



# Media Tools



Welcome to the Information Freeway

## Ideas !!!!!!!..

**Ideas** Are the beginning of the Future.

Ideas make it possible to keep up with changes. Ideas are the most productive of all intellectual property activity.

Ideas are preserved through, 'Knowledge Continuity'.



Don't let Ideas be forgotten or lost. Every day lots of ideas are thought off and quickly forgotten or lost. The best are lost! The reason being they were not preserved, recorded or written down. Write them down. Store, sort, file and revisit.

Memory is unreliable when it comes to preserving and nurturing new ideas. Carry a notebook (**planner**) or recorder with you. When an idea develops preserve it. **Weekly file your ideas!**

Review your ideas. As you review your ideas (**every 4 weeks is good**). Some will have no value are not worth hanging on to. Discard them. Some ideas appear useful now or at some later date. Keep these, file them: **Active**, or **Later**. After reviewing, filing take the 'Active' file.

Pick an idea! Now make this idea grow. Think about it. Tie the idea to related ideas. Research, try to find anything akin or compatible with this idea. Investigate all angles, possibilities. When you think your idea is ready to be applied. Do so. Try to get feedback so the idea can be fine tuned.

Future proof ideas through, knowledge continuity. Ensure knowledge continuity by keeping your idea files updated! In your, 'will' mention where they can be found.



Support your Ideas with Research. Research internet, archives, libraries... In some cases use questionnaires'.

## Question asked = Question answered

Questioning, getting answers is part of human decision making. Don't guess, assume or hope. Question, get answers, filter, access answer (s)

### How to question ?

1<sup>st</sup> the question is formulated (important so as to receive a useful answer)

2<sup>nd</sup> who to ask '**Seek**' someone with the right qualifications (there may be a need to ask more than 1 person)

3<sup>rd</sup> Thank the person who answered (good social skill)

4<sup>th</sup> '**Gain**' an acceptable answer (sometimes there is no acceptable answer)

5<sup>th</sup> Write or audio visual record answer (s)

6<sup>th</sup> '**Apply**' what you '**learn**' (answer)

7<sup>th</sup> Use your new knowledge to '**teach**' others (good social skill)

### What to question ?

Everything (intelligent, good social skill)

### Why to question ?

A need (curiosity, must know, making conversation) arises to ask questions

### When to question ?

Now (intelligent, good social skill)

## Plagiarize

Plagiarize to build on and advance new ideas. Why rewrite something that is well written. Rather use it and expand on it. Evolution build's on existing and then creating new. Media should do the same.

Rewriting is time wasting. Not in the best interest of broadening the mind. A good piece of writing should be cherished not be mutilated

by rewriting. Reading a good piece of writing encourages the mind to lift one's intellect to the high standard of the original. Stopping this thinking to concentrate on rewriting is mediocre time wasting.



## Writing

Writing makes us civilized it helps us to communicate with others. Writing allows to comment, fantasy and report. Writing is part of knowledge continuity.

Writing starts with an outline. List the points that you want to make in order of importance. Cover each point fully. No summery is needed when the material is clear, informative.

Then decide what more research is needed. Let the outline grow in your mind. Rewrite outline.



### You are ready to create!

A lead should be ?style. It will convey vital information about what's following, in the shortest, simplest way. A good lead persuades the reader to continue reading.

The main part (**story**) presents anecdotes, facts, opinions, fiction. Opinions must be active and personal. Presentation needs to be interesting, encouraging to read on to the end.

The finished original needs editing (**don't edit while writing, it disrupts your writing flow**). Don't edit straight away. Sleep over and when refreshed, edit (**next day or later**). Editing is needed for rewriting. Editing looks at lead, readability, grammar, punctuation, wordage, accuracy, flow of story. Add art work, drawings, images, graphics were needed. Editing, rewriting should be done at least 3 times with a sleep over (**next day or later**) in between.

Finished editing. **Run**: spell check, grammar check.

**Add final**: color, images, audio, video were needed.

Make your work 'copyright free', then publish.

## Speech craft

Take the time to get to know the topic of your speech, well. Organize your presentation so it flows logically from plot to plot. Rehearse speech. Again..



In your mind decide what the speech is meant to achieve. A technical speech is educational, informs, instructs, presents: new products, services, technology. It's factual, precise.. An emotive speech prese-

nts a personal view of the speaker. This speech uses arguments and gives biased opinions. So as try to persuade the audience to agree and support the Speaker.

**Note ! Seeking varied opinions from the audience makes it a debate.**

You have decided on the type of speech. You have completed your research. Now decide on the main points and lesser points that you want to present. Write down the main points as a separate paragraph for each. Elaborate on these points using your research material.

Read the paragraphs, decide in what order to present them. Select aids, display, audio, video, animals, people.. Read the paragraphs, make small notations which props you intend to use in each.



Read the paragraphs using aids. Time and evaluate presentation. Make changes as needed. After changes hold another presentation. Repeat this until you are happy with your presentation.

**Speech is too long:** shorten paragraphs, reduce main points, reduce aids... **Speech is too short:** add lesser points, add props..

**Speech is too boring:** add a bit of humor, add aids..

Speak clearly, with appropriate pauses, not fast, no mumbling.

You are happy with your speech. Now rehearse the speech as often as you can. If possible get a second opinion of your presentation. Rehearse, Rehearse..

On the lectern there is filtered chilled water! The audience is ready. You are ready. You look neat, with a cheerful disposition, big smile flashing your teeth. On the lectern in front of you is your tablet showing in bold the main points and aid notes.

You welcome the audience. Have a drink of water. Start your presentation. A technical speech, dazzle your audience with your brilliance and your know how! An emotive speech, be passionate, convincing, persuasive!

At the end of the speech do not thank the audience. Accept humbly their applause. Congratulations!

## **NARRATOR**

A Narrator is a character or voice that tells a story. A Narrator determines the presentation's point of



view. The narrative point of view is the viewpoint or position from which the narrator speaks. For more see 'Speech Craft'.

Let the Law-Giver Manifest be your guide. Let your 1 FAITH be your moral strength. Be a custodian guardian in everything you do! For the glory of 1 GOD and the good of Humankind!

**1 GOD is waiting to hear from you !**

## Media Prayer

Dear 1 GOD, Creator of the most beautiful Universe  
I shall accurately report without fear or favor  
Investigate courageously corruption and crime  
Endeavor to persevere finding the 'Truth'  
Show respect to grieving and suffering in the community  
Keep the public informed of good, bad, happy, sad  
For the Glory of 1 GOD and the Good of Humankind



This prayer is used before every media assignment !



**F R E E Speech with moral restrain !!!**