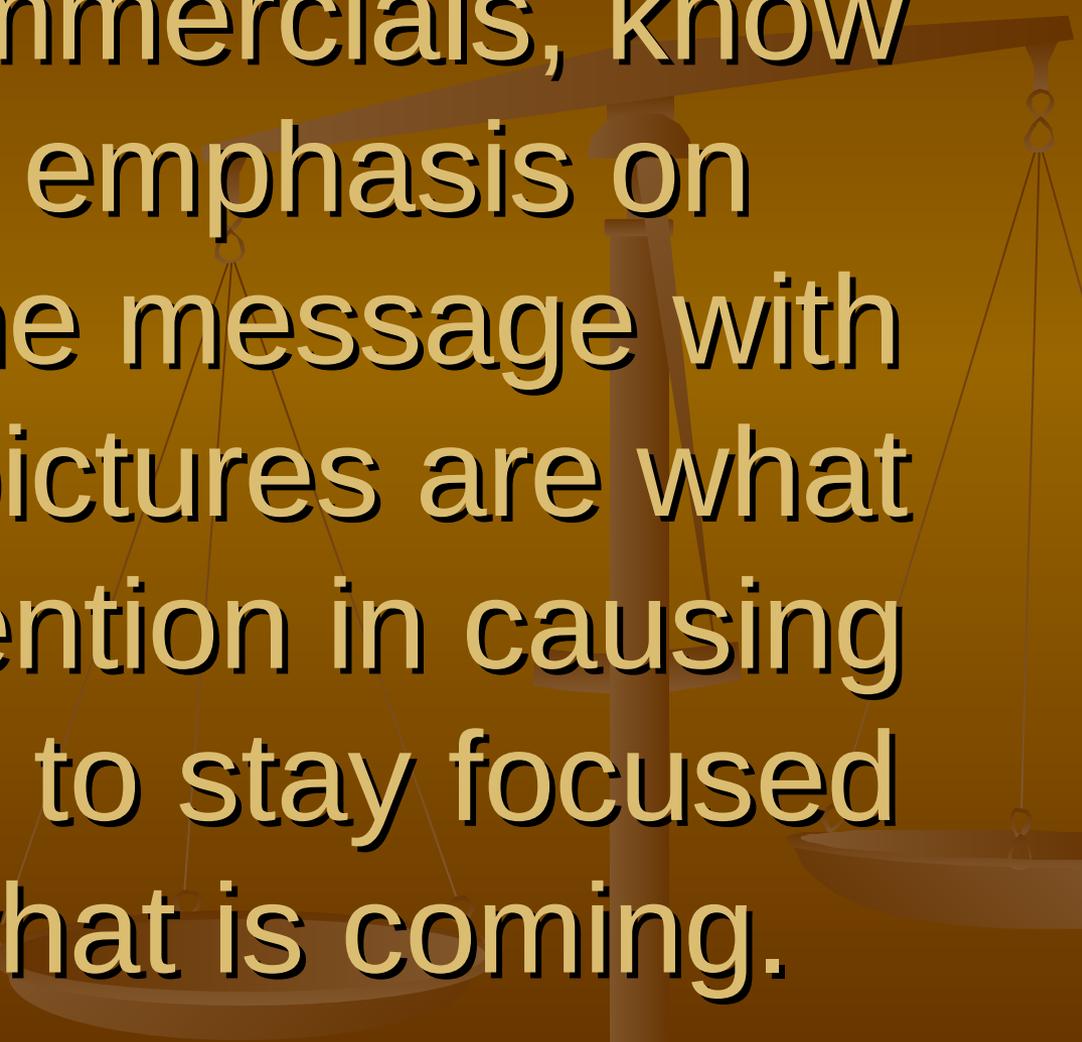


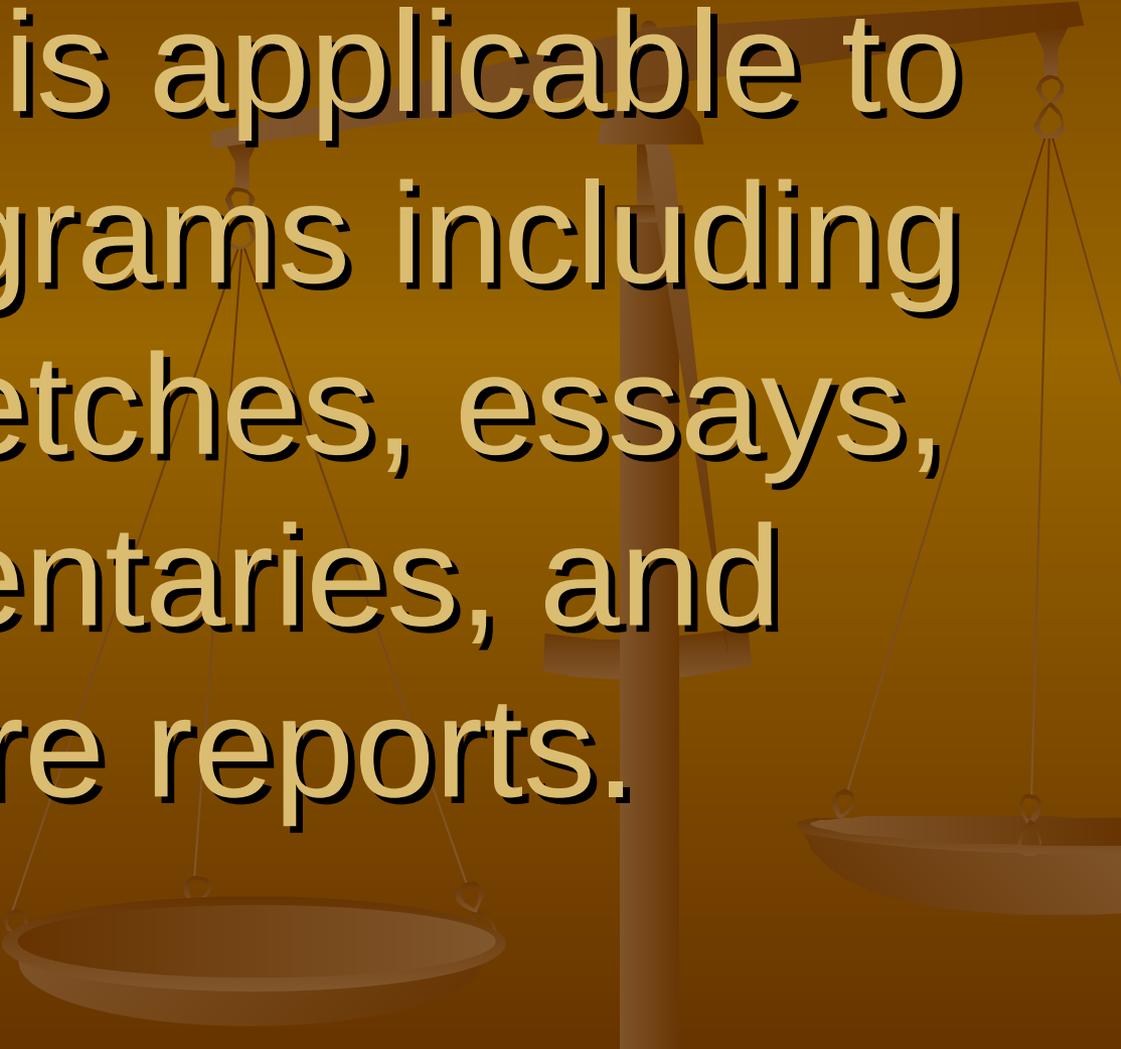
# CHAPTER THIRTEEN



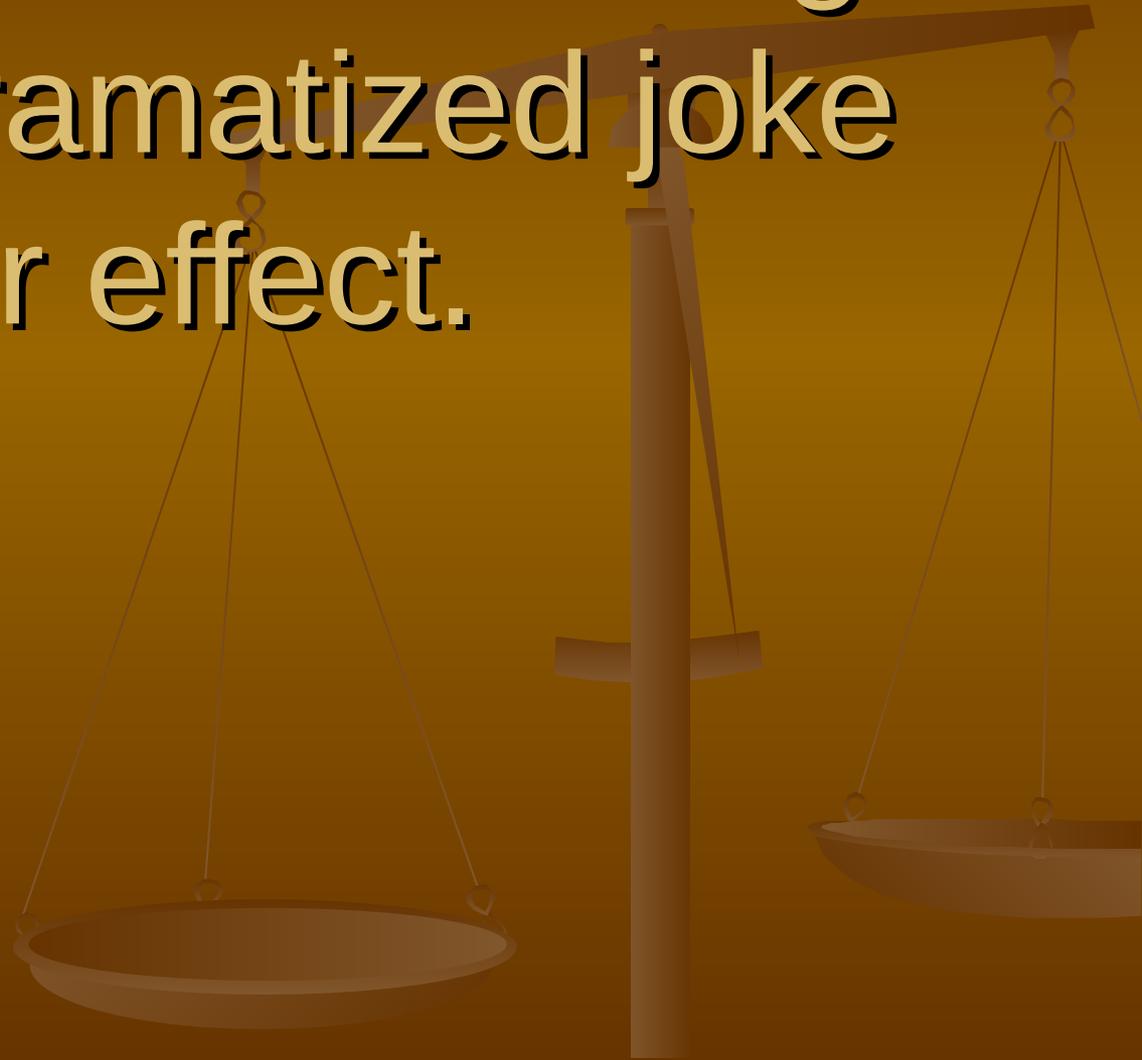


When conceiving and writing commercials, know that the emphasis on opening the message with words or pictures are what attract attention in causing audiences to stay focused to see what is coming.

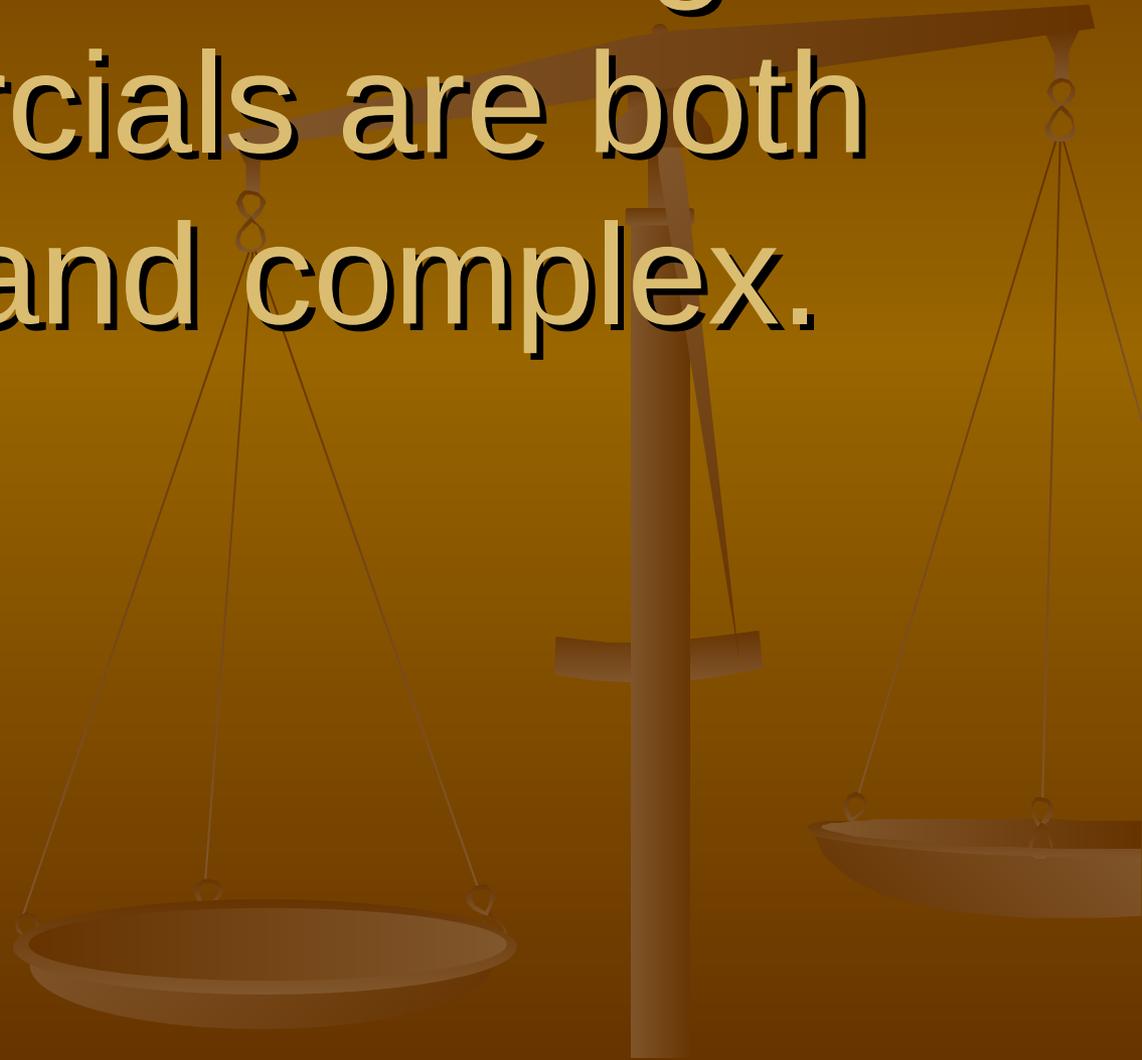
This method of attention attracting is applicable to other programs including comic sketches, essays, commentaries, and feature reports.



Many commercials begin  
with a dramatized joke  
for effect.



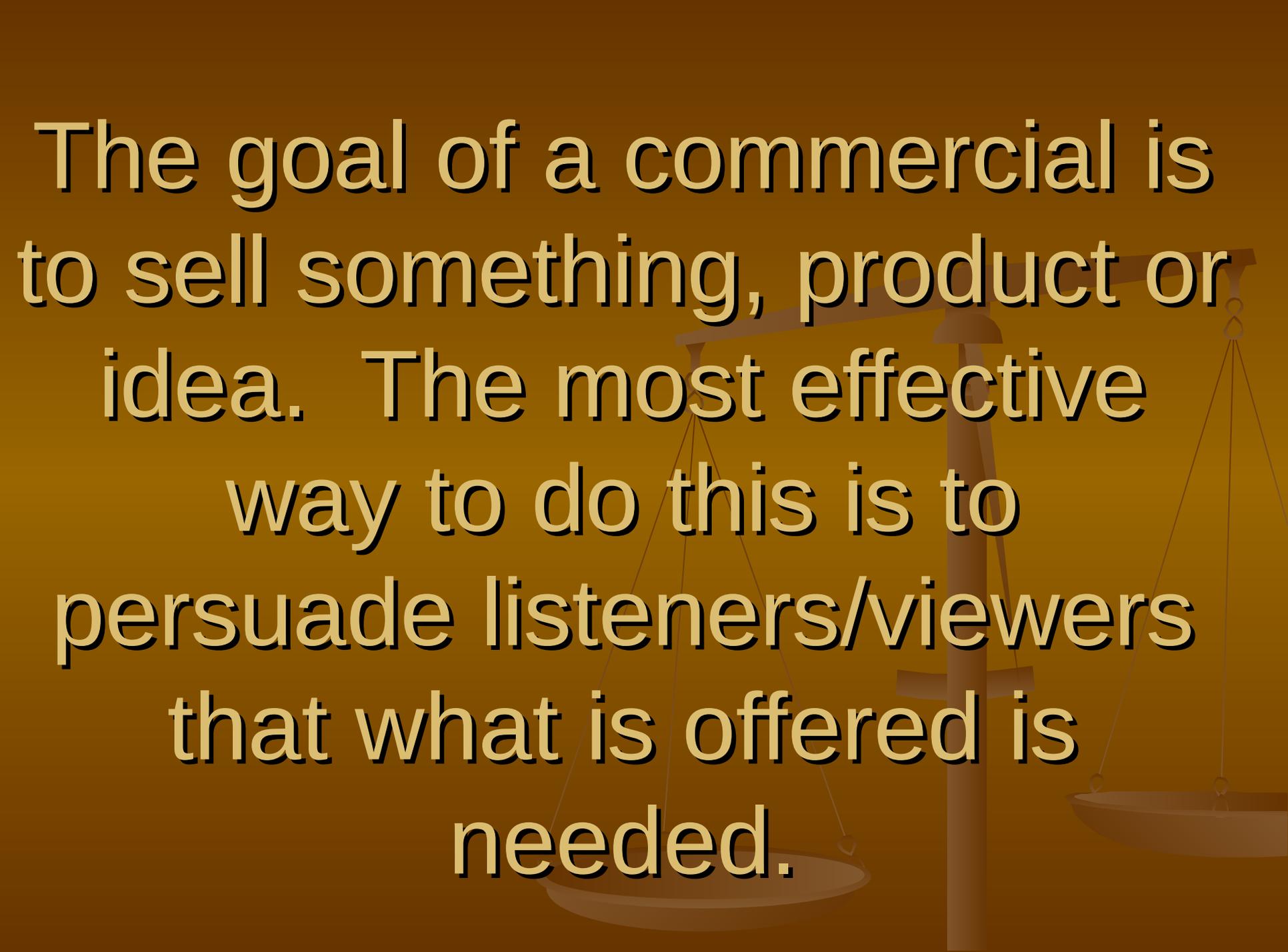
Most outstanding  
commercials are both  
subtle and complex.



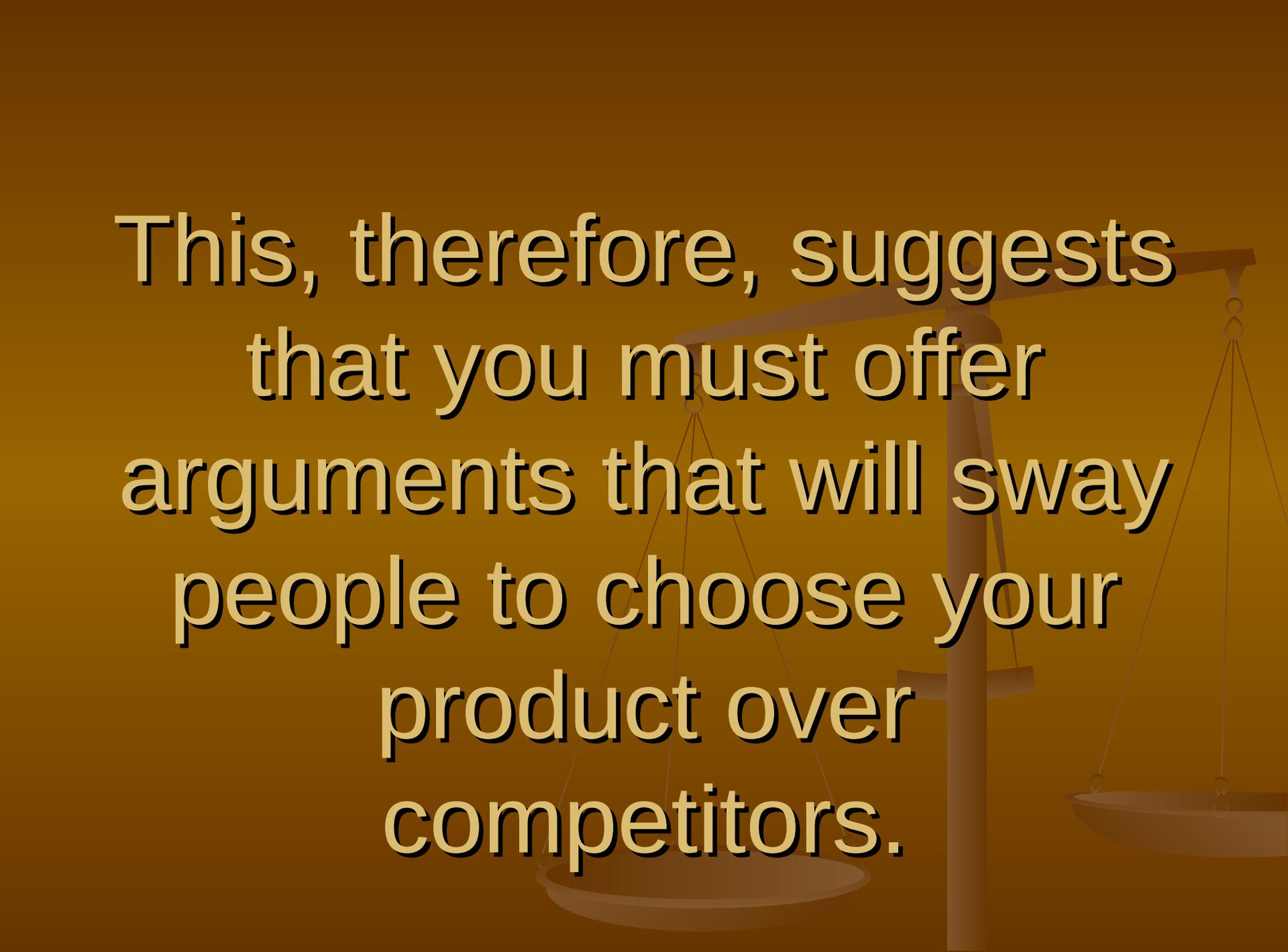
When conceiving a commercial, ask yourself:  
Who am I trying to reach?

2. What message do I want to convey?

3. What outcomes do I hope to bring about?

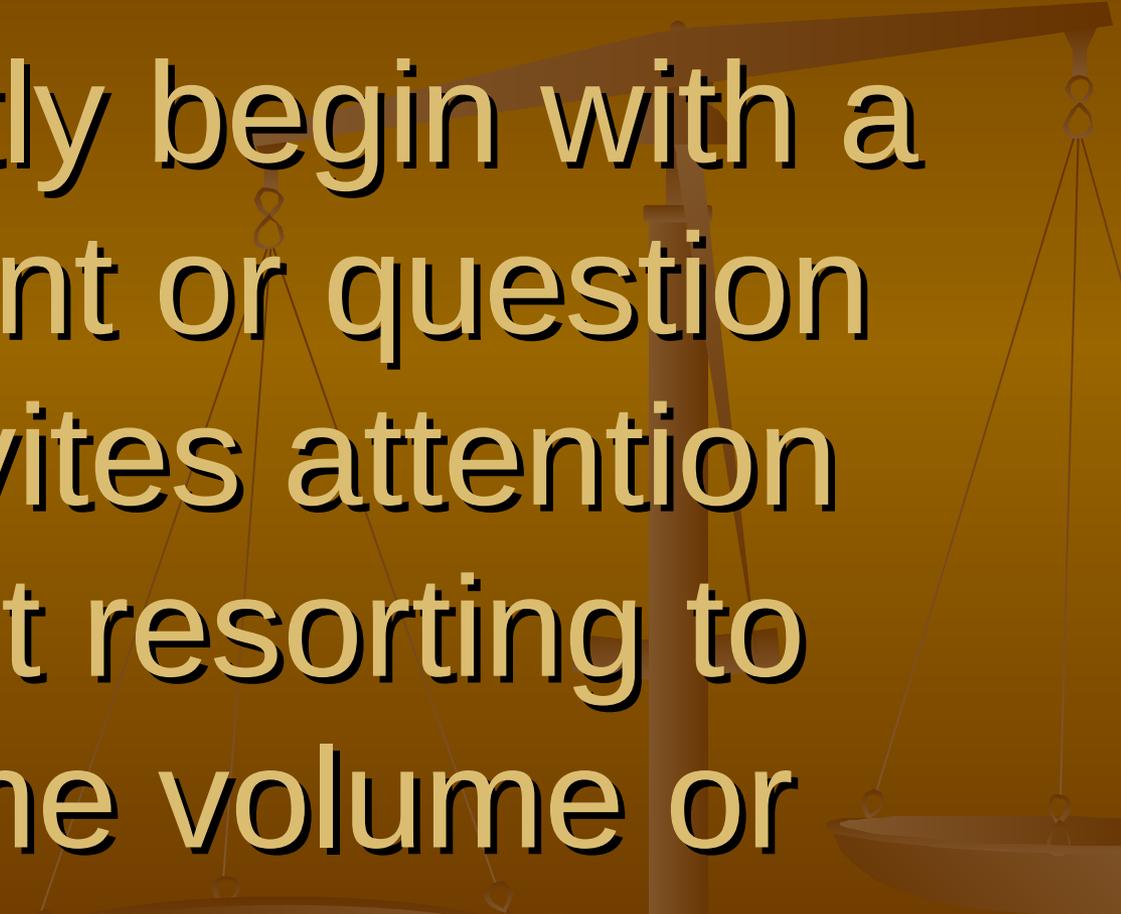
The background of the slide features a faint, semi-transparent image of a balance scale. The scale is positioned vertically, with its central pillar and horizontal beam visible. Two pans are suspended from the beam by thin wires. The scale is slightly tilted, with the right pan appearing lower than the left. The overall color scheme is a warm, golden-brown gradient.

The goal of a commercial is to sell something, product or idea. The most effective way to do this is to persuade listeners/viewers that what is offered is needed.



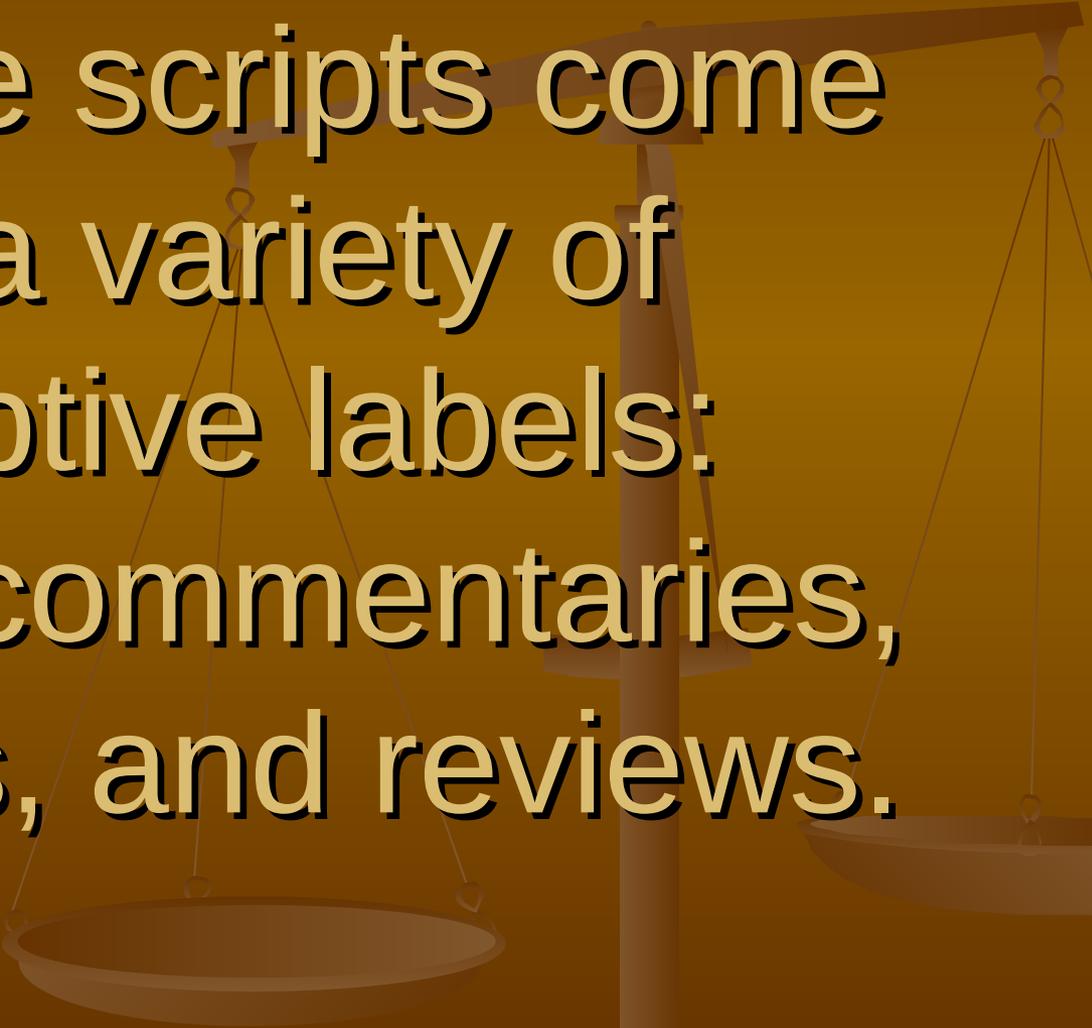
This, therefore, suggests  
that you must offer  
arguments that will sway  
people to choose your  
product over  
competitors.

For radio, the most effective commercials frequently begin with a comment or question that invites attention without resorting to extreme volume or outlandish promises.



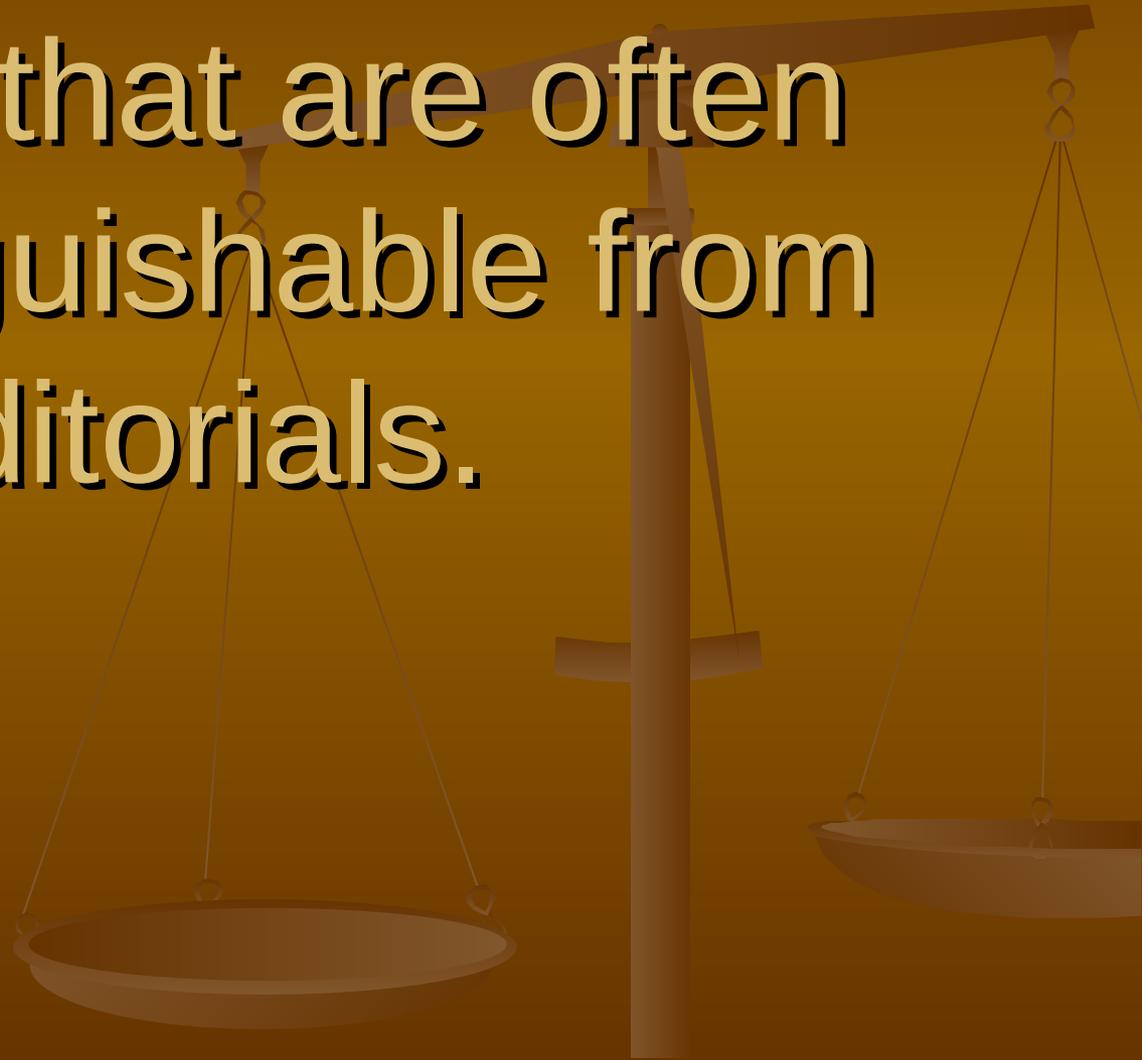
# CHAPTER FOURTEEN



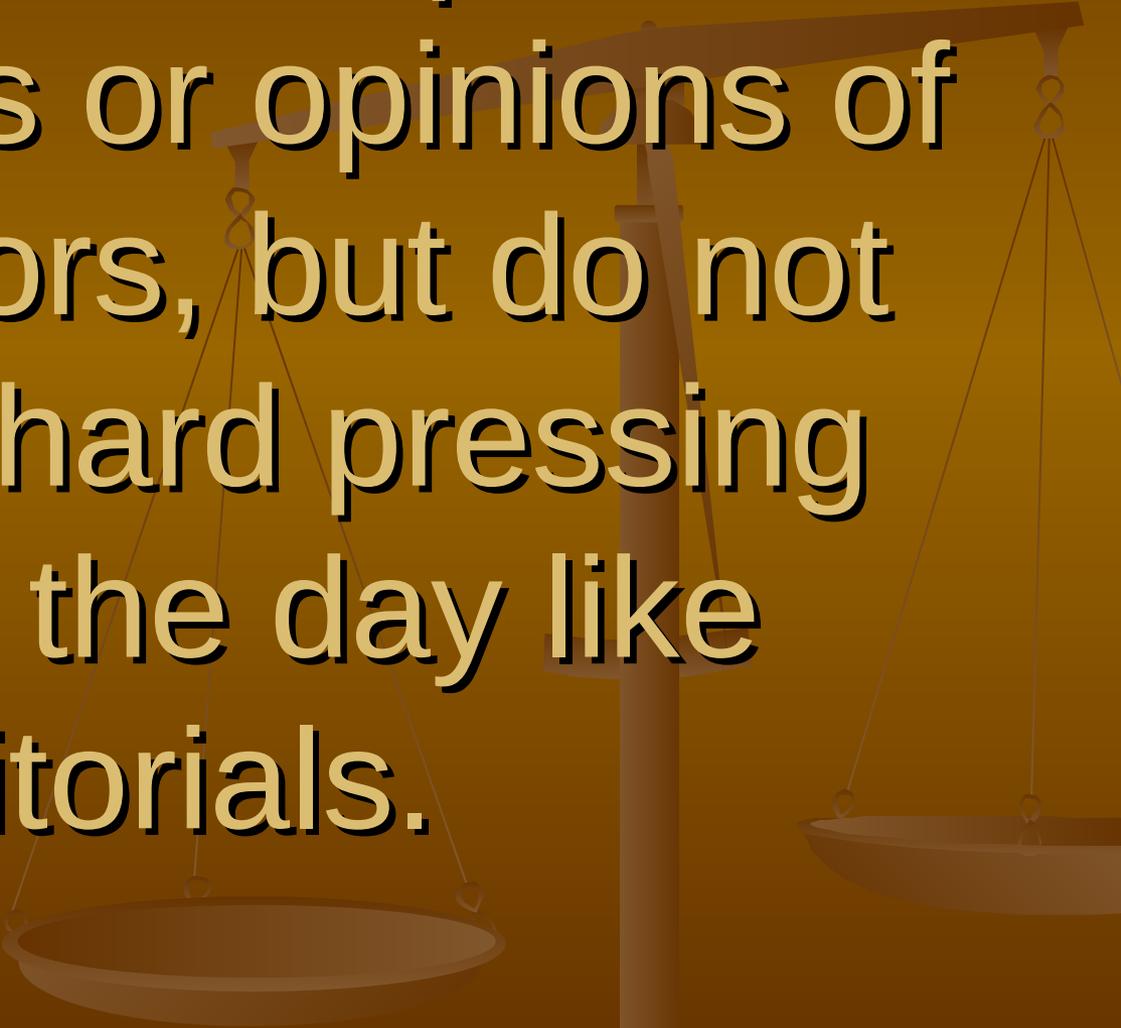
A faint, stylized illustration of a balance scale is visible in the background. The scale is positioned on the right side of the frame, with its vertical pillar and horizontal beam extending across the upper right. Two pans are suspended from the beam by thin lines. The scale is rendered in a light brown color, matching the overall theme of the slide.

Narrative scripts come  
with a variety of  
descriptive labels:  
essays, commentaries,  
editorials, and reviews.

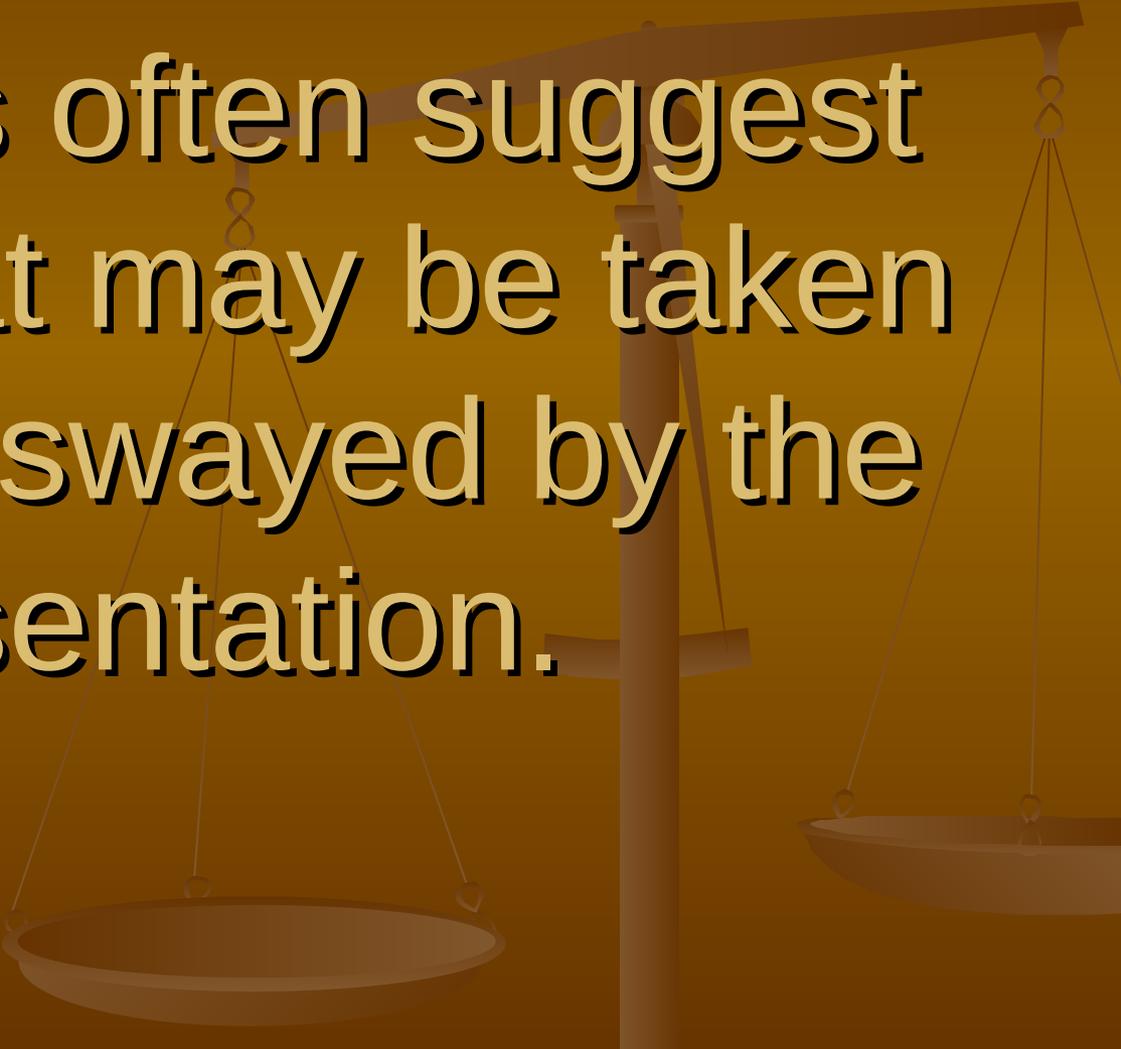
Commentaries are essays that are often indistinguishable from editorials.



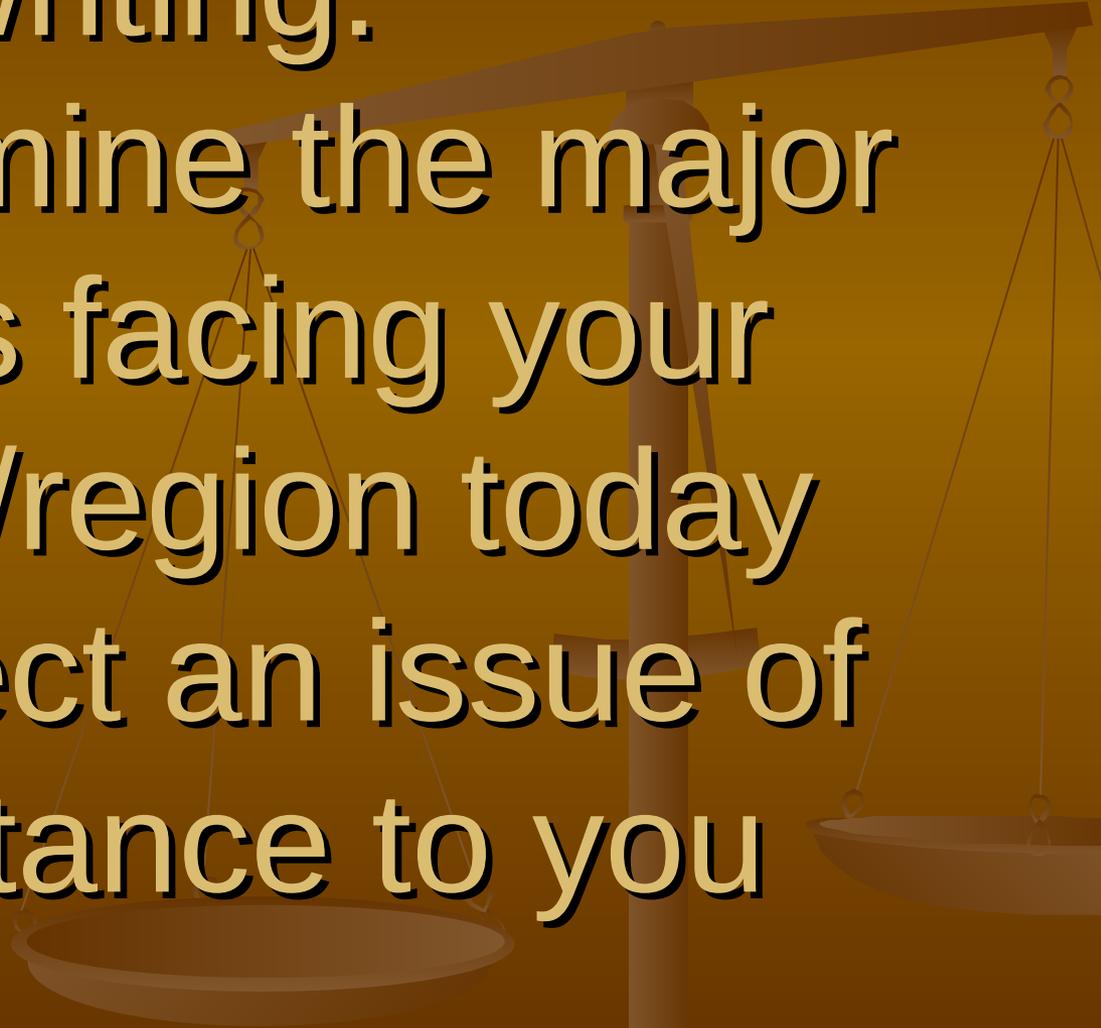
Conventional commentaries represent the feelings or opinions of their authors, but do not deal with hard pressing news of the day like editorials.



Editorials often suggest action that may be taken by those swayed by the presentation.

A faint, stylized illustration of a balance scale is visible in the background. The scale is positioned on the right side of the frame, with its vertical post and horizontal beam extending across the top. Two pans are suspended from the beam by thin lines. The entire scene is set against a solid, dark brown background.

# When practicing editorial writing:



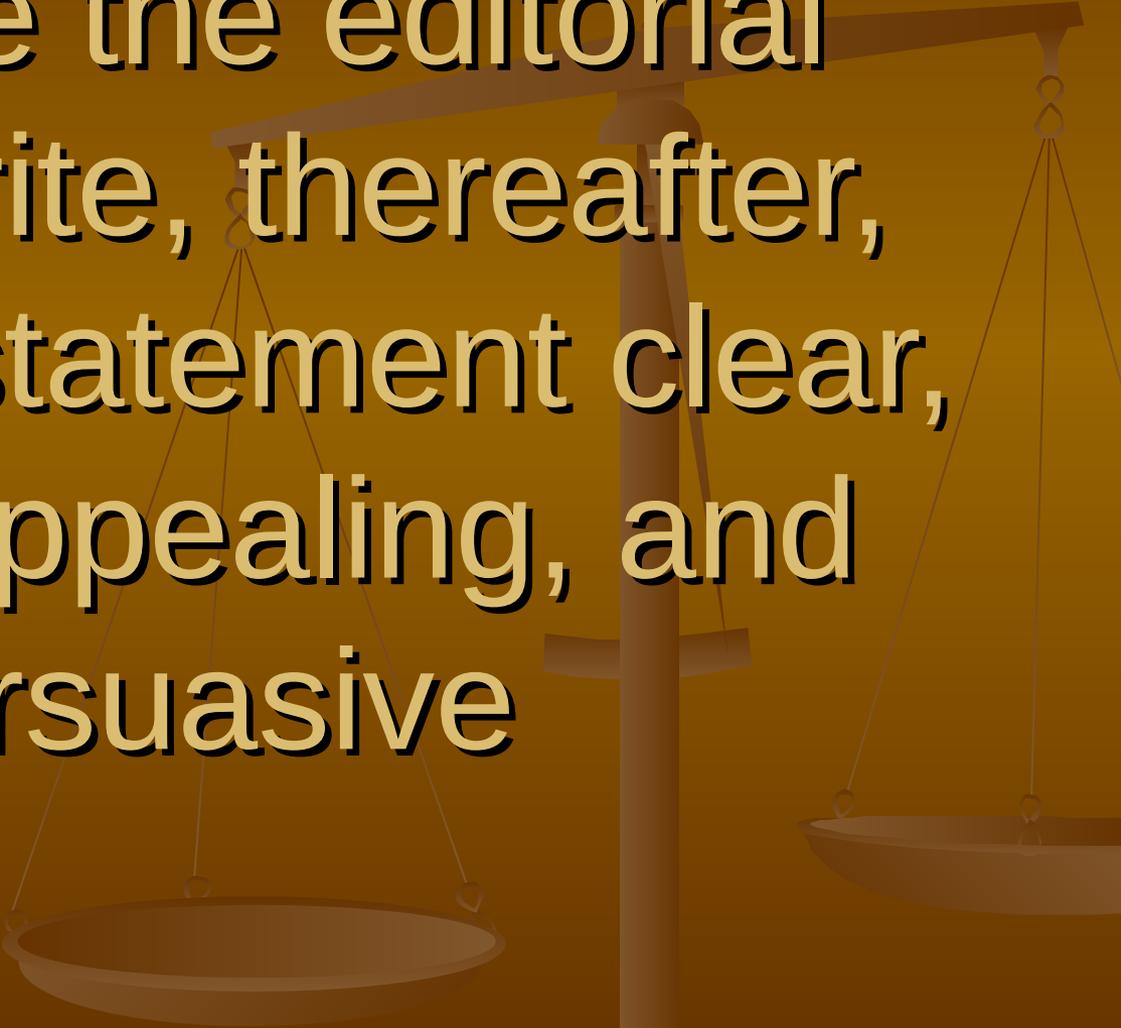
1. Examine the major issues facing your society/region today
2. Select an issue of importance to you

3. Research the issue  
thoroughly

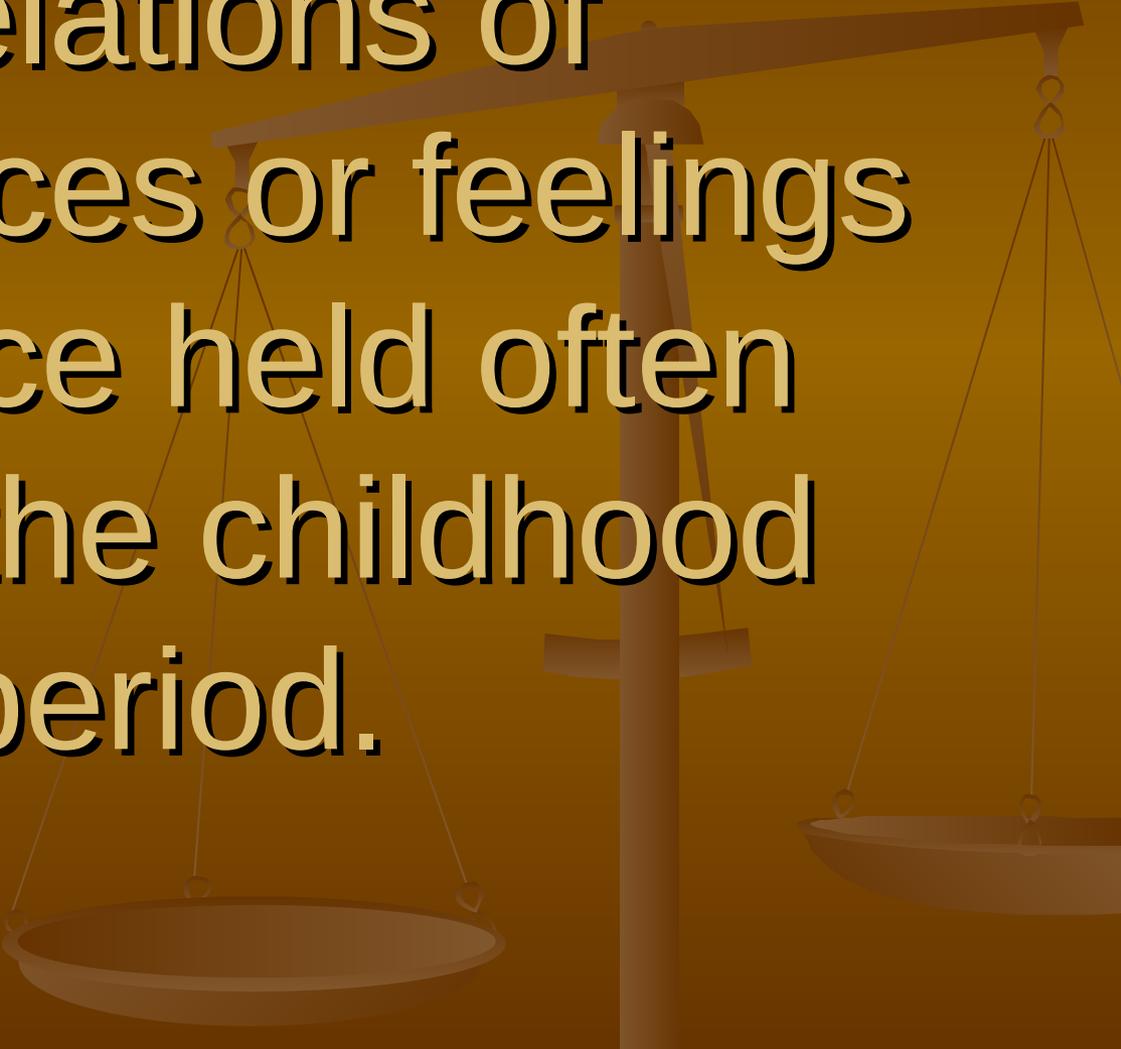
4. Contact persons  
who may be able to  
contribute to your  
statement

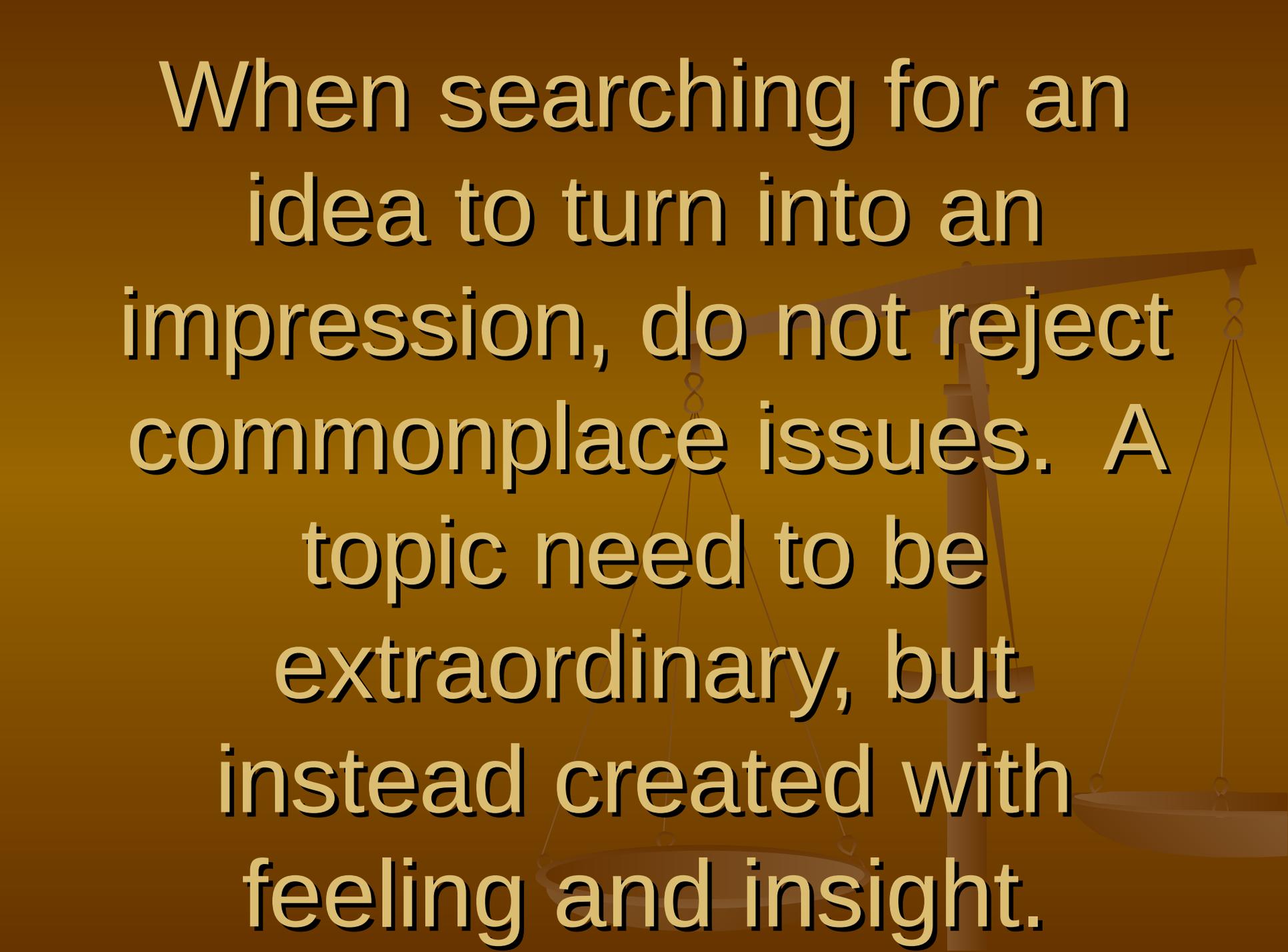
5. Outline your  
editorial/presentation

6. Write the editorial and rewrite, thereafter, to make statement clear, direct, appealing, and persuasive

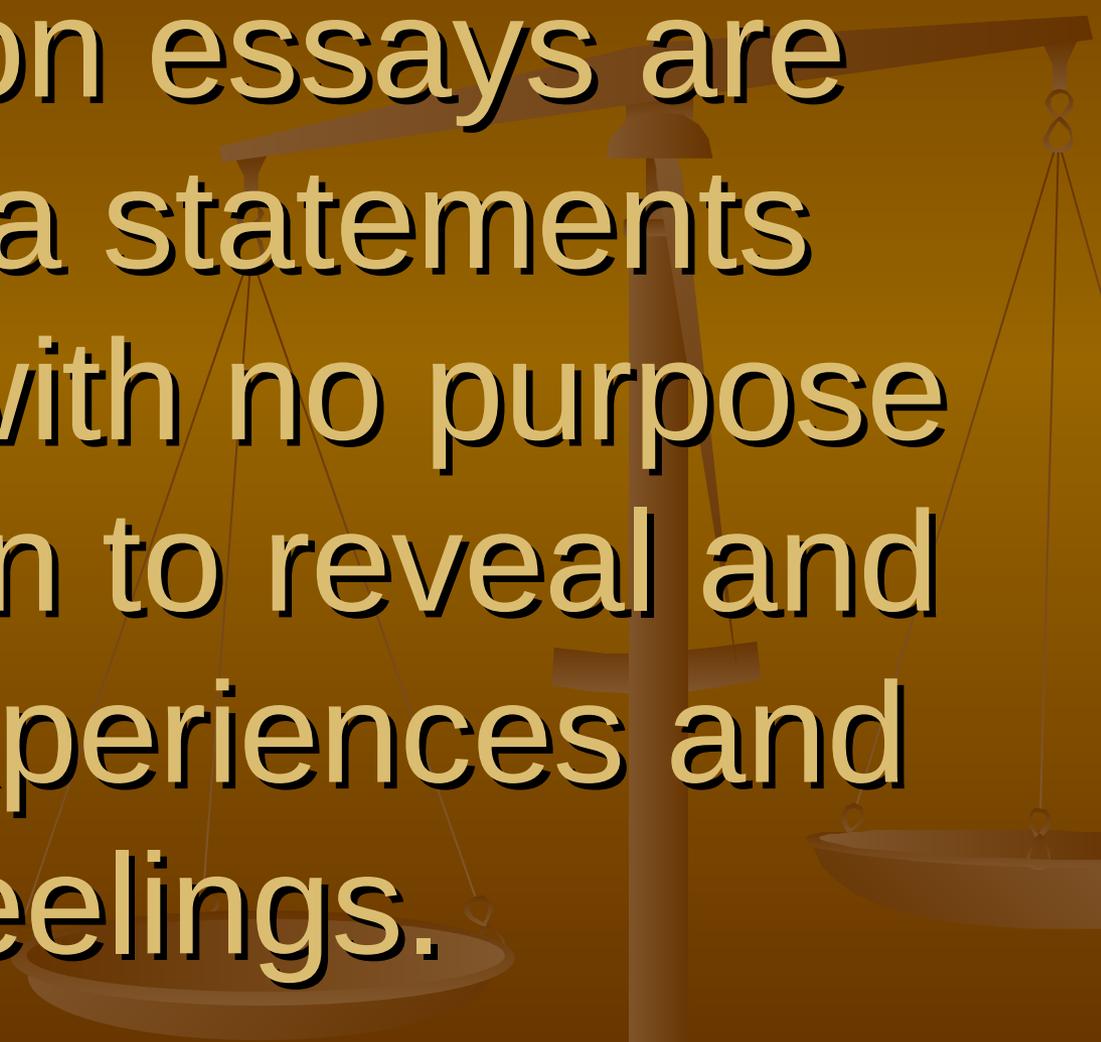


Impressions are  
revelations of  
experiences or feelings  
you once held often  
during the childhood  
period.





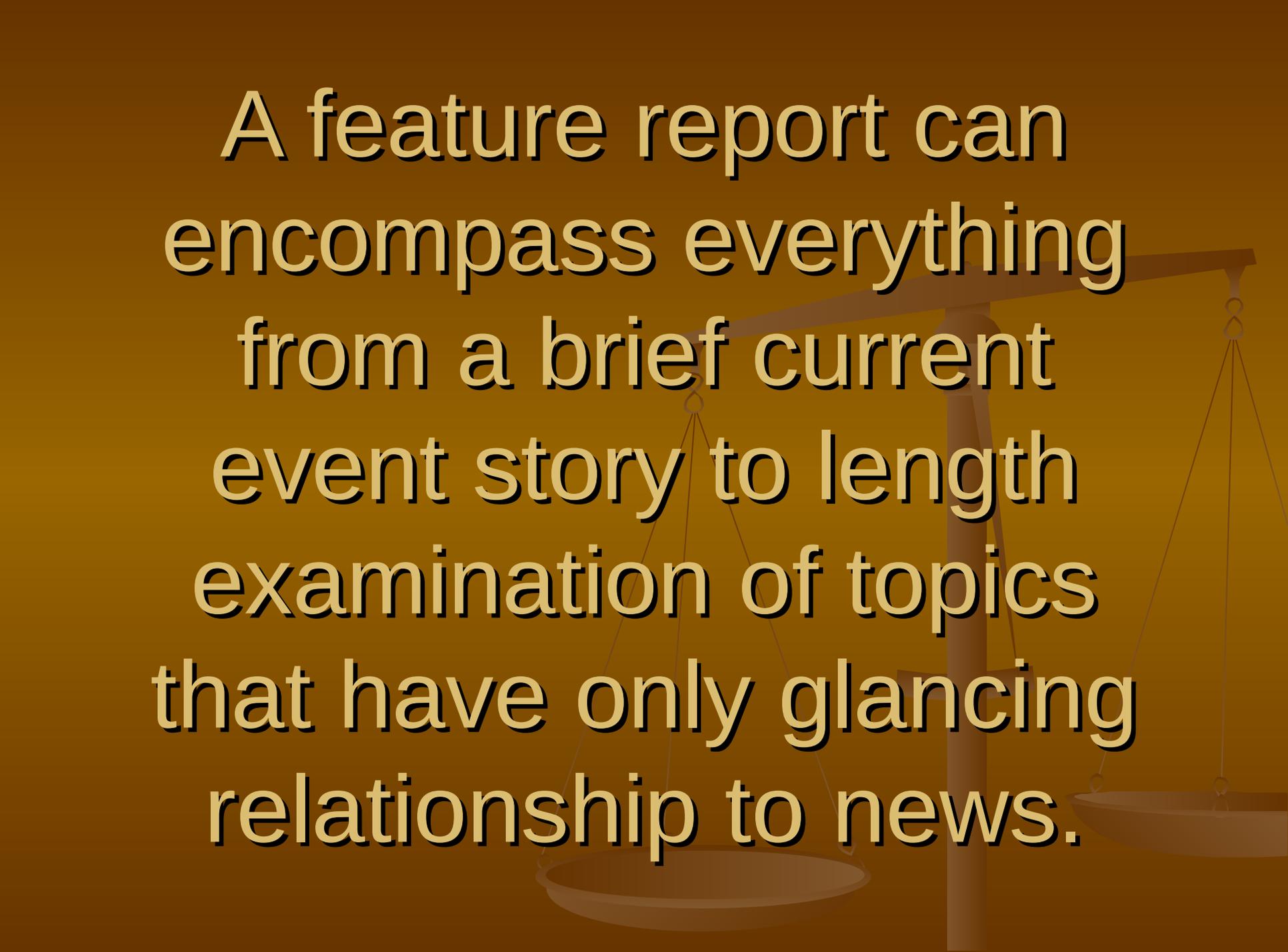
When searching for an idea to turn into an impression, do not reject commonplace issues. A topic need to be extraordinary, but instead created with feeling and insight.



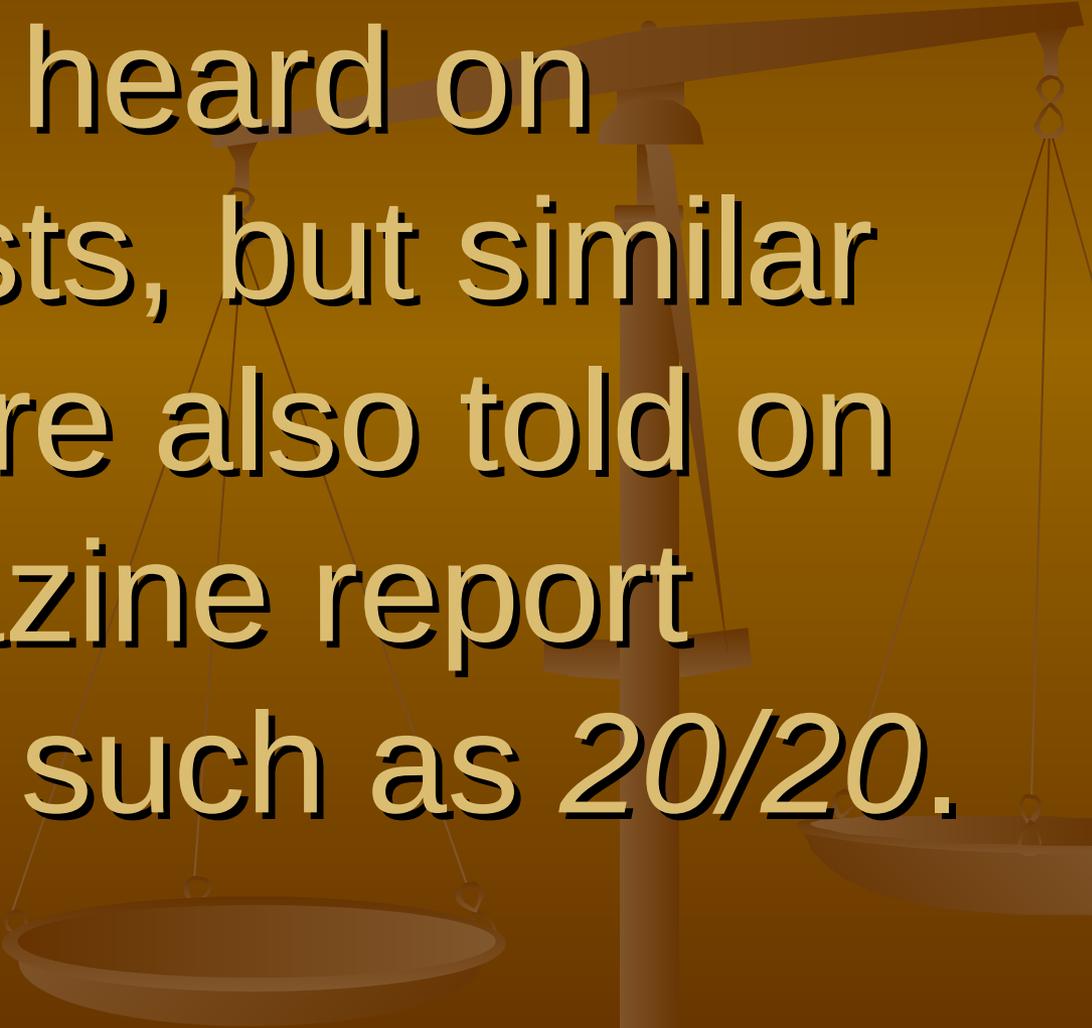
Some radio and television essays are persona statements created with no purpose other than to reveal and share experiences and feelings.

# CHAPTER FIFTEEN



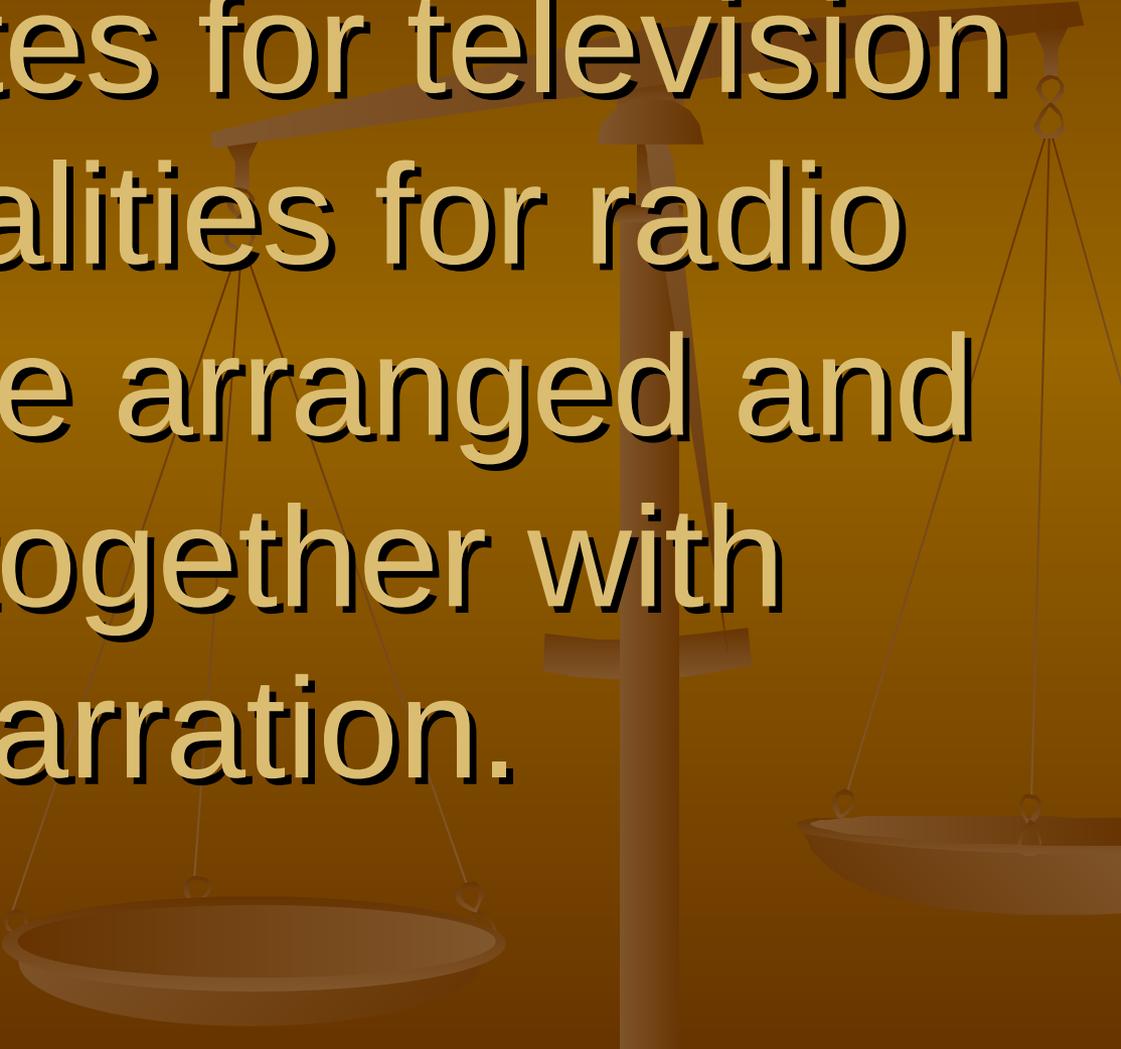


A feature report can encompass everything from a brief current event story to length examination of topics that have only glancing relationship to news.

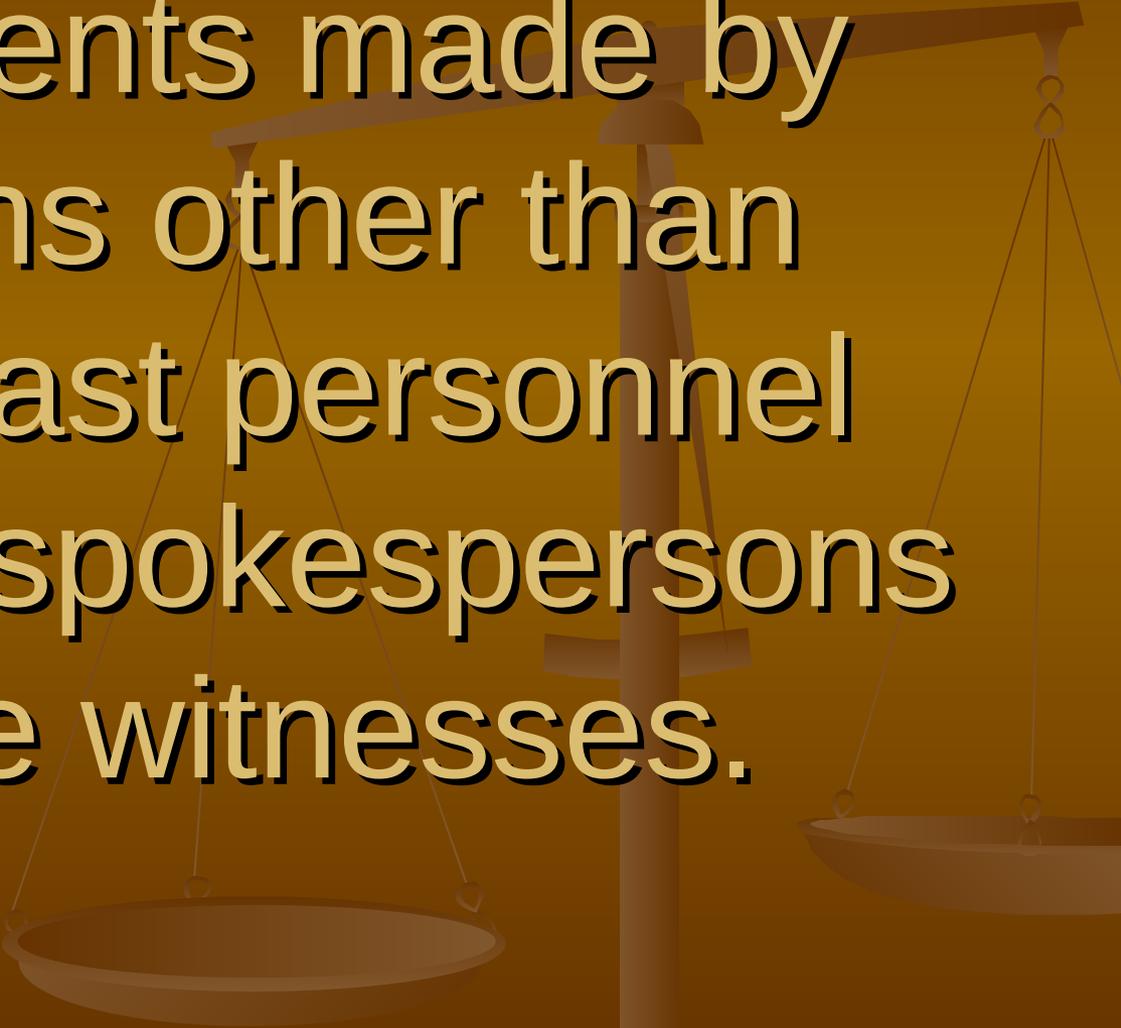


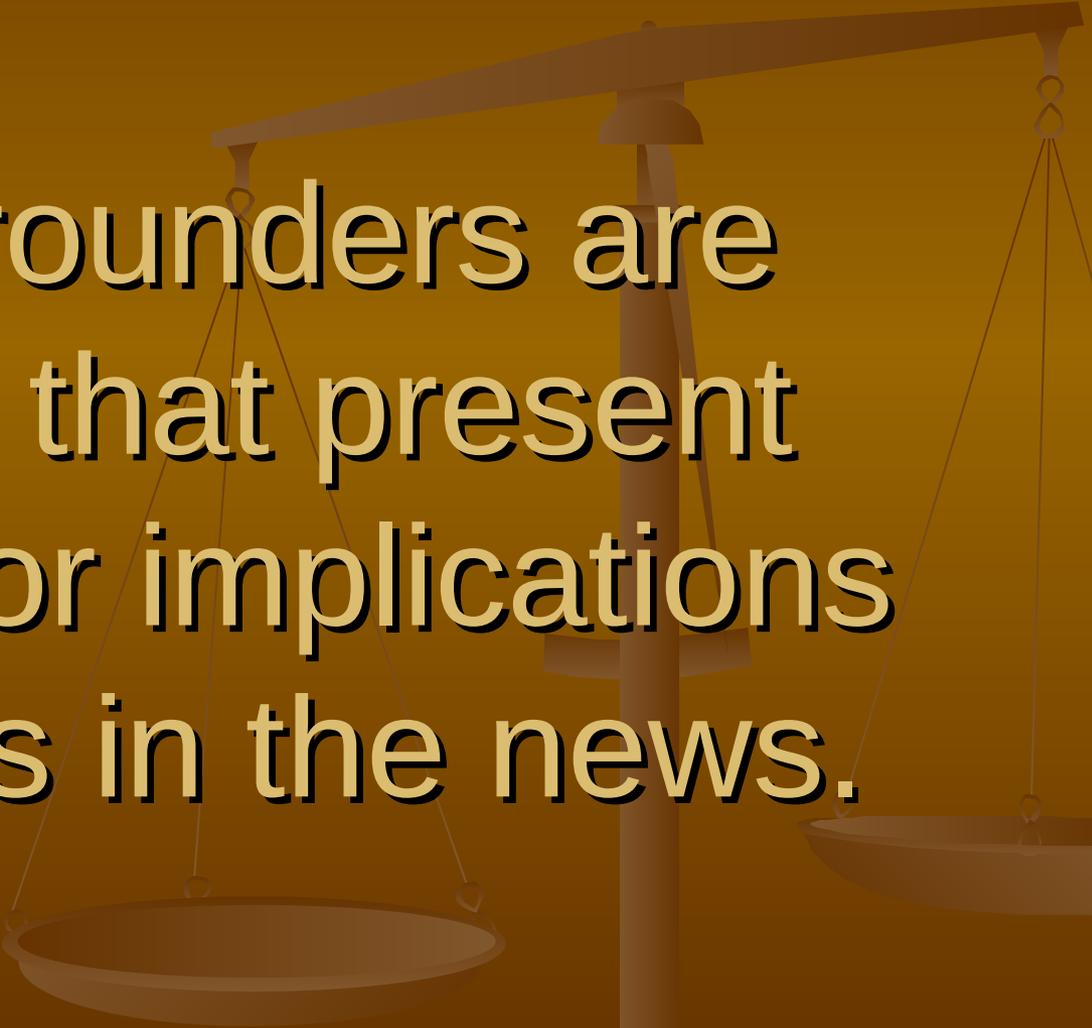
Feature reports are seen and heard on newscasts, but similar stories are also told on magazine report programs such as *20/20*.

Reports are made of edited bites for television or actualities for radio which are arranged and held together with narration.



Bites and actualities are statements made by persons other than broadcast personnel such as spokespersons or eye witnesses.



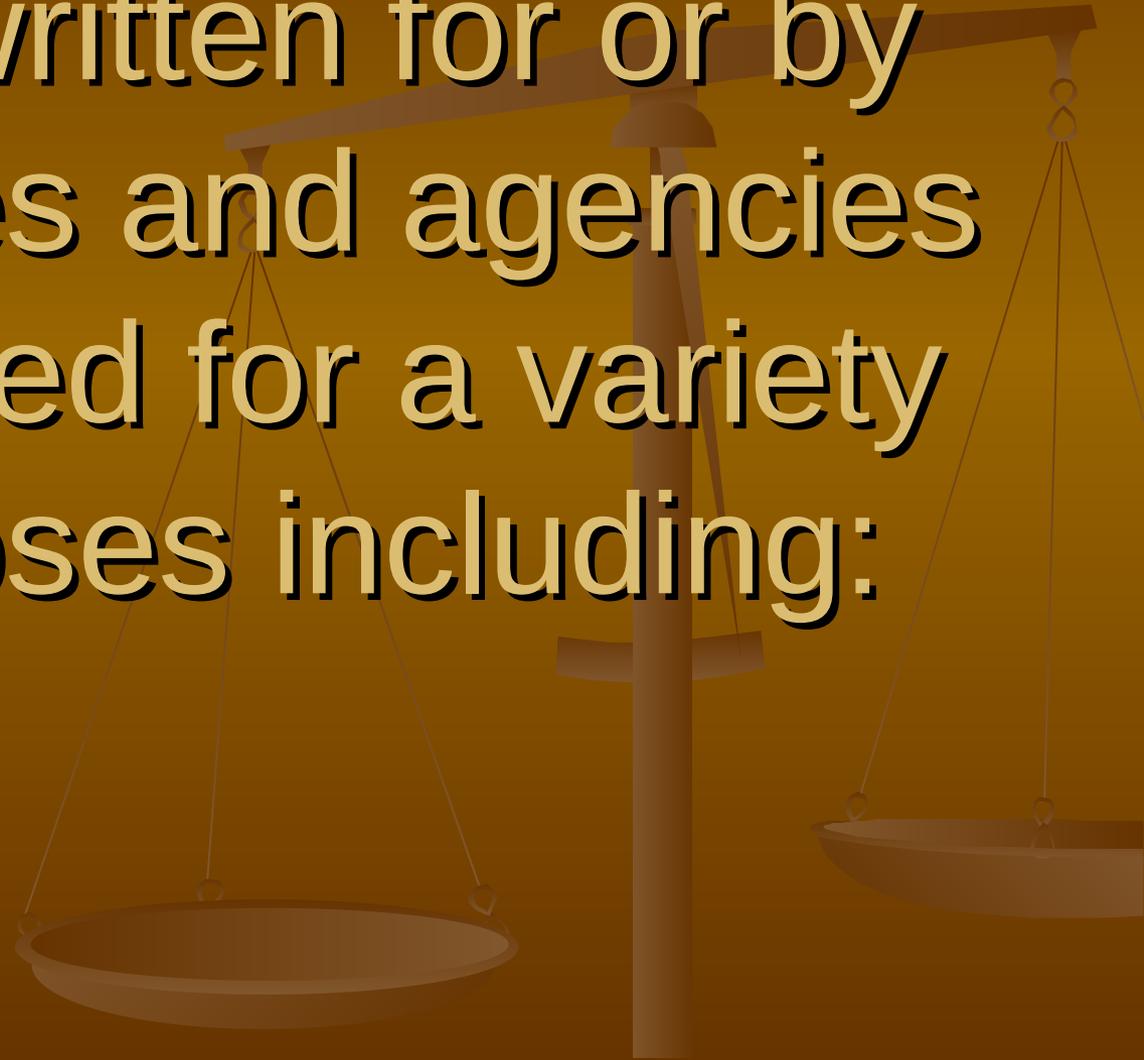


Backgrounders are reports that present insights or implications of stories in the news.

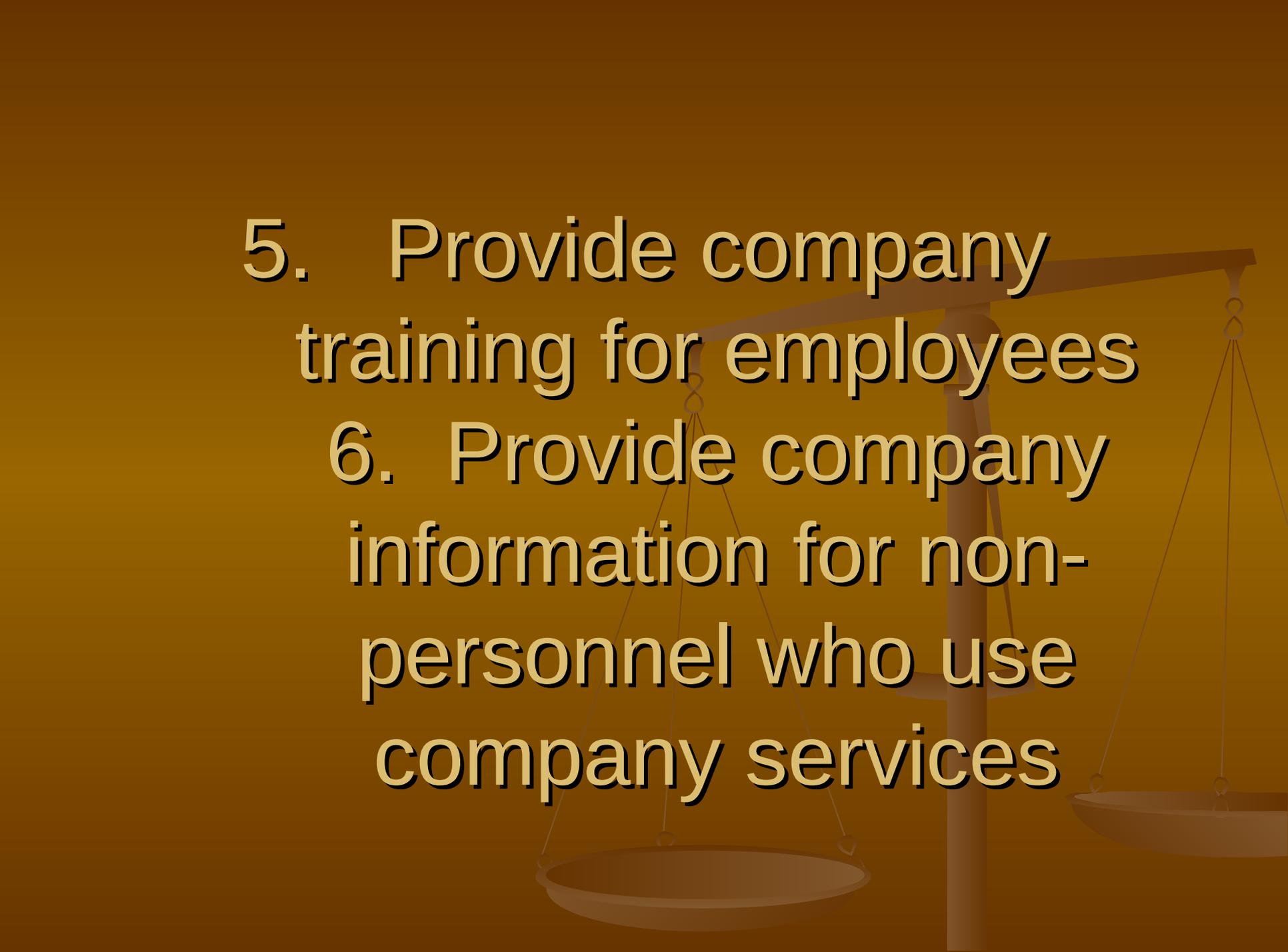


Industrials is the term for information productions made or commissioned by companies, corporations, government agencies, schools, hospitals, and other organizations to reach selected audiences with specific messages.

Scripts written for or by companies and agencies are created for a variety of purposes including:



- 
1. Attracting potential employees
  2. Welcome new employees
  3. Orientation to company policies
  4. Keep staff aware of company development and news



5. Provide company training for employees

6. Provide company information for non-personnel who use company services

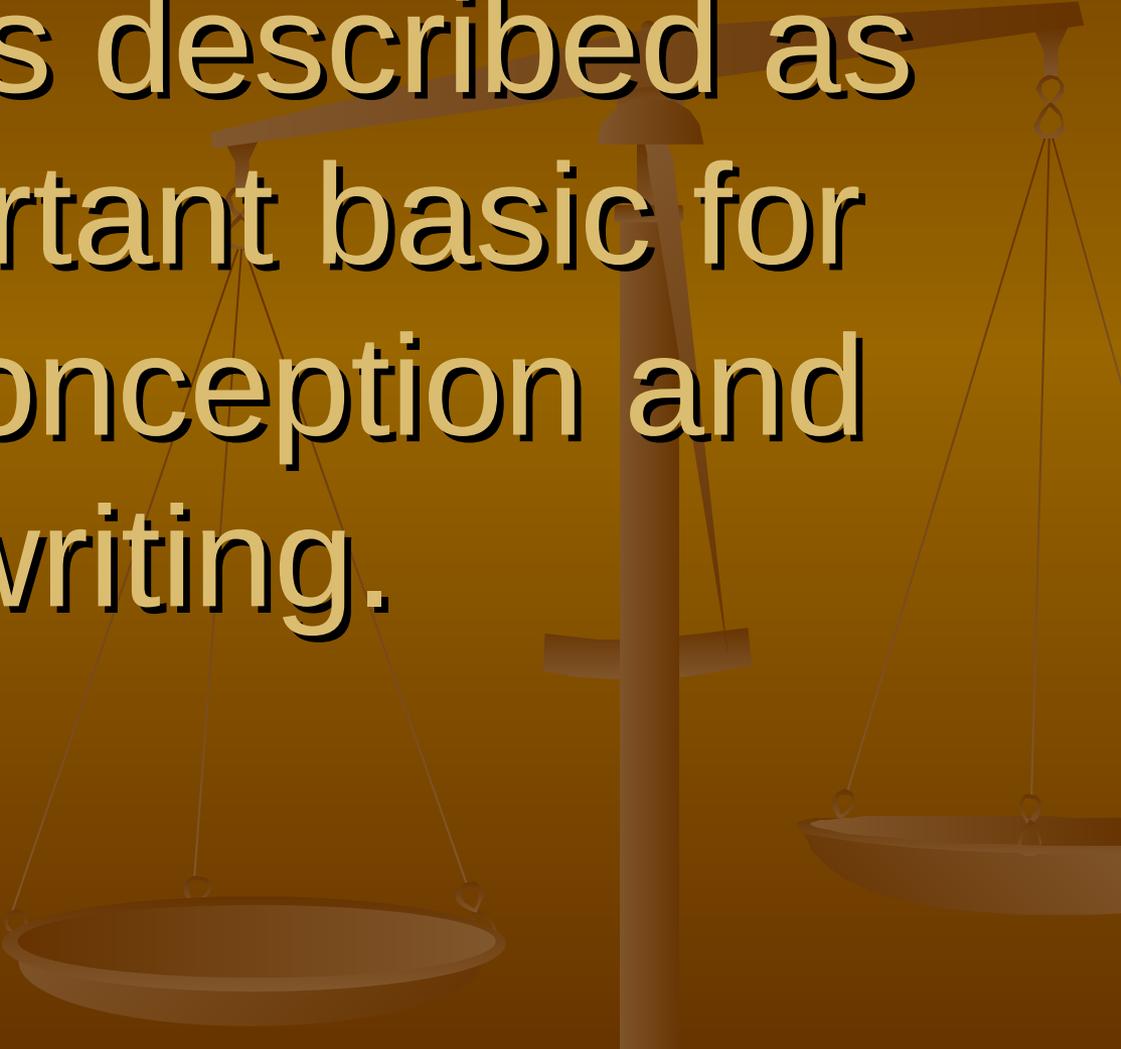


7. Create stories about company involvement in worthwhile causes to promote goodwill in the community

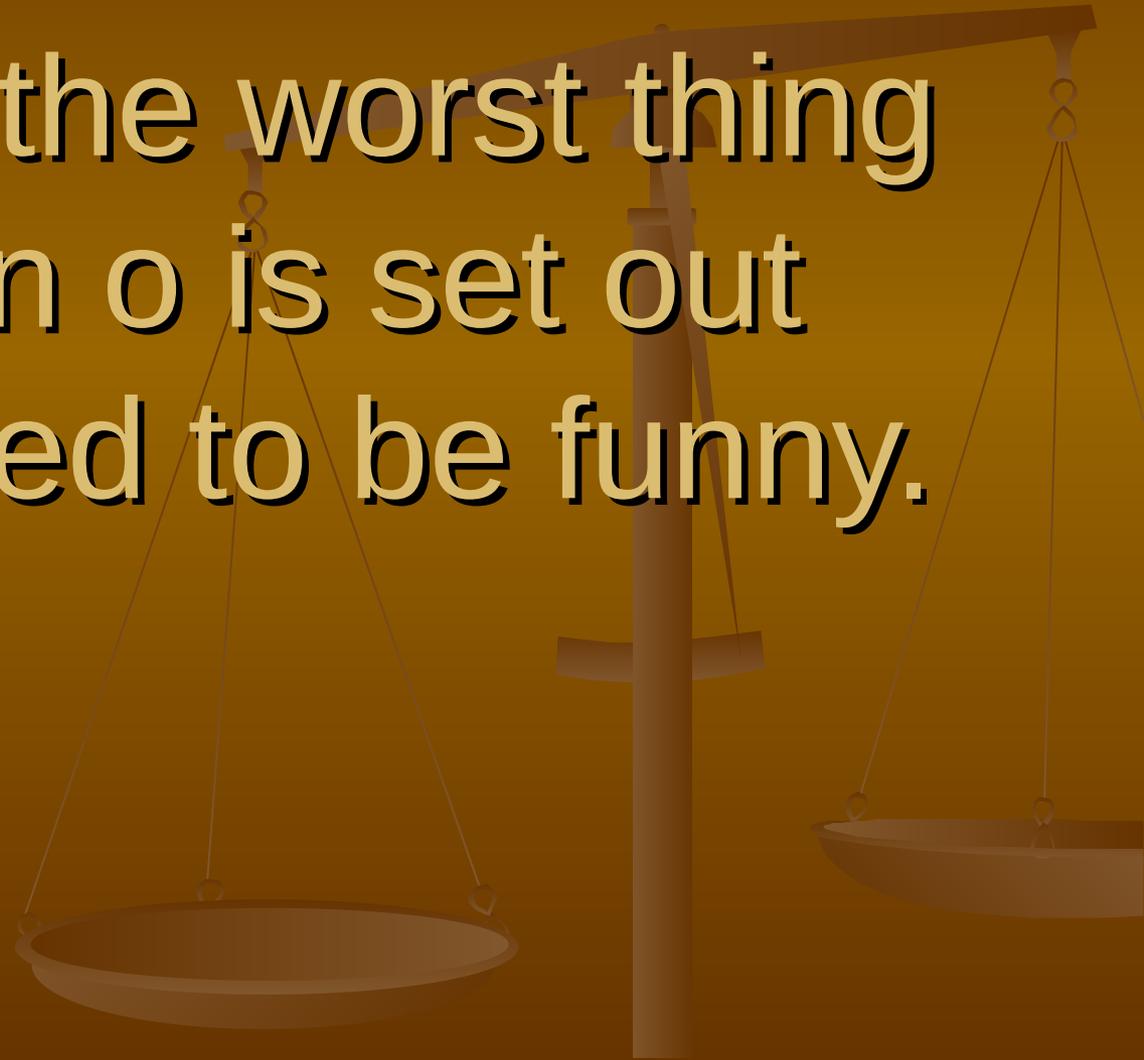
# CHAPTER SIXTEEN

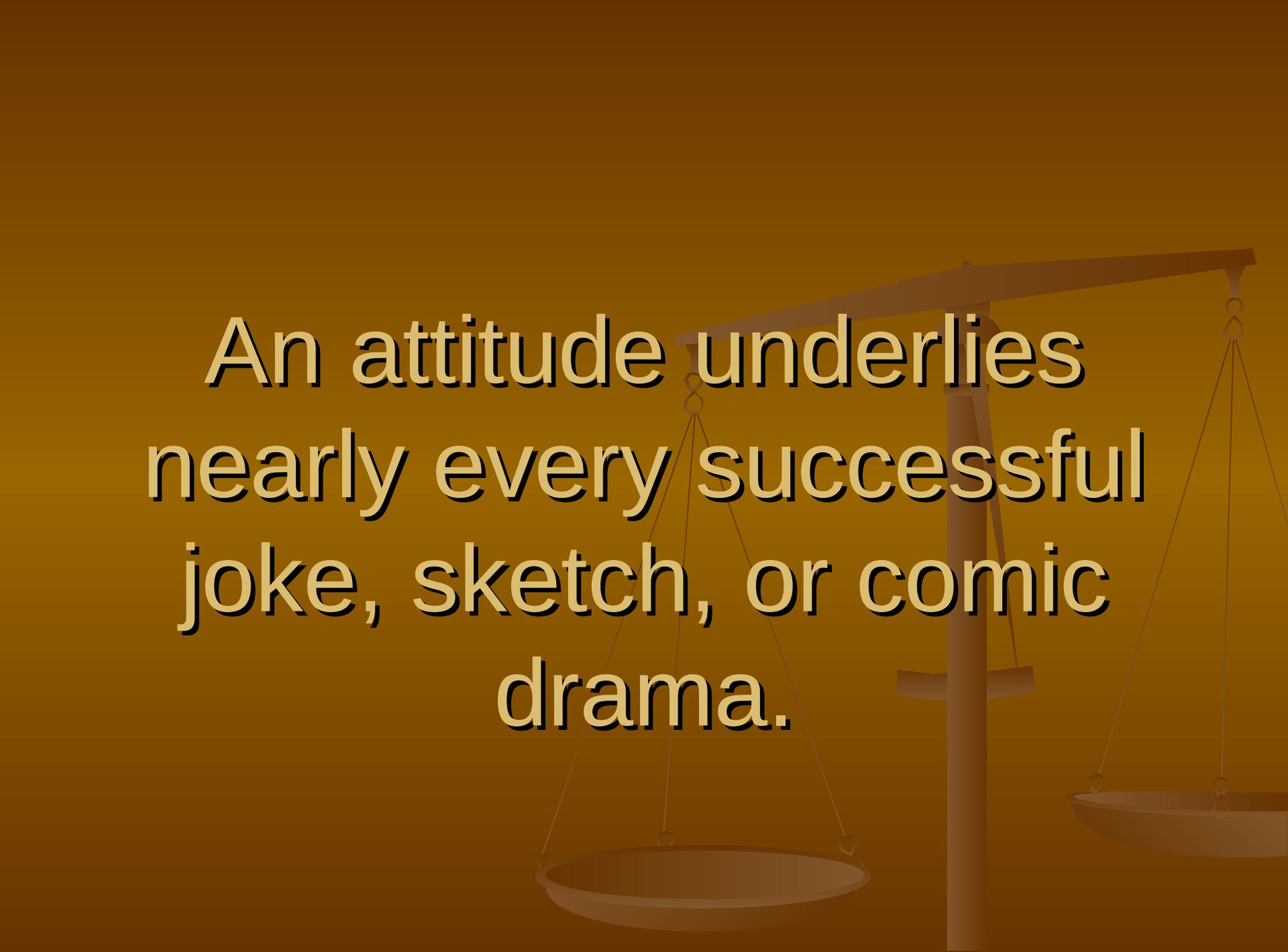


Attitude is described as  
an important basic for  
comic conception and  
writing.



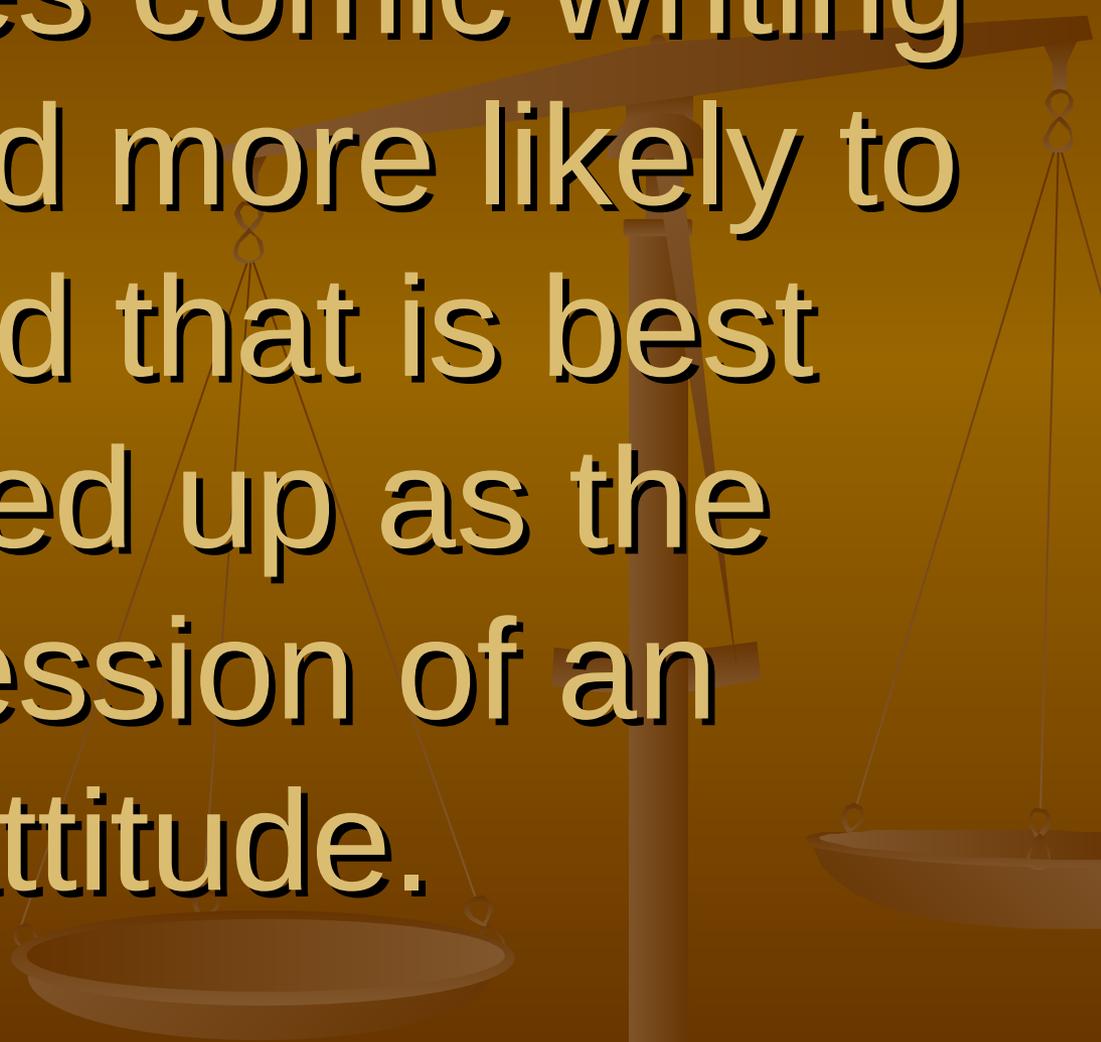
If you want to write  
comedy, the worst thing  
you can do is set out  
determined to be funny.



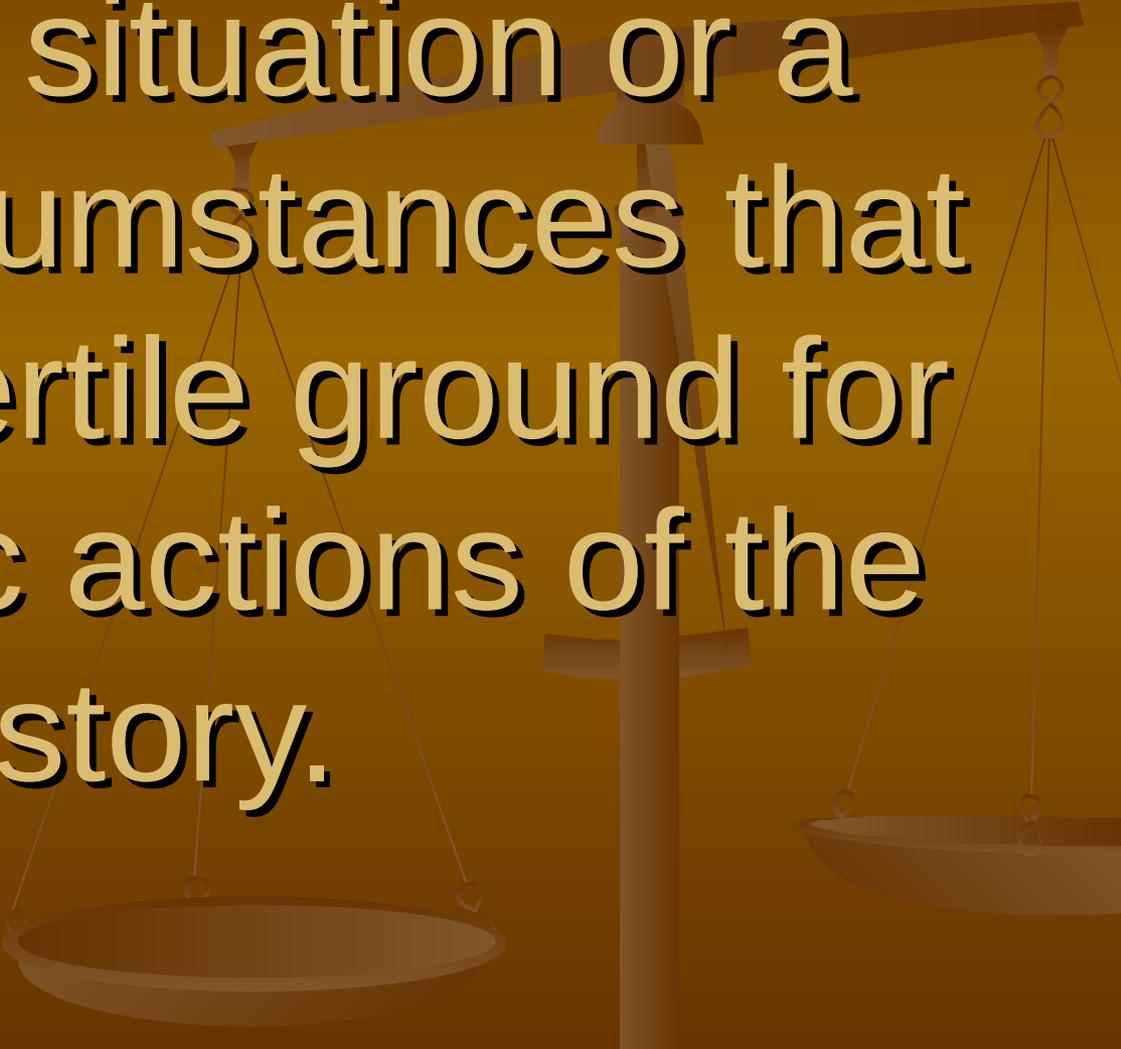


An attitude underlies  
nearly every successful  
joke, sketch, or comic  
drama.

There's a precondition  
that makes comic writing  
easier and more likely to  
succeed that is best  
summed up as the  
possession of an  
attitude.

A faint, stylized illustration of a balance scale is visible in the background. The scale is positioned on the right side of the frame, with its vertical pillar and horizontal beam extending across the middle. Two pans are suspended from the beam by thin lines. The entire scene is set against a solid, dark brown background.

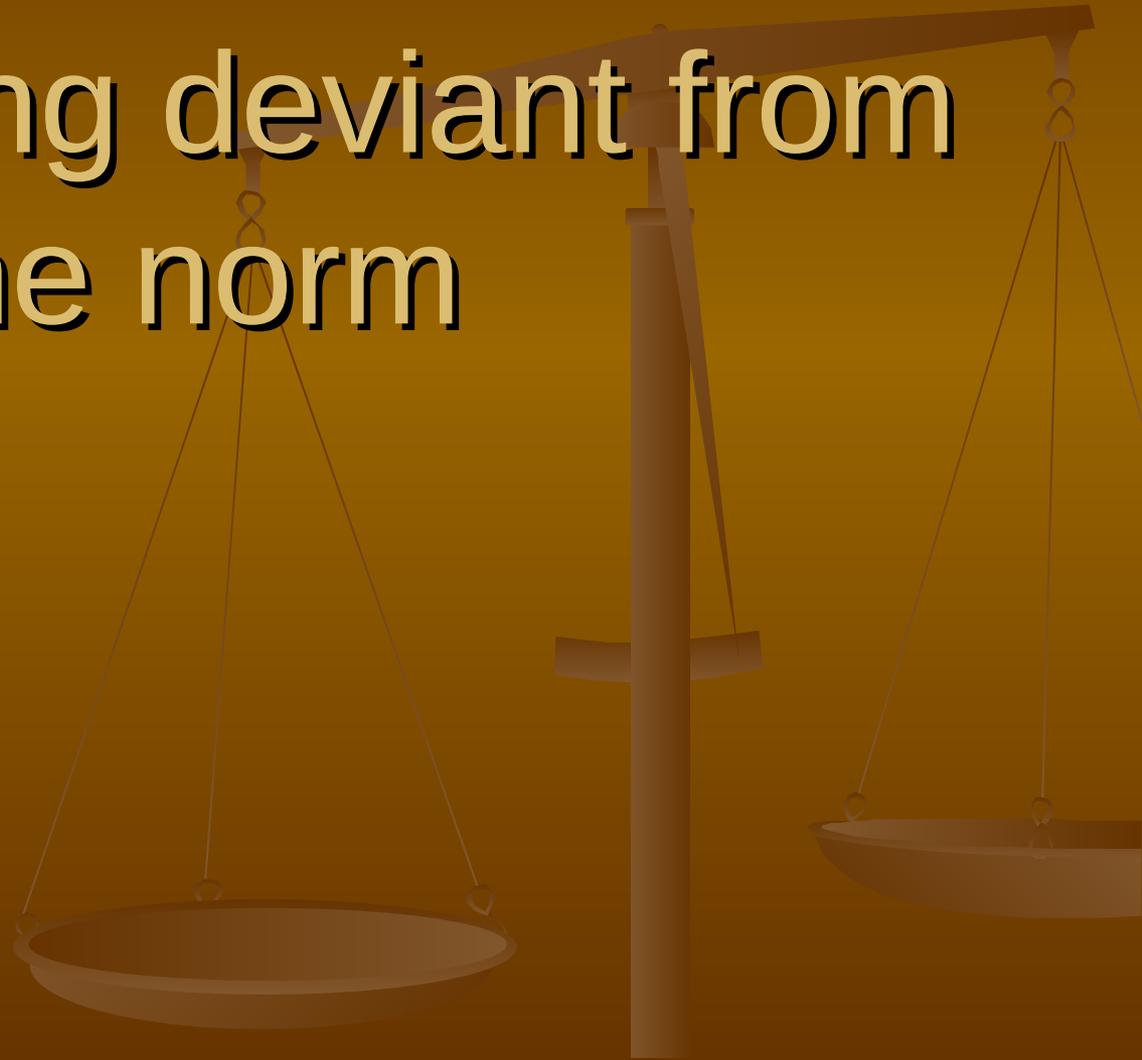
Aside from having an attitude, a writer must invent a situation or a set of circumstances that provide fertile ground for the comic actions of the story.

A faint, semi-transparent image of a balance scale is visible in the background. The scale is positioned on the right side of the frame, with its vertical post and horizontal beam extending across the middle. Two pans are suspended from the beam by thin lines. The scale is slightly tilted, with the right pan appearing lower than the left. The background is a solid, dark brown color.

The following are  
recognized attitudes in  
comic dramas:



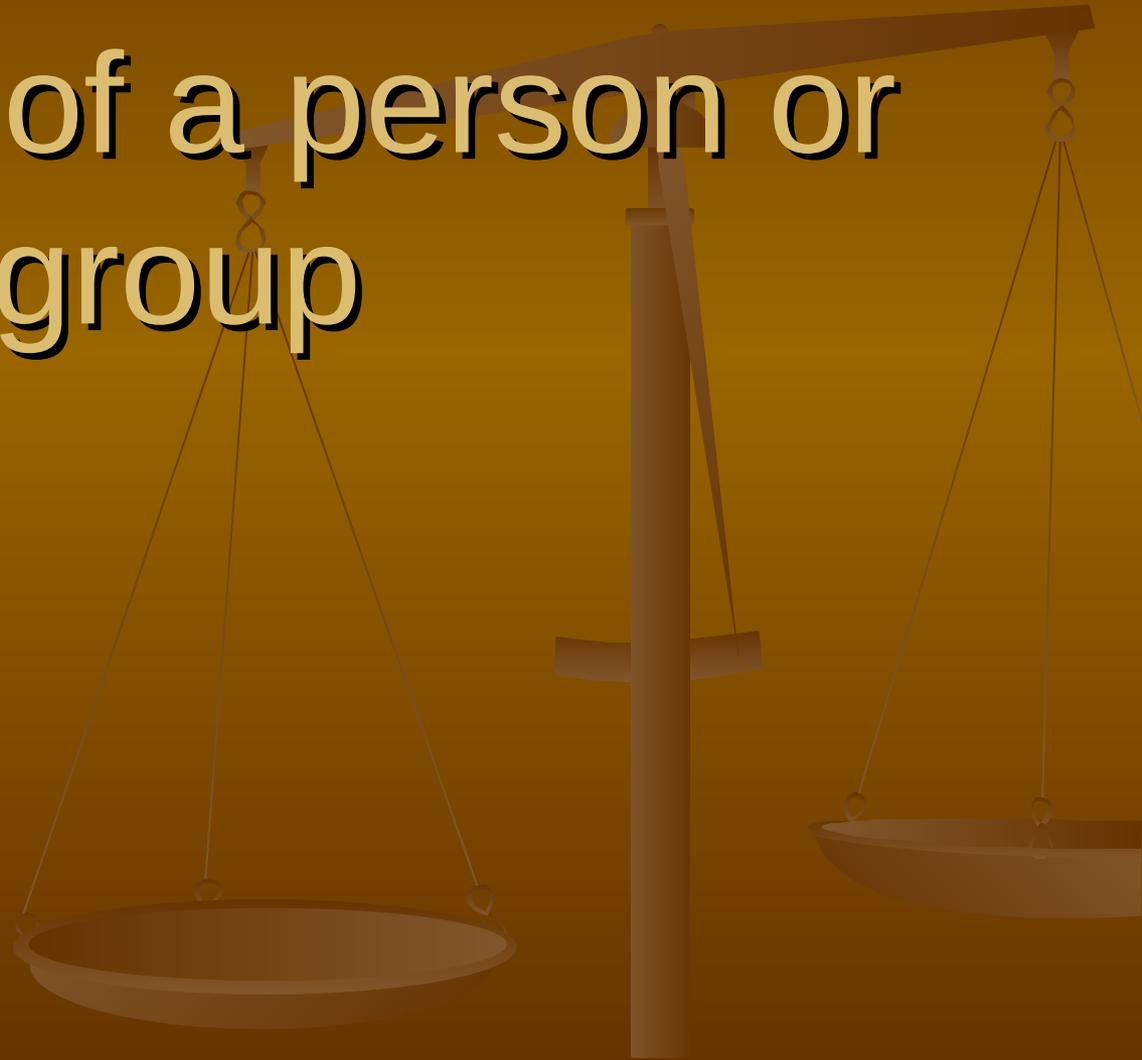
1. Delight – with a non-threatening deviant from the norm



## 2. Amusement – at a person's/group's deviant behavior



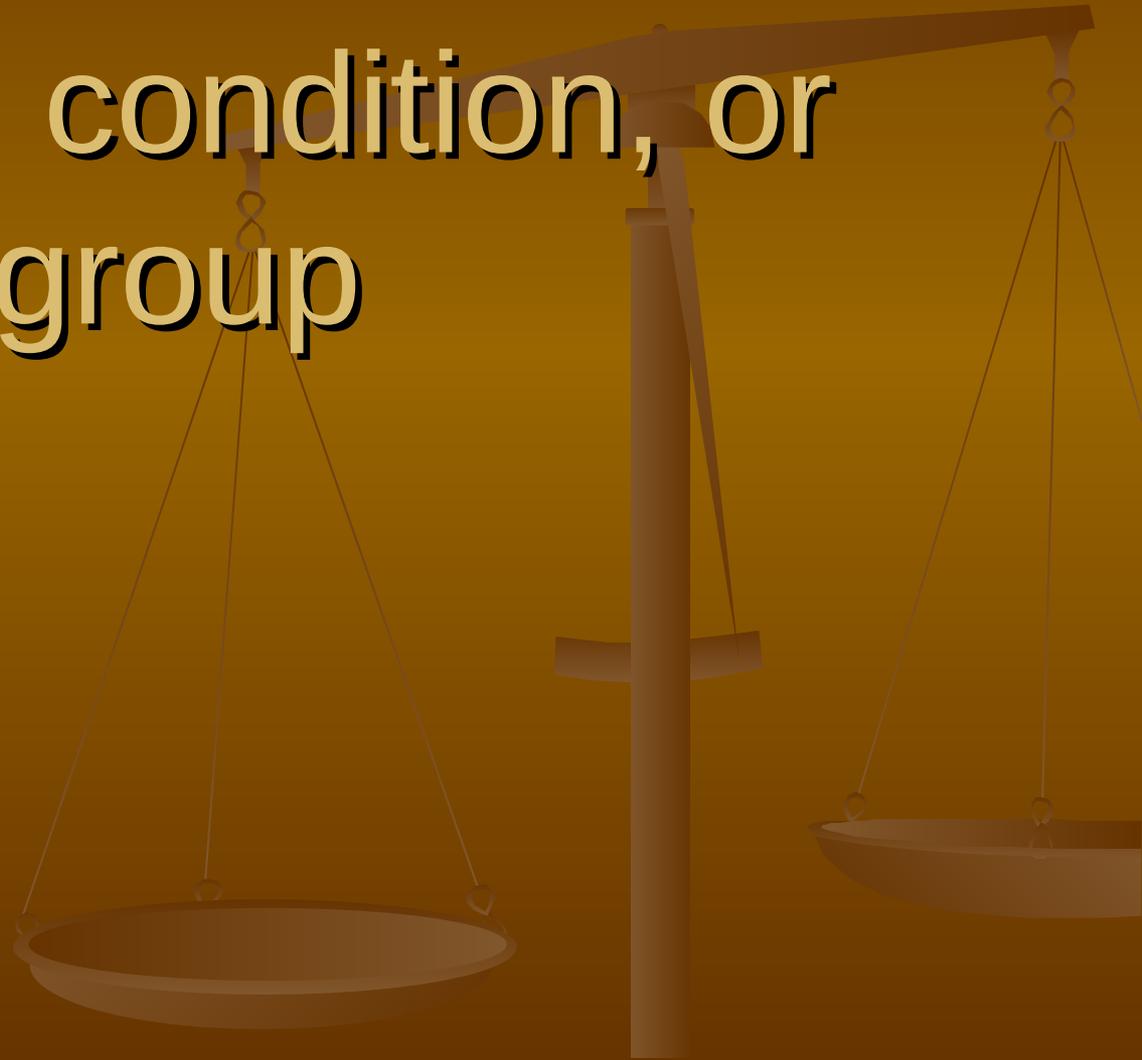
# 3. Annoyance – over the conduct of a person or group



# 4. Anger – at practices or miscarriages of justice



5. Hatred – toward a person, condition, or group



6. Rage – that is  
seemingly out of control  
toward a person or  
group deemed  
dangerous or powerful

