

Chapter 7, "Writing in Broadcast Style"

After reading the chapter, answer the following questions:

1. What is meant by avoiding the "verb-free zone"?
2. Why do broadcast news writers strive to write in the present tense?
3. Why is it better to try to write in the active voice versus passive voice?
4. Why is proper attribution important in news reporting?
5. Why is avoiding unnecessary names important in leads and the rest of the story too?
6. Demonstrate how a pronunciation guide can be used in broadcast copy.
7. Why is it important that broadcast journalists "write for breathing"?
8. What are the broadcast writing rules for writing/scripting numbers?
9. What are clichés and why should they be avoided in news (or any) writing?
10. What is meant by being able to defend every word in your newswriting?

