UNIT- I : RADIO

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1.1 LEARNING OBJECTIVES

After going through this unit you will be able to –

- explain the importance of radio as a media of mass-communication
- discuss the differences between radio and other audio-visual media
- trace the growth and development of this media in the world
- discuss the various kinds of radio programmes and their utility
- define the term ‘News’ and other related activity
- analyze the art of programme anchoring

1.2 INTRODUCTION

Radio is a universal medium dealing with the communication of messages for a large section of people at a time. This communication of messages for a large section of people through radio is called broadcasting.

This unit provides you with an introduction to the definition of radio, its characteristics, its importance as a mass medium, the history and the growth of radio as a whole in general and in India in particular, its impact, the growth and development of All India Radio, its objective, the concept of Community Radio, FM radio etc.

1.3 WHAT IS RADIO : DEFINITION & ETYMOLOGY

Radio is a mass communication medium through which a message can be sent to a large number of people at the same time.

The Italian inventor Guglielmo Marconi invented a machine, later called 'radio' in 1896, which enabled transmission of sound from one place to another without wire.

There are three types of radio waves namely Short Wave (SW), Medium Wave(MW) and Frequency Modulated (FM) waves

We all know that 'Radio' is basically an instrument used to listen messages or programmes sent from a radio station. Therefore, we can also define radio as the transmission of signals by modulation of electromagnetic waves (we call it radio ***waves***) with frequencies. Electromagnetic waves travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. Information is carried by systematically changing(modulation) some property of the radiated waves, such as amplitude, frequencies or phase, When radio wave pass an electrical conductor, the oscillating field induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry the information using a radio set.

The meaning and the usages of the word Radio (etymology)

Originally, radio was called "wireless telegraphy'. Invisible telegraphic messages were sent through air from sea (without connecting with wire) in

the form of electromagnetic waves. The same message was received on land with the help of a receiver. The prefix *radio-* in the sense of wireless transmission was first used by the manufacturer of the receiving set. 'Radio' the noun is said to have been coined based on the verb 'to radiate'.

Broadcasting is the distribution of audio signals which transmit programmes to a large audience. The audience may be the general public or a relatively large sub-audience, such as children or adolescents.

The term "broadcast" originally referred to the sowing of seeds by scattering them over a wide field. It was adopted by early radio engineers from the Midwestern United States to refer to the analogous dissemination of radio signals. Broadcasting forms a very large segment of the mass media. When programmes are heard by a narrow segment of the audience through use of other means such as loudspeakers etc. it is called narrowcasting

1.4 CHARACTERISTICS OF RADIO

1.4.1 Characteristics

Like all other mass media 'Radio' has its own characteristics. It has its own strength and weakness. It is important to understand what these are if we are to make the most effective use of it.

(a) First of all it is a blind medium. It stimulates the imagination in the minds of the listeners. While listening to a programme, the listeners attempt to visualize what he hears and to create in the mind's eye the owner of the voice. The radio writer and commentator chooses his words so that they create appropriate pictures in the listener's mind and by doing so, he makes his subject understood and its occasion memorable.

(b) Radio speaks to millions. Within the range of the transmitter radio signals can reach every home, village, town, city and country at the same time.

(c) While print medium is limited by space, radio is limited only by time.

(d) The speed of radio is high. It has an immediacy which other media cannot match up to the same degree. Not only can it bring to us today's news, but also do so simultaneously even as an event is unfolds.

(e) Radio is known for its simplicity. The basic unit comprising the radio is very simple in comparison to other media, thereby creating wider public access.

(f) Radio has no boundary .It can bring together those separated by geography or nationality. It has no territorial limits. It can also jump the barriers of illiteracy

(g) Radio is cost-effective compared to other media, both in terms of capital costs running expenses.

(h) One can continue to work even as the radio plays in the background.

(I) Radio speaks to individuals. Radio is much more a personal thing, coming directly to the listener.

(j) Radio is transient in nature.

(k) Radio is dependent upon sound alone.

(l) Radio can suffer from interference

Strength

(1) Unlike television, Radio stimulates the imagination and creates pictures in the minds of the listeners.

(2) In a sense radio is universal. It can leap distances and jump the barriers of illiteracy.

(3) Radio has an immediacy, which other media do not have to the same degree.

(4) Radio is flexible compared to other media. A scheduled programme can be dropped at short notice and be replaced with something more topical or more urgent

(5) Radio is cost effective. Its capital cost and running expenses are small.

(6) One of the major advantages of radio is that it permits us to do other things even while listening to it.

(7) Radio is known for its simplicity. The basic unit comprising the radio is very simple in comparison to other media this creates a greater possibility for public access.

(8) Radio has no boundary. Event those separated by geography or nationality can be brought together by it. It can also jump the barriers of illiteracy.

Weakness

(a) Radio is transient in nature. This is a major weakness of this media. If we fail to get the message the first time then chances are that we will miss it altogether.

(b) Poor quality of transmission of radio may leads to loss of interest.

(d) Radio is dependent on sound alone. Since it lacks in visuals it is likely to have less impact.

1.4.2 Radio as Mass Media

Radio broadcasting is one of the several means of giving a message to a large number of people at the same time. This kind of communication is called mass communication and radio, television, the cinema and news papers are known as mass communication media.

Mass communication media are important to modern social process; they bring public issues before wider forums. They help to broaden our enjoyment of life and further our knowledge and understanding of things around us, and by bringing us information they help to stimulate individual and group action. They play a significant role in accelerating social change, particularly in developing countries. In terms of general availability radio is the leading medium of mass communication.

1.4.3 Impact of Radio

The impact of the radio as a mass media can broadly be categorized in two ways: (a) It serves individuals and (b) it operates on behalf of society as a whole.

(a) Radio for the individual

- Radio provides relaxation and entertainment. It diverts people from their problems and anxieties.
- It supplies local, national and international news to individuals. It satisfies our personal curiosity about happenings around us.
- It helps to solve problems by acting as a source of information and advice.
- It contributes to knowledge and awareness

- It offers inspiration to those who feel isolated or oppressed
- It enhances personal experience. It promotes creativity
- It guides social behaviour
- It aids personal contact by providing topics of conversation through shared experiences. 'Did you hear the programme last night?'

(b) Radio for society

- It acts as a catalyst in making awareness of key social issues.
- It provides information about jobs ,goods, services
- It acts as a watchdog
- It contributes to the artistic and intellectual culture providing opportunities for various kinds of performers.
- It disseminates ideas, and promoting diversity and change, it helps in maintaining social order
- It enables individuals and groups to speak to each other, developing an awareness of a common membership of society.
- It mobilizes public opinion



CHECK YOUR PROGRESS: A

1. What is the difference between broadcasting and narrowcasting?

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2. Give three basic characteristic features of radio

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3. Define the term radio. Who invented radio? Discuss briefly the role of radio as a media.

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4. What is the impact of radio on individuals and the society?

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1.5 HISTORY OF RADIO BROADCASTING

Now-a-days we are all familiar to the word 'Radio' and "Radio broadcasting'. Radio has expanded into an almost universal medium of communication. But in those early days when 'Radio' was not invented, there was 'wireless telegraph' primarily used for navigation. Thus wireless telegraphy laid the foundations for today's radio.

1.5.1: The Beginning of Radio

There is some controversy regarding who invented 'Radio' first. It was actually a related development of a series of scientific inventions carried out by a number of scientists which ultimately paved the way for the invention of Radio. Now-a-days it is generally accepted that Guglilmo Marconi is the father of radio. In 1896 An Italian inventor 'Guglilmo Marconi (UK) first discovered the 'wireless telegraphy'. He demonstrated how radio waves can be used to send messages for long distances. Because Marconi was the first man on earth to use radio wave (sending long distance messages by not using wire connection), he is considered the inventor or the father of radio.

In 1907 researchers in USA and Germany showed that radio wave could be made to carry speech and other sounds, so paving the way for 'radio telephony'.



LET US KNOW

In 1909, Marconi was awarded the 'Nobel Prize' for physics in recognition of his contributions to the development of 'wireless telegraphy'

We all know that during war, sending messages and information is a vital activity for all and 'Radio- telephone was widely used, especially when World War-I started in 1914.

The popular use of wireless for broadcasting followed this war. During this period a large number of men were trained in the art of wireless message signaling and radio telephony needed for the war. At the end of war these wireless operators became jobless and launched the hobby based on home built equipment of their own.

The potential of broadcasting was discovered by an accident. In 1916 at Pittsburgh (USA) engineers of a manufacturing company were conducting experimental voice transmission when they decided to alternate talking with music from gramophone records. They found to their surprise that they had many unexpected listeners – amateurs who were using home built equipment. These amateurs were so pleased by the music that they wrote asking for more.

Regular broadcasting began not long afterwards. The station was later licensed as KDKA (in Pittsburg, USA) the world's first and for several years the world's only broadcasting station. It is still on the air.

Very soon, war ex-wireless operators in many countries formed clubs to press for broadcasting services. Governments slowly yielded to this presence and thus gradually broadcasting began in many countries.

In those early days in USA there was a proliferation of radio stations to such an extent that no one could hear anything distinctly. The US Congress then passed the Communication Act-34 to control the judicious distribution of air waves so that interference problems in between the stations could be solved. Other countries had also adopted the same practice .After that the journey began culminating into a golden era of radio throughout the world.

1.5.2 Growth of Radio in India

Background

The first radio programme in India was broadcast by the Radio Club of Mumbai in June 1923. It was followed by the setting up of a Broadcasting Service that began broadcasting in India in July 1927 on an experimental

basis at Mumbai and Kolkata simultaneously under an agreement between the Government of India and a private company called the 'Indian Broadcasting Company Ltd'. This company was nationalized by the Govt. in the year 1930 and it started operation under the name of 'Indian State Broadcasting Services'. The success of the experiment encouraged the Government to place broadcasting on a permanent footing in 1935 and a separate department was constituted. The I.S.B.S (Indian State Broadcasting Service) was renamed as 'All India Radio' (AIR) in June,1936. AIR began to be known as 'Akashvani' in 1957. However, all English usages refer to it as All India Radio.

The administrative control of broadcasting which was initially placed under the Department of Industries & Labour, Govt. of India was transferred to the Department of Communication in 1937 and to the Department of Information & Broadcasting in 1941.

The administrative controls of AIR as well as Doordarshan were bestowed upon an autonomous body under the Ministry of Information and Broadcasting (MIB) later. The name of that body is 'Prasar Bharati'.



Prof. MV Gopalaswamy of Maharaja's College, University of Mysore coined the term 'Akashvani'. Mysore's radio station was the first to be called Akashwani after he coined this term. Later it spread all over India.

All India Radio since independence

When India attained Independence in 1947, AIR had a network of six stations and 18 transmitters. The coverage was 2.5% of the area and just 11% of the population. Rapid expansion of the network took place in the post-Independence period.

AIR today has a network of about 231 radio stations with 373 transmitter (149MW , 54SW and 170 FM transmitters). The coverage is 91.82% of the area, serving 99.16% of the people in the largest democracy of the world. AIR covers 24 Languages and 146 dialects in home services. In External services, it covers 27 languages - 17 national and 10 foreign languages.

AIR Broadcasting System

AIR broadcasts programmes at three levels viz, **national, regional** and **local**.

**** National***

National channel forms the first level and broadcasts national programmes. It started functioning on May 18, 1988. It transmits hourly news bulletins in Hindi and English, 'Question Hour' in Parliament and other topical programmes, fully reflecting the broad spectrum of national life.

**** Regional***

The Regional Stations of AIR are located mostly in state capitals and in the major linguistic-cultural regions of every state. These stations broadcast programmes in the regional languages and the regional cultural facets of our country.

**** Local***

To cater to the needs and tastes of audiences of small towns in various parts of the country AIR has a number of stations in FM mode. (170 up to the year 2008).Each of the stations serving a small area provides utility services of the community. The FM stations serve the local needs and ensure participation of local audiences in their programming. Youth too get a major share in programming and production of content.

Vividh Bharati

'Vividh Bharati', the entertainment and commercial services wing of All India Radio, was launched in 1957 and is very popular all over the country. To date there are 40 Vividh Bharati stations all over the country and can be heard on the same wavelength in any part of the country. The programmes are put out from Mumbai centrally, which the other AIR VB stations relay. The regional stations (for example, Guwahati etc.) organize a few programmers on their own at some specified timings in their respective languages.

These 40 Vividh Bharati stations are also known as Commercial Broadcasting Service Stations and are located at all major cities covering 97% of the Indian population. Vividh Bharati declared itself as a complete commercial service in 1967 accepting advertisements for broadcast on this service.

With the advent of new technology, the transmission of programmes gradually migrated from earlier medium wave transmission to high quality digital stereo FM.

The 'Vividh Bharati' service provides entertainment for nearly 15 to 17 hours a day. It presents a mix of film music, skits, short plays and interactive programmes, Some of the old popular programmes of Vividh Bharati are 'SANGEET SARITA', 'BHULE BISRE GEET', 'HAWA MAHAL', 'JAIMALA', 'INSE MILIYE', 'CHHAYA GEET' etc.

Eminent actors, play back singers, renowned writers, lyricists, directors and music directors have expressed their experiences and opinions through the Vividh Bharati Platform. A special programme entitled "Ujaale Unki Yaadon Ke" takes the listeners into the world of nostalgia dipping into the memories of the artistes of the yester years.

Commercial Broadcasting Service (CBS) of AIR

The history of commercial broadcasting in India goes back to 1927 when the Indian Broadcasting Company commenced operations. The company financed itself through advertisements in the form of spots and sponsored programme for about seven years.

However, with the formation of All India Radio, this commercial revenue was given up as AIR held that broadcasting was primarily a social service, particularly in a developing country. Initially, commercials were not allowed at 'Vividh Bharati' also.

This view prevailed until the Chanda Committee on Radio and Television in 1966 recommended the acceptance of advertisements on the proposed Vividh Bharati channel. Vividh Bharati declared itself as commercial service in 1967 and advertisements began to be aired on this service.

Akash Bharati

In the background of the declaration of internal Emergency in India in 1975, all opposition parties made freedom of expression a major election plank when the country went to polls to elect a new Lok-sabha in 1977.

The new government, after assuming office appointed a working group to examine and make recommendations based on which autonomy could be granted to AIR & Doordarshan. This working group recommended the formation of an autonomous trust (NBT, National Broadcast Trust) named as Akash Bharati under which AIR & Doordarshan could function. The Akash Bharati Bill was introduced in Parliament in 1978. The term Akash Bharati was slightly modified to 'Prasar Bharati. It took several years for the Bill to be passed in Parliament before it became an Act in 1990. It was called the Prasar Bharati Act, 1990.

*** Prasar Bharati**

Prasar Bharati (Broadcasting Corporation of India) is India's largest public broadcaster. It is an autonomous corporation of the Ministry of Information and Broadcasting, Government of India and comprises Doordarshan and All India Radio.

Prasar Bharati was established on November 23, 1997 following a demand that the government owned electronic media in India should be given autonomy like those in many other countries. The Parliament of India passed an Act to grant this autonomy in 1990, but it was not enacted until September 15, 1997.

As a corporation, 'Prasar Bharati' is governed by the Prasar Bharati Board which comprises a chairman as the head, followed by Chief Executive Officer(CEO), Members of Board and other senior officers of AIR, Doordarshan and the office of the MIB Ministry.



CHECK YOUR PROGRESS: B

1. Who coined the term 'Akashvani'?

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2. When was broadcasting started in India? How did AIR come in to being?

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3. What are the three levels of broadcasting in India?

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4. What is Vividh Bharati?

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5. What is Prasar Bharati?

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ACTIVITY- A

Please visit the official websites of the Ministry of Information and Broadcasting and related links for the update information regarding the development of the broadcasting scenario in the country. You may also read the book 'India 2010'.

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1.6 FM & COMMUNITY RADIO

Although Radio was the most favoured electronic media for several years, the introduction of television in 1959 saw a slow decline in its listenership especially in big cities. All India Radio was slow in catching up on other technological advancements like stereophonic sound etc. The reception

quality of the music in AM radio was not up to youngsters' expectations. To fill this gap and to catch the imagination of the younger generation All India Radio launched FM broadcasts.

FM stands for 'Frequency Modulation'. Owing to this technology, programmes can be heard with much more clarity.

Even programme presentation styles were changed to suit the aspirations of the younger audiences. Now-a days FM radio is so popular that the old glory of radio has been restored at least in terms of listening percentages.

The advantage of FM radio

- High quality sound.
- Stereo transmission
- Greater freedom from interface and noise
- Uniform day and night coverage.
- Capacity to provide value added service.

FM Services of AIR

FM service of ALL INDIA RADIO has two main channels (i) FM Rainbow and (ii) FM Gold.

At present FM Gold Channels are available in Metros only and FM Rainbow channel is available in 15 other cities.

The programme content of these channels is mainly popular Indian and Western music, presented in a vivacious and contemporary style and therefore highly popular with the urban youth. News bulletins and current affairs programmes are also broadcast from these channels.

Private FM

India also has a number of private FM players in the market. A total eight FM Stations were sanctioned in the state capitals of North-East-Region. Four private FM stations for Guwahati, two for Shillong, one for Agartala and one in Itanagar have already been issued licenses to broadcast their programmes.

The nature and the style of programme presentation in Private FM is quite different from the established and conventional programme pattern of All

India Radio. Full entertainment with music, disc jockey style of presentation is a common feature of private FM radio.

Community radio

Community radio is a type of radio service that caters to the interests of a limited area and broadcasts material that is popular to a local audience but is overlooked by more powerful broadcasting groups.

In India, the campaign to legitimize community radio began in the mid 1990s, soon after the Supreme Court of India ruled in a judgment of 1995 that "airwaves are public property". This came as an inspiration to groups across the country, but to begin with, only educational (campus) radio stations were allowed, under somewhat stringent conditions.

Anna FM is India's first campus radio granted licence to broadcast under the Community Radio policy. Launched on 1 February 2004, it is managed by Education and Multimedia Research Centre (EM²RC), and all programmes are produced by the students of Media Sciences at Anna University.

In the north eastern region, the first programmes through campus radio service was broadcast by the Krishna Kanta Handique State Open University in January 2009. It was an experimental broadcast for two days in connection with the organization of the 6th Regional Consultation for Community Radio Awareness, organized by the ministry of Information and Broadcasting, Govt. of India in association with K K Handique State Open University and Commonwealth Educational Media Centre for Asia.

The license entitles them to operate a 100 watt (ERP) radio station, with a coverage area of approximately 12 kilometers radius. A maximum antenna height of 30 meters is allowed. Community radio stations are expected to produce at least 50% of their programmes locally, as far as possible in the local language or dialect. The stress is on developmental programming, though there is no explicit ban on entertainment. News programmes are banned on community radio in India, as also on commercial FM radio. 5 minutes of advertising per hour is allowed. Sponsored programs are not allowed except when the programme is sponsored by the Government at the Centre or State.

All India Radio has its own Community Radio Centre, started very recently experrimentally at 5 places of NE Region (Nagaland, Mizoram Meghalaya) to serve the tribal population.

A small number of communities have also secured licences to broadcast developmental programmes using FM stations. Significant among them are Sangham Radio, Medak in Andhra Pradesh, Radio Bundelkhand in Orcha, Madhya Pradesh, Namma Dhwani, Kolar district in Karnataka and, People's Action for Rural Development (PARD) Vanoli near Madurai in Tamil Nadu. The number of communities seeking licences for community radios is slowly on the rise.



CHECK YOUR PROGRESS: C

1. What are the advantages of FM radio?

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2. What is community radio?

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1.7 RADIO CONTENTS

Radio contents are basically the radio programmes, their production and the other related activity associated with it. Here an attempt is made to briefly discuss the major contents of radio as a whole. We can say that News, music and spoken word programmers constitute the three major pillars of radio's programme composition.

1.7.1 : Classsification of Programmes

It is a common practice to classify all radio programmes under two general headings.(1) Spoken word and (2) Music

Spoken word programmes include all non-musical items like talks, discussions, educational broadcasting, programme for special audiences (woman, children, rural listeners), drama, documentary and magazines, running commentary, news and religious broadcasting.

Music includes broadcast of a variety of music such as classical, folk, light, devotional, film, western music etc.

The programme structure

Radio programmes are not broadcast haphazardly but according to a programme plan. The plan usually covers a three-month period and is broken down in to a daily schedule. The balance of programmes within the daily schedule, that is the amount of time given to various categories of programmes and the time at which they are broadcast , is known as the programme structure.

The programme structure of a station and the way it is built up sets the station's character or image. The amount of time it gives to music, the kind of music it plays, the prominence that it gives to news and educational broadcastings are all aspects of the programme structure of a radio station.

Broadcasting As Entertainment

Broadcasting also serves as entertainment. Entertainment is more than relaxation. It implies pleasure, the awakening of interest and reaction. Although the purpose of broadcasting has traditionally been one of information, education and entertainment, the entertainment component must be regarded both as a means as well as an end of programming. Entertainment by its very nature is communicative, and if broadcasting does not communicate then it achieves little. However, the quality of entertainment can vary a great deal. It should cater to different tastes and audiences but at the same time it should also strive to widen cultural horizon, improve tastes and enrich listening and viewing.

Programme composition of All India Radio

Music forms nearly 50 per cent of the total programmes from Akashvani stations.

Talks, discussions, interviews are regularly arranged to provide a forum for all shades of opinion on outstanding national and international issues.

Radio drama is also an important ingredient of AIR's programme and figures both in its general programmes as well as in the programmes for specific groups. Radio features and documentaries are other formats, which employ the entire range of audio formats in a single programme, e.g., narration, music, drama, interviews, poetry, sound effects, etc.

Programmes for rural listeners are broadcast from almost all AIR stations in different languages and also in local dialects to provide educational and informational support to agriculture and rural development programmes.

Special programmes for women are broadcast from all stations of AIR. These programmes are meant for housewives and working women. These programmes provide informational and educational content as also entertainment. Among the other programmes broadcast are health, family welfare, household chores, nutrition and problem of working women etc.

Programmes for children are aimed at children up to the age of 14. Educational programmes of AIR cover a wide spectrum—primary, secondary, tertiary and university levels. Enrichment programmes are also broadcast for teachers.

Programmes on sports are very popular with the listeners and these constitute an important feature of AIR's programmes. All the important sports events of international, national, regional and local levels are given due coverage through running commentaries and radio reports. Apart from two five-minute daily news bulletins, AIR also broadcasts two half-hour sports magazine programmes.

Yuva Vani caters to the needs and tastes of the youth in the age group of 15-30.. These programmes are in different formats such as talks, discussions, interviews, plays, features, music etc., and are produced and presented by the youth for the youth.

Programmes for the senior citizens (aged people) are broadcast from a number of AIR stations for a duration of 30 minutes every week. Similarly, programmes for industrial workers are also broadcast in regional languages for about 30 minutes.

Interactive broadcasts like the Phone-in-Programme, Radio Bridge and Voice Mail, apart from people's forum programmes, are recent innovations in broadcasting. In the Phone-in-Programme, call the broadcasting station on a given telephone number at the time of broadcast and ask questions and the experts at the broadcasting station reply to their queries immediately. The entire communication is simultaneous.

Voice Mail is another service facility, where people can telephone and record their requests, complaints, suggestions and appreciation, etc. These messages are later retrieved and played back in a special Voice Mail programme with suitable replies to their queries.

'Radio Bridge' is a programme on special occasions and is broadcast live by uplinking AIR stations through satellite. It presents a live interaction among the participants including listeners in different parts of the country. Presently 20 AIR stations have this facility.

Using the satellite facility AIR has made provision for 20 radio channels for cable distribution. The system became operational on April 1, 1994 to enable the subscribers to receive the Sky Radio Channel on their domestic FM receivers.

1.7.2 : Various Radio Programmes

News programme

News: It is any new information or information on current events everything that has happened recently which we have not yet heard about.
There are two kinds of news

* **Hard news**: It is the reporting of important events which have taken place.

*** Soft news**: It is the news of more informational nature not as important as hard news.

News at All India Radio

The News Services Division (NSD) of All India Radio disseminates news and comments to listeners in India and abroad. Radio news has always been in the forefront in informing and updating the people about the latest developments taking place in different part of the country. AIR today puts more than 510 bulletins daily around 52 hours in 82 languages/dialects in the Home, Regional and External Services.

Out of these, 89 bulletins are broadcast daily from Delhi in the Home Service in English, Hindi and other Indian languages. The 44 Regional News Units (RNUs) put up 355 daily news bulletins in 67 languages. This includes news bulletins mounted exclusively on FM 'Gold' channel from 22 AIR Stations.

In addition to the daily news bulletins, the News Services Division also mounts everyday a number of news-based programmes on topical subjects from Delhi and some other Regional News Units.

The first Assamese News Bulletin was broadcast from AIR, Delhi, April 1, 1948. After the establishment of Regional News Unit, AIR, Guwahati, the first news broadcast from this station in Assamese was on May 15,1957.At present AIR Guwahati broadcasts three bulletins in Assamese daily, besides in Bodo, Karbi and Nepali languages.

Newsreel :- It is a style of news presentation in an extensive way where hard news is broadcast with the help of various news tools, such as eye-witness accounts, extracts of speeches by a leading dignitary reported in the news, sound effect relevant to the sources of the news, talks, commentaries etc. The daily newsreel of 15 or more minutes duration is a popular form of news broadcasting.

Common programme format

Like all other media, in order to draw the attention of listeners, radio has also devised various appealing 'formats' which are further innovated by creative broadcasters to deliver the content to the best satisfaction of the listeners.

Announcement/ information

This is straight information given to individual listeners or group of listeners, such as railway timings, weather report, traffic jams etc.

Message

When VVIPs like the PM or President address people through radio on important occasions.

Radio report

An event of importance which is required to be reported in more detail is covered under this format.

Eye-witness Account

It is a first person account of an occurrence from the same venue.

Resume

This format is used for brief account of any event or happening. Example, - Assembly reporting

Running Commentary

Sports as well as non-sports events under this format covered live.

Travelogue

This is a first person account of experiences of travel.

Jingles

This format of short duration is market driven and is used to inform the listeners about a product or service. It may be public service or a commercial advertisement.

Documentary and Features

Documentary is a creative work of non-fiction. Developmental themes, historical perspectives, customs, rituals and events of archival value are normally presented in the format of documentary and features. While documentaries rely on factual records, features rely on imaginary and emotional creativity with dramatics. It is a format of presentation of programme where all possible radio forms meet such as poetry, music, voices, sounds etc. They combine in an attempt to inform, to move, to entertain or to inspire the listeners.

Combination of both of this creates another format which is called **'Docu-feature'**

There are some radio programmes usually 30 minutes in duration which cannot be grouped elsewhere and which is a combination of various programme such as talks, interviews, on-the-spot reports, eye-witness accounts of events, commentaries, music etc. Such programmes are called **Magazines**. This programme is usually intended for special audiences – women, farmers etc.

Radio drama is a form of audio storytelling broadcast on radio. With no visual component, Radio drama depends on dialogue, music and sound effects to help the listener imagine the story.

Interview :- An interview is a formal/non-formal dialogue, where the interviewer tries to get some information/comment/reaction from the interviewee. Broadly there are two kinds of Radio interview.

(1) **Personality interview** which seeks to bring out the personality of the interviewee and tell us something about his life and ideas.

(2) **Information interview** which seeks out facts.

Types of interview

- Formal
- Non-formal
- Semi-formal

Nature of interview

- Confrontational
- Soft
- Friendly
- Entertaining

Asking the right question in the right way is the crux of a good interview. It requires a lot of research and planning. Question should be framed to achieve the purpose of the interview.

Talks:

Talks were the earliest form of spoken-word broadcasting. Radio talks are neither a lecture nor a public address. It is a straightforward composition, simple, precise friendly chat around one subject. It has a clear beginning,

middle and end. It introduces the subject in an ear-catching way, explains it simply, develops its argument and then summarizes what it has said. A radio talk avoids complex statistics. Figures are best rounded out to make it easily understood.

Discussion :

This format is generally used when two or more persons have conflicting view points on an issue. The role of moderator assumes more responsibilities to navigate the flow in such a manner to avoid irrelevancy keeping in view the time limit.

Feedback/ Vox Pop/ Phone-in

This format is participatory in nature. Replies and/ or listeners' letters fall under this category of feedback. Many developmental activities like inauguration, flag offs etc. create positive and negative reactions among the common people. Their instant reactions are recorded and aired and in most cases aired live.

'Phone-in' is yet another exciting format in which listeners directly interact with a radio guest/ expert invited to talk on a matter of public interest.

There are other formats like variety entertainment programme, Invited audience programme, News, Outdoor broadcast (O.B) programme, special audience programme, such as for youth, women etc..

Presentation Techniques

The role of a presenter is to communicate the message to the listeners through one or more radio formats.

Announcement

The job of an announcer is to make announcement with a view to making the introducing of a programme attractive. The announcement should do the work of packaging of an item to be sold.

Compering

A compere slightly differs from an announcer and an anchor in the way that a compere becomes a part of the programme he is presenting. An anchor does the work of the thread that joins the flowers into a garland. A compere also does the same job, with the difference that he participates in the programme to become an integral part of it. A compere thus has a personal link with the programme he is presenting including the various items in it.

Music presentation

For a presenter it is important to have a thorough knowledge of the differences between the various kinds of music. The presenter intersperses playback of music tracks with interesting nuggets / information on that track or the artiste.

Invited audience programme

The presenter of such programmes needs to be fluent with language, knowledge of history and culture of the programme one is handling. She must have sense of humour which would make the presentation lively. She should be able to react to a situation within the norms of decency, if the situation demands.

Running Commentary is an another technique of presentation of an event or phenomenon. Reporting a cricket match or even the Republic Day parade live even as it unfolds falls under this category.

Radio-Jockey

She is a presenter of the programme with no well-defined rules. A radio jockey talks to the listeners in a free flowing style, at times unconventional, but not overstepping the boundaries of decency. A radio jockey appeals to the modern listeners as opposed to the traditional ones. It is this reason that she is liked more by the youth than other age group listeners.

Anchor

She is the one who links the different types of programmes being presented, through use of narration. Unlike a compere she is not part of the programme that is being presented, but just links them for a better presentation

Writing for Radio

Radio writing is different from writing for other media. A script is almost always essential for radio programmes. Radio has the unique technical character such as strict time limit etc. This calls for a different approach – a different style. Radio writing is essentially writing for the ear. This is because the listener creates images when listening to a programme. Therefore, writing for radio needs to be as descriptive as possible.

Some rules

a) Use words which are in everyday use ,i.e. the language of talking and are readily understood by the majority of the people.
b) Short and tight sentences
c) Avoid dependent clauses and clumsy inversion
d) Use descriptive style
e) Speech rhythms should be kept in mind when writing radio scripts.
f) Sentences must be easily understandable and not too long and winding.
g) Radio should display an element of 'nowness'. Therefore write in present-continuous tense.
h) Put across the idea directly avoiding small details
i) One idea per sentence is the thumb rule.
j) Avoid figures to the decimal point. Round off figures for convenience.
k) Avoid the words,'Above','aforesaid','following','below',etc.
l) Use simple words. Avoid jargon at all possible times.

1.7.3 : Assamese Programme in Radio

The first ever Assmese radio programme was broadcast from All India Radio, Calcutta in 1939. There were no recording system available then and all broadcast programmes were live in nature. It was a talk of 10 minutes duration, a war propaganda, transmitted at SW band. Later the the programme was extended first to 15 minutes twice a week, then 20 minutes, thrice a week and then again 30minutes duration, daily from 1943, until the establishment of All India Radio, Shillong-Guwahati centre in 1948.



U.L.Baruah is well-known for his book 'This is All India Radio'

Lyricist and music composer Kamal Narayan Chaudhury and Purusottam Das were supervising the Assamese programme at Calcutta AIR. Later Ubaidul Latif Baruah (who retired as the Director General, the highest post, of AIR) joined the station. U.L. Baruah is best known for his book 'This is All India Radio', which gives a detailed history of its development.

Although The journey of the Assamese radio programme began from Calcutta, in 1943, the serious business of broadcasting began only after the inauguration of Radio Centre at erstwhile Assam.

AIR Guwahati began its operations on July 1,1948. At the time of inauguration the station was still called "AIR Shillong-Guwahati".This was because two centres together, one at Shillong, then the political capital of Assam and another at Guwahati, the cultural capital of Assam, simultaneously started broadcasting the same programmes connected by telephone lines. The Studio was in Shillong. Some of the culturally well-known personalities like U.L.Baruah, Purusuttam Das, Dr.Bhupen Hazarika, Phani Talukdar, Birendra Kr.Phukan. Syed Abdul Malik ,Mrigendra Nath Raichaudhury, Aboni Kr.Das, Narayan Bezbaruah, Rausanara Khatun, Ranjan Borah, Satya Prasad Baruah were among the first batch of programming officers at that time headed by Station Director Mehra Masani. The first batch of the announcers at that time were well-known literary personalities like Padma Borkotoky, internationally famous actress Gyanada Kakati and lyricist Siva Bhattacharya. It was under their leadership that Assamese programming began broadcast with vigour and energy.

In 1953 a powerful transmitter was installed at Guwahati and the centre was renamed as "Akashvani-Guwahati". The head office shifted from Shillong to Guwahati. A majority of programmes started broadcasting only from Guwahati. The importance of Shillong centre gradually declined and it was used only as a recording studio. Within a short span of time Akashvani-Guwahati started nurturing all aspects of Assamese culture transforming itself into a platform from where to offer rich fare. Dr.Maheswar Neog, the doyen of Assamese literature started producing the first Agricultural-programme "To village people", Dr.Birinci Kr.Baruah, the great novelist ,was the producer of the first "Children's programme" Arun Sarma, Kulada Kr. Bhattacharya, Durgeswar Borthakur, Mahendra Borthakur, Khagen Mahanta and others have made enormous contribution by making quality Assamese radio programmes.



CHECK YOUR PROGRESS: D

1. Give a broad classification of radio programmes.
   What are spoken-word programmes?

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2. What do you know by the term ‘programme structure’?

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3. Define News.

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4. What is radio documentary?

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5. What principles would you follow to write a radio script?

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6. What is newsreel?

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ACTIVITY: B

Listen to at least three different kinds of programmes aired by AIR and give a critical analysis the same.

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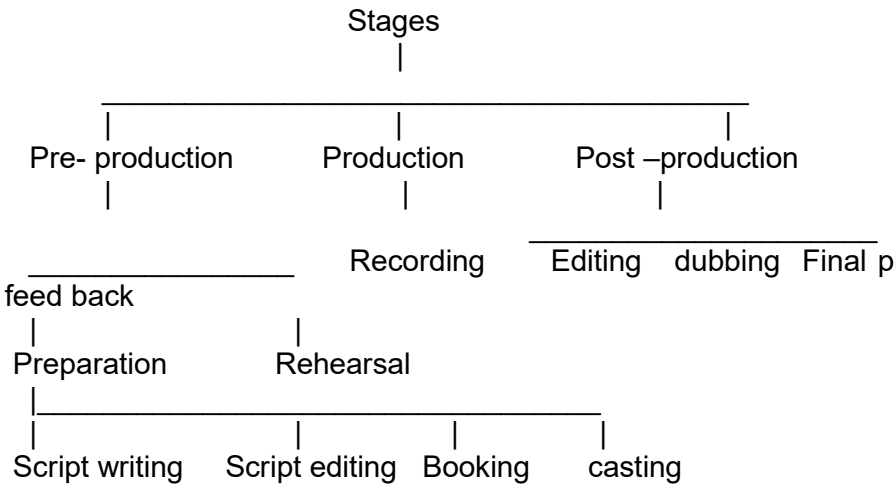
1.8 : ELEMENTARY KNOWLEDGE OF RADIO PRODUCTIONS

Radio programme production consists of three basic stages namely the

(1) pre production stage,

(2) production stage

(3) The post production stage.



In the broadest sense the person responsible for the programme who organizes it and brings it into the studio is the producer. In accordance with the assignment the script of the programme is to be written carefully. Once the script has been delivered it must be read carefully for conformity to the brief and suitability for broadcasting .This is the script editing stage of the producer's work. While the edited version of the script is being completed, there are other things to be done in broadcasting house such as studio booking for a definite period of time. For certain production such as drama, it may be necessary to book or collect special sound effects and character casting. For the sake of better quality production rehearsal is necessary. After that, the performances of the artists are recorded either at studio or at Out- Broadcast (O.B)

Broadcasting to a very narrow range of audience is called narrowcasting

After completion of the recording stage the whole process of programme production enters in to the final stage which is known as editing & dubbing. In this stages all unwanted and un important portion are finally deleted from the recorded version and tuned with the duration of the time frame scheduled

and the sound effects, mood , music, background music etc are mixed suitably with the recorded version as per direction of the producer. The programme is thus finally ready for broadcast. Broadcasting houses have their own system of getting feedback commonly in the form of listeners letters etc. These steps are important for the evaluation of the programmes as well as to have a track of listener's psychology which again in return helps to formulate programme policy.



CHECK YOUR PROGRESS: E

1. What are the various stages of production?

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1.9 LET US SUM UP

- Radio is a mass communication media through which a message can be sent to a large number of people at the same time.
- Wireless telegraphy and radio telephone were the two initial stages of radio.
- Radio has its own characteristics.
- Audience survey helps in knowing the needs and tastes of the listeners and accordingly radio programmers are made.
- **Broadcasting** is the distribution of audio signals which transmit programmes to an audience. The audience may be the general public or a relatively large sub-audience, such as children or young adults etc.
- Radio has a definite role to play as a mass media and it has some certain effects on the listeners both personal as well as social.
- AIR has a three-tier system of broadcasting, namely, national, regional and local.

- AIR has its own objectives .
- 'Vividh Bharati' is the entertainment and commercial services of All India Radio.
- Demands for autonomy to public broadcasting in India is a serious issue to be discussed.The three important stages in this matter are Chanda committee, Akash Bharati and Prasar Bharati.
- FM radio has restored the old glory of popularity of this media with a new dimension.
- All radio ptogrammes can broadly be classified into two categories,namely, .(1) Spoken word prog and (2) Music prog.
- **Spoken words Programme**; includes all non musical items.
- **Music** includes musical performances of all kinds.
- The programme plans according to which a daily schedule is prepared for broadcast is called programme structure.
- Everything that has happened recently which we have not yet heard about and everything which is about to happen is "News'.
- Any new information or information on current events is called News.
- Common radio format are talks,interview,feature,discussion etc.
- The person assigned to make a radio programme for broadcast is a producer.



1.10 FURTHER READINGS

1. *Radio Programme production - a manual for training, by Richard Aspinall published by UNESCO ,paris.1973*
2. *A manual for broadcasters,by,Robert McLeish,Focal Press ,Linacre House, Jordan Hill, Burlington MA 01803,USA*
3. *The Radio production by Michael C.Keit ,Focal press*

1.11 ANSWERS TO CHECK YOUR PROGRESS

CHECK YOUR PROGRESS : A

1. **Broadcasting** is the distribution of audio signals which transmit programmes to an audience. The audience may be the general public or a relatively large sub-audience, such as children or young adults

   The term “broadcast” originally referred to the sowing of seeds by scattering them over a wide field. It was adopted by early radio engineers from the midwestern United States to refer to the analogous dissemenation of radio signals. Broadcasting forms a very large segment of the mass mediia

   Broadcasting to a very narrow range of audience is called **narrowcasting.** The concept of community radio is actually a fallout of narrowcasting**.**

2. The audience research is a practice conducted through the means of survey by broadcasting centres ,to know the needs and taste of the listeners.

   It is essential for good broadcasting and the practice is adopted as a specialized branch of broadcasting. The more we know about an audience the better we are able to serve it. By conducting a listeners survey a pattern of interest and priority of the listeners can be chalked out both in quantitative and qualitative way. Based on these indication reflected out of such survey programmers are produced otherwise the producer of the programme is sure to fail in his primary purposes of communication. The whole thing will be a futile exercises.

3. Like all the mass media ‘Radio’ has its own characteristics. It has its own strength and weakness.
   (1) First of all it is a blind medium. It stimulates the imagination in the minds of the listeners.
   (2) One of the major advantages of radio is that it permits us to do other things at the same time.

(3) Radio is dependent upon sound alone.

(4) Radio has no boundary .It can bring together those separated by geography or nationality. It has no territorial limits .It can also jump the barriers of illiteracy

4. Radio is a mass communication media through which a message can be sent to a large number of people at the same time.

In the year 1896 An Italian Guglielmo Marconi invented a machine, later called 'radio', which was made capable of transmitting human voice from one place to another without wire.

Radio broadcasting is one of several means of getting a message to a large number of people at the same time. This kind of communication is called mass communication .Radio as a Mass communication media is important to modern social process; it brings public issues before wider forums. They help to broaden our enjoyment of life and further our knowledge and understanding of things about us, and by bringing us information they help to stimulate individual and group action. In developing countries they have a significant role to play in speeding the process of social change.

In terms of general availability radio is a leading medium of mass communication.

CHECK YOUR PROGRESS : B

1. Prof. MV Gopalaswamy coined the term 'Akashvani'In 1957.

2. The first radio programme in India was broadcast by the Radio Club of Mumbai in June 1923. It was followed by the setting up of a Broadcasting Service that began broadcasting in India in July 1927 on an experimental basis at Mumbai and Kolkata simultaneously under an agreement between Government of India and a private company called the Indian Broadcasting Company Ltd. This company was nationalized by the Govt. in the year 1930 and it started operation under the name Indian State Broadcasting Services.The success of the experiment encouraged the Government to place broadcasting on a permanent footing in 1935 and a separate department was constituted. The

I.S.B.(Indian State Broadcasting Service) was renamed as 'All India Radio'(AIR)in the year June,1936.AIR was officially renamed again as 'Akashvani' in 1957.However,all English usages refer to it as All India Radio.

3. AIR has a three-tier system of broadcasting ,namely, national, regional and local.

4. 'Vividh Bharati' is the entertainment and commercial services of All India Radio ,launched in the year 1957,and is popular all over the country. There are all together 40 station of Vividh Bharati centre all over the country which is broadcasting on a synchronized meter and can be heard on the same wavelength in any part of the country. The programmes are put out from Mumbai centrally, and other AIR VB stations relay. Regional stations(for example Guwahati etc.) originate a few programmers at some specified timings in their respective languages.

5. **Prasar Bharati** (*Broadcasting Corporation of India*) is India's largest public broadcaster. It is an autonomous corporation of the Ministry of Information and Broadcasting, Government of India and comprises Doordarshan network and All India Radio.

   Prasar Bharati was established on November 23, 1997 following a demand that the government owned broadcasters in India should be given autonomy like those in many other countries. The Parliament of India passed an Act to grant this autonomy in 1990, but it was not enacted until September 15, 1997.

   The corporation 'Prasar Bharati' is governed by the Prasar Bharati Board which comprises a chairman as the head,followed by Chief Executive Officer(CEO) ,Board of Members and other senior officers of AIR , Doordarshan and office of the MIB Ministry.

CHECK YOUR PROGRESS : C

1. The advantage of FM radio are

- High quality sound.
- Stereo transmission
- Greater freedom from interface and noise

- Uniform day and night coverage.
- Capacity to provide value added service.

2. **Community radio** provides narrowcasting .It is a type of radio service that caters to the interests of a certain areas only. Broadcasting material that is popular to a local audience but is overlooked by more powerful broadcast groups.

   In India, the campaign to legitimise community radio began in the mid 1990.

   1. The person assigned by a broadcasting house to make a programme for the purposes of broadcasting is called a producer.

CHECK YOUR PROGRESS : D

1. All radio ptogrammes can broadly be classified in to two categories,namely, .(1) Spoken word prog and (2) Music prog

   Spoken word programmes are those programme which are of non-musical items ,i.e. talks ,discussion, educational broadcasting, programme for special audiences(woman, children ,rural listeners),drama ,documentary & magazine ,running commentary etc. & News and religious broadcasting.

2. Radio programmes are not broadcast haphazardly but according to a programme plan .The plan usually covers a three-month period and is broken down in to a daily schedule. The balance of the programmes within the daily schedule ,that is the amount of time given to various categories of programmes and the time at which they are broadcast , is known as the programme structure.

   The programme structure of a station and the way it is built up sets the station's character or image. The amount of time it gives to music , the kind of music it plays, the prominence that it gives to news and educational broadcastings are all aspects of the programme structure of a radio station.

3. News can be defined as any *new information* or information on current events. News can also be defined as everything that has happened recently which we have not yet heard about and everything which is about to happen.

4. A documentary is a creative work of non-fiction. There is a large field of spoken word programming which cannot readily be categorized as news, talks or drama but which has the truth and urgency of news and uses the techniques of talks and drama in a combine way. The word documentary is frequently used to describe it. The documentary programme is a story of something that is happening or that has happened. In a documentary normally a narrator with the warmth and personality of his voice to- gether with mood music and sound effect tell its story. The flow between narration, sound and other voices needs careful plotting.

5. Radio writing is different from other writings .It is because the medium is different. A script is almost always essential for radio programmes. Radio has the unique technical character such as strict time limit etc. When writing for radio script proper care should be maintained. Radio writing is essentially writing for the spoken-word.

Some rules :

a. Use words which are in everyday use ,i.e. the language of talking and are easily understood by the majority of the people.
b. Sentences should be kept short
c. Avoid dependent clauses and clumsy inversion
d. Always use descriptive words where possible
e. Speech has rhythm and speech rhythms should be kept in mind when writing radio script.
f. The meaning is to be clear and understandable at every stage in progress.

CHECK YOUR PROGRESS : E

1. Radio programme production comprises three basic stages namely —
(1) pre production stage,
(2) production stage
(3) The post production stage.



1.12 POSSIBLE QUESTION

1. Define radio. What do you think of the role of radio in mass communication
2. Describe the growth and functioning of All India Radio in India?
3. What are the strength and weaknesses of this media in comparison to other media?
4. Discuss briefly the history and the growth of radio
5. Discuss the growth of radio in India.
6. Discuss the growth of AIR, its objectives and how it functions.
7. What is FM radio?
8. What do you think – Should AIR & DDK get autonomy for the betterment of our country? Discuss briefly the issue of autonomy to media in terms of Indian situation.
9. What is community radio?
10. Write an account of the history of the beginning of 'Akashvani – Guwahati'.
11. Write from your own perception which prog broadcast from AIR Guwahati is the best prog for you and why?
12. What is a feature?
13. Who is called a producer? Discuss briefly the stages of programme production.
14. What is radio jockey?