

Structure of a Broadcast News Script

A. The Lead (Top of the Story)

- 1- Grab attention immediately.
- 2- Answer Who? What? When? Where? in the first sentence.
- 3- Avoid starting with a question or quote.

Example (Radio/TV): "Firefighters rescued five people this morning from a burning apartment building in downtown Springfield."

B. The Body

- 1- Keep it brief (TV stories: 20-50 seconds; radio: 30-60 seconds).
- 2- Use natural soundbites (TV) or actualities (radio)—short clips of interviews.
- 3- Avoid numbers overload (say "nearly a hundred" instead of "97").

Example (TV Script with Reporter Voiceover): *"The fire started around 3 AM at the Maple Street Apartments. Fire Chief Lisa Carter says the cause is still under investigation. (SOUNDBITE: CARTER) 'We believe it began in the kitchen of a third-floor unit.' At least two families are now homeless."*

C. The Close (Sign-Off)

- 1- End with a forward-looking statement or summary.
- 2- TV: Reporter stand-up or anchor tag.
- 3- Radio: A final line reinforcing the key point.

Example: "Investigators say they'll have more updates tomorrow. For News 9, I'm Sarah Lee."

Audio-visual Advantages and Disadvantages

Audio-visual communication refers to the use of audio and visual aids such as videos, animations, and presentations to convey information. However audio-visual communication has its importance and limitations.

Advantages of audio-visual communication:

1. Increases audience engagement and interest.
2. Helps convey complex information more effectively.
3. Appeals to different learning styles.
4. It is possible to utilize audio-visual communication to elicit emotions and generate a more memorable encounter.
5. Can be more effective in delivering messages compared to text-only communication.
6. Improves understanding and retention of information.
7. Can be used to build brand recognition and enhance user experience.
8. Enables real-time communication and feedback.
9. Can be more efficient and cost-effective than in-person communication.
10. They can be effortlessly circulated and disseminated through multiple platforms.

Disadvantages of audio-visual communication:

1. Requires technical skills and equipment.
2. Technical problems such as equipment failure or poor internet connectivity can have a negative impact.
3. May not be accessible to individuals with hearing or visual impairments.
4. May not be as effective in conveying complex or nuanced information as text-only communication.
5. Can be time-consuming to produce and edit.

6. Can be costly to produce high-quality audio-visual content.
7. In many situations, it can be difficult to measure the effectiveness of audio-visual communication.
8. May require additional resources for translation or localization.
9. May not be appropriate for all audiences or contexts.
10. Can be affected by cultural differences or misunderstandings.