

QUI TRÌNH VIẾT HIỆU QUẢ (Writing for the media)



QUESTIONS

1. What is the news releases ?
2. Have you ever read a news releases ?
3. How do you read the newspaper ?



WHAT IS NEWS ?

There is no clear or consistent definition of news. What is news to one newspaper is often of no interest to another. News value differs between press, radio and television. The style of news even varies between morning, and afternoon newspaper.



Th.S DINH TIEN MINH

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WHAT IS NEWS ?

- Journalism → Du jour = “Of the day”
- News is about Now
- News = $f(t)$
- News is something new, up to minute, unusual, sensational or something which will affect many people and therefore in the public interest.



Th.S DINH TIEN MINH

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KEEPING IT SIMPLE

Your message has to be able to be understood by the person.

Use short sentences. Use short paragraphs. Use vigorous English. Not forgetting to strive for smoothness. Be positive, not negative.



KEEPING IT SIMPLE

“Fog Index” = word-length and sentence length test.

Measuring “readability or simplicity”

- Step one: Take a sample of around 100 words from the writing to be tested (complete sentences). Count the exact number of words.
- Step two: Devide the number of words by the number of sentences to get the average sentence length.



KEEPING IT SIMPLE

- Step three: Count the number of word of three or more syllables (excepting long words made up of two simple words)
- Step four: Add the average sentence length and the number of long words together.
- Step five: Multiply the result by 0.4 to get your Fog Index.



Th.S DINH TIEN MINH

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KEEPING IT SIMPLE

- Fog Index = 10 → popular
- Fog Index > 12 → Highly educated audience
- Fog Index > 15 → No audience.



Th.S DINH TIEN MINH

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5W1H

Golden rule → Guideline for all writing for the media.

I keep six honest serving-men

(They taught me all I knew);

Their names are What and Why and When

And How and Where and Who



Th.S DINH TIEN MINH

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5W1H

WHAT happened

WHERE it took place

WHY it occurred

HOW

WHEN

And to WHOM



Th.S DINH TIEN MINH

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ANGLES

This is a term denoting the approach you take on certain facts or information and the way you arrange them.

Ex: Imagine a car overturned at a certain intersection in your city and a person was killed.



ANGLES

“A man or woman was killed yesterday when his or her car overturned at the corner of X and Y streets”.

“A man killed at the corner of X and Y streets yesterday was the 11th victim of this section of road in the past year, raising concern that the intersection is the death corner because of poor sign-posting and inadequate visibility.



ANGLES

PR professionals specialise in finding “angles” to get publicity in the major mass media.

Ex: If the company is launching a new product, straightforward product information is unlikely to make the new pages. But creative PR staff may find an angle that a certain client company has gained 30% increase in efficiency by using the product.



EXTROVERTED WRITING

PUTTING YOURSELF IN THEIR SHOES

Writing for the media must be extroverted, not introverted → Imagine someone you know unassociated with the subject reading in front of you.

Never writing in relation to your own needs, attitude and intellectual capacity.

PR is about the Public.



EXTROVERTED WRITING

Write simply. Use common words. Avoid jargon, technical terms. Write for the reader and look for angles that will interest the average readers or listeners.



TIME IS THE ESSENCE

Timing = The need to meet deadlines, and the special considerations in timing your message.

- Television
- Radio
- Newspaper (morning, afternoon, weekly, bi-weekly)

The earlier The better



MEDIA STYLE

- Criticise or Criticize
- Program or Programme
- Honor or Honour
- Mr. with male surnames and Mrs. or Ms. with female
- 10 or ten

→ *Media style book*



THE INTRO or LEAD

The launching pad of a news release for the media is the introduction, referred to as the “INTRO” or the “LEAD”

Three principles of a lead:

- No more than 25 words
- News comes first (who, what, when, where)
- Active voice, not passive



THE INTRO or LEAD

Vài lưu ý :

- Biên tập báo chỉ dành vài giây để nắm bắt thông tin và quyết định xem nội dung này có được dùng không.
- Viết cộc động ngay từ đầu, ít nhất đoạn mở đầu cũng được đăng tin.
- Thông thường tin bị cắt xén từ dưới lên.



Th.S DINH TIEN MINH

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THE INTRO or LEAD

Built for just 10,000 USD, a mini-jet aeroplane will be given its maiden flight over Smithtown air base next Sunday by a 21-year-old apprentice engineer who constructed it in his backyard.

Pls. reform the news !!!



Th.S DINH TIEN MINH

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THE INTRO or LEAD

A 21-year-old apprentice engineer will test fly a home-made mini-jet aeroplane at Smithtown on Sunday.

The jet, which was built in the backyard for just 10,000 USD, will be tested over Smithtown air base by its designer, (name)



THE INTRO or LEAD

The “Intro” or “Lead” should be the main point. It should be short, and to the point. Its aim should be to grab the reader and make him or her say “I have to read this”. → AIDA (Attention, Interest, Desire, Action)



ABBREVIATIONS

Use all titles and terms in full on first usage, subsequent references can be abbreviated.

Ex: DOS, LAN, RAM, ROM, TCP/IP ...



FORMAT FOR MEDIA RELEASES

- All material should be typed or word processed.
- Wide margins should be provided both left and right.
- One side of the paper only – Never double-sided
- Clearly dated and recorded a name and telephone
- Firmly staple the document together...



FORMAT FOR MEDIA RELEASES

- Tiêu đề: Sử dụng ngay giấy có tiêu đề công ty.
- Kiểu chữ: 12, VNI-times, VNI-Arial, hạn chế chữ in.
- Đầu đề bài báo: Giản dị, dễ hiểu.
- Cách viết: Viết như một văn bản bình thường.
- Các ký hiệu: Hạn chế



7C's IN PR WRITING

- Complete (trọn vẹn)
- Concise (súc tích): short term, no repetition
- Concrete (cụ thể): number
- Clear (rõ ràng): unity, coherence
- Careful (thận trọng): easy understanding
- Correct (chính xác): statistics
- Courteous (lịch sự): culture, honesty

