



## Writing for Radio and certain key points to consider for writing : A Review

**Devender Partap , Lecturer , Department of Mass Communication**

**Abstract :** Writing for radio is different than writing for print. You're writing for the ear, not the eye. Listeners have to get it the first time around- they can't go back and hear it again (unlike re-reading a sentence in a magazine). And while a reader may get up and come back to an article, a radio listener who gets up may not come back. So you want to grab their attention and hold onto it for as long as possible. Writing feature stories like the ones aired in India as Prime Minister *Modi ji's Man Ki Baat* is also different than writing news copy. You can loosen up a little. You can be more literary, more creative, more personal.

ISSN 2454-308X



### **Broadcast writing**

Writing for radio is different from writing for print. First, you have less “space” for information, so you will have to prioritize and summarize carefully. Second, your listeners can't reread sentences they didn't understand the first time--you have to keep your writing simple and clear. Finally, the ultimate product is not what's on the page, but what comes out of your mouth--it's okay to break some writing rules, as long as the result is smooth and easily-understood.

### **Considerations To Keep In Mind**

**Be conversational.** Your narration should sound as natural as possible, like you're telling a story to a friend. This is not the same as trying to imitate spontaneous speech. Instead, this means writing in a style that sounds as relaxed as possible. Use phrases and words you normally use. When you read your narration aloud, do you sound like yourself?

**Be visual.** Give your listeners a chance to imagine the people, places and things in your story. Create a sense of scene; describe people; include interesting sounds. Avoid a story that's just a series of talking heads or facts.