

Broadcast Script Writing

Broadcast script writing means writing for radio and television. It can also be explained as writing for ears and eyes. It is different from print media. In the print media, one can write even difficult words and sometime some long sentences with some complex construction. But in broadcast script writing, we have to use simple and short sentences.

There are five key principles for broadcast script writing:

1. It is spoken

WE should remember that we are not writing a piece of written literature. So we should be natural and use the words you know the meaning and which are in your spoken vocabulary.

Use the spoken words of everyday speech. Do not be afraid to use the same words twice or thrice if it the right word. The broadcast style must be natural.

Example: Do not write like: The Road is not motorable INSTEAD WRITE LIKE:
The Road is blocked or closed.

In Broadcast scripts, do not use abbreviations. Write full words.

We cannot write Like: Don't, That's, they're, won't, isn't INSTEAD WRITE AS:
Do not, That is, They are, Would not, Is not, etc.

2. It is immediate:

Broadcast scripts are considered to be written in immediate format. For Radio and Television, information is considered immediate. Broadcast is a "NOW" medium. But in print we can publish even history or something which is not immediate.

Example: Do not write: The Chief Executive said today the country's economy was booming. INSTEAD WRITE LIKE:

The chief executive says the country's economy is booming.

3. It is person to person

Writing for Radio and Television must be informal. It is like YOU AND ME medium. It mean that if you write a script to be transmitted through radio or television, you are supposed to deliver this script in person to person format. Though, at a time thousands of people would be listening or watching your scripts to be delivered from radio or television, but they should feel that they are attached to this script or drama or any information.

These scripts develop friendship with listeners and viewers. When we broadcast any script, we should adopt a friendly tone. Use language normally your audience use to speak and understand.

3. It is heard once

When we write a script for Radio and Television, we should keep in mind that the words, dialogue spoken are heard once and they can not be referred back as in case of print media. In the print media, we can again read the words we do not understand or miss them. But when words are spoken at radio and television, they can be heard again, if slipped first time. So, always use easy, simple short sentence and understandable language and words. Clarity must be observed.

In broadcast script writing the biggest enemy is confusion. Do not write confused words. Leave out superfluous information. The idea must be grasped. Use only one idea in one sentence.

4. It is sound/picture

You should know that your scripts are delivered through sound in case of radio and sound and picture in case of television. Your words are a bridge between you and your audience. Do not use vague or ambiguous language in script writing.

Punctuation is absolutely vital. When eyes see a mark on page, the brain reacts in a certain way and the sentences, dialogues are delivered in a right way.

Always your first sentence should be catchy and attractive.