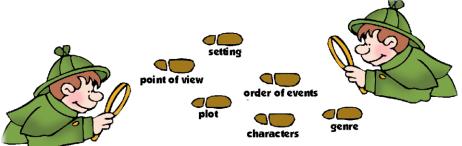




A good write-up mu/t:



- flow smoothly and freely
- be knowledgeable without being pretentious
- · entertaining without being vulgar
- informative without being newsy



To write for the mass media the criteria for selection are:

- Impact
- Timeliness
- Prominence
- Proximity
- Conflict
- Bizarre or unusual
- and Currency



The 5 Ws and 1 H:

RIVALS DISPLAY STARK CONTRASTS IN CLASHES ON WAR AND ECONOMY







Who - denotes people related to the story

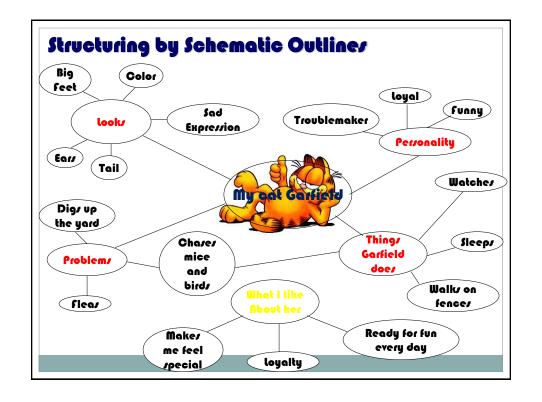
What – is the major action or event of the story

When – the readers should have a clear idea of the story or event that taken place

Where - the location of the event

Why & How – explain so that the questions raised in the minds of readers are answered

Choose a topic: a topic in which you are well competent and are interested. Gather material: Reflection Discussion Research Putting your idear and thoughts together: Words: Variety and Precision Sentences: Do not overload sentences: Neither should they be too brief Paragraphs: Ordering of sentences making connections



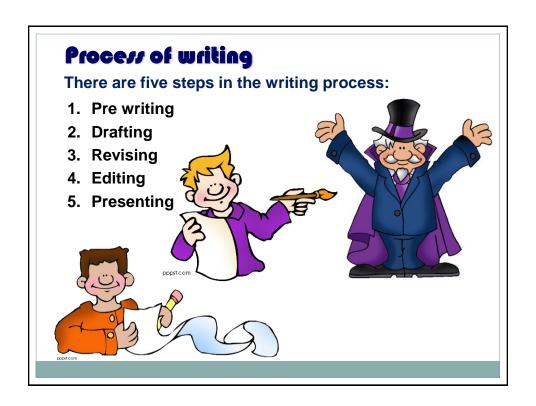
Structuring by Rough Drafts

Some writers lose patience with methodical planning. Either they cannot generate enough ideas in the first place, nor they find any pattern among the ideas they have.

Spepid com

Either way, they find that the breakthrough comes only when they actually begin writing the text:

- · Write as quickly as you can
- Keep jotting down new ideas or new patterns of ideas
- Once you have nothing more to write, put the draft to one side and try drawing up an outline plan from scratch
- Above all remain uncommitted



Techniques for Good Writing

Write Simply

Use Simple Words: Many people think big or complicated words will impress the reader. In fact it has the opposite effect. "To write clearly, not only the most expressive but the plainest words should be chosen".





It is better to write:

many instead of numerous use instead of utilize big instead of gigantic small instead of miniature

Use Simple Sentences:

It is easier to write five simple sentence than one complex or compound sentence. So why not write simple sentences? Long winding sentences only distract the reader.

Economize on Words:

mostly writers use too many word in their drafts. A careful editor deletes these at the time of editing. (This sentence itself can be written in simpler way.) — "A careful editor edits this out". You should not try to use one word more than necessary. Look out for phrases, words and sentences that do not add substantially to the content of what you are writing. You should also guard against those fancy phrases which draw attention to the writing and the writer- and take away the content. **Do not boast while writing.**

both alike
first time ever
for free
free gift
the reason is because
unexpected surprise

alike first time free gift the reason is surprise

The age of the kitty was six weeks old when we got it.

The kitty was six weeks old when we got it.

Avoid using Clickés and Slang

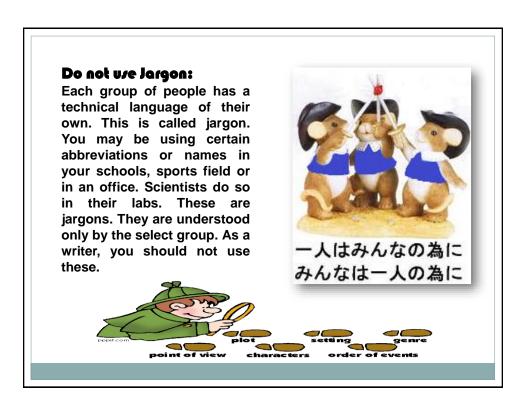
Writing with **slang** shows that you are sloppy and don't care about making a good impression.

The word **cliché** means an overused expression, one that lacks. Clichés are so overused that they become trite, tiresome and bereft of any meaning. Writing with clichés tells readers you can't be bothered to put an idea in your own words. Find fresher ways to express yourself.



- · As a matter of fact
- Basically
- Like
- Total, totally
- Whatever
- You know

- · Better late than never
- · Last but not the least
- Slow and steady wins the race
- No use crying over spilt milk
- Adding insult to injury



Tie Together - You knit not the words alone but the thoughts as well. **Readers should be able to read through a piece of writing without stops and surprises**. While introducing a new idea or piece of information, do not do so without tying it to other parts of a story. Springing up with sudden thoughts jolts a reader, and like a sudden jerk on a smooth road, he is thrown off balance.



Connect any new information in a story to information already introduced.

Be Specific: Brevity is the soul of wit. Just as you try to avoid someone who talks too much, so do readers about writings, which have too many superfluous or high-sounding words or pilings of phrases or long-winding sentences that have run out of thoughts. Eliminate all that which you have said once. You have to have accuracy and clarity. **Avoid reckless brevity.**





Very final final

Very final – final

Very necessary – crucial, critical

Very stubborn - obstinate, bullheaded

Very unique – unique

Very weak - frail, feeble, fragile

Use positive words

Did not remember – forgot
Was not present – was absent
Did not pay attention to – ignored



Search for synonyms

Fast – speedy, swift, rapid, quick Run – dart, charge, dash, rush Walk slowly – stroll, saunter, dawdle, linger



