

TELEVISION PRODUCTION

Script Writing Tips

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2. Use **simple** everyday **words** - think **“Target” audience**

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3. **First line** of “Intro” should **“tease”** the audience

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4. Don’t give away the whole item in intro - **“spoiler”**
 - **set it up** so viewer will understand what it is about
 - Use **descriptive** and **action words**

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5. Write like a **conversation** not formal delivery or speech
(read script out loud as practice - this is not a formal presentation)

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