## SCRIPTING FOR THE AUDIO MEDIUM

Each mass communication medium is unique in its own way. The writing style for print medium varies from that of electronic medium. Similarly, programming and creating content for the radio is different from that of the television. Therefore, a sound understanding of the medium is necessary before embarking on creation of content.

We must always remember that news on Radio is meant for listeners, not readers or viewers. The content should be such that a listener can grasp it after listening to it once. Unlike newspapers which you can read and re-read, it is one-time chance for listeners to grasp the words in a bulletin on Radio. It is, hence, essential that news must be presented with clarity.

Radio bulletins are usually made up from three types of material:

* + - Written stories in the form of a script;
    - Voice reports from journalists, either recorded or live;
    - Recorded sound called actuality. This is usually the sound of someone speaking, perhaps taken from an interview or a speech. A short segment of actuality is called a grab. Grabs are used in a similar way to quotes in a newspaper story. In some countries, grabs are called cuts or inserts or bytes.

You should keep the following points in mind before preparing news for Radio:

 Each script must be kept short and simple.

 The duration of a Radio news story is limited to 90 seconds.

 The script of each news story must be written within 100 words.

 Since it is an audio medium, for the script to have impact, the listener should be able to visualize each word.

 It is important to limit each sentence to five to six seconds.

 The interest and literacy level of listeners should be kept in mind before creating content.

 Words must be carefully chosen, so that the listeners can easily understand them.

 Every sentence must be simplified to facilitate better understanding.

 Usage of simple language attracts listeners.

 Use of ornamental language must be avoided.

 Script for Radio is written in spoken language.

 Since a sentence consisting of more than 15 words is difficult to understand, sentences must be kept as short as possible.

 Instead of one long sentence, it is better to split it into several short sentences.

 If it is necessary, names of people can be repeated in the news script.

 To simplify difficult words, synonyms which are easier to understand can be used.

 Synonyms, technical words and abbreviations should be used carefully and appropriately.

 Since Radio is neither a print nor a visual medium, exact numerical figures can be rounded off.

 To explain a comparative topic, everyday examples should be used.

 Explanatory and exploratory words should be used when necessary.

 Script should be in present tense.

 Script must be written in active voice rather than passive voice.

**Reference:** Odisha State Open University,<https://www.osou.ac.in/>