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Paper No. 3
Script Writing for Educational Television

By Prof S. Bashiruddin

1. Remember a script is meant for a specific target audience in mind and not for anyone. This is the basic rule in scripting.

2. Even if the audience is broad spectrum take into consideration this aspect and frame the guidelines for scripting accordingly.

3. In Educational Television the objectives (goals) of the programme are important. Do not deviate from the objective i.e. raising people’s awareness through an interesting and stimulating audience.

4. The script must uncover the goal gradually.

5. At every stage, the Script Writer/Programme Producer should ask the question:

   a) Can the idea be conveyed visually and easier understood?

   b) Anticipate the problems the viewer may come up with. Viewers here are primarily the undergraduates and peripherally housewives and graduates and others interested in learning.

6. Communication being “sharing” of information the Producer/Script Writer should never forget the his idea is to share and not to impress or the confuse the viewers or leave them in doubt.

7. An effective communicator is a facilitator of understanding and does not take chances with his audience background.

8. In the choice of subject, it is erroneous to think that only certain subjects lend themselves to visual treatments which depends upon the visual creativity and contextual relevance with which the scripting is done.

9. All topics can be usually presented by the application of the seven Cs of communication.

10. The seven Cs of communication are: 1) Capability of the Audience 2) Credibility of the source/presentation 3) Relevance of contents 4) Context of the presentation 5) Visual exposition 6) Clarity of presentation 7) Continuity and consistency.