

Research paper (how to prepare a news broadcast)



8 November, How to Prepare a News Broadcast: Preparation of a news broadcast requires more than good writing and presentation skills. One has to take care of several important factors while preparing a news broadcast that include but are not limited to adequately formal planning, organization of data, flow of presentation and reliability of the report generated.

Preparation of a news broadcast fundamentally involves the following steps:

Selection of news:

Deciding what to broadcast from the jargon of news that surfaces daily is the most preliminary and critical factor in gaining appreciation of the audience. Audience's interests must be taken into consideration while taking this decision in order to make the news useful to them. Selection of area to be addressed in the news is the first and foremost step of the planning process, that follows the decision.

Planning:

News needs to be planned at least one day in advance of the broadcasting time. The reporter should make effort to seek information about the topic selected from the most reliable sources available. In the planning phase, the reporter chooses the course of action that he/she would adopt to reach the sources of information. The reporter proceeds to know when and at what time the sources can be approached so as to cause minimum inconvenience both the reporter and the personnel representative of the sources. If required, the reporter has to seek an appointment with a department weeks in advance of the day of meeting. In addition to that, it is the responsibility of the reporter to prepare the questions he/she intends to ask the concerned authority prior to meeting him/her in person. Lack of former knowledge of queries can ruin the meeting and render it useless.

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Organization:

The data collected needs to be organized appropriately so as to convey maximum information in minimum time, while retaining the quality of presentation. The report necessarily begins with a title that adequately reflects all that is to follow it. After the title, the first sentence is of prime importance because a listener decides whether to listen further or not on the basis of initial wording. "A good lead-in "teases" the viewer without giving away the story." (Salvatore, 2009). Therefore, it should be interesting enough to make the audience curious to know further. It is extremely important to ensure that the report formulated answers who did what, when, where, why and how. These questions are commonly referred to as the "Five W's and H Rule." (White 32). A report that answers these questions is thought to be adequately equipped with all the information required to make the audience completely informed on all aspects of the matter.

Presentation:

Right presentation of the news is as important as all preceding steps. Good presentation can make an uninteresting news worth listening to. Likewise, poor presentation can ruin the charm of an information long awaited by the audience. It is always a good idea to get the newscaster rehearse the news sufficiently so as to be aware on all aspects of the report. The news-caster should include pauses and expressions wherever necessary. These factors have a large influence on the conveyance of information to the audience.

Works cited:

Salvatore, Nicholas. "How to Write a Script for a News Broadcast." 11 Oct. 2009. Web.

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White, Ted. Broadcast news: writing, reporting, and producing. Fourth Edition. UK: Elsevier Inc. 2005.