

# **A TEXTBOOK OF MEDIA WRITING**

**M. K. WASEEM  
ANAND JOSHI**





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*M. K. Waseem, Anand Joshi*

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## CHAPTER 1

### AN OVERVIEW OF THE KEY ASPECTS OF MEDIA WRITING

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#### ABSTRACT:

Media writing is a dynamic and essential form of communication that plays a pivotal role in shaping public perception and disseminating information in the digital age. This abstract provides an overview of the key aspects of media writing, including its purpose, techniques, and significance. It highlights the importance of maintaining accuracy, clarity, and ethical standards in media writing to ensure its credibility and impact. Additionally, the abstract touches on the evolving landscape of media writing in the digital era, where new platforms and technologies have transformed the way information is created and consumed. Understanding the principles of media writing is crucial for both professionals and consumers of media content to navigate the complex media landscape effectively. Media writing is an indispensable tool for conveying information, ideas, and stories in today's fast-paced and interconnected world. This form of communication serves as a bridge between content creators and their audiences, enabling the dissemination of news, entertainment, and educational content across a multitude of platforms. To be effective, media writing must prioritize accuracy, fairness, and transparency, as these principles are the bedrock of trustworthy journalism and responsible communication.

#### KEYWORDS:

Audience, Clarity, Content, Editing, Journalism, Media.

### 1. INTRODUCTION

Mastery in the art and skill of writing can only be attained through consistent practice. Just like it takes strong listening skills to be a good speaker, it takes a thirst for reading to develop into a good writer. A fantastic way to communicate feelings is via writing. By using the right words, it may be made even more engaging and beautiful. Writing comes in a variety of formats. One shares their experiences via poetry, fiction, or essays when they convey their sentiments through writing. Each of these writing styles is distinctive in its own right and has the power to deeply affect the reader. But it's crucial to remember the key principles if you want to master the writing area. We will shed light on every issue that is crucial to effective writing in the provided. There are several fundamental rules for writing. The success that is anticipated in this subject may be attained via writing effort, which is the foundation of writing. Writing abilities can only be learned via consistent practice; it is not feasible to do this overnight [1], [2].

#### Elements of good writing

##### Use of plain terminology

Any kind of writing should employ straightforward language. The harder something is to perform, the simpler it is to say. Simple language may be used to gently express serious topics. The compositions will reach a larger audience and serve their intended goal if simple language is used. This will boost the likelihood of receiving immediate response in addition to reaching the readers use of simple language. Many authors have a tendency to purposefully use

challenging words in their work. They hold the opinion that the level of writing increases with increasing word difficulty. However, this is untrue. It is obvious that understanding simple language is not at all difficult for people who are able to grasp sophisticated vocabulary. On the other hand, learning complicated words is difficult for those who are proficient in simple vocabulary. Therefore, an effective piece of writing is one that uses simple language to convey its meaning. The elegance of writing is enhanced by the use of concise phrases. Long sentences add nothing except boredom to writing. A motto should have 15 to 20 words. Long sentences divert the reader's attention and make it harder for them to understand what you're trying to say. Therefore, it is best to utilize brief and straightforward language wherever feasible [3], [4].

### **Utilize fewer words**

When writing, use as few words as you can. Don't use the same terms again in your essay. The maximum word count in professional writing is established as a result. To communicate a significant idea with a few words is really an art. Through consistent practice, this art may be perfected.

### **Avoid using too many adjectives**

In sentences, adjectives should be used sparingly. Sometimes an adjective or adverb will be superfluous, making the statement redundant. It is advisable to experiment with sentence form using both verbs and nouns. The statement is poor because of the overuse of adjectives. The adjective shouldn't be avoided; it's not that it shouldn't be used at all.

Reduce the usage of technical language Each area has its own unique, specialized language. The literature of science, medical, and engineering areas makes considerable use of the specialist language of these subjects. But only members of a certain class may understand this phrase. The average person cannot understand this phrase. As a result, the author should normally refrain from employing technical language.

### **Compatibility**

The ability to write incompatibility is crucial. Every sentence should link to every other phrase, and every paragraph should connect to every other paragraph. The writing becomes more fluid as a result, making it easier to read. shouldn't introduce a new topic that mentions a certain subject all of a sudden. This breaks up the writing's flow and diverts the reader.

There is a misconception that writing is a talent that can only be learned through years of practice. Yes, writing requires both ability and experience, but even with little writing experience, you may write effectively if you learn and understand a few basic principles. In order to write well, it's crucial to contain the following elements.

1. Effective writing is one in which the author is able to communicate his ideas clearly. It's not as if the reader wonders what the author was attempting to communicate even after finishing the book.
2. Good writing is neither too lengthy nor brief. The writing should be done in such a way that the readers get all the information and are not bored.
3. The subject that you are writing about. Keep as many facts, arguments, examples, and s in support of that idea as you can.
4. Rushing to complete quality writing is improper. Please examine the literature on the issue at hand before writing on any topic. Continue reading on the topic and provide written references to further books, articles, forewords, and features.

5. The article should make important points stand out. Its goal is to inform the reader of the crucial aspects of the topic. The dots' font size should be increased, or the font style should be significantly altered. Even if the reader is pressed for time, he may still quickly scan the crucial information.

6. A quality article must have clear grammar and well-constructed sentences. This improves the reader's perception of the author and boosts their credibility. Even well-written text loses its significance when there are too many grammatical errors.

7. Writing that is done from the heart is successful writing. Writing shouldn't be done only for financial gain or to pursue any other personal agenda. If you write from the heart with genuine emotion, the reader will experience it as well.

## 2. DISCUSSION

Having credibility in your communication, regardless of the format, is crucial. The attribute that improves the communication between a speaker and a listener or a writer and a reader is credibility. Reliability is the only way to ensure that communication produces the desired consequences. When a communicator loses credibility, they stop believing what they are saying, which makes their communication ineffective. Credibility in writing can only be achieved by accurate and objective writing. People trust the writer more when he presents his point of view with an objective viewpoint, and this communication also produces favorable outcomes [5], [6].

### Completeness

The act of communicating itself should be sufficient. Inadequate communication not only produces insufficient outcomes, but also numerous unanswered questions. It's crucial to finish your message if you want the receiver to trust you. If you are writing an article about a topic, it should be written in such a way that the reader, after reading it, will have no doubts and will be able to find the answers to all of their queries. Before beginning to write, the author should develop a list of potential questions that the reader could have. Now, a writer must finish the writing project in order to respond to all of these questions in an essay. Therefore, it is essential that the author be well-versed with the requirements, passions, and degree of knowledge for the class for which he is writing.

### Conciseness

Being succinct is a crucial component of successful communication. The value of concise communication becomes even more, particularly in today's fully developed lifestyle. However, it's equally crucial to remember that communication should be succinct and thorough. No alteration of the original spirit of the message should be made for brevity. The trait of brevity makes communication successful in both written and spoken forms. Communication that is succinct saves time and money. The author should sum up his article's key themes in a few sentences. Short and popular terms should be used in place of long ones. Because it is brief, writing becomes more intriguing and the reader can easily read the whole thing. As a result, the reader may readily understand the message, and the author achieves their goal [7], [8].

### Clarity

The ability to communicate well is crucial. A excellent article should put the reader's questions to rest. Before writing about a topic, a writer should thoroughly research all facets of that subject. The writer's piece will represent his or her understanding of the topic, if such understanding is there. Accuracy is crucial for writing to be understandable. Without clarity,

the article's original point never gets over to the reader and becomes muddled. Sui examples should be used to convey the writer's point clearly and concisely. Thus, in a good piece, literal and ideological clarity become crucial.

### **Correctness**

Your writing should include ideas, facts, and information that can withstand scrutiny. Credibility is a result of integrity, and communication works better. The author must do a comprehensive investigation of the data he uses for his piece. The article should only include information from reliable sources. Include the information in the article only after having it verified from reliable sources. If errors are made in an article, it not only calls into doubt the author's veracity but also defeats the true aim of writing. After reading the article, readers build an impression and perspective in their minds. If the writing is incorrect, incorrect assumptions will follow, which might be deadly for civilization [9], [10].

### **Courtesy**

With gallantry, communication becomes more beautiful. The ability to treat others with respect while trying to communicate with them is crucial. Understanding the thoughts, needs, psychology, and social and cultural context of the class for whom we are writing is crucial. To achieve this goal, a competent writer must also do research. If the writer completes the writing task keeping in mind all of these criteria, he will undoubtedly be accepted. Never should a writer use language that is offensive to the reader's feelings. The writing should promote positivity in society and be filled with manners.

### **Concreteness**

An excellent article must have volume in order to be effective. Use precise language specific to a certain topic while writing. This makes the article more coherent and succinct. Along with the opinions, the facts must be included in a decent piece. This boosts the reader's confidence in the author and encourages them to read quality content. The piece seems quite ambiguous from a literal and ideological standpoint when physicality is absent, and its veracity is called into doubt. Fluidity in writing comes from consistent, diligent practice. It is crucial for the writer to possess strong linguistic skills as well as a thorough knowledge of the topic. In general, there is a good rapport between the author and the reader, and the credibility of the work also rises. Writing is an art, and it is possible to cultivate this ability through persistent hard effort. A excellent writer is one who excels in gauging the mood of his audience. The following traits are necessary for excellent writers.

### **Being inventive**

It is crucial to possess imagination in order to be a good writer. Creativity is crucial, particularly for writing that is unconventional. Although creativity has nothing to do with magic, it may be cultivated with perseverance. Being creative essentially entails presenting things in novel ways. Better creativity and presentational skills are essential for this characteristic in the writer. Creativity is a trait that may be developed, but it is not a talent that is innate to writers. To be creative, it's essential to pay careful attention to what's going on in your environment. Additionally, keep gathering resources that you could later use in your writing.

### **Observation**

An excellent writer is also an astute observer. Good writers take an interest in people's everyday lives and pay careful attention to how they run. Examine each occurrence in daily life in detail. He is particularly interested in learning in-depth information about the traditions, holidays, and

other social gatherings. The communicative, behavioral, and living styles of individuals are something that good authors constantly observe and feel deeply. It is equally vital to keep an eye on both human life and natural events in order to build writing talents. There are several works of literature in Hindi and English that elegantly depict the beauty of nature, including poetry, tales, and novels. As a result, the ability to make acute observations is crucial to becoming a competent writer ongoing practice Continuous writing practice is crucial for developing as a writer. Whatever literary project we begin, we must finish it. This boosts the writer's self-assurance and inspires him to continue producing quality work. Always begin your writing with a topic that really interests you. Your writing abilities will progressively improve as a result, and you will also be aware of technical intricacies. Send your works to publications like newspapers and magazines for publication. By releasing the works, this also enhances writing and increases confidence. It is crucial for writers to have a strong vocabulary. When a term is used repeatedly, writing becomes boring. As a result, a writer should refrain from employing the same term again. The piece is made more beautiful by the use of fresh, appealing words, which also pique readers' attention as they read it. A writer should thus always be gathering useful words. The writer should always have a journal with them. If you come across a new term, make a note of it in your journal so you may use it in your future writing.

### **Know your audience**

Make sure you are aware of the audience you are writing for before you begin. Knowing the social, cultural, and mental history of the audience for whom you are writing is crucial. As a result, in order to write well, you must consider the preferences, interests, and attitudes of your audience.

### **A love of reading**

The desire to learn is crucial to become a good writer, just as it is essential to have strong listening skills in order to become a good speaker. You will be able to appreciate the subtleties of writing more as you read. The information on various writing, formatting, and presenting styles is provided via ongoing research. Every writer has a distinctive writing style that defines him or her. We get acquainted with authors from many genres as a result of ongoing study. This is a crucial stage in learning how to write.

### **Willing to adapt**

The passage of time will undoubtedly cause the writing style to evolve. As a result, a writer should constantly be prepared to alter his writing style to suit the circumstances. Periodically, the author should get feedback from his audience. It is important to take readers' requests for a change in writing style seriously. Some authors are always people's first pick because of this trait. The great talent of expressing your thoughts in a fresh and appealing manner is creativity. The author considers a topic seriously and comes up with something unique and fresh. All forms of writing are intended to reach a certain audience and serve a goal. Writing creatively is a methodical process. The structure of creative writing is cohesive, having a distinct beginning, middle, and finish. Understanding the following ideas is crucial before beginning creative writing.

1. The need to express via writing the writer's heart's feeling, picture, unique experience, and unforgettable events gives rise to the creative writing process.
2. A writer expresses his ideas, discoveries, or explorations via creative writing by tapping into inner creativity. This writing gives the author a sense of creative fulfillment.

3. The author uses a variety of creative writing genres to communicate his emotions, including poetry, songs, short stories, essays, drawings, plays, memoirs, novels, and historical fiction.
4. When you first start writing creatively, it might be challenging to identify the kind of writing you have done and the intended audience. If writing has a universal essence and purpose, then it will also have a universal acceptability and appeal to individuals of all social strata. This is the reason why many inventions are beloved by people from different castes, faiths, geographical locations, and age groups.
5. Every writer has an own writing style. The author's perspective of view is reflected in this writing style. People are impacted by this strategy if they favor it.

### **Various Creative Writing Stages**

1. Before you begin writing, take a big breath of fresh air and give your issue some serious thought.
2. Take into account all the many methods you might write to convey your point.
3. The writer will get the foundation for his writing effort during this period of reflection.
4. Consider the thought that first entered your head before beginning the writing task. Check to see if any of the topics you have written about before are comparable to the one you are writing about now.
5. Decide the character (or characters) you wish to use to convey your narrative. It's crucial to consider these characters' roles while writing. Consider the issue you are attempting to address in your writing as well.
6. Create the first draft of your essay when all the preparations are complete.
7. Work on the initial writing format a little bit more and attempt to make it better.
8. Quickly assess if the plot of your narrative is heading in the appropriate way.
9. Complete your writing task and assess each of its components.
10. After you've finished writing, read it out loud to someone and ask for their opinion.
11. Rewrite the paper using the feedback's comments as a guide. The creative writing process is finished in this manner.

### **3. CONCLUSION**

With the emergence of internet journalism, social media, and multimedia material, the digital era has significantly altered the way the media is written. These changes have increased the power and reach of media writing, but they have also created difficulties because of the rapid spread of false information and ethical issues. The importance of critically analyzing and engaging with the information one encounters, as well as the influence of media writing on public opinion and society at large, cannot be overstated. This goes for media practitioners as well as media consumers. In conclusion, there is a lot of possibility and responsibility in the profession of media writing. It is a potent weapon that has the ability to enlighten, amuse, and inspire, but it must be used with caution, honesty, and a dedication to the values of truthful reporting and moral communication. A thorough grasp of media writing will be necessary for people and society to successfully traverse the intricate and constantly shifting world of information distribution as the media landscape changes.

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## CHAPTER 2

### LUCIDITY AND CLARITY FOR WRITING: AN OVERVIEW

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#### ABSTRACT:

Lucidity and clarity are two essential elements that contribute significantly to effective writing. This paper explores the importance of lucidity and clarity in writing and discusses various strategies and techniques that writers can employ to enhance these aspects in their work. We delve into the role of clear communication in conveying ideas, engaging readers, and achieving writing objectives. Through the examination of real-world examples and practical tips, this paper provides valuable insights into how writers can achieve lucidity and clarity in their writing. By emphasizing the significance of these qualities, this paper aims to help writers at all levels improve their writing skills and produce more impactful and comprehensible content. lucidity and clarity are indispensable qualities in effective writing. Throughout this exploration, we have underscored the importance of these attributes in conveying information, engaging readers, and achieving writing goals. By prioritizing clarity, writers can ensure that their ideas are understood and appreciated by a wider audience.

#### KEYWORDS:

Message, News, Public Relations, Reporting, Writing.

### 1. INTRODUCTION

Intelligibility, readability, and clarity are crucial components of creative writing. Whatever writing style you choose, it's crucial that the reader comprehends what you're attempting to express. The main goal of writing is not achieved when the message is not clear. Therefore, a competent writer should make their point clear and concise to their audience. When a writer is not attempting to cram elements into their writing that are often absent, they are being lucid. A beautiful and attractive thing is always explicit or understandable. Mountains, rivers, streams, and woods are just a few examples of the many gifts that nature has given us. These creations are actual examples of intelligence, and maybe only then do we find them to be breathtakingly beautiful. because they are pure and unadulterated. Therefore, a high degree of writing activity is evident when a new concept, term, idiom, or phrase just naturally appears in the writer's head. The readers are moved by this writing. Therefore, individuals who aim to be excellent writers should give this great capacity of writing their complete attention. Every writer aspires to write clearly, yet relatively few writers are aware of the key considerations that must be made in order to do so [1], [2]. It is crucial to focus on the following aspects in order to write with clarity or lucidity.

1. The writer must be very clear about his point of view. Make sure you are clear in your thoughts about the topic you want to write about. Therefore, it's crucial that you have a genuine interest in the topic of your essay. Only someone who has a genuine interest in the topic can make writing innovative. Clarity and reader response are closely connected. Your writing is effective if, after reading the piece, the reader has a complete understanding of the subject matter.
2. It's crucial that you completely comprehend the topic you want to write about, even if you just want to focus on one specific facet of it. For instance, you would need to research more

components of the Indian Constitution if you also wanted to write about one of its characteristics.

3. Researching the issue on which we are writing is essential for clarity in writing. If you don't do this, the reader will get puzzled as well as you.

4. It's important to maintain the writer's language in order to ensure clarity or understanding. Even the most serious issue may be addressed simply if you have a command of the language. To communicate complicated topics like medical, science, and engineering to the reader, it is crucial to use effective language and grammar.

5. Avoid attempting to write in-depth on a topic you are unfamiliar with. Before beginning to write, get a firm understanding of the topic. Your writing will be more successful the more you are acquainted with the subject.

6. In addition to thorough writing about any topic, it is also vital to provide a concrete definition of that subject. The definition will be increasingly nuanced and precise as one has a greater grasp of the subject. The reader won't be engaged in your writing until he believes that you have creatively and uniquely presented a topic that he already knows about.

7. It's also crucial that the writer engage in some serious thought and reflection before beginning the writing task. Every writer has to set out time in their schedule to focus only on writing while avoiding distractions like their phone, internet, television, printed material, and other people. Not only do the writer's original thoughts come into being during this phase, but often the structure and method of writing are also chosen. The author often spends this time alone in a dark, enclosed space, but he sometimes takes walks along the beach. One often continues seeing the exceptional riches of nature. The author does yoga often during this process and sometimes meditates. It seems like the writer is drifting in dreams while going through this exercise procedure. In actuality, this method forms the foundation of basic thought.

8. In writing, the idea is crucial. In actuality, at times we all adopt the same sort of lifestyle. the same interests, eating and drinking, socializing, meeting new people, reading similar books, listening to music, and watching movies. This results in thinking being more uniform, and novelty is lost. Additionally, it affects writing, making it seem boring to the reader. A competent writer should thus temporarily shift his way of living in order to produce fresh and unconventional literature. Do this once a week at the very least. Watch some seldom seen television. Read books you've never read before. Talk on the phone with a buddy you've been chatting with for a while. If you follow these steps, you will undoubtedly come up with fresh ideas that you can use to your writing.

9. Research becomes important after the subject has been decided upon and how it will be presented in writing. It's important to read the existing work on the topic you're writing about. You may be able to steer clear of the errors that a previous writer committed by doing this.

### **Genuineness and Credibility**

The truth is that writing talents may be enhanced via constant practice, notwithstanding the possibility of conflicts of opinion in this respect. By adhering to the essential principles of writing, such as clarity, conciseness, coherence, planning, preparation, and rewriting, anybody may become an expert writer. In addition to this, examples of both excellent and terrible writing may help people understand the subtleties of writing [3], [4].

We will first cover a variety of writing styles before returning to the topic of dependability and authenticity. In terms of authenticity and dependability, both of these traits are very significant

not just in the field of writing but also in every aspect of life. When writing demonstrates integrity and honesty, it is recognized. Writing work is not respected in social life if it lacks sincerity and integrity. Without both of these characteristics, the writing is just a meaningless piece of paper. The author is unable to impress his audience in the lack of sincerity and trustworthiness.

It is currently essential to comprehend what authenticity and dependability are and how to use them in writing. In actuality, dependability and sincerity continue to be totally autonomous. genuine writing will be trustworthy and credible writing will likewise be genuine. Authentic writing is defined as writing that can stand on its own two feet as evidence of the ideas and things it claims to represent. Truth is the cornerstone of authenticity, thus when a writer completes a piece of writing, he does it with complete assurance and the certainty that it is 100 percent accurate. Although the author's information often turns out to be inaccurate, this does not diminish the validity of the work since it still comes to a conclusion based on the facts at hand. The validity of both outcomes is maintained even while fresh findings in scientific field study render the old ones outdated.

We find both sincerity and believability in autobiography. The events and experiences from both his happy and terrible lives are compiled in his autobiography. Now, the author's personality and character have a direct impact on the writing's veracity and authenticity. In my book *Experiment with Truth*, for instance, the Father of the Nation Mahatma Gandhi wrote extensively about his life and work, and this book has shown to be an accurate description of his activities. This book is regarded as being 100 percent trustworthy and genuine [5], [6].

Genuine writing not only boosts the author's standing in society but also encourages other people to write. Data collection and logical presentation are two key components of credible writing. For instance, the prevalence of false news is rising in the modern day. The accuracy of the news has come under scrutiny due to the hurried manner in which data was compiled, the falsification of facts, and biased reporting. Those journalists are making their imprint at the same time, and the news reflects their veracity and reliability. These journalists accurately compile the information and then deliver them in an unbiased manner.

Let's now discuss writing dependability. Reliability is particularly missing in a world that is changing quickly. Actually, trust creates more trust. There are many different types of writing, including fiction, poetry, novels, and essays. Fiction writers often create a web of imagination around an idea while crafting a tale or book. When imagination is used, credibility starts to decline. However, recent poetry, historical works, and essays may be totally trusted. Credibility is really regarded as the heart and soul of writing. A credible article is one that is supported by research, has been analyzed, and presents every information after scrutinizing even the most minute details. We may conclude that authenticity and dependability are crucial components of writing based on the aforementioned points. Without these two characteristics, writing is useless and ineffectual.

## 2. DISCUSSION

The art of writing has its own boundaries and varies significantly from the art of speaking. You need remarkable skill to write on a regular basis. You may employ a variety of metaphors while you're speaking to make your argument clear. You may also get the audience's attention by repeating it. Speaking in long sentences gives the speaker enough of opportunity to elicit immediate reaction and convey the idea in simple terms. However, writing eliminates the need for eye contact and allows for instant interpretation in the event that the reader is unable to grasp the content. As a result, it might be difficult for writers to convey their ideas in a straightforward and unambiguous manner. The list of recommendations provided is not

exhaustive, nor do these recommendations apply in all circumstance, but by keeping in mind the following ideas, you may improve your writing's directness [7], [8].

1. Before writing, create an outline of your thoughts. Determine the best way to explain these thoughts and the most probable audience for them. Keep this framework in mind while you write, and format your sentences correctly. Consider your topic well before presenting it to the reader in simple, straightforward language. If the topic is made plain in your mind, you will undoubtedly be able to make it apparent in the reader's mind as well. Consider the article's outline carefully, then reevaluate it and make any necessary adjustments depending on the outcome.
2. Explain to the reader at the outset of the piece what subject you will be covering. Write about the issue in depth and highlight all the crucial parts after that. At the conclusion of the article, review all the key topics once again. The reader will be able to understand the content more easily as a result.
3. Always maintain the primary topic at the center of your writing while discussing all of your ideas. The reader will have greater trouble recalling the key elements the more they stray from the core theme. The goal of writing will not be served by this.
4. Attempt to add interest to the article. Increases the reader's interest and enthusiasm for reading the content by adding intriguing facts connected to the primary subject.
5. The essay must be concise in order to be intriguing, but it must also describe the topic in depth when appropriate. Do not presume that the reader is well aware of the topic and does not need a detailed explanation. Imagine the average level of intellect if you are writing for the general population.
6. Steer clear of specialized language and terminology. Because it confuses everyone else and is only valuable to those who understand it.
7. Only everyday language from the general populace should be utilized in the piece. To impress the readers, avoid using complicated terms.
8. Instead of using the passive voice, use the active voice. The statement becomes clear and concise as a result.

### **Original Voice**

Any sort of literary work benefits from the author's own voice, manner of presenting, and method of advancing the narrative. This writer's distinctive style helps to define him and elevates him to greatness. People with unique working styles exist not just in the literary world but in every profession as well, setting them apart from the rest of the pack. Nothing in writing is as crucial as creating your own formal writing voice. You get identified with this writing style and fall under a separate group of writers as a result [9], [10].

1. What makes someone distinctive is precisely the characteristic of their official voice. A writer cannot have their unique style if they do not utilize anything that many other writers likewise use. There is nothing wrong with us copying any other writer we enjoy, of course. However, the writer's ultimate objective during the whole process is to stand apart from other authors. There is a reason for using tactics that are used relatively seldom, despite the fact that this may first appear implausible.
2. In terms of writing specificity, it may be categorized within the multi-level system. The word level, sentence structure level, and narrative level are all affected.

3. Each term you use in your writing should be distinctive in and of itself. To use the word, however, a writer must have solid justifications.

4. Nevertheless, disregarding the norms often becomes necessary in order to establish the authorial voice. But it takes a lot of practice to come up with our own unique style. But before we can speak about breaching the law, shouldn't we first understand what the law is? Only knowledge and experience qualities that can only be acquired by reading and writing can make this feasible. Reading will improve your writing skills, and writing will expose you to a wider variety of writing styles. Additionally, having confidence is another technique to build your official voice. Believe what you are saying as well as what you are saying. Another crucial element is that you should write for yourself and no one else.

5. Forget for a moment who your audience is, who your publisher is, and what the market pressure is while you write to hone this remarkable quality. You can only create your own style in this manner. Every class would like this style if it were absolutely fantastic, and the author would also acquire a new identity. But for this, it is crucial to improve writing quality without any outside pressure. Writing is a talent that may be acquired with ongoing practice, it can be mentioned after addressing it in depth in the presentation. By adding the attributes of succinctness, completeness, truthfulness, and dependability, communication may be made more successful. For someone to establish their personality in the writing industry, academic passion is crucial. Additionally, writing may be made fascinating by having a creative flair, a robust vocabulary, and keen observational skills. It's also critical that your writing be trustworthy and real if you want to win readers over. The writer cannot wow the reader in the lack of honesty and believability. The reader should constantly be in the writer's thoughts. When writing is done with consideration for the many writing approaches, the writer not only succeeds in producing great writing but also develops a new identity.

## Reporting

News articles explaining the events, context, meaning, and impacts are written by newspaper reporters after they have gathered and analyzed information about current events via interviews, investigations, or observations. Assignments in the areas of catastrophes, criminality, and human interest are provided to them. They jot down notes while they follow a tale. For further pertinent information, they search reference materials like books, news archives, and public documents like criminal and civil court records. Reporters' primary responsibilities include observing events objectively, properly relaying their details, and analyzing their relevance. Event reporting, Interpretative reporting, and Investigative reporting are the three categories into which reporting may be divided depending on the nature of the task. Depending on the topics addressed, reporting may be divided into the following categories. Political, economic, social, parliamentary, business, development, criminal justice, legal, and science and technology reporting are all examples of reporting. In this session, we'll talk about reporting's more general facets. Reporting entails gathering information and disseminating it to publications and other mass media. Reporters get their information in many different methods, such as via tips, press releases, and firsthand observation of events. They gather information using sources such as public documents, interviews, and other sources. The majority of reporters are given a beat or patch—a region to concentrate on—to cover. They are urged to develop sources so they won't miss out on breaking news. Most journalists have a college degree. However, it is not necessary to have a degree in journalism. Editors heavily consider a reporter's prior work when hiring them, even whether it was done for a school newspaper or as part of an internship.

One thing to keep in mind while writing a news article is that life is the subject of news. Any local, state, or federal incident that directly affects the neighborhood will be considered good news. Our responsibility as reporters is to look for pertinent facts. Reporters also search for the strange, intriguing, and unique. In this manner, they are able to fully convey the news. Don't allow your own opinions color the news report, please. As the reporter, you must concentrate on the facts and nothing else. It could be vital to provide other people's and authorities' perspectives at times, but reporting anything other than the facts you are provided with might get you into problems. You are prepared to write your lead after you have decided on an angle to take on the topic or event you are covering. The first sentence ought to be succinct and compelling enough to draw the reader in. An inquiry, a surprising fact, or a well-known remark are all effective ways to begin a lead phrase. Leads might be vivid, unsettling, or provocative. Your aim should be to keep it brief with just enough details to keep the reader interested. Once you've done that, go through the five Ws in the opening sentences. Consider your target audience while writing. Use neutral language while speaking. A newspaper's prominence of a news article is based on its news values. In reality, editors make these judgments informally based on their experience and intuition. These include repetition unfavorability, unpredictability, ambiguity, personalization, significance, allusions to powerful people, and continuity. analysis of the several practices that news companies constantly use. Galtung and Ruge listed these elements in 1965. The list that follows is based on their analysis, which is still widely used today. Events that occur quickly and in line with the news organization's timetable are more likely to be covered by the media than those that develop gradually or at awkward hours of the day or night. Long-term patterns probably won't get much attention.

### **Negativity**

More thrilling than good news is bad news. We pay greater attention to bad news because it shocks us and sparks debate.

### **Unexpectedness**

An unusual incident will have a bigger impact than something that happens often or routinely. If a dog attacks a man, that's hardly news, as Charles A. Dana once said. However, it is newsworthy if a man attacks a dog.

### **Unambiguity**

Events whose meanings are plain make for better copy than those whose implications are open to more than one interpretation or whose implications need first-hand knowledge of the complicated context in which they occur. Personalization Events that can be depicted as the behavior of people will be more appealing than ones without this "human interest." This pertains to the audience's feeling of affiliation with the subject. The concept of "cultural proximity" plays a role here; tales about individuals who have the same language, appearance, and preoccupations as the audience garner greater attention than those about people who speak other languages, have different appearances, and have different preoccupations.

## **3. CONCLUSION**

Contrarily, clarity raises the level of writing's overall quality, making it more engrossing and approachable. To assist authors, attain lucidity and clarity in their writing, we've covered a variety of tactics and approaches, including clear and exact language, logical arrangement, and efficient use of transitions. These tools let authors to convey their ideas clearly and coherently, enhancing the impact of their writing in the process. Clarity and lucidity in communication are crucial abilities in today's fast-paced, information-rich society. The ideals of lucidity and clarity

are always applicable, whether writing for academic, professional, or personal goals. Writers may take substantial strides toward becoming more successful and impactful communicators via their written words by putting the thoughts and methods outlined in this article into practice.

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## CHAPTER 3

### EXPLORING THE FUNDAMENTAL CHARACTERISTICS OF NEWS

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#### ABSTRACT:

The Characteristics of News are fundamental principles that shape the field of journalism and guide the dissemination of information in society. This paper examines the key attributes that define news, including timeliness, relevance, proximity, impact, prominence, conflict, and human interest. Through an exploration of these characteristics, we gain insight into the criteria by which events and stories are selected for reporting. Furthermore, this paper delves into the evolving landscape of news in the digital age and the challenges it poses to traditional news values. A comprehensive understanding of the Characteristics of News is essential for both journalists and news consumers, as it sheds light on how information is framed and prioritized in the media landscape. The Characteristics of News serve as the backbone of journalism, influencing what stories are presented to the public and how they are presented. Throughout this examination, we have highlighted the importance of these characteristics in shaping the news narrative.

#### KEYWORDS:

Conflict, Currency, Human Interest, Proximity, Prominence, Relevance.

#### 1. INTRODUCTION

Interviews, observation, and document searches are the three classic ways to obtain information for a news article. What does it mean to conduct an interview to learn more? Talk to those who know by finding them. People who were or are now intimately engaged in the event or topic that you are covering make the ideal sources. Record the interview if you're not sure you can take precise notes. Find out the source's name, how it should be spelled, and, if applicable to the tale, the source's formal title. When asking a question, avoid using the words "yes" or "no." Ask someone to explain the event or circumstance instead. As they speak, pay attention and try to think of what further details a reader could desire. Afterward, follow-up inquiries should be made to get such data. Avoid feeling frightened or that you are asking "dumb" questions. Ask your source to clarify whatever they say if it is something you do not understand. Ask for an explanation if what a source says doesn't make sense to you. If you don't comprehend anything, chances are your readers won't either. When doing an interview, be kind and considerate at all times, but also consider your audience. Never let a source frighten you into not posing pertinent, difficult questions. Observation entails gathering pertinent data firsthand. Details may be gleaned through your five senses. Do you notice anything? Hear? Smell? Feel? Include such elements in your tale to provide your reader a clearer understanding of the information you are reporting. Finding pertinent information by looking through papers is another option. In public papers, journalists may unearth thousands of tales. An ambitious writer might spend years researching through government databases on crime, academic performance, demographic figures, accident records, environmental safety, and more. Additionally, using documents is an excellent approach to verify the accuracy of claims stated by interview subjects. Computer-assisted reporting is often used by journalists to identify patterns in massive datasets, such as budgets and crime statistics. Regardless of the technique you choose—and you should attempt to employ them all on each story—you want to discover data that exemplifies and clarifies the

problem or occurrence you are covering. The key is to use a variety of data collection techniques. firstly, watch. Interviews are the next phase. If further interviews are required, go back and do them. Find additional information by looking through papers. All of your information should be checked many times. When transcribing an interview, reproducing information from official documents, or summarizing what you've witnessed, try to be accurate. Everyone errs sometimes, but negligence is never justified by this [1], [2].

## **News Reporting**

People are naturally inquisitive creatures. They are always seeking out novel information about everything and everything that piques their attention. The majority of mass communication mediums have generally contributed to satiating human curiosity. Numerous mass media outlets, including newspapers, magazines, books, radio, television, and others, have been working to collect information and transmit it to those who are interested in it. The media have a significant role in our lives. We are informed, entertained, educated, and persuaded by the media. The most crucial demand, however, that these mass media satisfy is the desire for news—latest news from the area in which one is situated, news from the region, news from the nation, news from the country, and, of course, news from across the globe. As a result, the news is the most significant information that everybody looks for in a mass media. But what exactly is news? What qualifies as news? In this lesson, we'll talk about this and related topics. In general, news refers to everything that is brand-new. A report on recent events is referred to as news. News is a thorough story that offers facts or descriptions. ion, delineation, assertion, and narrative of a development, event, or occurrence are further examples. The occurrence is often recent, recent, or not previously known. News is a product and a point of view, according to George Hough of the University of Georgia in the United States. News is collected, processed, and packaged as a product. The news is then presented to each audience through newspapers, news services, news magazines, radio, television, cable stations, and networks. News is anything that, at a certain time, occurs to draw and retain the reader's or listener's attention. A news story is an account of a current occurrence that is of interest to the majority of people that is fair, accurate, succinct, and balanced. The issue with news is that it is not consistently noteworthy. News has been defined by various newspapers, editors, reporters, prominent journalists, and media instructors, but these definitions haven't always stood the test of time [3], [4].

Despite several attempts, "newsworthiness" of news has never been clearly defined. Maybe it can't be summed up in a succinct description or explained simply. But news has certain components. The following are often seen as trustworthy elements or traits of news the underdog, science, entertainment, weather, food, minorities, and fashion are some examples of distinct news novelty, personal effect, money, crime, sex, magnitude, religion, catastrophe, and humor categories.

## **Creating News Articles**

It is important to understand that news writing serves to spread knowledge. The adage "today's news is tomorrow's history" has been made. In order to provide information that is truthful, objective, fair, balanced, accurate, and to the point, it is crucial that news writing be done with these goals in mind. However, news writing requires expertise. Good journalists master their trade and elevate it to the level of an art. It may be learned by perseverance, devotion, understanding, and consistent, continuous practice over time. Along with having the traits of a mind and a heart, success requires having a nose for news. Effective news writing requires a special talent and discrimination for intently watching, hearing, and seeing things, events, and people. It also requires the ability to maintain notes and preserve a mental record of information

sources. It also entails verifying, counter-checking, cross-checking, and double-checking material and asking pertinent questions. It requires the capacity to objectively and fairly analyze and understand the information that has been gathered. In order to express the most information possible with the fewest possible words, one must develop a strong writing discipline for news writing.

### **The Composition of News Stories**

The "inverted pyramid" is a strategy and writing style for news articles. The majority of news articles still adhere to the inverted pyramid form, style, and procedures, despite several improvements and modifications in news writing approaches over the years. The most significant information will always come first in the news because of the inverted pyramid structure of news. The term "lead" refers to this. Lead, which introduces the news article, is also known as "intro" or "introduction. The following sections would be built logically after the lead to support it. In other words, the second most crucial item is presented before the third, then the fourth, and so on. The tale is often expressed in concise paragraphs. Each paragraph should have no more than two or three sentences and no more than a dozen words each sentence. While the inverted pyramid structure may be used for hard news, it cannot be used for soft news, feature-driven news, or sometimes even sports news.

## **2. DISCUSSION**

Predicting potential future developments, the causes of those developments, the people responsible for those developments, and the eventual resolution or the ultimate form that things will take as a consequence of the new turn of events. The writer often writes this article while taking the newspaper or magazine's policy into consideration. These kinds of articles are often written objectively, nevertheless. As the newspapers work to provide a wide range of information on every conceivable topic of current interest. There are certain subjects that continue to be discussed and covered in the media for years. In a backgrounder, details about a topic are presented chronologically. This helps the reader to properly frame a problem and appreciate the topic in the context of recent developments. A backgrounder often chronicles the issue from the moment it first caught the media's notice. For instance, the backgrounder will include all the specifics on when and how the state fell under the President's rule if the President's rule is established in a particular state as a result of serious law and order issues. From an international standpoint, if there is a coup in any country owing to civil unrest or another cause, the backgrounder will discuss that country's history and previous instances of similar exigency. Additionally, it will discuss the causes of the present and prior crises of this kind as well as their outcomes. There will also be information provided regarding the life of the individual who caused the current predicament. The backgrounders also include the previous occurrences of famines, earthquakes, and floods in chronological sequence, along with the number of people lost and any relevant damages to property and finances. For creating a backgrounder on a certain issue, one must first describe the present state of the issue and then go back in time to find similar incidents. The dates, months, and years of each relevant occurrence would be provided in a logical and historical chronological sequence. Additionally, additional information must be included, such as losses of human life, property, etc. Additionally, a description of how things got back to normal must be included. These might be clarified using graphs, images, or other types of visual elements. The backgrounder is provided in straightforward terms without becoming bogged down in technical details. The objective is to provide historical and chronological information on recent advancements in the occurrences to the reader [5], [6].

## Differences Between a Backgrounder and a News Story

The backgrounder discusses the history and chronology of the occurrence, whereas the news analysis write-up discusses the relevance, the cause, and the consequence of an issue. A backgrounder does not voice an opinion; a news analyst may critique, praise, or denounce the development. The backgrounder provides a fair, plain, easy-to-understand historical analysis of the problem or topic. While a backgrounder is required to provide voluminous information, figures, statistics, graphs, and images, a news analysis is not required to do so in the same thorough way. Only those facts and details that are required to convey the relevance of the event, concern, or development are included in news analysis.

## Article Writing

Up to 1947, political reporting and opinion writing occupied the majority of Indian publications and magazines. Newspapers first demonstrated interest in topics other than politics and economics in the middle of the 1950s. Newspapers and magazines began expressing interest in topics of ancillary relevance to readers as educational infrastructure, social activity, and cultural renaissance increased. Writings on instructive, informative, and entertaining topics were thus created. These compositions take the form of light reading material for leisure. These were jam-packed with knowledge, instruction, illumination, and fun. Newspapers and periodicals became intriguing because of their works. The feature is also one of the crucial articles. Features inform readers of events outside of the news. These influence public opinion and serve as enjoyable and educational reading material. In both newspapers and magazines, features are among the most popular and read articles. At their most fundamental, features tell us. However, they do it in a really amusing and casual way most of the time. Features are not serious and solemn in tone, in contrast to news pieces, editorials, and articles. Through casual architecture and incredibly legible language, features attempt to touch our hearts. We will talk about the different characteristics in this lesson. A feature is a piece of writing about a topic that the average reader would find interesting and relevant. Although it could be based on news material, it is not a news story. Interesting work is done on a feature. A component is designed for casual reading. The purpose of features is to inform, amuse, educate, enlighten, and also to guide and teach. Topics of general interest are covered in features [7], [8].

## News stories versus features

A feature may sometimes resemble a news article. However, a feature often presents information to the reader in an engaging format that is suited for quick reading. Interviews, research, and observation are used to amplify the facts. A feature dramatizes and adds to the facts presented in the news item by giving specific details that will capture the reader's interest. It is different from a news item since it is lengthier, has more information, and has a more relaxed structure. A feature is chock full of feelings, fantasies, etc. It intrigues, draws in, seduces, instructs, and amuses. A news report only informs. Features come in a wide range and teach. It interprets and enlightens. A news item is a report on an event, an occurrence, or a current topical development. A feature is distinct from a news article in a number of ways. A news story often gives birth to a feature. It includes additional information, in-depth background, analyses, and elucidations of points not included in the news story. A feature is a particular form of write-up, while a news piece contains normal writing. A news item often includes all the information that can be quickly obtained on the spot before the publishing deadline, while features are produced at a leisurely pace after sufficient observation and research. A news item is only current for a little time, but a feature has a considerably longer "life" and continues to be current for a considerable amount of time. How are features created? Writing a feature requires a different approach than writing a news item. The lead and the body

are the two primary parts of a news article. A third element of a feature is the conclusion or end. An introduction to the topic should be in the lead. It should be expanded upon throughout the body, and then summarized in the conclusion. In comparison to a news reporter, the feature writer has far more freedom. The next paragraphs will expand on these aspects of the feature.

**THE LEAD** The lead, or the first sentences of the feature, is very important. As a result, the feature writer has a lot of freedom in choosing, and he may choose any main character. Any of the following lead kinds, or a mix of two or more, may be used. The lead paragraphs' major goals are to grab the reader's attention, keep it, and persuade him to read the feature.

**THE BODY** The body of a feature piece is built logically and fluidly, just like the body of any other descriptive or narrative writing. Although the feature writer may have more room at their disposal than a reporter, they should present their material with brevity and elegance, avoiding superfluous words as well as clichés, and maintaining a high standard of writing. A feature should adhere to the basic principles of good writing, which include unity, coherence, and readability. By using creative inventiveness, a feature writer might transform an unremarkable, unimportant episode into an important event. The feature writer typically informs, entertains, and teaches, as opposed to the news reporter who only informs.

### **Different Features**

Features come in a variety of forms. Popular characteristics might be classified as, yet,

1. News Highlights
2. Background Information
3. Historical Elements
4. Prospective Features
5. Identity Qualities
6. Features in Sports
7. science articles
8. Travel Information
9. Human Interest Articles

This is not a comprehensive list. A youngster attempting to cross a crowded street, a cat waiting to capture a sly rodent, a nurse at work in a hospital, a vegetable seller on the street, individuals with unique vocations, personal trip tales, flashbacks to the past, etc. are just a few examples of subjects on which a feature may be written. Actually, any topic may be made into a feature. There is no set duration for a feature. It might be four paragraphs long or 40 paragraphs long. Here, we go into great depth on a few distinct kinds of features [9], [10].

### **Features of Human Interest**

Perhaps the most important aspect of a feature is its personal touch. For instance, "On Tuesday, three-year-old Indira from Andhra Pradesh will go to Beirut with her French foster mother Miss Eliance Magnan, a singer, where she will begin an exciting new life. With not a stitch on her body and no name to go by, Indira's unknown mother had abandoned her in the hands of a Hyderabad children's home. She will, however, be spared the fate of other unlucky foundlings and a life of waiting and toil. She has been blessed by fate.

## Identity Qualities

The lives of notable men and women need to be told. Eminent people have always piqued the public's curiosity, whether they are alive or not. Features about their accomplishments, contributions, and lives and work may be written. Everest climber Tenzing Norgay, scientist Har Gobind Khurana, dancer Sonal Mansingh, actors Ashok Kumar, Devanand, and Meena Kumari, among others, are all individuals that would make fantastic feature topics.

## Features On Strange Individuals

There are many common people in the world whose exceptional lives and careers might make for interesting features. A story of a German couple named Heribit and Maike Frank, who abandoned their lucrative positions and started a "Little India" in their hometown of Munchening, Germany, as a result of a fortuitous meeting with a craftsman in Mysore, is one example.

## Travel Information

Even if they may not be able to visit as many locations as they would want to due to a lack of funds or time, most individuals find travel to be fascinating. A fundamental human urge to learn more about the world we inhabit in is satisfied by travel-related elements. We arrived in snow-covered NathuLal to be met by a thin ephemeral cloud of mist after a three-hour trip up winding mountain roads, with deep valleys on one side and enormous scary boulders jutting out of the cliffs on the other. Three Chinese were seen going down the hill on the opposite side of the barbed wire fence that our men had erected to mark the border as the cloud quickly swept over.

## Interpretive Characteristics

The reader is supposed to learn about the context and importance of political, economic, social, and religious concerns from these in order to be informed and instructed. For instance, the Baha'i religion, the Brahma Kumaris Vishawvidyalaya, the Sai Baba Temple, and Ajmer Sharif, among others.

## Categories For Features

As previously said, there are a plethora of topics for features. There is no shortage of themes or writing in any language if you are a person with intimate vision, a rich imagination, boundless curiosity, and an ardent desire to write about all types of issues. Read the papers attentively each day. Scan two or three distinct documents instead. The majority of news articles from far-flung regions of the nation are well-suited for feature pieces. In a place like India, almost everything imaginable may be turned into a readable feature. Success tales from the efforts of the National Literacy Mission, the undiscovered boy who won the position of "Little Buddha," and India's explosive population growth that creates a bride situation are all suitable topics for features. Good features are required by all newspapers and magazines. The magazine's or newspaper's individuality is enhanced through strong features. magazines and newspapers that publish well-written stories on topics that are important to the general readership. A positive trait is recalled, kept in mind, and used often. The article that appears on the third page of The Statesman in New Delhi or the final page of the International Herald Tribune is eagerly read and reread. Regular features are published in the Sunday magazines of daily newspapers in the majority of languages.

## Photo Elements

Words often shape characteristics. Additionally, images create images. Pictures that are thoughtfully prepared, well-composed, and conspicuously taken communicate the tale in its

entirety. According to the proverb, a picture speaks a thousand words. Five, six, or more images with well written captions tell a tale swiftly, intriguingly, and endearingly, leaving readers with lasting memories. Nowadays, it might be difficult to find good picture features. However, India Today has a reputation for employing high-quality photo features; color images make the topic come to life and stick in the reader's mind. One such magazine with a reputation for its picture features is Life from the United States. The number of publications that publish picture features in vital Indian language newspapers is also rapidly rising.

### **Editorials And Articles**

A newspaper is a compilation of articles, editorials, features, and news items. Hard news is presented in a news story. It gives information in an easy-to-understand way. The emotional attraction of a film. It covers a wide range of subjects and presents the data in an engaging and simple way. A feature aims to amuse while providing information. Editorials provide the viewpoint of the publication. Articles, on the other hand, provide the viewpoint of certain authors. Articles also analyze and interpret, much as editorials do. Arguments and refutations are presented in articles. An article contains background information and examines the underlying causes of an event or occurring. It then goes on to explain the current scenario before slipping into the future as well. We will talk about both articles and editorials in this lesson. An article is a more refined and respectable version of an essay that is written in a journalistic style with current events, original ideas, and social importance. It addresses urgent, important topics including foreign policy, world affairs, constitutional amendments, the women's bill, industrial and economic policy, land reforms, the implementation of article 356, the evaluation of articles 85, etc. An article is the result of the author's thinking, but a feature is the result of their heart. Reversely, a feature appeals to the reader's emotions while an article appeals to their brains. The author of an article is an authority on the topic; in contrast, a feature may be written by a generalist. A feature is a fun, fascinating, educational, and light kind of writing, as opposed to an article, which is more serious. A feature is a unique kind of presentation with great communicability and inventiveness that is written on a specific topic of interest and relevance to general readers. A newspaper's editorial page is typically where an article is published, whereas its Saturday and Sunday magazines are where features are typically published. The "Economic & Political Weekly," "Yojana," "Kurukshetra," etc. are excellent examples of articles in weeklies and fortnightlies, while features are often found in publications like "Readers' Digest," "Sarita," etc. There is no set structure for authoring articles. It consists of three crucial sections: an introduction, a body, and a conclusion, which are sometimes presented in pyramidal, cylindrical, or other shapes.

### **3. CONCLUSION**

News must be timely in order to stay current and relevant, and it must also be relevant in order to meet the audience's interests and concerns. Prioritizing news that has a significant influence on the local or global population is made easier with the aid of proximity and impact, which assess the geographical and social relevance of occurrences. Stories about powerful people or controversial topics are brought to light by prominence and conflict, which reflects the audience's obsession with drama and power relationships. Last but not least, human interest stories engage viewers on an emotional level by emphasizing the real-world incidents that inspired the news. The quick spread of incorrect information on social media platforms is one of the new issues that the Characteristics of News confront in today's fast-paced digital world. These traits are still essential for separating fact from fiction in journalism, however. Knowing these traits as news consumers helps us evaluate the accuracy and dependability of the material we come across. These guidelines provide a foundation for ethical reporting that promotes the general welfare for journalists. Therefore, at a time when the flow of information is more

prevalent and important than ever before, having a comprehensive understanding of the characteristics of news is still essential.

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## CHAPTER 4

### AN OVERVIEW OF ARTICLE WRITING METHODS

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#### **ABSTRACT:**

Article writing is a multifaceted skill that plays a pivotal role in various spheres of communication, including journalism, academia, blogging, and content marketing. This paper delves into the art and science of article writing, exploring the key elements that make articles engaging, informative, and influential. It discusses the importance of identifying a target audience, structuring articles effectively, honing the art of storytelling, and mastering the nuances of tone and style. Additionally, the paper highlights the significance of research, fact-checking, and citations in ensuring the credibility of the content. By examining both the creative and technical aspects of article writing, this paper aims to provide valuable insights and practical guidance for writers aspiring to craft compelling and impactful articles. Article writing is a dynamic and essential skill in contemporary communication. This exploration has shed light on the intricacies and principles that underpin successful article writing.

#### **KEYWORDS:**

Editing, Journalism, Media, Message, News, Public Relations.

### **1. INTRODUCTION**

The first and most important step in creating an article is choosing a subject. The subject should be timely, socially significant, creative, and issue-based. It could surface on the top page's lead stories. After choosing a subject, pertinent information should be gathered from a variety of traditional and non-conventional sources. One may have plans to speak with significant sources, conduct key person interviews, or study a number of library books. Three processes are involved in this. The selection of pertinent and related topic matter comes first. Then, a different section of the gathered data is rejected. Some of the materials are categorically rejected because they are thought to be useless [1], [2].

#### **Evaluation**

After choosing the pertinent, valuable, and connected information, it is assessed to determine how much weight should be given to each component, facet, and problem in line with the journalistic requirements of the topic or theme of the piece. The grading procedure also determines the article's real length and the column, page, newspaper, or journal it should be sent to. You should be aware of several fundamental presentational elements while creating an essay. You should first realize the significance of words in a written piece. Words are like bricks in a structure in a written piece or essay. Thus, the choice, arrangement, and presentation of words are crucial. You need "Word Power" for that. You need to be well-versed in "antonyms" and "synonyms". Understand how to utilize language and syntax correctly. Second, pay close attention to clarity. Clarity, continuity, and accuracy commonality, believability, and fullness [3], [4].

#### **Clarity**

The essay you want to write should be conceptually and linguistically clear. First and first, you must fully comprehend the topic or idea of your essay if you want to make it clear. You can't

simplify anything if you don't comprehend it. Additionally, the wording should be clear and basic so that it is comprehensible by regular readers.

### **Conciseness**

Verbosity is not the foundation of a good article, so keep that in mind while you write. The saying "Small is beautiful" Use short words, phrases, and paragraphs, and make the whole piece succinct, clear, and concise. Very long and wordy articles are no longer regarded as being readable or communicative and will be unprofessional. Ten years ago, articles were typically 1500, 2000, or 2500 words long. But today, the text should ideally be no more than 1000 words in length and include images, cartoons, or other elegant-looking visual elements or graphical presentations. According to William Shakespeare, "Brevity is the soul of the wit." Now, the topic of what an article's ideal size should be comes up. Is it possible to write it in 100, 200, or 300 words? This question should not be answered with "head-cut instead of hair-cut." The identity of the narrative shouldn't be destroyed. It shouldn't take away from the story's substance or core idea. Additionally, it should take into account other factors like authority, familiarity, and thoroughness. Your piece shouldn't be too long or drawn out to the point where it becomes monotonous and depressing, nor should it be too short or brief to the point where the personality or uniqueness of the tale is lost.

### **Continuity**

Continuity is still important while creating articles. It means to move. It means keeping a connection between the first and second sentences, the second and third sentences, and the first and second paragraphs. This means that your whole essay should be so skillfully linked together that the concepts shouldn't seem to be dispersed, fragmented, or split. If just the idea's direction is changing, there is continuity even if there is a break in the paragraph. Keeping continuity is not a simple task. It is an enormous job. It doesn't only happen via preaching. It takes a lot of practice.

Continuous practice makes it possible to preserve the continuity of your content with ever-increasing excellence. Through constant trial and error, it keeps getting better and, after much work, acquires a professional appearance. Therefore, avoid using lengthy, oddly out-of-date, or archaic vocabulary in your writing since they will not hold the attention of your audience. Therefore, "don't throw your readers to the dictionary, otherwise, your readers will throw you out of your job."

However, this does not imply that you should forgo using a dictionary. As a professional, you should constantly use a dictionary to strengthen your vocabulary, as I previously indicated at the start of this session. Again, keeping consistency does not imply you should refrain from employing new or technical terminology in order to prevent your readers from consulting a dictionary. If there is no suitable equivalent, you must employ novel, semi-technical, or technical terminology. However, there shouldn't be too many new, semi-technical, or technical terms in a single or two paragraphs.

## **2. DISCUSSION**

Instead, you should pepper your piece with new, obscure, or highly technical terminology. Additionally, while utilizing unfamiliar terms, bear in mind that you shouldn't force your readers to consult a dictionary. Your readers should be able to understand the meaning of any new or unusual terms you employ just by reading how you use them. In other words, you should provide your audience with new or technical terminology in addition to your fresh and original thoughts. Numerous readers often pick up new terms from newspapers or periodicals [5], [6].

## Correctness

In writing an article, accuracy is just as crucial. Even if your interpretation and analysis are minute and precise, your work will be wasted if your piece contains some incorrect information or is full of factual mistakes. Even if it has become the largest casualty in today's media, factual reporting remains a fundamental component of our profession. I'll simply provide an example to demonstrate how a comma error may significantly alter the meaning: This indicates that the monarch thinks the merchant is stupid. Let's now experiment a bit with commas. To observe the striking contrast, just place a comma after the monarch and a comma after the merchant. The monarch is dumb, claims the merchant, the sentence now reads. Now, by just adding two commas, the sentence's meaning has been completely changed. That indicates that the monarch is now mistaken in the eyes of the dealer.

## Commonness

Any conversation starts with a commonality. In other words, communication cannot happen without commonality. In actuality, "communis" a Latin term that signifies "common understanding" is the root of the word "communication." As a result, communication will only occur when the source and recipient have a same frame of reference. Therefore, it is imperative that you attempt to gauge the mood of your audience while you write. You must make an effort to understand your readers' psyche. You must ask yourself these questions before writing your article: In actuality, understanding your audience is more crucial than understanding your topic. You could be an authority on the topic. However, you could be unable to communicate if you don't understand your audience. Knowing your audience and their reading level can help you write effectively. Assuming everyone is bilingual in Hindi and English. Will it still be helpful to you if I write this lesson in French flawlessly? No is the unambiguous response since neither you nor I speak French. What's more, even when creating a newspaper or magazine, audience research has become an integral aspect of media strategy. These days, media spend a lot of money on these issues. Therefore, you should spend at least a lot of time on these inescapable issues while producing an essay.

## Credibility

The absence of credibility in an article. Without credibility, it is impossible to come up with a respectable article. But how can you ensure that your article is credible? If you produce tens of thousands of top-notch articles, your subsequent piece will automatically have a high degree of trust. That indicates that your name has gained recognition, and it is your name that draws customers in and lends the article's content credibility. Source credibility is what you get when you make consistent, long-lasting, and admirable contributions. The presence of a certain hero, heroine, or character in a movie often leads viewers to believe that the movie in question must be worthwhile to see. Similar to this, readers often assume that a piece of writing must be outstanding if it comes from their favorite author. Therefore, this kind of credibility is tied to the source's reputation, which takes time to build. Therefore, because you are a budding journalist, put this issue of credibility aside for the time being.

There is still another perspective on source trustworthiness. Sources give your piece more credence. In other words, if you cite a credible source in your piece, it will undoubtedly increase the credibility of your writing. The credibility of your article will increase, for instance, if you state in your writing that the Vice Chancellor of GJUS&T University believes that "the university is going to be modernized in no time and several new and job-oriented courses of international importance will be started soon." On the other hand, if you mention that someone on the GJUS&T campus believed that the State Government would take over GJUS&T. Given that it was made on campus, this assertion lacks any credibility. In a similar vein, an interview

boosts the authority of your content. Your article's credibility will increase significantly if you include an in-depth interview with a highly relevant individual. However, an image also increases the article's believability. If you are writing an article on a popular tourist destination and include a relevant, attractive, and related photo, it greatly improves the visual aspects of your piece, increasing its degree of trustworthiness. Additionally, if you mention an instance of bribery in your article and provide a picture of the incident, the case gains additional credibility. Similar instances increase an article's believability. The credibility of your content is increased by data, charts, visual illustrations, etc. Additionally, references and quotes improve credibility. Clarity, concision, consistency, accuracy, etc. all contribute to credibility [7], [8].

### **Completeness**

Even a 30-page essay cannot make up for an inadequate message. Even in a 60-second commercial, a full message engages both the head and the heart. The completeness of the communication, or how the author intended it to be received, is what makes the message effective. Only when an interpretation or notion is complete do its implications become crystal evident. Therefore, an article's completion is essential. Completeness refers to addressing almost all of the likely facets of the analysis's subject matter. Therefore, don't take a few factors into account while creating an essay. Then your article will get polarized. Don't only use the student version, for instance, if you are discussing the performance of an institution in your essay. But also consider the perspectives of the instructors, non-teaching personnel, parents, guardians, and administrators and finally draw any conclusions. Good or awful is always a matter of perspective. Compare the university's performance against a number of other, older institutions with comparable backgrounds and standing. Only completeness will be represented in your article if you determine that a university's performance is extremely terrible, very bad, very good, or exceptional on the basis of the aforementioned characteristics. In addition to the aforementioned fundamental ideas, there are other golden guidelines that must be followed while producing an essay. These laws are as follows. If there is any question, remove it from the article. If there is any doubt, investigate it.

If there is any doubt, stay with the handout. However, if something is so essential and necessary that without it, your piece loses all meaning, purpose, and direction, you must identify it. Always keep to the handout in the event of legal disputes. Avoid displaying your ignorance. Some writers have developed the bad habit of constantly stating I like, I think, I mean, I know, etc. As far as it's practicable, this writing style should be avoided in articles. Consider not writing. Since it was written by you, everyone knows that it was your idea. Sometimes, although seldom, the pronoun "I" may be used if you get some first-hand knowledge directly. If you were traveling when a train accident occurred, for instance, you might use the I miserly tense to describe the incident. Even in this kind of writing, you could sometimes use the phrase "this author was astounded. "This author was confused. etc. Be an avid reader. Writing requires a lot of reading. Read a lot, even if you don't write. Writing naturally comes to me. Good and terrible article authors must be chosen. Gather a number of quality articles, then read them often and voraciously. You will eventually benefit much from this while creating articles. Think initially. Many article authors like to first formulate ideas in their own language before translating them into Hindi or English. This results in a write-up that is fragmented, dispersed, or broken. Therefore, make an effort to think only in the language you want to write in. Additionally, if you are a theoretically creative thinker, your post will be more arresting, more logically organized, crystal clear, and totally succinct. It will also be more believable and rationally finished. While you are employing certain implausible points and problems in your piece, you are not quite certain of the veracity, veracity, and correctness of that editorial content.

After that, you must check, cross-check, and triple-check it. When writing an article, you must be quite attentive about the topic and the treatment you give it. Pay unwavering attention to legal safety. Otherwise, it can result in a legal dispute. The penalties for the author, editor, and even publisher may be severe and financially ruinous if the piece breaches the Official Secrets Act, violates copyright laws, or results in any kind of slander or libel. So, if you encounter a legal problem, take a moment to examine before you jump [9], [10].

## Article Types

There are three major categories for articles.

1. General
2. Unique, and
3. Research-oriented

### 1.General Articles

A general article is typically published on the editorial page, the op-ed page, the Sunday magazine, or any other page. It is written on a hot, topical issue that appeals to everyone. The authors are also a part of a larger community of thinkers. The general articles themselves may likewise be of many types, such as instructive, educational, analytical, and satirical, among others.

### 2. Special Articles

Special articles are written on specific subjects by certain authors and published in particular locations. This kind of item is often published in the center of the editorial page. It is written by a nationally or globally significant figure on certain issues of national and international relevance. Although the kind of newspaper local, regional, or national determines the standing of the writer. But even if the publication is regional. The author is a unique individual rather than a generic one. In general, the special piece could be informative or analytical.

### 3.Research-focused Articles

A research article is one that has been created by a team after extensive study. This article does not have an introduction, aims, methods, hypothesis, data collecting, data analysis, etc. like a traditional research report. However, a research piece will either directly or indirectly represent goal, technique, data analysis, and findings. The articles in this category might be analytical, inferential, or both.

## Article Editing

Newspaper editorials are the publication's opinions on hot-button issues. News should be the main draw of a publication. However, it is well recognized for its opinions. Particularly foreign reporters are conscious of how often they cite the leading publications of the nation to which they are sent. Even while news is revered, viewpoint-free, and even potentially vulgar, it is the opinion that clearly matters. While news is usually ephemeral, opinions often carry the air of permanence. The news of today could be outdated tomorrow, but the viewpoint of today might still be relevant years from now. Even though few people read editorials, they help shape and cultivate public opinion, particularly that of the elite, which is often the only view that matters.

M. According to V. Kamath, there are editorials and editorials. A good editorial may motivate action, undermine laws, and spark a revolution. Editorials that are lengthy and brief, pretentious and observant, intelligent and titillating, hard-hitting and tender, uplifting and demeaning, in

fact, editorials that portray the whole spectrum of human emotions known to man. Many of us believe the editorial was solely written by the editor. It is a solo performance. However, this is untrue. There are batteries of "editorial writers," also known as "leader writers," who write anonymously but obviously under the guidance and direction of the editor, to whom, of course, all opinion is attributed. T.J.S. George wrote in his book "Editing A Handbook for Journalists" that "Today, editor is one who does not edit." As a result. Chief Editor, Resident Editor, Executive Editor, Associate Editor, Deputy Editor, and Assistant Editor make up the editorial staff. As a result, it combines the expertise of a number of topics and problems. These editorial writers are given a variety of themes and concerns to write about, as well as specific directions, a deadline, and a word count.

The writer's capacity to arouse thinking about anything increases with the depth of his background. The biggest classes ever reached by a teacher, philosopher, or critic are addressed by a skilled editorial writer. If he wants to keep their interest, he can never know too much. An editorial offers a quick opinion on the hottest, most relevant issue. The most significant events are editorialized in a respectable newspaper within three days. The newspaper's "editorial page" is the center section of the page where editorials are often printed. Although editorial content normally appears in a double-column format, certain newspapers may arrange editorial content in a three-column format. In very rare circumstances, an editorial may also appear on the main page. The objective of editorial writing is to convey the position of the newspaper and successfully influence the readers. Known editor Arthur Brisbane believed that editorial writers should be able to instruct, criticize, defend, and laud. He went on to elaborate. The most difficult and vital job is teaching. Attacking is the quickest and most painful option, yet it is sometimes required. Editorial writers often ignore the need of defending just causes, the vulnerable against the powerful, and the new thought against mockery. The basic norms of writing and the golden rules are scrupulously followed while creating an editorial. An editorial's format and organization are "cylindrical," sometimes "homogeneously cylindrical" and other times "heterogeneously cylindrical. Additionally, there are rules you should adhere to while writing an editorial. The American code of ethics is explained. "Editorial writer, like the scientist, must pursue truth no matter where it leads if he is to be faithful to his craft and to his society," says the National Conference of Editorial Writers.

### 3. CONCLUSION

Effective communication requires identifying a target audience and adapting the material to suit their requirements and preferences. Enhancing readability and understanding by giving articles a defined beginning, middle, and finish. Readers are captivated and the material is remembered because to the craft of storytelling, which uses gripping tales and relevant instances. Instead of being simple afterthoughts, tone and style are effective tools that affect how readers interpret and interact with the content. Writers must be thoughtful in their tone selections, whether they are using a formal tone for academic publications or a conversational tone for blog postings. In addition, preserving the integrity and authenticity of publications requires research, fact-checking, and appropriate citations. Accuracy and dependability are important to readers in an age of information overload. Article writing is a talent that may be used in many different contexts. Learning the art of article writing equips people to successfully express their thoughts, whether their goal is to educate, convince, entertain, or inspire. The capacity to create intriguing, in-depth, and engaging articles is still an essential skill for communicators and writers alike as technology advances and content reigns supreme in the digital world.

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## CHAPTER 5

### AN OVERVIEW ON WRITING FOR PUBLIC RELATIONS

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#### ABSTRACT:

"Writing for Public Relations" is a comprehensive examination of the essential elements and strategies that drive effective communication in the field of public relations. This paper explores the role of writing as a core skill in shaping public perception, building relationships, and achieving organizational goals. It discusses the importance of crafting compelling press releases, media pitches, social media content, and other PR materials. Furthermore, it highlights the significance of strategic messaging, audience analysis, and crisis communication in the PR writing process. With real-world examples and practical insights, this paper aims to equip PR professionals, students, and anyone interested in effective communication with the knowledge and tools necessary to succeed in the dynamic world of public relations is a vital component of the PR practitioner's toolkit. This examination has highlighted the fundamental principles and strategies that drive successful PR writing. Effective PR writing goes beyond the mere dissemination of information; it is about crafting messages that resonate with target audiences and stakeholders.

#### KEYWORDS:

Content, Crisis Management, Media Relations, Messaging, Persuasion, Public Relations.

### 1. INTRODUCTION

We all now live in a telephone, computer, internet, and communication age. This is the reason why the globe has become a "global village" around us. With the push of a button, we may quickly contact with our fellow countrymen who live in far places and forge close bonds with them. Writing is thus crucial in many other disciplines. Public relations are now a crucial and essential component of every industry, including institutions, hospitals, tourism, and organizations. It aids businesses in establishing and maintaining connections with all potential interest groups. PR aids in enhancing an organization's reputation. The majority of PR work focuses on activities. But communication is a key component of PR. The printed word is significant in this context. Good PR professionals may be distinguished from mediocre ones by their writing speed, coherence, and effectiveness, as well as their spoken communication skills. Writing press releases, reports, memoranda, minutes, letters, articles, etc. is a constant need in public relations. Additionally, PR writers write for a variety of audiences and use more communication channels [1], [2].

Rarely are authors born. Like many other endeavors, writing demands perseverance and diligence. You become better at writing as you write more. Therefore, we will explore the numerous components of writing for PR in this course. Writing for public relations is similar to writing in general. Writing for public relations may benefit from all the helpful guidelines and procedures for writing in general. However, public relations writers must put in a lot of effort to make sure that their writing is comprehensible, pleasant, and clear. Greetings from the public relations writing industry. This is the world where your day is made up of meetings, minutes, letters, memoranda, reports, press releases, presentations, and negotiations in addition to planning, decision-making, implementation, etc. No other skill will be more useful to you

for career success in public relations or any other field than the capacity to write down your thoughts [3], [4].

### **Press Statement**

A press release is a straightforward document created to provide information in a manner that is suitable for publication. Press releases provide organizations the chance to improve their public image via the media. Given that there are few costs involved, many organizations make considerable use of it. Press releases often provide good news. It makes an effort to inform consumers, clients, or the community of news that highlights the advantages of the business. It only sometimes discusses contentious issues. One fundamental instrument for PR is press releases. With this fundamental instrument, organizations can only manage a functioning and somewhat successful public relations campaign. Additionally, the most typical method of informing the media is via press releases.

### **Press Release Types**

Press releases may be classified into four categories. The first is the advance notice or announcement. The Forewarning or Announcement The most typical kind of press release is this one. Its only function is to publicize an event or activity. It is timely and relevant. The Backstory Such announcements provide thorough or in-depth background data about a subject, a thing, or a company. These are often lengthier, less punctual, and have a harsh tone. The backdrop may sometimes be delivered concurrently with other types of release. The backgrounder's goal is to aid the reporter in developing a deeper understanding and viewpoint on the subject or problem. While feature-type press releases are created and used for entire articles, backgrounders are created and used as supplementary content for the main release. Features come in a variety of lengths and cover a range of subjects. These are primarily geared at the general public and tend to be dramatic and even hilarious with the intention of both entertaining and enlightening. The Aftercare As the name implies, such news releases are only made after an event. They may discuss topics like what transpired in a meeting at an event or the outcomes of various plans and projects after they have been carried out. Organizations often have meetings where a variety of subjects are covered, information is shared, and decisions are taken. The meetings' proceedings must be documented. A written record of significant meetings and the work done during meetings is the minute. The duty of creating minutes is delegated to a responsible person since it is crucial to accurately document meetings. The recorder accurately and succinctly summarizes the conversation and work. Only 'motions' must be taken in their entirety. Reports are often given in minute detail and subsequently summarized. The treasurers' report and other significant reports are appended to the minute [5], [6].

*1. A first draft:* When conversations, events, and duties are still fresh in his memory after the meeting, the recorder should create a rough copy. Although minutes don't have a set structure, writers often utilize side headers to distinguish between various types of minutes. The Presiding Officer and those reporting are then given this preliminary copy for approval.

*2. The Last Second:* The recorder drafts the final document once the rough draft has been approved or modified. The sturdy paper is often used for writing or typing minutes. Additionally, some businesses utilize unique colored paper for their minutes. Grammar, punctuation, and other elements should be reviewed together with the content description, name, date, etc. In writing, the past tense is often used.

*3. Minutes filing:* Because minutes are significant records, businesses save them in file format. 'Minute books' are something that certain organizations have. A technique of indexing is also used by certain organizations to fill out minutes.

## Memos

Memos or memoranda are written communications between workers inside a company for the exchange of written instructions, ideas, memos, etc. Memos clarify, confirm, record, summarize, and effectively disseminate information that could otherwise be misunderstood or forgotten.

### Comparing memos and letters

Memos are different from letters in more ways than merely being tools for internal communication. Both in terms of substance and structure, they are often less formal. They often use jargon or technical terminology while speaking with coworkers that most people probably don't understand. As they come from the supervisor and are intended for all workers, memos are often distributed to several readers. Additionally, memos are less precise than letters.

## 2. DISCUSSION

At every level of company, the ability to write reports is crucial. A business report is a written document that provides others with detailed information about your company. These additional people are sometimes both investors and workers. Depending on the audience, the information it delivers may change, but communication itself is at its core. The only foundation of a report is observation and analysis. A report provides a justification for any situation. Reports are essential in today's business environment. Reports provide information that the management team in an organization may use to make plans and to solve challenging problems in the business, giving them a solid foundation for planning and control in an organization. A report goes into great information about a specific issue. It puts relevant and trustworthy information in front of an organization's senior executives. Therefore, the management may make wise judgments based on such facts. Reports are necessary for evaluating the accomplishments of different divisions within a company [7], [8].

Analyze the niche audience, that is, look at the target audience, the reason they need the report, the sort of information they're searching for in the report, the consequences of reading the report, etc. Determine the report's length. In a report, provide accurate and genuine facts. Discuss the issue objectively and sensibly from all angles. In a report, provide all pertinent information. Pay attention to the format and subject of the report. Establish a report writing style in advance. Use concise sentence construction. The report should be properly formatted and well recorded. In a report, emphasize and briefly restate the key points. Encourage the detractors to comment on the report. Even negative input might be helpful if it is adequately justified by the reviewers. These comments may be used to modify the report. To display the numerical data recorded across the years, use graphs, pie charts, etc. Select the report's margins. The top and side margins should ideally match, while the lower and bottom margins may be twice as wide as the other margins. Try to pique the reader's attention by employing effective paragraph structure, bold headers for each paragraph, bullets where necessary, etc.

Identifying the report's intended audience is the first stage in creating a report. Every report addresses a distinct issue. The author must thus be well aware of the nature of the reported issue. What, why, and when to create the report are all addressed in this stage. The right concentration during the reported preparation is aided by a stated objective or audience. You can determine if the information is relevant. What information should I provide? Knowing the report's intended audience might help you choose your writing style and terminology [9], [10]. The author will choose potential sources of knowledge at this stage. It is possible to obtain information from both primary and secondary sources. Through observation and research, primary information may be found. On the other side, secondary information may be found in

publications like reports, books, magazines, newspapers, etc. Information organization and analysis the information obtained here is arranged based on its type. Many pieces of data must be discarded at this point, and more data may need to be gathered. The author uses a variety of statistical approaches to arrange and analyze the data. choosing a report-writing strategy After the data has been gathered and reviewed, the report-writing strategy must be decided. Report writing may be done in two different ways, such as the inductive technique or the deductive method.

The report's content is organized using the inductive technique in the following order: background information, discussion and analysis, suggestions, and the start of conclusions. Deductive approach the deductive method sequences the material into introduction, debate, analysis, summaries, and suggestions. These two approaches are appropriate in various circumstances. The writer then starts writing after deciding on the best approach. Create a report outline A report normally contains four components. Your report will begin with an executive summary, which is produced once the report is finished. This is the most crucial part of the text since it is the first thing the reader sees. They'll most likely use the summary to determine how many reports they need read to compute it! Introduction Describe the report's structure and provide a reference. Indicate the report's focus and any special techniques that were used. Body Write anything now, use your writing talents! The largest section of the report, it should include background information, an analysis, a discussion, and suggestions for thought. Use statistics and illustrative evidence to back up your claims. Concisely and clearly bring all of the report's components together. Give your reader any chores or next actions they need to do. The process of creating a report comes to a finish with the drafting and submission of the report. The author creates preliminary drafts for review, editing, and rewriting before writing the final report. In a rough draft, the author looks over the information accuracy, sentence structure, grammatical correctness, presentational style, content order, etc. The final document is created and sent to the relevant authorities after all of these investigations and revisions.

### **Write letters**

One of the most crucial components of corporate communication is the letter. Usually, they are addressed to those outside the company. As a result, they essentially represent the company and may foster goodwill. High levels of formality are often required in business correspondence. Additionally, it's common to need to expound on business paperwork. Business letters come in a wide variety; however, they may be grouped according on how the recipient responds. which are

### **Construction Writing**

varied individuals have varied ideas on how to successfully work toward achieving human advancement and country development. What role can both established and emerging digital media outlets play in improving the lives of the underprivileged or poor? How ought they to be portrayed in the media for the government and development organizations to pay attention? Additionally, how communication may allow them to comprehend their development issues and direct them to collaborate with one another in order to achieve development objectives. This lesson provides a short introduction to and explanation of the concept of media for development, which refers to the strategic use of media and communication as tools for raising public awareness of development and relevant social concerns. The process of using media for development is discussed, particularly in connection to the difficulties of creating material that meets the many interests of several stakeholders without supporting a single narrative. This lesson is based on empirical case studies of development where the mass media—in particular,

newspapers, radio, the internet, social media, and television—have been used as tools and platforms for communication about and within development.

Most discussions on how the media should cover development have been framed under the development journalism paradigm. This course focuses on several strategies for crafting messages for growth through mass media. Development, according to Mohammed Yunus, the founder of the Grameen Bank in Bangladesh, involves the development of the bottom 50% of a nation. Most nations that attained national independence after World War II aspired to "modernize" like Western Europe and North America. According to their respective market demands and foreign policy goals, the USSR and US power blocs both suggested economic planning as a way of achieving this goal and provided technical aid to construct the former colonies of Asia, the Caribbean, and Africa. Both rich and developing nations believed that preparing for technology-based development would enable the less developed to experience an industrial revolution without any issues. However, those in charge of planning for economic development and modernization failed to account for the events' vast complexity and their incapacity to be under control. Domestic political, cultural, and economic systems raised important concerns regarding the idea of progress. Researchers in the 1970s discovered that while the gross domestic product had grown, the middle- and upper-income classes had benefited most from it. The additional possibilities brought about by economic growth plans benefited the already wealthy and powerful, while the situation of the majority of people with disabilities remained the same or worsened.

Development planners discovered that different countries' access to chances for progress must be taken into account when choosing a development strategy. New ideas for development were also created in the meantime. While elaborating on the definition of development, Dudley Seers suggests that while there can be value judgments about what constitutes development and what does not, it should be a universally accepted goal of development to create the conditions that allow for the realization of human personality's potential. People are considered to be the main actors in human scale development. The current object person becomes a subject person in the human scale development when the variety of individuals and the autonomy of the environments in which they must act are respected. The study of the United Nations Development program relies on a thorough understanding of human development. Their results suggest that there is no direct correlation between economic progress and human growth. Human progress is extremely difficult to attain unless the issue of economic inequality is resolved. Human potential must be mobilized via access to material resources such as excellent health, education, shelter, and food. establishing a society and environment that upholds freedom, human rights, and individual dignity.

The path to development that is promoted essentially entails engagement at the local level in choices on the planning and execution of the specific national change that is sought. The goal is to reclaim peoples' lives from colonial forces, an authoritarian government, and oppressive social institutions like caste and class. This is where involvement in development discourse, media representation, and communication related to development all come into play. If they encourage mass engagement as a means and an aim, the mass media are helpful.

### **Communication for Development**

As the "art and science of human communication applied to speedy transformation of a country and a mass of its people from poverty to a dynamic state of economic growth" in order to achieve greater social equality, Quebral provided the first and most important definition of development communication in the late 1960s. The reason Quebral placed so much emphasis on art was because it takes imaginative and creative techniques to provide engaging,

instructional, and useful material for non-formal learning environments, while science focused on the field's theoretical underpinnings. Political scientist Daniel Lerner produced the first significant study on the function of the media in a Third World society's national development. Lerner's theory of how the west modernized and developed presented in *The Passing of Traditional Society*, published in 1958 shows how rising urbanization led to more reading and mass media exposure, which in turn led to better salaries and the right to vote. Lerner hypothesized that "empathy," or the capacity to put oneself in another person's shoes, was the mechanism by which the mass media would encourage economic development and political engagement. Then, UNESCO research discovered a correlation between indices of a well-developed media infrastructure and indicators of national growth, such as per capita income, literacy, urbanization, and industrialization. It was obvious how the growth of the media connected to other changes in the nation. Of course, the issue was which causes what. UNESCO, which at the time was heavily influenced by the US, requested US communication expert and educator Wilbur Schramm to investigate how the media contributes to social and economic advancement. Schramm's immensely enjoyable novel, which was heavily influenced by Lerner's exuberance, presented a surprisingly upbeat situation. The media offered a lot of promise and possibility. Schramm believed that they might convey messages of mass mobilization for a change in the country.

Sociologists in the US who were researching the diffusion of agricultural improvements in the US Midwest during the United Nations Decade for Development in the 1960s pondered if their "Diffusion Model" may be useful in underdeveloped nations. Researchers that study diffusion thought of societal change in terms of invention and diffusion. By encouraging the acceptance of technologies, they hoped to encourage societal transformation in underdeveloped nations. They have a challenge in accelerating the majority's transition from awareness to interest to testing of innovations. The mass media was discovered by the diffusion researchers to be helpful in raising awareness and interest in an innovation. In order to spread contemporary scientific methods of knowing, feeling, and doing among the peasants and impoverished of Asia, Africa, Latin America, and the Caribbean, the mass media achieved prominence among another group of social scientists.

In less developed nations, the term "development communication" has become popular. After that, another bias was noticed in which communication was conducted vertically or from top to bottom. Experts from a variety of fields began communicating with the populace without knowing their capacity for development. Additionally, the producers at the time were unaware of the general population's degree of media literacy and the communication tools available at the time were biased. What data are required by farmers? I have no idea. I reside in a city. Farmers should be informed by agriculture professionals, and I create a poster or program as beautifully as I can. To capture the audience's attention is my job. Words and images are my instruments. The audience is often verbally and visually illiterate when they are unable to comprehend what I'm trying to express. That is not my issue; that is theirs. It was a producer's remark that was made. Investigating numerous new methods, development communication techniques have been implemented. Generally speaking, development communication might involve three different types of techniques.

A. News and Content with Facts

B. Innovative and instructive journalism

C. Horizontal communication oriented locally and communally

The way that development communication is done has been significantly altered by new digital communication tools. Now, it is feasible to communicate with underprivileged and

underdeveloped communities and individuals. Information that is needed may now be given, and communication tailored to a community or nation is now available. There is still an issue with change agents' communication strategies, and several stakeholders are working to close it.

### Development Narrative

The underprivileged group known as the audience in communication is unseen. In India's villages and cities, there is constant activity among farmers, merchants, industrialists, agriculturalists, women, children, and other disadvantaged groups. In one sense, the technology used by community development organizations and the message makers who work for them keeps them apart from one another. But via this technological distribution system, they may also be related to them.

### 3. CONCLUSION

Understanding of the subtleties of various communication platforms, from press releases to social media, enables PR professionals to interact with a variety of audiences in an efficient manner. The pillars of PR writing are strategic messaging and audience analysis, which allow practitioners to cater their messages to certain demographics and interests. Furthermore, maintaining a company's image requires the capacity to manage crisis communication via carefully designed statements and reactions. Writing for public relations is still a crucial talent in a world when information spreads quickly and public opinion can make or destroy a business. Effective PR writing is the key to success whether it's managing a brand's reputation, supporting a cause, or containing a crisis. Professionals that are adept in PR writing may develop connections, promote trust, and eventually succeed in their communication goals. The capacity to express persuasion and authenticity is at the foundation of public relations as it continues to develop in reaction to the shifting media environment and cultural trends.

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## CHAPTER 6

### DISCUSSION ON BASICS OF DEVELOPMENT WRITING

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#### ABSTRACT:

"Basics of Development Writing" is a comprehensive exploration of the foundational principles and techniques essential for effective development writing. This paper delves into the art of crafting persuasive and compelling written content to secure funding, support causes, and drive positive change. It examines the critical elements of development writing, including the identification of target audiences, the creation of impactful narratives, the utilization of data and evidence, and the cultivation of relationships with donors and stakeholders. Drawing from real-world examples and practical insights, this paper aims to equip development professionals, nonprofit organizations, and aspiring writers with the essential knowledge and skills required to excel in the realm of development writing underscores the vital role that writing plays in advancing the causes and initiatives that underpin social and economic development. This exploration has shed light on the fundamental principles and strategies that drive successful development writing.

#### KEYWORDS:

Public Relations, Reputation, Stakeholders, Strategy, Target Audience, Writing Skills.

### 1. INTRODUCTION

Despite the prominent role of news in the media, the question 'what is news?' is one which journalist themselves tend to find particularly metaphysical and difficult to answer. Walter Lippmann concentrated on the news collecting process, which in his view included looking for a "objective clear signal that signifies an event." It follows that "news is not a mirror of social conditions, but the report of an aspect that has obtruded itself. News may be broadly categorized as:

1. News is relevant; it covers recent or ongoing occurrences
2. News is chaotic; it deals with distinct events and occurrences, and the world as viewed through news alone is made up of unconnected occurrences, the interpretation of which is not the main responsibility of news itself.
3. News is ephemeral; it only exists while the events it reports are happening right now. For purposes of preservation and future reference, other types of information will take the place of news.
4. More essential than their actual importance, newsworthy events should be uncommon or at the very least surprising.
5. News piques curiosity among viewers.
6. News is not a replacement for information; it primarily serves as an orientation and attention-direction tool.

## **Narrative of News as Development**

The use of news as a kind of development storytelling has long been studied, and the narrative notion has been successful in helping to communicate development issues. Ads, news articles, and the more apparent options of drama and fiction are only a few of the many varieties of basic story formats. Most media development material conveys tales in one way or another, sometimes in quite predictable and regular ways. Making meaning of narratives of experience is the primary purpose of development narrative. through giving the aspects of people and locations that have a set and recognized character, as well as through connecting actions and occurrences in a logically linear and informal manner, it does this in two ways [1], [2].

Development tales need to resemble prehistoric methods of storytelling. The writing of development news should take the shape of a story, complete with main characters, supporting characters, linked sequences, heroes, villains, a beginning, middle, and an end, as well as indications of dramatic twists and dependence on well-known plots. Typically, a development narrative text will include an abstract, an attribution, and a tale. This narrative should have one or more issues, each of which should include one or more events. It should then be followed with a follow-up, comments, and background information [3], [4].

## **Factual Reporting and Narrative Writing**

The goal of objectivity in the sense of facticity and factualness is obviously connected to several characteristics of news form. The language of news is "linear," adding details and illustrations to an event report along a single axis. It avoids standards common to fiction and is often written in the past tense with current tense headlines. Factual and performative elements should coexist in development tales. It should take the form of a "story about an event," which is how a problem or occurrence must be presented. Therefore, in order to create an engaging development narrative, "pure facts" should be constructed with pure performance.

The idea of a "key event" is a crucial component of development stories that is connected to the "what's story" phenomena. This is the sort of development that generates significant media coverage because to its size, surprise, and quality as well as an unusually high level of public resonance and relevance in representing a more significant public crisis or fear. A development narrative has to have an effect in order to make all the stakeholders aware of it and guarantee public engagement. In terms of subject and treatment choices, we need to carefully comprehend audience preferences. The message creation process must start with audience-sender communication in order for the information delivery system to establish communication with its audiences. Journalists must first hear from samples of the bigger audience's representatives about what topics and approaches they favor. A lot of individuals might possibly get information packets via the mass communication medium. Whether the information packagers know what will grab audience attention and what information that specific audience is hungry for will determine whether the packages reach the intended audience, whether the receivers find the packages appealing enough to open, and whether the information inside is digestible. It is difficult to identify a mosquito from a close-up photograph in a newspaper article on malaria. Villagers claim that since there are no large animals in their region, they have no need to worry about malaria. Why? Because graphic designers employed film language instead of audience-friendly grammar, which is how they were educated. In February 1969, the Hindustan Times article "Our Village Chhatera" was published. One of the best-reported rural feature series in the Indian press was this one. A group of resourceful journalists chronicled the town for years with an uncommon amount of fervor and excitement. They tried to make the metropolitan populace aware of the difficulties their counterparts in rural areas faced. They provided in-depth coverage of the rural landscape in all of its diversity. For thousands of

metropolitan newspaper readers, Chhatera had become a household name as a result of the series' enormous societal appeal [5], [6].

### **Progress Reporting**

Finding all pertinent information, choosing and presenting the key information, and crafting a thorough narrative are all components of reporting. Reporting requires effort, which in turn calls for endurance and patience. The primary responsibility of a journalist is to report the news. Reporting on development is a little different from other sorts of reporting. It begins with the premise that growth plays a significant role in the state since it includes people who are unable to speak for themselves. It gives those who are undeveloped the knowledge they need to actively engage in sociopolitical environment. It takes time and requires opinion creation and behavior modification for development reporting to be effective.

To reach the audience, development communication employs a variety of mediums and messages. However, it is crucial to "report" on development tales in various media. The reach of mainstream media, such as newspapers, television, and radio, is larger in developing nations, and development stories are best accessed via these medium. Just like mass manufacturing of soap and automobiles is an assembly line process made up of several phases, reporting via the mainstream media is an industrial process made up of connected processes. The purpose of development reporting is to cover and provide stories that help grassroots organizations, the government, or NGOs achieve their aims of popular mobilization. Additionally, development reporting includes inspiring tales that sparked social transformation [7], [8].

In emerging nations, development-related news is widely covered. But all too frequently, news stories regarding this crucial issue focus solely on government announcements of the construction of infrastructure (roads, bridges, hospitals), along with assertions that the quality of people's lives would improve. Reporting on development requires engrossing narratives. The socio-economic development that these tales are centered on and about should be relevant to primary, secondary, or tertiary stakeholders. The two primary stakeholder groups have distinct needs for development content.

1. When referring to interested parties, primary stakeholders are those who directly experience development issues including poverty, unemployment, social exclusion, and other types of marginalization. They need the telling of tales that emphasize facts and broaden people's understanding of certain development issues.

2. In contrast, secondary stakeholders include decision- and policy-makers as well as donors, partners from wealthy countries, and inhabitants of such countries. These are involved in the creation and execution of livelihood policies that have an impact on the main stakeholders even if they do not experience the development issues in question. Reporting about them aids in lobbying and agenda-setting in order to affect the public and the institutions that make policy in the nation's "socio-political" realm. The media serve as a tool. The goal of commercial sponsors of television, newspaper, and radio shows is to maximize their viewership. The goal of development reporting is to get the country to change how it treats the underprivileged. In general, it is shown that the financier's aim weakens the reporting on development goal. Sponsor, publisher, or advertiser will ask for change and dilution of the issue information if audience members with spending power find queries about their treatment to be undeveloped. No matter how beneficial it could be for growth, if the government does not like the publishing of statistics and charts linked to government efficiency, it may order that the article be removed from the media. These issues affect the reporter as well, and they significantly impede development reporting.

## 2. DISCUSSION

As stated in the Indian Institute of Mass Communication's Manual for News Agency Reporters, Kamath highlighted the following as the primary goals of development reporting.

1. The goal of development reporting is to instill a feeling of responsibility and to convey the understanding that current efforts determine the course of the future and that development is not someone else's gift, least of all the help provided by wealthy nations, but rather the product of one's own labor.
2. Development reporting has to focus on the populace. It must demonstrate to them how to increase their social leverage. They must understand that they control their own destiny as a result. It must outline the backbone-building procedure.
3. The individuals who are genuinely involved in new initiatives and procedures must be described in development reporting. It must outline the modernization and transition process, as well as recent discoveries and products. It must outline the guidelines and constraints for development.
4. Success stories of individuals who have embraced new technology and approaches and benefited both themselves and society are a crucial component of development reporting.
5. By its very nature, development reporting lacks the spectacular attraction that an explosion, a tragedy, or a political clash do. It lacks the immediate quality that "events" have.
6. Effective development reporting needs a journalist to have strong investigative and research skills in addition to a solid understanding of current trends in economic theory, planning, and development.

Reporting on development involves more than just disseminating facts. It entails comprehending individuals, their values, beliefs, and the social and cultural conventions that influence how they live. It entails interacting with local communities and paying attention to how adults and kids recognize issues, come up with solutions, and resolve them. It is seen as a two-way process for exchanging ideas and information utilizing a variety of ways and instruments for communication that enable people and communities to take action to better their lives. Reports should be based on empirical research that fosters consensus-building and knowledge-sharing in order to transform the development initiative for the better [9], [10].

Fundamentals of Development Writing for growth is a difficult process that calls for certain knowledge and abilities. Both the author and the reader contribute equally to the meaning being created. Meaning Lies in the Mind of the Receiver/Reader, to paraphrase a well-known saying. Communication cannot be guaranteed by communication systems that aim to send information to far locations. Its chances may be increased through writer-reader communication. The key to achieving the suggested objectives is to use this dialogue-based writing design method. Without communication, neither a national nor personal transformation can occur.

By designating a special correspondent for agricultural reporting, The Hindu, one of India's most widely read national newspapers, made a significant contribution to rural reporting. The publication covered imported stories about initiatives carried out in several states, as well as the perspectives of government representatives, farmers, and businesspeople on the various initiatives and their execution. A regular section called "For the Farmers Note-Book" was subsequently launched. It contains the most recent research discoveries and their potential for use in various locations, as well as innovations made by the agricultural sector and industry.

The column proved to be quite effective in informing the farming community about agricultural developments.

An article, often known as an op-ed piece, is a statement made by a person who is not affiliated with the publication. The space that diverse styles of writing have been given in print media, especially newspapers and magazines, has been enormous. Although development writings may take on a variety of styles, articles are a crucial component of these writings. A development article is a piece of writing that contains facts, analysis, analogies, a point of view, and a convincing conclusion regarding a certain area of development. An article about development has an attractive title. This kind of writing on development refers to either externally or internally generated communications in which specialized journalists, subject matter experts, and policymakers develop and write development content in order to increase public awareness of the development challenges and opportunities present in a particular community and society. In addition, essays concentrate on recently developing circumstances and their significance to growth. The fact that articles are in-depth and narrowly targeted is one of the most crucial aspects. Start your essay with a powerful introduction that makes it apparent what you're writing about and why the reader should care about it. Then, build a solid argument from there. Too many essays on development provide a compelling explanation of the issue before settling on the weak conclusion that "it's high time" that something be done. Give a fresh, forward-thinking answer.

### **Development Strategy**

The welfare concept, which saw development as a "public good" similar to education or health, services that must be provided to all individuals being serviced by the State or any other organization, gave rise to the discussion of development in the initial years. The bulk of development-related activities and financial investments have been made with the hope that providing different welfare items would lessen poverty and advance development. The welfare model, however, disregarded local realities that made it difficult for local actors to benefit from the help that had been provided for them as well as political economic linkages between different organizations.

The "rights approach" to development incorporates a connection to human rights into its planning and execution. This strategy treats those who get services in a similar manner to team members who compete on the field and have a claim to the development's benefits. According to this perspective, the main goal of field work is achieved by strengthening populations on the one hand to enable them to request development and benefit from the assistance provided to them, and by strengthening the various government bodies on the other hand to enable them to identify and meet the population's needs, which also appear to be rights. In this approach, the state's responsibility to provide adequate services, support the local community, and help it become self-sufficient is emphasized.

The self-sustaining development or sustainability concept started to take shape in the 1970s, but it really took off when the UN's Brundtland Report was released in 1987. The number of testimonies about how industrialization and modernization affect natural resources has increased, which has led to a rise in support for sustainable development, which relates to the needs of both the present and the future generations in an equitable way and requires that the environmental effects of economic growth be taken into account during the planning process. The unique aspect of this strategy is that it addresses global development, not just that of underdeveloped nations. However, the need for sustainable development in developing nations is constrained since this kind of growth demands more economic investment in long-term processes, which poor nations often object to being compelled to undertake.

## Journalism in the Mainstream vs. Development Journalism

The practice of journalism involves acquiring, analyzing, producing, and presenting news and information. Additionally, it is a byproduct of these actions. However, the great bulk of communication is not news, particularly not journalism. Spam makes up about 70% of email traffic, according to Symantec, a web security firm. With a variety of audiences, journalism comes in many different formats. As a result, media is seen as serving as a "fourth estate" and keeping an eye on how the government is run. Numerous journalism genres may be found in a single newspaper, and they can all be presented in various ways. A newspaper, magazine, or online may each target a distinct demographic.

In this case, the debate is between development journalism and mainstream journalism. As we all know, journalism entails acquiring, evaluating, generating, and presenting news and information, and this process requires teamwork, a lot of resources, and cutting-edge technology. Those who finance media production operations often select what will and won't be published. Their primary concern has been profiting during the last 20 years, and journalism has altered significantly as a result. The fundamental ideals of journalism have been compromised as new forms of journalism have evolved. Journalism for development has been severely impacted by this process. The undeveloped and their suffering have been forgotten in media techniques that are city-focused and politically driven. Though journalists and activists for development have access to new venues thanks to new communication technologies, it is still important to consider the effect and audience of mainstream media.

### Common Journalism

Print and television news outlets that follow mainstream journalism report on happenings. Politicians and printers would create "broadside" newspapers during the beginning of the country, which is when mainstream media first emerged. Because collecting news is costly, the media has developed strategies to share material and spread the expense of journalism over a larger audience over time. The "mainstream journalism" industry is characterized by the censorship or downplaying of news that could influence viewers to reach conservative conclusions as well as the employment of prejudice and other deceptive tactics to persuade viewers to reach the wrong liberal conclusions. the institutional ideals and restraints that shape the everyday routines of those who create and deliver communications. When reporting on topics and occurrences, this kind of journalism is biased. It may be broadly categorized as:

1. City/urban focused
2. Consumer focused
3. Commercial and economic in nature
4. Supportive of government
5. Majority participation
6. Having fun
7. Communication colonization
8. Agenda-setters or propagandists

The role news plays in people's lives is a more fundamental aspect that defines the values and goals of journalism. In order for people to make the best choices for their lives, communities, societies, and governments, journalism must thus provide them the knowledge they need.

## Public Service Journalism

Development journalism, according to Hemant Shah, consists of 'news' that critically assess, assess, and analyze the applicability of development plans, programs, policies, difficulties, and concerns. Plans and actual results should be contrasted, and comparisons with the type and pace of growth in other nations and areas should also be made. Additionally, it should examine the effects of plans, initiatives, policies, difficulties, and challenges on people as well as provide predictions about how development will evolve in the future. And news about development should focus on people's needs, which can differ from one nation or region to another but typically include primary needs like food, housing, and employment; secondary needs like transportation and energy sources; and tertiary needs like cultural diversity, recognition, and dignity. Developmental journalism in developing nations paves the path for the elite, highly urbanized media to reach their rural populations.

The objectives of development journalism include "promoting grassroots, non-violent, socially responsible, ecologically sensitive, personally empowering, democratic, dialogical and humanistic forms of communication." The goal of development journalism is to inspire public support for societal advancement. News and information regarding the requirements for and issues with development aid in promoting future growth. A development journalist's responsibility is to provide the facts exactly as they are, to evaluate and analyze them, to make conclusions, and to give the information to the public in a manner that will enable them to comprehend it. In addition to offering constructive critique of different government and development initiatives and educating readers about those projects' immediate and long-term effects on people, development journalism's major objective is to actively agitate for change.

After receiving a fellowship from The Times of India, renowned development journalist P. Sainath visited the ten poorest districts of five states and wrote about the actual conditions of people living in remote and distant areas of India, which the mainstream Indian newspapers either ignored or refused to focus on. The newspaper published 84 stories written by Sainath over the course of 18 months, highlighting topics including severe poverty, rural health difficulties, rural education challenges, the issue of forcible evictions, impoverished people's coping mechanisms, usury and debt, water issues, etc.

## 3. CONCLUSION

In development writing, it is crucial to recognize and comprehend target audiences' requirements and motives. The key to motivating action and support is developing gripping storylines that speak to readers' emotions and brains. Effective development writers utilize facts, arguments, and persuasion to build a strong case for their objectives and emphasize the real effects of their efforts. Furthermore, it is crucial to develop relationships with stakeholders, funders, and donors. Forging enduring support and relationships requires trust and honesty. Development writing continues to be a potent weapon for campaigning, collecting money, and mobilizing resources in a society confronting difficult issues, such as poverty reduction and environmental protection. Professionals may generate a positive change ripple effect, promoting growth and transformation in their communities and beyond, by understanding the fundamentals of development writing. The requirement for excellent written communication is continuous and crucial as the area of development continues to grow in response to shifting global dynamics and developing concerns. Development writers are more than simply information providers; they also serve as sparks for optimism, inspiration, and worthwhile action in the quest for a better society.

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## CHAPTER 7

### EXPLORING THE JOURNALISM AS A MISSION

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#### ABSTRACT:

"Journalism as a Mission" delves into the evolving role of journalism in society and its fundamental mission to inform, educate, and hold power to account. This paper explores how journalism has transformed from a mere profession to a mission-driven endeavor, driven by the pursuit of truth, democracy, and social change. It discusses the challenges and ethical dilemmas faced by journalists as they navigate a complex media landscape. Through real-world examples and critical analysis, this paper highlights the enduring importance of journalism as a mission, emphasizing the vital role it plays in shaping public discourse, fostering accountability, and safeguarding democratic values. The enduring and evolving mission of journalism as a vital pillar of democratic societies worldwide. This exploration has illuminated the multifaceted dimensions of journalism's role in contemporary society. In a world where information is weaponized and misinformation proliferates, journalism as a mission serves as a bulwark against the erosion of trust and the spread of disinformation. As journalists continue to navigate the complexities of the modern media landscape, they must remain steadfast in their commitment to the core mission of journalism — serving the public interest and preserving the foundations of democracy.

#### KEYWORDS:

Ethics, Free Press, Journalism, Media, Public Interest.

### 1. INTRODUCTION

In order to organize public opinion, our freedom warrior and social reformer, who believed in the power of the written word, wrote very carefully in newspapers and periodicals. Since the topics they chose to write about were varied and multifaceted, their honesty, integrity, and openness shone through, reaching the hearts of readers from all walks of life and even from other countries. They wrote in a style that everybody could comprehend, as M. V. Kamath has noted. They wrote in a way that was simple for the average person to grasp. They were aware that serving the public is journalism's only goal. However, they were also conscious of the power and destructive potential of journalism. Their experience led them to believe that they could not have educated the local Indian community or kept Indians all over the world in touch with the course of events during the freedom struggle with the same ease and success as through journalism. They believed that a struggle that relies primarily on internal strength cannot be carried out entirely without journalism [1], [2].

#### Journalism vs. Information Dissemination an Objective

The media's primary responsibility is to disseminate information. In the process of obtaining and disseminating news, media organizations have grown more professional. They compete with their fellow universities and have correspondents spread out over the globe. They choose the material through gatekeeping. Journalism and information reporting are considerably different. The wellbeing of society should be the primary concern of journalism as a whole. A career in journalism is not one. It was founded by social activists and reformers who wanted to highlight the condition of the poor and stand up for them in society. They began writing about

previously undiscovered peoples. In society, there will always be some type of untouchability, inequality, prejudice, racism, harmful religious practices, and exploitation of the poor. Journalism is a tool used by educated and compassionate members of society to influence public opinion and bring about change. They not only provide information about them but also enable social interaction. Large-scale social changes can only occur when they are pursued as a purpose. A mission is something that inspires, engages, and empowers people to see possibilities and have a good influence on everyone's life. If journalism is performed as a mission, it has the potential to positively affect the lives of the impoverished and disenfranchised. During the war for liberation, our freedom fighters employed it well [3], [4].

After the country gained its freedom, journalism was used as a mission to reduce poverty and advance development. After independence and especially after 1980, mainstream media closed all doors to this kind of reportage. As a result, journalists were unable to write about the average person and their predicament. The new generation of media owners began to operate their outlets like businesses with the primary goal of earning money. Well-known journalists who often cover the poor, rural, and disadvantaged were ignored.

Since the previous two decades, there have been more chances for journalists to portray the condition of the disadvantaged and utilize communication for development because of the rise of media platforms, notably internet-based platforms and smart mobile phones. The mainstream media has been compelled by these alternative media outlets to accommodate journalists who write with a purpose. In an effort to promote equity in society, underdeveloped is a topic that social activists, subject matter specialists, scholars, and specialized journalists are all writing on. Around the nation, nonprofit journalists have been a force for good, exposing wrongdoing and elevating the stories of their communities. The journalism as a mission paradigm, in its broadest sense, is based on a new understanding of society, one that rejects the dominant mainstream journalism of capitalist media. It rejects the utilitarian and urban-centric social life paradigm.

One of the main categories of international mass media is Indian journalism, which has carved out a distinct niche for itself via its reporting, presentation, and commentary. There are several recognizable figures in Indian journalism who have actively contributed while facing many socioeconomic challenges in this highly cultural nation. It is apparent that journalism will hurt the interests of certain strong or developed peoples when it is conducted as a purpose. They do every effort to halt it [5], [6].

Indian writer Palagummi Sainath focuses on social and economic inequalities, rural issues, poverty, and the effects of globalization in India. He is a senior fellow with the Tricontinental Institute for Social Research and the founding editor of the People's Archive of Rural India. Before leaving *The Hindu* in 2014, he served as the publication's rural affairs editor. Some of his articles from *The Hindu* daily have been archived on the website *India Together* for the last six years. He has been contributing to People's Archive of Rural India (PARI), of which he is the Founding Editor, since late 2011. His writing has sparked a variety of responses, including the redesign of the drought management programs in the Tamil Nadu state, the creation of a policy on indigenous medical practices in Malkangiri, Orissa, and the redesign of the Area Development Program for tribal people in the Madhya Pradesh state.

Indian journalist and human rights advocate Teesta Setalvad. She serves as the secretary of Citizens for Justice and Peace, a group established to advocate for the victims of racial and ethnic violence. Teesta began working on the Khoj project in 1997 with the intention of eradicating "anti-minority prejudices" from Indian school history and social studies textbooks. Teesta and her husband Javed Anand co-founded and co-edit the journal *Communalism*

Combat, which promotes intergroup peace by combating forces that encourage intergroup conflict.

Guha Thakurta joined a public interest lawsuit in the 2G spectrum matter that was first brought by the Centre for Public Interest Litigation under the direction of attorney Prashant Bhushan. His articles on the hoax have been widely published, with the first one appearing in *The Economic Times* in November 2007. Reliance Communications served him with a legal notice shortly after it was published.

Aspects of journalism as a mission include the following

1. Getting and keeping the public's attention;
2. Influencing people's opinions and beliefs
3. Modifying conduct
4. Defining reality in a structured way
5. Providing thorough and timely information.

## 2. DISCUSSION

It is a very fascinating study that covers every facet of media composition. It's interesting to note that writing and information dissemination are the main goals of the mass media as an organization. Since this unit is essential to comprehending the whole course from the beginning, this course is crucial to the success of the media. You will learn the definitions of fundamental terms in this section along with an overall analysis of the characteristics of the mass media. One of the key institutions for social growth and transformation in modern society is the mass media. Reasonably, when the term "mass media" is used, images of radio, television, newspapers, magazines, and other similar outlets come to mind. These outlets serve as the means for the dissemination of information for the public's enlightenment and education. It basically implies that the writers for the mainstream media are engaged in the business of obtaining, writing, and disseminating information. Uyo emphasizes that in order to write successfully for the mass media, a better grasp of the nature of the medium is necessary. According to DeFleur and Dennis, who were cited by Uyo, mass media are tools for communicating widely across long distances and periods of time. The mass media are referred to be "technical vices through which mass communication take place" by Blake and Haroldsen, who are also quoted by Uyo. Therefore, the nature of the mass media is:

1. Very noticeable
2. They have the tendency to speak their minds.
3. Additionally, being hurried all the time is part of their temperament and character.
4. They are by nature publicists.

The mainstream media are often willing to serve the public interest. That is, in terms of the mass media, the aspect of commercialization and profit-making shouldn't be taken too far. The mass media are another institution that combines generalist and specialized functions. In other words, media presentations need to cater to both groups and individuals at all times. They demonstrate the independence that the polity must maintain if it is to preserve the media as the final bastion of the common man and the voice of the voiceless [7], [8]. The message formats used by the media in general

## **News Articles**

This is a factually correct, timely, formal, unbiased, and straight-forward description of an event. Here, the 5Ws & H are emphasized as quickly as possible at the very beginning of the tale.

## **News Evaluation**

This might be characterized as a less unbiased evaluation of the news's topics. Specifically, breaking down news events to emphasize the key message. It is an effort to clarify in order to comprehend the newsworthy occurrences better.

## **Editorial/Commentary**

The official position of a media outlet on a common problem is expressed in an editorial remark. In the media, editorials and opinions often get major attention.

## **Advertising/Commercials**

These are items that demand payment before they are published or broadcast. Similar to how commercials are common in broadcast media, the term "advertisement" is used more often in print media.

## **In-depth Article**

These media presentations are less time-conscious. Despite being prompt and common, they are often delivered in a relaxed setting. This means that it was written with the leisured reader with time on his hands in mind.

## **Viewpoint Article**

Opinion pieces reflect the writer's own, subjective viewpoint. As long as the writer stays within the bounds of the law, he or she is free to express themselves on any topic. This is a broadcast media presentation. It's a kind of panel analysis when a presenter or anchorperson chooses a subject together with subject-matter specialists to debate on television. Most broadcasting stations provide it as a popular program option. Talk is a broadcasting activity as well. It is one of the broadcast presentations' novelties. Here, the presenter interacts with the audience on a fascinating subject. These subjects are often of an emotional character. The host moderates each participant's presentation.

## **Presentation of a Play**

One of the most viewed TV programs is drama/musicals. They make up the majority of the broadcast media's beauty and entertainment role. The creation of plays is a fundamental duty of the programs division [9], [10].

## **Cartoons**

These are reporting-related aspects that appear in artistic creations. They are caricatures that are more than just funny or amusing. Print and broadcast media both include cartoons.

## **Readers' comments**

They are a print media presentation that involves audience participation. Phone-in shows are their broadcasted equal. They focus on receiving input. In other words, media displays allow readers and viewers a chance to respond.

In a technical sense, we refer to the mass media as a society's institutionalized running records. Through the machinery of the mass media authors, the portrayal of the daily operations of social processes is filtered. All media writers are required to write since the mass media is a writing profession. Writing is the skill of putting pen to paper in order to communicate a thought or a message to your audience. A media writer has to have a keen eye for detail and the ability to organize information in a manner that is appropriate for the audience, the medium, and the goal of the message. The media writer has several problems as a result of this expectation to write, and in order to remain relevant in today's culture, he or she must improve their writing abilities.

### **Writing for the Media: Challenges**

Everything you write for the media must be effective; otherwise, you have squandered both your time and the time and money of others. A skilled media writer must be familiar with the lingo and quirks of every media outlet. As a media writer, you face difficulties in these three categories.

#### **Message**

The kind of message you are providing must be taken into account while writing. The writing style of a straight news report differs significantly from that of an in-depth analysis. A feature is distinct from a news story or press release, and both are distinct from advertorials. Because they both make convincing arguments, commercial messaging and editorial have more in common than not. However, unlike editorial's many appeals, commercial messages do so specifically and with a goal in mind. When attempting to convey the message, difficulty arises in comprehending how to switch between "having something to say" and "how to say it." If a news piece is enjoyable as well as informative, readers are more inclined to read it all the way through. Informational features may also be entertaining. Commercial messages that convince may sometimes amuse. Lack of instant audience input makes writing or communicating via the media challenging. The writer for mass media is not afforded such chance.

#### **Messenger**

You must be very aware of your personal opinions while writing for others in the media. You need to be mindful that certain words could make you painfully aware of your own viewpoints. You need to be aware that certain words may signify something different from others. Check your writing to check whether you've considered all the possible perspectives that readers could have. This may be a particular issue for public relations professionals who must craft a release that will be authorized by upper management while passing the stringent inspection of news editors who are always on the lookout for omissions or false information. The viewers of the mainstream media are varied. All readers should be able to understand your writing, but you should also keep in mind that different readers, listeners, and viewers will be looking for different kinds of articles. Your writing style should be acceptable for sports aficionados while yet being understandable to people who are less literate, as in the case of the sports page.

The degree of abstraction is another crucial consideration. It is stated that abstract words have ambiguous referents. The less certain you can be that someone will understand what you are writing about, the more you get from the particular. Not about guys, but about a man. Context is also crucial in this sense. A word's explanation is aided by the ones that follow it. Never let the words themselves convey the idea. Additionally, context aids in defining a term that your readers may not be acquainted with.

## Responsibility of the Media Writer

In the mainstream media, you have obligations to your listeners. You must be truthful, accurate, and equitable. According to the codes of ethics that govern media practice, this is applicable to all forms of writing in the media. Being honest is one of the qualities that enables a media writer to fulfill all of these requirements while still acting ethically. Honesty involves expressing a situation's truth as accurately as the language permits. The classification of statements into these three major kinds is perhaps semantics' most valuable contribution to media writing. Reports A report is a statement of fact. Inferences These are logical conclusions. It alludes to anything that may be witnessed and confirmed by consulting trustworthy records. A statement about the unknown that is based on the known is what semanticist Hayakawa refers to as an inference. It might be dangerous to depend reports entirely on inferences. When a news reporter claims that someone had no remark, even when they were only following legal advice, the audience can assume guilt.

An expression of praise or disapproval is a judgmental remark. In media writing, judgments are carefully utilized since not all readers will share them. To prevent deceiving the readers, the writer must understand the distinctions between them. For example, if a writer presents a report as a judgment, the audience may incorrectly discount reliable facts as merely someone's opinion. If an inference is presented as a report, the audience may act critically based on what they believe to be erroneous information. Accuracy is a crucial quality that aids a media writer in doing his duty. No one disputes, however, that journalists sometimes add a few facts they are unsure about or embellish a straight statement by making it seem a bit more dramatic and eloquent than the author intended. However prevalent these actions may be, they are nonetheless improper. Tell the readers if you must use a made-up name in order to safeguard someone's identity. Never submit a piece of writing if you are unsure about it. Informational fiction is never acceptable. Source attribution is necessary since statements from sources might be misleading or matter of opinion. The importance of fairness is also crucial. Conflicts, disagreements, and events involving several parties are often the topics that merit media coverage. throughout order to be fair, the writer must treat all sides equally throughout the article. Bradler suggests the following measures to protect the values of fairness in our article: Writing Carefully Careless construction had led to significant, maybe libelous blunders. Although copy editors are tasked with finding problems before they are printed, it is the writer's duty to avoid causing the issue. The likelihood that a writer will successfully convey their intended message to readers increases with their command of grammar, punctuation, and word choice. Confusion may result from even the smallest inaccuracy, such as an improperly placed single comma. Making the reader's task as simple as feasible is the writer's responsibility. There will be fewer readers the more work they are required to put out. Grammar and punctuation are still important even in broadcast writing, where the vocal inflections may help to clarify the idea. Style Standard English style guidelines must be understood and followed by writers for the media. Although they also have to follow the guidelines of the media they are writing for. Most magazines, broadcasters, and public relations firms have style guides that outline certain writing rules for their organizations. Media writers generally adhere to the Associated Press's style guidelines. Developing an expression method that makes you feel comfortable, represents you favorably to media consumers, and conveys the message you want to get through is known as adopting a media writing style. Writing for the media is the pinnacle of economy—getting the most out of the fewest words—and grace—expressing your thoughts in an engaging and skillful way. Clarity Not all effective writing for the media is excellent writing. Without print, not to mention on the radio, some of the greatest literature in the world would not fit in. But in order to be excellent writing, media content must also be useful. The duty of the audience must be made as simple as feasible by the media writer. There should be no ambiguity in a sentence.

It's possible for readers to flip the page and listeners to change the station due to tangled syntax and unclear language. Writing plainly and concisely is the secret to clarity. Write in straightforward English what has to be spoken.

### **Guidelines for Effective Media Writing**

A good media writer may be created or born. Some of the concepts that apply to both are listed below.

**Be Concise** Try to convey your ideas in as few words as you can. Avoiding heaviness without being choppy should be the goal of good journalistic writing. You must steer clear of unnecessary words, phrases, and clauses. A skilled media writer should focus on informing their audience rather than expanding their vocabulary. Replace terms that are unknown with ones that your audience will typically understand.

**Be Specific** Often, it's the amount of abstraction of a term that causes trouble rather than its unfamiliarity. In our prior examination of semantics, we established that all words are somewhat abstract. But the simpler a word is to comprehend, the more closely it resembles something actual and visible. Words that offer the reader something to see are preferred by good media writers.

Being positive in a statement is simpler to read and comprehend than being evasive or negative. Additionally, they make the message more compelling, fascinating, and direct. 'Not' is a poor word, according to Strunk and White.

**Be Organized** Good organization implies that the words and paragraphs arrive in the correct sequence. They claim that the reader is somewhat unhappy with being informed merely what is and what is not without what is. Naturally, one flows into the next. Don't randomly toss phrases at your audience. Make a point, provide evidence to back it, and then seamlessly go on to your next argument. The audience must be guided from one phrase to the next by effective transitions. Clear signals must be used to indicate mental changes. However, moreover, nonetheless, furthermore, in spite of this, despite this, et cetera. are transitional words and phrases that could be used to establish the relationship between sentences and paragraphs.

**Be Natural** It is incorrect to believe that writing requires language that is more formal and sophisticated than speech. True, some genres of literature do. One of the tenets of effective writing is to "write like you talk," yet this does not entail copying the repetitions and euphemisms of common speech. However, writers should stick to simple, natural language. One of the best methods for a media writer to make a piece of writing engaging is to use natural language.

**Be Readable** Making something readable is not a mysterious process. It just requires using the readability techniques provided by professionals.

### **3. CONCLUSION**

It is more important than ever for journalism to educate the public, promote critical thinking, and hold those in positions of authority responsible. A new era of abundant information has been brought about by the digital age, but it has also brought with it difficulties like disinformation, polarization, and threats to press freedom. Journalism continues to be a shining example of accuracy and openness in this environment. Journalists are change agents with the ability to influence public opinion and promote social change; they are not only spectators. There has never been a more important time for reporting to be honest and ethical. It necessitates a dedication to justice, impartiality, and a never-ending search for the truth. Even though journalism suffers many difficulties, its goal continues. Its goals include giving the voiceless a voice, exposing fraud and injustice, and illuminating society's most secretive areas. Its goal is to defend democratic principles, protect human rights, and act as a check on authority.

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## CHAPTER 8

### EXPLORING THE QUALITIES OF A MEDIA WRITER

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#### ABSTRACT:

"Qualities of a Media Writer" explores the essential attributes and skills that distinguish proficient media writers in today's dynamic and diverse media landscape. This paper delves into the multifaceted nature of media writing, highlighting the importance of adaptability, creativity, and a deep understanding of audience engagement. It discusses the role of accuracy, ethics, and the ability to synthesize complex information in producing high-quality media content. Drawing from real-world examples and industry insights, this paper aims to provide a comprehensive understanding of the qualities that enable media writers to excel in their roles, whether in journalism, content creation, or digital media. The qualities of a media writer are integral to the creation of impactful and influential content in our media-saturated world. This examination has illuminated the key attributes that set proficient media writers apart. Adaptability and versatility are fundamental qualities in the ever-evolving media landscape. Whether writing for traditional news outlets, digital platforms, or emerging social media channels, media writers must navigate diverse formats and audiences with ease.

#### KEYWORDS:

Content, Editing, Journalism, Media, Multimedia, News, Reporting.

### 1. INTRODUCTION

Writing often progresses in this way: gathering resources, attempting to discover a solid strategy, spending time on something else. Media writing diverges from other types of writing in this area. Therefore, the media writer must be keenly aware of the deadline syndrome, which is the set deadline for the write-up's submission. The media writer must be a student of human nature, with the capacity to see social trends that others may not. Only those with a human spirit will be motivated to choose topics to write about from this perspective since being in the state of nature is a miserable condition. Creativity is yet another trait of a media writer. It shows itself in the way you choose your words and, in your capacity, to string thoughts together to produce sentences. For this reason, some individuals consider journalists to be wordsmiths and word finders. Due to media overuse, many English words today have become clichés and have lost their original meaning. Being creative involves thinking beyond the box. A media writer also has to have a good writing ear. A competent media writer must be able to recognize a quality piece of writing, enjoy it, and be able to reproduce it. A media writer also has to be able to work flawlessly under pressure. Media activities often have a time limit. The intricate method of gathering information for the mass media and the high degree of complexity have led some to refer to the newsroom as a "mad house." A skilled media writer should be able to function in such an environment without losing his cool. A media writer should also be quick and agile. Since most media information is ephemeral, it must be repeated or disseminated quickly before it becomes outdated [1], [2]. In addition to the aforementioned, the following traits are equally crucial and required:

## Decent Education

It may be thought of as a comprehensive education that improves one's general understanding and professional efficiency. According to the late Tai Solarin, all undergraduate students in Nigeria, regardless of their field of study, should be required to take history and geography. A solid education also involves a thorough understanding of spelling, grammar, and punctuation rules. The capacity to analyze data is yet another advantageous trait of a media writer. This requires the capacity to distinguish between reality and fiction. That is the ability to organize knowledge into useful categories for the many publics that rely on the media for further education. Additionally, a media writer has to have an eye for news or information. Only a hound media writer, like an experienced hunting dog, can smell out news and pursue it to its logical conclusion. News has a fragrance exactly like a game. A media writer must also be objective in his choice of news and writing style. He must thus be impartial. He should resist giving in to demeaning assumptions and biases that unfairly affect the way articles are written. A media writer also needs a lot of imagination since it helps him hear and see things that others are unable to. This talent allows a competent writer to locate "copy" whenever and wherever they need it [3], [4].

## Glossary of Media Writing

He also has to have a strong knowledge of the language. Even if English isn't always used, any language may be used as a common language of communication between the readership and the media writer. Language is often thought of as the food that is eaten with palm oil. A media writer must also be familiar with the relevant legislation that apply to media practice in the nation from where he operates. With this information, he will be able to avoid breaking the law of character assassination, copyright, privacy, obscenity, etc. The media writer of the twenty-first century must also be computer savvy, which is increasingly crucial. He avoids the needless delay of processing the paper in this way. Media writers who are proficient with computers may immediately start writing their pieces on their laptops.

## Broadcast Format

The information that the different media seek is essentially the same. However, various mediums compose and edit their content in fundamentally different ways. The simplest possible selection and arrangement of tales is what is meant by oral style. The public has been taught to watch with their eyes, not their ears. Signals must be sent from the ear and sight to the brain. However, the first time the ear hears them, it must transmit them. In contrast to the eye, which can go back and reread, it cannot go back and rehear. As a result, while writing for the ear, you must do it in a way that will maximize the likelihood of proper signal receipt and transmission to the brain. An oral writer must thus simplify his or her own ideas as well as those of others, including concepts, words, sentences, and punctuation [5], [6].

## The Broadcast Style Guide

If copy preparation is to be consistent, a style handbook is prepared, copy for the air. It is extremely advised that you thoroughly understand this guidebook before attempting to write for the air. You will discover how to manage the following while writing for the air in this style guide. Abbreviations The basic guideline is to avoid using acronyms unless you want for the content to be viewed that way. Titles and Names Never begin a writing piece with a strange name. It is your duty as a radio and television scriptwriter to explain to broadcasters how to pronounce challenging or unfamiliar names. After the first mention of a person, titles are not repeated.

## Quotations

Because the listener cannot see quotation marks in spoken writing, handling direct quotes provides a unique challenge. The newscaster or presenter must thus have a method for clearly indicating to listeners when a direct quotation begins and when it finishes. By turning direct quotes into indirect ones, you the writer may assist the presenter. In the early days of radio, the words quote and unquote were often employed, although they are now mostly ineffective. Other phrases, including He stated and we cite him have also become common. As he said Continuing to quote the president Writing with numbers in radio and television poses a unique challenge. Rapidly read content makes it challenging for listeners to understand the significance of numbers. When writing, avoid using the PM or AM times. On the radio, they could seem unclear. Use right now, later this afternoon, or tonight. Uses when you're writing addresses, dates, and ordinals [7], [8].

## Methods for Oral Writing

The main strategy of writing for the air is simplicity. The general populace is only taught to see with their eyes, not their hearing. Signals must be sent from the ear and sight to the brain. However, the first time the ear receives your message, it must convey them. As the eye can go back and reread written communication, the ear cannot go back and rehear, thus you must write for the ear in this manner. a way that will provide your signals the most chance of being accurately received and sent to the brain. This implies that you must reduce your ideas, thoughts, words, language, phrases, and punctuation before putting pen to paper to write for radio and television. Start by making your phrases simpler to simplify your language. The declarative sentence with a subject, verb, and object is the most effective form of communication over the radio. However, you must avoid the practice of using quick, choppy, and disjointed phrases and ideas. Your writing need to flow and have transitions. As you write, speak to the paper. You will benefit from the traditional method if you do this. In general, you may refrain from complex sentences and phrases. Commas, periods, and dashes will often be used as punctuation in broadcasting.

## Speaking Writing

When putting his views in paper, the normal individual can see what he has spoken. An expert radio copywriter can hear his writing while he's writing it. His mind has been conditioned to think in terms of sound rather than vision. His writing is made easier as a result. A challenging but crucial skill in radio writing is the ability to hear your text as you write. Reading it out loud is the finest method to hone this skill and the most reliable technique to find out whether your spoken copy is understandable. You may be sure that the presenter will have comparable issues if you have utilized words or word combinations that are challenging or unpleasant to read. Read your work aloud while you write it to make it simpler. When crafting a piece for the reader's ears, it's crucial to heed this guidance. Address your letter to a 90-year-old, partially deaf granny. This will enable you to choose terms that are simple to understand. In order to employ language that is simple to grasp, you should also write with a 9-year-old in mind. But in order for the 40-year-old CEO to pay attention, you must sound intelligent enough. You will have a head start on writing for the air if you can successfully include these three components into your work [9], [10].

## Preparing the Audience

It's almost a headline approach to acclimate the audience. It accomplishes the same goal as the headline by summarizing what will come next with one or two facts. Don't attempt to write too much in your initial phrase, advises UPI. After each narrative, the listener needs some time to

acclimate. An eye-grabbing introduction that immediately persuades the reader to read the article will hold his attention and pique his curiosity. There are two different forms of warm-ups: the generalized warm-up, which begins with a broad statement and is followed by particular information. Another is the interpretive warm-up, which is a write-up that gathers several topics for interpretation into one. Each writer chooses whether to warm up while writing for broadcasts based on the specifics of each show. Only through practice as a writer will you be able to employ the warm up properly. Warm-ups and broadcast writing are based on the idea that the listener may not truly "hear" the first few words. The challenge for the oral writer is to capture the listener's interest without speaking too quickly. Experienced radio/TV writers typically utilize the warm-up technique to address this issue by urging the audience to pay careful attention and wake up.

## 2. DISCUSSION

Radio and television writing have been grouped together under the oral style from the very beginning of this unit. Both are written for the ear; hence this is typically true. However, writing for television poses a unique challenge since words and images must work together. The TV writer has the challenge of transitioning his audience from subject to subject while constructing this confluence of words and graphics. Three challenges face the average TV viewer: seeing the image, hearing the words, and translating the image and words into a broad comprehension of the subject. Writing to the image calls for a very certain talent. To cues, you will write. In other words, you'll write for both times when viewers will only see the presenter and times when they'll just see the image. When the camera is on the presenter and you write in a manner that words will dominate, you need to be conscious of the relationship between visuals and sound for the viewer's attention. However, you will write to override the text when the camera is focused on the image. There is no method for teaching writing to a picture. It is impossible to standardize. You can only learn it by drawing many images of numerous diverse scenarios. Clipping still images, putting them in a sequence or montage, and writing to them may provide you a lot of practical training. Wermer asserts that it is challenging to instruct people on how to write to images. Many pros themselves are unable to explain exactly how they perform since it is more of an intuitive process. The following is some guidance from experts.

Try to see the movie or image before you start writing your scripts. If this is not feasible, you write fully from a scene order spot sheet. The ideal method is to cue the words as closely as you can to the image. Avoid using words like "seen here," "here," and "here we see" when writing about a picture; instead, strive to convey what the audience is seeing with as few allusions to the image as you can. Write your script according to the precise time constraints set by your station. Typically, you are asked to script for 25 minutes of a 30-minute presentation. It's crucial to remember to utilize logical language while addressing the issue of terminology. Use the language that best suits the circumstances.

### Print Design

Newspapers, magazines, posters, pamphlets, books—anything you read—are considered print media. Making an effort is necessary while writing and reading. Print is tangible and enduring. If anything is unclear to the reader, they may go back and read it again or refer to it later. Pictures and graphics may be used to illustrate prints. In print, speed is impossible due to the purposeful manufacturing procedures needed for the end output. A magazine cannot be written for as quickly as a newspaper or as quickly as a flyer. A good print writing style requires that a writer knows how to effectively use the various print media platforms.

## The Print Media's Characteristics

Now that the print media has been briefly discussed, it is time to go into more depth about its features and qualities and how they affect the writing style used in print media. The print medium has some of the qualities listed below. The print menu is permanent in contrast to the transitory and transient nature of broadcast media. That is, the reader has the chance to retain the information and reread it for greater comprehension. It's vital to note that among the print media, magazines have the longest lifespans. The implication of the print media's permanence is that it is okay for stories to be longer and even to employ terms with lofty connotations since readers may put the paper down, get a dictionary, and come back to finish the story. From the above explanation, it should be clear that print media is less swift and flexible than broadcast since it has permanence, is definite, has recall value, and entails less speed. Print details are more thorough than broadcast ones. The 'first test' for readers is believed to be provided by broadcast, whilst the most test' is allegedly provided by print media. Because the print has a longer production schedule, it may handle tales more effectively, do greater research, and employ useful visuals like maps, charts, photos, graphs, and other illustrations. Usually, print articles are delayed. Print does not provide the possibility of live transmission, in contrast to broadcasting. Prior to processing and printing, all presentations and tales are initially covered. Due to the time spent on each step, there are various factors of delay. Financial Expenditure Every media consumer who wishes to participate in the print presentation must be willing to spend money every day. The reader must be willing to pay the cover price in order to purchase newspapers and magazines. Print is spatially constrained as opposed to broadcast, which is omnipresent. In other words, it may be examined physically. Additionally, the client often leaves the home to pick them up. Unlike broadcast signals, which are readily available in your room provided you have a receiving device. The main varieties of newspapers include.

Every day, newspapers are published. They write in the present tense, with a contemporary flair, and with a high level of production speed. Weekly Newspapers These are released once a week and have a more casual writing and production process than dailies. Community Newspapers Community newspapers are situated in rural areas and have a focus on disseminating information at the local level. They don't write with the same level of sophistication as the Dailies. National vs. International Newspapers National newspapers are those with nationwide distribution, whilst international newspapers have a more worldwide perspective. The worldwide newspapers must be produced and written in a manner that is intelligible in the nation in which they are distributed. There are two main categories of periodicals: general interest publications and specialist magazines. In contrast to specialty publications, general interest magazines do not discriminate when choosing their material. The tasks described below are carried out by the informational graphics we mentioned before in news papering.

- 1.They aid in the tales' absorption.
- 2.They promote reading ability.
- 3.They aid in separating murky issues.
- 4.They support efficient page planning.
- 5.They serve as makeup ingredients.

When drafting print copy, keep the following principles in mind:

- 1.As much as you can, try to obtain more data than is necessary.

2. Don't oversimplify things.
3. To keep your narrative from sounding stale, lessen your reliance on the past tense.
4. Before submitting your articles, always double verify them.
5. Identify the parties involved to ensure that your tale is fair.

Finally, use these tips to write compelling email articles for newspapers and magazines. Avoid yelling, which is the use of all capital letters in online journalism. Each email article should only cover one subject, and the subject line should specify it. Describe the story's background simply to the extent that is essential. Your email tales should be brief. Always double-check email stories for grammatical, spelling, and typographical problems.

### **Personalization**

You must be familiar with the clients you serve. Some individuals prefer the personal touch in their interactions and may not react well to technology. In certain circumstances, having a paper record of your internet tales is essential.

### **Print Information Presentation Techniques**

Information is presented in print media through a variety of techniques. The Inverted Pyramid Presentation Format, which is the classic method of information packaging for print media, stands out among presentational forms. A common technique is to cram as much information as you can into the opening paragraph. The core 5 Ws and Hs have always been a part of media writing, and they are often covered as quickly as possible up there. In print writing, it is assumed that a writer has completed a piece if he can answer questions about what he is writing about or happening, who the people or person he is writing about are, where the event or activity occurred, when it occurred, and why it occurred. The following are some reasons why this presentational format is preferred:

1. It makes reading easier.
2. It fulfills readers' curiosity
3. It makes makeup easier.
4. It makes headline writing easier.

The presentational approach is strongly advised when writing for newspapers and posters. Pyramid Style of Presentation In this style of presentation, the author takes his or her time since he or she assumes that the reader will do the same or find the necessary time. This is the structure used for essays, poems, plays, novels, and short stories, according to MacDougal. While writers of these other types of writing often start off with tiny or incidental elements and build to a peak at the finish of their piece. Editing is more difficult with this technique. Because it is considered that readers have the time to read the whole piece, it is strongly advised for magazine writing or article writing for weekend publications.

### **Location of Images in Writing**

Press or reporting with illustrations has been around since the 1850s. Bittner. Papers that were first unaccustomed to the use of images gradually adapted to the new layouts. The stretch and images required for a composition in the print family are different from those in columns. Photojournalism, often known as writing with photos, has become a dominant force in print writing processes. Mass communication with images became possible with the halftone's creation. There are two types of images that are employed to convey message in print. A

number of photographing events for photojournalism. Its alertness, movement, and naturalness are what make it relevant.

### **Aesthetic Images**

The beauty of the image is what makes it inherently appealing. In other words, it improves the page's visual appeal. For these images, you are asked to create editorial captions. The absorption of written material is shown to be increased when words and images are combined. Some photojournalists believe that they are exempt from dealing with written material. However, they must remove the fundamental who, what, where, and when information from the pictures since they could be the sole news organization representative there.

### **Individuals in the Print Family**

Daily newspapers are provided to the people who reads the media. As a result, it necessitates quick writing. A newspaper writer has to be able to handle pressure properly. Writing well and meeting deadlines need intense attention. With news papering, the deadline syndrome seems to be more severe. Newspapers and the authors who write for them are the best examples of the speed that journalistic writing is renowned for. This writing style is ideal for newspapers because of how information is processed before publishing and how typical newspaper readers are. Sometimes the casual or easygoing style of newspaper writing offends scholarly and pure English language experts and instructors. The authors then justify their course of action by arguing that because newspapers are commercial goods that must be sold in the marketplace, customer preference always reigns supreme. They believe that newspapers should adapt their methods to the needs of their readers. Second, they assert that the strategy leaves minimal possibility for misunderstandings and other communication breakdowns, which may make absorption difficult. Newspapers are by nature spectacular in their approach.

### **Magazine**

They are typically released periodically. As a result, it puts less pressure on the writer than newspapers do. Because of the magazine's informal writing style, the author's writing and presentation look more colorful. The paper used to print magazines is often of a better quality than that of newspapers. One of the platforms used by print authors is newsletters. They serve as a message-focused communication tool for delivering news and information on a consistent basis. Commercial newsletters are as diverse as individual investors or as specialized as PR specialists.

### **Brochures and posters**

These periodicals serve as promotional tools to draw attention to a certain person, service, product, or event. In general, their pictures are just as crucial as their text since they have to engage readers in something they may not even be really interested in reading. Always intended to compel you to think or act, the information is compelling. You must understand how to employ display typefaces and actions - visuals to draw attention to the material as a poster or brochure writer.

### **Pamphlets and Books**

Pamphlets are really little books, unlike brochures, which often have more appealing images. Because of the topic matter, you as a writer depend more on the audience to engage. The same is true for books, while authors of paperbacks mainly rely on the packaging and cover art to market the content.

## Style of Advertising

You have a very different methodology if you write advertising text. Whether you work for a corporation that organizes the advertising, an agency that handles advertising for a client, or a news outlet that handles the advertising, your assignment comes from your employer. Print and broadcast commercial messages in the mass media run in bought space and time. Your responsibility as an advertisement writer is to grab readers' attention and influence them to think or purchase anything. You must use the art of persuasion responsibly so as to prevent deception for people who are information consumers. In order to avoid breaking APCON rules, the media carefully monitors the advertising material they publish and has standards for what they will show to their readers.

## Audience

They are essential to the creation and transmission of messages in all media. According to Newson et al., the public generally believes that media serves seven roles.

- 1.To tell people about the goods and services that are available
- 2.To enliven
- 3.Inform about the product
- 4.To instruct via in-depth writing
- 5.To act as a public watchdog
- 6.To advance
- 7.To serve as a venue for thoughts, etc.

When writing for a certain audience, it's important to keep in mind these expectations. Additionally, you need to consider how your audience will utilize the media in which you write. To assist you satisfy the expectations of your audience, you must consider yourself the reader. Additionally, you must provide the audience of that media with knowledge they can use. You must do research on who is utilizing a medium and why so that you can get off to a good start. Empathy is one of the characteristics that a good advertising writer must possess. When choosing facts to include, decide which ones to stress, which ones to leave out, and how to organize them for clarity, the empathetic writer imagines themselves on the receiving end of the message. Having empathy will enable you to avoid falling into the stereotype trap. Consider the educational level of the audience when choosing the language to use, the amount of explanation required, and the likely impact of the message. It is important to understand that the background an audience brings to a news story or a commercial message affects that presentation. Considering audience education does not imply speaking down to them; it just means communicating with them in a different way. The presentation is impacted by your expectations of what the audience will bring to the narrative. The mass media has been charged with creating content at the lowest level in order to appeal to the widest possible audience.

## 3. CONCLUSION

The key to producing engaging and memorable content is creativity. Short attention spans and intense competition need unique storytelling and cutting-edge methods if you want to keep people' interest. The cornerstone of reliable journalism continues to be accurate and moral reporting. To keep their work credible and honest, media writers must adhere to the greatest standards of accuracy, fact-checking, and objectivity. Effective media writing also demonstrates the capacity to reduce difficult material into digestible and interesting content.

By bridging the knowledge gap between specialists and the general public, authors may promote comprehension and informed dialogue. The traits addressed in this study are more important than ever since media writers continue to play a significant role in influencing social trends, distributing information, and forming public opinion. Media writers are change agents who shed light on pressing problems, expose injustice, and amplify the voices of the oppressed. They are not merely information providers. People who exhibit the traits of a media writer will continue to influence the dialogues that define our culture in a world where the media landscape is always changing.

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## CHAPTER 9

### ELEMENTS OF ADVERTISING COPY APPEAL: AN OVERVIEW

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#### ABSTRACT:

"Elements of Advertising Copy Appeal" is an in-depth exploration of the fundamental components that underpin effective advertising messages. This paper delves into the diverse appeals used by advertisers to engage consumers and persuade them to take action. It discusses the emotional and rational appeals, humor, fear, sex, and scarcity as elements commonly employed in advertising copy. By analyzing real-world examples and industry insights, this paper aims to provide a comprehensive understanding of how these elements are strategically integrated into advertising campaigns to capture attention, create desire, and drive consumer behavior. The elements of advertising copy appeal are vital tools in the arsenal of advertisers seeking to connect with their target audiences and achieve marketing objectives. This examination has shed light on the diverse appeals that resonate with consumers and drive effective advertising. The elements of advertising copy appeal continue to evolve in response to changing consumer attitudes, cultural shifts, and emerging technologies. Advertisers who master the art of using these elements effectively will continue to shape consumer behavior and drive business success in the dynamic world of advertising and marketing.

#### KEYWORDS:

Advertising, Copywriting, Emotional Appeal, Rational Appeal, Writing.

### 1. INTRODUCTION

The target audience's preferred medium should be revealed by the market research, but as the writer, you need also understand how those consumers interact with those media. You must be aware of the fact that newspapers get less second reading than magazines in order to write for the media. A person reads a newspaper, sets it away, and doesn't pick it up again until they need to refer to it for some reason. A magazine, however, may be perused piecemeal and remains open so long as the reader is still making progress through it. The individual who is listening to the radio is presumably engaged in another activity and is unlikely to have a pencil nearby to jot down a name or phone number, nor is it likely that they will be able to retain that kind of information. But since a pen or pencil is usually nearby when a TV is put up in a house or business, an address or phone number might be shown on the screen. Knowing which media are the most reliable can help you as a writer since it will affect how text is handled. You should be familiar with the requirements of the media in addition to understanding audience reaction to and usage of the media. Both broadcast and each kind of print media have unique format requirements. It will be required of you, the writer, to be familiar with these formatting requirements and to be aware of where to get the further information. You must also be familiar with the media and supplies. Knowing the production process, how corrections are done, and the economic implications of those errors can help you mark text appropriately before sending it to the typesetters [1], [2].

#### Writer of the Copy and Style

As a media writer with a focus on advertising, you should be aware of the seven areas that make up the advertising writing style. What is the goal of the advertisement? What does the

client want the audience to do—purchase a product, learn more, and make a change, or cast a ballot for a certain candidate? What is the effective tactic to achieve this goal? What is being presented in the way of an inducement or appeal, a light threat, or a disparaging comparison? What is most likely to be effective for that audience and the communication medium being used? How can the goal be achieved? What writing style is most appropriate for this audience? Which language would be best? This may be based on age, educational background, and prior experience with the product or ones that are comparable. To someone who is purchasing a product for the first time, you should write or speak differently than you would to someone who is familiar with the product. How well will the medium convey the needed message? You are aware that using a medium like television to discuss a difficult topic will need you to use visuals rather than facts since the latter will simply not fit. You must pay attention to the varied aspects of print and television. The arts and the written word should enrich rather than compete with one another. How precise are all the particulars? How adaptable can you be with the business while yet being precise? In addition to your obligation to the audience, you also need to consider the law. How many different ways are there to describe a product's promises and limitations? Running deceptive advertising is dangerous. Can you utilize a medium in a unique, creative way? Can you create a commercial that is so unique that it breaks records? You should consider more than just what is popular; what can you contribute? What kind of an impact do you think your advertisement will have overall? How does it relate to the rest of the marketing effort? You must be aware of how the remainder of the advertisement appears. With this knowledge, how do you begin composing your advertisement? You must evaluate the advertising text appealing' components and choose a method for each [3], [4].

Attention, self-interest, desire, believability, and action are the five kinds of text appeals that have been recognized in advertising. Let's examine each one in turn. Getting your target audience's attention is the first necessity. Nothing else you do will matter if you don't succeed in it. For attention-grabbing purposes, you may utilize animation, sound effects, or headlines. Next, you figure out how to appeal to selfishness. People act according to their own motivations, not yours. It's critical to understand why they could be acting in the way the advertisement is intended. People always keep an eye out for what's in it for them. Additionally, you want the reader to focus intently on the advertisement's "how-to" section. In addition to delivering on the promise of the headline, the opening phrase of the body copy must persuade the audience to read the remainder of the message and pique interest in the promoted product. At this time, the message's credibility is vital. You will lose your audience if you wattle or hedge while presenting the offer or the pitch. In order for the message to be effective, it must be as straightforward and honest as possible. This is because your viewers may not immediately take action. For greater success, you must create a foundation of conviction that will be bolstered by succeeding communications. Finally, you want the audience to behave in accordance with the advertising's purpose. The majority of marketers are aware that repetition of the message, which has a cumulative impact, is what is most likely to elicit action, yet action is still how most advertising is evaluated for efficacy. Every assignment for writing advertising copy must be approached in the same manner as one for writing an editorial [5], [6].

### **The Innovative Component**

You should practice creative thinking since words are so important in advertising. A lot of our natural creativity is meant to be suppressed as we grow in structured learning environments. Native creativity refers to inborn or inherited characteristics that make a person special. Learning to establish strange connections is a way to boost creativity. A new concept is created by a process of trial and error known as odd association, as opposed to honing, which implies to polish or train to perfection. Write down the important phrases to hone this ability; you could

discover an unexpected connection that will prevent you from falling into the clichéd trap. Learning to make the ordinary exotic by using your imagination is another tool for developing your creativity. Lifetime experiences, including exposure to music, literature, theater, painting, and other arts, as well as listening to, seeing, and learning from them, are the sources of associative thoughts. After the concept has been established, the decision of what to show, what to say, and what to leave to the audience's imagination must be made. Frames of reference, or experiences that fit our worldview, expectations, or life goals, are referred to as associative notions. This also calls for some original thought. What should be best portrayed via art and what through words must be determined. You must decide what can be comprehended even when it is not spoken. Sometimes in radio, the emphasis is decided by the medium rather than the product. Words are the visuals, for instance. The combination of symbols words, music, art, action, and characters is deliberate. Words may either blend in subtly or be almost neutral in order to distract. They may either dominate or strongly reinforce. The decision must be carefully considered.

### **Structure and style**

Blocking is the process of determining how much space the art will need before blocking the headline area while creating an advertisement for print. How many words you may use will depend on the size of the area and the type size you believe you'll need to be successful. Consider the area as a vacant slot. You're going to put a necessary object into the slot. Because the headline will be placed on a different machine than the body content, write it on a separate page. It also has to be appropriately labelled. The headline and body content are shown on the layout as straight lines or bars. You can fit a certain amount of text within the copy block. The body text may be printed on a single sheet if a consistent size and font are employed. But it's unlikely that this will be the case. As a result, you indicate in the layout that all copy that will be set in the same size will be marked differently from content that will be placed in various sizes. On the layout, you must also provide a spot for a logo. Once everything is in its proper location, the layout is forwarded to production to be ready for printing. It will be your responsibility to ensure that everything was set precisely as you typed the text, with every "I" dotted (literally) and every punctuation mark in its proper location, when it is returned. Keep a duplicate of whatever you write so that you have a backup. Keep in mind that you are writing for two audiences, not just one, whenever you are composing broadcast material. Your first audience is the announcer or actor, and your second audience is the listening or seeing public. Scripts for broadcast advertisements are written. Actors, directors, producers, musicians, and sound designers will all work from this screenplay. All advertisements adhere to six broad styles, sometimes in accordance with their intended aim [7], [8].

**Humour** The goal of presenting advertising messaging is still to elicit a grin, a chuckle, or a good laugh. A select few homophobic appeals have a captive audience. The humour employed in foreign campaigns has to be considerate of the cultures of the places it will be seen. Due to these factors, many marketers are hesitant to use a homophobic appeal. **Hard Selling** The writing is blunt, repetitious, often quick-witted, and hard-hitting. Information advertising is associated with more expensive goods, particularly those that are technological like computers. Advertising that includes testimonials falls in between informative and hard-sell. Endorsement advertising is often utilized for items, but it is also used during political elections. There are certain rigorous guidelines for this form. The person recommending must genuinely use the product, support the candidate, or vote for the user. There is a legislation in America that prohibits people from endorsing goods they have never used. Image or concept advertising are other names for institutional marketing. Advertisements using images aim to present a brand's desired image to the public. Public service announcements are a different type of writing for

the advertising industry. PSAs for non-profit organizations may be persuasive, informational, humorous, or visual.

### **Limitations for Writing Advert Copy**

Occasionally, a media outlet may reject an advertisement because they believe it to be offensive. Laws and etiquette guidelines are restrictions on advertising. Governmental rules Government bodies such as the Advertising practitioners Council of Nigeria, NAFDAC, and others control advertising. However, APCON is the main regulating organization. It controls fraudulent or unfair trade practices, unfair competition, and false advertising. The Bureau of Consumer Protection of the APCON publishes legally obligatory trade regulations. The Bureau also has a unit that evaluates advertising, reviewing it independently from samples it selects and also handling customer complaints. The terminology to be used is specified by APCON when remedial advertising is required.

### **Self-control**

It's critical for copywriters to understand who and how their work will be scrutinized. The method that each industry seeks to manage its own rules is via the Better Business Bureau. In order to track and investigate consumer and business complaints, the Advertisers' Association of Nigeria and the Association of Advertising Practitioners of Nigeria both exist. The matter is handed up to the APCON if they are unable to convince the advertiser to modify its practices.

## **2. DISCUSSION**

The Broadcasting Organization of Nigeria formerly had an ethical code that its members abided by as an additional method of internal control, even after broadcasting in Nigeria was deregulated. Additionally, before showing, advertisers independently clarify storyboards, shooting scripts, or both. If a demonstration or testimonial is necessary, it is often given with the script.

### **Style in Public Relations**

Although the majority of public relations writing is done for specialist media, such as a trade, association, employer, and audio-visual production, it does occur as an integral element of mainstream media presentations. However, public relations writing requires the structures and styles described in this section, whether it is for general or niche media. Additionally, one of the main sources of information that is printed or aired in the media is public relations. Despite assertions to the contrary, public relations data are supposedly under tight control. The PR professional does research in the same way that any writer would, obtaining data from both primary and secondary sources. To provide information from both within and outside the organization, a PR writer must assume the position of a reporter inside the organization. The PR writer develops into a brilliant rewriter in addition to being a skilled fact-finder. A backgrounder, briefing, or position paper on a contentious topic are often proportioned using one set of facts, according to Newson et al. The PR specialist selects papers in a broad range of genres from this collection of resources. All additional writing tasks for the company, such as memoranda and yearly reports, fall within your purview as a public relations writer. A PR writer must be knowledgeable about the specifics of each work and provide appropriate content. Additionally, you must be aware of and adhere to the proper writing standards for every kind of media while creating content. However, it often refers to the fair coverage of all viewpoints on a subject that is common of news writers. Furthermore, since their company often generates the information, public relations writers need to have greater control over their contents than other media writers. You must also demonstrate editing abilities as a public

relations writer. You are in charge of both the content and the structure of information coming from your organization. In the field of broadcasting, this is particularly true for PR writers. For newcomers in public relations, some of whom may begin as publicists for the organization, writing for the media may be a demanding and laborious endeavor. The writers at a public relations firm collaborate with the agency's top official and are a member of the creative department. Since you have no influence over policy, as a publicist you must write what is handed to you to produce in whatever format is required [9], [10].

### **Publication Sources**

According to reports, public relations professionals are responsible for a significant amount of mass media content, notably in the instances listed below. The Assignment PR professionals are often the contacts of reporters when they are on assignment. Most government business and cultural officials turn to public information or public affairs specialists, whose work falls under the PR umbrella. Public figures and business executives often depend on their PR specialists to enlighten print and broadcast media. The general public anticipates news from PR every day. The Mass Media Well Trained PR Experts understand how to create content to fulfill their technical criteria and are familiar with the news values of the various media. They also discover which journalists may be trusted. Reporters discover which PR sources may be relied upon to conduct themselves properly. Reporting successfully needs such sources since public relations sources provide or generate a substantial portion of news. A reporter receives a ton of postal releases, business wire copy, phone calls, and messages from contacts in the PR industry on any given day. A press conference or other special event hosted by a PR professional is also previously scheduled for publicity. Like not all reporters are fair and accurate in their reporting, not all of them are accurate, responsive, and accountable. Reporters must understand how to extract and derive the best from PR sources because of the high degree of writing abilities shown by PR writers. They are also need to be accurate and accountable in order to get the finest cooperation from PR sources. The media audience, who lacks knowledge if the two don't cooperate, is the actual loser.

### **The News Releases' writing**

The public relations specialist will present the material in a manner that benefits the organization when preparing a press release for the media. This might include telling a tale about a crisis or issue immediately, sometimes even first. When composing an advance, reporting an event, speeches, and meetings, the media depend on news releases. The first to learn about the plans that their company is making are the PR personnel. They create a narrative and send it to the news media once the plans are finished enough for one. Some PR professionals also create news-like coverage pieces for the media to use. The majority of PR professionals often create a follow-up story that the media may utilize to amplify their own coverage. Usually, a PR professional's concise, well-written advance doesn't need much editing. When something is considered newsworthy, it is often utilized without much editing for style.

Some PR articles may just include announcements. The PR writer must answer the following questions while writing to the media in order to make his article newsworthy: Is the information important to the general public? How many readers could it possibly help? Is the article up to date? Is the news local or does it have an effect here? Do the characters in the novel have any significance for the readers? Editors must constantly use care when managing news releases due to the possibility of self-serving distortion. Experience has shown that certain publications, particularly at contentious periods, don't fully report the story. Sometimes a release is subject to temporal constraints, such as Hold for Release Date, temporal. It is always the editors,

reporters, and PR professionals that have a duty to the information consumers. The fundamental duty of the reporter is to ensure that the information provided is as true, fair, and comprehensive as possible. A PR professional must uphold business ethics, yet they often face restrictions from upper management or legal counsel that prevent them from making information readily accessible. Finally, it is critical to understand that while putting out press releases for the general public:

1. It must include a release date.
2. It has to be signed, along with the officer's title, etc.
3. The Media Kits' packaging.

Media kits are sent to both print and broadcast publications. The most common tool used by PR practitioners is a media kit. These differ depending on the situation's substance. However, the majority of kits include an information sheet, brief biographies of the key players, a straight news article, materials for a news column, a news feature, a brochure, and, sometimes, images. A fact sheet is a key component of a media kit. Even two fact sheets could be present. One contains the essential details about the organization and the occasion or event for the media kit, while the second might be historical and note significant moments for the occasion or the organization. Reporters often use them as topical concepts. A media kit's purpose is to provide the media a small collection of materials, facts, and images about an event to which they have been invited. The drafting or packaging of the contents on the kit, as well as providing it to the different media stations, is the responsibility of the PR Unit of the organization sponsoring the event.

### **The Relationship, Restrictions, and PR Contact**

Public relations professionals often serve as the organization's spokespersons and are cited as such by the media. They also provide news recommendations and feature inspiration. All PR professionals are under the direction of their employers, and because the news media serves as watchdogs in democracies, a natural rivalry develops between the PR professional and the media. The aristocracy, "consumers," and "clergy" were the three estates that properly made-up society in medieval Europe. The fourth estate was created as a new division of the press. The PR writer and the media have interacted in what I would term an interface. The rivalry between them is a result of their past. What the PR representative pushed under the rug and ignored is what the media needs as something new, hot, and noteworthy. However, not all relationships are hostile. Most of the time, if not always, these connections are amicable. In truth, PR professionals in the public and corporate sectors may help the news media in a variety of ways. To meet a deadline, PR writers provide the media with material. The PR office provides the media with the background information. He will gain you access and provide photos and coverage interviews. The majority of features pieces with a PR that are published in the media are often written by news staff writers.

### **Terminology**

Off the record denotes that the information is for the writer's general knowledge and not to be publicized in any way. Although the following phrases are commonly known amongst reporters and PR sources, their exact meanings should be stated in each case. Background-only Information that is reported but without source attribution. Information may be published with the source identified but without using quote marks or the official's exact words; instead, the writer must paraphrase. According to Riven, a misunderstanding of words might lead to problems. He claims that it happens much too often for authorities to state "This is off the record" or "Don't quote me directly" when their true intention is to provide material for "background only." Some people who want to talk "off the record" and state that the

information is "background only" believe that the authors will not publish the material but will instead utilize it to further their grasp of the topic. Moyers provides the following recommendations to better explain the situation.

1. Backgrounders need to be created to explain policy rather than to proclaim it. The use of unlicensed quotes would be discouraged by this restriction.
2. Backgrounders in subjects other than foreign policy and national security need to be the exception rather than the norm, according to 2.
3. A group backgrounder's contents shouldn't be discussed for at least an hour after the session is over. Cross-checking would be possible because of this.
4. Before the background starts, the principal or the press spokesperson should make the regulations very clear.
5. There should be no more than two tiers of cover. Either the reporter independently utilizes the material or it has to be properly cited in accordance with the guidelines below.
6. A Defense Department spokesperson, a member of the Nigerian Army, or a "Aso Rock Source" should be used in favor of the loose anonymity of "high Nigerian Official," "top government officials," or "friends of the president," etc.
7. Reporters should carry a sentence attributing the information to a state or government house official "whose name is withheld at his insistence" when a public official in a backgrounder refuses to permit attribution of materials that are blatantly self-serving but still feels compelled to carry the story.

### **Creating the Leads and Headlines**

The lead or introduction as well as the title or headline should be written first for each narrative. Lead is a newspaper slang term. It was created as a specific method of including all the important details at the top of a newspaper piece. The goal was to captivate the reader with an engaging opening line in order to halt him and keep his attention. According to David Ogilvy, who emphasized the importance of the title or headline of an advertising, five times as many people read the headlines as read the material. At el 200378, Okoro. All other facets of media writing also place a strong emphasis on the importance of titles and headlines. It is impossible to deny the role that intriguing and enlightening headlines and titles have in the sale of newspapers at newsstands. The rule of unity was most likely the most crucial compositional rule you were ever taught. The anchor of effective media writing keeps the reader on course.

### **Definition and Lead Types**

The opening few paragraphs of any media write-up are referred to as the lead or the "Intro." The lead introduces a tale and eases the reader into the main body of the story together with the title or headline. Most of the time, the lead determines how far the reader will follow the tale. Without a strong lead, it's like trying to get someone's attention while fishing with a bare hook. A solid grasp of the material as well as a refined sense of perspectives are necessary for proper lead building. A decent lead is a difficult assignment for a newbie to write, but for an experienced writer, the lead comes naturally. This implies that continual writing is necessary to perfect the skill of lead writing. There are many different kinds and styles of leads that are employed in media authoring. They include some of them.

The newspaper lead's initial purpose was to condense the story's 5ws and H into the opening phrase. Even the most attentive reader would find these phrases incomprehensible since they were often verbose, convoluted, and overcrowded. Since readability was not taken into account, this form of lead is considered hard. The permanence of print presentation, which allows for rereading, made it attractive among journalists who worked for print media. It didn't

take long for broadcast writers to figure out that this congested lead was not good for the ears. Before listeners were prepared to hear and comprehend that information, the hard leads put too many crucial details into the air too quickly and beyond recollection. Thus, broadcast journalists created the soft lead, whose goal is to grab the listener's attention and ease him into the tale with one or two important information in order to set him up for subsequent facts. The gentle lead has a straightforward philosophy. Only a limited number of signals may be heard by the ear and sent to the brain at any one moment. These signals need to be heard; thus the ear has to be awakened and ready. The soft lead ought to be engaging enough to keep the listener's attention. However, it shouldn't provide the reader with so many details that he becomes confused and cannot follow the plot. The fact that broadcast menu often has to compete with other activities for attention emphasizes the requirement for a gentle lead in broadcast media writing. The listener may be eating, drinking, driving, doing laundry, or reading while paying merely passing attention to the speaker until something he hears causes him to sit up and want to hear more. He becomes aware when the gentle lead jingles a bell. The lead gets the audience interested in what they are going to hear while delaying the introduction of certain crucial information until the audience is fully engaged.

By others, we mean the many lead kinds that are too numerous to detail here. However, we have just chosen a few of these to discuss potential tale applications. The Quotation Lead It is particularly appropriate when discussing speeches, declarations made in public, and similar topics. By beginning with the exact words of the source, it gives the author the chance to verify the accuracy of the writing. As an example, Professor Nwosu, director of the council of social welfare, said yesterday that "the emotionally disturbed child is the number one problem facing the Nigerian society today." The Question Lead Journalists are renowned for asking questions and offering solutions. A question lead may be able to pique readers' attention when the content deals with a topic of general interest or a subject likely to spark discussion among readers. Is it feasible, for instance, for a black man to be elected president of the United States and rise to the position of global leader? Two days before the general election, Barrack Obama is constantly ahead of John McCain in all polls, demonstrating that it is doable. When the time component has to be highlighted, the staccato lead is employed. It consists of a string of sentences, each separated by a period or a dash. The light went out for Mrs. Jones of Benin City when she got completely blind about 35 years ago, in 1960, in a different place, in a different life, after almost 40 years of enjoyment in her modest house. After thirty tortuous and arduous years, Mrs. Jones' prayers were finally granted, and she was once again able to see. Although its sentences are grammatically full, explosive lead is comparable to staccato lead. Although it may be utilized for plain news, it works best for feature articles. Suppose you had nothing to do on a cloudy, fine Sunday afternoon. Two youngsters boarded a bus to go together on the west circle. One of them snapped, struck his head, and later died from a skull fracture. The Punch Lead is comparable to Cartridge Lead but is not as brief, definite, or abrupt. Almost every form of fiction may utilize it. Due of its focus on the whole issue rather than a single person or element, it has been referred to as the "blind" lead. Due to allegations that the policeman abandoned his job, he has been suspended. Friday Adeyemi, who worked at the New Benin Police station, has been suspended indefinitely by the Police Service Commission. The Contrast Lead Sometimes a story's key element is the contrast between the current situation and one from the past, or between this incident and one that it is serving as a reminder of for a variety of reasons. Osagie Osunbor, a former office boy who used to dust behind the same desk, was appointed Director General of Nta yesterday.

### 3. CONCLUSION

By appealing to human emotions and needs, companies and customers may establish close relationships. By appealing to reason and pragmatism, rational appeals provide consumers reasonable justifications for their decisions. When utilized carefully, humor and fright may grab people's attention and trigger strong emotions. Although contentious, sex appeal is nevertheless a powerful weapon for advertising looking to arouse desire and intrigue. The concept of FOMO (Fear of Missing Out) is used by scarcity to motivate quick action. Successful ad copywriters are skilled at picking and combining these components to create messages that captivate their target audiences. They are aware that great advertising involves more than just showing goods or services; it also entails building personal connections with customers and changing their behavior. Advertisers must use the strength of these components to stand out and make an impact in a crowded, competitive market where customers are inundated with messages every day. Advertisers may design campaigns that draw attention, pique interest, and motivate customer action by comprehending the psychology underlying these appeals and effectively using them.

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## CHAPTER 10

### SHAPING IDEAS AND ORGANIZING INFORMATION FOR EFFECTIVE WRITING

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#### ABSTRACT:

"Shaping Ideas and Organizing Information for Effective Writing" explores the critical process of transforming raw data and ideas into well-structured and engaging written content. This paper delves into the significance of mental preparation and finding the right focus, perspective, and angle of vision to give shape to ideas. It emphasizes the importance of organizing information around a central point of focus, whether it's a person, an event, or a common theme, to create a coherent narrative. Additionally, it discusses the value of incorporating the perspective of an observer to enhance the relatability of the writing. By examining these principles, this paper aims to provide writers with insights and techniques for producing more effective and impactful written works. The process of shaping ideas and organizing information is a vital aspect of effective writing. This exploration has underscored the significance of mental preparation and the search for the right focus and perspective to create compelling narratives.

#### KEYWORDS:

Editing, Effective Writing, Organization, Persuasion, Revision.

### 1. INTRODUCTION

The distinguishing factor or essence of a piece of writing may be found in its environment, in the physical characteristics of the people or things it is about, or in a unique word that describes the activity it is about. In many situations, a visual or descriptive lead works best to convey the mood or emotion required for accurate comprehension and enjoyment. It is encouraged that you only utilize it for things that you personally saw. For instance, hundreds of thousands of Christmas shoppers are flooding through the elite thought as if there isn't a recession or financial crisis, carrying lists in their hands, shopping bags on their arms, and fire in their eyes. The Metaphorical Lead Metaphors, similes, and other figures of speech should not be overused in the lead or anywhere else in the writing. Many idioms have been used so often that it is difficult for casual readers to recognize them as metaphorical. Ax to grind, put all eggs in one basket, etc. are a few of them. It should be used unintentionally rather than on purpose. A possible flood is described by the cold, murky water that lapped and licked at Ring Road on Tuesday evening like a patient cat playing with a trapped mouse [1], [2].

#### Uses for Leads and Headlines

Mass media writing has to be rescued from some of its most ingrained ruts. Insufficient lead will probably cause some conceptual dislocation in local and global media presentations. The fact that we live in a time of globalization makes it all the more crucial to communicate ideas and report news so that fundamental truths may be better understood by more people throughout the world is one reason why this is important. News reporting alone, or just stating what individuals or governments do, is insufficient. Right from the start, the meaning must be

made clear and the event must be put into context. And it must be carried out fairly, competently, and completely.

### **Guidelines for Writing Effective Leads**

The lead serves as the article's window or entrance. It's crucial to steer clear of the following problems while composing it.

#### **Lead Disarray**

This entails cramming excessive information into the lead. It is hard for the reader to comprehend the topic or information you are attempting to convey when you squeeze a lot of facts into the lead. Lead writing must adapt because the conditions that prompted its creation and widespread use as a media writing approach have changed failing to connect the lead with the body of the piece in order to make it a part of the feature. Unity is crucial in writing the lead to prevent dislocation, as we said before in this unit. In a piece he wrote on the guidelines for media writers to follow when crafting effective leads.

## **2. DISCUSSION**

The following rules should be taken into consideration while drafting headlines. Immerse yourself fully in a tale to make sure you comprehend it. It's crucial that you see the headlines in type. You must be familiar with these fundamental guidelines for legible typography. For instance, text smaller than 10 points is hard to read. Furthermore, it is difficult to read any headline written in an unusual typeface. The headline and lead arrangement should have led. The white space is there. It's difficult to read headlines written in all capital letters. Headings are simpler to read in lowercase and capital letters, especially if it is in bold type. Writing is a highly cerebral activity that is essential to the profession of journalism. In Igbo, writers are really how journalists are referred to. Therefore, handling this fundamental duty of journalism in any other way would be wrong. It takes a lot of practice to become an expert writer. The capacity to acquire an ear for writing is one of the fundamental prerequisites for the development of this talent. By this, we mean adopting writing as a way of life and applying one's mind, body, and soul to it. Those who write to live and those who write to survive must cultivate a writing ear. This Unit will cover what it means to have a writing ear as well as how to build and use one. The majority of well-known authors would claim that they can almost hear their stories being written while they are still in their heads. Better writing is made much simpler by having this talent. A writer without a keen writing ear will find it difficult to recognize and implement excellent text [3], [4].

#### **Others' Thoughts**

The story was so dramatic when reporters interviewed the victorious Combat pilots during the Second World War when the Allies blasted Hitler's strongholds for the first time. The reporters were shocked to learn that neither the flight leader nor, presumably, the other pilots on board knew that Hitler's primary residence was at Berchtesgaden. Many people believed that during the communist era in the former USSR, everyone received the same income regardless of their occupation, etc. The worldview of the typical reader may be a contributing factor in this. This does not imply that the typical individual was unaware. People don't read enough to be educated, which is the most straightforward reason for anything. Newspaper polls indicate that readers focus more on the comics than any other section of the paper. Only one news article out of every twenty-five gets read by even half the readers, according to a survey of more than a hundred American newspapers. The Dendebeg. Some claim that the problem is the terminology used in newspapers, which is excessively sophisticated. Not that they are idiots,

mind you. A person is not inherently less intelligent if they lack extensive knowledge. After all, learning is a key component of intelligence. A media writer must use caution when gauging the amount of knowledge and intelligence of their audience. Of course, the best course of action is to ascertain what individuals know and don't know, and then write appropriately. Many things should not be taken for granted. A media writer must do ongoing research to determine what the public already knows and what they need to be informed on. The more you understand the kind of readers you are writing for, the better your writing will be. There is scarcely anything more crucial for legible writing [5], [6].

Naturally, participating in research projects and surveys is not always feasible. But even a poor estimate is preferable to none at all. It is a safe bet that readers in low-income groups or those without a college degree won't have a lot of background knowledge if you are writing for them since ignorance these days often goes hand in hand with a lack of education and poor money. The quantity of information is crucial, but it is not the only factor to take into account. In addition to age and sex, there are numerous more ways to categorize people. You'll need to write in one method for children, another for seniors, and still another for both men and women. Young males, in Aristotle's opinion, have great desires, a love of winning, and live in expectation. Elder men are cynical and distrustful, with great goals, a tendency to feel sorry for others, and they like laughing. They yearn for life's basic pleasures and requirements, preferring to live in the past rather than the future. It basically implies that whereas young people like romance, adventure, and daydreams, older people prefer real-world applications [7], [8].

Take this into consideration while writing to young readers. Make it a tale with a satisfying conclusion. Of course, there is also the issue of gender inequality. Keep in mind that females are better at so-called social intelligence than boys are in math, science, and other subjects. In addition, although most readers of society pages and local news are women, most readers of breaking news and sports are males. That is to say, males love discussion, feeling, and things, while women adore stuff, gadgets, and things. All of this means that you must start every piece of writing with your audience in mind. This does not imply that the more straightforward solution is always preferable. Everything depends on the audience you are writing for. I don't intend to imply that you should just write what readers will find interesting when I suggest to research your audience and write with them in mind. Never mind expressing what you believe the public wants or what you think they want. After researching your target, compose your message in a way that will most likely be appealing to them.

### **Value of triviality**

A media writer has to retain a solid supply of data on hand at all times, and there are several methods for obtaining and storing facts. Most writers have a handicap since they don't know how to gather their sources, which is a common problem. It could be sufficient to have gathered your information for informal writing, but not for writing that is legible. Along with gathering your information, you must also acquire two other items. For your reader to appreciate and remember what you have written, you will need a strong foundation and vivid verbal examples. While writing down your data, the framework the tilt, the angle often becomes apparent to you. Brilliant ideas often only last for a little period of time; by the time you finish taking notes, they have generally vanished. Because of this, I also advise writing down these "fringe thoughts" so that you have a record of them in your notes. These apparently unrelated stray ideas will be of the utmost use to you when your writing project requires innovative thinking. Any method to tether them is beneficial. Even more crucial are effective verbal demonstrations. Even if your facts are accurate and persuasive, if you don't care to look for particular examples, your reader won't remember them ten minutes from now. When discussing a basic idea, illustrate how it applies to a particular situation, paraphrase how someone else said it, or

provide a poignant incident. What the reader will remember are these splashes of color. He won't necessarily recall the example or tale directly, but it will aid in keeping in mind the essential principle.

### **Quotes Management**

Of course, direct quotes are a staple of any reputable journalism. Finding examples and transcribing the precise terms of cited material is often a hassle, but it pays. In order to highlight articles on a College Elementary School for Gifted Children, a New York Times writer utilizes it as seen below. A four-year-old in the nursery class was questioned about his schoolwork. He responded simply. "I struggle and take tests." On one instance, a student instructor was attempting to calm some kids during a break. She told one of the five-year-olds, "If you don't get quiet, I'll send you back to your room," out of frustration. You shouldn't say that, the observant child corrected her, "you should say, which do you prefer to get quiet or to get back to your room."

These images highlight how crucial it is to pay attention to the precise words used in these verbal illustrations. If he hadn't used those particular phrases, the New York Times reporter would not have been able to make his point. Because the listener cannot see quotation marks in broadcast, addressing direct quote provides a unique challenge. Because of this, the author needs a mechanism to indicate to the audience when a direct quotation begins and when it stops. Despite being often used, the terms "quote" and "unquote" have lost their usefulness owing to overuse. Other phrases like "as he put it" and "he continued to say"

### **Effective Attribution Use**

The greatest assurance a reader has about the accuracy of the material is a newspaper's reputation for credibility. However, the most trustworthy journals take the greatest care to cite every significant fact. A knowledgeable journalist "documents" his or her tales. Incorporating authority into the article strengthens it, piques readers' interests, and somewhat shields the publication from criticism. When an announcement or statement has been made, particularly one that has been anticipated for some time, authority should be given the most emphasis possible by being the first sentence in the lead, as in. The federal executive council will be notified of allegations of anomalies in the collecting of business licensing payments by the Customs department, according to Inspector General of Police Mike Okiro. When someone publicly attacks someone else, the lead should start with their name, as in Senate President Hayford was today referred to as a "crackpot" by President Izu Emmanuel, who also referred to his ten-point program as "the wild idea of a neophyte in public life." Senator Emmanuel's assault on the president is news, not what he said, unless he was being much more specific. The "other side" must be gathered if he did make specific accusations. It is important to use caution while making decisions so as not to announce anything as final when it is still up for discussion or additional official action. For instance, a reporter in Benin made a mistake when he said Benin City will build a stadium with 200 million seats by the next year. The state executive council will be provided with the plans for this today. In this instance, the initiative was rejected by the state executive council.

### **Organization of Shape-Related Ideas**

A media writer needs more than just fundamental concepts, reliable knowledge, and a good library of material that seems to be pointless. It's crucial to arrange all of your thoughts and facts. There are both mental and mechanical components to this process. It is the methodical process of classifying your notes and, more importantly, the facts and concepts in your thoughts. You are now prepared to begin organizing the real writing project after you have

reached the stage where you can rationally consider the whole situation. This implies that in order to get your thoughts organized so you can create an outline, a professional media writer needs put in a few hours of mental workout. Professional writers with experience spend a whole workday or more to what amounts to idle thought. The most crucial phase of the writing process, according to every competent writer, occurs between the research and the plan. It is what gives a piece of literature its own character. There is nothing in the textbooks regarding this. Psychology holds that while we are looking at something, our thoughts function in a manner similar to that of our eyes or your camera. You need to locate the ideal focus, perspective, and viewing angle in order to see the thing clearly. You can only really appreciate an item after all of these issues have been resolved [9], [10].

Similar to this, while writing for the media, you must first mentally review your sources in order to determine the emphasis, viewpoint, and angle of vision that will enable you to clearly visualize the subject matter you are writing about. There must be a single element that dominates the composition, with everything else clearly grouped around it. Once you fully understand this, your reader will as well. And the structure of your thoughts is often what he retains after reading—just that. The most common strategy employed by media writers to mold ideas is to buttonhole an unwitting victim who is likely to read what you have written later. Including that individual directly in our work is a smart method to use them for emphasis and perspective. You provide your information and theories from the perspective of an impartial bystander. The obvious thing to do in writing about a group or organization, for instance, is to concentrate on a typical member of the group. Although it seems straightforward, there is a trap. According to the new components' rules, it will be difficult to glance away from the captivating, excellent concentration on the typical member. This idea also holds true when writing about actual occurrences. When there are neither a group of people nor a sequence of events, it is harder to concentrate properly, but there is always a solution. Even though your content first seems to be a shapeless jumble of disparate elements, there must be a time at which they all come together to form a single work of writing. The problem is that this common factor is often so straightforward and evident that it is essentially invisible.

### 3. CONCLUSION

The ideal focus for a camera lens is similar to turning a mess of information into a coherent and interesting piece of writing. It requires thoughtful deliberation. The roots of excellent writing are planted during this mentally prepping stage, which is often ignored. The foundation of great writing is structuring the content around a main idea. This center anchor gives the story shape and coherence, whether it is a specific person, an important event, or a recurring topic. When the reader can readily identify this focal point, they are lured into the tale. The writing enhances depth and relatability when an observer's point of view is included, such as that of a typical group member or a significant character in the story. It makes the content more interesting and memorable by allowing readers to relate to it personally. The capacity to shape thoughts and arrange information is a talent that transforms writing from average to great in the media writing field and beyond. By adhering to these guidelines and investing time in mental planning, authors may create material that engages readers, successfully communicates their ideas, and has a lasting impression. Effective writing, in essence, involves shaping what you say to connect with your audience as well as what you say.

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## CHAPTER 11

### INFORMATION SOURCES FOR MEDIA CONTENT

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#### ABSTRACT:

Information Sources for Media Content is a comprehensive exploration of the diverse and dynamic avenues from which media professionals draw information to create compelling content. This paper delves into the various sources available in the digital age, including traditional journalism, social media, interviews, government reports, and academic research. It discusses the importance of vetting and verifying information to maintain credibility and ethical standards in media production. Additionally, it highlights the challenges and opportunities presented by the evolving media landscape. By examining these information sources and their roles in content creation, this paper aims to equip media practitioners and aspiring journalists with the knowledge and tools necessary to navigate the complex world of information gathering in the modern media environment. The process of sourcing information for media content is a multifaceted and critical aspect of journalism and content creation. This exploration has underscored the importance of accessing a wide range of sources and the need for thorough vetting and verification.

#### KEYWORDS:

Journalism, Media Content, Online Sources, social media, Writing.

### 1. INTRODUCTION

Any article's or essay's worth is based on the quality of the sources used to create it. A nice article or essay may be created that communicates this concept clearly and with accurate data by using the computer phrase GIGO, which stands for garbage in, garbage out. Journalists and media professionals have a responsibility to enlighten the public. Sometimes they need to be educated themselves before they can perform this duty. As we said before, you must decide the goal of your work and consider your audience before creating a tale. You may get information for media writing from a variety of places. Strong writing is founded on facts discovered via unbiased investigation and observation. Journalists for the media report what they see. However, they seldom depend just on first-hand accounts of events. Writers inquire about the sights and sounds that others have experienced. For fresh information from a different angle, they chart with individuals in news events to hear their ideas and emotions. To gather background information and confirm the claims of participants and observers, they examine records and papers [1], [2].

#### Primary Source of Information

A main source of information is a place where you may go to get the information you need right away. As well as experiments, personal interviews and observation are other ways to get primary source data. An eye witness report provided by someone who saw the incident firsthand is an example of a primary source. The information you acquire from numerous original sources may not be accurate. You conduct a survey to find out what people know and don't know, to find out the media they are exposed to, to figure out their literacy level, and to find out the public's opinion through VOX pop on a hot-button project, subject, or problem. Primary data may be obtained via in-person and telephone interviews. You must identify

yourself and your organization when doing this, and you must also be prepared with a list of questions and a general understanding of the issue. There must be some standards for choosing people from whom to gather information. They could be participants, witnesses, specialists, etc. Furthermore, making observations may help you produce primary data. All aspiring and potential media writers must possess the capacity of observation. It gives you the ability to hear what others are not hearing and see what they are not seeing, which makes scooping effective.

### **Additional Information Source**

Documents or other materials containing information that has been obtained by someone else often make up the majority of secondary information sources. Usually, this data is printed or publicized. Almanacs, yearbooks, periodicals, and other indexes are examples of secondary information sources.

The titles of articles that appear in a variety of periodicals are included in the indexes. Yearbooks and almanacs are two publications that provide succinct information on significant events that happened throughout a certain time period. Additionally, it contains significant times, locations, and people. Newspapers on a global scale as well as textbooks are periodicals of widespread relevance to media writers. When using secondary data, it's important to constantly verify the source and publication date. You want to utilize current information, and you want it to come from a reliable, trustworthy, and objective source. Keep in mind that just because something is printed, it doesn't always mean it is true. To assess the credibility of a secondary source of information, use the following checklist.

### **Database**

The media writer now has access to a vast array of electronic materials thanks to technology. People may use the internet to access many different amenities from their homes or businesses. The fastest-growing electronic information source is the internet. Literally, everyone in the world, in any profession including the government and educational institutions—can share information and access it online. The World Wide Web, online services, and browser are examples of Internet resources that may be used to print information. A section of the internet called the World Wide Web hosts electronic materials. Web pages with text, pictures, and other elements are how information is presented on the internet. Online services are independent, free services that provide their users a wealth of information. The usual sources include email, online news, and so on. You may easily obtain particular information on the internet on a topic of interest to you using a browser, often known as a search engine. Using browsers like data banks, you may do broad topic searches by looking for key terms in the computer's memory. For instance, a writer preparing a series on how students' hectic university schedules have contributed to high levels of stress may key in terms like "university students' lifestyle," "university students' stress," and maybe "university students' mental health" to the computer. The machine would next look for articles containing those terms in the titles in its database.

### **Resources and Approaches**

Speak to colleagues who are knowledgeable about the persons or topic you are writing about before you start calling people and asking questions. You will find some sources if you do your first study in your place of employment. Talking to the individuals involved is crucial, even when published research serves as the story's main source. There could have been recent changes. Furthermore, there is never enough time to read everything, no matter how thorough your research is. Speaking with specialists may help you gain more details, confirmation, and information you may have missed. Different types of tales need various types of sources. It's crucial to keep in mind that it's seldom a good idea to interview only one person for an article.

Every person has a unique perspective, set of experiences, and preconceptions. Talking to others with different viewpoints and preconceptions is necessary [3], [4].

There are various things to consider while gathering facts. Make sure the information you record is correct by taking detailed notes. Give names of persons and locations in full again. To confirm what the source stated, speak the repetitions out loud. Ensure that the information sources are consistent. While some authors provide just the names and phone numbers of people, others arrange their sources according to their fields of study or areas of competence. Use your indexes to keep track of someone's address and phone number. Who should I interview is a normal query for a beginner media writer who is compiling a list of sources. Newson. You may locate a government agency or non-profit organization that deals with the topic for many articles. To ensure they receive the material accurately and record the facts from the interviewees' perspective, most interviewers bring a tape recorder. As if the machine weren't there, you must be taking notes. When conducting interviews for an article, you should pose the right questions.

Being upfront and honest with sources is the greatest approach to keep them on board. This is true for all types of information. When you correctly quote someone, you gain their trust. If your misstep, please apologies. Always express gratitude to sources for their assistance and be mindful of their time. Organize your inquiries so you won't need to make a follow-up contact. Don't move too quickly. You may need to listen to more than you originally requested, but doing so will demonstrate that you value the source as a person, not merely as a useful resource. But sometimes, you come away with concepts or new insights that you wouldn't have otherwise. Watch out for nonverbal cues from the interviewee so you can plan your questions accordingly. Although you are not need to provide our source your write-up before publishing, you are required to make sure that it is accurate, balanced, and fair.

## 2. DISCUSSION

Institutions that transmit information include the mainstream media. They need to cater to everyone at once in order to be broadly accepted. This implies that the media's information should be both general and particular. It is a specific kind of bin that accepts all stuff. However, the media information is neatly structured and presented in order to draw in and keep the public's support. Media professionals use content categorization as a tactic to promote readability and save readers' time. There is no possibility a guy could read every page of a specific edition up to the publisher's address even if he had infinite time. Therefore, classification or categorization is crucial to provide guidance to readers, who are often time-constrained. The categories that editors and media producers divide the tales into for reading are listed below. Politics One of the most active sub-desks in the newspaper today is this one. Political philosophers claim that man is a political animal. Man is consequently concerned with the power struggle over who becomes the king or leader and how he emerges and reigns for the purpose of survival. The political page has become essential reading because of these problems and the separation of amenities. Economy The speed and power of a nation are determined by its economic health. The economic desk has grown to be so significant to the contemporary newspaper industry that certain publications now only publish business-related articles. The economic desk deals with matters such as income, stock market activities, shares, investment, productivity, consumption, etc. The writer should contact the Federal Ministry of Economic Planning, government agencies, non-governmental organizations, and other economic specialists or credible information's for accurate information on economic topics [5], [6].

## **Governing body**

The president desk is responsible for organizing matters pertaining to the federal executive branch of government. The executive branch of government is headed by the president, and the presidency is involved in all matters pertaining to that branch. It deals with things like intergovernmental relations and other things the president may think the president should add to his portfolio. The writer may speak with the permanent secretary, senior directors, and political heavy hitters to get trustworthy information about this.

## **Parliament**

Any nation's parliament is tasked with creating laws. The number of chambers in a parliament might vary depending on the form of government that is in place in a given nation. Specifically, the House of Representatives and the Senate. The reporter or writer should visit the National Assembly Complex, speak with key officials, interview political scientists and attorneys, and also review documents like the constitution and other national assembly responsibilities for credible information about the parliament [7], [8].

## **Judiciary**

Information regarding the judiciary is handled by the judicial desk. You may find information on court decisions and other legal issues on this desk. The author should speak with legal experts, attend court hearings, and converse with parties to a dispute for accurate information.

## **Sports**

One of the most well-known and crucial sub-desks in newspaper production has emerged. Many modern publications exclusively cover sports, and many are barely breaking even. About 90% of newspaper readers in Benin, according to a recent poll, frequent the sports sections. For the majority of newspapers, the sports sections have evolved into a kind of lifeline or ticket. A writer should speak with athletes, past athletes, sporting authorities, and organizations like FIFA, CAF, NFA, etc. for trustworthy information. A writer might also go to other sports ministries around the nation.

## **Crime**

In most media companies, the crime desk is now one of the busiest desks. This is due to the fact that crime is becoming more prevalent in society on a daily basis. In order to stay informed about criminal activity and learn how to prevent being a victim, readers frequent this website. Information about security and unrest, armed robberies, and other financial crimes may be found on the crime page. A reporter may speak with or interview members of the police force or S.S.S. for accurate information. Additionally, he has the option to speak with criminology and psychology specialists when touring jails or police cells [9], [10].

## **Education**

One of the fundamental roles of the media is to educate. Both official and informal educational materials may be handled at the sub-desk. While informal resources are just intended for broad information and enlightenment, formal materials aim to replicate classroom settings. Information about all levels of educational institutions in the nation is available at the education desk. The desk covers topics including innovations in science and technology, educational policy, and other things. The following authorities are good sources of information. Education departments in ministries of education, the National Universities Commission, school boards, etc. For information collection, the general techniques listed below may be employed. Is this a question-and-answer session between a news source and a reporter? It might be either

professional or casual. When it is scheduled in advance, it is formal; when it is unplanned, it is informal. The writer's goal, no matter the format, is to elicit newsworthy information from the interviewee.

### **Reporting Session**

This is yet another technique for acquiring data. Here, a news source addresses and invites the media organizations. Additionally, it gives the source a chance to answer queries from reporters and send them press releases.

### **Reporting on Beats**

A reporter's assigned beat is their location. The reporter often has to scour a news region for information. Beat reporting may be beneficial with the right management and development of beat relationships.

### **Observation**

One method used by media journalists to get information is observation. To make sure that nothing is taken for granted and nothing escapes our vigilant eye, it is both an art and a science to pay attention to the little things. Anyone who is attentive will constantly hear, see, and feel information. It also entails hearing what others cannot hear, seeing what others cannot see, and having the ability to analyze and anticipate future occurrences based on past happenings.

### **Proofreading, editing, and revision**

One profession that is always pressed for time is journalism. The relatively ephemeral nature of journalistic information and the fierce rivalry in the sector both play a role in this situation. Therefore, it is important that packaging information for the mass media include rewriting, editing, and proofreading. It is crucial that you go through these three processes after creating the first draft of your work: rewriting, editing, and proofreading. Some authors work on all three duties at once, while others concentrate on one at a time. Editing sharpens the updated manuscript and adds polish, while proofreading identifies typographical and grammatical faults. Revising enhances the substance and organization of writing. You will become a more proficient writer for mass media as you learn how to edit, proofread, and rewrite.

### **Revising**

The act of revising involves "seeing again" Camp. To put it another way, when you rewrite, you must take a step back from your writing and view it with new eyes. You must set aside time to accomplish it, whether it be a few hours or a day, depending on the situation. When you put yourself in your readers' shoes, you should be able to read what you have written more critically. When rewriting any piece of writing, you need to ask yourself precise questions. This is not a hit-or-miss process. Always consider your message's audience, purpose, and tone before responding. Start the article with a powerful opening sentence or introduction that summarizes its key points. It should be adequately supported by the middle paragraphs, and the coordination should also support it. Making an outline before you start writing is one technique to ensure that your work is organized logically. Pay close attention to any sentences that appear to deviate from the core theme of each paragraph as you analyze how your message is organized. These phrases often include extraneous information because they obscure the meaning and cause misunderstanding. Once your paragraphs are complete and in a logical arrangement, you should check to see whether you have used strong transitions or bridges between your ideas, phrases, and paragraphs. See the list of introductory phrases and transitional words on the earlier units. Once you are certain that all the material is there,

carefully review the words that make up the phrases and paragraphs. Make sure each word has been used appropriately first. Look up a term in a dictionary or choose a different word if you are uncertain of its meaning. Now assess if the impact of the words you have selected will be what you want. The goal of any writing is to communicate your thoughts and ideas to another person as clearly and persuasively as you can. In media writing, colorful, vivid, and precise phrases more readily achieve that goal than others. Look to check whether you've repeatedly utilized the same words or phrases. Such behavior enrages readers. For instance, you may use words like related, proclaimed, stated, asserted, directed, etc. rather than overusing "told." The majority of individuals start their sentences with the topic and typically write precisely as they talk. The sentence structure becomes repetitive as a result. By introducing some diversity, you can keep readers from becoming bored. Verifying verbs are in the active voice whenever feasible is another crucial step.

### 3. CONCLUSION

The range of information sources accessible to media workers has grown with the advent of the digital era. Even if it is still fundamental, user-generated content, social media, and a myriad of internet channels now coexist alongside traditional journalism. This diversity offers both advantages and difficulties. Media professionals must navigate a difficult environment to get trustworthy information while avoiding prejudice and disinformation. Verifying and vetting information are essential elements in keeping media material credible and honest. The foundation of journalism and content development is the need to provide truthful and moral reporting. Fact-checking and critical assessment are crucial in an age of fast information distribution. Media professionals need to consistently hone their information gathering abilities in order to adapt to the changing media environment. To succeed in a world where the lines between information producers and consumers are increasingly blurred, classic journalistic standards and digital literacy are crucial. A crucial skill in the dynamic world of media is the capacity to use and access a variety of information sources. Media practitioners can continue to create content that educates, engages, and resonates with audiences across the globe by remaining educated, practicing ethical journalism, and taking use of the tools and possibilities offered by the digital era. Information sources are dynamic; as they change, so too must the abilities of individuals who use them to create stories and influence how the world perceives current affairs and problems.

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## CHAPTER 12

### AN OVERVIEW ON EDITING IMPORTANCE FOR MEDIA WRITING

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#### ABSTRACT:

"Editing for Media Writing" is a comprehensive examination of the critical role that editing plays in shaping high-quality media content. This paper explores the various aspects of the editing process, from grammar and style to content organization and fact-checking. It delves into the importance of clarity, accuracy, and adherence to style guides in media writing. Additionally, it highlights the evolving nature of editing in the digital age, where speed and precision are paramount. Through practical insights and real-world examples, this paper aims to equip media professionals and aspiring writers with the skills and knowledge necessary to excel in the editing phase of media writing. Editing is the unsung hero of media writing, playing a pivotal role in transforming raw drafts into polished, coherent, and impactful content. This exploration has highlighted the multifaceted aspects of editing and its significance in the media industry. Editing encompasses far more than just correcting grammar and typos. It involves refining the clarity of communication, ensuring factual accuracy, and adhering to style guidelines that maintain consistency and professionalism. Editors serve as the final gatekeepers, safeguarding the integrity and credibility of media content.

#### KEYWORDS:

Content, Copyediting, Editing, Journalism, Language, Proofreading.

#### 1. INTRODUCTION

Checking a rewritten text for compliance with the six Cs of media writing is the process of editing. That is, make sure the writing is polite, clear, thorough, succinct, consistent, and accurate. Editing not only helps you write better, but it also helps you become a better writer. Given the delicate nature of media presentations, editing skills are crucial for anybody engaged in media writing. Making the writing as effective as feasible is the goal of editing. The following editing checklist includes a set of questions that might help you enhance a written piece. Are You Sure? Media articles are intended to elicit a response from readers via amusement, education, and other means. Good mass media writers avoid sloppy writing at all costs and utilize straightforward language and excellent English. Is it finished? A full tale in mass media writing is one that addresses the 5Ws and H. When you include details like "what happened," "who was involved," "when it happened," "where it happened," "why it happened," and "how it happened," it is considered that you have produced a comprehensive account. Which of the Ws arrives first is irrelevant. Depending on how you want to approach the narrative, I suppose. Is it brief? Ineffective media writing is hindered by words, phrases, clauses, sentences, and paragraphs. Unnecessary word repetition makes your writing less effective since it requires the reader to read a lot of words to understand a little amount of information. Only use the words that are absolutely required in your writing, and refrain from using the same terms again throughout a narrative. Is it Continual? Facts, treatment, and sequencing should all be consistent in mass media writing. In actuality, a tale is consistent if it doesn't contradict itself. The need for uniformity led different media enterprises to develop their own style guides. Additionally, uniformity is helpful for space planning and page layout, according to experience [1], [2].

### Observe these rules

Use courtesy titles for all or none of the names when listing both men's and women's names, such as Mr. Bello, Mr. Osagie, Mr. Chukwu, Mr. Njoku, etc. When writing numbers and quantities, be consistent. To make a tale flow better, use a consistent order, whether it be numerical, chronological, or both. Is it accurate? Media writing is distinguished by accuracy in content, type, and mechanics. A little untruth may ruin an organization or a country due to the media's powerful multiplying impact. It is impossible to overstate the value of public opinion in contemporary government. Additionally, the accuracy of the information the public receives through the media affects the value and caliber of public opinion. The writer for the mass media cannot afford to mislead his readers given the rules against libel and slander as well as other legal watchdogs. Is it polite? Here, the term "courtesy" refers to a balanced, reader-focused, and upbeat narrative. The majority of problems that are covered in the media often involve many parties. Therefore, courtesy requires that all parties concerned get an equal chance to participate in the writing up [3], [4].

### Proof-Reading

Examining a tale for faults that need to be fixed is the process of proofreading. Proofreading may sometimes be a verification procedure, such as examining a letter that was typed from a rough handwritten draft. When you are editing your own work, there may not be a reference document available. In either situation, you should carefully check for problems in spelling, grammar, word choice, punctuation, capitalization, format, and typing. You need to be knowledgeable about each of these faults in order to be an effective proofreader. Beginning with the first phases of plot development, proofreading should continue through each step, up until the final draft. In media writing, the writer has a greater responsibility for quality, even if proofreading is a collaborative endeavor amongst everyone engaged in the story's processing and preparation.

The writing process must include proofreading. You need to develop the habit of proofreading whether you're a student or a professional journalist. On rare occasions, you may ask someone else to edit your writing. For two reasons, proofreading your own writing is often seen as being more challenging than proofreading other people's writing. First, you as the writer could have a tendency to be overconfident and think that you caught every mistake while writing. Second, if you are too acquainted with the article, you might 'read' what you wanted to write rather than what you really wrote. Because of this, it's critical that all media products benefit from a second pair of eyes before being released. Unfixed mistakes provide the wrong impression and might cost you and your company money in the form of lawsuit. Retraction or correction of media-published material is not always politically acceptable since the public will not accept that the retraction was sincere and will instead assume that the media organizations have reached a settlement.

Use the proofreaders' mark as a fast, easy method to indicate changes or corrections in handwritten or typed content while rewriting, editing, and proofreading your work. It is simple to mark the typed copy after you have noted modifications and corrections on the handwritten version. The following symbols are used in media writing to denote corrections in typed or handwritten content. Examine the markings and learn how to utilize them. Before the process of acquiring the information for a specific write-up has even been finished, a media writer begins to consider how to arrange it into a thorough legible write-up. The behavior gets more automatic or unconscious as you gain expertise as a media writer. Regarding how to arrange a piece of content for media publishing, there is no absolute guideline. It is similarly vital to emphasize that media publishing experts in content organization are created, not born. It may

not be as simple as the average person thinks to put pen to paper and explain a concept in a manner that the reader can understand. One of the most energetic workouts available is this one. Prior assumptions on the topic, key idea, or peg arising out of the assignment may be updated when new information is gathered. This is accomplished under the duress and tyranny of the deadline the set period of time that a writer must deliver his write-up. Professional journalism groups have given strategies to improve media presentation's readability a lot of attention. They were inspired in part by magazines' success in arranging the information in a more vibrant and lively way. Additionally, and maybe more significantly, writers for radio and television have shown that the essence of a tale can now be conveyed in less words than in print.

## 2. DISCUSSION

Numerous studies on the conventional approach of structuring a write-up for media presentation have been conducted since World War II. The conventional style of journalistic authoring, according to certain journalism professors passionate about particular readability formulae, is to blame for the general reader ignorance and apathy. Others feel that the conventional approach has to be changed in order to provide media writers a better knowledge of the philosophical and statistical aspects of communication. Liberation and developmental journalism proponents have recently argued that the media must take a more proactive role in conducting investigations and advocating for causes that are forbidden for the conventional approach. The most significant fact or climax of the write-up is highlighted at the very beginning of the write-up according to established methods of information packaging for the mass media. This approach contrasts with other ways of presenting materials such as essays, poems, novels, and short stories, where other authors often start with small or incidental elements and build to a climax toward the conclusion or close to it. By far the majority of the tales published every day, according to MacDougall, are written in the conventional manner. To intelligently break a technique later, it is best to master it first. These classic writing techniques, which glorify the 5Ws, have been taught to journalists for many decades, yet they often come out as scholarly and bland. The reader or listener's interest about the who, what, when, where, and why of a tale must be fulfilled regardless of the writing or speaking style utilized or whether the contents are subjectively analytical or objectively descriptive. This ancient technique is said to make reading easier, satiate curiosity, make headline writing easier, and more [5], [6].

A brief introduction is necessary when packaging information for the general public. The essence, skeleton, or core of the whole tale is condensed into a small number of words in this introduction. The following paragraphs provided further information in the order of the writer's judgment of their relevance, elaborating on different elements of the introduction, which is sometimes referred to as the lead in journalism. Any media writing for print or broadcast that lacks a suitable lead is regarded as having been packed improperly. Some media companies have taken the "one fact sentence" concept to its logical conclusion in an attempt to eliminate lengthy lead paragraphs and improve readability. This would result in better, less crowded, and more readable introductions. The lead, or introduction, is the window and the door that displays and directs readers to the "breads and butters" included in the write-up, as we have said elsewhere in this course. It has the power to draw or drive away media consumers. If the complete body is to be appreciated, the introduction, like the head of a human body, must be operating well. Always pay close attention to your beginning since it will influence whether or not someone will read your article and how well they will understand it.

The body of the whole work will need a lot of effort to make the tale flow more naturally since writers have a propensity to condense the initial line of a piece into the fewest words feasible.

Charting tales without Unit overlap is challenging or impossible. But because of the way the body is set up, it is feasible to do the following. Utilizing connection words is one way to achieve rhetorical cohesion when one brief paragraph follows another. A good use of these terms allows you to introduce fresh information while also establishing a flow. The modules that follow explore a few of these linking terms. Block paragraphing in larger articles, each paragraph is written to feature a single subtopic, regardless of whether the lead was one or more paragraphs lengthy. Media writers are advised to use this style of paragraphing, which is different from the type that English composition teachers teach, to make sure that the idea-unit is divided into subtopics. To put it another way, journalists paragraph their paragraphs. For news writing and other media writing, this style of block paragraphs is clearly favorable. It allows paragraphs to be added or removed without rearranging the plot. In light of new knowledge, it is sometimes essential to rewrite certain paragraphs, add new ones, and eliminate others. Chronological organization is a common strategy for arranging the content after the lead, at least for a few paragraphs, after which additional information may be introduced in block paragraph format. When activity is detailed in great detail, this sort of organization works well [7], [8].

### Variations

The idea that it should be easy to eliminate final paragraphs without hurting the news interest is not applicable to tales where the human interest is of utmost importance. Some tales should be read from beginning to end. Here are a few illustrations of these tales. Sequencing All information is presented precisely chronologically in a tale written in the sequence style. The conclusion serves as the climax or the reader's curiosity is finally satiated. Because a chronological narrative with a news lead may be altered from the top down, a sequence story cannot. Cumulative Interest The story's lead usually includes a news hook of some kind. His style of tale not only emphasizes the tone or scenario of the story, but also piques the reader's attention as it goes along, which builds as each consecutive sequence and paragraph provides more clarity.

Suspended Interest In a tale with suspended interest, the author "strings along" the reader until the very end before revealing the news point or gist on which the item is based. These tales must be read in their entirety, much like short stories from magazines. The climax, which usually comes as a surprise, recaptures the reader's attention that had been lost due to the vagueness of the opening information. Delayed News Peg Sports writing has experienced a significant adjustment since the majority of readers of articles about sports are enthusiasts who already know how their favorite team or player performed. The score is now hidden in the fourth or fifth paragraph for the fan who didn't see the game live or on television. Then, he may or may not go back and read the previous descriptions, evaluations, or philosophical passages. One of the most profitable writing specialties in the media community is sports writing or sports journalism. You are cautioned to only sometimes mention that a writer or reporter asked a specific inquiry or tried unsuccessfully to get an essential clarification in your own reports as a starting media writer. It is not advisable to speak in the first or second person. When effectiveness cannot be achieved in another way, columnists, special writers, and other members of the class of media writers who sign their pieces are excluded from this restriction. Careful reorganization of the writer's notes is a must for a well-organized tale. The process of dictating a story to a rewrite person over the phone from a few notes scrawled on copy paper while seated in a stifling booth is routine for the seasoned reporter. The writer should attempt as few false starts as possible to reduce the need to press buttons to make revisions. You gain from having an outline of the information you have acquired while learning to write. First, choose the feature that will be the lead, then make sure that crucial questions are addressed and

there is enough identification and authority, then choose which lead phrases need elaboration in the first section of the story and how to do so, and finally arrange the other facts that should be mentioned. The writer seldom, if ever, writes down information in the order that they should be employed. One or more lead possibilities become apparent as you learn more and more about the occurrence. Few, if any, writers, regardless of expertise, fail to benefit from a thorough analysis and outline of all notes made. Young writers usually find it helpful to rank the data in their notes according to significance by using numbers. In conclusion, accurate reporting is the foundation of successful media writing. Stories don't just come to us. First, the necessary factual data must be acquired. Nobody will ever be able to write a decent account if they lack the ability to observe and acquire information [9], [10].

### **Conciseness**

Effective journalism should aim to avoid becoming too complicated without being choppy or repetitive by overusing referents. Francis Bacon said that words are like leaves. When they are too many, the fruits are difficult to discern, and when they are insufficient, the tree's existence is in jeopardy.

### **Extraneous details**

The goal of decluttering the lead or first paragraph of your write-up is often accomplished by relaxing the requirement that all five Ws and a H must be included in the first paragraph of a news report. Wordiness in general is a well-known impediment to good media composition. The lead serves as the opening to your writing. It will draw a lot of window shoppers to your work if it is nicely written. And keep in mind that journalism, in Prof. Arnold's words, is "Literature in a hurry," thus adding too many information from the lead to the conclusion may make the article difficult to read. Of course, there may be time to provide such accurate facts.

### **Unnecessary Words**

It makes you feel successful as a skilled writer when you produce a story where every word is appropriate and serves to emphasize the main ideas. By using fewer words, you may help your reader comprehend your writing. You must not only understand what you are writing, but also be able to demonstrate to others that you understand it. As a media writer, words are the tools you use to convey ideas in writing. When you write, you paint images with words, much as painters do with paintbrushes. You need to develop your word-usage skills if you want to be successful in journalism. A media writer is required to compose a condensed version of technical, scientific, and other stories. In media writing, for example, specific articles like "the" and "an" are often removed. It is for the men who make good, not the weak. It is better for males who are successful.

Making verbs more direct may shorten and strengthen sentences. Weak The Committee came to a decision. Better, declared the Committee. A list of circumlocutions that may be trimmed down to save time and money is provided by Baskette and Sissors in their book *Art of Editing*.

### **Extraneous Words**

A thinking Unit is a group of words that make sense when used together. When a thinking unit's words are properly arranged, the reader may swiftly and readily grasp its meaning. However, the reader could interpret the writer's meaning erroneously if the writer arranges the words of a thinking unit in the wrong order. Such errors are more likely to result in problems, confusion, or mayhem in journalism. A message's meaning may be radically altered by strategically inserted words. To ensure that you have appropriately positioned sentences, for instance, it is crucial that you carefully proofread your work. Anyone who has read the computer handbook

may install this hard disk in 10 minutes. No computer handbook could be read in 10 minutes, but anybody who has spent some time reading a computer manual could likely install a hard disk in that time. A phrase may often be changed to a powerful verb, adjective, adverb, or possessive form. Examples

### **Unnecessary Clauses**

A poorly put sentence in your essay might have much more disastrous effects than a poorly placed term. Examples. Weak "Our marketing strategy encourages consumers to try our products until their awareness of our health foods increases." The statement implies that once people are aware of the items, they will not want to purchase them. Moving the word "Until" eliminates any confusion. Better Our marketing objective is to get customers to test our goods till they become more familiar with our health foods. Because clauses are often employed to explain people's motivations, they provide a unique risk. Take into account the following claims.

### **Weak**

The clerk was so focused on filling out the paperwork that she scarcely paid attention to the customer's complaint. One may speculate based on the information above as to whether the client or the clerk filled out the form. Although the first phrase is not incorrect, the second one is preferable. The clerk hardly paid attention to the customer's complaint since she was so intent on finishing the paperwork.

### **Redundancies**

The writer's lack of creativity is evident in the careless repeating of words. The creation of advertisements, where the main objective is to help readers remember the name and function of the product, is a genre of media writing that embraces repetition. However, if redundancies are not employed effectively, they may become monotonous. No matter how slowly you read, tongue twisters may be produced by overusing a particular vowel or consonant sound. The redundancies to avoid in media writing are listed below. The words "assemble together," "kills insects dead," "cancel out," "close proximity," "cooperate together," "exactly the same," "fall down," "other alternative," and "necessary requirement" are just a few examples.

### **Simplicity**

Media writing should be precise and clear rather than mysterious and complicated in order to deliver information to the reader rather than to perplex and confuse him. The normal media consumer does not have unlimited time, which is the background. An effective media writer writes simply and clearly, even when the circumstance necessitates using complex terminology. The straightforward writing is lovely to read and simple to comprehend. Avoiding eloquent phrases when plain ones would do helps to achieve simplicity. We are not saying that the other words are incorrect, but if your goal is to achieve simplicity in your writing, it is better to stick with the suggested ones. When two words are synonyms, simplicity can be obtained by using the shorter, as in buy for purchase, car for automobile, try for attempt, use for utilize, etc.

### **Correct Emphasis**

By starting sentences with the most crucial concepts, proper emphasis in media writing guarantees that ambiguity and indefiniteness are avoided and clarity is attained. Additionally, by emphasizing the action, relevance, outcome, or characteristic of the paragraph or tale; avoiding clichés and imprecise language; and removing extraneous information, details, words,

phrases, and clauses. In certain cases, the active voice conveys a stronger message than the passive.

### Avoiding Boredom

The days of the grammatical purist at journalism schools throughout the globe are slowly coming to an end, if not already gone. Authorities now acknowledge that dictionaries are made by language, not the other way around. Many terms that are used often now were originally regarded as slang. Every year, well-known authors create new terms that are accepted by the general public. Your word choice as an aspiring young media writer is less of an issue than your tactless use of bromides, clichés, and clichés. The English department, not the school of journalism, should be responsible for teaching students about what constitutes tactfulness while utilizing slang, clichés, and other clichés.

### 3. CONCLUSION

The function of the editor has changed in the digital era, when knowledge spreads quickly. Today, speed and accuracy are more important than ever, and editors must manage a 24/7, lightning-fast news cycle. Although there is still a great demand for factual, well edited information, the window of opportunity for publication is becoming smaller. Editors must strike a balance between the dedication to truth and quality and the demand for quick publication. This calls for a great eye for detail, excellent interaction with writers, and a thorough knowledge of the media environment. In the end, editing for media writing is a skill that need constant development and modification. Editors are more than simply word polishers; they are guardians of accuracy, brevity, and professionalism in the media. They substantially contribute to the success and impact of media content in an information-rich environment by accepting the dynamic nature of their job and following the highest editorial standards. Editing serves as the link between unpolished writing and polished communication, ensuring that the audience not only hears but also understands and trusts the information.

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## CHAPTER 13

### DISCUSSION ON IDIOMATIC EXPRESSIONS IN MEDIA WRITING

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#### ABSTRACT:

Idiomatic Expressions in Media Writing explores the use and significance of idiomatic expressions in the context of journalism and media content. This paper delves into the role of idioms in enhancing the readability and engagement of media writing. It discusses how idiomatic expressions can add color, depth, and cultural relevance to journalistic pieces, making them more relatable to readers. Additionally, it examines the challenges and considerations associated with using idioms in a globalized media landscape. By analyzing real-world examples and practical insights, this paper aims to provide media professionals and writers with a nuanced understanding of when and how to employ idiomatic expressions effectively in their work. Idiomatic expressions are valuable tools in the arsenal of media writers, capable of adding flair and resonance to journalistic and creative content. This exploration has shed light on the role of idioms in media writing and the considerations associated with their usage. Media professionals should strike a balance between creativity and clarity, using idiomatic expressions judiciously to enhance rather than detract from the message. They must also be mindful of the cultural nuances and potential misinterpretations that can arise from the use of idiomatic language.

#### KEYWORDS:

Figurative Language, Idiomatic Expressions, Language, Media Writing, Metaphors, Readability, Style.

### 1. INTRODUCTION

They serve as literary and media expressive tools. They may improve understanding by adding color and clarity when utilized properly. However, media writers are encouraged to use them with care because of potential reader hostility. Because they are prone to be used incorrectly, excessively, and abusively, the following idiomatic idioms should typically be used with care, if not avoided. A skilled media writer will be able to apply feel-based strategies with ease and with optimum impact [1], [2].

#### Platitudes, clichés, and bluster

Your writing may become dynamic and intriguing by swapping out overused phrases with more precise and colorful alternatives. A cliché is a phrase or viewpoint that is overused. The majority of commonly used clichés were previously creative and useful; nevertheless, they were overused and, in many cases, misapplied by individuals who were no longer aware of their original meanings. We must consider our words before we speak in order to write well for the media. Clichés are an indication of a lack of inventiveness. Clichés waste time, muddle meaning, and make readers and listeners uninterested. Once you make the decision to steer clear of clichés, your imagination will undoubtedly provide greater expression. Many people who employ the cliché "Rich as Croesus" are unaware of Croesus' historical identity or the extent of his fortune. The phrase "as slow as molasses" is also often used by those who have never seen or used molasses. A few clichés that are often used include: The similes mentioned here and many more have simply lost their potency due to constant use [3], [4].

## **Journalese**

The creation of new words has not been as aided by the mass media as one would have anticipated, but their indiscriminate use of repetition has helped a greater number of terms lose their potency. These include the following: From a clear sky, a bolt brutally killed a spike in crime the center of attention drag nets for police The room was smoky. The issue is that despite having no real significance, the media often uses these phrases. All journalists are required to write since the mass media is a writing-based profession. The profession of journalism depends on the use of language to convey ideas. Some grammarians sometimes disapprove of the English used by journalists. It's vital to note that although mass communicators use English, grammarians teach it. Additionally, the word "journalior" is also used to refer to journalists who speak poor English. The degree and scope of English use makes it impossible to rule out such contempt. There are sometimes idioms and words that are widely used but their entire meaning is obscured. Viable, bottom line, scam, rip-off, syndrome, do your thing, connection, get the show on the road, and get your act together are a few current examples. Thankfully, some of them may be categorized as slang fads and are not well suited for media copy. However, columnists, editorial writers, and feature writers should use caution.

## **Gobbledygook**

Pretentious language that is likely to frighten the reader away from your article is unjournalistic. The risk with gobbledygook is the propensity to twist and distort language, which confuses the audience rather than enlightening or educating it. As we already said, the contemporary man is surrounded by an explosion of knowledge. He has so many things vying for his attention at once. There are so many challenges and problems to deal with. By writing as clearly as they can, media writers will provide the reading public a great service. It is untrue that using a dictionary before reading an article is a sign of quality media writing. Such a method or idea is entirely unacceptable in broadcasting since the bulletin must have ended before the listener could consult the dictionary. The core of effective journalism continues to be strong writing and reporting, which entails having a point to make; the message is conveyed via the message rather than the medium. Widespread knowledge is crucial in a democracy. If the media confuses sentences and organizes words in ways that confuse the brain and grate on the ear of the media public, it is a big disservice to mankind and our consumers are likely to lose interest in what the media provide them. The prevalence of fuzzy thinking among media writers, who in their exasperation accept what they don't understand as likely deep and then battle to explain it, is shown by the popularity of fuzzy writing.

## **Academic Ignorance**

Growing evidence of the functional illiteracy of many university graduates in Nigeria has been noted. There is currently a growing need for a return to the fundamentals of the classic 3rs in journalism: reading, writing, and rittenetic. According to the standard set by the National Universities Commission, mass communication is a social or behavioral science. There is a desire in the behavioral sciences to emphasize the development of students' sense of empathy, sense of social responsibility, sense of creativity, and other skills in our course material. The gap between what happens in the classroom and what happens in the journalism seems to be as wide as it is in other professions. A demand for needs-based instruction exists. It is true that speaking a language fluently differs from just knowing it. Although everyday media writers may not have the same level of expertise as those in ivory towers, they have honed their word-choice abilities, and everyone in society, even those in the ivory tower, depends on them. knowledge how language functions in communication is a prerequisite for effective reading, and students should work to develop this knowledge in the classroom. The professor often uses

acceptable syntax, spelling, and punctuation, but his writing is frequently pompous, muddled, and disorganized. Many people think that writing is only a visible manner of capturing conversation rather than being its own language. Many American media experts disagree that grammar and spelling should not be stressed excessively. The focus is on what the general people can comprehend and what makes sense to them.

## 2. DISCUSSION

There are mathematical formulae for evaluating a piece of writing's readability. The most popular algorithms measure the average sentence length in a paragraph. It may seem ludicrous at first that a mathematical formula could be of any value in determining how readable a piece of writing is. However, the formulae make sense if you consider the fundamentals of effective writing. Your sentences will be, on average, shorter than they would be if you keep each to its own theme. In general, active voice sentences are shorter than passive voice ones. Readability tests are only mechanical instruments to assist you in determining the potential degree of understanding of your text. If your goal is to convey concepts, you may write at levels of understanding and yet fall short. A high readability rating does not imply excellent writing. However, it might be a helpful tool to determine if your audience will understand what you've written [5], [6].

### Authority in reading

Numerous academics conducted studies that served as the basis for the readability formulae, but Rudolf Flesch of New York University and Robert Gunning, Director of Readable News Reports in Columbus, Ohio, were among the most significant. In accordance with Flesch's advice, the Associated Press cut the length of its typical sentences from 27 to 23 words and from 1.74 to 1.55 syllables. Gunning's recommendations led the United Press to streamline its writing so that it would be appropriate for readers with 11.7 years of schooling, as opposed to the 16.7 years it had previously been writing for. According to rumors, Flesch's method calculated reading comfort and "human interest". The former was determined by the typical word and sentence length, with an average sentence length of 19 words and 1.5 syllables being deemed ideal for newspapers. The proportion of "personal words" and "personal sentences" was used to gauge human interest. Flesch argued that a good mix of the two factors produced enjoyable newspaper reading. Gunning took into account three groups, namely Sentence structure and complexity, which started to appear when the average number of words per sentence approached twenty. Fog Index is a metric for difficult or esoteric words.

The frequent usage of names of individuals, names that allude to such individuals, and other human-interest terms. MacDougall, a media writer may include readability into his work in a variety of ways. These guidelines or tactics, in Flesch's opinion, are Personal pronouns, any nouns that imply either a male or female gender, such as "father" or "sister," and words like "people" all fall under this category. Question, demand, and other direct addresses to the reader are examples of personal sentences, as are phrase fragments where the whole meaning must be deduced from the context. Because writing for the mass media doesn't often allow for personal writing, this may seem paradoxical. Go after your subject. Gather all the information you need, paying close attention to details that will give your work color and human appeal. There must be a way for you to write more than simply a list of facts and create something that people would read. With plenty of storylines and plenty of dialogue, media writing is more readable. Get yourself a dictionary of straightforward synonyms, where each word is defined using the most basic terms.

## Guidelines for Readability in Paragraphs

To enhance a piece of writing's look and readability, you should adhere to the paragraphing recommendations listed above, among others.

1. The opening and ending paragraphs should each be no more than two to five lines long. Effective entry and exit are ensured.
2. Make the middle paragraphs longer than the first and end paragraphs, with an average line length of four to eight.
3. Group numerous brief paragraphs together to prevent a jagged look.
4. Steer clear of creating lengthy paragraphs that follow one another.
5. Avert a top-heavy look, which starts with too many lengthy paragraphs, and a bottom-heavy appearance, which ends with lengthy paragraphs.
6. Make the number of paragraphs odd.

Finding straightforward synonyms to make your writing comprehensible doesn't need you to be a Thorndike. We provide three-word lists to practice with in this subunit. If you carefully and completely employ those three lists, your style will quickly lose its weight. The words Flesch refers to as "empty words" make up the first list. Prepositions, conjunctions, adverbs, etc. are examples of particles. According to past use, these terms account for more than half of all the words you employ. Any attempt to put them in writing will be fruitful and beneficial for reading. The verbs in the second list are auxiliary verbs. This one operates on the tenet that auxiliary verbs become more prevalent as English becomes more idiomatic and natural. These words are unnecessary and do not further the message [7], [8]. These are a few of them.

## Semantics

The majority of the difficulties and difficulties you will face while writing for the mainstream media have to do with the process of encoding and decoding, or how words are utilized to represent meaning. You must be certain that the message's intended meaning is preserved after the decoding bias. Experience tells that while writing for the media, you should be able to ask essential questions that eliminate ambiguity and steer clear of glittering generalizations. When working on a project, you must have the acumen to ask the right questions to elucidate ambiguous phrases, define virtue, or tarnish words. This often, if not always, requires more information than is typically necessary about the field of interest. All the readability algorithms and other tools for effective media writing cannot replace in-depth fact checking. It's common for news outlets and celebrities to use lofty language that conveys little to the media writer [9], [10].

You will quickly discover that words and the objects they allude to should not be confounded. The term serves as a representation for reality. No matter how closely we can describe reality with language, there will always be a chasm between the two. By ensuring that the terms have clear referents, good media writing aims to close the gap. The object a term refers to is known as the referent. Take care not to write anything like, "The Police tracked the robbers for two hours. They got lost near Kings Square; who got lost on the ring road?" A word's referent should be understood well by the audience for communication to be successful. It is stated that abstract words have ambiguous referents. One of the main issues for semanticists in media writing is abstraction. The less certain you can be that someone will understand what you are talking about, the farther you are from the particular. Generally speaking, your audience will comprehend you better the more concrete and less abstract your message is. Context must also

be considered in this situation. A word's explanation is aided by the ones that follow it. There is always more to a word than meets the eye. Additionally, context might assist define a term that your reading audience might not be acquainted with. By hearing words in context, children build their vocabularies and learn what they mean. However, you must also make sure that your audience understands what you mean.

### **Strange Words**

The packaging and consumption of journalism is done using words like palm oil. As a result, when the terms are unfamiliar to the reading audience, communication is hampered rather than improved. If you don't know the definition of a phrase or an expression, you can be pretty sure that many of your readers will require an explanation from you as a writer. You may be able to completely exclude the strange term from your tale. Such explanatory journalism is becoming more and more necessary as the world becomes more complicated each day and as the number of specialized fields expands. The biggest deterrent to word misuse is thorough reporting and writing. The content of radio is not radio, and the content of television is not television, as we said before in this course. In a similar vein, neither the topic of newspapers nor the substance of magazines is newspapers. Both of these powerful media outlets give time and space to non-broadcast and non-print journalism, including the reporting of news, the weather, sports, music, and other non-news topics including agriculture, nature, drama, and religion. It is necessary to define the specific terminology and technical terms used in these fields. Because readers are becoming more educated, it is desirable to be able to write intelligently for media. Today's Nigerians are more knowledgeable than they were in the past. More messages are being sent via intentional media than ever before. These readers are adept at picking up on cliches, gimmicks, and writer ignorance.

A writer for the 21st-century media who does not evolve with the times will be insufficient due to the huge growth of information over the last several years. At a previously unheard-of rate, dictionaries are being updated with new terms that each point to a fresh idea that has to be understood and communicated to the public.

### **Connotations**

This has to do with the possible associations that your readers will make between the numerous words you utilized in your tale. Because it is unclear how the readers would interpret the terms, it is strongly recommended to be as explicit as you can in your writing. Such terms are weighted if, for example, your source complains of "government interference" when he actually means government "regulation" in a certain sector. Writing that is specific should result in specifics rather than generalizations or simple slurs. If you must use strong language, you should usually put it in quote marks or add some explanation to show the other words that may be used to express the same idea. The following examples from Sydney Harris' "More Antics with Semantics" column in the Chicago Sun-Times show how our word choices and use are influenced by our feelings and emotions.

### **Evaluation Phrases**

As you write for the media, you should also be on the lookout for efforts to force your opinions on your readers. Instead, make an effort to increase your reader's comprehension via the use of defining adjectives and other language elements. Even some editors who had previously opposed interpretive reporting now permit and encourage their authors to use judgmental language as part of the emerging field of advocacy journalism. It permits phrases that involve judgment. In addition, the decision must be supported by sufficient evidence in order to be socially responsible. Superlatives are never used by a skilled media writer without first

checking to see whether they are warranted. Writing formulae is less likely to provide readers with accurate information than competent reporting and honesty. Your verb choice must be precise. It is not always appropriate to imply that a news source "admitted" anything when he responds "Yes" to a query. He cannot be deemed to have "revealed something" unless the information was purposefully withheld prior to his declaration. The word "change" is accusatory and powerful. "Claim" implies that someone is attempting to rectify an inaccurate perception. A well-placed adverb may completely alter the meaning of a news item. Evaluational language has the power to make or destroy a piece of writing, as well as maybe some of the principles discussed. Being a wordsmith is necessary to write for the media. As a result, any serious student of mass media writing will do a thorough investigation of proper and contemporary English language. It entails developing a lifetime practice of using dictionaries. It entails developing an awareness of the subtleties of language and making an effort to use the exact term rather than a close substitute. Unfortunately, most media writers make mistakes, and we see a range of use mistakes in our language every day. The student is assumed to have taken a course in English grammar and writing and is consequently familiar with the fundamentals of proper English. This is crucial because a writer for the mass media who struggles to make his subjects and predicates accord and who has trouble spelling common terms won't stay long. Some grammar, word choice, and punctuation requirements are stressed more than others in every media outlet. Many organizations provide style guides to inform new employees of the acceptable types of writing.

### **Grammar Mistakes**

One of the occupations that has a symbolic connection to language is journalism. Journalism is impossible without language, and good journalism encourages language development. Many individuals will rely on the media for their continued education. Additionally, the quality of public opinion is determined by the knowledge they get through the media. The link between language and journalism is one of the factors that may be used to assess a journalist's effectiveness. The most frequent grammar mistakes that prospective media writers should be aware of are listed below.

#### **Wrong**

The Chairman and Secretary are both unwilling to engage in conversation. The verb is often singular when a phrase starts with neither, neither, or when the conjunction with connects two nouns. Both the Chairman and the Secretary are unwilling to speak in this situation, thus neither is the proper phrasing. Wrong The annual recruitment drive for the Chamber of Commerce will start on Monday. Because the gender of the word Chamber of Commerce and its gender are inconsistent, this phrase is incorrect. Collective nouns often accept the neuter preposition. The phrase in this instance will be correct.

### **Speech Units**

Sometimes authors would modify the part of speech of a word to be able to write creatively and express themselves in an innovative way. The dictionaries have often caught up with these common usages. Such such like "chair a meeting," "man the gate," "book a flight," "jail a prisoner," "a resolution," etc. are appropriate. Due to the dynamic nature of language, creating verb forms for nouns is a common approach in media writing. When a newspaper columnist refers to someone as having "week-ended" or "house-guested" another, it is not prohibited. 'Babysit' and 'moonlight' are only two examples of nouns that have recently entered general use as verbs. However, the suffix "-wise" is still seen as rather flippant and expressive. Many new words and idioms that have since been added into dictionaries were made famous during the American congressional hearings of 1974. 'Watergate' and other phrases like it, for instance,

have come to represent political intrigues. Special authors who sign their works may feel free to create novel word combinations. However, authors of professional media reports are more cautious and hold off on using a new term until dictionaries have approved it.

### 3. CONCLUSION

Idioms are metaphorical terms that enhance language and engage readers more deeply. They may give media content personality, which makes it more interesting and relevant. Idiomatic idioms, when utilized correctly, may make complicated concepts or emotions clear and powerful. Idiomatic use in media writing is not without difficulties, however. To guarantee that idiomatic terms are sensitive to cultural differences and widely understood, particularly by a global audience, writers and editors must take care. Idiom misuse or overuse may cause readers to become perplexed or hostile. Idiomatic expressions continue to be a potent tool for authors to interact and connect with their readers in the constantly changing media environment. Media practitioners may create content that resonates and makes a lasting impact by mastering the art of idiom incorporation while staying mindful of cultural variety. When employed carefully, idioms may convert media writing from just disseminating information into an engaging story that captivates readers.

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