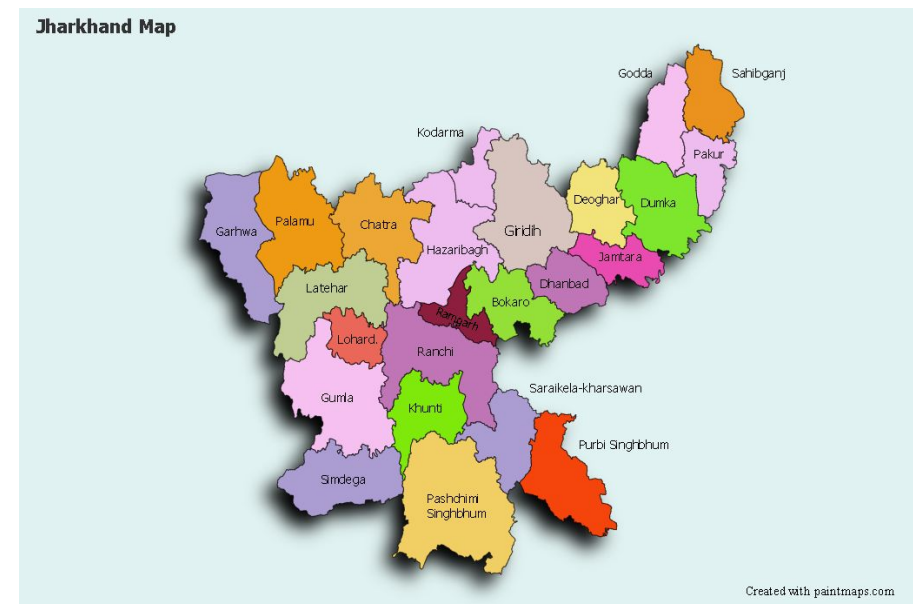
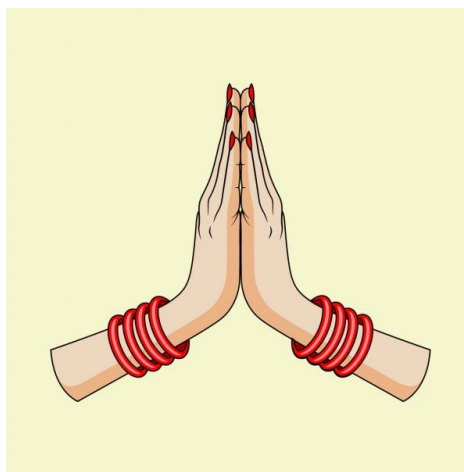


# A hearty welcome to all esteemed participants by CIET –NCERT !





- **What should we expect in this session?**
- We will discuss on –
- 1- What is Creative Writing with special emphasis on writing for audio or radio programs
- 2 - We will also discuss how can you produce a radio or audio program with minimum possible recourses.

# Creative Writing



- **What do you see here ?**
- Here is a pencil connected with an electric bulb. Pencil represents **WRITING** whereas light of a bulb represents knowledge.



- **This illustration indicates that creative writing enlightens and eliminates the darkness around.**

# There is difference in just writing and the art of writing....

Words are limited but their power is infinite....

Making images by words is creative writing....TV and Radio..

- There is a flow in the language. It is not intermittent. If the flow seems or felt unbreakable , it is creative writing.



**Here we can see the ladder steps to a  
creative writing**

**Creative  
Writing**

**Innovation  
नवाचार**

**Exploration  
छान-बीन**

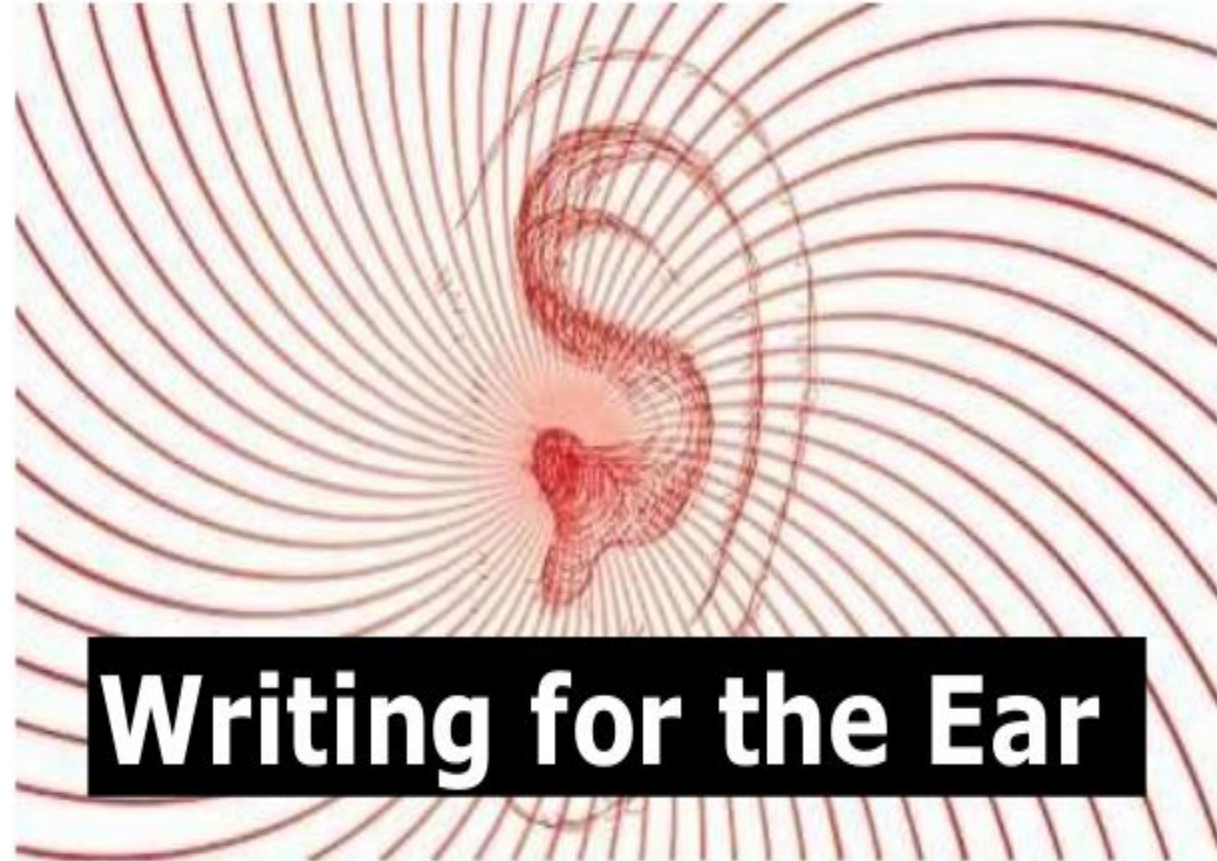
**Interest  
रुचि**



# Writing for the Radio

You do not have a camera, you do not have the visual ads, you have just a microphone and you are talking to a blind friend.

Thus., you have to use such words and frame such sentences which accommodate the variables of sound. Onomatopoeia



# Some of the examples of creative expressions

## Informative writing

- 1- Life is very busy and we haven't time.
- 2-Thank you for coming.
- Forest was beautiful and I wanted to stay but had some work, so could not stay.
- In quarrels try to keep quite.
- Writing for radio is a skill.

## Creative writing

- 1-What is life if full of care, we have no time even to stand and stare!
- 2-Thank you for the complement of your visit.
- 3-Woods are lovely, dark and deep but I have promises to keep and miles to go before I sleep.
- 4-You must know to speak silence while quarreling.
- 5-Writing for radio is writing visually for the ears.

# Example of Onomatopoeia

## Simple expressions.

- The Cup fell from the table
- There were birds on the tree.
- Mozart was a great musician.
- In exhibition, Paintings of Michel Angelo were greatly appreciated.

## Creative expressions accommodating sound.

- The cup fell from the table and broke.
- The birds chirped on the tree.
- Mozart was a great musician and maestro of the piano.
- In the exhibition, the Paintings of Michel Angelo gathered great applauses.



# Media Selection



- It is very very important to make media selection. Media selection is to decide the proper media in accordance with the script.
- For example, calculus, mathematics, charts , numerical etc are not apt for radio medium.
- Suitable most topics can be language, social sciences, environment etc.

What to do  
and what not  
to ?



# छ: मुख्य बातें जिनपर हमें रेडियो के लिए लिखते समय हमेशा ध्यान देना चाहिए..

- The language must be as simple as possible. FM Radio presenters are the best examples
- Avoid formation of long sentences. Listeners may forget what you were saying.
- Spoken or media language is different than bookish language.
- Don't have greed to show your vocabulary.
- Audio medium becomes more effective with the use of sound, therefore write such script in which there is possibilities to use sounds as much as possible.  
Monkey!
- Use anecdotes and link with the theme of the programme.



Thank  
you

For Being here and Listening.....