

II B.A ENGLISH LITERATURE

CREATIVE WRITING - 19UENS01

UNIT – I

- 1) Rhymes, Free Verse
- 2) Jokes and Think Pieces
- 3) Article Writing

POETRY

Poetry is an art form that makes use of the musical qualities present in language to create pleasing literary compositions. There are many kinds of poetry and poets use numerous poetic devices in order to create poems. We will look at one such poetic device—rhyme.

1. Rhyme

Rhyme is the repetition of similar sounding words. An example of rhyme is provided below, in the opening lines from Robert Browning's famous poem 'My Last Duchess'.

That's my last Duchess painted on the **wall**,
Looking as if she were alive. I **call**

The word 'wall' rhymes with 'call', just as “hands” rhymes with “stands”. Note that the words that rhyme are located at the very end of each line, producing a pattern and musical quality in the writing. In poetry, this is an example of end rhyme. Rhyme can also occur within a line, where it is known as internal rhyme.

Example:

While I nodded, nearly **napping**, suddenly there came **tapping**,
As of someone gently **rapping, rapping** at my chamber door.

Functions of Rhyme

In poetry, rhyme serves two primary functions.

- to provide a sense of structure
- to transform the piece of writing into something that is pleasing to hear

Structure may be established through end rhyme or internal rhyme, as the reader detects the pattern within the piece and begins to anticipate the next set of rhyming words. This makes the reading process an active one that engages the reader. Rhyme may also provide symmetry within the poem's verses, conveying a sense of internal harmony and balance while enhancing the overall reading experience.

Rhyme is also a powerful memorisation tool. Early poets and bards used rhyme to make their works easy to remember.

The repetition of sounds may produce a lyrical quality in the writing. Rhyme may be used to emphasize the poet's primary points.

Rhyme scheme

The rhyme scheme of a poem is the pattern by which the end rhymes have been arranged. Rhyme scheme is indicated/marked by letters of the alphabet. The way in which a rhyme scheme is shown is by using letters to mark each -line that rhymes. For example if line 1 ends with 'tall' and line 2 ends with 'shawl' the rhyme scheme for both these lines will be marked with the same letter of the alphabet.

Example:

That's my last Duchess painted on the wall ,	A
Looking as if she were alive. I call	A
That piece a wonder, now: Fra Pandolf's hand	B
Worked busily a day, and there she stands .	B

Listed below are a few examples of common formal rhyme schemes.

- Ballade: Typically consists of three eight-line stanzas of ABABBCBC followed by a four-line concluding stanza of BCBC
- Couplet: A pair Of lines that rhyme (i.e., AA). Rhyming couplets usually occur as AABBCDD
- Limerick: A short, humorous poem that consists of five lines with the rhyme scheme of AABBA.
- Sonnet: A fourteen-line poem. It usually follows one of schemes:
 - Petrarchan sonnet: ABBA ABBA CDE CDE or ABBA ABBA CDC DCD
 - Shakespearean sonnet: ABAB CDCD EFEF GG
- Triplet: Three lines of poetry which follow the same rhyme (i.e., AAA), often repeating like the rhyming couplets.

Assonance, consonance and alliteration

Assonance is the repetition of vowel sounds within phrases or sentences. It is used to create internal rhyme.

Example:

And so, all the night-tide, I lie down by the side

Consonance is the repetition of consonant sounds occurring between words that follow one another.

Example: Helter-skelter

Pitter-patter

Struts/frets

Blade/blood

Alliteration is a form of consonance or assonance which involves the repetition of the opening/first sound of words. Tongue twisters often employ alliterations.

Example: Peter piper picked a peck of pickled peppers.

She sells seashells by the seashore.

Assonance, consonance and alliteration serve to provide rhythm and pace to lines, contributing to melody. **Melody** is the arrangement of sounds and notes to form a distinctive and pleasing-to-hear pattern.

Types of rhyme

The most common types of rhyme are mentioned below.

- **Perfect (full) rhyme:** a rhyme where the later part of the words or phrases are identical. Note, for a rhyme to be a perfect rhyme, the vowel sounds and the letters that follow the vowel sounds must be identical, but the letters before the vowel sounds must be different. 'Tie' and 'lie', 'green' and 'preen', 'height' and 'light' are all examples of perfect rhymes.
- **Imperfect (half, or slant) rhyme:** a rhyme which involves assonance or consonance. The vowel sounds or the consonant sounds may match, but the letters that precede or follow the identical sounds do not match. 'Hand' and 'hang' are examples of imperfect rhyme, as the letters following the vowel sounds are different. 'Band' and 'bind' are imperfect rhymes, as the vowel sounds vary while the consonant sounds remain the same.
- **Identical rhyme:** a rhyme that, at its most basic level, involves using the same word twice.

Example:

We paused before a House that seemed
A Swelling of the Ground—
The Roof was scarcely
visible— The Cornice—in
the Ground—

- Internal/End rhymes: In this type of rhyme the words that rhyme located within a set of lines (internal rhyme), or at the ends of lines (end rhyme).
- Eye rhyme: also called a visual or sight rhyme, is when two words are spelled similarly but do not sound the same. 'Though' and 'Tough' are an example of an eye rhyme.

Free Verse

In order to understand free verse, we must first understand what metre is. Metre is system that measures poetry by focusing on the sounds and syllables of each word in each line in order to detect a pattern. Sixteen established patterns exist, with their own set of rules and restrictions that the lines and syllable must obey. The metre of a poem influences the 'sound' of a poem and also has impact on the poem's pace. It may often emphasise the poet's overall point.

Free verse is an open form of poetry which is free from the rules and restrictions of metre pattern

Form

Free verse relies on the content of the poem, its punctuation and choice of words, to determine its form and shape. The only rule that seems to apply to free verse is that the poet must resist the temptation to adopt a regular metre. With that in mind, the poet is free to use assonance, consonance, alliteration or any other forms of rhyme to build sense of rhythm within the poem.

Such freedom does not mean that free verse is poetry free of structure. Free verse done well will have rhythm. Cadence, in poetry, refers to the pace and rhythm of the sounds in a poem.

Example:

A child said, what is the grass? fetching it to me with full hands;.....

How could I answer the child?..... I do not know what it is any more than he.

Using commas, question marks, semi-colons and ellipses, the poet has manipulated the pace and rhythm of the lines, forcing the reader to pause at key moments, affecting the rise and fall of the natural flow of speech.

Imagery, similes and metaphors

Imagery, similes and metaphors are important elements of poetry, and this is no less true in free verse. Imagery, as the word suggests, refers to images created by descriptive writing. Poetry makes use of imagery to enhance the reading experience and to have the reader be able to 'see' what the poet is trying to communicate.

A simile is a figure of speech that describes something by comparing it with something else. It is usually formed by the words 'like' or 'as'.

Example:

To open your tiny beak-mouth, that looks as if it would never open, \

Like some iron door;

A metaphor makes a direct comparison between two completely different things.

Example:

Black piper on an infinitesimal pipe.

Little lumps that fly in air and have voices indefinite, wildly vindictive;

Wings like bits of umbrella.

Bats!

The poet metaphorically compares bats to 'black piper [s]' and 'little lumps' that fly in the air. But he also uses a simile to compare their wings to 'bits of umbrella'.

Employing such literary devices makes the imagery more vivid and clear for the reader to see and appreciate.

Views on free verse

Whitman strongly believed in the power of free verse. He saw it as an artistic awakening that called for artists to break free of social conventions and live life without restraint. However, there were many others who disagreed with his point of view. Robert Frost believed writing free verse was like 'playing tennis without a net', implying there was no challenge and that anyone could do it without displaying a degree of literary skill. T.S. Eliot, one of the foremost poets of the twentieth century, wrote 'No verse is free for the man who wants to do a good job.'

2. JOKES

A joke is something that is said or written with the intention of causing amusement or provoking laughter. They are usually meant to entertain, but are also used to educate, satirise or mock people. There are many different kinds of jokes. A very common variety is one based on stereotypes (that is, a commonly held idea about something or someone). 'Blonde jokes', for example, are based on the stereotype that people with blonde hair are beautiful but not very intelligent. In a typical blonde joke, the 'blonde' will say or do something silly as a result of his or her supposed lack of common sense.

Example:

- ✓ A blonde asked someone what time it was. When told it was 4:45, he seemed puzzled.
- ✓ 'That's very strange', he said, 'I have been asking that question all day, and each time I get a different answer.'

One must always be careful when making jokes based on stereotypes, as it might hurt people's sentiments. Should keep the audience/readers in mind when telling a joke.

Jokes utilise many different techniques. One such technique is the use of a question answer format.

Example:

Q: What do you call it when a blonde dyes his hair brunette?

A: Artificial intelligence.

A joke usually consists of two distinct parts: the set-up and the punch line. The set-up provides the situation, the subject, or a set of facts. It creates some kind of expectation in the audience. The opening lines of both the examples above constitute the set-up of the respective jokes. The final phrase or sentence of a joke, which provides the humour in the joke, is called the punch line. It shatters the audience's expectations created by the set-up. The last lines of both the examples above are the punch lines of the respective jokes.

A punch line often relies on irony, sarcasm, puns and word play, or the reversal of expectations. Look at the joke given below.

Q: Why did the chicken cross the road?

A: To get to the other side.

The unusual question makes the listener/reader expect an unusual/interesting answer; however, the joke works by reversing one's expectations and providing a simple, matter-of-fact answer.

Writing jokes

There are no rules to follow when writing jokes. However, we should keep the following in mind when trying to write jokes.

- ✓ A joke is, in a manner of speaking, a story a very short story told with the intention of making people laugh. Laughter is often triggered by situations that provoke surprise, embarrassment or recognition. Keep this in mind when composing the jokes.
- ✓ Think of a subject for the joke. It could be something general (such as love, common situations in the workplace, etc.) or something specific (such as a current event, a celebrity in the news, or something that happened to us last Wednesday afternoon). Choose something that the audience will know about, or which we can explain very clearly in just a few sentences.
- ✓ We can find subjects for jokes all around us. Should observe people and their behaviour; read the newspaper; watch television. The joke relies on our ability to reveal some comic insight or to put an absurd or entertaining twist to the familiar.'
- ✓ There are many techniques we could employ when composing a joke. Make use of common assumptions. Exaggerate or understate things. Use puns and play with words.

- ✓ Try not to be offensive, especially think that someone in the audience may not like it.
- ✓ Keep it brief. Should include only those things in the set-up that are absolutely necessary to make the punch line work. Make sure that the last word/phrase/line is the punch line should not add anything after that. Adding unnecessary detail will slow down the joke and make it ineffective.
- ✓ Can read the joke out to someone and see if they like it.

THINK PIECES

A think piece is thought – provoking article that discusses a topic in great depth, providing background information and an analysis of events, as well as the article writer's personal opinion on the subject.

ARTICLES

An article is a piece of writing that could be a news story, a report, a critique, etc., found in newspapers, magazines or published on the Internet.

The primary function of an article is to inform the reader about a particular topic, presenting both sides of the issue along with research and facts that allow the reader to comprehend the topic. Newspaper articles are meant to be objective in nature. Magazine articles and those articles published on the Internet, including blog posts, can include personal opinions.

An article could be written on any subject. In addition to articles written by in-house writers, newspapers and magazines (including online ones) often ask other writers (who don't write for the publication on a regular basis) to contribute articles.

ELEMENTS OF AN ARTICLE

A good article includes the following components.

- **Title:** This is a very important aspect of an article as it is supposed to act as a hook, drawing the reader in. Titles should be attention-grabbing and eye-catching, while also being informative.

- **Introduction:** This section should brief the reader on what the focus of the article is, setting up a problem or touching upon an issue that will be discussed in an in-depth manner.
- **Body:** The body of an article consists of facts and figures (as a result of research conducted by the author) that allow the reader to gain a deeper understanding of the topic. As mentioned earlier, newspaper articles need to maintain a degree of objectivity and so must only present facts and not inject the article with any personal bias. Magazine articles may be more personal or subjective in nature, especially if the author is writing about an experience or offering their opinions on something.
- **Conclusion/Resolution:** This section is used to complete and close the article. It may take the form of a line that succinctly sums up the author's thoughts about the subject or it may be a fact presented that is related to the story, offered by a reporter as a hint of what the future may hold.
- **Picture (optional):** Articles at times are accompanied by pictures related to the topic being discussed or reported on.

OBJECTIVITY

An article may be objective or subjective. If it is objective, then the writer has not offered his/her opinion on the matter discussed. Most informative articles and news reports are objective. However, if it is subjective then the writer has expressed their personal thoughts and feelings on the matter.

Opinion pieces and general interest articles may be subjective. For example, an article on human cloning may be objective, exploring the pros and cons of such work; or it may be subjective, with the pros and cons explored, but the author concluding the article by stating whether she/he is for, or against the process.

Preparatory work

Before we begin writing an article, we must have a thorough understanding of the subject we intend to write on. This means we need to do our research. This could include eye-witness reports, facts, figures and statistics pertaining to the topic we are writing on, on-scene photographs and interviews, etc. We need to collect and review all this data so that when we write an article, we can present a comprehensive write-up on the topic.

The research and any material we include in the article must be double-checked and verified before the article is published. Therefore, we should make sure the sources are reliable. Once we complete our research, It is a good idea to draft an outline of our article. Determine how long we want it to be and what information we would like to include. And should remember to keep it simple. If we do not, we will lose the reader's attention.

Editing

Before submitting or publishing the article, we must edit and revise it.

After writing the article, wait a few days before revisiting the piece. First try to read it objectively and keep an eye out for typographical errors, grammatical errors and factual errors. Reading aloud often helps pinpoint such mistakes.

Once that is done, we should make sure the article is arranged in a logical manner so that it flows from point to point and does not leave the reader puzzling over what we have written. We must remember to ask ourself, 'Can someone new to the material follow and understand what the article is saying? Rewrite the material where necessary. As mentioned before, remember to keep it simple.

UNIT-II

1. DESCRIPTIVE PASSAGES

2. SHORT STORIES

1. DESCRIPTIVE WRITING

Descriptive writing is a form of creative writing to describe a person, place, object, experience, emotion or situation in such a way that a picture is formed in the reader's mind. This is done by using imaginative language, interesting comparisons, and images that appeal to the senses.

Learning to write descriptively will improve our writing by making it more interesting and engaging to read. It might also help us to clarify our understanding of a subject, and will encourage us to expand our vocabulary by using new or different words.

General guidelines

- The first thing to keep in mind is to be original.
- Should try to involve all five senses when describing something. What do we see (sights, colours, lights)? What can we hear (sounds, noises, voices, music)? What can we smell (pleasant and unpleasant odours or aromas)? What do we taste (sweet, bitter, salty, sour, spicy)? How does something feel to the touch (temperature, textures)? Can add as many such details as necessary to convey a full picture to the reader.
- In addition to such sensory details, talk about our thoughts and emotions. Convey our mood to the reader. How does the person/place/object/experience we are describing make us feel? Does it evoke happiness, sadness, pity, fear, anger, excitement, indifference?
- Should concentrate on what happens not only to us but also around us. Note carefully what is happening in the scene we are describing.
- Can use adjectives and adverbs to enliven our writing and make it more vivid.

Example:

- The lion rose to its feet and let out a roar.
- The lion rose to its feet **majestically** and let out a **loud** roar.
- Use powerful, suggestive words to create clear images in reader's mind.

Example:

- She drank the tea.
- She **sipped** the tea.

- Should be specific what we write. Should describe exactly what we observe so that the reader can see what we see.

Example:

- The tree was swaying in the wind.

Instead of 'tree', can say what kind of tree.

- The **coconut** tree was swaying in the wind.

Now can bring the sentence to life by adding adverbs and adjectives.

- The **slender** coconut tree was swaying **wildly** in the **tempestuous** wind.

- Try not to use general, nondescript adjectives.

For example:

- The music was nice.

The adjective 'nice' does not convey much; depending on our personal preference, it could mean either of the two sentences below which create opposite impressions.

- The music was **energetic** and **upbeat**.

- The music was **quiet** and **soothing**.

- Use precise language.
- Another technique is the use of unusual and expressive combinations of words.
- We could also use figurative language such as similes and metaphors to help create a striking image in the reader's mind.

For example:

- He fought like a lion. (simile)

- He was a lion in battle. (metaphor)

- Good descriptive writing is organised. Organisation of information is essential in order to communicate clearly.

How to organise your writing

There are many ways to organise one's writing. We should arrange sentences in chronological order (ie, according to time: useful when describing events); spatial order (ie, according to location: useful in describing a scene); logical order (useful when talking about a cause-and-effect relationship); or simply in order of importance.

Example:

When describing a person, you we can begin with a physical description, followed by how that person thinks feels and acts. When describing a house, you might start with its location and size, and then talk about how the house looks from the outside before we move into the house and begin describing each room one by one. Remember to organise our sentences into paragraphs in which each paragraph contains one central idea.

Learn to be more observant

Good descriptive writing depends heavily on observing and recollecting vivid moments.

Notice the colours, shapes, sizes, textures and smells of the objects around us. Pay attention to sounds. Also note the people involved and their behaviour and reactions. Can keep a notebook and a pen/pencil all times: so we could use these to jot down notes on what we observe. Can use these notes in our writing in order to make our description of an experience seem more authentic.

2. SHORT STORIES

SHORT STORY

A Piece of writing that is shorter than a novel. A short story is a brief work of fiction, usually written in prose and running 1,600 to 20,000 words in length. The short story can be found in oral storytelling traditions, such as anecdotes, fables, fairy tales and parables. It is a brief fictional prose narrative that is shorter than a novel and that usually deals with only a few characters. The form encourages economy of setting, concise narrative and the omission of a complex plot; character is disclosed in action and dramatic encounter but is seldom fully developed.

The five important elements of short stories are

- Characters
- Setting
- Conflict
- Plot
- Theme

The short stories always have an important lesson attached to it. The purpose for reading a short story is to enjoy and be hooked because short stories are little and always entertains the readers.

How to begin a short story?

Great writers grab us in the first few lines and hook us until the end. There are certain techniques which helps us to achieve strong first lines as well as a strong first draft of the story.

- Should create a plot outline
 - i. Setup
 - ii. Inciting incident
 - iii. Rising action
 - iv. Climax
 - v. Falling action
 - vi. Resolution

- Should use a writing prompt

It can help to get our creative juices flowing and allow us to narrow our focus. They can also force us to write about something we may not have considered before or thought of on our own.

- Identifying Protagonist

Once we have written some raw material of the story, we should take a moment to read it over and see if a protagonist emerges. The protagonist is the character whose fate matters the most in the story. This does not necessarily mean that our protagonist has to be a hero or pure evil. He does not necessarily have to be the narrator of the story, but should drive the events that occur in the story.

- Should try to write the basic story in one sitting.
- Should start in scene

Starting scene will hook the reader right away and ground them in the story.

- Open with a line of strong dialogue

Starting our story with a strong line of dialogue will be effective, but the dialogue should be easy to follow and to the point. Good dialogue will reveal character and progress the story's key events or plot.

- A good opening sentence should raise questions in the reader's mind, spotlighting a minor conflict or a mystery.

Features of short story

Four essential components of short stories are

- ✓ Plot
- ✓ Setting
- ✓ Characters
- ✓ Point of view

❖ *PLOT*

The plot of a story is the sequence of events that take place in the story. Every story has a beginning, a middle and an end. The sequence of events in most plots is usually in the order of their occurrence in time.

❖ *SETTING*

The setting of a story is the location where the story is taking place. Setting is considered to be a fundamental component of narratives as it helps establish the ‘where’ and the ‘When’ of the story. The setting of a story must be both believable and realistic, even if it is a fictitious setting.

❖ *CHARACTERS*

No story is complete without characters. Characters act as the reader’s eyes and ears in the world of the story. The reader experiences what the characters experience. Creating a character is not a simple feat. A character must not be one- dimensional or a stereotype, they must seem real and believable even in the case of fictional narratives.

❖ *POINT OF VIEW*

The point of view of a story is the story’s perspective. Is the story being told through the eyes of a character or from the eyes of an unseen narrator? The same sequence of events may sometimes be narrated differently depending on the character whose point of view it is told from.

UNIT-III

1. REPORT WRITING

2. REVIEW WRITING FOR BOOKS AND FLIMS

1. REPORT WRITING

REPORTS

A report is a piece of writing that, as the name suggests, presents a 'report', or information on an event, situation or process. A report must be written in clear, simple language and in a direct style. When writing a report be clear about the following things:

- What the report is about
- who it is meant for
- what it will be used for

Reports are of three main kinds:

1. Newspaper reports and general reports
2. Reports of scientific experiments and processes that were carried out
3. Official reports that are prepared on the instructions of someone in authority.

Newspaper reports and general reports

...Newspaper reports cover current events and everyday incidents in the country and abroad that would be of interest to its readers. They deal with a variety of subjects such as education, entertainment, commerce and industry, politics, sports, science and stories of human interest. Reports for newspapers consist of a direct presentation of facts relating to some situation or event. They are generally impersonal and objective in style. The writer of a newspaper report simply presents facts, without expressing his or her own reactions to the incidents.

Some typical features of newspaper reports are listed below.

- The verb in the headings of newspaper reports is either in simple present tense or in past participle form.

Example:

1. President **leaves** (simple present) for SAARC meet
2. Tughlaqabad Fort **given** (past participle) a facelift
3. Book by Y. K. Reddy **to be released** (past participle)

- Factual descriptions and narrations in newspaper reports use a mixture of verbs in the active and passive voice. This choice is made on the basis of whether the performer of the action is important and needs to be focused on, whether the performer of the action is understood, is not really relevant, is not known or whose identity needs to be kept a secret.

Example:

The prime minister met (active voice) the members of the visiting UN committee last evening. The meeting was arranged (passive voice) in the Parliament House Annexe. It is believed (passive voice) that immediate plans to fight terrorism were discussed (passive voice) at the meeting.

- Newspaper reports also often include the opinions and statements by important persons, experts or those in authority. These may be either in reported speech or in the exact words of the speaker, in direct speech enclosed in inverted commas. Some newspaper reports use both direct and indirect speech to express people's comments and views.

Example:

The head of the cardiology unit at M. R. L. Hospital confirmed reports that the patient is in a critical condition. (indirect speech) Dr Prabhat Kumar said, 'The patient has been put on a ventilator following a massive cardiac arrest. His kidneys, liver and lungs too are not functioning satisfactorily.' (direct speech)

- A fourth feature of newspaper reports is the use of the expressions 'unconfirmed/ confirmed reports' and 'reliable sources' as in the following extracts from newspaper reports. Such expressions are used either in the absence of an authentic source of information or when there is a need to keep the identity of the official or source confidential.

Example:

- There have been confirmed reports of heavy showers in many parts of North India.
- According to reliable sources, actor Sumalata will announce her retirement from films shortly.

Reports meant for a newspaper or those written for a college magazine or as a class assignment usually consist of more than one paragraph. They begin with an introductory paragraph containing basic information about the venue, date and time of the reported event. The next two or three paragraphs are used to describe the event in more detail. The final paragraph sums up or concludes the report.

Reports of experiments and processes

Writing reports of experiments and processes involves a different style from that used in newspaper reports and general, descriptive reports. Since reports of scientific experiments and cooking processes, for example, need to focus on the procedure rather than on the performer of the experiment, the verb appears in passive voice all through the report.

Example:

- The student took 5 ml of hydrochloric acid in a glass tube. (x)
- 5 ml of hydrochloric acid was taken in a glass tube. (✓)
- The chef marinated the fish slices in a paste of onions, ginger and garlic. (x)
- The fish slices were marinated in a paste of onions, ginger and garlic. (✓)

OFFICIAL REPORTS

Official, or business/technical, reports are formal reports written in response to instructions received from someone in authority. They are also referred to as 'survey reports' because they are investigative in nature and are written after studying or surveying, for example, a subject area, a situation or the working of an industry. It is essential for these reports to present facts clearly and concisely because they will be used to take decisions.

We should follow the guidelines below to write official reports.

1. The first step in writing an official report involves the collection of data through investigations, inquiry, meetings, surveys, etc.

2. The second step is to arrange the information in the following format, which is commonly used for the purpose.

✓ From: Name and Designation of the person writing the

✓ **Date:**

✓ To: Name and Designation of the person to whom the report is sent

✓ Title of the report: subject of the report

✓ Terms of reference: who authorised the report/why it is being made, what the reporter has been asked to survey, etc.

✓ Abstract or summary: included when the report is very long, so that busy senior colleagues may get the essence of the report quickly, without having to go through the main body of the report

✓ Body of the report: containing the findings of the investigation

✓ Conclusion: containing the reporter's interpretation of the facts, and his / her comments and recommendations

✓ Signature: of the person writing the report

3. The style and tone used in such reports is usually formal.

4. An official report must be accompanied by a formal covering letter thanking the person, persons or the organisation concerned for assigning you the task of making the report and stating your availability for further discussions and clarifications.

2. REVIEW WRITING FOR BOOKS AND FLIMS

BOOK AND FILM REVIEWS

Reviews describe, discuss and evaluate something. We can review a book or an article, a music or dance performance, a film, the food served in a restaurant, a gadget, or a new model of a car or a motorcycle. A review allows us to judge the thing being discussed and express our opinion on it, This may help someone who wishes to buy or use a product or a service. Writing a review challenges and develops your critical and analytical abilities, and might help both you and your reader to better understand the object of the review.

Reviewing a book

A book review describes analyses and judges the quality of a book. It does so by focusing on the book's content, purpose and significance. Analyse the book's strengths and weaknesses and should give our personal opinion on how well the author has succeeded in her/his purpose, while presenting evidence to support your evaluation.

There are many kinds of book reviews, and they differ in what the person writing them says, as well as in their tone and style.

General guidelines

- Read the book or article carefully and thoroughly, preferably twice.
- Make notes on its content, style and opinions about it. Should write down lines, phrases or words that we would like to quote as evidence for the statements we make.
- We should begin our review by giving the title of the book or article and the name of its author. Some reviews, usually those that are written for newspapers and journals, also mention the publisher, place of publication, publication date, edition, pages, price and ISBN (the International Standard Book Number, assigned to every book published .

- Should give details about the author that are in some way related to the work.
 - We should also talk about the situation that led to the book being written.
- What kind of a book is it? Is it fiction or non-fiction? Is it a collection of short stories, or a novel, or a cookery book, or a book meant for academic reference?
- What genre does it belong to (e.g. family drama, romantic comedy, political satire)?
- Should give a very brief summary of the book's subject and scope.
- Should tell the reader a little about the themes and the main ideas in the book, and the author's stand on them.
- Praise or criticise different aspects of the work whether it was interesting, useful, imaginative, logical, well-researched, etc.
- If readers want to know about the work itself, focus on the book and its author.
- Many experienced reviewers discuss a work in a particular context.
- should compare the book with other books by the same author or with other books in the same genre.
- Should Say something about the author's writing style. Is the language simple or wordy, clear or complicated, formal or informal? Is the tone humorous or serious? Are the style and tone appropriate to the subject and suitable for the intended readers?
- Sum up the book's strengths and weaknesses and conclude with an evaluation or by saying whether you would recommend the book to your reader.
- Be fair and balanced in writing our review. Being completely negative could make readers doubt our judgment.

Reviewing a film

Film reviews are perhaps more widely read than book reviews. Every week, newspapers, magazines, radio and television channels, and websites review films released that week. The opinions of reviewers can have an impact on whether people decide to see a film. Poor reviews can sometimes result in financial loss for film producers. Some reviewers even become well known for their film criticism and many viewers base their decision to watch, rent or buy a film on the opinions of a critic they trust. In addition to helping readers determine whether they want to watch a particular film, you can also write reviews simply to express your views and emotions regarding the film.

A summary description of the film usually forms the main part of any film review. A review should give just enough details about the movie to help the reader make an informed decision—without giving away the entire plot or, especially, any surprises.

General guidelines :

- To begin with, watch the film in question more than once, if possible. It is usually the little details that separate a good film from an average one.
- Should take notes on the movie and gather basic facts about it (such as the full title, year of release, running length, the genre, the names of the director and the lead actors, and so on) as we watch it.
- Give a brief summary of the story. Should identify the main characters, describe the setting, and give a sense of the central conflict of the movie. This is to give your readers an idea of what they will be in for.
- Talk about how the director chose to portray the events and characters in the story. Were there too many elements in the plot? Was, in your opinion, something essential left out? Such decisions are taken by the director, who oversees the making of a film. You could also compare this film to other films directed by the same person.

- Evaluate the cinematography and the editing. Cinematography refers to the techniques used to film the movie, which results in the overall look and feel (bright, dark; gloomy, cheery, gritty, surreal) of the film. Editing refers to the process of assembling the filmed action into a narrative. (Did the story flow smoothly or did the move from one frame or scene to another seem choppy?)

should Present our opinions regarding various aspects of the film. Avoid making generalized statements such as 'it was a wonderful film' or 'the acting was very bad'—be specific.

- When presenting our opinions, support them with valid reasons.
- Ensure that ours writing is clear and easy to understand. Do not use too much technical jargon, unless you are absolutely sure that the readers will understand. Remember that the idea is to make yourself comprehensible, not show off.
- Once finished the first draft, should edit our review: check all facts; change the paragraph structure; add or delete sentences as necessary; and check spelling, grammar and punctuation. A clean, well-written review seems more impressive and credible than one which is full of mistakes.

UNIT-IV

1. WRITING FOR TV RADIO AND MAGAZINE

2. FREELANCEWRI

1. Writing for TV radio and magazine

Television radio and magazine are all forms of mass-media. They have wide range of audience therefore for writing these three mass-media, one's attention must be positive.

Writing for Television:

This form is considered to be the most effective form of mass-market advertising as one commercial can reach millions of viewers. Just as in radio advertising, advertisers purchase airtime from TV networks and channels, so that they can insert television commercials that could be as short as a few seconds or as long as a few minutes. The cost of such advertising can be incredibly high, especially during peak hours, when people are most likely to be at home and watching television.

Television writing is the art of writing a TV show. Television is an exciting medium for writers because they get to control everything from the stories that are told to how the sets are built. TV writers develop stories, write scripts, make edits and revisions, and help determine what an episode looks like.

TV scripts are shorter than movie scripts writing an episode of television takes less time and results in fewer pages. TV episodes are either 30 minutes or 60 minutes long with commercial breaks, while feature films are atleast 90minutes long. TV shows typically focus on the writing rather than the visual to drive the story. Movies are more cinematic than most TV shows and involve more considered cinematography.

TV shows require more writing in the long-run. Individual episodes are shorter than movies, but require more writing over the course of a season or entire series

Writing for Radio:

Radio journalists need to be able to pick the best, most news worthy audio clips, and write clear and informative scripts that introduce the material they have collected. Just like TV and other forms of media, there are many different areas within radio. As a result, there is no set format have to follow. Ultimately the type of script we write depends on what we need for our show. Examples, if it is a talk radio show it needs topics and structure so it can flow.

- Unlike print, radio listeners can't go back to the part they've missed. It has to be clear the first time, because there is no second chance.
- Unlike TV, there are no pictures to reinforce your words. That means your script has to do all the describing. It also has to grab the listener's attention. You can't back into the main point - you have to get to it quickly without a long preamble.
- Radio is personal - you're talking to one person at a time. That's why your writing has to sound like it is "talked", not read. Lectures don't work on radio. Your script can't be just "read". It has to be performed. Radio writing has to be tight and clear, and above all, interesting. Over-the-air radio has been called the theater of the mind, because good writers can conjure up images for listeners. But most radio news is heavily formatted into tiny story slots, so you need to be as clear, descriptive, and direct. 1. You must be descriptive. Obviously, the visuals aren't there, so you have to add words that speak of sights, sounds, aromas, and whatever else contributes to setting the scene. Ambient sound is often a big help to accomplishing word pictures. 2. You must write tightly. Scripts are short. Commercial radio network newscasts are brutal, with stories ranging from 10 to 30 seconds. This demands that you winnow out the excess material and include only what is necessary to tell the story. Noncommercial newscasts are longer, but are often also formatted into tight patterns. 3. You can write with more style. Your vocal presentation must be gracious and authoritative, and your personal warmth must come through in your reports.

Keep it short and fast! Every second counts. Write short sentences with one basic idea in each. We are trying to cram information into peoples' ears, one short line at a time. Long, complicated sentences full of big words don't make you sound smart. Say what you mean, throw away all unnecessary words, and try to maintain a conversational style.

Radio texts have to be well presented, logically structured and easy to understand. If listeners stumble over unfamiliar words or cannot follow your train of thought, you lose their attention. And even if the listeners are only disoriented for a moment, the speaker on the radio meanwhile continues reading. So it will be difficult for the listeners to catch up with the context, once they are ready to concentrate again. Ultimately, much of your message will be lost on the listeners.

Writing For Magazine:

- **Fiction.** When it comes to fiction, magazines expect writers to submit the complete manuscript with a cover letter or note (more on that below). Most short stories run 1,500 to 5,000 words. Anything shorter is usually considered flash fiction or short short stories; some places do accept longer works, but it gets more difficult to find markets.
- **Poetry.** The expectation with poetry is also to submit the complete manuscript with a cover letter. However, most magazines like poets to submit a grouping of poems—most commonly three to five poems in a submission.
- **Nonfiction.** Nonfiction is a little more complicated, because it depends what type of nonfiction you're writing on how you submit. Creative and literary nonfiction, including personal essays, is usually handled in the same way as fiction submissions. That is, submit the complete manuscript with a cover letter. However, articles that teach a skill, deliver information, and/or profile a person, place, or thing often are handled with the query letter.

2. Freelance writing

Freelance writing:

Freelancing is one of the latest emerging trends in the field of preferable professions and in rapid gaining popularity as a chosen profession. The biggest advantage of freelancing is the freedom that it gives the author or the writer. Freelancers are not regular employees of any magazine house or newspapers and hence are not bound to follow any restrictions.

Freelance writing forms an important part of many publications since publishers cannot possibly hire an expert from every field on a permanent basis. Such writers are often termed 'freelance' writers and are usually experts on the subject that they are writing on.

What Is Freelance Writing?

Freelance writing is the practice of writing for money while working on one's own and not being employed by a company or organization. Freelance writers produce whatever written text is needed by their clients, either working from home or in a rented office space. Writers can have many different clients, or, one very large client with a lot of steady, ongoing work. Writers can work as generalists and cover topics as diverse as automobiles and architectural design. Or, they can specialize in one area, such as the culinary arts. Specialists do tend to find more assignments and earn more than generalists.

How Do Freelancers Get Paid?

Every client has its own process and payment type. Sometimes a client will want the writer to send an **invoice** when the work is done, or they pay half up front and the remainder when the work is handed in. Sometimes, clients simply want a PayPal message reminding them payment is due, and then a check is dispersed. Other clients have intricate computer systems that tell them when it's time to pay a writer, and no action is needed on the part of the freelancer.

Many individuals and smaller businesses like the convenience of PayPal. However, large organizations stick to the more traditional system of sending checks by the due date noted on submitted invoices.

Whatever kind of payment schedule is used, the writer has to be really good at budgeting and money management because the onus is on them to get paid in a timely fashion.

UNIT-V

- a) Preparation of web content
- b) Advertisement writing
- c) Types of advertising and advertising media
- d) Writing techniques in effective advertisement
- e) Codes of ethics for advertisement
- f) Advertising and marketing.

A) Web Content

Web content is information that is made available to the public via the Internet. This information may be found on user web pages, websites, online forums, etc. An example of a website that hosts a tremendous amount of web content is Wikipedia.com, which acts as a free online encyclopaedia. Writing and preparing content for the web is very different writing articles, advertisement, books, essays, etc., as information is conveyed in a different way on the Internet.

Planning

Normally, when writing an article or essay, it is a good idea to break up the text into a introduction body, and conclusion, with a central idea connecting and holding the text together. This applies here as well, with the purpose of our website being to connect all the individual bits of information together. The plan, or as it might later develop into, the sitemap, should list the headers and sub-headers of all the information we would like our website to include. These headers and sub-headers will eventually become links which users can click on to access information when the webpage goes live. To go live, here, means to become operational.

Target audience

Knowing who will primarily be visiting the website is very important. What the site looks like and what it contains, what language we will use, and what extra information we might need to provide all these will depend on who the website is for.

Content

When generating content for the web, it is important to keep in mind the following points

- ✓ Less is more: be succinct and to the point. The internet is a virtual hub that reflects the current pace of society. This means that everyone wants information at their fingertips. Make sure that we should clearly concisely provide the information to our target audience.

✓ Visual hierarchy: when creating web content, remember to think about headers, sub-headers, lists and links. Visual hierarchy means the order in which the eye is able to understand information in front of it. Should focus on the structure of our content so that it is easy on the eyes and accessible to the reader. Large paragraphs of text tend to put off on line readers.

✓ Consistency: consistently format content with clear headings and sub headings. This makes the content both easier to read and to create. Keep it simple.

In order to write good web content, we must remember the fact that web users are more likely to scan than read content. And so are looking to find information as quickly and efficiently as possible.

b) Advertisement writing

c) Types of advertising and advertising media

Advertisements

Advertising is the business of drawing public attention to a product/service to try and convince potential customers in to buying or using the product/service. This is done to boost sales. The attention drawn must be positive; hence advertisement tends to favourably stress the key-points of the product/service.

Types of advertising and advertising media

Nowadays it is tough to go a single day without encountering advertising in all its forms. Virtually any medium can be used, which means we are likely to come across ads everywhere we go.

➤ Billboards:

Billboards are large outdoor signboards on which advertisers can put up creative images of their product for the public to see. They are a common form of advertising, typically located in high traffic areas. The billboard attempts to be as eye-catching as possible, and is located in a traffic-heavy location where passersby can easily see the ad.

➤ **Online:**

This is form of advertising that relies on the internet as a platform for promoting product/services. Banner ads (ads located or 'embedded' within a webpage) and pop-up ads (new web-browser windows that open or pop-up in front of a previously accessed web page) are the two most common forms of online advertising.

➤ **Print:**

Also called press advertising, this describes any advert that comes in the form of printed material. Therefore ads in newspapers, magazines, journals, etc... all come under print advertising. Such advertising has the potential to reach a broad audience as the ads may appear in national or local newspapers-like the Deccan Herald or The Indian Express or may appear in popular magazines which target a large readership base.

➤ **Radio:**

Many advertising agencies purchase airtime(the length of a radio show or message) from radio networks or stations so that those channels or networks or stations will broadcast their ads. Radio ads are audio ads which means that people only hear about the product/service.

There are two types of radio ads.

1. **Live reads:** during a radio show, a DJ (a Disc Jockey is a person who plays recorded music for listeners) will read out an advertisement or endorse (to publicly support a company or product/service) something.
2. **Produced spots:** The advertisement agency records their ad and submits it to the radio station for playback.

➤ **Television**

This form is considered to be the most effective form of mass-market advertising (advertising a product that is designed to appeal to many different people) as one commercial can reach millions of viewers. The cost of such advertising can be incredibly high, especially during peak hours, when people are most likely to be at home and watching television.

➤ **Celebrity endorsements**

In advertising, across all mediums, celebrities or known public figures (from sports figures to politicians to musicians) may endorse or publicly show their support for a product/service. Using such figures helps bolster the company's image, making it more recognisable to the public through their heroes and celebrities.

d) Writing techniques in effective advertisement

Techniques of effective advertising

Though advertisements come in many different forms, good ones all share the following points.

- ❖ **Attention grabbing:** Using catchy music, stirring images, bold text, etc. to catch the reader or viewer or listener's attention. Without the target audience's attention, an advertisement fails. Using 'positive' images, such as babies or friendly pets or nostalgic images, fills the audience with positive thoughts and leaves them looking for more; it makes them willing to watch, listen to or entire ad.
- ❖ **Key features:** Ads focus on those features or characteristics of the product that the customer can benefit from. For example, an ad for a laptop should highlight the distinguishing points that set the laptop apart from the competitors—perhaps its screen resolution or memory or processor speed is the best in the market.
- ❖ **Layout/structure:** Apart from radio ads, advertising is a visual form of Communication. Therefore, there is a need for information to be arranged in a clear layout, with some structure, so that viewers can quickly process the advert and understand immediately what is being sold.

❖ **Offer/urgency:** Many ads often use the phrase, 'Hurry! Limited offer only!' This is done to spur customers into buying the product as quickly as possible, as it is available on discount (or may include a bonus package) for a short period of time. It is an action motivator. Many ads use urgency to imply that if the customer does not act soon, they lose out on a once-in-a-lifetime deal.

e) Codes of ethics for advertisement

Ethical concerns:

Ethics is the study of what is morally right or wrong. It is an important element of advertising, as advertisers are granted the creative license to exaggerate the merits of their product/service in the hope of selling it. Such an 'exaggeration', or form of 'false advertising', can be seen as a lie by consumers.

Ethics comes into play when advertisers 'distort' the truth they are projecting, and this was clearly the case with the tobacco industry. Scientific and medical studies would go on to prove the detrimental effects of cigarette smoking on one's health.

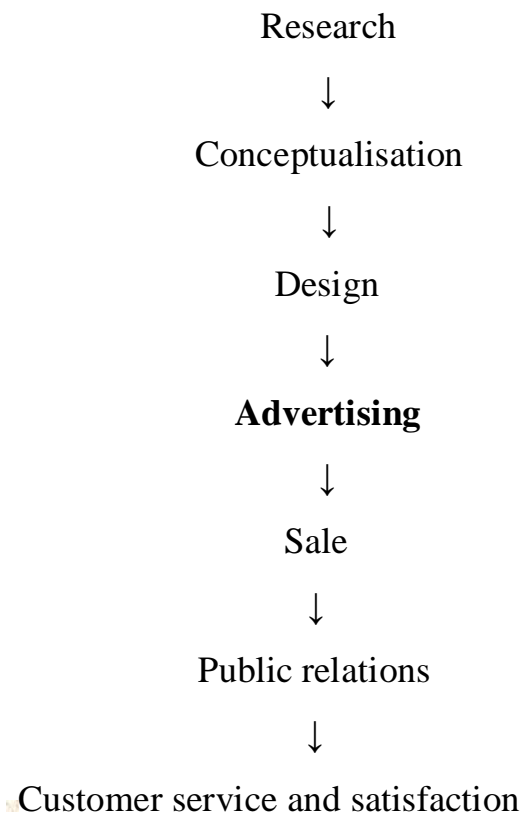
Standards

There exists a code of ethics in India with regards to advertising. The Advertising Standards Council of India (ASCI) is a voluntary investigative body set up to screen content that is included within ads in India. It sees to it that any ads that exaggerate the truth in an intentionally deceptive manner are taken down.

f) Advertising and marketing

Marketing:

What is the difference between advertising and marketing? As mentioned earlier, advertising is a process by which a company draws favourable public attention to its product/service in an attempt to boost sales. Marketing, however, is a larger process that uses advertising as a tool to establish a brand name.



Branding

Branding is the result of marketing. It is when a company's logo, slogan or visual identity are so well-recognised that they are immediately associated with that company.