

# BROADCAST JOURNALISM

## ❖ What is Broadcast?

- ❖ To transmit (programs) from a radio or television station.
- ❖ To speak, perform, sponsor, or present on a radio or television program
- ❖ To cast or scatter abroad over an area, as seed in sowing.
- ❖ To spread widely; disseminate.



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- ❖ What is the purpose of broadcast?
- ❖ Broadcast media provides valuable information that can inform and educate and includes public service announcements, daily news, weather forecasts, **interviews**, and documentaries.

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❖ What broadcast journalism is?

❖ **Broadcast journalism** is the field of news and journals which are "broadcast", that is, published by electronic methods instead of the older methods, such as printed newspapers and posters. **Broadcast** methods include radio (via air, cable, and Internet), television (via air, cable, and Internet) and the World Wide Web.

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## ❖ RADIO NEWS:

❖ Radio is the imagination stage (theater of mind).

News delivered in the form of voice which stimulate and expand the listener's imagination.

❖ All people listen to the radio for emergency in news and current affairs (Solomon 2012).

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## ❖ NATURE OF RADIO NEWS:

### ❖ 1. Auditive

❖ Radio broadcast just to be heard and it was only a glimpse

### ❖ 2. Contains Obstacles

❖ - Semantic

❖ - Channel

### ❖ 3. Closed to listeners

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## ❖ RADIO NEWS FEATURES:

❖ Using common words.

## ❖ Word Choice:

❖ Long texts, usually a paragraph consists of a single sentence. This is because reporters want to load all the relevant information in the paragraph

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## ❖ Nature Quote:

❖ Indirect He said that the government has a reason to do it.

❖ Direct He said, "As a responsible government, we have reason to do it."

❖ Figures are rounded

❖ Example

❖ 821.332.451 821 million

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- ❖ **Sign-Posting:**
- ❖ Mention the title, before the name of the person.
- ❖ The use of acronyms
- ❖ Should be explained in advance means
- ❖ Example
- ❖ University of Peshawar (UoP)



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- ❖ **Today's perspective:**
- ❖ Use today's perspective.
- ❖ To use the time element of the words "yesterday", "today", "tomorrow",  
"tomorrow", not the names of day (Monday).

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## ❖ B: TV News:

❖ News delivered in voice and also an image that can enhance viewers understanding. TV news stories have audio and visual effects.



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## ❖ TV NEWS WRITING:

- ❖ 1. Title
- ❖ 2. Lead
- ❖ 3. News body



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- ❖ **1. Title:**
- ❖ Eye catching
- ❖ Not too long

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- ❖ **2. Lead:**
- ❖ The most important part in TV news
- ❖ Should have 5W and 1H elements

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## ❖ NEWS BODY:

- ❖ News reports should be comprehensive.
- ❖ Right in the use of language and grammar.
- ❖ The style of writing should live, have a meaning, color, and imagination

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- ❖ **Why is broadcast writing different?**
- ❖ Broadcast news and print news are different because of their intended audience.
- ❖ Broadcast news must be written differently because
- ❖ Broadcast news is meant to be heard, not read.
- ❖ Unlike print, which lasts forever, once words are spoken on a broadcast they are gone.
- ❖ Broadcast news is meant for quick, up-to-the-date information, not detailed stories.
- ❖ People are often doing other activities while watching or listening to broadcast news

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- ❖ But Both broadcast journalism and print journalism:
- ❖ Require background research.
- ❖ Emphasize similar news elements.
- ❖ Require good writers and spellers to be effective.





# REFERENCES

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A decorative border with intricate floral and scrollwork patterns in a light gray color, set against a dark blue background. The border frames a central white rectangular area.

That's All  
Thank  
You