
UNIT 4 NEWS PRODUCTION

Structure

- 4.0 Introduction
- 4.1 Learning Outcomes
- 4.2 What is News
 - 4.2.1 Main Elements of News
- 4.3 News Formats
 - 4.3.1 News Bulletin
 - 4.3.2 Talk
 - 4.3.3 Radio Newsreel
 - 4.3.4 Phone in programme
 - 4.3.5 Radio Bridge
 - 4.3.6 Features and Documentaries
- 4.4 News Production (News Bulletins)
 - 4.4.1 How to Compile a News Bulletin
 - 4.4.2 Basic Principles of Writing a story
 - 4.4.3 Process of Editing News and Preparing for Newscast.
 - 4.4.4 Lead/Intro
 - 4.4.5 Techniques of Writing Headlines
 - 4.4.6 Selection of News and Scripting
 - 4.4.7 Feeding the News and Sound Inputs
- 4.5 Language Bulletin
 - 4.5.1 Basic Features
 - 4.5.2 Selection of items and Compilation
- 4.6 External Broadcast
 - 4.6.1 Basic Features
 - 4.6.2 Selection of News Items
 - 4.6.3 Style of Writing
- 4.7 Let Us Sum Up
- 4.8 Further Readings
- 4.9 Key Words
- 4.10 Check Your Progress: Possible Answers

4.0 INTRODUCTION

News Gathering, News Production and News Dissemination are the three major functions of a radio news room. All three are interdependent and one cannot be performed without the support of the other. Of these, news production calls for special skills in deciding what the news is, writing a story and presenting it using the radio medium. At the outset we have to realise that it is an audio medium and therefore the style of writing differs substantially from that of print or even audio-visual media. As it was said in unit-3 that many of the radio listeners are just

casual listeners. One may be having breakfast, another may be talking to somebody, and yet another may be driving a vehicle and so on. To grab the listeners' attention is not easy. And even if the listener does listen to radio, it may well be for a short time only. To catch and then retain the listeners' attention in that limited period poses another challenge. A very good piece of news can be boring to listen to if not written and presented properly. If the listeners don't find the news items of interest to them, they will move on to music or other channels or simply switch off. On the other hand, even an ordinary news item can be made interesting to listen to if presented in a professional manner.

4.1 LEARNING OUTCOME

After going through the unit, you should be able to:

- list the main elements of news;
- describe news formats and their advantage;
- describe the process of news production;
- understand editing and compilation of news bulletin; and
- find out basic features of language and external news bulletins.

4.2 WHAT IS NEWS

Before you learn production of radio news bulletins, let us try to understand what is News. There is no exact definition and a universal one to describe what news is. UNESCO Associate and expert Mr. Paul De Maeseneer says, "*News is a piece of information about a significant and recent event that affects the listeners and is of interest to them.*" It could at best be a working definition.

4.2.1 Elements of News

Novelty (the quality of being new), **timeliness, significance, interesting to the listeners. impact on listeners and conflict** are the main elements of news. A few more can be added to these - proximity or nearness, prominence, government action, development, human interest, weather, sports etc. as these also affect the listeners greatly.

The most important element of news is that it has to be **new** information. **Timeliness** is very important. It must be a recent event, which had not been reported before. News should focus on what actually happened and not speculate about what will happen in future. What happened last year or last month or even last week is history. What happened today or at the most yesterday is really news. However, even though some major incident might have happened long back but if it comes to light now, it can still make news. With radio news the emphasis is even more on what happens now as radio is a 'now' medium.

Significance is what makes an incident news. What happened? Is it too serious? Are too many people affected? Is it a really big event? Such factors arouse the interest of your audience. Celebrity stories also relate to this element. Marriage of a film or sports star is news, while common people's weddings are usually not. However, what is significant for one may not be so for others.

Interest of listeners or the relevance for listeners is a basic factor for deciding what news is. What is of interest to people of Delhi may not be relevant for

Kolkata residents. Some news definitely would be of interest to both but not all. Therefore, the selection of news items should depend on the potential interest of your audience. It is imperative that a radio journalist know well his/her audience and their interests. The first question to be asked is whether the news item is of interest to the listeners? Is it relevant to them?

Events having **impact on listeners** instantly make news. What affects a large number of people creates great interest amongst the audience. For instance, fluctuations in petrol or diesel prices affect everyone. So these are news. Demonetisation created very big news because it affected everyone.

Conflict is another very important element of news. By nature, we are attracted to the drama involved in a conflict situation. Wars are major and sustained news events. Elections command active attention of a lot of people. Then, the factor of oddity also contributes to news interest of a situation. A very old saying in journalistic circles is that a dog biting a man is not news but a man biting a dog is. Why? It is an unusual and unique event.

4.3 NEWS FORMATS

The news can be presented in different formats of varied duration having their own special characteristics. Some of them are as follows:

4.3.1 News Bulletin

In the realm of news, radio's strength emanates from its capacity to inform current affairs instantly. There are many formats to cover current affairs. A radio news bulletin is one such very prominent format with different presentation styles depending on the length and requirements of the bulletin. A two minute or five minute bulletin will not have headlines because these bulletins are already brief. These will present the news crisply in the order of priority. A ten minute bulletin will, however, start with about 4-5 headlines followed by detailed news and end also with a repetition of the headlines. It may have one break in the middle of the bulletin restating the identity of the originating organisation. This will help those who may join later to identify the station/organisation broadcasting the news. It can include sound bites or voice dispatches of correspondents. A 15 minute bulletin can however carry several sound bites, voice dispatches and even short news capsules made using both sound bites and dispatches or vox pops. Live dispatches by correspondents from news location also find a place in such bulletins. These can have two breaks after every five minutes with a crisp short sentence announcing what more is to come in the bulletin.

4.3.2 Talk

As news bulletins give a very brief account of a news event, there is a need to go for other formats to give the details that listeners would like to know. This news analysis is done employing different radio programme formats namely **talks (as commentaries), reviews, panel discussions, interviews etc.** AIR has two daily programmes 'Samayiki' and 'Spotlight', which provide in depth news analysis using mostly the formats of talks and interviews. Then, there are two weekly programmes 'Charcha Ka Vishay Hai' and 'Current Affairs' in the discussion format.

4.3.3 Radio Newsreel

Radio Newsreel is a format embellished with many sound bites and actuality inserts. The linking script is kept very short. Appropriate sound inputs are interwoven into this brief script. This renders the news presentation more lively and interesting compared to simple reading of a text. Voice dispatches of correspondents are also used in Radio Newsreel. However, Radio Newsreel is always pre-recorded and edited for broadcast unlike the news bulletins, which are presented live.

4.3.4 Phone in Programme

It is an interactive programme in which an anchor and one or more experts discuss a subject and the listeners can have live participation in the programme by calling some designated numbers. This provides two-way communication and therefore is very interesting and effective format. Market Mantra is one such popular programme of AIR giving information about stock market behaviour and tips from experts for better investment options.

4.3.5 Radio Bridge

Radio Bridge programmes are produced with elaborate networking in place. This format is very effective in informing and analysing major events such as counting of elections or budget presentation, when inputs and reactions from many parts of the country need to be woven into the programme. In this format also, an anchor with or without a panel of experts sits in the main studio connected to anchor persons with their respective panels of experts at radio stations at various locations along with correspondents deployed at various places where action is happening like, in the case of elections, counting centres, headquarters of political parties, etc. On election counting days, this kind of programme can continue for several hours capturing the election verdict scenario by reporting minute to minute position and incorporating analysis and reactions from experts, leaders of political parties, common people, etc. This interactive programme brings in people from various locations on one platform.

4.3.6 Features and Documentaries

Radio features and documentaries are employed for detailed reporting and analysis of news based stories. These give elaborate treatment to the subject with music, vox pops, experts' inputs, interviews, actuality sounds etc. in one programme. Traditionally, features and documentaries were of half an hour duration. But now, shorter and crisper versions are preferred.

Check Your Progress 1

Note : 1) Use the space provided below for your answers.

2) Compare your answers with those given at the end of this unit.

1. State five elements of News.

.....

.....

.....

.....

2. Which programme formats help analyse news.

.....
.....
.....

3. What are the advantages of Radio Newsreel?

.....
.....
.....

4.4 NEWS PRODUCTION

4.4.1 How to Compile a News Bulletin

Compilation is a very important aspect of creating a news bulletin. The editor should know about the listeners and what are their areas of interest, because, he/she has to select the news items keeping this in mind. The editor’s first task is to rewrite the stories in a radiogenic language, keeping in mind the length of the bulletin and relevance to the listeners. Once this job is over, the stories are arranged in the descending order of interest and importance. This process is called bunching of the items. The most important and interesting item should come at the top of the bulletin and the least important at the bottom. The idea is to retain the attention of the listener for as long as possible. Normally sports and weather items are covered at the end of the bulletin if these items do not make big news on that day. The situation will change in circumstances such as cyclone hitting some areas or a grand victory for Indian sportsmen or some other major sports news. After the bulletin is finalised, the headlines are drafted usually of one crisp sentence each. National bulletins cover national, international and regional news. Regional bulletins focus on regional developments and news.

Length and structure of News Bulletin

- Structure – headlines followed by body of the bulletin
- Length of the bulletins is normally 10 minutes with one break.
- But there are also 5 minutes bulletins without headlines.
- There is another category of two-minutes of headlines only.
- Longest bulletins could go for 15 minutes with two breaks.
- Normally about 600 words are covered in 5 minutes bulletin.
- Bulletins are typed in 14 font and triple space so that, if needed, last minute corrections and insertions can be easily made.

4.4.2 Basic Principles of Writing a News Story for Radio

It is also prudent to remember that during one bulletin the listeners can hear a news item only once. Unlike newspaper readers, they can not go back and listen to a part again. Further, a newspaper reader’s eyes can grasp a lot of details while reading. Therefore, print journalists can write long sentences and cram a lot of information and statistics in it. Newspaper pieces are written for the eyes. But radio scripts are written for the ears. You get only one chance to reach the

listeners and they hear only one word at a time. So the writing style for radio has to differ substantially from the style used for print reporting. Now, with the progression of technology, more actuality sound based bulletins and programmes are produced to make it sound more real. Thus, new formats of news have emerged.

Accuracy, Balance, Brevity and Clarity are the basic principles of news writing.

Accuracy : You have to find out whether the news is credible (true) and accurate. If accuracy is absent, you lose your credibility, which then is very hard to regain. There have been many instances where incorrect information, sometimes of a momentous nature, has been mistakenly disseminated by the media. The added problem with the broadcast media is the fact that here dissemination is instantaneous and thus it becomes very difficult to retract and mitigate the adverse fall out of the error. In addition to carelessness, these mistakes happen when each channel or agency wants to beat all others in ‘breaking’ the news first. In this terrible rush, sometimes not enough cross checking of the actual facts is done with other sources before putting the story on air. The best way to ensure accuracy is by cross checking with different sources.

Balance: Another principle in writing is maintaining **balance**. If a story carries only a one-sided version, it will be lopsided. The truth will not come out in its entirety.

Brevity: Give another sub heading Brevity. There is a famous saying that brevity is the soul of wit. This holds true for the news items also. All unnecessary and irrelevant details have to be cut out retaining only what is essential. Chiseling and honing are essential but some pertinent and interesting details have to be provided to maintain the attention of the listeners.

Clarity: One may have the best news story. But, it may not be understood if clarity of expression is lost. There are several aspects to be kept in mind to achieve clarity of thought and expression while producing news based programmes or let us say any programme for radio. Some of the principles to be followed are:

Spoken language: Radio news script should be in spoken language. It should be as if you are telling the story to someone. The best way to do this is to read aloud the story as you write or type the script. This will avoid tongue twisting words. We use simple words in spoken language. For instance, you won’t say - “I am contemplating to go to market”. You are more likely to say that “I am planning to go to the market”.

Avoid complicated sentences: Write using simple sentences and in present tense. Relative pronouns like who, whom, whose, which, that etc. will complicate your sentence. Avoid complex and compound sentences and complicated clauses.

Writing for ear and not for eye: Radio script requires writing for the ear and not for the eye. A newspaper reader can catch a lot of details and many words in one glance while reading. He/she can also go back in case of any doubt. A radio listener cannot do this. Therefore loading too many words into a sentence will make it difficult to follow and understand.

Rounding off large numbers: Large numbers should be rounded off to the nearest round figure. It will make these easy to grasp. Besides, the rupee or any other currency name should come at the end of the number and not before. Because that is how we speak. We don’t say - give me Rs.5. We say- give me five rupees. Rs.105343.53 can be said as *over one lakh rupees*. See, how easier it now to understand!

Short span of attention: Avoid information overload. Listeners have short span of attention. They cannot absorb a great deal at one time. Avoid cramming too many details into one item.

Avoid clichés: State the facts as they are. There is no need to add clichés, i.e. oft repeated and overused phrases, which do not enhance the news value of the story.

4.4.3 Process of Editing News and Preparing News Cast

Rewriting the story for radio news, writing in inverted pyramid format, writing the lead, writing the rest of the story, writing the headlines, attribution including the dateline are important principles of editing the news. How do we go about it?

- Select the lead news story.
- Also select other stories to be included in the rest of the bulletin.
- Redraft the stories to suit the need of the bulletin without altering any fact.
- Use sound inputs – voice casts, sound bites, capsules or wraparounds, expert comments and live inputs.

Inverted Pyramid Format

Write the story in inverted pyramid format. The most important information should be on top and the rest of the information should follow in the descending order of importance. It is just opposite to the composition in a literary form. In literary writing, the story is slowly built up and usually the climax comes at the end. Not so with news writing. It is actually in the reverse order. The climax will be at the top and the other details are given in the decreasing order of priority. This style makes it easier to edit the story even at the last minute. If the item seems too long, the last one or two sentences can be removed without materially affecting the story if it is written in the inverted form. Even if all the other sentences are edited out except the first sentence, it will still indicate what the news is about. That is the advantage of writing in the inverted pyramid form.

4.4.4 Lead/Intro

The opening lines of the story, called **Lead** by the Americans and **Intro** by the British, must catch the attention of listeners. Leads have to be short and brief to catch listener's ears. Lead sets the tone and tenor for the subsequent narrative of the story. It must entice the listeners to listen further. A great story with a poor lead can drive away listeners from hearing the news. In the earlier days, journalists used to sincerely follow the five Ws - who, what, when, where & why - to write a lead. If even two or three of these are properly followed, the lead or intro would be good.

Cut out non-news leads

Lead should contain important and substantial news. 'Today is Independence Day', 'A workshop will be held this afternoon to discuss climate change' - these kind of leads will not be very effective without any substantial news.

Hard or soft lead

A hard lead comes out with the crux of the story immediately. Example: *Opposition candidate Ibrahim Mohamed Solih defeats Abdulla Yameen in the Maldives presidential poll.*

A soft lead does not straightaway give news. It prepares the listener to wait for the news to follow. Example: *Yameen concedes defeat in the Maldives presidential poll; Mohammed Ibrahim triumphs.*

Suspense and delayed lead:

Here the key information is not revealed at the beginning of the story. The real news may come in the second sentence or even later. Example:

“It was water, water everywhere. But the global search for Commander Abhilash Tomy did not go in vain. French Shipping vessel OSIRIS located him at last in the vastness of South Indian Ocean today.”

The lead of the story should present something new. It cannot start saying “As reported earlier.....”

Normally avoid negative lead. If the listeners miss the first word ‘**no or not**’, they will get it all wrong. Example: *No increase in the Income Tax rates, says the Finance Minister.*

Refresh the lead: Refresh the lead every two or three hours. If a train accident is reported, subsequent stories should give different leads like information on rescue and relief operations. If the arrival of a foreign dignitary is reported, subsequent stories should lead with details of his/her activities since then.

Rest of the story: Once you have settled on the lead, fifty percent of your job is over. Now you have to concentrate on the rest of the story. You have to pick up out the next most important part of the story. For example, the following is a news agency story:

A military plane carrying soldiers and their families has crashed soon after takeoff in northern Algeria, killing 257 people in what appears to be the worst plane crash in the north African country’s history. The defense ministry said 247 passengers, made up of Algerian soldiers and their relatives, died along with 10 crew members when the plane crashed into a field on Wednesday, next to an airbase in the town of Boufarik, 20 miles (30km) from the capital, Algiers. The cause of the crash was unclear and an investigation has been launched, the ministry said. The head of the Algerian army, the vice-minister of defence, and military chief of staff visited the crash site to inspect the wreckage. Video taken close to the crash site and published by the local news site Algérie24 showed a plume of black smoke billowing into the air. Pictures showed the burnt-out tail section of the aircraft separated from the rest of the fuselage, which was being attended to by rescue workers. The private Algerian TV network Ennahar published images of body bags lined up in the field.

The aircraft that crashed on Wednesday was a Russian-built Ilyushin Il-76 military transport plane. The Il-76 has been involved in a number of crashes, most recently in 2016 when one on a firefighting mission crashed near Lake Baikal in north-east Siberia, killing all 10 crew members on board. (227)

For a radio news bulletin, this story is edited and redrafted as below: ‘**An Algerian military plane has crashed killing all 257 people onboard. The plane crashed today in a field near an air base in the town of Boufarik soon after it took off. The town is 30 kilometers off the capital Algiers. The cause of the crash of the Russian made IL-76 plane is not clear. The Algerian Defence**

Ministry said the victims include Algerian soldiers and their relatives besides 10 crew members. An investigation is on.’ (76 words) The story was built up in a clear, brief and logical manner. 227 words are reduced to just 76 words.

Attribution : In the earlier quoted story, the details of the passengers were attributed to Algerian Defence Ministry. This is correct because they only had the details of the passengers. Where ever needed, quote the source. It will add **credibility** to the story. In newspapers, attribution is given usually at the end of the sentence. In radio news, it is given at the beginning of the sentence.

The dateline: Unlike in a newspaper, radio news does not give dateline in the beginning but it is included in the story.

4.4.5 Techniques for writing Headlines

- Headlines come at the top of the bulletin.
- Generally comprise a single sentence for each of the story mentioned in the headlines.
- They work as teaser making listeners continue listening.
- Headlines should not reveal too much or too little.
- If these reveals too much, the listener need not listen to the details in the bulletin.
- If these reveal too little, interest of the listeners to listen to the bulletin may not be aroused.
- Chiseling and honing are must for writing a good headline.
- Headlines are repeated at the end of the bulletin to enable those joining late to be apprised of the salient details of that bulletin.

An example:

News item: *“India has accelerated to buy drones from Israel that can be armed, Defence sources said, allowing military to carry out strikes with less risk to personnel”*

The headline could be: **India’s plans to buy Israeli drones are put on fast track.**

4.4.6 Selection of News and Scripting

1. Select the news items of importance as well as interest to your listeners. On an average about 80 thousand words are received by the New Room on a usual day. You need at the most about 1500 words even for your lengthiest 15 minute bulletin. Therefore, selecting the important items of interest to your listeners and rejecting unwanted items, passages and words are one of the main jobs of an editor.
2. As said earlier, the best way to write a radio script is to read it aloud as you write or type. This helps you to write in spoken language. You will thus be able to identify in advance and guard against the tongue twisters.
3. Don’t overload with information. Choose simple sentences to write the story. Avoid complex, compound and complicated sentences.

4. Avoid insertion of clauses and complicated phrases.
5. Avoid clichés.
6. Avoid superfluous adjectives and superlatives.
7. Write in present tense or present perfect tense to convey immediacy.
8. Use active verbs.

4.4.7 Feeding the Texts and Sound Inputs

Radio stations are using **computerised multiplatform radio work stations** these days. All the phone calls from the correspondents or from other sources are fed to radio software platforms like the Dalet or Netia. This software is capable of editing and compiling of both text and sound inputs, as per editor’s choice. News Services Division of All India Radio has a New Format section to deal with sound editing. The edited versions of sound inputs are put into the audio file. The compilation editor edits the text of the news inputs first and then inserts sound bites, voice casts etc. into the texts at appropriate points. The software has the provision to broadcast both as inserted when the bulletin goes on air. The system can also take telephone calls live from the correspondents and others and make these a part of the news bulletin.

Check Your Progress 2

- Note :** 1) Use the space provided below for your answers.
 2) Compare your answers with those given at the end of this unit.

1. State at least 3 principles of writing story for Radio

.....

2. Why writing lead is important?

.....

3. What is Headline?

.....

4.5 LANGUAGE BULLETIN

4.5.1 Basic features

Language bulletins are basically translation of news from English or Hindi news copies. News agencies are presently functioning in these two languages only and therefore the only option is to translate the news items from these languages into the desired language. This really calls for excellent skills in translation as well as very good command over both the languages – language which is being translated and the language into which translation is being done.

There are two basic features for language bulletins:

1. Literal translation should be avoided.

The usage of words and phrases varies in English as well as other languages. For instance 'A nuclear station has become critical' means it is now ready for functioning. However, if it is literally translated, it will give a totally wrong meaning.

2. News items that interest the language listeners should be chosen.

Apart from national news, Tamil speaking listeners would be more interested to know about the events in Tamil Nadu. Bengali speaking listeners would want to know about what has happened in West Bengal. All India Radio is broadcasting news bulletins in all Indian languages and even in some dialects. Interests of these listeners should guide the language editor while selecting the items.

4.5.2 Selection of Items and Compilation

The language editor must have at least three lists of items with him – international, national and regional. The news items should be carefully chosen to give a right blend of this news spectrum. Finally, the editor should have only one consideration for selecting the news items and that is the interests of the listeners. Otherwise the core listeners will be lost. After translation, items have to be bunched together as per the priority of the news stories. The most important and interesting item should be at the top, the next most interesting after that and so on.

4.6 EXTERNAL BROADCAST

4.6.1 Basic Features

The first and foremost requirement of any external broadcast is to cater to the needs of people where the broadcast is targetted to.

Listeners abroad are not familiar with the names or places in India unless they are citizens of Indian Origin. They are not familiar with the customs, festivals and many similar aspects of Indian culture. Also they may have particular interest in some fields. For instance, Cricket has now become a popular sport in Afghanistan. Hence, thorough background knowledge is needed about the interests of the people of the countries covered by the broadcasts.

4.6.2 Selection of news Items

The cardinal principle for selecting news items for broadcast remains the same. These should be important as well as of interest to the intended listeners. Knowledge of the customs, culture and interests of the people of the targeted region are therefore essential to create bulletins beamed for audience abroad. Besides, awareness about the dynamics of politics of the countries of the target region, their relations with other nations and geography of the region will help in choosing the news items.

4.6.3 Style of Writing

While the core principles remain the same, the style of writing news items for external broadcast bulletins differs in some ways from that employed for the home

bulletins. For instance, listeners abroad are not familiar with rupees. It is better to say in dollars as it is an international currency and everyone understand its value. Similarly, internationally recognised terms like millions and billions have to be used instead of lakhs and crores. The places have to be described geographically, like ‘the South Indian state of Tamil Nadu, North Eastern city of Guwahati, Central Indian state of Madhya Pradesh’ etc. Instead of Chief Minister of Maharashtra, ‘Chief Minister of the Western State of Maharashtra’ should be used. Similarly, not just the Prime Minister but ‘Prime Minister of India’ has to be said. Instead of saying just Iduki Dam, ‘Iduki Dam in the western Ghat of India’ has to be said and so on. The idea is simple. Foreign listeners need to be helped with some additional information to understand the news as they are not familiar with many details about India.

4.7 LET US SUM UP

In this unit, we studied the possible definition of news, elements of news, various news formats and process of news production including the tasks of selection, editing and compilation of news bulletins. Creative writing for radio news and techniques of drafting headlines were highlighted as important aspects of preparation of news bulletins. Developing an evolved news sense as well as competence in use of radio techniques are the best ways to achieve high quality, accurate and credible radio news production. Important elements of language bulletins as well as those for external services were also discussed.

4.8 FURTHER READING

“*Here is the news* – A Radio News Manuel by Paul De Maeseneer, AIR Style Book, *Here is the news: reporting for media* By Parthasarathy News writing By George A.H.

4.9 KEY WORDS

- Sound bites** : recorded voice of news makers.
- Multi-platform** : the wholly computerized radio work station for broadcast of news, music and other programmes like Dalet or Netia.
- Live Dispatch** : reporting live from the place of event
- Vox-pop** : sound bites from a cross section of people
- Voice cast** : news dispatch by correspondent recorded in his/her own voice
- Radio Bridge** : radio format linking Correspondent and/or experts on one platform to analyze a news event like election.
- Phone in** : radio programme enabling a listener to directly participate by calling a designated telephone number
- Compilation** : choosing and editing various news items and putting them together for broadcasting a news bulletin.

4.10 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress 1

1. Novelty, Significance, Timeliness, Impact on listeners and what Interest to them.
2. Commentaries, reviews, panel discussions, interviews etc.
- 3 It is predominantly a sound based programme. Provide sound bites of people and reports from correspondents.

Check Your Progress 2

1. Accuracy, Balance, Brevity and Clarity.
2. It will catch the attention of the listeners.
3. Headlines come in the beginning of the bulletin, they work as teaser making listeners continue listening, it should not reveal too much or too little, chiseling and honing are must for writing a good headline.

