

Basics of Magazine writing

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- ⊕ The joy of magazine writing lies in its **variety**.
- ⊕ Anything from a celebrity interview to a food recipe can be the topic for magazine articles and this variety demands **versatility**.
- ⊕ Coverage of events for magazines offers challenges as well as opportunities to journalists.
- ⊕ **A creative flair and innovative skill** may help in producing masterpieces and also in creating an everlasting impression on the reader's mind.
- ⊕ The **language** used depends, to a certain extent, on the **objective** of the magazine.

⊕ Literary style is generally preferred by the magazine press. Thus magazine writing requires a different way of thinking, writing and structuring.

⊕ Effective magazine writing is accessible, interesting, lively, **colourful**, grabbing and relevant.

⊕ Whatever be the type of publication a journalist writes for, the basic approach is the same: **write for your readers**. However, good writing for magazines depends on the adherence to some well known guidelines.

Guidelines a magazine writer should follow to produce a stylish copy

- ⊕ Know whom you are writing for, their interests and concerns.
- ⊕ Know what you want to say and achieve.
- ⊕ Always prefer the concrete to the abstract.
- ⊕ Be accurate and readable.
- ⊕ Have an attention grabbing intro.

Guidelines a magazine writer should follow to produce a stylish copy

- ⊕ Spend considerable time thinking about fresh ways to approach the subject.
- ⊕ Keep materials and sentences short.
- ⊕ Promote a vibrant style.
- ⊕ Know the publication's editorial policy to achieve your direction.

⊕ Magazine writers often develop a strongly personal style that is opinionated, anecdotal and gossipy while developing the content.

⊕ The quality of the content and style are equally important.

⊕ The word play and tricks of style make the piece entertaining to read.