

GENERAL CHARACTERISTICS OF WRITING SCRIPTS FOR THE RADIO

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1. Clarity and Simplicity

- a. Short Sentences: Use short, simple sentences to ensure the script is easy to follow.
- b. Conversational Tone: The language should be conversational, as if speaking directly to the listener.
- c. Active Voice: Prefer active voice to make the script more engaging.



2. Visualize the Scene

- a. Descriptive Language: Since radio lacks visual elements, use vivid descriptions to help listeners imagine the scene.
- b. Sound Cues: Include sound effects and music to create a sense of place and mood.

3. Pacing and Timing

- a. Timed Segments: Radio scripts are often timed to fit specific slots, so pacing is crucial.
- b. Pauses and Breaks: Use pauses and breaks to emphasize points or allow sound effects to have an impact

4. Audience Engagement

- a. Direct Address: Engage the audience by addressing them directly ("you" and "we").
- b. Questions and Interaction: Pose questions or prompts that encourage listeners to think or react.

5. Repetition for Emphasis

- a. Key Messages: Repeat important information to ensure it sticks with the audience.
- b. Refrains: In some formats, especially in advertising, repeating phrases can enhance memorability.



THANK YOU