

Magazine writing styles

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- ❑ Readers are primarily interested in what you have to say.
- ❑ Depending on the way in which you say it may encourage them either to read on or to give up the piece.
- ❑ Writing style is always personal; it is your own. Like your signature, it is unique and distinct.
- ❑ Writing style reveals the writer's personality or voice.
- ❑ The aims and objectives of the magazine are clearly reflected in the style of writing.
- ❑ The potential readership of magazines also determines the style.
- ❑ The specialized magazines have their own unique style of writing and presentation depending on the above discussed criteria.

Some of the common styles used by the magazines in their presentation of articles.

- Narrative writing**
- Serialised narrative writing**
- Descriptive writing**
- Persuasive writing**
- Imaginative writing**
- Visual writing**
- Multiple inverted pyramid**

Narrative writing

Narratives are works that provide an account of connected events.

In a narrative style, you'll need to tell a story in such a way that the audience learns a lesson or gains an insight. Narrative writing is a type of writing in which the author places himself as the character and leads you to the story. Here, being a narrative, a story or event is told through characters and dialogues. Narrative writing has definite and logical beginnings, intervals and endings. Narrative writing uses many literary techniques to provide deeper

meaning for the reader and it also helps the reader use his / her imagination to visualize situations. Literary techniques include metaphors, similes, personification, imagery, hyperbole, alliteration, back story, flashback, flash-forward, foreshadowing and narrative perspective or point of view. It also makes use of literary elements such as setting, plot, theme, characters, style/structure, perspective, voice etc. since literary techniques are best understood in the context of one of these elements. Figurative language is a common element in narrative writing.

Serialised narrative writing

In this style you cannot find out what's going to happen next. You have to wait. Here the writer really understands how to hold a reader by his/her side and make them stick on with the piece till the end. That's the skill absolutely essential for this style of writing. The first and most essential quality of a serial narrative is that it has to be immensely, intensely and inescapably readable.

They should have a powerful pull on all readers with the power of a delicious sense of enforced writing. The writer can also make use of dialogues in this style to convey the real emotional spirit, if necessary. One of the reasons for a serial narrative's power is that the plot unfolds gradually because it is unfolding the rhythms of life. The writing should end with something that makes the reader feel it wasn't a waste of time.

Descriptive writing

Descriptive writing focuses on describing a character, an event or a place in great details. It is sometimes poetic in nature in which the author is specifying the details of the event rather than just the information of that event. In a descriptive style, the writer needs to describe a person, object or event so vividly that the reader feels like s/he could reach out and touch it. The writer attempts to convey as many of the senses related to the subject as possible

for a clearer understanding of what is being described. Descriptive writing has a unique power and appeal, as it evokes sensory description through sights, smells, sounds, textures and tastes through the text to your reader. Hence word choice in descriptive writing is critical. Each word must be critically evaluated to see if it contributes to the overall description. Therefore, this style tends to use more adjectives and adverbs, as well as figurative language and imagery to create details that allow the readers to envision the scenery and events in their minds.

Persuasive writing

This writing revolves around convincing someone. Persuasion requires great skill and effort to convince your readers to endorse your opinion or viewpoint. You write with the sole objective of persuading your readers. Persuasive writing utilizes the power of words to confidently and passionately convey a very important matter. Such writings are usually written with precision and authority. Persuasive texts are set out to argue and prove a case by presenting ideas that follow in logical progression. It aims to

convince a targeted audience of the validity of a viewpoint on an issue by presenting logical arguments. Anticipating and answering possible objections or opposing arguments, all types of persuasive writings should present well researched evidence to support the case and also provide facts from authorities to prove or disapprove an argument. The most common forms of persuasive texts include essays, editorials, letters to the editor, opinion articles, feature articles, interviews, speeches and submissions.

Imaginative writing

Imaginative writings present ideas, issues and arguments in an imaginative and credible way through description, characters, settings, figurative language, the five senses, etc. An imaginative writing assumes the form of fiction, specifically of short story. Depending on the idea, the imaginative article can discuss anything from space travel to civil rights. Because of this wide variation, some imaginative pieces require a very serious response, while others invite a much more light-hearted, fantastic one. Usually,

imaginative write-ups start with a hypothetical situation and ask how you would respond to it. It should be credible and plausible and must convey information through description and figurative language. Add sensory details and realistic conversation. Also include imaginary interactions with the characters. The characters should be dynamic in nature and they should see things differently or act differently by the end of the story. Narrate and describe events, characters and situations. For an imaginative writing, you will not have to use formal language, but you need to show your mastery of writing.

Visual writing

Visual writing is a good language for story telling in any medium. It focuses on the mind, distinctive details from the intricately interconnected experiences of the individual. Visual writing creates depth, quality and pacing. Visual style isn't an extension of the writing, but it has to be embedded into the writing in a way that the reader may not even be aware of its presence. This means visual style is not about adding more but enriching an already existing text. Visual communication

engages meaningful experiences and feelings within individuals through richly embedded image symbols which are conveyed either directly through text or indirectly through other senses. One aspect of visual language is that it is a fluid language and it spontaneously convey meanings. Another aspect of visual language is the composition of images used and the scenes it creates. A third aspect of visual language is dialogue which uses words that invoke images. The dialogue creates movement in the story.

Multiple inverted pyramid

In the field of magazine journalism, the term 'multiple inverted pyramid approach' refers to a style of writing which informs and entertains the readers through self-sufficiently built plots of information, each of which may be arranged in the form of an

inverted pyramid. The fact is that the idea of the whole story is spilled in the first paragraph itself. The reader can decide whether to continue reading the details or to go into something else. But even if the reader stops at a certain point, this form of writing may provide some essential facts to the readers.