

# Broadcasting Mass Communication: Audio and Video

J202

Week 11

# Broadcast advantages

- ✦ ads
  - ✦ personal
  - ✦ market segmentation
  - ✦ cheaper
  - ✦ repetitive
  - ✦ pervasive (but be wary of iThreats)
  - ✦ mental imagery and engagement
  - ✦ support marketing
  - ✦ Hospital campaign examples

# Broadcast advantages

- ✦ stories
  - ✦ immediate
  - ✦ horse's mouth
  - ✦ pervasive
  - ✦ easier
  - ✦ “you were there” quality

# Broadcast disadvantages

- ✦ clutter
- ✦ lack of control
- ✦ itchy trigger fingers
- ✦ fleeting medium
- ✦ mental processing
- ✦ distractions
- ✦ so goal = attention + retention

# Audio content

- ✦ 3 elements
  - ✦ voice
  - ✦ music
  - ✦ sound effects
- ✦ 4 elements for video (pictures!)
- ✦ voice in stories
  - ✦ narration, soundbites
- ✦ voice in ads
  - ✦ announcer, characters, lyrics

# Broadcast content

- ✦ natural or ambient sound; B-roll
  - ✦ NATSOT
    - ✦ Puts you at the scene
    - ✦ More interactive
- ✦ soundbite or interview
  - ✦ SOT
    - ✦ Facts and credibility
    - ✦ Video attribution
- ✦ narration or voiceover
  - ✦ VO
    - ✦ Bridge and comprehension

# Broadcast writing

- ✦ clarity of language
  - ✦ everyday words
  - ✦ conversational, informal
  - ✦ concise
- ✦ clarity of style
  - ✦ short sentences, phrases
  - ✦ subject-verb-object

# Broadcast writing

- ✦ clarity of ideas
  - ✦ single central theme
  - ✦ hit idea immediately
- ✦ clarity of attribution
  - ✦ state at beginning of info
  - ✦ less formal titles
  - ✦ prefer bites to spoken quotes
    - ✦ don't overwrite the bite!

# Broadcast writing

- ✦ for ear, not eye
- ✦ simplicity and clarity
- ✦ convey essence in limited time
  - ✦ 16 lines = 1 min
- ✦ Rule of 20
- ✦ story in 3 words
- ✦ pronunciation
  - ✦ s, th, ing
  - ✦ contractions

# Broadcast leads

✦ do not lead with

✦ unfamiliar name

✦ numbers

✦ quotation

✦ long intro phrase

✦ wordiness

✦ question

✦ do lead with

✦ most immediate point

✦ fresh angle

✦ short sentence

✦ present tense

✦ conversational tone

# Common problems

- ✦ excessive modifiers, phrases
- ✦ excessive alliteration
- ✦ judgmental alternatives to “says”
  - ✦ insists, claims, implies, grumbles
- ✦ who is talking?
- ✦ passive voice
- ✦ weak verbs
- ✦ past-tense leads
- ✦ spoken quotations
- ✦ tricky contractions

# Broadcast effects in ads

- ✦ music Pampers
  - ✦ improves memorability
  - ✦ promotes brand ID
  - ✦ sets buying mood
  - ✦ breaks clutter
  - ✦ hook notes and memorable devices
- ✦ ambient sound
  - ✦ builds mental imagery
  - ✦ connects to creative concept

# Broadcast effects in ads

- ✦ sound effects
  - ✦ establish creative concept
  - ✦ grab attention
  - ✦ use restraint
    - ✦ clutter, cliches, clamor
- ✦ characters
  - ✦ lend credibility
  - ✦ promote mental imagery

# Soundbites and performance in stories

- ✦ interview with active listening
- ✦ direct questions for useful bites
- ✦ rephrase question if bite was lacking
- ✦ VO = facts
- ✦ bites = feeling, emotion, interpretation
- ✦ audible breathing, responses
- ✦ practice, practice, practice

# Broadcast sound and ethics

- ✦ editing
- ✦ audible garbage
- ✦ changing meaning
- ✦ context
- ✦ music
- ✦ balance, fairness
- ✦ profanity

Let's avoid....

**CONAN**

Weeknights **11/10c**



And While This Is Useful...

# Rules for news video

- ✦ tell a story
- ✦ make it visual
- ✦ make it audible
- ✦ let action speak
- ✦ emphasize emotion
- ✦ make facts visible

# Rules for ad video

- ✦ single creative concept
- ✦ visuals to match
- ✦ music to match
- ✦ originality



# Video pacing

- ✦ timeline tells story
- ✦ reinforces creative concept

# Video shooting tips

- ✦ hold shots > 10 sec.
- ✦ keep steady
  - ✦ tripod
- ✦ get camera close
- ✦ fill the frame
- ✦ follow still composition
- ✦ camera to shadow side
- ✦ always monitor sound

# Video shooting tips

- ✦ shoot sequences, cutaways
- ✦ wide-medium-tight for every shot
  - ✦ tight for transition
- ✦ establishing and closing shot
- ✦ camera movement
  - ✦ zoom, pan, tilt
  - ✦ hold 10 seconds either side
- ✦ your movement