WRITING FOR THE MEDIA

Objective:

Writing for media is a creative and hard work. It needs a mental space to know the words that want to be written. And life has a habit of crowding that space. The creation of an article itself usually comes out of an idea to write, and the approach should be depicting an activity, story and event. These knowledge, idea and forms of media writing techniques will be dealt in this subject.

Unit: I Introduction to media writing

History and processes of word making and change of meaning, perspective writing.

Unit: II Different types of writing approaches

Conventional writing- telling the story, writing for a mass audience.

Unit: III Various kinds of genre in media writing

Writing for Radio and Television – advertisements, documentary, game show, variety

programmes, information programmes, children, women and minority programmes.

Unit: IV writing methods for journalism

News writing- news angle, multi-angled stories, feature openers, development of story, news formula, sign posting, accuracy and fieldwork.

Unit: V New media writing

Writing for Multimedia- Script formatting and HTML, interactive script format, writing narrative multimedia.

Unit: I Introduction to media writing

COMMUNICATION: AN INTRODUCTION

Communication is generally defined as a process of conveying messages from a sender to a receiver through a medium, technically called a channel. The message is taken to be the code which is decoded by the receiver to understand what the sender encodes. The clarity is the soul of message. The message which lacks lucidity may adversely affect the effectiveness of the communication. The lack of clarity often misleads the receiver who in turn misunderstands, misinterprets and misrepresents the message. Moreover, the same message is taken by each receiver in different manner in accordance with the difference in the socio cultural and political context the receiver is associated with. The emotional level or the temperament of the receiver too may differently affect the communication process as the decoding process is affected by these factors

A communication has a lot of components as follows

Source

It is a person who sends the message. It is the initial stage in the communication process. The source can decide what effect should be produced and which channel is proper for effective communication. The source could be a person or a mechanical device like TV or Radio.

Receiver

A person who receives the signal or message is called receiver. The feedback or the effect of the message from the sender can be perceived from the receiver. In a mass communication, the receiver could be a large audience comprising of thousands or lacks of people.

Message

Anything that is sent and received is called a message. It can also be called codes. The nature of the message is determined by the sender. The message could be

either oral or written. In a verbal communication, the oral or written message is used. Nevertheless, the messages could be passed without verbal communication either. One's hair style, one's costume, one's frowning face, one's way of walking or running etc. can communicate a lot.

Background

The background under which a communication occurs determines the functioning of a communication process. The temperament of the sender, a busy mall where a communication takes place, a private room for lovers, a place where a funeral occurs etc. have different kinds of output in the communication of same message. The temporal and special factors, psychological and physiological aspects etc. contribute the contextual significations and respective feedback of a communication

Channel

Channel can be referred to a route along which the message is conveyed from a sender to receiver. In a process of communication, the selection of channel is important in making a communication process effective and successful. In an interpersonal communication, channels are often mere voices. If one beats the other person (the message of anger, vengeance, indignation etc.) or kisses his wife (message of love, affection and affinity), the physical body is to be considered as channel. Thus the channels could be physical. If someone mails to his friend or makes a telephonic conversation, the channel becomes purely technical. The news available through internet and radio are technically transmitted so that such channel can be ascribed to the channel as a technical media. Sometimes, channel could be social in the sense that many ideas and messages are conveyed through public meetings, schools, hospitals etc. The social media makes use of both technical and social aspects of communication.

Encoding

The act of making or producing message is called encoding. To take an example of speaking, our ideas are put in to sound waves that are transmitted to

the receiver. The process of the message transforming in to the sound waves is akin to putting the ideas in to a particular code which is meant for the receiver's understanding. In the same way, in a process of writing, our ideas are transformed in to particular signs and symbols. That is, we are coding our ideas in to signs.

Decoding

It occurs on the part ofthe receiver. The ideas coded in to sound waves or signs or symbols are comprehended by receiver. Transforming the sound waves in to the ideas as imagined by the source is decoding process. While reading, we are really decoding the symbols coded by the writer. Without comprehension by the reader (even though the text or symbol is read), the decoding process cannot occur.

Feedback

Feedback is the information which is reverted to or fed back to the receiver from the sender after the process of decoding the message.Feedback helps the source to assess the message sent to the receiver. Feedbacks could be negative or positive. Positive feedbacks reassure the sender's confidence, the significance of the message and the positive approach by the receiver. It confirms the need of the continuation of sending such messages. Once the feedback becomes negative, it becomes necessary on the part of the sender to make a reassessment of the message, the receiver, and the channel. It helps the sender to determine whetherfuture course of action regarding the conveyance of the message

CLASSIFICATION OF COMMUNICATION

Communication can be classified in to various types as follows

Intrapersonal Communication

It happens within an individual so that both the source and receiver is confined to one individual. It involves one's meditation, reflections,

contemplations, internal monologues etc... It is manifested through our thinking or feeling a particular thing. It engages with our sense of self-consciousness. Ion this type of communication, the transmission of message or ideas or feelings occurs in the same person. The sender and the receiver also occupies within the person. It helps one to reassure himself or herself when the person falls in to unnecessary doubts regarding his personal; beliefs or illusions. It often makes the person self-reliant and maintains one's confidence.

Interpersonal Communication

Interpersonal communication is a face to face communication between two persons or more.It is one of the most effective forms of communication in which the sender can easily and immediately receive the feedback of the message. Once the mediations of telephones, facebook, whatsap etc. happens, it cannot be called interpersonal communication. It happens in close proximity between those involved in it so that facial expressions and gestures can help both the sender and receiver add to the vibrancy of this type of communication. Once the mechanical devices mediate in the communication, it is called interpersonal mediated communication.

There are lot of advantages for the interpersonal communication. It makes the communication very lively and active as it happens between two persons in nearness. So, the warmth and effectiveness is larger compared to the other types. The sender and the receiver can have maximum capacity of sharing emotions like love, anger, hate etc. In this communication, feedback is very quick so that the assessment of the message by the sender can easily be made. Moreover, the possibility of spatial and technical barriers is not there at all. The other non-verbal communications through gestures and the physiognomic features between the conversant add to the effectiveness and vibrancy of this communication. Interpersonal communication between likeminded people usually ends up in agreement and can maintain friendly and conducive in the course of communication. The communication between the persons of contradicting perceptions may lead to dissatisfaction and mal adjustment, even to quarrel in the

end.

Group Communication

Communication among many persons in a direct face to face manner is called group communication. Here, feedback is more difficult to avail compared to interpersonal communication. The increase in size of the group complicates the process of communication. In group communication, feedback is slow compared to the interpersonal communication. The message is passed and spread among a group so that face to face directness is not properly involved. Students in the class rooms, colleagues in the office, members of a particular party or organisation etc. involve in the group communication. It shapes a common opinion of a particular group or community, that entails the important aspect of a democratic society. Group communication leads to forming opinions inside a group or organization that reflect in the entire society. The assessment on a teacher can be evolved from the students 'group communication in a class. The wage related opinions rise outof the group communication among the laborers in a factory or company.

Mass Communication

We are living in the world of mass communication in which message is sent to a large number of people. It is very advisable that the sender has to take extremeprecautions and planning a message in the process of mass communication as its impact of response and receptivity is very high and grave. In this form of communication, the length and width of audience is far and wide cutting across the religious, social and political boundaries. The diversity of the audience is affected by single message so that its impact also simultaneously affects the multiple sections in a society in varieties of ways. With the help of mass media, all theevents in the world are unfolded in front of our eyes as they occur in any part of the world. The source cannot predict who the receivers will be and how some people take the message in to account.

Mass communication is widely used for propaganda at the time of conflicts and war. To spread some particular ideologies too, it is commonly used to

misguide or make believe the people. Mass communication has so grown that the audienceor the receiver has no commitment or relation with the sender.

Multinational companies often make use or misuse the mass communication to maintain and perpetuate their brands by the way of advertising through mass media. So, it is taken as a marketing tool capable of being maneuvered and manipulated. Different from the other form of communications, mass communication has some salient features.

Involvement of Mass Media

In a mass communication, just a sound wave from one person to the other cannot be afforded. Instead, mass media like newspaper, radio, TV and internet become the channel. So a single message wills have far reaching effect so that the sender has to take maximum precautions before presenting the message to the viewers. Since lacks of copies are circulated by newspapers or millions view an event through TV, it is difficult to deny in case the serious mistake happens in the process of mass communication. So, the sender of the message will publicly announce their regret for using any word or sentence in bad taste

Instantaneous Dissemination

In interpersonal communication, the messages pass from the sender to receiver. But, in mass communications, a single message is disseminated to diverse audience immediately after it is revealed or presented. In a very short span of time, it covers all the boundaries. So the effect, both positive and negative is far reaching.

Slow Feedback

In interpersonal communication, instant feedback is available since the receiver is in close proximity. Moreover, it is possible for the sender to know the feedback if required. The receiver as a single person can easily give the response to the sender. But, in mass communication, due to the enormity of the receivers involved, it is impossible to get an immediate feedback from each as it is not

practically possible. So, the steps to be taken for the reassessment of the communication from the part of sender are also delayed. But, in mass communication, even though the feedback is delayed, the gravity of the feedback will be enormous and tremendous

Filtering Process

In interpersonal communication, the sender will pass the sound waves as translated from the ideas in his/her mind. But, in mass communication, there are multiple layers of filtering process. The news from the reporters undergoes a lot of addition and deletion process through editing. The reporters do not distribute news as they like them to be. Instead, the editors scrutinise them and often tally themwith the policy of the newspaper or television channel. Sometimes, even the facts are distorted, though the senders claim to be objective.

Open Access

In mass communication, the sender can never restrict its reach. It is experienced by the public irrespective of their various affiliations to caste, religion, nationality etc. But in an interpersonal communication, both the receiver and the sender can restrict the transmission of the messages from being spread. This accessibility promotes the popularity of the sender where as it adversely affects if the sender does not take precaution in sending factual accounts of the events in objective way.

Transience and Permanence

In interpersonal communication, the sender can deny his words in future though the receiver objects to it because those words have no permanence for future reference. Though it is written form, the sender can be evasive by the statements that it was sent out of compulsion or emotional outburst. But, in mass communication, all the words and phrases are recorded in the studio (in audio-visual messages) which can be retrieved by the legal procedures as well. If the mass communicator objects to reveal it for future, it adversely affects the very

credibility and trust the public puts upon them. In the case of newspapers, the copy of the newspaper is available for reference even after months and years. So, the factor of permanence makes them more cautious. At the same time, an ordinary viewer or listener gets a very short span of time to decode the message and comprehend the news due to the transient nature of news reading. So, a good listening skill is required to understand the news. Moreover, it is not possible to ask the details of the news or request them to reread it. But, in interpersonal communication, the receiver can ask the sender to clarify the message and ask the details regarding it. The time constraint does not matter there.

Mass communication revolutionised itself with the advent of print media. So, let's discuss it

PRINT MEDIA

<u>Historic perspective</u>

The origin of print media can be traced back to so early as roman civilization. They used to record the significant events like birth, marriage and death. Important events were marked on rocks, big stones; skin of animals etc. Those days, printed versions in paper had not been developed. It was in china where wood block printing originated, which is characterised by inking, definitely shaped wooden blocks and fixing them on particular cloth or paper. Then came another development called movable types which also originated in ancient china. Here, a large number of movable components were used to reproduce the texts as and when needed, usually on papers. Those movable types were invented by a Chinese named Bi Sheng around AD 1040. Those components were initially made of ceramic materials. Yet, it cannot be denied that the influence of Egyptian civilization and Greek civilization has their own influences in these developments. In 15th century, the invention of mechanical movable types by Johannes Gutenberg ushered in an era of epoch-making contribution to the field of print media. It was him who introduced the movable types to Europe and Europe in turn started witnessing unprecedented awakening in literature, social spheres, religion etc.

Apart from his invention of movable types made of metals, Gutenberg's use of oil-based ink for printing books, his mechanical movable types, adjustablemoulds etc. created a printing revolution throughout Europe. The use of Movable Types were a major development in the field of print media because different and separate characters were juxtaposed or inserted to make large number of textual productions within the short duration compared to the manual writing followed by monks. That is, religious scripts were widely preserved by marking them on the stiones and rocks. But, the movable types or the movable letters made of clay or wood could be produced seperately. To print a text of one page, all the letters are put together in the way ther text has to be arranged and seperated. Then these types or letters can be fixed on the paper after inking them. These types or blocks can be further reused for next printing as well.The Reformation, Renaissance, the spread of knowledge among the people in the lower strata of society, scientific advancements etc. led to an age of enlightenment in Europe which witnessed an awakening from darkness.In early days, Pamphleteering were widely used in the dissemination of information and ideas. The invention of printing press in the late fifteenth century revolutionised the entire course of print media.

In short, print media in its present form has a long and exhaustible journeyof development. It is not something that has arisen all of a sudden in a fine morning. There are a lot of efforts and experiments behind them. Now it has taken a long way from Block Printing which was the original method on vogue at the stages of inception. Block Printing was later replaced by Movable Types, as we have discussed, introduced by Gutenberg. The invention of steam powered press as introduced by GottlobKoeing and Andreas Friedrich Bauer which elevated the frequency of production further. Nowadays, with the cutting edge development in the field of technology, the quality and attractiveness of the printing has enormously soared. Offset printing is a commercial form of printing today.

It will not be complete the discussion on printing withoout mentioning William Caxton who popularized the printing in England through his printing

press. Basically, he was a merchant and diplomat with travelling experiences in many countries. He came to experience the printing industry of the time and got influenced specifically by German printing. It motivated him to establish a printing press in Burges.In 1473, he printed*Recuyell of the Historyes of Troye*, the first book to be printed in English and the book was a translation by Caxton himself. On his return to England in 1476, he started a printing press in westminister, which led to the advancement of English language and literature. The following year he published the first English-language book to be printed in England, *Dictes or Sayengis of the Philosophres*. He is credited with producing an edition of Chaucer's *The Canterbury Tales* and the first translation of Ovid's Metamorphoses in English.Caxton's printed books are notable for their craftsmanship and careful editing. English as a language was inflectional and of various dialects in those days so that he found it difficult to deal with these issues in printing. But, he tried to regularize those inflections which led to the standardisation of English language.

SCOPE OF PRINT MEDIA

There has always been a fallacy that print media is nothing but newspapers. That is extremely wrong. The scope of print media is large. Magazines, journals, letters, academic and religious text books, wire services, company brochures etc. all come under the print media. But, the most popular type of these categories is undoubtedly the newspapers themselves. The advent of television, internet etc. have overshadowed the golden period of print media. But, millions of people retain the newspapers as their own life or the necessary part of a day. The number of readership is still increasing though they are updated by other means of mass media because print news give them a kind of satisfaction. The feature of being tangible gives the readers a conviction that the news worth trustworthy is at their hands to read. A day without newspaper is seemed to be waste for the people.

Newspapers

As mentioned earlier, newspapers as a mass communication medium is vital force in a democratic society. It shapes the public opinions and gets shaped by the readers' perspectives. Nowadays, newspapers reach our hand daily. There was no

such convention in the initial stage of newspapers. For instance, the status of the first newspaper could be ascribed to *Oxford Gazette*, later known to be *London Gazette*, which was first published in 1665. But it was not a daily. It appeared twice weekly. The concept of newspaper as a daily publication was only a later addition and innovation in the field. The first daily newspaper in English is *The Daily Courant*, the publication of which started in London in 1702.

Advantages of newspapers over TV/Radio

- The newspapers can present the stories to their utmost detail. To add to the details, they can issue supplement because space can be increased to cover all the items. But, in a similar situation, TV/Radio cannot afford much time on an event. If they take more time on specific news, they will have to delete other news. But, in the case of newspapers, they never have this difficulty. Space can be bought. But time cannot be. A day consists of 24 hours only. So, it is universally impossible to make an addition or deletion on it.

- Newspapers can afford various local editions, for instance, different editions in districts and sub editions under them so that they can focus on various local news which interests the readers from the respective local area. But, for radio and Television, they address a larger audience so that the concentration on local issues is often skipped. Each newspaper is running various editions and sub editions. So the news related to obituary, small festivals, local tournaments, wedding etc. can be covered to the reader's satisfaction in a particular area.

- In newspapers, if a reader is not interested in a particular news story, he can skip it and shift to the next one of the same newspaper. He need not go for a different newspaper. But, in a TV/ Radio, the viewer or the listener who experiences a news story that does not interest him or her should switch over to another channel because he has no other option in the same channel, but to keep on being tolerant to that particular news. Once the other channel thus skipped over is found more interesting than the former, the receiver ends up in distraction. So, the continuity of understanding the

news is often disrupted. The intrusion of commercials also disrupts the continuity and consistency. For a newspaper reader, the commercials can be easily and conveniently skipped.

- The newspaper reader has all the freedom to fix his own speed and schedule. In a TV/Radio, the viewer or the listener has to keep pace with the news reader. So, all the people cannot necessarily be able to comprehend the news properly since the skill of listening varied from person to person. It is difficult to retrieve and keep the ambiguous area as well since the schedule is time constraint and the communication is totally impersonal. But, in the case of a newspaper, although the reading skill differs from person to person, each reader can take his own time and read it till it is finished. Moreover, a newspaper appearing in the morning can be read in the evening or night, or any free of time. If today's newspaper has not been read, it can also be compensated by reading tomorrow as well, if required.

- TV/ Radio work with more technical support. Once newspaper reach the readers' hands, there is no more need of technical support to absorb the messages from them. But, TV works with the support of a lot of electronic support and uninterrupted power supply. The case of Radio also is not much different. So, when these gadgets malfunction or the power supply is interrupted, many precious news items will be lost. It makes the receivers often irritated.

Though there are lot of advantages for newspapers over TV/Radio, it is not that they don't lack the draw backs either.

Drawbacks of newspaper

- Newspapers cannot update the news. An event that occurred at morning or noon can be brought to the readers the next day morning only.by the time it reaches the reader, its news value must have been lost.

- It is very difficult to number the subscribers as there are lot of readers who don't subscribe the paper, but purchase them daily for reading. So, large

number of copies has to be printed to meet the requirements of the readers. Many copies lay unused. Like other products, it cannot be sold the next day as well. So, many copies go waste. It's a financial loss to the newspaper management

- In newspapers, there is no scope for musical and visual impact on its readers.

- The illiterate people cannot read the newspapers though they want to know the news

- Only active readers can fulfil the process of reading. Nowadays, people want to know things being just passive listeners. We are living in a world where reading culture is on the vane.

- Nowadays, newspapers are run by various political parties and religious organisations or their affiliated group. So, the question of credibility and objectivity is at stake. The journalistic ethics are often violated.

CONTENTS OF A NEWSPAPER

A newspaper is composed of a lot of components such as news, features, advertisements, columns, editorial, middles, reviews etc... News is also termed as news story.

WRITING A NEWS STORY

News story is any updated piece of information in newspapers. It has to be accurate and unbiased. Outdated information loses the worthiness or the value of the news story. News stories are collected by the reporter and scrutinised by the editor. All the news stories that turn up on the editor's desk may not necessarily appear in the newspaper. The news value of a news story is taken in to serious account. There are lot of factors that determine the news value or the news worthiness.

- Outcome or Impact

If the consequence of an event or an issue affects a large number of people, it becomes news. A bus mishap killing twenty people has more news value than a bike accident killing one person.

- Timeliness

Timeliness determines the value of news. A bank robbery of two crore rupees that happened one week before, has less news value compared to the same worth fifty lakhs or around an hour before. The nearness of the time is always considered to be significant

- Proximity

The factor of proximity suggests the nearness of the place where an incident occurs. An earth quake in Africa is of less newsworthy for Indians, compared to a tremor of same magnitude in any part of India.

- Prominence

Even an ordinary event associated with a prominent public figure carries high news value. The picture of morning walk of American president in Delhi during his visit in India or a quarrel between two ministers has big news value to occupy in the front page of a news paper

- Novelty

Unusual events are always news worthy. A tree of dates in Kerala, a cat killing a dog etc. evokes news value. There is a general statement regarding the novelty of the news which goes like:*if a dog bites a man, it is not news, but if a man bites s dog, it is news because there is strangeness in it*. The novelty creates wonder in readers.

- Human Interest

The incidents of crime, sex scandals especially of public figures, the presence of mysteries in some events etc. are of perennial human interest so that such news gets maximum frequency

- Tragedies/calamities
  Natural disasters and wars killing thousands of people remain as news for somedays as they carry news value
- Predictability

The result of elections, some international matches, intelligence warnings on possible terror attacks etc. evoke human anxiety and curiosity so that the news

value of such items remains high.

THE STRUCTURE OF A NEWS STORY

All the news stories are structured in an anti-pyramid style so that the major details of the story can be emphatically presented in the beginning and the successive part goes with minor details of lesser importance. It helps the reader to just know the crux of the story in the beginning itself so that he can save the time if he is running short of time.

HEADLINE

The headline should be simple and direct sentence. It is written in simple present and active voice capable of being understood easily.

LEAD

Lead refers to the first paragraph of a news story. The lead provides the substance of the news story. The most important part of the story is included in the Lead paragraph

A lead could be written in many ways taking in to account which part of the story is very newsworthy.   In news where the prime minister dies, the important part is 'who' dies. So, the Lead paragraph becomes a *who* Lead. In the same way, there are many Leads like *who* lead, *what* lead, *when* lead, *where* lead, *why* lead and *how* lead (these five Ws and one H are the basic elements of a news story) a news story is supposed to answer or satisfy all the five Ws and one H.

DIFFERENT TYPES OF LEADS

Leads can be further classified as follows

1.*Summary Lead*: as it has been already discussed, these leads give the summary or the substance of the news. It is a conventional type of writing lead paragraphs.

2.*Anecdotal Lead*: anecdotes are interesting stories that attract the readers and compel to read further to the successive paragraphs. Some leads start with attractive anecdotes.

3.*Question Lead*: some Leads start with some questions which provoke or puzzle the readers.

4.*Teaser Lead*: some leads withhold the information as suspense so that the reader is tantalised with some elements in the story.

5.*Quotation Lead:* Lead can begin with a quotation. And the subsequent paragraphs will be the demonstration and substantiation of that quote in putting it in relation to a particular event.

The essential components of a News story are

1.*Date Line*: A date line includes the name of the place of the incident, the date on which the story occurred.

2. *By-Line*: The by line consists of the name of the reporter.

3.*Credit Line*: The name of the person or agency providing the photos. It could be News agency, supplying news.

Hard news and soft news

There is some news which depicts the event as such. That is, the news on flood, accident, earth quake are given in a very specific way without much comments and analysis. These types of news are called hard news. There are some other categories of news where a lot of interpretations, perspective, and analytical explanations are provided with. These types of news are called soft news. Featuresand Middles come under this category

FEATURES

A Feature story is a piece of news item written with a particular intention. So, it can be rather subjective as the righter enjoys more freedom to insert his orher personal views in it, in contrast to a new story where only objective facts are meant to be passed to the audience. In an ordinary news story, the reader can never pass on any special comments of his own as it is not permitted. His duty is toinform an event as such as it really happened. But, in feature writing, personal comments on a particular topic are entertained, along with anecdotes, quotations etc added to it so as to highlight the views of writer.

The intention could be to inform, or entertain or both, i.einfortain (information + entertainment). In feature writing, the topic need not necessarily be on a current issue. It could be of any general topic of interest. So, the factor of

updating needed for news story never comes here.

STRUCTURE OF A FEATURE

- Headline: Headline often decides whether the feature has to be read or not. So, it should be as catchy that the reader should tend to start reading. Though the content is very fine, an unattractive headline my deter the reading
- The introduction: The introduction should be so persuasive that the reader should be motivated to enter in to the body of the story and move further.
- The body:The body of the feature shouldreflect the details of the story. Different kinds of views on a particular issue or topic could be represented without losing the underlying and unifying rhythm and tempo of the story.
- Conclusion: The conclusion usually takes a definite perspective and a standpoint on a topic and tries to convince its audience by the detailed descriptions and analysis made by the writer.

While writing feature stories, it is important for the writer to understand which kind of audience he or she is going to address. The feature should be prepared in accordance with the taste of the audience.For instance, a feature on Dalits in India may not necessarily satisfy the interest of scientists or doctors, who are generally interested in features related to recent developments in medical system. The writer is supposed to bear in mind his intention of what he wants to do, such as to persuade, motivate, warn, entertain, inform, instruct, analyse etc.

ARTICLE WRITING

Articles appear on the editorial page of a newspaper. Unlike Features, it is a seriously written document with scholarly approach. The topic is presented after the detailed study and deliberations on the topic. The writer thoroughly and comprehensively reflects upon the various aspects of the topic with the support of deep knowledge on it. Articles try to educate and inform rather than to entertain. The conclusion is also added in the end in a sober style. So, an article is expected to be written with sense of credibility and accuracy after extensive

research in to the topic. The article contains the element of analysing and judging a current situation as well as the prediction of the future based on the analysis of the situation in question.

STRUCTURE OF AN ARTICLE

An article consists of headline, introduction, body and conclusion

HEADLINE:The headline should be catchy for the reader

INTRODUCTION: the Introduction is also called the Lead paragraph. As itsvery name suggests, it leads the reader to take a decision on whether to move further or not. So, presenting the topic in a tempting way is very important

BODY: The Body of the article comprehensively analyses and discussesthe topic in great detail

CONCLUSION: The conclusion of the article can be a summing up of the analysis or a Prediction of the future of the topic, in terms of its significance

EDITORIAL WRITING

Editorial can be called the conscience of a newspaper or the mirror of its opinions. It can also be called the voice of a newspaper. It is a well- studied and carefully structured composition in a sober style with a serious approach on a significant issue. It provides the newspaper to present its policies, views, perspectives and stand points regarding many burning current issues. It should be very objective, unbiased, expertise and logical point of view. It tries to influence public opinion so as to make its readers to subscribe to its own perspective. It informs as well as calls in to action.

Editorials can be broadly classified as interpretative editorials (enriching the dimension of the readers' knowledge by interpreting various aspects of an event), Action-oriented editorials (calling for an action from the part of public or officials due to the seriousness of an issue) Critical editorial (strongly criticising something) and Humorous editorial (adding to the humorous perspective to an issue)

THE STRUCTURE OF AN EDITORIAL

An editorial consists of a headline, an introduction of the topic, a body of serious critical analysis and a powerful conclusion.

MIDDLES

As the very termitself suggests, middles comes in the middle of an editorial page. That is it is positioned below the article and above the Letters to the Editor. To put in another word, they occupy the centre of an editorial page. Contrary to the tone of article, middle is presented in a humorous and satirical tone at major political and social developments. As a satirical piece of writing, they try to expose the hypocrisy of politicians or the drawback of highly appreciated projects and ridicule the stake holders of main stream political and social spheres.

Unlike the satires which are meant for the humiliation of those who are targeted, Middles are not meant for deriving entertainment alone. Instead, they direct the attention of readers to serious issues by provoking them to think. But, for this purpose, they are employing the humorous side of the topic. Nevertheless, they do not apply any scholarly treatment with serious tone and style as articles are preoccupied with.

Op-ed-pieces

As the very name indicates, Op-ed is the abbreviation of *opposite the editorial* page. Unlike editorial, it is written by someone who is not part of the News paper's editorial Board. The Op-ed page is a light piece, compared to the editorial.

LETTERS TO THE EDITOR

It provides a platform for the readers to communicate to the newspaper. Through the letters to the editor, the writer is given space to express his own views and comments on a particular issue to a wider reading public. They should be brief, short and up to the point. Since they are individual comments, the writer should include the writer's name and address. The writer will be ultimately responsible for any objectionable comment. The space given by the newspapers for the readers to respond to the public issues show the social commitment and

responsibility of the newspapers.

BOOK REVIEWS

It is a special kind of analytical writing by the experts who are specialised in making in-depth analysis of a particular book dealing with a particular subject. Many books in literature, politics, sociology etc. are published in newspapers as book reviews. Through book reviews, the readers get familiar with many books newly introduced in the market. The reviewer musthave in depth and comprehensive knowledge of the subject the book deals with and should be able to evaluate and judge the book in terms of its significance and impacton the reader.

The reviewer has to dwell upon the content, the range and the scopeof the work and how it becomes important for a reader. The book review should contain an overall assessment of the book and its author. The impact of the subject, the background against which it was written, the style of writing, the approach adopted etc. also come under the assessment of the book. A review should be in such a way that the readers should get a real critical understanding of the book.

The bibliographical details in the book review help the interested readers to locate the book easily.

Sunday Magazine supplemented with THE HINDU newspaper is noted for good book reviews.

FILM REVIEW

Whenever a new movie is released, film reviews on that film find place in the newspapers to draw the peoples' attention towards its peculiarities. These reviews prompt them to decide whether to go to watch it or not. But, the review should never be like an advertisement falsifying the reality and misguiding the theatre goers. Instead, it has to be an objective depiction of its features in an unprejudiced, concise and specific way. So, the writer at least should watch it directly and analyse it. The writer'spersonal view of actor or director of the film, both positive and negative, should never colour the content of the review.

The first paragraph of the film review should include the name of the film, its characters, its setting, the directors and the genre it belongs. The second paragraph has to handle the summarised version of the story of film in such an attractive way that may draw the attention of the readers. The following paragraphs will deal with the reviewer's comments and analysis about the relevance of the story, technical quality, relation to the society etc.

INTERVIEW

Prior to interviewing someone, the interviewer has to plan many strategies to make interview more effective and informative. The interviewer also has to study

very well about the topic of interview. Only a knowledgeable person will have better and relevant questions about a topic. Moreover, the interviewer should know some ideas on the personality of the interviewee. A prior consent from the interviewee about the topic, venue, and time allotted etc have to be taken. An informal approach helps the interviewee to open his mind better so that the interview will be more informative and entertaining. The interviewer should have a detailed and rough idea of questions to be asked. But, it may not be possible and desirable to follow the steps of the questions as pre-planned because of the answers diverging to the various other issues from the topic concerned. So the interviewer is supposed to rise up to the occasion and ask the questions in accordance with it, leaving the planned sketch of questions. But, interviewer should keep in mind the key points and ideas to be discussed and addressed. It is interviewer's duty to keep a pleasant ambiance, though the questions by him sometime appear to be a little provocative. The interviewee should feel comfortable with answering the questions in a relaxed manner, free of inhibitions. It will help the interviewer to make sure of the availability of the intervieweein future as well. It is desirable to record the interview, but with the consent of the interviewee. In case the interview is going to be published, the print version of the interview has to be sent to the interviewee. Any ambiguity or doubt in the statements made in the interview has to be clarified with the help of interviewee before it is sent for

publication.

Press Releases or News Releases

Some relevant pieces of information are sought to be printed by newspapers for publicity as per the request from various entities like organisations, political parties, clubs, companies, unions and even individuals. These entities give the information in a clear and concise form to be published in the newspapers. These pieces of information are called news releases or handouts. Sub-editors scrutinise these for inaccuracies and get them published. Usually the information of the institutions and companies are forwarded by their Public Relations Department to

the office of newspaper concerned. Press releases help them to clarify many issues to the public and help them explain the future course of action.

If a political party wants to organize a protest march, they can inform it through a press release. If a jewellery business concern plans to open a new branch, it can be informed to the public through press release. It helps them to acquire more publicity free of charge. The government also forwards the press releases to the newspapers to inform its plans and projects so that the public gets aware of them. For the state governments, the State Public Relations Departments issue the handouts to the newspaper office whereas the Press Information Bureau performs the same function for the central government

Press Conference

Press conferences are conducted in press clubs where the press persons are invited to listen to those who convene the conference. Individuals, organisations, companies etc. convene the press conference so that they avail an opportunity to directly interact with press persons on a particular issue. The press persons also can take it as an opportunity to have a good source of information to publish in the paper.

The press conference is started by the convener and later the press persons ask different questions to him and other representatives who are seated

there. Press conferences are held for various purposes such as announcement of a forthcoming event, clarification of a controversial issue, decision of registering strong protest against something etc. Press clubs usually charge a nominal fee from those who convene the conference

Meet the Press

In meet the press, it is the press clubs or press organizations who take initiative. They invite the press person\s and individuals. The invited individuals are those who are in honourable positions or who made great and tremendous contributions in various fields or having remarkable achievements. Though there is no specific and planned agenda behind these meetings, there will be a scope forgood source of information.

Freelancing:

A Freelancer is a journalist with no formal affiliation to any journalistic institution or organization. Being a self-employed journalist, he is not committed to any newspaper or news agency. They have freedom of choice in selecting the topic and writing on it as they are not assigned in particular section or wing of a newspaper. So they have enough freedom to sell their news to anybody they like. But, they don't get any organisational support as they don't work for any employer. So they should have good skill and discretion in implementing their course of journalistic action to get them survived. They have to update themselves all the time.

Editing Process

The process of editing starts once the report of the news comes in the office of the newspaper. Report is just a raw material which cannot be communicated to the audience as such. It has to be processed to shape in to an acceptable product. While reporting is purely an external activity, editing is an internal activity in the newspaper. Editor or the editorial board is the responsible component of the newspaper management for any errors or mistakes published in the newspaper. So, it is their duty to make sure that the news published are accurate and received from authentic sources. The editor is the person who faces

the legal procedure for the objectionable elements in the story.

The editor or editor-in chief leads the editorial team of a newspaper. Sub-editors, news editors etc. work under the editor. The correspondents and reporters too are part of this wing. So, the editorial wing is the backbone of a newspaper in the sense that collection and scrutiny of each news story occurs under this wing. Reporters, correspondents and photographers gather maximum number of news and the news editor along with sub-editors scrutinise them so as to make them correct. As indicated earlier, there occur two types of functions in editorial wing or department of a newspaper.

The Chief Editor is one of the top professional brasses in the hierarchy of journalists in the newspaper. He is the person who allocates various duties to reporters. The chief editor may not be always involved in the all the news stories ending up in the paper. So, it is performed by someone subordinate to him/her. The news editor at the same time is actively involved in the editing process as he is the head of a copy desk.

The Managing editor or Executive editor is the leader or the head of the Editors who often represents the management that runs the news paper.

The functions of the editor include:

1 ensuring that, the news story conforms to the approach and style of the Newspaper.

2. Eliminating the unnecessary elements

3. Restructuring the sentences for better clarification to avoid ambiguity

4. Ensuring the consistency

5. Assessing the special and temporal aspect of a news story

6. Assuring the objectivity and clarity

7. Deleting the parts in poor state or rectifying them in to new forms

Subbing

Subbing or Su-editing is the process of corrections performed by the Sub Editor. He often determines the propriety of a headline and makes a finishing touch of the news story. He has to assess the circulation of the newspaper and the

satisfaction of the readers.

Proof Reading

The editors focus upon the grammar, sentence structure, usage, punctuations, and spelling mistakes and correct them. This checking process is called Proof reading. Proofreading is made deliberately slow to note the incongruities and inconsistencies.

After proof reading, the editorial wing forwards the news items for publication. The headlines of the stories also are decided during the editing process. The row materials by reporters and correspondents are refined and reformed by the editorial wing.

Caption Writing

A Caption is a sentence which provides an insight in to a photo or video. It should be brief, precise and attractive. A caption very often lingers in the mind of readers even after months it is read because of its punching effect.

TECHNICAL WRITING

Technical writings are not meant for public information. It is specialised and specific form of information meant for the purpose of communication within an institution or business concern. It serves the purpose of documentation. The information is communicated in brief with serious tone.

Unit: II Different types of writing approaches

The emergence of electronic media revolutionised the whole spectrum of communication throughout the world. The invention of Radio marks the major development in the electronic communication. When Guglielmo Marconi sent the first radio communication signals through the air in 1895 and his radio device sent

radio signals from England to Canada in 1901, he was really creating a milestone in the history of electronic communication. The period ranging from 1920s to 1950s witnessed the millions of people eagerly gathering in front of radio sets to sharply listen to them. This period is called the golden period of radio. But, by the emergence of television in 1950s, the popularity of the radio was on vane worldwide. In some developing countries like India, radio retained the popularity further till recently.

Primarily, electronic media is composed of audio and video recordings, video conferencing, slide presentations, multimedia presentations, CD-ROM, DVDs etc. In all these cases, electronics is widely used to avail the content. Electronic media is further composed of the gadgets used for electronic communication such as telephone, radio, TV, computer etc...

The Features of Electronic Media

- Electronic media offers and opens wide range of opportunities for job seekers as well as the employers. Thousands of employment opportunities are provided by the electronic media. Moreover, the opportunities world over can be fetched by the media to those who want it. The boundaries of nations and countries get dissolved by the involvement of the electronic media

- Electronic media has tremendous scope to get advanced further due to day to day scientific and technological developments. Electronic devices are improved and advanced on a daily basis in accordance with the development

  of technology. Telecommunication gives ample opportunities for electronic media to serve the people better.

- In the initial stage, electronic media focussed upon the possibilities of recording sounds and visuals and to experience them in future. Now people are interested in live telecasting and broadcasting. Only an electronic media can provide the events live to the people. Sports, elections, war situations

etc. come to the viewer's bed room live with clarity.

- The visually challenged or the blind can better make use of the electronic texts and audio version of the news. It is made possible through the electronic media only. The scope for entertainment is immense in electronic media compared to that of printed media. Video games have become passion for today's children.

Radio

Though the First World War necessitated the wide use of radio for military communication, the radio was not common in the hands of common people those days. But, 1920s witnessed the development of radio as commercialbroadcasting equipment and in turn became popular for entertainment and information purposes. Radio was extensively used in the Second World War as well for military purposes. The era between 1920s and 1950s is commonly called the Golden Age of radio.

In India, All India Radio (AIR) spearheads the dissemination of news and other radio programmes. The Indian Broad Casting Company Limited, a private firm handed over its Bombay station to the Government and it was later called as ISBS (the Indian State Broadcasting Service). ISBS was later renamed as AIR in 1936. So, even before the independence, AIR has firmed its foundation. The first radio programme in India was broadcasted by the Radio Club of Bombay in June 1923.Its headquarters is Akashvani Bhavan in New Delhi. AIR is also known as Akashvani since 1956. AIR comes under Prasar Bharati (Government Broadcasting Agency founded in 1930). AIR provides domestic as well as Foreign Service.

Under the domestic services, there are two divisions: National service and regional service. It was in 1988 that the national channel of AIR started working. It broadcasts the nation-wide programmes for entertainment and information. It covers the lion part of Indian population. The regional service of AIR is provided by the states and the union territories separately targeting various cultural and linguistic groups. So, the regional programmes are offered in the respective regional languages and dialects. The foreign or the external service of

AIR had started as early as 1939 during world war II. It started in 1939 by the British government to resist the German propaganda directed at Afghanistan. So, it was in the language of Pushtu that the external service of AIR started. Now, the External Service Division of AIR broadcast in 27 languages covering over 108 countries. Out of the 27 languages, fifteen are foreign languages and 12 are the Indian. India can use it to express its stance and perspective on various international issues. These services also help India to introduce the Indian culture and way of life to the outsiders.

Radio programmes are broadcasted from radio stations. A studio is the backbone of a radio station. Radio transmissions can be classified in to two. One is amplitude modulation (AM) and frequency modulation (FM).

Advantages of radio

There are lot of advantages for radio. They are portable and handy. So, it can be enjoyed while eating or driving. It can be carried from place to place as per the requirement of the listener. It has multiple uses. Radio broadcasts interviews, news, advertisements, drama, audio version of films, songs so that it can relieve the boredom of life situations. Since it works with batteries and the batteries are durable, the problem of power supply does not affect the radios. Another important aspect is that radio is cheaper compared to television and computer so that it becomes the important electronic equipment of the common masses. It reaches the majority of the society due to this cheap rate. The illiterates too can access the news. It is cheaper if compared to television. It can broadcast a lot of entertaining programmes unlike newspapers with support of music and sound. The audience can avail the updated news through radio instead of waiting for the next day. So, the factor of timeliness is better observed in the case of radio compared to the newspapers. The visually challenged can conveniently make use of the radio. A radio reporter's success lies in reporting maximum number of news of 'newsworthiness' within the stipulated span of time. Here too, anti pyramid style can be better followed.

(Anti-pyramid structure)

(Ant- pyramid structure refers to the invertted form of a pyramyd structure, as given above. The upper part is spacious and larger and gets slowly reduced in size and shape, while moving towards the lower part. If the upper part (beginning part) of larger size is considered to be   the upper part of larger or higher significance in terms of content and value, it can be understood that the lower part having smaller in size can be considered to be a part of smaller significance. If this structure is applied to the structure of a newsssory, the reader can understand the more significant part of the story in the biginning itself. Though he or she omits the lower part or the later section, it does not considerably affect the reader as the significance of the news is comparatively lower as the reading moves on down wards. The reporter also has some advantage in this structure. That is, he can cut/delete the lower part of the news if he wants to add another new story of importance to the place where the lower part (less significant part) is deleted. It does not affect the part of the news story that underwent deletion because the deleted area is of lower significant in terms of news value)

Disadvantages

- Radios cannot provide the visual appeal for the audience. So, the audience have to create a mental image out of auditory codes radio gives.
- Radio signals are rendered weak at the time of weather like heavy rain, storm etc. In some place like mountains, radio signals can weak. So it is difficult to covered in the vast area of geographic territories. To, overcome these, more radio station have to be set up, which requires additional expenses from the service provider.
- Electric power is required both at the centre of transmission and reception. The requirement of the electricity all the times to send radio signals round the clock from all the broadcasting stations causes tremendous consumption of electric energy every day. The interruption or the shortage of eclectic current may interfere with the signal transmission.
- Distraction is one of the major disadvantages of radio. When radio is used

while in office, the radio listening will gradually be primary and the office work becomes secondary. It adversely affects the performance of our professional life. Moreover, it may render us lazy in our functions and duties. It will be more serious when someone listens to radio while driving because he/she becomes unknowingly distracted from the act of driving tothe act of enjoying the radio which may even lead to the accident.

- Each news item is not possible to be retrieved for further clarification or understanding as it is possible in newspapers which can be kept for future for further engagement with specific news. That is, the news in the radio is time constraint. The news reporter also should befit the news to the allotted time.

FEATURES OF RADIO BROADCASTING

Features through radios are not based on current news, but on the information or topic of general importance. Unlike features in print media, which adopt some tips to attract the audience with catchwords and all, the radio features have to be attractive through the way it is presented with music and sound effects to create a dramatic effect in the mind of listeners. A team is assigned with preparing the feature so as to make it successful. A thorough understanding of the topic is acquired before the production. The journalists well versed in the topic concerned are more helpful. Features are of different types as given below.

Personality Features

This types of Features focus upon a particular figure of high profile so that the media persons concerned will make a detailed research upon the person whose feature is to be aired on a scheduled date. For instance, if the person selected is Dr. APJ Abdul Kalam, his achievements in the field of science and technology, various positions he held, his childhood experiences, the challenges he has faced, his youthful experiences, family details, his perspectives and points of view,his contributions to the nation, his political approaches, his publications, various honours he had been conferredupon, his personality etc. will be showcased in great detail. So, the factor of timeliness is not a concern in the features. Though the same feature is rescheduled for next week or month, it does

not affect the feature in the name of timeliness. But, a detailed ground work is necessary to present it spectacular and authentic way.

Geographical Features

These features dwell upon the particular geographical area. It could be a valley or mountain or city. If it is a city, the feature can trace back to its various developments in the past to its present form. The cultural and linguistic peculiarities of the people of the areas are well presented. The rituals, festivals, political and social culture etc. are also put under the presentation. If any historical significance and cultural heritage is bound with the place, it tries to explore it to take further knowledge of the audience. If the place is a tourist destination, it helps to promote tourism as well. So, a complete picture of a particular area can be comprehended through a feature on that place.

Eventual features

The features could be presented on particular events that are of high relevance .A notorious cold blooded murder that sparked controversies, a bomb explosion that took the life of hundreds of people, the world wars, the international espionages etc. are good examples. The background, causes, the consequences of the event are described in detail. These feature stories add to the knowledge of the audience as well as they increase the curiosity of the people to know further. The audience may be totally ignorant of some perspectives of the events which they come to get aware of. But, any inadvertent errors on these serious events may fetch bitter reaction. So, it is to be prepared very carefully.

The miscellaneous

There are some topics that draw the attention of Features like economic crisis, the spread of some contagious disease, the life of people living is slums etc. Since timeliness does not become a factor to determine its value, the media persons can take their own time to make a comprehensive study to present a feature.

RADIO INTERVIEWS

Unlike print media which mainly interviews the public figures in their

studio, Radio often interviews the figures on the spot to clarify and diversify the various aspects of a news story. In radio interviews, the accuracy and clarity of the technical aspects of the process have to be made assured lest it should disturb the audience due to the technical interruptions. In the case of print media, capturing the content from the interviewee can conveniently be transformed in to written forms. But, in radio interviews, the audio has to be broadcast *per se.*

During the news reading, spot interviews are conducted to further information in the interest of listeners. The news reader can make a short span interview with a victim in a war-hit zone or with a politician on a controversial political development getting emerged so that the listeners can avail diversify their information. This type of interview is conducted extempore. So, the pre-planned questions and approach need not be expected from the interviewer.

The other type of interview is the field interview where one representative or reporter of the radio approaches the interviewee in the field or area concerned.

Television

Televisions had a tremendous impact upon the people worldwide because of the visual impact it can yield. With the emergence of television, people could experience viewing wide range of events like war, sports, and natural calamities as it happens in front of them. The auditory effect of radio transformed itself in to the composite of auditory and visual aspects. Millions of people started viewing the incidents all over the world from at the comfort of their living room.

The term television originates from a Greek word meaning 'far' and a Latin word signifying 'to see'. It refers to the viewing experience of faraway incidents. The word *television* was first coined by Constant in Perskyl in 1900. John Logie Baird's company named Baird Television Development Company marked a history by broadcasting the first transatlantic television signal (between London and NewYork). He is the one who made the first colour transmission in 1928 and

he made the first colour broadcast in 1938. It was after World War II that television as a mass medium became popular though it was made available on experimental base in 1920s. At the time of its inception, it was in black and white mode which became a passion in Britain and the USA. Subsequently, many developments occurred. By 1960s, colour televisions were popular in markets.

In India, the use of television was widely experienced after 1970s. One important advantage of television news is that much flash news can simultaneously be given on the different sides of the screen apart from the news the reader is engaged with. So, the multiple levels of the same news or different news in separate can be provided to the viewers. For instance, a viewer can absorb the updated voting percentage of Tamil Naidu, Kerala etc. as provided on the side of screen while the reader presents the voting details in Rajasthan.

Television needs more technical staff and equipment compared to radio and newspapers. Through television features, the viewers are entertained and informed. Features on medicine, technology, war, film, culture etc. provide the scope of absorbing valuable information. Reality Shows are extensively popular nowadays, which come under the entertaining side of TV Features. Interviews are also part of features. Studio interviews show a pre-planned setting and an interviewer, who could be an invitee like a politician, scientist, film star etc. The field interviews show the reporter and other technical assistants making their presence in the area they want to focus. The field or area could be, for instance, a war site where the victims gathered or an area where a particular festival is celebrated. The live telecasting helps the viewers to know the things on the spot.

Television helps to view the visual representations of the imaginary so that the viewers can recall it as required. It broadens their vision of something imaginary. Moreover, films which help the audience experience the visual representation of various narrations in script; also find a prominent presence in the Televisions. Millions are enjoying the film. Film industry has become one of the most flourishing businesses in the world.

There are some sorts of films, often short in length, which don't depend upon fictional elements. Instead, they portray the events and situations as such in their naturalistic and realistic way. They are called documentaries. Focusing more on the descriptions rather than dialogues, documentaries are presented devoid of the imaginary elements. A documentary on war, for an instance, depicts its horror per se in a factual way, without adding any additional paraphernalia to add to its terrible nature, as films are accustomed to be.

Radio and television retain their popularity in some way or other, though internet savvy generation of the contemporary period has almost replaced them with smart phones and laptops which fetch the information all round the world to one's bed room all the time.

Nevertheless, television has some negative aspects that adversely affect the society. Some of them are as follows:

- Youths and children are addicted to the television programmes so that they turn lazy. They turn lethargic at a time when they are supposed to be more vigorous and active. Many children waste their time sitting in front of the television screens so that they lag behind in the academic activities.
- Many television shows are bad in taste in terms of its moral aspect. Obscene and overt sexual contents entrap the youth who, in turn take the opposite sex in a negative way. Many channels exploit and misuse the innate sexual inclination in the youth.
- It misguides the perception of today's youth from their traditional culture. Television shows present some culture that is slowly internalized by the society, which in turn ends up in a cultural colonization.
- Obsession with television shows distance an individual from active social interaction. It badly affects his social development as a social being.
- Continuous and close eye contact with the light from television screen may negatively affect the eyes of the viewers.
- Television is not a portable equipment
- The tough weather may affect the broadcasting

In short, the development of television is the mile stone in the history of electronic media.

Unit: III Various kinds of genre in media writing

News writing

News writing attempts to answer all the basic questions about any particular event—who, what, when, where and why (the Five Ws) and also often how—at the opening of the article. The related term journalese is sometimes used, usually pejoratively, to refer to news-style writing.

The structure of news writing
News articles are written in a structure known as the "inverted pyramid." In the inverted pyramid format, the most newsworthy information goes at the beginning of the story and the least newsworthy information goes at the end.

The 12 steps to writing news

It takes practice to write an effective news story, but here are 12 simple rules you can follow to help you.

Decide what the news is

Focus on the part of your story that is likely to be of most interest to your readers. Stories become news because of their importance, emotion, impact, timeliness and interest to the reader.

The more people <u>involved</u>, the more newsworthy the story. Likewise, the more people <u>affected</u>, whether it's by campus car-parking charges or a pay award for staff, the more newsworthy the story is.

News is what's new. Time is of the essence. So what's news today probably won't be news in a few days, unless there are major new developments.

Who, what, where, when, why and how?

Include information that answers these questions within the headline and the first two paragraphs. Try to get as many of the Ws into the first (lead) paragraph as possible.

For example your first line could be: "Sanjeev Bhaskar [WHO] presented degree certificates for the first time [WHAT] at this week's [WHEN] summer graduation ceremonies in Brighton [WHERE]."

News first, background later

Tell the best bits – the *new* bits – first. The background to the story should come later.

Don't try and tease your readers into getting to the end of your article by withholding information.

Would your story still make sense if someone read only the first two lines? Or even just the headline? It should.

Be objective and stick to facts

The reporting 'voice' in the story should contain only facts. Any opinions or subjective descriptions should be attributed to a named source.

E.g. don't write: 'The event was a great success and led to a pleasing increase in applications'.

Who says it was a success? Who is pleased?

Instead, write: 'Dr Jones said the event went well: "It was a great success and I am pleased that, since it took place, we have had a number of new applications."'

Keep it simple and short

News stories should be no more than 400 words long, and preferably 250-300 words long. You need to write in a succinct and engaging way but still include all the important facts.

Don't include too many flowery words. Be punchy. If something isn't essential to the story, don't include it.

For text to be easily readable at speed, write in short sentences (think 25 words or fewer) and use simple language.

Use plain English and not academic or technical jargon.

Assume no prior knowledge - some people find it helpful to imagine that they are explaining the story to a relative who doesn't work in higher education.

Acronyms

Universities are full of acronyms and, especially if you have worked in the sector a long time, it can be easy to forget that not everyone will understand what they mean.

Always spell out an acronym the first time it is used, followed by the acronym itself in parentheses. From then on, in your story, you may use the acronym. E.g. 'the School of Media, Film and Music (MFM) organised the event. MFM is …'

House style

The University has a 'house style' – a consistent way of writing – that is part of our brand. Having a set house style helps to convey an impression of quality and thoroughness, no matter who is writing or editing.

Exclamation marks

Do not use! (As the author Scott Fitzgerald said, it is like laughing at your own jokes.)

Don't use 'I' or 'we'

Readers won't necessarily know who wrote a news article, so don't talk about yourself or your team in the first person.

Always name individuals (even if that person is you) or units/teams mentioned in your piece. Never say 'we held a lecture'; instead say 'the History department held a lecture'.

Write a great headline

Many news writers argue that the headline is the single most important part of a news story.

Research shows that, on average, 80% of people read only headlines and then skip the rest of the story.

For this reason, you need to make sure that yours is clear, concise and tells your story using just a few (4-8) words. What is the minimum information that you want a skim reader to know?

Many find it easiest to write the headline last. This way you can try taking your first line and trying to distil it back to its bare bones. Cut out unnecessary words and shorten phrases (e.g. 'leads to improvements' becomes 'improves').

This is not an easy skill and takes practice, but it is worth spending time on getting it right.

PS Don't pun in a headline unless it explains your story better than plain English. Puns are fun for the writer but can muddy the water and are not always universally understood (particularly those using cultural or geographically-specific references). Choose clarity over cleverness, particularly when writing online news.

Think pictures

A good photo or other image to accompany your story is a great way to reinforce and complement your news. When you are writing your story, always think of how you could illustrate the story with a picture.

Check your work

Even if a deadline is really tight, still take the time to check. Chances are you will spot at least one mistake every time.

Make sure that your text has no spelling mistakes, including names, or any errors with grammar or punctuation. Then read it over again, asking yourself:

- Does it make sense?
- Are things explained in order?
- Is it as easy as possible to understand?
- Is it accurate?
- Have you repeated yourself?
- Are any ideas or phrases covered twice?
- Is it written in plain English?
- Are all dates and numbers correct?

If you wrote the article, get someone else to look over it for you. You might also want or need to run it by any individuals or units/teams mentioned in the piece.

News story Angel

The story angle is the specific viewpoint or perspective from which a writer tells his or her story – and often the same story can be told from a different viewpoint. ... For this distribution, each reporter covered the news using a different angle.

We are living in a world of digital era. People live more online than off line. Chatting, video calling etc. have become a passion of today's community. It seems to be disturbing for today's youth to be disconnected from online. Internet has

shaped the very concept of life and has rapidly as well as radically changed the entire generation itself. Internet shares the information to millions irrespective of any barrier with regard to age, religion, caste, color, gender etc. The explosive growth and development in the field of information technology ushered in an era of revolution in the acquisition and distribution of knowledge. People get themselves updated second by second. Whole the world is on the tip of one's finger.

Digital devices make use of digital signals. Electronic digital computers were developed during the Second World War. It replaced the traditional type of analogue computers, pioneered by Charles Babbage. In 1941, the first automatic digital computer, Z3 was developed by Konrad Zuse. The element of noise can be eliminated in digital transmission of signals if compared to analog computers. The noise in the analogue system badly affects the data stored so that it is difficult to retrieve as well without degradation. In digital system, Addition of software can improve the functionality without any change in the hardware. Compared to the traditional analog media, digital media is very flexible for purpose of copying, storing and modifying data. Digital cameras have increased high quality digital effects to the imagery and videos. Through the e-book availability, millions of readers can access to millions of books all over the world. Furthermore, the readers are contributing their own contents to the web spaces which are equally accessible to millions.

Computer programs, digital audio, digital video, software, video games, digital imagery, websites and web pages, e- books are all major components of the

Digital age. The digital era embraces a new age called information era. Digitalisation is attempted in most of the world affairs.

By exchanging similar views and ideologies, many communities or groups are formed by the like-minded people all round the world. People immediately express their views and comments on many social and political events in the world

and are thus shared globally. The online groups could be either closed or open. The open groups can be accessed by anyone who is not belonging to the group. The closed group members share their own views and ideas among themselves. The groups are often formed to effect particular social causes as well. For instance, the victims of rehabilitated families can gather their plans of action through a Whatsapp group and mobilize the members to protest against a government. Internet is a social media where the opinions and reactions of the users adversely or favourably affect many political decisions at the helm of affairs. The intervention of the social media has always been a concern for many governments in the world. For instance, the internet as a social media has played a key role in enraging the revolutionary spirit throughout the Arab world, by the name of Jasmine Revelation. Recently, in India, a comment passed by former chief Justice of India, J. Markandeya Kadju in his Twitter, on the verdict passed by the Supreme Court on controversial and notorious Soumya Murder case evoked wide range of public concerns. The apex court took this comment as a review petition on its own, an unprecedented act of judicial history in India. So, the internet has many repercussions in our social life. Many religious organizations and political parties use the internet as a pace to propagate their values and ideologies. The space of these social media can be called virtual space and the reality its users consume is generally termed as virtual reality. It can, thus, be called that today's generation, especially youths are living in a world of virtual reality.

The experiment conducted by Advanced Research Projects agency (ARPA) in 1960's marks the advent of the internet. Nowadays, internet is accessed through portable gadgets like mobile phones, laptops, note pads and so on. The development in the field of technology, especially in IC Chips facilitated the internet accessibility cutting across temporal and spatial boundaries. The holder of a mobile phone nowadays is on internet, though he is in market, toilet or playground so that the world has that much shrunken to our palms. The most

widely used service that uses internet is <u>WWW.</u> The credit of invention of WWW goes to Tin Bearers & Lee.

Uses

- Online class rooms are common in the current academic system. A teacher from the USA can take classes for the students in India. It is more economical in the sense that it is difficult to bring an expert to a faraway place. So, time, energy and money can be saved. Many well-known professors address the student community through video conferencing. Moreover, many private and government agencies hold online examinations for admissions, job appointments and others.

- Nowadays, the students need not search for an Encyclopaedia Britannica for references. Instead, they can google it on internet. Many educational institutions have upgraded their library to digital library so that an aspirant can check the availability of the particular book from his room. In case a particular book is not all available in the library, he can read the E-book, the electronic version of the printed book. Hundreds of thousands of books and their reviews are available on internet. Library Genesis is an example for a service provider for E-books. It can be purchased online as well through Amazon, Flip kart etc. Jstore is one of the service providers that is source of thousands of reviews, journals etc. Inflibnet is an electronic store house of books, which is very useful for college and university students. Some journals and magazines charge a specific subscription fee where as some are freely down loadable. E-magazines are also termed as E-zines, Webzines or cyber zine or hyper zines.

- Many newspapers make the e-copy of their paper available on internet so that people can read them without even subscribing. An Indian expatriate in a European or Gulf country can read a particular edition of a newspaper of his or her own respective state in India.

- The availability of digital format in various forms is another important use or feature of digital service. Sound, text, video etc. are all available in digital

format so that they can be stored, transmitted, and received with high quality. Digital data are transmitted via various channels like blue tooth or other software concerned. It can be done from smart phones, desktops or laptops.

- Mutual interaction is another feature of digital media. The group of friends, the customers of a company, the clients of a business firm etc. can have mutual interaction so that a better rapport can be maintained. It helps the concerned to assess the situation all the time. The two- way interactions can help the companies to get feedback from its clients. Whereas the traditional media like TV, Radio, print media etc. push its contents to a large crowd.The digital communication through internet can be made through the selected persons so that communication could be made personalized. Individual emails and messages regarding the offers and features of a particular company or institution can boost the business today.

- Non- linearity is another feature of digital media where one can read a text with links through which he or she can move for further clarifications and illustrations to comprehend the subjects concerned. The linked content in the digital media interrupt the linear process of reading texts as is usually done in print media. So, it is difficult to identify the beginning and the end of the process properly. Moreover, the linked content could be more informative and time consuming. Accessing to one web page may lead to navigating through multiple web pages so that linear movement of the process is obstructed. The texts with the features of these links on web pages aregenerally called hypertexts.

- Another feature associated with digital media is the high portability. With a Smartphone, one can do email messaging, video calling, chatting, bank transactions, on-line purchasing, applying for job etc. A Smartphone can be carried very conveniently to any place. It has big memory of its own apart from the external memory cards inserted to it. So, the storage facility without degradation is also possible. Just copying a web address of the

user's choice helps him, to read online further at later point of time even though he fails to download or copy the content.

Disadvantages

- **The main disadvantage is that, the secrets especially the military and intelligence secrets are hacked and the hackers are even promoted by some countries as part of their rivalry against their inimical nations. It disrupts the trust between the nations and in turn the world security. As long as the internet is used, that information or source is vulnerable to hacking in lesseror greater degree.**

- **Virus attacks are another disadvantage. The vast storages are affected by some malwares in web sites so that it may badly affect the entire system altogether. It is often difficult or impossible to recover the stored information consequently one's hard work for years may end up in futility and disappointment.**

- **Thirdly, though the online chat is conducive to maintaining the relationship of friends and relatives, the vitality of traditional bond of kinship is lost today. Though thousands of friends are available on line, the user is isolatedin the world of reality.**

- **The next one is mobile and internet addiction where the entire time to beused for other activities is often wasted in the world of hyper reality.**

WRITING FOR WEB

It is important to keep in mind that the readers have time constraint so they are easily tempted to jump from links to link without sticking to reading complete line by line. So, the headline should be catchy and short. The complicated sentence structure has to be eliminated and use of jargons have to be avoided. The sentence and words should be simple, accurate, clear and lucid. The ambiguous words have to be removed. Adding pictures to the text can help catch the attention of the person who browses the internet. There should be links for related information. Simple sentence in active voice is the most preferable. Things should be briefly presented. The long paragraphs may irritate the reader due to the shortage of time and other factors.

Blogs

Blogs are web spaces created by an individual or an organization. An individual blog gives a space for the individual to express his views. It can be used for his or her creativity. The blogs by the eminent people are sources of information. Such bloggers enjoy lot of followers who can interact with him/her through the blog. So, blogs provide a space for interaction as well as freedom of expression. The companies and organizations start their own blog to debate on their institutional affairs.

In short, the digital media has created an interactive platform for the people all round the world. The nature and the scope of the communication language itself have entirely changed. The users make use of different shortened versions of words like 'prblm (for 'problem'), 'k' (for 'ok'), and 'm' (for am') etcthat has changed the very structure of language and they are not acceptability in the digital communication. In one way, it is normalized. It can't be denied that a time may come when these shortened words may be fully acceptable in formal communication as well because of the over intrusion of digital mania in today's social life.

Unit: IV writing methods for journalism

Advertising is not a recent phenomenon. Its history can be traced long back to the early human civilization. Down to the ages, the advertisers started employing various techniques making use of the available resources and channels. The vogue of advertising could be unearthed from the study of Roman and Greek civilizations. Advertising is a powerful mode of communication which employs various methods of information and persuasion, to sell goods and services. From the early period of human civilization onwards there has beenhectic activity of exchanging goods and services, and the tool of advertising was widely used to promote the sales of products. The concept of trademark has originated long backin the history. Many products were marked with the individual signs on them with good craftsmanship so that people can easily identify the product and its respective quality. So, people tended to buy the products of a particular trademark carved upon it.

Apart from the trademarks, many images and symbols werecarved on woods or stones to inform the consumers that a particular product is sold. For

example, a chapel indicates a foot wear shop and a plate or knife hints at the shop of domestic appliances.

After the invention of printing press, the advertising field grew rapidly. William Caxton produced first printed advertisement in English in 1472. He was the first to introduce printing in England. The advertisers make use of spaces in newspapers, journals and magazines. The larger the space, the costlier it becomes. The advertising through print media has an advantage in the sense that it can remain for long in the minds of readers. Moreover, the readers can keep the advertisement for rereading to take a decision.

The broadcast advertising, also known as commercials are made through televisions and radios. Here, the advertiser is charged for the time they consume, in contrast to space in print media. The main advantage of the radio advertisement is that the advertiser can make use of the effect of sounds and music so as to persuade the customer. In the case of television commercials, the advertiser has the option of adding the visual images to the sound effects. Yet, the major drawback of the broad cast advertising is that they can't be retained as required by the customer, which is possible in the case of advertisements in print media.

The cost for time too differs in accordance with from, the nature of time and the selection of channel. If the prime time is selected, that is around 7 PM to 9 PM, the cost will be higher compared to an advertisement presents at 2 PM (midnight). In the same way, a local channel charges less compared to a popular national channel. In print media, the space given on the first page is charged with far higher price compared to the same space in the middle or back page.

Advertising has both advantages and disadvantages. So, it can be called as necessary evil.

The advantages of Advertisement

- The consumers are well informed of the product's quality and the features ofthe product

- **It improves the quality of product by maintaining the brand as the competition is tightened in the field**
- **It is a big source of income for the print and electronic media**
- **It promotes economic growth as it creates the demand and tempts the costumer to purchase. So, the consumption increases. It leads to corresponding increase in the production as well.**
- **Advertising, as a business, provides a lot of job opportunities**
- **Advertisement can do social service. For instance, the government advertisement on polio vaccination, precautionary measures against AIDS etc. create awareness in society**

The disadvantages of Advertisement

- **Advertising artificially creates the demand so that the customer is tempted to purchase though they don't really want it.**
- **The companies are spending crores of rupees towards the purpose of advertising. The cost of the advertising is naurally charged from the customers themselves**
- **Often advertisements are misguiding the customers by making false claims of a product**
- **Since the advertising is a big source of revenue to media, the companies and corporate manipulate media and the news they broad cast according to their economic interest**
- **Many advertising shows the women in bad taste. In that sense, they are misleading and immoral**

Companies often assign the work of making a suitable advertisement to advertising agencies. Advertising agencies are professionally and technically equipped with preparing advertisement so as to cater to the needs of a particular company. DAVP (Directorate of Advertising and Visual Publicity) is an agency run by the central government of India.

The impact of advertising and contemporary society

Advertising has made its entry in to the nook and corner of life. Food habits, dressing style, use of costumes, wearing ornaments etc. are decided by the advertisers. Advertising has maliciously as well as tremendous impact upon our culture. The real estate, matrimonial engagements, purchase system etc. are

controlled by the medium of advertising in one way or other. The family budget are running out of money because the advertisement deliberately generates the need of a material or product. The entire society becomes consumerist; as a result the traditional way of producing things as well as using the homely vegetables and food etc. have been paved way for a society preferring the commoditized objects in the markets. The over use of cosmetics and uncertified medicines induced by the advertisement-driven economy make an adverse impact upon the health of the people. The food culture has entirely changed with many packaged food items and

fast food culture being introduced in the fabric of entire life. People feed themselves as the advertisers demand them to be. The overcrowded, developing countries like India are fertile lands for the advertising giants as they get lot of customers. The ignorance or the negligence from the part of the people in these countries to the serious effects of advertisements makes them easily vulnerable. Since the ignorance of products makes the customers unaware of the availability of suitable products, they are left with no option but to delve deep in to the web of advertisements and gets entrapped by it.

Advertising as an Art

Advertising is not a cake walk to be trifle with. The advertisers have to be well versed with anticipation of how a particular advertisement will work out in the minds of people. So, the degree and nature of receptiveness through different self- organs of audience have to be well studied. There are some catchwords which linger in the minds and pass on to generations. These catchwords may be short, but deep in its significance and exuberance. These catchwords are derived or coined to touch the sensory perception of the audience in an affective and proper way. These brand taglines motivate customers to think of the product and its brand. Suchtagline is produced with an artistic and creative sense.

Some brand taglines are given below

Amul: The taste of India

ThumsUp: Taste the Thunder

Tata Safari: Reclaim Your Life

Air Deccan: Simplify

Rasna: I love you Rasna

Frooti: Fresh N Juicy

Raymond's: The Complete Man

Bajaj: Hamara Bajaj

Bingo: No Confusion, Great Combination

Boost: Boost is the secret of our energy

Polo: The mint with a hole

Ceat: Born Tough

MRF: TyresWith Muscle

Idea: An Idea can Change your life

Maggi: Taste Bhi, Health Bhi

Onida: Neighbor's Envy , Owner's Pride

Kingfisher: The King of Good Times Airtel:

Express Yourself

Fevicol: Fevicol kamazboot jod hai Tootega nahi!

Indian Army: Do you have it in you?

Malayala Manorama: Nobody Delivers Kerala Better

Nike: Bleed Blue

Wills: made for each other

Lux: Beauty bar of film stars

The Economic Times: Journalism of Courage

Videocon: The Indian Multinational

Kit Kat: Have a break, have a kit kat

Radio Mirchi: It's Hot!

Taj Mahal: Wah Taj!

Telegraph: The Unput downable

Lays: No one can eat just one

Bsnl: connecting India

The taglines endorse the companies' entity, which is done through the advertisements only. Even though the company or product ceases to exist, the taglines linger in the mind of customers.

Unit: V New media writing

Media stylistics deals with the functional peculiarities of language being used in communication via mass media. Since it mainly refers to language, it is a part of media linguistics. Language is considered to be a dynamic weapon and medium to communicate. It is not a static one with a permanent truth in it. Instead, the language is manipulated and maneuvered in line with political and ideological affiliations to achieve a desired effect so that fact is produced deliberately out of the linguistic adaptability. That is why; it becomes difficult for one to reach to the core of the truth even though he or she reads different kinds of newspapers a day. The dynamic nature of language can confuse the audience.

Moreover, various genres or areas such as sports, politics, religion, war, festival etc. are represented through distinct languages. One can use 'fantastic

shot' to refer to a cricket in sports news where it is not possible to be used alike the army firing. The term 'pass away' can be used to suggest the demise of a public figure where as it is replaced with the verb, 'die' to refer to the death of a common man. This euphemistic technique also is part of media stylistics

Print media and electronic media differ in great deal in terms of technical involvement, nature of news dissemination, news structure, method of presentation employed and others. While print media mainly depends upon the verbal explanations, electronic media makes use of videos and images. Though the sentences are short and brief, the video of an event can reflect a lot. But, in print media, the writer has to narrate the entire story in detail with his linguistic capability. In print media, the reader should know how to read the news. An illiterate person cannot survive in the world of print media where as it is possible in the case of electronic media. The reader has to take an active role of reading and comprehending things. But, in the case of radio and TV, the audience is often listeners whose roles appear to be passive

The visual presentations and the various factors associated with it like personality and the facial expression of the presenter, the way of presenting things etc. influence the audience. The news is sometimes presented in conversational tone as well. In print media, the space is well arranged and structured whereas it is the time that occupies the position of space in electronic media.

The web news is further advanced with active involvement of the readers as well. They are structured with links so that there can be no linear progression in the development of communicating the ideas. So, it is called non-linear method of message distribution where the links lead the reader in many ways. Links make the news more descriptive and analytical. The active participation of the reader is also encouraged here. The readers are given freedom of making comments on a particular issue where the radio, television cannot give it on the spot to its audience. So, here reader's role is more supplementary as well as complementary.

The active roles of the audience facilitated through the options of comments make the news enriched with multiple perspectives. It makes the readers more analytical and interactive. In linear media like newspapers, TV and radio, the audience is left with no other option but to read or listen to whatever news is presented. The audiences are supposed to comprehend the viewpoint presented by the media.

But, in non-linear media like websites, the audiences have freedom to select their own favorite links and make out the story from their own perspective. The writer cannot force his point of views on the reader. The reader can either select or omit some links and some portions in accordance with his discretion and interest.

This module is just a summing up of whatever has been discussed in the previous modules. So, the media technology, stylistics etc. shape the nature of reception as well as the way the social consciousness is formed. It can be easily comprehensible if we analyze that some people are stigmatized as anti-nationals and some are pro nationals. So, the objectivity of news becomes an illusion and partiality the order of the day. Still, there is scope for hope since some news agencies and papers are giving unrelenting dependence upon the truth or objectivity of news.

Hyper Text Markup Language
HTML stands for Hyper Text Markup Language. HTML is the standard markup language for creating Web pages. HTML describes the structure of a Web page. HTML consists of a series of elements. HTML elements tell the browser how to display the content.

Interactive script format

The term 'screenplay' can refer to any film, television or video game script, written for narrative or documentary film purposes.

The screenplay acts as the blueprint for all involved in a production. It's the building plan, the key layout of how everything will come together.

A Screenplay includes: the dialogue of all characters, their movements, place setting descriptions, and acting style indications. Crucially, a screenplay might often also

include certain <u>filmmaking</u> instructions for camera operators to follow.

A <u>TV</u> screenplay is often termed a 'teleplay', whilst a screenplay for radio performance purposes is likewise termed, 'radio play'.

In this article we will take a look at the key components of what makes up a screenplay and how understanding and mastering these components will help you to write a screenplay.

Script formatting is extremely important. Film executives and script recipients will throw away scripts if they do not adhere to the traditional and expected formatting style. This isn't about an executive or <u>script reader</u> not liking someone who breaks the rules, it's about the language of a script and how well the writer speaks that language.

This is why it is important that you stick to the rules and avoid being creative with the formatting and style – creativity is in the words and in the depths of your storytelling, not in the formatting of your script.

Industry professionals recognize a certain screenplay language. When that language is unclear or incoherent it can throw them off. This isn't necessarily a good thing, as it might make them disregard your script immediately without even reading it.

Writing narrative multimedia-

The Assignment

To write a script for a short narrative multimedia production in which your reader/viewer/actor experiences meaningful interaction Or you may outline a larger narrative production, and script a discrete, coherent section of it (c. 6 - 8 pages). You may choose any subject you like for your script.

You should integrate at least four of the following elements:

- **sound (for example, sound effects, music, spoken word),**
- **moving and/or still pictures**
- **text**
- **graphics**
- **animation**

You may integrate any additional elements that you choose.

You must write a narrative, fiction or non-fiction, of whatever genre (for example, mystery, love story, shoot 'em up, thriller, comedy, melodrama, sci-fi, fantasy, etc.) you choose.

Or you might want to think of adapting TV formats (soap opera, sit-com, cop show, ensemble drama like *ER*, etc.) to an interactive narrative format, or create an interactive version of one of your favorite shows.

Best of all, create a new genre or a form of narrative we've never before encountered.

<p align="center">Be as inventive as you like</p>

■ **Objectives of the assignment:**

- to blend coherently and constructively multiple media elements
- to undertake the construction of interactive narrative plots
- to maintain high-quality, active, precise writing in both the descriptive and active elements of your script
- to practice the use of the single-column screenplay scripting format and adapt it to the scripting of interactive informational multimedia
- to continue your practice of the scripting of reader/viewer/actor interaction

■ **Some Tips**

1) Define your target audience at the beginning of your script.

2) You need a plot - remember our discussion of the basic styles of conflict and the shape of individual narratives building to a climax. In narrative's ability to arouse in us the constant question, "What next?" and to subvert dramatically our expectations (based on our reading of the plot so far, on our expectations of a particular genre, for example) of what will happen next lies its fundamental power.

3) Narrative multimedia is about pleasure, even if those pleasures have educational or developmental by-products. Think about the pleasures of:

- anticipation
- unpredictability
- fear enjoyed in safety
- voyeurism
- marveling at beauty
- shock
- being surprised by emotion, etc.

Imagine ways in which you can inject such multiple pleasures into your own production.