be able to convince audiences of a particular perspective and should end with a punch line so that the reader will be reminded of the story when it is mentioned again.

### **SOME KEY POINTS OF FEATURE WRITING**

1. Focus should be on the topic and the topic should appeal to the audience. The feel and emotion that the writer creates determine the success of the feature.
2. Be clear what the feature should do. Is it to inform, persuade, evaluate, evoke emotion, observe, analyze?
3. Accuracy is important. Make sure that the details are correct.
4. Write for the audience. Know the audience's taste and write.
5. Interviews should be detailed and it would be better if the writer can meet the interviewed rather than talk on the phone so that the interview can be flavoured and detailed.
6. Use Anecdotes (Life incidents), quotations and stories to make the feature attractive.
7. Use the same tense form of the verb throughout the feature unless the situation demands so that the language will be stable for the audience.
8. Write in Active Voice. Avoid lengthy, complex sentences and paragraphs. Use Active Voice of the sentence. (the person who does an action is mentioned at the beginning of the sentence).
9. Collect details from various sources before writing a feature. Update information and talk to experts on the topic before writing.
10. Check the grammar & spelling before sending for publication.

### **ARTICLE WRITING**

Article analyses, interprets and provides arguments for and against an idea. The Article provides back ground information, present an update condition and goes on to predict the future. Articles usually provide some important information, interpret a trend, analyse the situation and predict the future of a particular issue. Accuracy and consistency are needed because credibility is the prime quality of an Article. An Article writer should have overall view of the topic and he should be able to substantiate his points through examples.

#### **An Article**

1. Gives information
2. Interpret a recent trend
3. Analyse a current situation
4. Attempt to predict the future of a particular issue.

While Writing an Article the writer should have accurate information. Credibility is important. To ensure this the writer must do extensive research, check the authenticity of the sources and make sure the sources are quoted accurately.

### **STRUCTURE OF AN ARTICLE**

An article should have headline, introduction, body and conclusion.

**HEADLINE** : The headline should be attractive and should clearly state the topic of discussion.

**INTRODUCTION** : the Introduction is the Lead paragraph presenting the topic.

**BODY** : The Body of the article analyses and interprets the topic.

**CONCLUSION** : The conclusion of the article can be a summing up or a prediction of the future of the topic.

### **EDITORIAL WRITING**

The Editorial is an important column of the Newspaper usually written by the Editor on serious National or international news. The Editorial is called the “Voice of the News paper” as the point of view of the newspaper is clearly deposited in the editorial. Editorials try to persuade people to think in a particular way. Editorials are meant to influence public opinion and encourage critical thinking. Usually an editorial is written by a senior Editorial staff or by an expert voicing the News Paper’s attitude. The Editorial is also an article but a serious article intended to influence public opinion. The topic of the Editorial is a contemporary issue of national or international significance. The News Paper’s opinion of the matter is publically announced through the editorial. The opinions should be clear and unlike articles. The editorials are not meant to provide information. It is a call to action. For a chosen topic the paper should have an opinion which should be announced to the common public. The introductory paragraph voices the perspective of the writer. The body of the editorial should provide statistics and relevant data. The conclusion should be a belief summary of the opinion expressed and a call to action. There is no limit on the length of the editorial. They should make a strong and clear point and the length of the editorial is unimportant as long as it can influence the thought of the reader.

### **Op-ed-pieces**

Op-ed is the abbreviations of opposite the editorial page. This is an article usually written by a writer unaffiliated with the News paper’s editorial Board. The Op-ed page is a light piece compared to the editorial and is usually written by an expert on the subject. It is unusually on a current topic or on a popular topic.

### **LETTERS TO THE EDITOR**

The readers can communicate to the Newspaper through letters to the editor. Letters for publication should be brief, matter of fact and should refer to an article published within last 7 days and must include the writer’s name and phone number. The letters to editors are usually published to show the response of the address. Usually the letters are published to show the commitment and social responsibility the News papers have to its readers.

### **BOOK REVIEWS**

Newspapers usually have a panel of specialists who write book reviews. The reviewer must have in depth knowledge of the subject and should be able to assess the book in terms of its impact on the reader. The main task of the reviewer is to report of the content, the approach and the scope of the work for the benefit of the readers. The book review should contain a brief description of the book and a short account of the author. The book review should tell the reader whether a book is worth reading and the review should be unbiased. An ideal review should give an overview of the book to the readers and an evaluation based on the readers taste and experience.

The opening paragraph of the Book review should grab audience attention. The passage can be conversational in tone. Sometimes it can be slightly provocative to compel the reader to read. The body of the review is a series of short paragraphs on the book and author. The conclusion can

be a personal comment which states why the book is readable or not. The total review should be 500 to 1,000 words. Full bibliographic details of the work should be included like

- (a) Title and Sub Title.
- (b) Place of publication
- (c) Publisher
- (d) Date of publication
- (e) Number of pages
- (f) The ISBN Number

### **FILM REVIEW**

Whenever a new movie is released people look to film reviews to decide whether to watch the movie or not. Reviews can make or break a film's box office collection. A movie review should be an honest opinion on the movie. The review should be specific and concise. The film reviews should be sure about the audience who are likely to be targeted. The first step to write a film review is to watch the movie objectively. Do not be prejudiced towards a director or an actor in the movie. In the review mention the positives and negatives of the movie. Make sure that the review mentions the director, actors and other important details of the movie. The first paragraph should include the name of the film, its actors, the setting and the genres to which it belongs.

A short summary of the film should be the second paragraph of the review. Do not mention the suspense or climax of the film. Include your opinions on the direction, script, photography, and music. Sometimes the scenes and dialogues of the movie are used to grab audience attention. A good review should compel the audience to watch the movie and it should state why the movie is worth watching.

### **INTERVIEW**

Conducting a good interview requires detailed planning. The interviewer should have good communication skills. He should research in depth to know the details of the person interviewed. Plan ahead and fix a time for the interview. Make a rough sketch of the details needed and the questions to be asked. Do not follow the script while conducting the interview because sometimes an answer by the interviewee can lead to another question. But have an idea of the key points to be addressed and the interviewer should have a rough order in mind of the questions.

Try to ask "Wh" questions to get details instead of Yes/No questions. Try to ask questions in the friendliest manner even when it is provocative question. Begin the conversation with a pleasantry and on a light note and then switch onto the provocative ones. Make sure that the questions arise naturally from your conversation rather than a pre-planned one. Keep a comfortable level of eye-contact. The interviewee should remain calm, relaxed and attentive with genuine interest on the topic. The interviewee should feel comfortable and relaxed to give answers. Do not rush with questions. Listening to what the other person says is only half of it. The body language of the interviewee as a response to the questions should be noted. If the question seems offendable neutralize the effect in a pleasant manner. Observe the interviewee's gestures, mannerisms, his/her voice how she/he is dressed and so on and also notice the details of the surroundings.

The writing (interview published) should be unobtrusive as possible. It should be conversational in tone and pleasant.

It's always best to record the interview. Ask permission to record the interview. End the conversation on a positive note and make a positive relation with the interviewee. So that the person interviewed will give a ready interview next time. Ask permission to make a phone call or any other type of communication if clarification is needed on a point and send a copy of the print version to the interviewee when it's published.

### **WRITING A NEWS STORY**

News is an update on the happening around us. As the terms suggests News is any new piece of information. It can be the details on a current event, on going projects or it can be on future projects. A newspaper publishes the back ground information, analyses and criticizes the details to interpret it for the society. There is something called "news worthiness". There are several factors that decide the news worthiness of news. They are

#### 1. RELEVANCE

How important is the news for the audience is an important question. An event of Canada might be irrelevant news for an Indian who would prefer a more local news. The news should be of a current issue.

2. TIMELINESS : Recent event or upcoming events are likely to be news.

3. IMPORTANCE, IMPACT OR CONSEQUENCE. How important is the news to the reader. Issues of social concern come under this category.

4. PROMINENCE : The news of public figures are likely to be of interest than non-public figures.

5. PREDICTABILITY : Certain events like elections, major sporting events, award announcements, legal decisions etc are predictable.

6. UNEXPECTEDNESS : Events like natural disasters, accidents or crimes are completely unpredictable.

7. CONTINUITY : Some events like wars, elections, protests and strikes require continuing coverage. These events are likely to remain news for along time.

8. HUMAN INTEREST STORIES: Editors should know the response of the audience. The editor should select high interest stories to balance out other hard hitting investigating stories.

9. NEGATIVITY : The news should make an impact on the reader. So there is a normal trend of publishing negative news.

10. THE UNUSUAL : Strange and unusual stories are likely to receive reader's interest.

Readers expect their newspapers to be accurate sources of information. A straight news story is supposed to be objective and fair.

The news story has a structure. It has an inverted pyramid structure.

The news story has a particular writing style. The summary of the news is the introductory paragraph. The details are given in the body of the news and the story is concluded with minor details.

Every news story has a Headline.

HEADLINE. There should be a simple and direct headline that can attract the reader. The head line usually has a logical sentence structure, written in an active voice in the present tense of the verb.

The Lead :

The lead or opening paragraph is the most important part of a news story. It is the first paragraph of a news story. It gives the reader important details and the summary of the news.

There are several ways to write a lead.

1. The Five W s' and "H" :- the lead should explain the what, why, when, which, where and how of things.
2. Specificity : Try to give specific details about the news.
3. Brevity : Readers should be told why a news is important and in few words as possible. Avoid unintentional redundancy. Go right to the heart of the story.
4. Active Sentences : Use active sentences to make the lead lively.
5. Honesty : The lead should be a honest portrayal of the story.

### **DIFFERENT TYPES OF LEADS**

1. Summary Lead : This is the most traditional news writing style where the lead gives a summary of the news.
2. Anecdotal Lead : Sometimes the lead can begin with a Anecdote (an interesting story or an incident) that can attract the reader.
3. Question Lead : The Lead can begin with a provocative question.
4. CONTRAST LEAD : It highlights conflicts or differences by drawing attention to the circumstances or time.
5. TEASER LEAD : Teases the imagination or withholds the information till the end of the news.
6. Quotation Lead : The :Lead can begin with a quotation.

### **The essential ingredients of a News story are**

1. Date Line : A date line includes the name of the city or town of the incident, the date on which the story happened.
2. By-Line: The byline contains the name of the reporter. Sometimes the credit is given to the staff reports.
3. Credit Line: The name of the person or organization providing the photos or the name of the News agency supplying the News forms the credit line.

**FREELANCING** : A Freelancer is a self- employed journalist not committed to any newspaper or magazines. They have the freedom to write on any topics and can sell their stories at their will. They do not have a regular work schedule and need not work for an employer. The major drawback of freelancing is the uncertainty of job and income and the lack of company benefits. They are unorganized workmen.

Freelancers should be aware of the market, should have update knowledge, should know that readership of the important newspapers and magazines and should be clever enough to sell their news to prominent papers and magazines.

## **Editing**

The reporters of a newspaper surveys the outside or exterior. The Editor manages the inside of the Newspaper. The editor or the editorial board is responsible for every news published in the paper or magazines. The editor is penalized for the mistakes published by the newspaper.

**The Chief Editor** assigns duties to reporters. He checks quality of the news submitted.

**The News Editor** is usually the active head of the copy desk. The news editor handles all the copies - local and non local except that processed by special desks such as sports and literary sections.

The Managing editor or Executive editor is the head of the Editors.

The duties of the editor includes

- 1 To make sure that the news story conforms to the attitude and style of the News paper.
2. Correct factual errors.
3. Make stories objective and legally safe.
4. Check the clarity of the news and correct the language.
5. Determine the space to be provided for news.

## **SUBBING**

Subbing or Su-editing is done by the Sub Editor who corrects and checks the News stories. The sub-Editor checks the style and tone of the story and often writes the headlines. He gives the final touch to the newsstory. He is responsible for the circulation and should ensure the reader's satisfaction.

## **PROOF READING**

Proof reading is done to minimize the mistakes. Grammar, spelling and punctuations marks are checked in this process.

The Editor should look out for mistakes and deliberately slow down while reading proof. The editor should check spellings, grammar and punctuation and make sure that the reporter follows the accepted style. The writers should follow the most recent edition of the associated press Style book. The editor should check the consistency, brevity, clarity and accuracy of news. AP style has common rules for Abbreviations and Acronyms. Sometimes the widely known Abbreviations are used and usually an Abbreviation is expanded if it is an Abbreviation other than commonly used in a language. Ages are usually written in figures. Quotation marks are used for titles of books, songs, television shows etc. Days of the week, month, year, date etc are represented in figures. Titles and Proper Nouns are capitalized.

## **WRITING AN ARTICLE FOR A MAGAZINE**

Newspaper Articles provide information but a magazine article creates an experience. Usually magazines publish features. The magazines have a target audience. It is for a specific audience.

When a topic is decided, the writer has to do an in depth study. Sometimes the story requires interviews, sometimes statistical data. A magazine article should be a detailed report. It is like a feature and the writer has an intention. He shares his views on the topic and the reader gets to know the writers view point. The magazine article should be attractive with the interesting lead. The author can use his language skill comfortably than in a newspaper article. The article need not

be on a current topic. The tone can be light. It can be conversational. The magazine article is not intended to provide information but it is entertaining. Stories of human interest are the major news items in a magazine.

**ANSWER THE FOLLOWING**

1. The steam powered press was invented in  
a) 1811 b) 1812 c) 1813 d) 1814
- 2.....is the common form of printing  
a) Inkjet printing b) Vegetable printing c) Offset Printing d) None of these
- 3..... is called the voice of the news paper  
a) Editorial b) Letters to the editor c) Op-ed d) Article
4. The news story has a .....Structure.  
a) Linear b) Non-linear c) Pyramid d) Inverted pyramid

**SHORT ANSWER QUESTIONS**

1. What is known as the lead of a news story?
2. What is a credit line?
3. What is communication?
4. What is Brevity of a News story?

**PARAGRAPH QUESTIONS**

1. What are the different types of Leads?
2. What are the qualities needed for a News Story ?
3. Why is the Editor important in a New Firm?
4. What is a feature? What are the qualities of a feature story?

**ESSAY**

1. The Newspaper stories have a style of writing. Comment on its structure and style ?
2. What is news? What are qualities of a News? What are the different types of News.

**ANSWERS**

1. (b) 2. (c) 3. (a) 4 (d)

**SHORT ANSWER QUESTIONS**

1. The lead or opening paragraph is the most important part of a news story. It is the first paragraph of a news story. It gives the reader important details and the summary of the news.
2. The name of the person or organization providing the photos or the name of the News Agency supplying the News forms the credit line.
3. Communication is a two-way process of sending and receiving messages through a medium (channel). The sender encodes the message and sends it through a medium and the receiver decodes the message.

4. Readers should be told why news is important and in few words as possible. Avoid unintentional redundancy. Go right to the heart of the story.

### **PARAGRAPH QUESTIONS**

(a) The different types of leads are:

1. **SUMMARY LEAD** : This is the most traditional news writing style where the lead gives a summary of the news.
2. **ANECDOTAL LEAD** : Sometimes the lead can begin with a Anecdote (an interesting story or an incident) that can attract the reader.
3. **QUESTION LEAD** : The Lead can begin with a provocative question.
4. **CONTRAST LEAD** : It highlights conflicts or differences by drawing attention to the circumstances or time.
5. **TEASER LEAD** : Teases the imagination or withholds the information till the end of the news.
6. **QUOTATION LEAD** : The :Lead can begin with a quotation.

(b) There are several factors that decide the news worthiness of news. They are

#### 1. **RELEVANCE**

How important is the news for the audience is an important question. An event of Canada might be irrelevant new for an Indian who would prefer a more local new. The news should be of a current issue.

2. **TIMELINESS** : Recent event of upcoming events are likely to be news. Readers prefer to details of a current issue.

3. **IMPORTANCE, IMPACT OR CONSEQUENCE**. How important is the news to the reader. Issues of social concern come under this category.

4. **PROMINENCE** : The news of public figures are likely to be of interest than non-public figures.

5. **PREDICTABILITY** : Certain events like elections, major sporting events, award announcements, legal decisions etc are predictable.

6. **UNEXPECTEDNESS** : Events like natural disasters, accidents or crimes are completely unpredictable.

7. **CONTINUITY** : Some events like wars, elections, protests and strikes require continuing coverage. These events are likely to remain news for a long time.

8. **HUMAN INTEREST STORIES**: Editors should know the response of the audience. The editor should select high interest stories to balance out other hard hitting investigating stories.

9. **NEGATIVITY** : The news should make an impact on the reader. So there is a normal trend of publishing negative news.

10. **THE UNUSUAL** : Strange and unusual stories are likely to receive reader's interest.

Readers expect their newspapers to be accurate sources of information. A straight news story is supposed to be objective and fair.

(c) The reporters of a newspaper surveys the outside or exterior. The Editor manages the inside of the Newspaper. The editor or the editorial board is responsible for every news published in the paper or magazines. The editor is penalized for the grievous mistakes published by the newspaper.

The Chief Editor assigns duties to reporters. He checks quality of the news submitted.

The News Editor is usually the active head of the copy desk. The news editor handles all the copies - local and non local except that processed by special desks such as sports and literary sections.

The Managing editor or Executive editor is the head of the Editors.

The duties of the editor includes

- 1 To make sure that the news story conforms to the attitude and style of the Newspaper.
2. Correct factual errors.
3. Make stories objective and legally safe.
4. Check the clarity of the news and correct the language.
5. Determine the space to be provided for news.

(d) A feature story is a piece of news item written with a particular intention i.e. either to make audience aware of a particular matter, to instruct or to entertain. Unlike a general news story, the feature might be prejudiced and sometimes can be used to express the emotion of the writer. An ordinary news story on the other hand is written to convey information and lacks the opinions and conclusions of the reporter. Hence the feature writer has more freedom to express himself and feature comparatively is less time sensitive than an ordinary news story. Any ordinary news story is highly time sensitive.. But a feature need not be on a topic of current discussion but can be a general topic. A feature story is normally slightly bigger than an ordinary news story.

## **MODULE II**

# **ELECTRONIC MEDIA**

Messages were sent across the telegraph using Morse Code. The invention of telephone in 1876 made communication easier. This was later replaced by Radio which used electromagnetic waves for communication. Electromagnetic waves were discussed by James Clerk Maxwell. Heinrich Hertz was the first person to send waves to a short distance. Guglielmo Marconi was the first person to send radio signals over long distances in 1901 when he sent Morse Code from England to Canada.

### **RADIO AS A MEDIUM OF MASS COMMUNICATION**

The 1930's up to the World War I is called the Golden age of Radio. Radio became popular with the public. Radio stations broadcasted informative and entertainment programmes.

### **CHARACTERISTICS AND STRENGTHS OF RADIO**

Since radio is sound production source even illiterate or blind people can hear and get information. Frequencies are limited resource and limited by strict government rules. The radios bring live telecasts. It has the flexibility to interrupt regular programmes to telecast 'breaking news' that has great impact. Radio waves travel distances and can bridge geographical and cultural barriers. It does not require the resources or man power to the extent that television needs. It is a powerful tool of communication that can inform, instruct and entertain audience. By airing issues and discussing political and economic conditions it can reach the low economic group and the illiterates of the community. It allows people to move around while listening to news. It is possible to do other activities while listening to radio news.

### **CHALLENGES**

Transmission may be interrupted due to technical reasons. It is an oral medium. It can communicate through words alone. Unlike a print media, the news is read by another person according to a schedule and the listener should depend on the programme schedule. Radio broadcasting is limited and the programmes are interpreted by a reader or anchor who conveys through his words the context and surroundings of the news.

### **HOW TO BROADCAST NEWS ON RADIO**

Radio primarily uses voice. The voice of the anchor, his pitch, tone, articulation and pronunciation should attract audience. When writing for Radio the reporter should use a simple and standard slang of the language. The topics are to be presented enthusiastically. Music and sound effects should be used. Unlike other media the audience cannot interpret messages through body language and other non-verbal methods. Radio can communicate through sound alone and the voice should communicate the message to the listener.

### **RADIO NEWS**

Radio News Bulletin has a particular time for its Broadcast. The Bulletin should cover the major news in that time period. While preparing for radio news the reporter should be aware of this time constraint. He should do research before he presents the news. The news stories can

follow the inverted pyramid style. The news stories are to be arranged for the bulletin. The stories have a particular pattern based on the news value. An average news story is given 60 seconds and an important news story is given 60 seconds to one and a half minute for its broadcast. The news stories are placed according to their news value. The factors that determine news value are

1. Immediacy: Current events of national and international importance that can affect the social and economic conditions.
2. Proximity: Current events are hot topics.
3. Conflict: War, Accidents, disasters etc.
4. Drama: Unexpected and strange stories.
5. Frame of reference: cultural and political commentary.

### **RADIO FEATURES**

A feature in a Radio need not be news based. It should produce a dramatic effect on the audience. It should speak directly to the audience. The dialogue, music and sound effects should provide a highly personal and intense experience for the listener.

### **FEATURES CAN BE OF DIFFERENT TYPES**

1. It can depend on interviews, narrations and background sounds.
2. It can rely on historical facts or on literary events.
3. It can be dramatic or fictional.

### **INTERVIEWS**

Radio interviews are of 3 types.

1. **Studio Interview**: Those recorded in the studio, often of highest technical quality. It is planned and deliberate. Well researched.
2. **Spot Interviews** : Interviews done as part of a news bulletin; opinion piece etc are not preplanned, done to expand a point or share an information.
3. **Field Interviews**:Field interviews are conducted outside the studio. The length of it can vary. It is a two- way communication process where the interviewers and interviewee interact. This is used to inform, to interpret,analyse facts and to create an emotional reaction.

It is like the interview for a print media but there are certain key points to be noted as this is a broadcast media interview.

1. Choose a quiet location to record.
2. The voice levels and equipment are to be checked.
3. Wear headphones while recording to get a clear idea of what the recorded voice will sound like
4. Microphones should be carefully placed to pick up sounds.
5. Always record more than needed. Ask more questions so that while editing there are more options. The interviewer should be a good listener.

## Documentaries

Documentaries can be of 4 types.

1. **Direct Address** in which the narrator introduces the topic. The narration explains the situation and the narrator presents a story.
2. **Interactive Approach** in which there is no narrator and the story unfolds with the characters speech.
3. **Verite approach** where events and situations speak for themselves.
4. **Self-reflexive approach** where the creator's interpretation of the reality is represented.
5. **Drama** : Radio drama has developed as a genre. It uses voices, silence, background sounds, music and sounds of action to tell a story. Radio dramas are usually soap operas (like serials in T.V.) highly dramatic, unrealistic and meant to entertain. They use short scenes to capture audience attention. Sometimes public service themes are conveyed through radio dramas. Comedy dramas are more popular on radio. Radio cartoons are relatively new dramas which are action oriented, and they use clichés and stereo types to convey the message.
6. **Music Programmes** : Radios have pure music programmes where classical music is broadcasted. Some time there are phone in programmes and sometimes music is played according to audience request. Music related quiz programmes are conducted and there are shows to air the latest cinema songs. Broadcasters are conscious of the target audience and they often conduct surveys to obtain audience taste. A play list is made from it and according to the demands of the audience select songs are played on rotation through the station.
7. **Radio discussions** : Radio discussions usually follow the format of a general discussion. There can be an anchor or a moderator and participants discussing on a topic. Radio discussions are sometimes packaged like the signature programmes – with signature music, host and themes. Like a normal discussion participants make their points. The moderator controls the discussion and the discussion ends when the moderator sum up the key points.
8. **Television**: John Logie Baird invented television in 1926. Soon it became the most popular media of communication. It is not a mobile medium like television.
9. **Television News**:- The editor will assign a news story to a reporter. The reporter with a cameraman, recordist and technical assistant shoot the story and send it for editing. On occasion the news team travels in an OB (Outside Broadcast Van) which is sometimes a scanner. TV news provides only headlines or introduction to the news and minor supporting facts.
10. **Format of TC script** : Radio and TV uses a basic 2 column script. The left side of TV script is titled video and right side titled Audio. The audio column contains spoken words, sound effects and music and video column describes the nature of the visuals and other general production information.
11. **Television Feature** :Features on a broadcast media are audience centered. Features are entertaining and thought provoking. Features are sometimes having a narration. Wildlife features are special kind. Interviews are features. Reality shows also come under this category.

12. **Interview :** There can be studio interviews, spot interviews and field interviews meant to entertain and to give information.
13. **Music Programmes :** Most people love music and it is the most entertaining programme.
14. **Sports :** Major sports events are live broadcasted. It is an instant brand maker and a current and popular topic on TV.
15. **Live programmes and shows :** They are studio based, stage programmes or events live telecasted for the audience. They include music programmes, chat shows, quizzes and other variety programmes.
16. **Film :** A script is a visual blue print of a film. It gives a visual representation of the narration. A script has a format.

The screen play is the scene by scene narration of the script.

Film making has 3 stages.

**Pre-production :** A script is decided. Director confirms actors to play roles. Shooting is planned. Location is fixed and the team is fixed, marketing is done.

**Production :** The live recording of shots.

**Post Production :** The recorded visuals are sent to editors desk. The movie in its full form is made. Marketing and publicity works along with distribution is finalized and the movie is released.

**Documentaries :** A documentary is a film that records and portray relating without fictional elements. While feature film focuses on the development of the plot, the documentary focuses on description of the plot. Editing is of utmost importance in a documentary. It is a narration on a topic from a particular view point. A documentary is not dialogue centred. The visuals speak for themselves.

**News Reel :** It is the predecessor of TV News. It is a short film on news and current events. These are screened before a feature film in Cinema Halls. The first news reel was made by Charles Pathe in France in 1907 and features on themes of human interest. Now News Reels are out of fashion and TV broadcasts news of all fields.

### **ANSWER THE FOLLOWING**

1. \_\_\_\_\_ was the first person to send electromagnetic waves to a short distance?  
(a). James Maxwell      (b) Heinrich Hertz      (c) Marconi      (d) Edison
2. Telephone was invented in  
(a) 1876      (b) 1877      (c) 1878      (d) 1879
3. Telegraph follows \_\_\_\_\_  
(a) Antony Code      (b) David Code      (c) Morse Code      (d) None of these.
4. \_\_\_\_\_ is the creator's interpretation of reality represented  
(a) Direct Address      (b) Interactive Approach      (c) Verite approach      (d) Self reflexive approach

### **SHORT ANSWER QUESTIONS**

1. What are the features of Radio news?
2. Why is the script called blue print of a film?
3. What is a News Reel?

### **PARAGRAPH**

1. What are the different types of documentaries?
2. What are the different stages of film making?
3. What are the types of Radio Interviews?

### **ESSAY**

1. Why is radio as important method of communication? What are different types of programmes broadcasted through Radio?
2. Television provides numerous entertainment programmes. Comment on the various types.

### **ANSWERS**

1.(a) 2.(a) 3.(c) 4.(d)

### **SHORT ANSWER QUESTIONS**

1. The Bulletin should cover the major news in that time period. While preparing for a radio news the reporter should be aware of this time constraint.
2. A script is a visual blue print of a film. It gives a visual representation of the narration
3. It is the predecessor of TV News. It is a short film on news and current events. These are screened before a feature film in Cinema Halls.

### **PARAGRAPH**

1. Documentaries can be 4 types.

**Direct Address** in which the narrator introduces the topic. The narration explains the situation and the narrator presents a story.

**Interactive Approach** in which there is no narrator and the story unfolds when the characters speak.

**Verite approach** where events and situations speak for themselves.

**Self-reflexive approach** where the creator's interpretation of the reality is represented.

2. A script is a visual blue print of a film. It gives a visual representation of the narration. A script has a format.

The screen play is the scene by scene narration of the script.

Film making has 3 stages.

**Pre-production** :A script is decided. Director confirms actors to play roles. Shooting is planned. Location is fixed and the team is fixed, marketing is done.

**Production** : The live recording of shots.

**Post Production** : The recorded visuals are sent to editors desk. The movie in its full form is made. Marketing and publicity works along with distribution is finalized and the movie is released.

3. Radio interviews are of 3 types.

1. **Studio Interview**: Those recorded in the studio often of highest technical quality. It is planned and deliberate. Well researched.
2. **Spot Interviews** : Interviews done as part of a news bulletin, opinion piece etc are not preplanned. It is done to expand a point or share an information.
3. **Field Interviews**:Field interviews are conducted outside the studio. The length of it can vary. It is a two- way communication process where the interviewers and interviewee interact. This is used to inform, to interpret and analyze facts and to create an emotional reaction.

## MODULE III

# DIGITAL MEDIA

Internet is a network of networks that connect computers all over the world. It is called information highway. Business organisations, governments, ISP and others use computers. Computer has hardware and software. Computer connects communities that are spread across the globe breaking down physical, political, social and cultural barriers. There is free exchange of thoughts, ideas and data. It is a forum for social interactions involving emails, chats, messages and more. The beginning of internet is credited to the experiment conducted by Advanced Research Projects agency (ARPA) in 1960's. Web can be accessed through PCs laptops, TV and mobiles. WWW is one of the services that uses internet. Tim Berners-Lee invented World Wide Web.

### **E - Books**

Electronic books are electronic versions of print books. The first electronic book was Sony Bookman introduced in market in 1991. The most popular E-Readers, the hardware device that is part of E- Book are Amazon Kindle Sony Reader, Be-Book etc.

### **E-magazines**

E-magazines (also called E-zines, Webzines or cyber zine or hyper zine are electronic versions of a print magazine. E-zines are normally shorter than traditional magazine. The type and the font size allow easy reading. E-Zines have shorter articles, attractive headlines.

**E-Newspapers** : Online only Newspapers are called E-Newspapers. Some Newspapers have online replica of the printed version. Online versions provide the reader with the options of emailing specific articles to others or printing them.

**E- Journals** : E- Journals or electronic journals are journals of any type published in net. They can be downloaded. They are meant for academic learning and research. E-journals are normally subscribed. Sometimes they are freely downloaded.

### **WRITING FOR WEB**

Web uses linear and non-linear forms of writing. The news value in Web writing is same as that of radio and T.V.

While writing for web the reader should be kept in mind. The writing style preferred by the reader, the focus of the story etc are to be divided. The story should be short, inverted pyramid structure, clear. Hyperlinks should connect to related news. Use Active voice of the verb, question-Answer format can be attractive, contact details should be included. There should be balance between graphics, images and words.

Writing style should be inverted pyramid style. The headline should be clear and a summary of the news. Blurbs are pieces or comments that clarify the headline and give more information of the story. It simplifies the headline and blurbs are placed just below the headline. Lead is the first paragraph of the story. It is a summary of the story which explains what, when, where, why, which and How of things.

## **TECHNICAL WRITING**

Specific information or instructions within technical technological or business concerns are communicated in a serious tone with minimum words. This is purely for documentation. This is a highly specialized form of communication.

## **COPY WRITING**

Copy writing is the text of an advertisement. These words should attract the reader. The person who writes a copy is called a copy writer. Web copy refers to the text intended to sell the product.

Web content simply means any matter on the web.

## **PROFILE WRITING**

Profiles are commentaries and observations of the life of people. A good profile should give the reader a fair idea about the person, his attitude parasite and habits. Research is done of the person. Interviews of friends and relatives are conducted and a desired length of the profile is decided.

**Editing** is refining the content or polishing it to make it error free and to increase clarity. Web editor checks spellings, grammar, punctuations and facts.

## **Caption writing**

A Caption is a sentence which gives bare details of a photo or video. It provides a brief explanation or summary. It should be short, precise and functional.

## **Broad cast news Analysis**

It is an analysis on breaking news or running stories. It explains the events and circumstances in a simple, straight forward manner. It is an interpretative piece of journalism. It could be conversational or formal.

## **BLOGS**

Web log or blog is a type of website that is like a journal. It allows freedom of expression; acts asa source of information and entertainment.

Personal Blogs are run and updated by individuals. It is an area of interaction between a Blogger and his followers.

Interest or topic based Blogsare operated by a company or organization to debate and discuss on common topics or specific topics and information related to the organization.

Filter Blogs focus on Blogger's web experiences. Filter is from Bloggers View point. Some provide links with a commentary.

**E-Mails**: Electronic mails or E-mails are the electronic versions of letters. It is an instant form of communication, easy, direct and personal.

**Instant Messaging** :This refers to the text messages sent from phones or messages sent via computer.

## **ANSWER THE FOLLOWING**

1. ....gives a bare idea of photo or video?  
a) Instant message b) E-Mail c) Copy d) Caption

2.....is the art of polishing the content?

- a) copy writing b) caption writing c) editing d) instant messaging .

3. .... clarifies the headline

- a) Blurbs b) Caption c) Credit line d) None of the above

### **SHORT ANSWER QUESTIONS**

1. What are E-Zines?
2. What is a Web Copy ?
3. What is an Instant Message ?
4. Who is a copy writer?

### **PARAGRAPH**

1. What are the different types of Blogs?
2. What is Broad cast News Analysis?

### **ESSAY**

1. What are the different types of Web writing ?

### **ANSWERS**

- 1.(d) 2.(c) 3.(a)

### **Short Answer Questions**

1. E-magazines (also called E-zines, Webzines or cyber zine or hyper zine are electronic versions of a print magazine.
2. Copy writing is the text of an advertisement. Web copy refers to the text intended to sell the product.
3. Instant Message refers to the text messages sent from phones or messages sent via computer.
4. Copy writing is the text of an advertisement. These words should attract the reader. The person who writes a copy is called a copy writer.

### **Paragraph**

1. Web log or blog is a type of website that is like a journal. It allows freedom of expression; act as a source of information and entertainment.

Personal Blogis run and updated by individuals. It is an area of interaction between a Blogger and his followers.

Interest or topic based Blogis run by a company or organization to debate and discuss on common topics or specific topics and information related to the organization.

Filter Blog focuses on Blogger's web experiences. Filter is from Bloggers View point. Some provide links with a commentary.

### **2. Broad cast news Analysis**

It is an analysis on breaking news or running stories. It explains the events and circumstances in a simple, straight forward manner. It is an interpretative piece of journalism. It could be conversational or formal.

## MODULE IV

# ADVERTISING

Advertising has a history that can be traced to the early human civilizations. 21<sup>st</sup> Century world of advertising is a creative, dynamic, challenging world which tells the story of Product Evolution. The history of Advertising dates back to Egyptian Civilization where they used papyrus to make sales messages and wall posters. The Pharaohs used them as Public Pronouncements. These Public Pronouncements are found in the ruins of Ancient Greece, Rome, Arabia and India. The wall paintings, sculptures and the wonders of Ancient world can be considered as the oldest form of advertising. The stone pillars of Asoka were used to propagate Buddhism. Advertising revolutionized the concept of traditional marketing. Advertisement can be seen as an art form where analysis, imagination and sense of reality are tested. David Ogilvy, the most sought out advertising wizard opines that he does not regard advertising as an art form but as a medium of information. He demonstrates this with an anecdote of Aeschines and Demosthenes to argue that good advertisements should induce the consumer to buy products. When Aeschines spoke people remarked how well he spoke and when Demosthenes spoke people remarked “Let us march against Philip”. Ads should persuade people to buy.

Advertisement is a forceful communication which promotes the sale of goods, images, ideas through information and persuasion. It is like a monologue where the customer has no voice. It is non-personal and meant for mass. Advertisements are used to market products. A product is the sum total of the social, economical and psychological values that are important to the customer. The primary objective of advertising is not to market but to create a lasting impression on the minds of the people. Advertisements state the differences of one product from others of the same kind. There are products which does not have substantial differences. They are called Parity Products. Advertising is an effective way to sell. People sometimes mark this expenditure extravaganza but even during economic crisis companies put apart a certain amount of money for advertisement. Modern marketing is the management of 4P’s – Product, Price, Promotion and place of distribution.

Marketing Communication (MC) are various types of planned messages used to build a brand advertising, public relations, personal selling, packaging, events, sponsorships and customer care.

**Direct Marketing** : This is an interactive database where the sellers directly address the customers. Oral and written advertising is Direct Marketing. Today the primary medium of direct marketing is the website.

**Publicity** : Publicity means stories and brand delivered by the mass media without charge.

**Sales Promotion** : Offers and benefits offered to customers are methods of sales promotion.

**Personal Selling** : Door to door selling is called Personal selling.

**Packaging** : Attractive covers and packing adds value to the product.

**Events** : Sometimes events are sponsored by companies as part of advertisement.

**Customer Care / Service** : Customer care and Services attract customers.

### **Advertising through Print Media**

Ads are published in newspapers, magazines, dictionaries, books, journals etc. Ads are printed on balloons, T-shirt, caps and pens. Colourful images with captivating ads are published and the printed and these ads remain for a long time in the customer's mind.

**Direct Mail**: Sometimes personal messages are sent to customers to inform about the products. This is a direct interacting method.

### **Broadcast advertising**

1. **TV Ads**: TV Ads are of short duration, highly imaginative, colourful and creative. TV presents numerous images and repetitive broadcasting creates impressions in the mind of the people.
2. **Radio Ads** : Sound creates impression in Radio Ads. Musical effects and jingles are used to enrich Radio Ads.
3. **Cinema and Video** : Advertisers make use of movie theatre commercials. The ads before movies are called trailers.

Promotional view networks are companies that use videos or satellites transmission to distribute programmes and commercial messages. These companies supply various organizations (airports, hospitals, truck terminals) with programming that carries brand messages.

**Signs and posters** : Advertisers commonly purchase space from public transit authorities. Posters appear on and inside buses, trains, taxis, autos, lifts, bus shelters and railway stations.

Products are sometimes advertised in discreet manner. It is called covert advertising. When the products are shown with brand names in movies it is covert advertising.

Surrogate advertising or indirect advertising is used when advertisement of a particular product is banned by law. Advertisements for products like cigarettes, alcohol etc are surrogate advertisements. Public service Advertising uses advertising as an effective medium to convey messages about important matters and to create public awareness about socially relevant issues like energy conservation, deforestation, illiteracy, AIDS etc.

### **Promotional Literature : Pamphlets, leaflets, Brochures, Classifieds**

Pamphlets are used to convey information. It is used to mould public opinion and mobilize people to support your cause or to advertise a meeting or specific event. They are used to

1. Explain an issue to the community
2. Win support for a campaign
3. Win support for your organization's point of view.

Pamphlets raise public concern about something, present a credible solution for the problem and call the readers to action. It is meant for a target audience. It makes people interested in your event or organization. Make the pamphlet readable. Use graphics if needed. The pamphlet should have a balance between graphics, words and blank space. The aim should be mentioned in the pamphlet. Contact information should be given on the pamphlet.

### **Writing a Brochure**

Brochure is merely to convey information. It is written to sell your ideas or products or services. A brochure should give information about the product, the company which manufactures it, the prices of the various varieties etc. It is meant for a target audience.

### **Classifieds**

Classifieds is the section of advertisement in newspapers. Classifieds are broken up into sections and therefore the advertisement will be placed in the location that is best suited for it. So people looking for specific products or services will definitely see it.

### **ANSWER THE FOLLOWING**

1. Gift coupons is an example of \_\_\_\_\_  
(a) Direct marketing (b) Direct selling (c) Sales promotion (d) Personal selling
2. \_\_\_\_\_ is the theatre of the mind  
(a) Radio (b) TV (c) Internet (d) Video games

### **SHORT ANSWER QUESTIONS**

1. What is Marketing Communication ?
2. What is Sales Promotion ?
3. What is Direct Marketing ?

### **PARAGRAPH QUESTIONS**

1. What are the characteristics of Print Media Advertisements ?
2. What are the characteristics of Broadcast Media Ads?

### **ESSAY**

1. Why is Advertisement significant in the present scenario?

### **ANSWERS**

- 1.(c) 2.(a)

### **SHORT ANSWER QUESTIONS**

1. Marketing Communication (MC) are various types of planned messages used to build a brand advertising, public relations, personal selling, packaging, events, sponsorships and customer care.
2. Offers and benefits are offered to customers to increase the sales. This is called Sales Promotion.
3. Direct Marketing : This is an interactive database where the sellers directly address the customers. Oral and written advertising is Direct Marketing. Today the primary medium of direct marketing is the website.

### **PARAGRAPH QUESTIONS**

#### 1. Advertising through Print Media

Ads are published in newspapers, magazines, dictionaries, books, journals etc. Ads are printed on balloons, T-shirt, caps and pens. Colourful images with captivating ads are published and printed and these ads remain for a long time in the customer's mind.

#### 2. Broadcast advertising

1. **TV Ads:** TV Ads are of short duration, highly imaginative, colorful and creative. TV presents numerous images and repetitive broadcasting creates impressions in the mind of the people.
2. **Radio Ads :** Sound creates impression in Radio Ads. Musical effects and jingles are used to enrich Radio Ads.
3. **Cinema and Video :** Advertisers make use of movie theatre commercials. The ads before movies are called trailers.

Promotional view networks are companies that use videos or satellites transmission to distribute programmes and commercial messages. These companies supply various organizations (airports, hospitals, truck terminals) with programming that carries brand messages.

## MODULE V

# STYLISTICS AND THE MEDIA

Media has various forms – print, electronic, broadcast etc. While all these types of mass communication methods have some common features, each medium is different from the other. Broadcast and print media have different characteristics. They have their respective audience. In the Broadcast Media the appearance, voice, sex, physical build etc. of the presenter is as important as the authenticity and timeliness of the news. In the Print Media the reader looks for details and the language, and writing skill of the reporter is important. Another major difference between the Print and Broadcast Media is that they differ in permanence (stability or time for which the news remains). The Printed News will remain but the Broadcasted news have a fleeting nature. The audience can remember and retain the news in a Print Media but the audience cannot retain the news as easily in Broadcast News. The reason for this is the audience need not concentrate to hear the news in a Broadcast media but for a print media the audience should attentively go to the details of the news. There is a higher degree of involvement from the audience in a print media and so the audience can retain and recall the news to a greater extent than in a Broadcast Media where the news can remain in the audience till the Television or Radio is switched off.

### **STYLE & STRUCTURE**

The structure of the news differs in Broadcast and Print Media. The Broadcast news has a conversational tone, lack language variations and styles and the news is often presented in a direct manner without much language varieties or ornamentation. A news reader can read 90 to 270 words per minute and the news story in a radio can be 30 seconds long and a news story on a television channel can be 1 minute to 90 seconds. But in a print medium the reader determines the pace at which the news could be read.

Electronic media has yet another style. Even when the content of the news is important in electronic and Print Media, images are widely used in electronic media than in Print. In an electronic media people look for the images used, clarity of the images and the visual presentation of the news. The web users are active audience. They are curious to get a visual representation of the story. The news should be presented in such a way that the audience should understand the content immediately. The headline should convey the news. The web news should produce comprehensive coverage where one link can lead to another link which is related. Details should be available and specificity is maintained in the Web News. The Television Audience is passive. Web News should be specific. Content should be specific. Audience should be able to get clear view about the news with details. The language should be simple and direct. The writers personal tastes are usually absent in a web News Page and the content is presented in a formal and simple style. The audience is given priority and unlike a print Media, the language of the news is easy and direct. In the print Media the reader's choice is limited as the writer's language skills are portrayed in the presentation of the news. Print narratives have a well – crafted narrative style which is accurate in grammar and usages. The web news uses short forms and abbreviations to reduce the word number.

**In linear Media** (TV and Print Media) people expect the writer to make a news story. Readers are willing to follow the author's viewpoint.

**In Non-linear narrative** (web) people make their own stories by reading stories from various links. They have the freedom to choose the news and the details they want to read about a particular incident. They can reject the disinteresting details and the writer cannot force his view point on the reader.

### **ANSWER THE FOLLOWING**

1. \_\_\_\_\_ has a comprehensive coverage.  
(a) Print Media (b) TV (c) Web (d) Radio
2. \_\_\_\_\_ is a non-linear Media.  
(a) Web (b) Print Media (c) TV (d) Radio
3. \_\_\_\_\_ uses complete sentences.  
(a) Web (b) TV (c) Radio (d) Print Media

### **SHORT ANSWER QUESTIONS**

1. What is a linear Media?
2. Why Web is called an Active Media?

### **PARAGRAPH**

1. What are the differences between linear and non linear media?
2. What are the advantages of Web as a medium of communication?

### **ESSAY**

1. What are the differences in style of writing of a Print Media and Electronic Media?

### **ANSWERS**

- 1.(c) 2.(a) 3.(d)

### **SHORT ANSWER QUESTIONS**

1. **In linear Media** (TV and Print Media) people expect the writer to make a news story. Readers are willing to follow the author's viewpoint.
2. **In Non-linear narrative** (web) people make their own stories by reading stories from various links. They have the freedom to choose the news and the details they want to read about a particular incident. They can reject the disinteresting details and the writer cannot force his view point on the reader

### **PARAGRAPH**

1. **In linear Media** (TV and Print Media) people expect the writer to make a news story. Readers are willing to follow the author's viewpoint.

In Non-linear narrative (web) people make their own stories by reading stories from various links. They have the freedom to choose the news and the details they want to read about a particular incident. They can reject the disinteresting details and the writer cannot force his view point on the reader

2. Even when the content of the news is important in electronic and Print Media, images are widely used in electronic media than in Print. In an electronic media people look for the images used, clarity of the images and the visual presentation of the news. The web users are active audience. They are curious to get a visual representation of the story. The news should be presented in such a way that the audience should understand the content immediately. The headline should convey the news. The web news should produce comprehensive coverage where one link can lead to another link which is related. Details should be available and specificity is maintained in the Web News. The Television Audience is passive. Web News should be specific. Content should be specific. Audience should be able to get clear view about the news with details. The language should be simple and direct. There writers personal tastes are usually absent in a web News Page and the content is presented in a formal and simple style. The audience is given priority and unlike a print Media the language of the news is easy and direct. In the print Media the reader's choice is limited as the writer's language skills are portrayed in the presentation of the news. Print narratives have a well – crafted narrative style which is accurate in grammar and usages. The web news uses short forms and abbreviations to reduce the word number.

\*\*\*\*\*