



AI Generated

## **Writing For Mass Communications (Part 6)**

### **Keys To Clear 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](#), the fourth part [here](#), and the fifth 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.

## Keys To Clear Writing

1. Begin to write only after you know what you want to say.
2. Write the way you talk.
3. Use the S-V-O sentence structure for most sentences.
4. Use action verbs. Write in the present tense.
5. Avoid overuse of adjectives and adverbs.
6. Keep sentences short.
7. Show and tell. Don't just read.
8. Put good quotes and soundbites up high.
9. Use words with which you are familiar.
10. Never turn in a story you think you can improve.
11. Care about your subject.
12. Do not ramble.
13. Keep it simple.
14. Have the guts to cut.

15. Say what you mean to say.

# **Clear Writing vs. Muddy Writing**

Simple Language vs. Flowery Language

Active Voice vs. Passive Voice

Straightforward Sentences vs. Complex Sentences

Tight Writing vs. Loose Writing

Easily Understood vs. Difficult to Follow

## Next Time

Part seven of “Writing for Mass Communications” —  
*Reporting, Writing, and Editing Checklist.*