



AI Generated

Writing For Mass Communications (Part 5)

Fine Tuning Your Writing

By

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You can read the first part of this series about ‘writing for mass communications’ [here](#), the second part [here](#), the third part [here](#), and the fourth part [here](#). The points I’m sharing are from seminars I taught for radio and television news departments during my career as a news manager. The following is from a manual I wrote about 40 years ago.

Fine Tuning Your News Writing

1. Easy to Understand
2. Convincing
3. Natural

A. Easy to Understand

1. Language is ordinary usage. The words are familiar to everyone. Never use a long word where a short one will do.
2. Sentences are short and have the S-V-O pattern (Subject-Verb-Object). The average sentence length should be 15 words.
3. The story is structured with the viewer in mind. From beginning to end, the story moves in a logical progression. A theme is stated in the lead and immediately developed. If there is more than one theme, the themes are developed in the order stated in

the lead. It is better, however, to put other themes in other stories.

4. Use action verbs. They move the subject to the object.
5. Avoid the overuse of adjectives and adverbs.

B. Convincing

1. 'Showing' convinces. The combination of on-the-scene reporting and good writing to video will convince the audience.
2. 'Quotes convince.' Powerful soundbites and graphic quotes will convince the audience.
3. 'Specific details convince.' Viewers love details; specific details. Tell them what they don't know, need to know, and want to know.

C. Natural

The style of the story should fit the subject. Words, sentence patterns, and use of video are chosen to be consistent with the subject matter.

Next Time

Part six of “Writing for Mass Communications” — Keys To Clear Writing.