

III B.A English Literature
Skill Based
Writing for Media

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Snippets

Define Snippet:

- A small piece or brief extract. ' **snippets** of information about the war' More example sentences. 'Brief drama **snippets** and tiny factoids, that's all we get these days.

- **5 tips to create featured snippets**

Create content specifically to answer questions. Provide in-depth answers. Know the questions your readers are asking.

Create truly high-quality content.

Work to provide the best answer.

Use question-and-answer pages.

Use of Code Snippets:

- **Code snippets** are small blocks of reusable **code** that can be inserted in a **code** file **using** a right-click menu (context menu) command or a combination of hotkeys. They typically contain commonly used **code** blocks such as try-finally or if-else blocks, but they can be used to insert entire classes or methods

Using writing snippets to exercise your creative mind:

- Everyone has a reaction to writing. It can be to draw a blank, feel nothing, or judge it as “awful.” It can be any range of other, more interesting and productive reactions. Reading can bring out emotions you never expected, teach you new ways of relating to familiar situations, or be a way to experience something entirely new. The best writing inspires you.

Snippets as writing prompts

- The internet is replete with writing prompts for writers. They are usually a single idea to use as a starting point: write about a spaceship, a three-legged cat, or a pizza delivery man who goes to a house that’s on fire.
- It’s often easier to start with something other than a blank page. It’s easier to dig in. You might be itching to change up existing things on the page or to continue on.
- There are three writing prompts at the end of this post. Think of them as opened-ended starts that lay down some basic constraints: a character, a setting, and a problem. You can do anything you like with them or nothing at all.

Here are some of the levels of focus this process can help expand and improve:

- **Ideas.** Just bang out as many ideas as possible and don't worry about the wording or getting anything polished.
- **Descriptions.** Work on experimenting with how you describe a scene, a character, a setting. Take chances. Stray from your comfort zone. What do you have to lose?
- **Structure.** How do your ideas and thoughts hang together? Focus on the scaffolding of the scene. You don't have to write it all out, or even finish it. You are looking at the pearls on a necklace.
- **Paragraphs.** A paragraph is the smallest unit of real meaning in a book, says Stephen King, not the sentence. Focus on getting a good unified thought expressed in a tight, vibrant paragraph.
- **Sentences.** Work on writing the perfect sentence. Even if you just get one done in a night, it's huge progress.
- **Words.** Just work on extracting a descriptive, fabulous vocabulary from your mind.
- **Tone and voice.** Explore different characters and scenes to see if you can hit upon a unique voice that sings out in as little as a paragraph or two. This is the trick you need to pull off in the opening pages of a book. What readers (and agents and editors) are looking for in the first words is the promise of a great read, and that means distinctive voice.

Prompt – I

- They had him now for sure. The pinpoint of light grew. Nine feet of metal darkened to black as the surface of the door was backlit by the beam. In seconds it was eating the door, cutting a hole in the stone floor. The laser moved towards him, threatening to cut him in two. Jason threw himself backward as quickly as his damaged leg would allow. He winced and threw up his bronze shield, the family crest emblazoned across the front. Reflected light filled what remained of the hallowed hall.
- The light teasingly changed from white to red to violet as if it would cool off, capturing his undivided attention. After reaching a deep purple hue, an ear-splitting noise rocked the castle. It vibrated Jason such that he feared it would stop his heart. Emanating from the other side of the 2-foot-thick door, the noise grew so loud Jason passed out.
- Did you get ideas about what might happen next in any of the above story prompts? Run with it! Feel free to share your work in the comments section.

Editorial

Editorial writing in journalism

- An **editorial**, leading article (US) or leader (UK), is an article **written** by the senior **editorial** staff or publisher of a newspaper, magazine, or any other **written** document, often unsigned. Many newspapers publish their **editorials** without the name of the leader **writer**.
- An **editor-in-chief**, also known as **lead editor** or chief **editor**, is a publication's **editorial** leader who has final responsibility for its operations and policies.
- A **title**: 1) must call interest to your story; 2) must be fresh and original; 3) must be short; 4) should not be a quotation; 5) must be easily understood; 6) must excite curiosity; 7) should not violate good taste; and 8) should suggest the theme of the story.
- **Editorials** are typically published on a dedicated page, called the **editorial** page, which often features letters to the **editor** from members of the public; the page opposite this page is called the op-ed page and frequently contains opinion pieces by writers not directly affiliated with the publication.

• **CHARACTERISTICS OF EDITORIAL WRITING:**

An editorial is an article that presents the newspaper's opinion on an issue. It reflects the majority vote of the editorial board, the governing body of the newspaper made up of editors and business managers. It is usually unsigned. Much in the same manner of a lawyer, editorial writers build on an argument and try to persuade readers to think the same way they do. Editorials are meant to influence public opinion, promote critical thinking, and sometimes cause people to take action on an issue. In essence, an editorial is an opinionated news story.

• **Editorials have:**

1. Introduction, body and conclusion like other news stories
2. An objective explanation of the issue, especially complex issues
3. A timely news angle
4. Opinions from the opposing viewpoint that refute directly the same issues the writer addresses
5. The opinions of the writer delivered in a professional manner. Good editorials engage issues, not personalities and refrain from name-calling or other petty tactics of persuasion.
6. Alternative solutions to the problem or issue being criticized. Anyone can gripe about a problem, but a good editorial should take a pro-active approach to making the situation better by using constructive criticism and giving solutions.
7. A solid and concise conclusion that powerfully summarizes the writer's opinion. Give it some punch.

Four Types of Editorials Will:

1. ***Explain or interpret:*** Editors often use these editorials to explain the way the newspaper covered a sensitive or controversial subject. School newspapers may explain new school rules or a particular student-body effort like a food drive.
2. ***Criticize:*** These editorials constructively criticize actions, decisions or situations while providing solutions to the problem identified. Immediate purpose is to get readers to see the problem, not the solution.
3. ***Persuade:*** Editorials of persuasion aim to immediately see the solution, not the problem. From the first paragraph, readers will be encouraged to take a specific, positive action. Political endorsements are good examples of editorials of persuasion.
4. ***Praise:*** These editorials commend people and organizations for something done well. They are not as common as the other three.

The Editorial Page:

- ❖ The Editorial page of any newspaper is the VOICE of the editorial staff and the readers.
- ❖ It expresses the opinion of whatever the management of the publication feels in relation to the present occasion.

Objectives of an Editorial:

- ❖ To explain and interpret the news, to put it on its proper perspective. To analyse it, to draw conclusions from that analysis.
- ❖ To persuade the readers to follow a course of action that the newspaper believes is for the public good regardless of party interests involved.

Functions of an Editorial Writer:

Explaining the news

Filling the background

Forecasting the future

Passing moral judgement

The principles of Editorial

- The editorial writer should present facts honestly and fully.
- The editorial writer should draw objective conclusions from the stated facts, basing them upon the weight of evidence and upon his considered concept of the greatest good.
- The editorial writer should never be motivated by personal interest, nor use his influence to seek special favors for himself or for others.
- The editorial writer should realize that he is not infallible.
- The editorial writer should regularly review his own conclusions in the light of all obtainable information.
- The editorial writer should have the courage of well-founded conviction and democratic philosophy of life.
- The editorial writer should support his colleagues in their adherence to highest standards of profession integrity.

Definition of 'Advertorial'

- **Definition:** An advertorial is a form of advertisement in a newspaper, magazine or a website which involves giving information about the product in the form of an article. Usually, a brand pays the publisher for such an article.

Description: Advertorials are advertisements that appear in the media, be it magazines, newspapers or websites. Advertorials are paid content.

They are used by marketers to educate prospective consumers about the features of a product. It can be used to target a specific set of people by choosing the right medium to publish the advertorial.

For example, an advertorial in a business newspaper would involve educating a set of people who are more interested about economy, markets or financial products. It is an effective medium for a company to connect with its consumers through a story, unlike a traditional print ad in a magazine, newspaper or on a website as a banner ad.

An advertorial is more detailed than an advertisement and thus helps consumers understand more about the product. Advertorials are usually written by an ad agency or the client itself. They then purchase the ad space on the website or in a newspaper or a magazine.

It is important to note that as a rule of most publications, the word "advertisement" is mostly printed in small letters at the top or bottom of your advertorial. Some newspapers or magazines chose to push these advertorials in special sections.

Advertorials can be classified into three types:

- Image advertorials: The organization running the advertisement wants to produce a favourable view of the organization or its products among the readers.
- Advocacy advertorials: The organization wants to explain their view of a controversial subject.
- Journalism advertorials: The organization wants to attract media attention to a subject or themselves. Their goal may be inspiring independently written stories about their area of interest, to get quoted in related stories, or to influence how journalists will write about a subject in the future.

Advertorial Definition – What is an Advertorial?

- An Advertorial is a type of paid editorial content. It is a form of advertisement that gives information about the product in the way of an article. They appear in the media, including newspapers, magazines, or websites.
- In usual circumstances, a brand pays the publisher for such an article.
- Typically, Advertorials are used by marketers for educating prospective consumers about the features of a product. It is used to target a specific set of people by using the right medium for publishing the advertorial.
- So, an advertorial can be understood as an advertisement which is disguised to look and work as a regular piece of content.
- Thus,
- **Advertorial** = Advertisement + Editorial Content
- So, an Advertorial is an amalgam of advertisement and editorial.

Format of writing a story:

- Typically **story writing** has five key elements – Character (fewer is better), Setting (brief but poetic and vivid), Plot (as simple and interesting as possible), Conflict (intense but one), and Theme (relating to majority of readers)

How to Write a News Story

- Choose a recent, newsworthy event or topic.
- Conduct timely, in-person interviews with witnesses.
- Establish the “Four Main Ws”
- Construct your piece.
- Insert quotations.
- Research additional facts and figures.
- Read your article out loud before publication

The Inverted Pyramid

A good journalist puts the most important facts at the beginning and works ‘down’ from there. Ideally, the first paragraph should contain enough information to give the reader a good overview of the entire story. The rest of the article explains and expands on the beginning.

In the story about the baby, most of the answers to the five ‘W’s appear in the first sentence, known as the lead. Who: a baby. What: born. Where: on a London bus.

When: in rush hour. A good approach is to assume that the story might be cut off at any point due to space limitations. Does the story work if the editor only decides to include the first two paragraphs? If not, re-arrange it so that it does.

Structure of News Story Writing:

- Headline – tells what the story is about
- Byline – shows who wrote the story
- Lead – tells the most important facts (5 W’s)
- Body – contains more information and details
- Ending – gives something to think about

Here is a sample article which consists of all these parts for easy understanding:

- **Headline** – Train accident forces evacuation
- **Byline** – By M J Saleem
- **Lead** – The Bangalore bound Muzaffarpur- Yesvantpur train derailed causing twenty deaths on Thursday leading to the resignation of the Railway Minister.
- **Body** – Twenty persons were killed and 33 others injured when 11 bogies of Bangalore-bound Muzaffarpur- Yesvantpur Express derailed at Sitheri, about 90 km from here, early this morning.
- The derailment occurred around 5.50 am, a Railway official said.
- Top officials of the Southern Railway visited the spot and commenced an initial probe into the cause of the derailment.
- **Ending** – The number of recent train accidents have become a serious concern for the government today. The government is planning some serious measures to avoid train accidents.

Importance of Advertising:

- Crucial for a launch or announcement,
- Source of revenue for publishers,
- Promotes goods, services, ideas, and events,
- Helps in increasing the sales,
- Maximize the profit of an advertiser,
- Creates consumer awareness,
- Educate the society,
- Is Art, Science, and Profession,
- Demands creativity,
- [Marketing mix](#) element,
- Target oriented,
- Use persuasion for results,
- Demands monitoring of [demand](#) and supply,
- Builds brand's image, and
- Generates employment.

Advertisement

“Advertising is the process of calling the attention of the public to a product or service by a business.” (Johnson)

Importance of Advertisement

Target oriented

For the society

For the marketing

For the customer

Consumer awareness

For selling

Creativity & innovation

Important for the Customers



- Advertisements plays very vital role in life of customers
- Customers buy the product only after they are made aware of the products
- Advertising helps customer to find the best products for themselves



Important for Marketing

- Advertising also performs in marketing.
- Advertising's role through various media, to inform the public about products and services.
- Advertising helps increasing sales.
- Example: **Beauty Products**

Home Appliances
Automobile



Important for the society

- To inform people
- Increases knowledge
- Aware about what is good or bad
- Deals with the social issues which are happening in our surrounding


For Example: ***Girl child Killing,***
Child Labor,
Liquor consumption,
Women exploitation,
Women empowerment
smoking, etc..



Important for Education

- *To know about new Products in market*
- *Education fields*
- *Entertainment*
- *Their needs*



A high-angle, top-down photograph of a very dense crowd of people. The individuals are packed closely together, filling the entire frame. The crowd is diverse in color, with many people wearing red, blue, and white clothing. The overall scene suggests a large-scale event or gathering. A semi-transparent blue rectangular box is positioned on the left side of the image, containing the word "Demography" in white, serif font.

Demography

Who used Demography first?

John Graunt

- The term demography was coined by Achille Guillard in 1855. But, in fact, **John Graunt** is the real founder of demography, who wrote the book } "Natural and Political observation made upon the bills of Mortality", in 1762.4 (Cited by **Sinha** 1984).

Define Demography:

Demographics is the study of a population based on factors such as age, race, and sex. Demographic data refers to socio-economic information expressed statistically, also including employment, education, income, marriage rates, birth and death rates and more factors. Governments, corporations, and nongovernment organizations use demographics to learn more about a population's characteristics for many purposes, including policy development and economic market research.

For example, a company that sells high-end RVs wants to know roughly how many people are at or nearing retirement age and what percentage are able to afford the product.

Importance of Demographic data:

- Health of a community depends upon the dynamic relationship between number of people, their composition & distribution.
- Planning of health services can be guided by demographic variables for example:
How many health units do we need? How to distribute them in the community in order to be accessible to the target population? What type of manpower is needed?

Demographic Cycle (Stage)

- ✓ High stationary (first stage): this stage is characterized by a high birth rate and high death rate, no any change in size and population. Indian was in this stage till 1920.
- ✓ Early expanding (Second stage): the death rate begins to decline (starts decreasing) and birth rate no change initial increase in population.
- ✓ Late expanding (third stage): the birth rate begins to decline while the death rate still decreases, continue increase in population.
- ✓ Low stationary (fourth stage) This stage is characterized by a low birth rate & low death rate stability in population.
- ✓ Declining (fifth stage): in the declining stage birth rate is lower than the death rate, fall in population.

Proofreading

Proofreading mainly concentrates on removing the external errors like grammar, spelling, punctuations, syntax, subject-verb agreement, sentence structure etc. proof-readers aim at finding mistakes that may go unnoticed by the spell checker of the computer. This process is usually carried out when the paper writing completed. It is a crucial phase of the writing process, and if you skip this, it might affect your paper negatively.

A proofread copy will have following features:

- Free from all kind of errors
- Properly structured and will include even language
- Perfect writing
- Will be ready for being published

Proofreading vs Copyediting:

Another term that you be familiar with is copyediting. But, copyediting exactly? Copyediting is similar to proofreading shows that a copyeditor is supposed to keep the style consistent in the different contents. An example can be writing the dates, locations, and names following the same style.

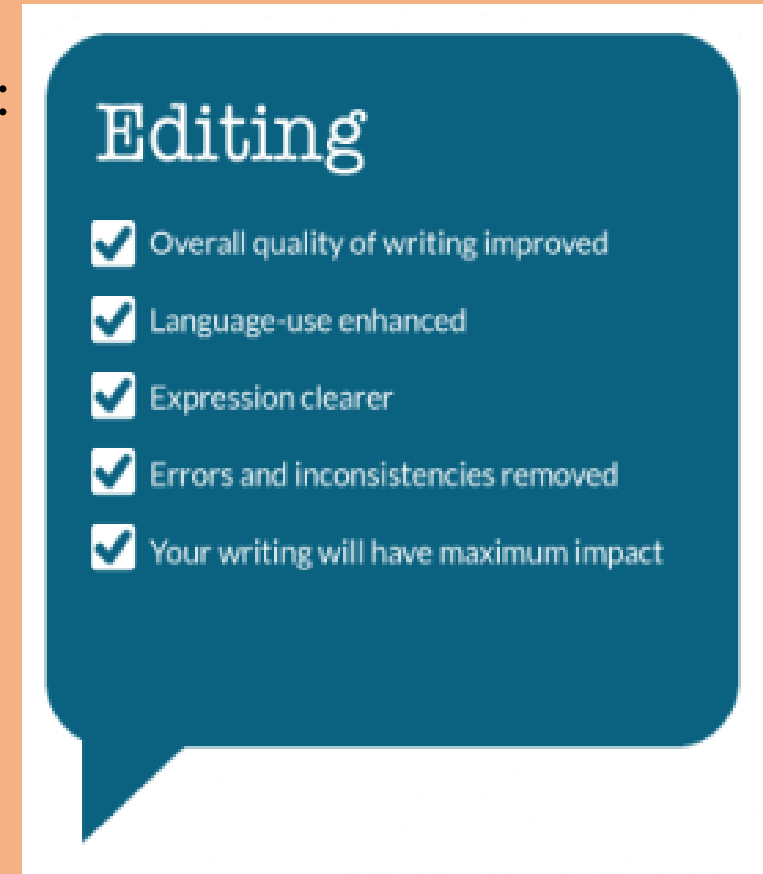
Editing

Through editing, one does a deeper analysis of the writing and on the presentation of ideas and information. An editor makes the necessary modifications in a paper to elevate its quality.

In editing the focus remains on the correct use of language and how the message or ideas are expressed in the copy. This way, the readers will be able to read the full text easily.

An Edited copy will have the following features:

- Enhanced quality of the paper
- Better and effective use of language
- The meanings are better expressed
- Increase the chance of impressing the readers.



Editing explained

Editing involves a proactive editor making changes and suggestions that will improve the overall quality of your writing, particularly in relation to language use and expression. After editing, your language will be sharp and consistent, your expression clear and the overall readability of your writing enhanced. Editing should ensure that your writing gives the impression that the English language comes naturally to you, even if it does not.

The following are some key questions that an editor will consider when editing a piece of writing

- Have proper words been chosen to express your ideas? If it sounds like you have consulted a thesaurus throughout the document, an editor will pick up on it.
- Have you used a passive voice? An active voice is not always appropriate, but writing that is too passive does not make for compelling reading.
- Is the tone appropriate for the audience?
- Do you use too many words? Using unnecessary and frivolous words is a common trait in many writers, and is a pet hate for editors.
- Have you used gendered language appropriately?

Proofreading explained

- [Proofreading](#), on the other hand, has less ambition than editing and therefore is a cheaper service, but it still performs a vital role. Proofreading is the process of correcting surface errors in writing, such as grammatical, spelling, punctuation and other language mistakes.

These are the key questions a proofreader will consider when proofreading a piece of writing:

- Are there any spelling errors?
- Are full stops, commas, colons, semicolons, etc., used correctly?
- Have words that sound like one another but have different meanings, such as there, their and they're, been used correctly?
- Have quotation marks and apostrophes been used appropriately?
- Are there any double spaces, particularly after full stops?

Proofreading vs Editing

- ✓ Even though proof reading involves the process of editing, it cannot be said that the two are the same. The editing process is carried out several times while writing a paper.
- ✓ Both of these steps are extremely crucial for making a paper perfect and effective. Missing out on any of these steps can result in a poorly written paper, and the time and effort given in writing it will go in vain.
- ✓ If you are still a student then, skipping this step will lead to the deduction of points. And, if you are a professional writer, then, what you have written may get rejected by the publication. If the reader does not understand what is written, your content will obviously be accepted in a negative way.

Editing vs Revising:

- It is always said to revise a copy from the beginning to the end after the writing is finished. This process allows you to check the whole content so that, can ensure that it contains the message that you wanted to convey.
- There is a difference between editing and revising, so, just by revising a copy you cannot say you have edited it. Also editing is much valuable than just revising; hence, in the battle of revising.