

IDEAS FOR TOPIC

It is not easy to develop ideas for magazine writing though we have told you earlier that ideas can be had anywhere. Only the most imaginative and probably the experienced person can generate ideas simply by setting his mind to the task. A newcomer to the field certainly finds it difficult to do that. Then, what would you do? Should you wait for the situations to develop so that ideas can crop up. If you do that, possibly you will never come up with an idea. While it is true that if you develop a knack for generating article-ideas, it would help you, there is also a way to consider how many different methods can be used to generate it. Here are some for beginners

Ideas for College Campus

The college or the university campus can be an excellent source of ideas and information for articles. College or university students union or teachers' elections or senate meetings always generate heat and interest in the local community, If you are alert, you will be able to spot so many interesting or intriguing episodes. A systematic and simple description can make an enjoyable piece. Groupism among teachers in favour of or against the head of the institution, or a tip off about some new appointments can also make a good story. Even as simple a thing as announcement or shifting of examination dates spiced with the reason behind it can be of interest to your local paper.

Search Ideas from Newspaper Columns

Anyone who wants to become a freelancer should read his daily newspaper carefully. There are a number of small news events which can be developed into articles of features. Some ten years ago, a small item appeared in a small town paper. It was about the discovery of a grave in

Faizabad on which an image of a key was inscribed. A local freelancer followed it, researched upon it and came out with a 1,000 word feature giving a background of the graveyard, linking its history to the Nawabs of Oudh and to a missing bunch of keys of the famous Bahu Begum, which according to legend, had been thrown into the well inside the Bara Irnambara in Lucknow. The Sunday magazine of The Times of India liked the piece so much that it front paged it with a beautiful calligraphic headline and photographs.

If the journalist had not had the knack, that innocuous piece of news would have, just been lost into oblivion. The writer must read and analyse magazines to get a feel what kind of articles it published. Read as many newspapers as possible for ideas. You must see more than the facts. You should also be able to see their implications.

Company journals or house magazines are sometimes heavy with facts that can be used profitably by freelancers. University magazines and research journals which are also rich sources of material, are usually available free to a writer and can be obtained regularly through the mail.

Similarly, annual official reports also provide a storehouse of ideas. You have to take the cue, , Research it, meet the concerned people for facts and you can come out with a brilliant piece.

Cultivate Keen Observation Faculty

The Writer who is truly observant looks into his own experiences and surroundings with clear eyes. If you are travelling by a long-distance train **and** are a keen observer, you will notice the change in complexion of its passengers as it traverses-different regions. At the end of the journey, if you can narrate your experience, spicing it with the behaviour of some of your fellow passengers, it will be a readable piece. Most travel and tour stories are the result of such observation. Even attending to someone who is sick in a hospital, can be a rewarding or pathetic experience. Just write down the points and see how beautifully the points may be developed.

Article Ideas from PR Persons

Public Relations persons are generally passive journalists. They move in a wide circle and come to know so many things. If you develop a friendship with such persons, they can suggest story

topics to you that are not self-serving. For a journalist to ignore all such Public Relations persons or treat their suggestions cynically is unfair. A good article remains a good product even if it benefits the person who gives such ideas. You need only to guard against being used for unworthy purposes.

Article Ideas from Editors

As you establish yourself and begin to write regularly for a magazine or a periodical, you can expect your editor to begin suggesting topics to you to develop. In due course of time, half of your ideas can come from editors.