GJMC S5 02(P)

Exam Code : JMM5B

Electronic Media

SEMESTER V

JOURNALISM AND MASS COMMUNICATION

BLOCK - 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Subject Experts

1. **Professor K.V Nagaraj,** Former Professor of the Department of Mass Communication, Mizoram University
2. **Professor Abhijit Bora,** Head, Department of Mass Communication & Journalism, Tezpur University
3. **Professor Kh. Kabi,** Head, Department of Mass Communication, Rajiv Gandhi University , Arunachal Pradesh
4. **Dr. Ankuran Dutta,** Associate Professor & Head, Department of Communication & Journalism, Gauhati University

Course Co-ordinators : Dr. Trisha Dowerah Baruah, Assistant Professor, KKHSOU & **Dr. Juri Hazarika,** Assistant Professor, KKHSOU

SLM Preparation Team

Units	CONTRIBUTORS	TRANSLATORS
1,2,3,4,5,6,7	**Dr. Ayesha Tahera Rashid** Assam University, Silchar	**Gitanjali Medhi,** KKHSOU (Units 1,2,3,4,5,6,7)

Editorial Team

Content (English Version) : **Dr. V. Krishna Ananth,** Advocate and Political Columnist, Fellow, Nehru Memorial Museum and Library, Chennai

Language(English Version) : **Professor Robin Goswami,** Former Senior Academic Consultant, KKHSOU

(Assamese Version) :**Meghna Choudhury,** Directorate of Information and Public Relations, Assam

Structure, Format & Graphics : **Dr. Trisha Dowerah Baruah,** KKHSOU

July, 2019

This Self Learning Material (SLM) of the Krishna Kanta Handiqui State Open University is made available under a Creative Commons Attribution-Non Commercial-ShareAlike4.0 License (international): http://creativecommons.org/licenses/by-nc-sa/4.0/

Printed and published by Registrar on behalf of the Krishna Kanta Handiqui State Open University.

Head Office : Patgaon, Rani Gate, Guwahati – 781017; Web : www.kkhsou.in/web_new

City Office : Housefed Complex, Dispur, Guwahati – 781006

The university acknowledges with thanks the financial support provided by the **Distance Education Bureau, UGC** New Delhi for the preparation of this study material

CONTENTS

		Pages
UNIT1	**: Introduction to Audio Media** Characteristics and features of audio media; Impact and reach; audio media vs. print media vs. audio-visual media	**5-18**
UNIT 2	**: History of Radio Broadcasting** History of radio broadcasting (world scenario), History and growth of radio in India	**19-38**
UNIT 3	**: Types of Radio Broadcasting** Frequency Modulation; Amplitude Modulation; Community Radio; Educational Radio, Educational Radio in India : Growth and Development, Recent trends in radio broadcasting	**39-67**
UNIT 4	**: All India Radio** AIR with special reference to AIR in Assam and AIR in Meghalaya; AIR news service; External service	**68-92**
UNIT 5	**: Radio news : Basic features** Basic features of radio news; Different types of news bulletins, Radio features and current affairs programmes	**93-109**
UNIT 6	**: Reporting for Radio** Qualities and responsibilities of radio reporter; Criteria for selection of radio news; Sources of radio news	**110-128**
UNIT 7	**: Writing for Radio News** Structure of a radio news bulletin; Language and style for radio news; Writing for radio features and current affairs programmes	**129-147**

COURSE INTRODUCTION

Electronic Media is the second course of the fifth semester BA in Journalism and Mass Communication programme. This course is offered as a pass course for the fifth semester students. Radio plays a significant role as a medium of instruction and entertainment and its importance cannot be undermined especially in a country like India. Therefore, it is essential to understand this medium thoroughly so that tomorrow when you become mass communicators, you can employ the right broadcast strategies and techniques for effectively communicating with your listeners. This course will introduce you to the concept of audio media, primarily radio. Various concepts, themes and sub-themes have been discussed in a detailed and simple, comprehensive language so that you do not find any difficulty in understanding them. We expect you to gain a thorough and comprehensive idea about radio after going through this course. This course has been divided into two blocks, with one block containing seven units and the other eight units.

BLOCK INTRODUCTION

The first block of the course on 'Electronic Media' consists of seven units. In the first unit, you will be introduced to the characteristics and features of audio media along with its reach and impact. The second unit of this course talks about the world history of radio broadcasting starting from the wireless age to the developments in the latter half of the twentieth century. In the third unit, you will be introduced to the concept of frequency modulation, amplitude modulation and growth and development of educational radio in India specially community radio. In the fourth unit, we have discussed about the growth of All India Radio in the context of Assam and Meghalaya along with its different services. The fifth unit of this course will throw light on the basic features of radio news and different types of news bulletins including radio features. The sixth unit of the course discusses the qualities and responsibilities of a radio reporter, criteria for selection of radio news and the different sources of news. In the seventh unit of the course, you will be able to understand the structure of a radio news bulletin as well as language and style for radio news.

While going through a unit, you will notice some along-side boxes, which have been included to help you know some of the difficult, unseen terms. Some "ACTIVITY" (s) have been included to help you apply your own thoughts. Again, we have included some relevant concepts in "LET US KNOW" along with the text. And, at the end of each section, you will get "CHECK YOUR PROGRESS" questions. These have been designed to self-check your progress of study. It will be better if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with "ANSWERS TO CHECK YOUR PROGRESS" given at the end of each unit.

UNIT-1: INTRODUCTION TO AUDIO MEDIA

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Characteristics and features of audio media, impact and reach

1.4 Audio media vs print media vs audio-visual media

1.5 Let Us Sum Up

1.6 Answers to check your progress

1.7 Further Reading

1.8 Model Questions

1.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- define the basic features of the audio media ie. Radio
- describe the impact and reach of the audio media
- explain the fundamental differences in the characteristics of radio, television and print media.

1.2 INTRODUCTION

By now, you must be familiar with the term Mass Communication. The channels required for Mass Communication are known as mass media. Mass media can be broadly divided into print media and electronic media. Conventional electronic media can be broadly segmented into the twin categories of radio and television.

Radio is a medium which you can only hear, while television is a medium which you can hear as well as see. That is why radio is called audio medium while television is known as audio-visual medium.

In this unit, you will become familiar with the audio-medium, that is, radio. You will understand the basic difference in the characteristics between radio,

television and the print media. You will also get an idea about the impact and reach of radio in our country.

We hope, after going through this unit, you will be able to have a clear concept of the audio-medium as well as how the medium works. So let us concentrate on the sections given below.

1.3 CHARACTERISTICS AND FEATURES OF AUDIO MEDIA, IMPACT AND REACH

CHARACTERISTICS OF RADIO

Radio, in terms of its reach and also in terms of the fact that it had existed in our country for several years now is an important medium of Mass Communication. The emergence of television and its extraordinary power often stands to overshadow the influence of radio. But inspite of the TV's might, radio has proved itself to be a remarkably resilient medium and even in this new age, dominated by TV, it retains a political significance not fully appreciated by many. For most people, though, radio has become more of an entertainment medium, accessed for music.

Radio has an all-pervading presence in our lives and reaches out to almost every person in society. Many of us use the mobile-radio alarm to rouse us in the morning; we listen to the radio at home, while driving and also at work. Radio helps reproduce the rhythms of the day: from the chirpy breakfast team to the calmer, laidback tone of evening programmes. Radio is a very immediate form of mass media: we can get updates on breaking news stories; and we listen for changes in the weather forecast and the latest road traffic reports while driving home.

Being a more intimate and personal medium of communication than either print or television, radio's contribution to the structure of modern public life is particularly notable.

Radio establishes a very close relationship with its audience because it is

a very conversational medium. As you all know that news composed for radio is much simpler than printed news since radio serves to be an audio media only. The close relationship with the listeners is generated through radio features, like talkback radio, which enables to gain maximum feedback. In radio, since the focus is auditory, therefore the voice of the announcer is successful in forming close relationship with the listeners and hence it serves to be an informal media. Unlike television, the identity of a radio programme is embodied in the identity of its announcer and not in its celebrities.

Moreover, radio is by far the most portable means of Mass Communication and it remains one of the world's most chosen media for entertainment and information. Radio is also known as a blind medium because it relies only on sound to reach to its audience.

In many countries the radio broadcast is on, round the clock. In India, listeners can get AIR on the FM channel late at night and early in the morning. Radio is an all pervasive media. It is not only meant for people staying at home but also for those who are driving or travelling by a long distance bus or train. The availability of the battery operated transistor enables anyone to carry a radio set anywhere they go.

Many discerning people depend on the radio to stay updated on the latest happenings in the region or elsewhere.

Radio as a medium of Mass Communication possesses some interesting features, advantages and disadvantages. Let us discuss these aspects:



Talkback radio: Also known as **talk radio,** it is a radio format containing discussions about topical issues. Most shows are regularly hosted by a single individual, and often feature interviews with a number of different guests. Talk radio typically includes an element of listener participation, usually by broadcasting live conversations between the host and listeners who "call in" (usually via telephone) to the show. In the same way, experts on a subject can be called into the show by calling her/him up from the radio station.

FEATURES:

i) Radio is the earliest form of electronic media. It is therefore the most credible means of Mass Communication among the masses.

ii) It has large audiences. Radio's reach is the highest among all media. Radio in India has a reach of around 91.79% of the geographical area serving 99.14% of the people.

iii) It has a totally undifferentiated audience composition.

iv) Low unit cost to the customer. Radio is the cheapest of all media. A radio transistor is much cheaper than a television set or other tools of communication.

v) It is portable. People can carry it anywhere and everywhere.

vi) It does not require a direct source of power supply. It can run on dry cells.

vii) It is immediate. Radio programming takes much lesser time than programming for television or preparing a newspaper.

ADVANTAGES:

i) Radio is tangible. One can get the feeling that the radio is on.

ii) Without straining our eyes, we can hear everything. Radio has only one element i.e. audio.

iii) We can get it anywhere in any language we would like to receive.

iv) Immediacy is also an important advantage of radio. It is the fastest and cheapest form of mass media.

v) Radio is termed as the intimate medium. Intimacy is one of its great advantages.

vi) There is no need for the listener to be literate like it is in the case of the newspaper.

DISADVANTAGES:

i) No visual provision as it is only an audio medium. It needs concentration of the listener.

ii) Programmes cannot be preserved like newspapers.

iii) Technical faults may cause major disadvantages for the medium.

IMPACT OF RADIO:

Radio is a very pervasive medium. The radio is one of the, if not most, important elements in the development of mass media. The emergence of radio took place in the early 1920's and for the first time it was possible to reach a large number of people at the same time. Radio at first was used in World War I where it served only to transmit important messages to and

from specific points. It was after the war that radio began to be used for non-military purposes.

Radio has proved its worth and utility both as an informational channel and a catalyst for socio-economic development. It provides healthy entertainment through its various light and humorous programmes. Extension research and other field surveys have given great importance to radio as a credible promoter of a suitable climate for development and progress. Its contribution in the form of transmitting useful and timely information, motivation and suggestions for rural development is widely acknowledged. Radio plays an important role in building a favourable climate for social change or transformation and people can be involved in the process.

Radio still remains the main source of news and entertainment in rural areas. This position is likely to continue for many years for obvious reasons like cost-considerations, non-availability of electricity (rather frequent power cuts) and the prevailing high rate of illiteracy. A large number of underprivileged people, in rural areas as well as in the towns still stick to radio.

Right from its inception, radio has been an important source of education and development for the society. It has a long history of broadcasting programmes related to social and civic problems, agriculture, health, family planning and nutrition and on formal and non-formal education.

Since radio broadcasts frequent news bulletins and popular talk shows, it is a continuous source of information. Its ability to get a message across urgently is one of its great characteristics. It can be vital in a difficult situation when there is a need for urgent communication, or when someone is trying to counter an argument by an opponent or trying to correct false or misleading information.

REACH

In 1927, with the growth of private radio clubs broadcasting through the sound waves started in India. In 1936, All India Radio began formal

broadcasting as a government organisation, with the objectives of information, education and entertainment of the people.

In 1947 when India attained independence, there were a total of 6 stations of AIR and a complement of 18 transmitters in the country. The area coverage was mere 2.5% and that of the population was 11%. After 1947, expansion of the radio network took place at a faster pace.

The Five Year Plans, since 1952, gave a new impetus to the growth of broadcasting. This resulted in a phenomenal expansion of the radio network in the fifty years after independence: from 6 stations at the dawn of Independence to around 200 stations at the close of the millennium. At present, AIR has a network of 229 broadcasting centres with 148 medium frequency (MW), 54 high frequency (SW) and 168 FM transmitters. The area coverage is 91.79%, and that of the population is .99.14%. In home services AIR broadcasts programmes in as many as 24 Languages and 146 dialects while in External Services it covers 27 languages including 17 national and 10 foreign languages.

Over the years, AIR has managed to achieve almost hundred per cent coverage in the following states: Andhra Pradesh, Bihar, Chatisgarh, Delhi, Goa, Haryana, Jharkhand, Karnataka, Madhya Pradesh, Manipur, Meghalaya, Orissa, Pondicherry, Tripura, Uttar Pradesh and Uttaranchal.
According to the National Readership Survey (NRS), which calculated the number of listeners above 15 years of age who listen to radio at least once a week, the total Indian population counts to 157 million or 23.7 percent of the total population. However, the number is higher in the higher sections of the society and the younger generation.

The urban people listening to FM radio are less (just 41.6%) in number. 29% people living in urban areas listen to FM radio at least once a week. This figure counts to 61.4% in the top eight metros of the country. However, in the small towns less than 31% people have access to FM radio. In 16 of the 19 towns where licenses have been granted for FM Radio stations, only 60.5 per cent homes and 14.5% people listen to FM programmes.

ACTIVITY - 1.1

1. Conduct a survey among rural masses to compare the popularity of television and radio. Ask them why they prefer a particular medium and what they use it for- information, entertainment, etc. Make a note of the findings.

CHECK YOUR PROGRESS

Q 1. What are the various advantages and disadvantages of radio as a means of communication?

.....

.....

.....

.....

Q.2. When did All India Radio begin formal broadcasting as a government organisation?

.....

.....

.....

.....

Q.3. How many stations did AIR have in 1947?

.....

.....

.....

.....

Q.4. What is the number of AIR stations at the close of the millennium?

.....

.....

.....

.....

Q.5. How many languages does the External Services of AIR cover at present?

.....

.....

.....

.....

1.4 AUDIO MEDIA VS PRINT MEDIA VS AUDIO-VISUAL MEDIA

Unlike the press, both radio and television get through to the illiterate sections of the population, those who are just literates in the sense that they only know to write their names and in many ways those in the lower end of the socio-economic strata. One need not be educated or even be a literate to listen to a radio programme or view a television programme. Here are some basic differences between radio, television and print media:

1) Television is the most persuasive medium as it combines all the elements namely, sight, sound and motion. The visual experience of watching television is more dynamic and meaningful due to the movement and sound associated with it. Hence, television has greater credibility and believability than other mass media like radio, which only has the element of sound and print media like newspapers which have can only be read.

2) Radio is a personal and portable medium. Because of its portability, radio can be accessed more conveniently than television. Since most radio sets are battery operated, people can carry it and listen to it anywhere, at home, in buses, in the kitchen, in the farm, at the construction site, etc. On the other hand, television sets are bigger and bulkier. They cannot be carried from one place to another easily.

Moreover, television sets mostly run on electricity because of which they have to be put at a fixed place. Print media like newspapers are also portable and can be carried anywhere and everywhere.

3) Compared to television, a radio set is much cheaper and so can be afforded by the poorer sections of the society. Today, a radio set can be bought for as low as seventy rupees while the cheapest television set comes for not less than one thousand rupees. The poor, very often, cannot afford the newspapers and even if they can, newspapers are not easily available in the remote interiors.

4) Television is an expensive medium. The cost involved in producing a television programme is much higher than a radio programme. This is because the technology and process involved in the production of a television programme is expensive, elaborate and complicated. Compared to television, radio is relatively cheaper per person reached and demands much less sophistication in programming and production. The technology required to produce a radio programme needs much less maintenance and it is within the capability of developing countries. Expensive technology is again required in producing and printing a newspaper.

5) Production of a television programme is more time-consuming than production of a radio programme. A television programme requires shooting relevant images to complement the accompanying audio narration. But in a radio programme, images are created in the minds of the listeners with the help of sound only. As a result, it is easy for a radio programme to get 'on air' quickly. Of the three media, print media takes the maximum production time. Therefore, a newspaper can be published only once a day, while there can be many programmes produced 'live' or otherwise in the electronic media; both television and radio.

6) Television is a glamorous medium. By the nature of the medium itself, the programmes made for television are more entertainment-oriented.

Television programmes cater mostly to the affluent sections of the society since television in India still remains an urban phenomenon. Radio on the other hand, because of its cheap cost, is a huge hit among the poor rural masses of the country. As a result most of the radio programmes cater to the rural masses airing informational and instructional programmes mainly related to agriculture, family planning, health and hygiene, etc. However, FM radio in recent years has made a deep impact in the urban centres of the country. But it is also a fact that FM radio is more entertainment-oriented. Print media was, in its initial days, considered to be a means of information to the masses but the commercialization of the medium has made it a tool of both information and entertainment (infotainment).

7) Because of the conversational nature of radio programmes, it is considered to be a more intimate and friendly medium. It addresses individuals. Television is more impersonal. It addresses groups of people. Newspaper language is formal and detailed.

8) Radio programming is highly specialized. Radio broadcast can be localized to each community, so as to cover local news events and thus appeal to local audiences. Television is a mass medium, and generally each network affiliate offers something for everyone- sports for men, soap operas for housewives and cartoons for children. Print media can operate at the national, regional or local level, catering to an entire nation, a specific region or belt or a small community at the local level.

9) One can listen to the radio while doing so many other things at the same time, like cooking, shaving, driving, etc. It is therefore called a lean back medium. It is not the same with either TV or newspaper. Television, on the other hand requires more attention on the part of the viewer. One has to be present in front of the television screen to receive the message shown on television effectively. Newspaper reading needs active participation- attention and concentration

10) Viewers or listeners of television and radio have no control over programmes. They have to watch or listen to programmes at the time they are broadcast. Newspapers can be stored easily and read at will.

Thus it can be concluded that the electronic media like television and radio and the print media like newspapers have certain intrinsic differences. Despite its many disadvantages, each medium has its own role and purpose.

CHECK YOUR PROGRESS

Q.1. Radio's popularity cannot diminish with the boom in the television industry. Comment.

.....

.....

.....

.....

.....

ACTIVITY 1.2

1. Given below is a list of messages on various themes and their intended beneficiaries. Decide which mass media to use to convey the same and justify your choice (in some cases you may choose more than one medium).

	THEME	BENEFICIARIES
a.	Farming technology	Rural Farmers
b.	Health and Hygiene	Women
c.	Commercial for saris	Women
d.	Computer ad	Students
e.	New economic policy	All citizens

f.	How AIDS spreads	All
g.	NREG scheme of govt.	Rural masses



1.5 LET US SUM UP

In this unit, we discussed about:

- Radio is a medium which you can only hear, while television is a medium which you can hear as well as see. That is why radio is called an audio medium while television is known an audio-visual medium.
- Radio is the most immediate and well dispersed form of communication and represents the easiest way to reach an audience.
- There are basic differences in characteristics between radio, television and the print media.
- Radio has proved its worth and utility both as an informational channel and a catalyst for socio-economic development.
- Radio still remains the main source of news and entertainment in rural areas and this position is likely to continue for many years for obvious reasons like cost-considerations, unavailability of electricity and high rate of illiteracy. A large number of underprivileged people in rural areas still stick to radio.
- AIR today has a network of 229 broadcasting centres with 148 medium frequency (MW), 54 high frequency (SW) and 168 FM transmitters. The coverage is 91.79% of the area, serving 99.14% 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.

1.6 FURTHER READING

1) Aggarwal, Vir Bala, Gupta, V.S. (2002) Handbook of Journalism and Mass Commuunication. New Delhi : Concept Publishing Company

2) Baruah, U.L. This is All India Radio. New Delhi : Publications Division

3) Kumar, Keval (2012) Mass Communication in India. Mumbai; Jaico Publishing House.

1.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : Advantages of radio:

i. Radio is tangible. One can get the feeling that the radio is on.
ii. Without straining our eyes, we can hear everything. Radio has only one element i.e. audio.
iii. It is a portable medium, we can carry it easily.
iv. We can get it anywhere in any language we would like to receive.
v. Immediacy is also an important advantage of radio. It is the fastest and cheapest form of mass media.
vi. Radio is termed as the intimate medium. Intimacy is one of its great advantages.
vii. There is no language and literacy problem with this medium. Also there is no problem on the electricity front.

DISADVANTAGES OF RADIO:

i. No visual provision as it is only an audio medium. It needs concentration of the listener.
ii. Programmes cannot be preserved like newspapers.
iii. Technical faults may cause major disadvantages for the medium.

Ans to No. 2 : All India Radio began formal broadcasting as a government organization from 1936.

Ans to No. 3 : In 1947 AIR had 6 stations.

Ans to No. 4 : At the close of the millennium the number of AIR stations is 200.

Ans to No. 5 : The External Services of AIR covers 27 languages at present.

Out of these 17 are national and 10 are foreign languages.

B) 1) Radio's popularity cannot diminish with the onslaught on television for various reasons. First of all, radio is a more personal and portable medium. Because of its portability, radio can be accessed more conveniently than television. Since most radio sets are battery operated, people can carry it and listen to it anywhere, at home, in buses, in the kitchen, in the farm etc. On the other hand, television sets are bigger and bulkier. They cannot be carried from one place to another easily. Moreover, television sets mostly run on electricity because of which they have to be put at a fixed place. Compared to television, a radio set is much cheaper and so can be afforded by the poorer sections of the society. Today, a radio set can be bought for as low as seventy rupees while the cheapest television set comes for not less than one thousand rupees. Because of the conversational nature of radio programmes, it is considered to be a more intimate and friendly medium. It addressed individuals. Television is more impersonal. It addresses groups of people.

1.8 MODEL QUESTIONS

A. Very Short Questions

Q.1: Why is radio said to be a tangible medium?

Q.2: What do you mean by talkback radio?

B. Short Questions (Answer each question in about 150 words)

Q.1: What are the basic differences incharacteristics between radio television and the print media?

Q.2: "Radio is a very prevasive medium" - Explain.

C. Long Questions (Answer each question in about 300-500 words)

Q.1: Discuss the salient features of radio as a means of Mass Communication.

Q.2: What are the advantages and disadvantages of radio?

****

UNIT-2: HISTORY OF RADIO BROADCASTING

UNIT STRUCTURE

2.1 Learning Objectives

2.2 Introduction

2.3 History of Radio Broadcasting (World Scenario)

2.4 History and growth of radio in India

2.5 Let Us Sum Up

2.6 Answers to Check Your Progress

2.7 Further Reading

2.8 Model Questions

2.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- trace the history of radio broadcasting in the West
- delineate the history and growth of radio broadcasting in India

2.2 INTRODUCTION

Radio came to India in the nineteen twenties (1920s) and started operating in the form of privately owned radio clubs. Thereafter, in the face of financial crisis, the government decided to intervene and from then on radio became a government controlled medium. In the last eighty years of its existence in India, radio has grown from strength to strength to become a close companion of the average Indian listener. And in recent years, radio is also operated by private players apart from the government. The advent of television did challenge the popularity of radio, but this audio medium has demonstrated tremendous resilience and has overcome overwhelming odds to bounce back and retain its popularity among the Indian masses.

Radio plays a significant role as a mass medium of instruction and entertainment and its importance cannot be undermined especially in a country like India. Therefore it is essential to understand this medium thoroughly so that tomorrow when you become mass communicators, you

can employ the right broadcast strategies and techniques for effectively communicating with your listeners. In this unit we will look at the history of radio, at the world scenario as well as its origin and growth in India.

Some knowledge of the history of the medium, its development and its spheres of activity will help you to recognise its potentials and its limitations. Please read the unit, section by section, making your notes in the margin as an aid to memory. You will find the unit informative and useful.

2.3 HISTORY OF RADIO BROADCASTING (WORLD SCENARIO)

In this section we are going to learn about the beginning of radio as a medium of communication.

Radio originated in the West. An experimental physicist at Cambridge, James Clerk-Maxwell (1831-79), made the prediction way back in 1864. Twenty four years later, in 1888 to be precise, the German Physicist Heinrich Hertz (1857-94) demonstrated the existence and propagation (travel through a medium) of these radio waves. He, however, never realized that one day they would become a means of communication.

The New Zealand born British Physicist Ernest Rutherford (1871 - 1937) succeeded in sending radio signals through a distance of 3 1/4 of a mile. Another Englishman, Oliver Lodge (1851 -1940) discovered and devised the principles of tuning.

After the discovery of Oliver Lodge, another scientist named Nicola Tesla succeeded in making certain electrical devices. It was in the year 1893, at St. Louis, Missouri, when Tesla propounded certain principles of his wireless work. His work contained all the elements which were later incorporated into radio systems before the development of the **vacuum tube**. In this context Tesla also performed detailed demonstrations at the Franklin Institute in Philadelphia and the National Electric Light Association.

The first ever radio was called the “wireless telegraph. It did not have the capacity to transmit any form of sound. On August 14, 1894 the first public

demonstration of wireless telegraphy was conducted by Professor Oliver Lodge and Alexander Muirhead. During the demonstration a radio signal was sent from the neighboring Clarendon laboratory building, and received by an apparatus at the lecture theater of the Oxford University Museum of Natural History.

After a year, another scientist Alexander Stepanovich Popov built his first radio receiver. This receiver was created on the basis of Lodge's receiver with the aim of finding out an improved product and it contained a coherer. And it was Guglielmo Marconi (1874-1937), the Italian physicist and electrical engineer, who made use of the knowledge of radio waves and invented the wireless telegraphy as a device of communication. The instrument used for transmitting marconigrams or wireless telegrams was named after him as 'Marconi graph'.

Vacuum tube: It is a sealed glass or metal tube from which almost all the air has been sucked out so that electrical current can flow between the electrodes within the tube without the interference of a gaseous surrounding. It is also called a **wireless valve**.

Thereafter many improvements took place in the field of electrical impulse transmission and radio signaling apparatus. For his great contribution made by the invention of the wireless telegraphy as a device of communication Marconi received the British **patent** 12039 award in 1896. Apart from this, Marconi also has the credit of establishing something very historic. On the Isle of Wight, England, he established the world's first radio station in 1897. He also opened the world's first "wireless" factory in Hall Street, Chelmsford, England in 1898, and deputed around 50 people. On December 12, 1903, he succeeded in his first attempt in sending and receiving messages across the Atlantic Ocean from Poldhu, in Cornwall, England to St. John's in New Foundland, Canada. In 1909, Marconi was awarded the Nobel Prize for science and technology. Although Marconi perfected the knowledge of radio waves to put them to some use, spoken messages could not yet be sent through his marconigraph. It could communicate only dots and dashes.

Patent: A set of exclusive rights granted by a state to an inventor or his assignee for a fixed period of time in exchange for a disclosure of an invention. The exclusive right granted to a patentee in most countries is the right to prevent or exclude others from making, using, selling, offering to sell or importing the invention.

What was needed was a vacuum tube. The first vacuum tube was made in 1903 by John Ambrose Fleming (1849-1945), an Englishman. Fleming's vacuum tube was called a diode. Within a diode, there are two electrical parts: an anode and a cathode.

Two years later Lee De Forest (1873-1961), an American improved upon Fleming's vacuum tube and invented a triode or audion. A triode has three electrical parts. An anode, a cathode and a control grid. There are tetrodes and pentodes: of four and five electrical parts also in use.

Finally it was the happy Christmas Eve, in 1906, when the first successful radio program broadcast was carried out by Reginald Fessenden, from Ocean Bluff-Brant Rock, Massachusetts. On that day Fessenden played 'O Holy Night' on the violin and read a passage from the Bible which was heard on the radio by the ships at the sea. Radio operators at sea heard a man speak, a woman sing and some music from a violin. Then came an announcement, 'If you have heard this programme, write to Reginald A Fessenden at Brant Rock.' This was the beginning of radio broadcast. But new discoveries, brought in their wake, new problems. People thought that the radio would corrupt people and make them idlers. Big investments had to be made on broadcasting stations, radio sets, etc, and public opposition to the radio also had to be overcome. In 1920, an American Westinghouse Company engineer, Dr. Frank Conrad, began a series of voice broadcast. He also arranged for the sale of radio sets. In the same year another official of Westinghouse built a broadcasting station at Pittsburgh, Pennsylvania. Broadcasting had come to stay.

1920 was another important year in the history of radio. Sociedad Radio Argentina has the credit of broadcasting the first live performance through radio. At 9 pm on August 27 it aired a live performance of Richard Wagner's Parsifal opera from the Coliseo. At that time, only about twenty homes in the city of Buenos Aires had a set of receiver. That year on August 31, station 8MK in Detroit, Michigan started broadcasting the first ever radio news bulletin. On the other hand the first campus radio station began broadcasting on October 14 from Union College, Schenectady, New York in the same year. Wendell King, an African-American student at that institute took the initiatives to start the campus radio. October also saw the beginning of the first public entertainment broadcast in the United States. These were

a series of Thursday night concerts. This broadcast was initiated by 2ADD, which was later renamed as WRUC in 1940. Initially these programmes were heard within a 100-mile (160 km) radius, but later the audible area spread to a radius of 1,000-mile (1,600 km).Meanwhile in November, the first broadcast of a sports event was on air. Thereafter from 1922 regular entertainment programmes were on air from the Marconi Research Centre placed at Writtle, England.

The earliest practical use, to which the invention was put, was to send messages from ships at sea. The American Navy called the wireless, the 'Radiotelegraph' and from it came the abbreviation 'radio.'

The earliest of all radio broadcasting was carried out with the AM mode and were termed as AM stations. AM refers to amplitude modulation, a mode of broadcasting radio waves by varying the amplitude of the carrier signal in response to the amplitude of the signal to be transmitted.



In the early 20th century (1900-1959) the initial developments in the use of commercial AM radio stations took place. At that time, the aircrafts used these radio stations for navigation. This continued until the early 1960s when **VOR systems** finally became widespread (though AM stations are still marked on U.S. aviation charts).

In 1930s, a very important development took place in the field of broadcasting, when Edwin H. Armstrong invented the FM radio. FM radio could overcome the interference (static) problem of AM radio and hence it gained popularity. Moreover stations could be placed at a greater distance for greater fidelity. In the early 1930s, the amateur radio operators invented single sideband and frequency modulation which became established commercial modes by the end of the decade.

Earlier in 1920s, radio was used to transmit visible pictures as television does today. But it was not until the 1940s when North America and Europe viewed the commercial transmissions of television. Meanwhile Regency introduced a pocket transistor radio in 1954 which was powered by a

VOR System: Very High Frequency Omnidirectional radio range. It is a navigation system with the help of which a pilot can simply, accurately and without ambiguity navigate from one point to the other.

"standard 22.5 V battery". This pocket radio was named as the TR-1.

Sony, the well known brand of the present days, introduced its first transistorized radio in 1960. This radio had many advantages. It was small enough to fit into a vest pocket and able to be powered by a small battery. Moreover there were no tubes to burn out and hence it was more durable. The transistors operate on Integrated Circuit chips in place of the vacuum tube valves. By 1963 the first (radio) communication satellite, TELSTAR, was launched. And by that time, color television was being regularly transmitted commercially. Meanwhile the U.S. long-distance telephone network began to be converted to a digital network in the late 1960s.It employed digital radios for many purposes. As soon as LORAN became the premier radio navigation system in 1970s, the U.S. Navy began experimenting with satellite navigation. This resulted in the invention and launch of the GPS constellation in 1987. Till that time tubes were almost completely replaced by the transistors except for very high-power uses. In the early part of 1990s, radio entered into a digital sphere when personal computers with audio cards were started to be used to process radio signals. In 1994, a large scale and successful project, was launched by the U.S. Army in collaboration with **DARPA**. The techniques of changing the software programming was employed to construct software defined radio that can be programmed to another form of radio. In the late 1990s digital transmissions began to be applied to broadcasting on a larger scale.

DARPA: Defense Advanced Research Projects Agency. It is an agency of US department of Defense responsible for the development of new technology for use by the military.

In the early years of the 20th century there was some controversy over the regulation of air space and broadcasting rights. Radio waves, like any electromagnetic wave, do not follow the restrictions of boundary lines of nations. They spread in every direction. Without some control, different stations can broadcast on the same frequency and thus impair reception of any programme on a radio set. Have you come across the word 'jamming' with reference to radio broadcast? This means making reception of a radio broadcast programme impossible or difficult by broadcasting another programme on the same wave. Hence a new broadcasting station needs

to take a frequency for its broadcasts which does not interfere with that of any existing station.

The International Telecommunications Union (ITU), established in 1947, is an agency of the United Nations that looks into the issue of allocation of radio frequencies to different countries of the world.

In the mid ’90s, broadcasting began with the internet based radio which was a totally new medium with no requirement of licensing. The process of establishing a radio station became easier. Now that the need for “over the air” transmitters was no more, the stations could function from anywhere in the globe. In 1996, George Maat started ‘A’ Net Station (A.N.E.T.) and began broadcasting commercial free from Antarctica.

The beginning of Internet Radio was an added advantage together with the development of the “Radio Locator” system, with the help of which Radio Stations could be easily traced. And for this the credit goes to the Massachusetts Institute of Technology (MIT). After stations started working through the internet, anyone could locate a station’s website and listen to a station worldwide, through Radio-Locator. Even if some stations do not have live audio on the net or a website the radio locator also tracks such stations. In such a case station information can be collected by various other search queries.

At present, the numbers of informal internet radio operations have increased to great extent. All these have become possible owing to the popularity of features like cheap or free virtual DJ software, good connection speeds and faster computers. Now a days the complete system of radio and its related aspects are undergoing drastic changes. Ad hoc and local broadcasters with a sound number of audiences are common for a number of reasons and at some of them even develop into independent stations.

CHECK YOUR PROGRESS

Q.1: Who invented/discovered the following:

i. Existence and propagation (travel through a medium) of radio waves.

.....

.....

.....

ii. Principles of tuning

.....

.....

.....

iii.Radio receiver

.....

.....

.....

iv. Wireless telegraphy

.....

.....

.....

v. Vacuum tube (diode)

.....

.....

.....

vi. Vacuum tube (triode)

.....

.....

.....

vii. Vacuum tube detector

.....

.....

.....

viii. FM radio

.....

.....

.....

ix. Pocket transistor radio

.....

.....

.....

x. “Radio Locator”

.....

.....

.....

LET US KNOW

Developments in the 20th century:

- Aircraft used commercial AM radio stations for navigation. This continued through the early 1960s when VOR systems finally became widespread (though AM stations are still marked on United States aviation charts).
- In the early 1930s, single sideband and frequency modulation were invented by amateur radio operators. By the end of the decade, they were established as commercial modes.
- Radio was used to transmit pictures visible as television, as early as the 1920s. Standard analog which was transmissions started in North America and Europe in the 1940s.
- In 1960, Sony introduced the first transistorized radio, small enough to fit in a vest pocket, and able to be powered by a small battery. It was durable, because there were no tubes to

burn out. Over the next twenty years, transistors displaced tubes almost completely except for very high power, or very high frequency, uses.

- In 1963 color television was commercially transmitted, and the first (radio) communication satellite, TELSTAR, was launched.
- In the late 1960s, the U.S. long-distance telephone network began to convert to a digital network, employing digital radios for many of its links.
- In the 1970s, LORAN became the premier radio navigation system. Soon, the U.S. Navy experimented with satellite navigation, culminating in the invention and launch of the GPS constellation in 1987.
- In the early 1990s, amateur radio experimenters began to use personal computers with audio cards to process radio signals. In 1994, the U.S. Army and DARPA launched an aggressive, successful project to construct a software radio that could become a different radio on the fly by changing software.
- Digital transmissions began to be applied to broadcasting in the late 1990s.

2.4 HISTORY AND GROWTH OF RADIO IN INDIA

As in many other countries of the world, broadcasting in India began in the 1920s with the efforts of amateurs followed by private enterprises. The Radio Club of Bombay, broadcast its first programme in June 1923 and the Calcutta Radio Club, in November 1923. The transmitters were loaned by the Marconi Company. The Madras Radio Club, with a forty watt transmitter, began transmitting on July 31, 1934. It was assembled by C V Krishnamurthy Chetty who brought the components from England on completion of his studies there. This was replaced by a 200 watt transmitter. Two and half hours of transmission, consisting of music and talks, were broadcast every

evening. The service closed down in 1927 due to financial difficulties despite a share of licence fee having been granted by the government to the radio clubs. The Madras Corporation resumed the service on April 1, 1930 and continued it till All India Radio took over in 1938.

Organised broadcasting in India began when the first station of the Indian Broadcasting Company (IBC) was inaugurated at Bombay by the British Viceroy of India Lord Irwin on July 23, 1927. This company had an investment of rupees 15 lakhs, out of which four and a half lakhs were spent on the installation of the Bombay and Calcutta stations. Meanwhile Broadcast Receiver licenses were enforced on December 31st 1927 with a fee of Rs. 10/- per year on every radio set. There were a total of 3,594 radio sets at that time and within a period of two years this figure was seen to be double, but the number of licenses went down by 1930.

However the expenditure of broadcasting was much more than the revenue at that time. In view of this, the company had applied for a government loan which was not granted and this led to the break-up of the company in March 1930.

The liquidation of the company led to many representations to the Government for the continuance of the service. This led the government to take over the stations at Bombay and Calcutta at the depreciated value of its assets and people on the existing terms of the company. Thus on April 1, 1930, the 'Indian Broadcasting Service' came into existence. With this broadcasting in India came under the direct control of the Government under the Department of Industries and Labour. A central broadcasting advisory committee was set up to advice the Government on matters relating to the management and development of broadcasting in India.

Faced with financial stringency, the government reduced IBC's monthly expenditure to Rs. 2400 and reduced it further to Rs. 2200 within a few months after taking over the company. Faced with 'recession' the Government finally decided to close down the broadcasting service. This was announced in a press communiqué on October 10, 1931.

Although the decision of closing down the broadcasting service was taken by the Government, the people were not ready to accept it. Hence people, particularly in Bengal, took to agitation. The Government made a reverse decision on November 23, 1931 to continue the broadcasting service. Duty on the receiving sets and valves were increased separately from the existing 25 per cent to 50 per cent. By May 5, 1932, the Government had finally decided to continue the Indian Broadcasting Service under state management.

The BBC started the Empire Service by the end of 1932. At that time the number of receivers was 8557, which drastically increased to 10,872 within a year. Again, by the end of 1934, when the Government embarked on a policy of development of broadcasting by sanctioning Rs. 2.5 lakhs for the establishment of a radio station in Delhi the number increased to 16,000. The new Controller of Broadcasting, Lionel Fielden, who was recommended from the BBC took over on August 30, 1935. Meanwhile a sum of Rs. 2 million had been sanctioned for the development of broadcasting in India. The new Controller and Mr. Kirke, an engineer who also came from the BBC, recommended an investment of Rs. 4 million. In their report, they pointed out that by that time England had made an investment of over Rs. 100 million on radio.

Despite formation of the Indian Broadcasting Service, efforts were on to expand broadcasting. The Marconi Company had started rural broadcasting in the North-West Frontier Province. It sanctioned the transmitters and the receiving sets to the provincial government as loans. Meanwhile the Allahabad based Indian Agricultural Research Institute also started broadcasting rural programmes for the region.

People at Mysore began listening to the radio in September 1935. It was beautifully named as ‘Akashvani’ meaning the voice from the sky. A professor of psychology at the Mysore University, Dr. Gopalaswami had set up a 30 watt transmitter at his house and a 250 watt transmitter was later imported. This in-house radio station was broadcasting with support from the public

and the Mysore municipality till the time when the Mysore State finally took its charge in 1941. In this connection, it may be pointed out, that the Government of India Act 1935 did not prohibit any province or state from setting up radio stations and operating them according to their rights.

On January 1, 1936 the Indian State Broadcasting Service went on air through its Delhi station. The 20 kilo watt Medium Wave transmitter was located at Mall Road and the broadcasting studios were temporarily placed at 18 Alipur Road. On the other hand the adoption of the name All India Radio had faced opposition from the Secretariat. But the then Controller Lionel Fielden was able to persuade the Viceroy Lord Linlithgow to adopt that very name and thus the new name was adopted from June 8, 1936. Fielden had also left the history of the development of radio at that time in his autobiography "*The Natural Bent".* He was impatient with the leisurely ways of the imperial secretariat in Delhi. Cecil Goyder, another BBC man, took over as Chief Engineer of All India Radio on August 19, 1936. Charles Barnes, another Englishman came as news editor on September 9, 1937. Later in December, the fifth radio station was commissioned at Lahore.

Fielden's contribution to broadcasting in India should be greatly remembered. Apart from the name All India Radio and getting together a group of dedicated young people, Fielden and his Chief Engineer Goyder worked for the shortwave coverage of the entire country which they achieved quickly by 1938. Goyder was also not in support of Mr. Kirke's plans for medium wave coverage of the country. Goyder felt that it would take a long time to do so and large parts of the country would remain uncovered from the radio waves. The first 10 kilo watt shortwave transmitter was commissioned at Bombay on February 4, 1938. The Lucknow station, with a five kilo watt Medium Wave transmitter, went on air on April 2, 1938 and Madras with five kilo watt medium wave and 10 kilo watt short wave transmitters was commissioned on June 16, 1938. Delhi had its short wave transmitter of five kilo watt on June 1, 1938 and Calcutta was commissioned with a 10 kilo watt short wave transmitter on August 16, 1938. The first

inter-station relays between Bombay and Delhi, on short wave, began early in 1939. The same year saw the opening of a five kilo watt medium wave station at Tiruchirapalli, in the Madras province, on May 16, 1939. With the beginning of World War II, news bulletins in Tamil, Telugu, Gujarati, Marathi and Pashtu were started from Delhi on October 1, 1939 in addition to English, Hindustani and Bengali which already existed. They were relayed to other stations over short wave transmitters. Fielden was responsible for another decision also. This was the banning of the harmonium on March 1, 1940. Even though the matter was raised in the Station Director's conference in 1939 and endorsed by it, the decision came mainly as a result of Fielden's initiative following an article by a western music expert Mr. John Foulds. Foulds had pointed out that the tempered scales of the harmonium into 12 mechanical divisions were not suited to produce the microtones *(shrutis)* which formed the basis of Indian music.

After Fielden, Ahmed Shah Bokhari remained as the Director General. He remained in that position for all the years of war and thereafter till the partition of the country. When the Ministry of Information was set up on October 24, 1941, All India Radio became a part of it. The functioning of AIR began from its new Broadcasting House in Parliament Street in February 1943. On June 3, 1947, Viceroy Lord Louis Mountbatten, Jawaharlal Nehru and Mohammed Ali Jinnah made their historic broadcasts on the partition of India through Akashvani. The transfer of power on the midnight of 14-15 August, 1947 was broadcast live with Jawaharlal Nehru's famous speech 'tryst with destiny' which is preserved in the archives of All India Radio. The AIR network, by then, had nine stations of which six - Delhi, Calcutta, Bombay, Madras, Lucknow and Tiruchirapalli — remained with India; Lahore, Peshawar and Dacca having gone to Pakistan. When the princely states were integrated with India, low power radio stations at Mysore, Trivandram, Hyderabad, Aurangabad and Baroda were taken over by All India Radio to be made part of the network by 1950.

By the end of 1950, AIR network had 25 stations with an output of 60,000 hours per annum, in all the regional languages which could be received by

21 per cent of the population covering about 12 per cent of the area of the country. The External Services were separated from what was then known as Central News Organisation (now News Services Division) on September 15, 1948. When the Constitution of India came into force on January 26, 1950, broadcasting along with post, telegraphs, telephones and wireless was placed in the Union List of the Seventh Schedule.

ACTIVITY 2.1

1. Trace the history of radio in the city you live in.
2. Visit a private FM channel and make a list of the programmes they broadcast every day.
3. Do a survey among a small number of people and find out how many of them listen to the radio and what they listen to.
4. Conduct a survey to find radio usage patterns among listeners. Talk to 25 people each from among people living in rural areas and those living in urban areas. See if there is any difference in radio listening habits.

CHECK YOUR PROGRESS

Q.2: Who was appointed the first controller of Broadcasting in India?

.....

.....

.....

.....

Q.3: When did broadcasting in India come directly under govt. control?

.....

.....

.....

.....

Q.4: When was the name Akashvani given?

.....

.....

.....

.....

Q.5: Name Lionel Fielden's Autobiography.

.....

.....

.....

.....

Q.6: Which musical instrument did Fielden ban on radio?

.....

.....

.....

.....

Q.7: When was Jawaharlal Nehru's 'Tryst with destiny' speech broadcast?

.....

.....

.....

.....

Q.8: Name the Englishman who took over as News Editor of AIR in 1937.

.....

.....

.....

.....

Q.9: When was the External Service Division of AIR separated from Central News Organisation?

.....

.....

.....

.....

Q.10: When was broadcasting placed in the Union List of the Seventh Schedule?

.....

.....

.....

.....

Q.11: How many stations did All India Radio have in 1950?

.....

.....

.....



2.5 LET US SUM UP

- Radio originated in the West. The experimental physicist at Cambridge, James Clerk-Maxwell (1831-79) made the prediction way back in 1864. Twenty four years later, in 1888, the German Physicist Heinrich Hertz (1857-94) demonstrated the existence and propagation (travel through a medium) of these radio waves.
- In 1896, Marconi was awarded the British patent 12039, for his invention of wireless telegraphy as a device of communication. In 1897 he established the world's first radio station on the Isle of Wight, England.
- The earliest practical use to which the invention was put, was to send messages from ships at sea. The American Navy called the wireless, the 'Radiotelegraph' and from it came the abbreviation 'radio.'
- Broadcasting in India began in the 1920s with the efforts of amateurs followed by private enterprises. The Radio Club of Bombay

broadcast its first programme in June 1923 and the Calcutta Radio Club in November 1923.

- Organised broadcasting in India began when the first station of the Indian Broadcasting Company (IBC) was inaugurated at Bombay by the British Viceroy of India Lord Irwin on July 23, 1927.
- Following acute financial difficulties, IBC went into liquidation and thus from April 1, 1930, broadcasting in India came under the direct control of the government. It was placed in the Department of Industries and Labour under the designation 'Indian Broadcasting Service (IBS).
- The then Controller Lionel Fielden, persuaded the Viceroy Lord Linlithgow to adopt the name All India Radio despite opposition from the Secretariat. The new name was adopted from June 8, 1936.

2.6 FURTHER READING

1) Black Jay, Bryant Jennings (1992). Introduction to Mass Communication. W.C. Brown Publishers.
2) Luthra, Rashmi (2009). Journalism and Mass Communication, Vol 1. EOLSS Publishers/UNESCO.

2.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : i. The German Physicist Heinrich Hertz (1857-94) demonstrated the existence and propagation (travel through a medium) of radio waves.

ii. An Englishman, Oliver Lodge (1851 -1940) discovered and devised the principles of tuning.

iii. In 1895 Alexander Stepanovich Popov built his first radio receiver, which contained a coherer.

iv. It was Guglielmo Marconi (1874-1937), the Italian physicist and

electrical engineer, who made use of the knowledge of radio waves and invented the wireless telegraphy as a device of communication

v. The first vacuum tube was made in 1903 by John Ambrose Fleming (1849-1945), an Englishman.

vi. Lee De Forest (1873-1961), an American improved upon Fleming's vacuum tube and invented a triode or audion.

vii. The vacuum tube detector was invented by Westinghouse engineers including Reginald Fessenden

viii. FM radio was invented by Edwin H. Armstrong in the 1930s

ix. In 1954, Regency introduced a pocket transistor radio, the TR-1, powered by a "standard 22.5 V Battery.

x. Massachusetts Institute of Technology (MIT) developed the "Radio Locator" List of Radio Stations.

Ans to Q. No. 2. Lionel Fielden was the first controller of Broadcasting in India.

Ans to Q. No. 3. April 1, 1930

Ans to Q. No. 4. September 1935

Ans to Q. No. 5. The Natural Bent

Ans to Q. No. 6. The harmonium

Ans to Q. No. 7. Midnight of 14th August 1947

Ans to Q. No. 8. Charles Barnes

Ans to Q. No. 9. 15 September, 1948

Ans to Q. No. 10. 26 January, 1950

Ans to Q. No. 11. 25 nos.

2.8 MODEL QUESTIONS

A : Very Short Questions :

Q.1 : Who sucessfully demonstrated " wireless telegraphy?

Q.2 : What was the contribution of Guglielmo Marconi in the field of radio communication?

B : Short Questions (Answer each question in about 150 words)

Q.1 : "Broadcasting has a great propaganda value during wartime" - Explain.

Q.2 : How has radio technology evolved since its early development?

C : Long Questions (Answer each question in about 300-500 words)

Q. 1: What is radio? Discuss the invention of radio and its development in the first part of the twentieth century.

Q 2: Discuss the development of radio in the latter part of the twentieth century.

*** ***** ***

UNIT-3: TYPES OF RADIO BROADCASTING

UNIT STRUCTURE

3.1 Learning Objectives

3.2 Introduction

3.3 Frequency Modulation

3.4 Amplitude Modulation

3.5 Community Radio

3.6 Educational Radio

3.6.1 Educational Radio in India : Growth and Development

3.7 Recent trends in radio broadcasting

3.8 Let Us Sum Up

3.9 Further Reading

3.10 Answers to Check Your Progress

3.11 Model Questions

3.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- analyse the concept of AM and FM
- delineate the meaning of Community Radio and Educational Radio
- discuss the recent trends in radio broadcasting

3.2 INTRODUCTION

Radio came to India in the nineteen twenties (1920s) and started operating in the form of privately owned radio clubs. Thereafter, in the face of financial crisis, the government decided to intervene and from then on radio became a government controlled medium. In the last eighty years of its existence in India, radio has grown from strength to strength to become a close companion of the average Indian listener. And in recent years, radio is also operated by private players apart from the government. The advent of

television did challenge the popularity of radio, but this audio medium has demonstrated tremendous resilience and has overcome overwhelming odds to bounce back and retain its popularity among the Indian masses.

Community and Educational Radio play a significant role as a mass medium of instruction and entertainment and its importance cannot be undermined especially in a country like India. Therefore it is essential to understand these mediums thoroughly so that tomorrow when you become mass communicators, you can employ the right broadcast strategies and techniques for effectively communicating with your listeners.

A brief overview about the concept , development and spheres of activity of Frequency Modulation, Amplitude Modulation,Community Radio, Educational Radio and recent trends in radio broadcasting will help you to recognise the potential of the audio medium.

3. 3 FM (Frequency Modulation)

Frequency is the number of cycles per unit time, i.e., the number of waves that pass a fixed place in a given amount of time. The unit of frequency is hertz (hz).

It is very important for all of you to understand that there are two principal methods for broadcasting radio waves. They are:

- Frequency modulation or FM
- Amplitude Modulation or AM

Modulation is the process by which the information to be transmitted is impressed on the radio waves which serve as the carriers.

In case of AM, the amplitude of the carrier wave is modulated while the **frequency** remains the same.

In case of FM, the frequency of the wave varies while the **amplitude** remains the same. FM was devised to overcome the problem that A.M. reception was susceptible to noise interference.

Amplitude is the distance between the medium and the peak point of a wave.

It's virtually immune to any type of external interference, it has a greater dynamic range, and it can handle sounds of higher and lower frequencies. This is why music, with its much greater frequency range than the human voice, sounds better on FM radio.

On the downside frequency modulation requires a wider bandwidth than amplitude modulation by an equivalent modulating signal, but this also makes the signal stronger against interference. Frequency modulation is also tougher against simple signal amplitude fading phenomena. As a result, FM was chosen as the modulation standard for high frequency, high fidelity radio transmission. In earlier stage BBC insisted on calling FM radio "VHF radio" which is quite logical because commercial FM broadcasting uses a well-known part of the VHF band. In certain countries, expressions referencing the more familiar wavelength notion are still used in place of the somewhat mysterious modulation technique name .FM receivers inherently exhibit a phenomenon called capture, where the tuner is able to clearly receive the stronger of two stations being broadcast on the same frequency. Problematically, however, frequency drift or lack of selectivity may cause one station or signal to be suddenly overtaken by another on an adjacent channel. Frequency drift typically constituted a problem on very old or inexpensive receivers, while inadequate selectivity may plague any tuner.

An FM signal can also be used to carry a stereo signal. However, this is done by using multiplexing and de-multiplexing before and after the FM process, and is not part of FM proper. FM is a so-called angle modulation scheme, which was inspired by phase modulation but has proved to be more useful partly for its ease of generation and decoding.

FM broadcasting is characterized by uniformity of reception both during day and night. It also provides noise free listening besides the advantages of repeatability of frequency, high fidelity, captures effect and possibility of introducing stereophonic transmission and RDS (Radio Data Service).

While the commercial F.M. broadcasts occupy 200 KHz (Kilohertz) channels throughout the 88 - 108 MHz (Megahertz) band, the A.M. radio band or short wave broadcasting is carried out with the 10 KHz (or 9 KHz) band.

In 1930s, a very important development took place in the field of broadcasting, when Edwin H. Armstrong invented the FM radio. FM radio could overcome the interference (static) problem of AM radio and hence it gained much popularity.

Moving on to the radio service in the U.S. the Yankee Network, located in New England was the pioneer in FM broadcasting. Broadcasting began in 1939 on a routine basis from this station. Since a special receiver was needed to listen to FM radio it did not pose a significant threat to the AM broadcasting industry. At that time the frequencies were not same as today and 42 to 50 MHz were used for FM broadcasting. However the frequencies changed from 88 to 108 MHz, after World War II ended. The AM radio owners, to some extent, had imposed this change with an aim to turn down the serious threat posed by the FM broadcasting, which they had already realized.

FM radio on the new band had to begin from the ground floor. Commercially it was not much used by the radio listeners until the 1960s. The AM stations, or their owners, acquired FM licenses and often broadcast the same programming on the FM station as on the AM station which is termed as **simulcasting**. This practice was however limited by the FCC in the 1970s and by the 1980s; FM gained the floor in the urban areas. This was because almost all new radios included both AM and FM tuners (without any government mandate), In spite of all this, AM remained as the favourite medium of the rural masses because of its greater range.

3.4 AMPLITUDE MODULATION

In this section , we are going to learn about the concept of amplitude modulation or AM

AM or amplitude modulation, is a mode of broadcasting radio waves by varying the amplitude of the carrier signal in response to the amplitude of the signal to be transmitted.

Until the 1920s, the only form of radio transmission was by way of Morse code, much in the form of dots and dashes. It was of use only to the military, commercial telegraph companies and amateur experimenters. Subsequently it was found that if the amplitude could be controlled or varied by a much lower frequency then real intelligence could be conveyed e.g. speech and music. It is easy to reverse this process by simple means at the receiving end by using diode detectors. This is called modulation and obviously in this case amplitude modulation or A.M. This discovery led to the emergence of a whole lot of new industries manufacturing radio parts, receiver manufacturers, radio stations, news agencies, recording industries etc and thus revolutionized the world of communication . AM stations were the earliest broadcasting stations to be developed. AM radio transmitters can transmit audio frequencies up to 15 kHz but most receivers are only capable of reproducing frequencies up to 5 kHz or less.

Both AM and FM radio signals have their own set of advantages and disadvantages. The advantage of AM is that it is suitable for long distance transmission. This is because AM carrier waves have much longer wavelengths, and therefore, they can bend around obstacles like mountains and buildings more efficiently and thus travel greater distances. FM on the

other hand is not capable of doing so. It can travel upto a maximum distance of about 70 kms.

Again, in case of AM transmission, because information is coded in the amplitude of an AM carrier wave, interference from external signals are more likely to influence the amplitude and, therefore, they are more likely to interfere with the wave. This causes noise and distortion of the original sound. However, in case of FM, since it is much less likely that the frequency of an FM carrier wave might be accidentally modulated, the quality of the sound is better.

CHECK YOUR PROGRESS

Q. 1: What are the two principle methods of broadcasting radio waves?

.....

.....

.....

.....

Q.2: What do you mean by the term modulation?

.....

.....

.....

.....

Q. 3: Who invented FM radio.

.....

.....

.....

Q.4: Name one major advantage and disadvantage of AM.

.....

.....

.....

.....

ACTIVITY 3.1

1. Take any FM radio and identify the different kinds of programmes they broadcast. What percentage of the programmes is entertainment-oriented?

.....

.....

.....

3.5 COMMUNITY RADIO

Community radio (CR) is a basic communication medium to reach the people at grassroots level. It is an active, participatory and effective communication vehicle to identify and prioritise development needs at local level and to facilitate such development through exposure, pressure, discussion and debate. This type of radio is owned and controlled by the community and is operated for the total benefit of the community.

It is a form of liberating communication which provides a platform to the people to voice their opinions. Community radio transforms the otherwise elite medium of the cities into a commoners' tool of communication in rural

areas. AMARC, the World Association of Community Broadcasters, describes community radio as follows:

"When radio fosters the participation of citizens and defends their interests; when it reflects the tastes of the majority and makes good humour and hope its main purpose; when it truly informs; when it helps resolve the thousand and one problems of daily life; when all ideas are debated in its programs and all opinions are respected; when cultural diversity is stimulated over commercial homogeneity; when women are main players in communication and not simply a pretty voice or a publicity gimmick; when no type of dictatorship is tolerated, not even the musical dictatorship of the big recording studios; when everyone's words fly without discrimination or censorship, that is community radio."

These definitions are by no means exhaustive. In many situations, even where there is an established CR the definition will vary. The key point to remember is that CR is always for the people it is supposed to serve. The managers of CR may not be a part of the community they are broadcasting to but they should always be committed to and aware of the needs of the community.

India is perhaps the only country in South Asia to have a very well defined CR policy. The Ministry of Information and Broadcasting of India expects that thousands of community radio stations will spring up in the country under the new enabling community radio policy announced by the central Government recently.

The community in community radio can be any group interested in any aspect of community development. This may be people living in a particular area having certain interests (Examples include: transmitting to a village and all its members (geographical) or a station that serves a part of that community (e.g. farmers/fishermen, textile workers etc) and the programme format will depend on the kind of community it aims at. There are possibilities of innovative and entertainment content. Community radio is characterized by, amongst other things, an active community participation in all the

structures of its organisation. The community that the station is set to be serving has the right to decide on the policy matters affecting the radio station. The community is to be involved in the developing and designing of the programmes and /or be invited to the open forum meetings whereby issues of the station are being discussed.

As community radio stations depend on volunteers, it is important to recruit from the actual target community, because no other person has a better understanding of the issues in that community than the people who live there. Great efforts need to be put into empowering the local people to run the station. It may be difficult to obtain participation and enthusiasm at the very early stages of the project preparations, but it is important to involve as many groups and individuals as possible from the start.

(a) STRUCTURE :

The CR organisation usually has a democratic set up, in which the community becomes actively involved in the election of the board of trustees etc. The role of each and every person in the station has to be clearly defined and laid out in order to avoid a situation where there are some people eho feel that they have more power trhan others. The role of the highest decision making body is also to be outlined, the role of the volunteers must be outlined and if the station employs any

person, that person's job description must be thoroghly worked out. All these processes must be done in a very transparent and democratic manner.

(b) AIM :

The aim of CR station is to produce high quality programmes for the community concerned . These programmes ought to be relevant to the particular target group being broadcast to. People would listen to CR because it provides them with the kind of programming that they are interested in. If a community radio station has poor quality of programming people will either switch off or tune in to another radio station, which will most likely appeal to them.

Participation by members of the community should not be limited to governing the radio station. As much of practical work as possible should be carried out by volunteers. This requires training, which does not have to take more than a few weeks to teach a committed activist to use the radio media. In-house workshops could be organized with more established radio journalists, managers, technicians and others who have a keen interest in the development of the station.

Starting a CR is usually a costly exercise. It requires establishment of studio facilities and purchase of equipment that involves some expenditure, even if low cost solutions are chosen. The running cost of the station is not exorbitant, but it

needs some financial management to cover expenses for electricity, tapes, transport, maintenance and replacement of equipment after some time.

To cover these costs calls for income of some sort. In a community radio station there is a variety of possible income generating activities that the station can take up. These include commercial advertising, membership or subscription fees, and donations from funding bodies and sponsorship of programmes by NGO's or even government bodies. Other sources of fundraising can be in-house generated activities such as providing content to other stations or just general production facilities, hiring etc.

COMMUNITY RADIO SCENARIO IN INDIA

In India, there has been a sustained campaign, since the last decade to give the Community Radio a legal status . In 1995 the Supreme Court of India declared

airwaves as public property and this ruling came as an inspiration to groups across the country ;but till now only educational (campus) radio stations have been allowed, under somewhat stringent conditions. Very recently the Ministry of Information and Broadcasting has agreed to set up a community radio stations in various parts of the North East . Jnan Taranga is the first community radio station and e-Jnan Taranga is the first internet radio of north-east India which operates under K.K Handiqui State Open University.

The radio station started operating from 20th November, 2010 while the internet radio began live streaming from 5th November, 2012 .

It was in December 2002 that the Government of India approved a policy to grant licenses for setting up of Community Radio Stations in the reputed educational institutes including the IITs/IIMs. On 16 November 2006, the government of India notified a new Community Radio Policy permitting the NGOs and other civil society organizations to own and operate community radio stations and about 6,000 community radio licenses are on offer across India. Under the new policy, any not-for-profit 'legal entity' - except individuals, political parties and their affiliates, criminal and banned organizations - can apply for a CR license.

Central funding is not available for such stations, and there are stringent restrictions on fundraising from other sources. Only organisations that are registered for a minimum of three years old and with a 'proven' track record of local community service can apply. License conditions implicitly favour well-funded stations as against the inexpensive low power operations.

The licence entitles them to operate initially a 50 watt (ERP) radio station, with a coverage area of approximately 12 kilometres radius. A maximum antenna height of 30 meters is allowed. Community radio stations are 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, but there is no explicit ban on entertainment. There can be no news programmes 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 program is sponsored by the Government at the Centre or State. Activists and community workers from across the country have banded together under the aegis of an informal 'Community Radio Forum' in order to coordinate training and support for community radio stations, as well as to continue to petition for a more proactive community radio policy. In the meantime, mobile telephone operators have begun to offer commercial broadcast services over GSM, evading completely

government restrictions built around traditional concepts of broadcasting technology.The detailed policy guidelines in this regard are given below.

1. Basic Principles

An organization in order to operate a Community Radio Station (CRS) must be able to satisfy and adhere to the following principles:

a. It should be explicitly constituted as a 'non-profit' organization with a proven record of at least three years of service to the local community.
b. The CRS to be operated by it should be designed to serve a specific well-defined local community.
c. It should have an ownership and management structure that is reflective of the community that the CRS seeks to serve.
d. Programmes for broadcast should be relevant to the educational, developmental, social and cultural needs of the community.
e. It should be a Legal Entity i.e. it should be registered as a society

Eligibility Criteria

The following types of organizations shall be eligible to apply for Community Radio licences:

a. Community based organizations, such as civil society and voluntary organizations, State Agriculture Universities, ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous

Bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose. Registration at the time of application should at least be three years old.

b. Educational institutions

The following shall not be eligible to run CRS:

a. Individuals
b. Political parties and their affiliated organizations; (including students, women's trade unions and such other wings affiliated to these parties)
c. Organizations operating with a motive to earn profit.

d. Organizations expressly banned by the Union and State Governments

The application needs to be cleared by a multiple number of Ministries before it gets Letter of Consent. The programmes are to be governed by the AIR Code. All stations need to retain the broadcast materials for three months from the date of broadcast. No CRS is allowed to broadcast any programmes related to news and current affairs and are political in nature. CRSs can broadcast only limited advertising and announcement relating to local events, local business and services and employment opportunities. The maximum duration for such advertising will have to be restricted to five minutes per hour of broadcast.

The scenario of the Community Radio is not that encouraging in India. Not many CRS has come up. In the North East the scene is even bleaker. Here it is hard to define a community. For example in the hill states, communities are small and scattered. The terrain too is not conducive and the hills create obstacles in the transmission process.

CHECK YOUR PROGRESS

Q.5: What is community radio?

.....

.....

.....

.....

Q.6: Name the first community radio and the internet radio of north-east India.

.....

.....

.....

.....

Q.7: Which organisations are not eligible to run community radio stations?

.....

.....

.....

.....

Q.8: What is the importance of active community participation in CRS?

.....

.....

.....

.....

3.6 EDUCATIONAL RADIO

As we have already discussed, radio by being the cheapest and the most easily accessible of all mass media, has special advantages for a developing country like India where its potential audience is very large in comparison to the audiences of other media. Its advantages are that it caters to the people of all age groups and maturity levels ranging from a primary school child to an old man . It is popular because of the cost factor and its wide-ranging appeal and also because it is so easy to handle Its use in education because of its school versatility, is particularly significant as it provides learners with new joys of learning, and can develop their command over vocabulary, promote their concentration and critical listening, and improve fluency and confidence in speech and discussion. The CR can be used for both formal and non-formal education. Its broadcasts can be designed to supplement or enrich the formal subjects, to clarify a concept, or to give additional views, on a theme and to provide further illustrations and case studies related to an issue. Broadcasts under non-formal education may comprise programmes such as children's programmes, women's programmes, adult education programmes, rural development programmes and social action programmes etc.

The educational role of radio - its ability to bridge the literacy gap was seen early enough. All AIR programmes - whether for the general listener, or for specific groups like farmers, women, children, students, teachers, or industrial workers are essentially educative in the widest sense, but there are some programmes planned with a specific educational objective. School Broadcasts under this category were started from Calcutta in November 1937, (bi-weekly of 30 minutes), in response to the interest shown by the Calcutta University and the Department of Education of Bengal. Similar interests were shown by other educationists whose views were sought by then Controller Lionel Fielden. All radio stations in those days were instructed by him to draw up school programmes in consultation with educational authorities in the provinces. Regular school broadcasts began in October 1938 from Bombay, Calcutta, Delhi and Madras.

The development of educational radio can be seen from two aspects :

i. the establishment of the broadcast network and

ii. the preparation and production of specific educational programmes.

In the broadcast network the AIR has achieved great success by reaching as much as 90% of the population of this large country and thereby becoming one of the largest networks of the world.

The development of educational radio is concerned, with both formal and non-formal education. By making school broadcasts more curriculum specific and by making university broadcasts supplement the correspondence education the educational radio has served a more purposeful and specific role .

The broadcast programmes on non-formal education of the AIR have been particularly recorded successful in the areas of agriculture and rural development.

3.6.1 EDUCATIONAL RADIO IN INDIA : GROWTH AND DEVEL OPMENT

The growth of educational radio in India can be described as follows:

1. School Broadcast Project

This project was commissioned in 1937 and the target group was School students. This programme started from Delhi, Calcutta, Madras and Bombay. In the beginning the school programme was not strictly governed by the curriculum. With the passages of time and acquisitions of more experience, the AIR tried to make its radio broadcasts more curriculum oriented, but in absence of common syllabi and time tables in schools, even within the same state, it could not succeed in its aim.

2. Adult education and community development project (Radio Forum)

Commenced in 1956, the Villagers of 144 villages in the vicinity of Poona (in Maharastra state), were the main beneficiaries of this project. This was agriculture-based project, which was originally designed and tried out in Canada. With the help of UNESCO, it was tried in 144 villages of Poona and was named as ' Radio forums Project' (defined as a listening cum-discussion-cum-action group). The members of the forum could listen thirty-minute radio programme on some agricultural or community - development programme, then discuss and decide regarding its adoption in their own village. This project was a great success. Many action programmes were planned and put into practice.

3. Farm and Home Broadcast Project

This project was commenced in 1966 and again targeted at Farmers and villagers. These broadcasts were designed to provide information and advice on agricultural and allied topics. The aim was to educate the farmers and provide them assistance in adopting innovative practices in their fields as per the local relevance. The experts also conducted occasional farm radio schools, which proved to be very effective.

4. University Broadcast Project

This project for University students was initiated in 1965, with an aim to expand higher education as widely as possible among the different strata of society. The Programme consisted of two types- 'General' & 'enrichment'. The general programmes included topics of public interest and enrichment programmes supported correspondence education offered by universities in their respective jurisdictions. School of Correspondence studies, University of Delhi and the Central Institute of English and Foreign Languages, Hyderabad is well known for preparation and broadcast of their programmes through AIR.

5. Language Learning Programme

The project, popularly known as 'Radio Pilot project' was started in 1979-80 jointly by AIR and Department of Education Government of Rajasthan, with an aim to teach Hindi to School going children as first language in 500 primary schools of Jaipur & Ajmer districts on experimental basis. The project was found useful in improving the vocabulary of children. With its success, similar project was repeated in Hoshangabad district of Madhya Pradesh with some modifications but had limited success.

6. IGNOU-AIR Broadcast

In collaboration with IGNOU, AIR stations of Mumbai, Hyderabad and Shillong started radio broadcasts of IGNOU Programmes from January 1992. Main target group of this project were students of Open / Conventional Universities. Although Shillong started this but discontinued later on. Therefore presently it is being broadcast from AIR Mumbai (Every Thursday and Saturday from 7:15AM-7:45AM) and AIR Hyderabad (Every Tuesday, Thursday & Saturday from 6:00 AM - 6:30 AM) only. This programme is still popular in the respective region.

7. IGNOU-AIR Interactive Radio Counselling (IRC)

Started in 1998 for students of Open / Conventional Universities, this project is also very successful. In order to bridge the gap between Institutions and learners by instantly responding to their queries and also to provide Academic Counselling in subject area, IGNOU in

collaboration with AIR Bhopal started this project in May 1998 as an experimental programme for one year (Sharma, 2002a). With the success of the experiment, it was extended to 8 other AIR stations (Lucknow, Patna, Jaipur, Shimla, Rohtak, Jalandhra, Delhi and Jammu). Presently Interactive Radio counseling is being provided every Sunday for one hour (4:00 PM - 5:00 PM) from 186 radio stations of All India Radio. This includes two Sundays on the National hook-up. Toll-free telephone facility is available from 80 cities (effective from February 2001) enabling the learners to interact with experts and seek clarification, without paying for their telephone calls. The first and third Sundays of the month, AIR stations of Delhi (Hindi) and Kolkata (in English) broadcast from national hook-up, which 186 radio stations relay either of them. The 2nd and 4th Sunday are slotted for programmes of various regional centers of IGNOU and State Open universities respectively. The slot of 5th Sunday (if any) has also been given to region-based programmes of IGNOU. This programme has been gaining popularity day by day.

8. Gyan-Vani (Educational FM Radio Channel of India)

This project was launched in the year 2001with the target group being the learners of the open/conventional universities.Gyan Vani (Gyan = Knowledge, Vani = aerial broadcasting) is Educational FM Radio Channel of India, a unique decentralised concept of extending mass media for education and empowerment, suited to the educational needs of the local community .This is a unique low cost, interactive medium for enhancing and supplementing the teaching-learning process by reaching out to widespread learners. The main objective of setting up of Gyan-Vani station is to bridge the gap between the educationally priviledged and the deprived. Each Gyan-Vani station covers a range of about 60 kms.

Gyan-Vani's Educational FM Radio Network has spread to 37 cities and towns across the country. The programmes that are broadcast over Gyan-

Vani stations are designed by educational experts from NCERT, NIOS and IGNOU. Interactive radio counselling is an important part of the

radio programme where the experts clarify the doubts put across by the learners to them. The Gyan-Vani programmes include information relevant to students of pre-primary, primary, secondary and higher secondary classes, undergraduate, graduate and post graduate students as well as enrichment programmes to build environmental awareness, women empowerment, legal literacy, capabilities in professional and science education.

CHECK YOUR PROGRESS

Q.9: What is the purpose of educational broadcasts?

.....

.....

.....

.....

Q.10: Who were the main beneficiaries of the Adult education and community development project of 1956?

.....

.....

.....

.....

Q.11: What was the aim of the farm and home broadcasts of All India Radio (AIR)?

.....

.....

.....

.....

Q.12: When was the IGNOU-AIR Interactive Radio Counselling (IRC) started?

.....

.....

3.7 RECENT TRENDS IN RADIO BROADCASTING

There have been significant new developments in Radio communication which have been used for all kinds of data transmissions. Morse code, the earliest radio application, can still be heard today. Experiments in sending pictures and text go back to the early days of radio with a variety of clock signals being broadcast. The coded transmission of information by national governments in times of peace and war is another early use of the radio. For example, during the Cold War the USSR and the governments under its influence had national programmes to block shortwave and other frequency transmissions by using jamming techniques. One signal known as Russian woodpecker suddenly appeared on July 4, 1976 and just as suddenly disappeared at the end of 1989 . It is still considered a mystery. More and more radio frequencies are being used to send digital packets of information of varying degrees of complexity. An early form of digital radio broadcasting was packet radio, which combines digital information with traditional radio broadcasting over the air.

Digital radio broadcasting originally emerged, in Europe (the UK in 1995 and Germany in 1999), and then in the United States, France, Holland, South Africa and many other countries . The simplest system is DAB Digital Radio, or Digital Audio Broadcasting, which uses the public domain EUREKA 147 (Band III) system. DAB is used mainly in the UK and South Africa. Among other countries, Germany and Holland use the DAB and DAB+ systems and France use the L-Band system of DAB Digital Radio.

However , digital radio isn't used in the same way as Europe and South Africa - instead the IBOC system is named HD Radio and owned by a consortium of private companies called iBiquity. An international non-profit consortium Digital Radio Mondiale (DRM), has introduced the public domain DRM system.

It is expected that for the next 10 to 20 years, all these systems will co-exist, while by 2015 to 2020 digital radio may predominate, at least in the developed countries.

Internet radio

Internet radio is known as web radio, net radio, streaming radio and e-radio. It is an audio broadcasting service transmitted through the Internet. Broadcasting on the Internet is usually called webcasting since it is not transmitted broadly through wireless means. Internet radio involves a streaming medium that presents listeners with a continuous “stream” of audio over which they have no control, much like traditional broadcast media. In this respect, it is distinct from “on-demand” file serving. Internet radio is also distinct from podcasting, which involves downloading rather than streaming. Many Internet radio “stations” are associated with a corresponding traditional (or “terrestrial”) radio station or radio network. Internet-only radio stations are independent of such associations.

Internet radio services are usually accessible from anywhere in the world. For example, one could listen to an Australian station from Europe or America. Some major networks however like Clear Channel in the US and Chrysalis in the UK restrict access only to the respective country because of music licensing and advertising concerns. Internet radio remains popular among the expatriates and the listeners whose interests local radio stations cannot adequately serve. Some of these programmes are progressive rock, ambient music, folk music, classical music, and stand-up comedy. Internet radio services offer news, sports, talk, and various genres of music—everything that is available on traditional radio stations.

The most common way to distribute Internet radio is through the streaming technology using a lossy audio codec. Popular streaming audio formats include MP3, Ogg Vorbis, Windows Media Audio, RealAudio and HE-AAC (sometimes called aacPlus).

Internet radio was pioneered by Carl Malamud who in 1993, launched “Internet Talk Radio” which was the “first computer-radio talk show,in which each week interviewing a computer expert was interviewed “ However, as late as 1995, this service was not available via multicast streaming; it was distributed “as audio files that computer users fetch one by one.”

A November 1994 Rolling Stones concert was the “first cyberspace multicast concert.” Mick Jagger opened the concert by saying, “I wanna

say a special welcome to everyone that's, uh, climbed into the Internet tonight and, uh, has got into the M-bone. And I hope it doesn't all collapse."

On November 7, 1994, WXYC (89.3 FM Chapel Hill, NC USA) became the first traditional radio station to announce broadcasting on the Internet. WXYC used an FM radio connected to a system at SunSite, later known

as Ibiblio, running Cornell's CU-SeeMe software. WXYC had begun test broadcasts and bandwidth testing as early as August, 1994. WREK (91.1 FM, Atlanta, GA USA) started streaming on the same day using their own custom software called CyberRadio1. Some of the first Internet-only commercial radio stations emerged in 1995. NetRadio "was one of the Internet's original Webcasters," eventually "streaming more than 100 channels including both music and spoken material." Nonetheless, NetRadio Corporation ceased operations in 2001.In 2002, the Copyright Arbitration Royalty Panel (CARP) system was initiated by the United States Congress in order to oversee decisions regarding royalty rates and terms, particularly in regard to digital distribution of audio. Many webcasters believed the 2002 proposed royalty structure to be overly burdensome and intended to disadvantage independent Internet-only stations. CARP was later phased out in favor of the Distribution Reform Act of 2004.

The first internet radio of the north-east India is the e-Jnan Taranga which was launched on 5th November, 2012. e-Jnan Taranga is the internet version of the community radio station of Krishna Kanta Handiqui State Open University, the first and the only state open university of India's north-east. The e-radio could be listened at www.kkhsou.in/crs and it can be listened to by minimum ten thousand listeners.

HD Radio

HD radio is one of the relatively new forms of radio broadcasting. Basically HD radio is the trademark for iBiquity's in-band on-channel (IBOC) digital radio technology that is used by AM and FM radio stations to transmit audio and data by using a digital signal embedded "on frequency" immediately above and below a station's standard analog signal, providing the means to

listen to the same programme in either HD (digital radio with less noise) or as a standard broadcast (analog radio with standard sound quality).This type of radio broadcasting offers both AM and FM stations. In fact, stations are able to broadcast a digital signal or they may select to broadcast a hybrid (simulcast) of both digtal as well as analog versions of their radio signal.

The listeners are exposed to a better sound quality as the transmission is digital.

The United States Federal Communication Commission (FCC) selected the HD Radio in 2002 as a digital audio broadcasting method for the U.S and is the only digital system approved by the FCC for digital AM/ FM broadcasts in the United States. It is officially known as NRSC-5, with the latest version known as NRSC-5-C.

HD radio receivers offers the following benefits -

- High quality FM and AM sound
- HD radio stations broadcast in clear digital quality sound, making static, hissing sound a thing of the past
- Radio never looked so good with HD radio technology enabling receivers to display song titles, albums and station information
- Increased listening options with multicasting

Although HD radio broadcasting is currently subscription free, yet the only cost factor involved is the HD receiver set which the listeners must purchase in order to listen to the programmes. This might sometimes proves to be detrimental as the prices can sometimes shoot upwords to about $ 1000 each per set.

Satellite Radio

It is a form of radio service that is broadcast from satellites primarily to cars, with the signal broadcast nationwide across a much wider geographical area from terrestrial area station. One can avail of this facility by way of subscription which is mostly commercial free and offers subscribers more stations and a wide variety of programming options than terrestrial radio.

CHECK YOUR PROGRESS

Q.13: Where and when did Digital Radio Broadcasting first emerge?

.....

.....

.....

.....

Q.14: What is Internet radio?

.....

.....

.....

.....

Q.15: Internet radio is also know as .....

..... and .....

Q.16: Name some popular streaming audio formats.

.....

.....

.....

.....

Q.17 In 1993, Malamud launched .....which was the “first computer-radio talk show, each week interviewing a computer expert.”

Q.18. Which popular English rock band’s concert was the first ever cyberspace multicast concert and in which year did it take place?

.....

.....

.....

.....

Q.19: Which was the first traditional radio station to announce broadcasting on the Internet and when?

.....

.....

.....

.....

Q.20: Name the first Internet-only commercial radio station.

.....

.....

.....

.....

3.8 LET US SUM UP

- Frequency is the number of cycles per unit time, i.e., the number of waves that pass a fixed place in a given amount of time. The unit of frequency is hertz (hz).Modulation is the process by which the information to be transmitted is impressed on the radio waves which serve as the carriers.
- There are two principal methods for broadcasting radio waves. They are Frequency Modulation or FM and Amplitude Modulation or AM. In 1930s, a very important development took place in the field of broadcasting, when Edwin H. Armstrong invented the FM radio.
- Community radio (CR) is a basic communication medium to reach the people at grassroots level. It is an active, participatory and effective communication vehicle to identify and prioritise development needs at local level and to facilitate such development through exposure, pressure, discussion and debate.
- The educational role of radio centres around its ability to bridge the literacy gap.'Radio Pilot project' was started in 1979-80 jointly by AIR and Department of Education Government of Rajasthan with an aim to teach Hindi to School going children as first language in

500 primary schools of Jaipur & Ajmer districts on experimental basis.

- Gyan-Vani (Educational FM Radio Channel of India) was launched in the year 2001.Internet radio is known as web radio, net radio, streaming radio and e-radio. It is an audio broadcasting service transmitted through the Internet. Broadcasting on the Internet is usually called webcasting since it is not transmitted broadly through wireless means.
- HD radio is one of the new forms of radio broadcasting whereby the stations are able to broadcast a digital signal or they may select to broadcast a hybrid (simulcast) of both digtal as well as analog versions of their radio signal.

3.9 FURTHER READING

1) Chatterji, Probhat Chandra (1991). Broadcasting in India. New Delhi : Sage Publications

2) Kundra, Shipra (2005). Basic Audio-Visual Aids. Anmol Publications Private Limited.

3) Masani, Mehra (1976). Broadcasting and the people. New Delhi : National Book Trust

4) Wadia, Angela (2007). Broadcast Management in India. New Delhi : Kanishka Publishers Distributors.

3.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : The two principal methods of broadcasting radio waves are Frequency Modulation or FM and Amplitude Modulation or AM

Ans to No. 2 : Modulation is the process by which the information to be transmitted is impressed on the radio waves which serve as the carriers.

Ans to No. 3 : Edwin H. Armstrong invented the FM radio.

Ans to No. 4 : One major advantage of AM is that it is suitable for long distance transmission. This is because AM carrier waves have much longer wavelengths, and therefore they can blend around obstacles like mountains and buildings more efficiently and thus travel great distances. One major disadvantage of AM is that since information is coded in the amplitude of an AM carrier wave, interference from external signals are more likely to influence the amplitude and hence they are more likely to interfere with the wave.

Ans to No. 5 : Community Radio is an active, participatory and effective communication vehicle to identify and prioritise development needs at local level and to facilitate such development through exposure, pressure, discussion and debate. In fact it is a basic communication medium to reach the people at grassroots level.

Ans to No. 6 : The first community radio and internet radio of north-east India are Jnan Taranga and e-Jnan Taranga respectively.

Ans to No. 7 : The following shall not be eligible to run CRS:

a. Individuals

b. Political parties and their affiliated organizations; (including students, women's trade unions and such other wings affiliated to these parties)

c. Organizations operating with a motive to earn profit.

d. Organizations expressly banned by the Union and State Governments

Ans to No. 8 : The community in community radio can be any group interested in any aspect of community development.Community radio is characterized by, amongst other things, an active community participation in all the structures of its organisation. The importance of active participation of community is esential because no other person has a better understanding of the issues in that community than the people who live there.

Ans to No. 9 :. Educational broadcasts can be generally of two types-formal and non-formal. Formal educational broadcasts can be designed

to supplement or enrich the formal school subjects. These broadcasts may clarify a concept, or give additional views, on a theme, or provide further illustrations and case studies related to an issue. Broadcasts under non-formal education may comprise programmes such as children's programmes, women's programmes, adult education programmes, rural development programmes and social action programmes etc.

Ans to No. 10 : The main beneficiaries of the Adult Education and Community development Project of 1956 were the villagers of 144 villages in the vicinity of Poona (in Maharastra state).

Ans to No. 11 : The aim of the farm and home broadcasts of All India Radio was to educate the farmers and provide them assistance in adopting innovative practices in their fields as per the local relevance.

Ans to No. 12 : IGNOU-AIR Interactive Radio Counselling (IRC) was started in 1998.

Ans to No. 13 : 1. Digital radio broadcsting first emerged in Europe. It made its first appear-

ance in the UK in 1995 and then in Germany in 1999. Later on it appeared in the United States, France, Holland, South Africa and many other countries worldwide.

Ans to No. 14 : Internet radio is an audio broadcasting transmitted via the Internet. Broadcasting on the internet is usually referred to as webcasting since it is not transmitted broadly through wireless means.

Ans to No. 15 : Web radio, net radio, streaming radio and e-radio.

Ans to No. 16 : Popular streaming audio formats are MP3, Ogg Vorbis, Windows Media Audio, RealAudio and HE-AAC (sometimes also known as aacPlus)

Ans to No. 17 : Internet Talk Radio

Ans to No. 18 : Rolling stones, in November 1994.

Ans to No. 19 : WXYV (89.3 FM), on November 7, 1994.

Ans to No. 20 : NetRadio

3.11 MODEL QUESTIONS

A. Very Short Questions

Q 1: What are the main points of difference between AM and FM?

Q 2: FM radio is better than AM radio. Do you agree? Why?

B. Short Questions (Answer each question in about 150 words)

Q 1: Write short notes on the following -

a. School Broadcast Project

b. Educational Broadcast

c. Farm and Home Programme

d. Adult Education and Community Development Project

e. Internet Radio

C. Long Questions (Answer each question in about 300-500 words)

Q 1: Critically assess the quality and relevance of educational programmes of AIR.



Q 2: Community participation is the lifeblood of community radio . Discuss.

Q 3: The radio profession is poised for a further leap towards reform with the advent of FM radio. Comment.

*** **** ***

UNIT-4 : ALL INDIA RADIO

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Introduction

4.3 AIR with special reference to AIR in Assam and AIR in Meghalaya

4.4 AIR news service, external service

4.5 Let Us Sum Up

4.6 Further Reading

4.7 Answers to Check Your Progress

4.8 Model Questions

4.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- outline the history and growth of AIR
- trace the establishment and growth of AIR in Assam and Meghalaya
- explain about AIR News Service and AIR External Services

4.2 INTRODUCTION

In the previous unit you have studied about the history of radio and the growth and development of the radio medium in our country. This must have given you the basic idea that radio in India largely consists of All India Radio, better know as AIR.

AIR is India's public broadcaster and has a very wide reach across the country and also outside. The first radio station in the North east was established in Shillong in July,1948 which was then the capital of undivided Assam. In this unit we shall mainly concentrate on AIR and its growth after India's independence with special reference to AIR in Assam and Meghalaya. Also we will learn about AIR's external service division and the News service

of AIR.

So let us begin this unit by tracing the growth of AIR in the post-independence period.

4.3 AIR WITH SPECIAL REFERENCE TO AIR IN ASSAM AND AIR IN MEGHALAYA

ALL INDIA RADIO

As you have already learnt in the previous unit, broadcasting started in India in 1927 with two privately-owned transmitters at Mumbai and Calcutta which were taken over by the Government in 1930. These were operating under the name “Indian Broadcasting Service” until 1936 when it was given the present name “All India Radio (AIR)”. It also came to be known as “Akashvani” from 1957.

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

Expansion of broadcasting was brought within the ambit of planned development in 1951 with an allocation of Rs. 40 million when India’s first Five Year Plan (1951-1956) was launched. On July 20, 1952, the first National Programme of music went on air. In October the same year, the National Orchestra of AIR was set up in Delhi under the conductorship of the eminent sitarist Pandit Ravi Shankar. Regional news bulletins were started from Lucknow (in Hindi) and from Nagpur (in Marathi) on April 15, 1953. In October 1955, the first Radio Sangeet Sammelan was broadcast. Sardar Patel memorial lectures and radio newsreel also started in 1955. The first National Symposium of Poets was held on January 25, 1956. Dr. B. V. Keskar, the then minister of Information and broadcasting, did much for the encouragement of Indian classical music on radio. Dr. Keskar’s other contribution was induction of eminent writers, poets, musicians and

dramatists as producers in the All India Radio. At the end of the first Five Year Plan, All India Radio had 26 stations with 29 medium wave and 17 short wave transmitters, radiating 741.35 kilo watts of power. It covered 46 per cent of the population and 31 per cent of the area of the country. The total annual transmission hours increased to about 100,000 and the number of licenses crossed the one million mark.

During the second Five Year Plan (1956-1961) the outlay on broadcasting was Rs. 8 crore as against an expenditure of Rs. 2.1 crore during the first Plan period. During this period, new stations were commissioned at Bhopal and Ranchi with short wave transmitters. Early in 1957, an auxiliary studio at Chandigarh was opened and the one at Shillong was strengthened following the introduction of programmes in a large number of tribal languages of North-Eastern India.

The most important event of the year 1957 was the inauguration in Bombay on October 3, of an All India variety programme- *Vividh Bharati*, which was being radiated simultaneously from two hundred kilo watt short wave transmitters located at Bombay and Madras. The service, based on a choice of light entertainment items contributed by different stations of AIR and a liberal dose of film music was AIR's response to the growing popularity of Radio Ceylon's commercial service. To facilitate inter-state exchange of programmes, a Programme Exchange Unit was established in Delhi on July 7, 1957, which was also given the responsibility of looking after AIR's sound archives.

Ten years later, commercials became an integral part of *Vividh Bharati*. *Yuvavani* or the Voice of the Youth went on air on July 23, 1969 in New Delhi; other cities followed suit in all major Indian languages.

In April 1976, Doordarshan was de-linked from All India Radio; this allowed radio in India to take off on its own instead of being looked down upon as television's 'poor cousin'. FM services were introduced, first from Madras on July 23, 1977 and from Jalandar on October 2, 1992. FM stations came

about in other cities soon after. In the mid-Eighties, AIR started setting up stations in places other than the big cities. The first one of this kind was set up at Nagercoil in Tamil Nadu on October 30, 1984. With this, hourly news bulletins were introduced by the mid-eighties. By the early nineties, phone-in programmes in Delhi, Pune and other cities were experimented with. A landmark achievement was the launch of the Sky Radio Channel on April 1, 1994 which enabled subscribers to receive 20 radio channels via satellite on their FM receivers.

At present, AIR has a network of 229 broadcasting centres with 148 medium frequency (MW), 54 high frequency (SW) and 168 FM transmitters. The area coverage is 91.79%, and that of the population is .99.14%. In home services AIR broadcasts programmes in as many as 24 Languages and 146 dialects while in External Services it covers 27 languages including 17 national and 10 foreign languages

IMPORTANT MILESTONES SINCE INDEPENDENCE (AIR)

August 15,1947	There were Six Radio stations at Delhi, Bombay, Calcutta, Madras,Tiruchirapalli and Lucknow.
July 20, 1952	First National Programme of Music broadcast from AIR
July 29, 1953	National Programme of Talks (English) commenced from AIR.
1954	First Radio Sangeet Sammelan held.
October 3, 1957	Vividh Bharati Services started.
November 1, 1959	First TV station in Delhi started (at that time, it was part of AIR).
July 21, 1969	Yuvavani services started at Delhi.
August 15, 1969	1000 KW Superpower Medium Wave Transmitter commisioned at Calcutta(Mogra).
January 8, 1971	1000 KW Superpower Medium Wave Transmitter

	commissioned at Rajkot
1974	Akashvani Annual Awards instituted.
July 23, 1977	First ever FM service was started from Madras.
September 14, 1984	Two High Power250 KW shortwave transmitters inaugurated at Aligarh.
October 30, 1984	First Local Radio Station at Nagarcoil started.
1985	All AIR stations were provided with 5 channel satellite receiver terminals.
May 18, 1988	Introduction of National Channel.
April 8, 1989	Commissioning of Integrated North East Service.
March 2, 1990	The 100th station of AIR commissioned at Warangal (Andhra Pradesh)
March 10, 1990	Two 500 KW Superpower shortwave transmitters commissioned at Bangalore.
October 2, 1992	Commissioning of FM Channel at Jalandhar.
April 1, 1993	The 150 th station of AIR commissioned at Berhampur (Orissa).
August 15, 1993	Introduction of times-slots on FM Channel to private Parties at Delhi-Bombay.
September 1, 1993	Time-slots on FM Channel to private parties at Chennai.
January 24, 1994	FM Channel at Panaji.
July 25, 1994	Time-slots on FM channel to private parties at Calcutta.
September 10, 1994	Multi-track recording studios commissioned at Mumbai.
September 28, 1994	Four 500 KW Superpower Shortwave transmitters at Bangalore inaugurated. This has made Bangalore one of the biggest transmitting centres in the world.
October 31, 1994	The 175th station of AIR commissioned at Nasik.

November 13, 1994	Time-slots on FM channel to private parties at Panaji.
August 5, 1995	Multi-track recording studios commissioned at Chennai.
February 1, 1996	Foundation stone laid for New Broadcasting House at New Delhi.
May 2, 1996	Launching of AIR on-line Information Services on Internet.
January 13, 1997	Started Audio-on-demand on Internet Service.
April 1, 1997	Digital Audio Broadcasting (DAB) introduced at Delhi on experimental basis.
January 26, 1998	'Radio-on-Demand' service on 2nd FM Channel Transmission.
February 25, 1998	AIR 'News-on-Telephone' and AIR 'live-on-Internet'.
August 15, 1999	Radio station commissioned at Kokrajhar in Bodo Land Autonomous Council Area.
August 15, 1999	Second FM Channel commissioned at Delhi and Calcutta with Yuvavani service.
July 17, 2000	Regional Staff Training Institute (Tech.) started functioning at Bhubaneshwar (Orissa)
Sept 1, 2001	AIR launched Infotainment channel known as FM-II at four metros, Mumbai, Kolkata, Chennai, Delhi, in addition to the Metro Channel FM-I.
Nov 12, 2001	Museum of Radio and Doordarshan inaugurated. Declared as The Public Service Broadcasting day to commemorate Gandhiji's visit to AIR
Feb 27, 2002	AIR launched its first ever digital statellite home service which will cater to Indian sub-continent and South-East Asia.
July, 2002	Celebrated 75 years of Broadcasting.
April, 2003	Marketing Division of Prasar Bharati Inaugurated.
Jan 26, 2004	Bhasha Bharati Channel of AIR launched at Delhi and

	Classical Music Channel launched at Bangalore.
Apr 01, 2004	Launch of Kisan Vani Programme from 12 Stations of AIR.
Dec 16, 2004	DTH Service of Prasar Bharati, with 12 AIR Channels, launched.

Source: www.allindiaradio.org (Official website of AIR)

OBJECTIVES OF AIR

Keeping in view the motto, "Bahujan Hitaya; Bahujan Sukhaya" i.e. to strive for the benefit and happiness of large sections of the people, All India Radio, with its stations all over the country provides information, education and entertainment to the largest democracy of the world. Its underlying objectives are as follows:

- To uphold the unity and integrity of the country and the values enshrined in the Constitution which characterise a truly democratic country.
- To transmit information of national, regional, local and international interest in an unbiased and impartial manner, including the contrasting views, without advocating any opinion or ideology of its own.
- To design the programmes in such a way so as to reflect the rich and varied cultural heritage of the country, with an aim to strive for the promotion of issues related to national interest.
- To produce and broadcast programmes related to a host of issues in order to have positive impact on all sections of the society, keeping in mind the fact that the national broadcast audience consists of people from all walks of life.
- To produce and broadcast programmes related to the most important sectors in a developing country, like Agriculture, Education, Health and Family Welfare, Science and Technology.
- To lay special emphasis on the audience belonging to the rural, illiterate and underprivileged population. The programmes should also serve the needs of the young people, social and cultural minorities, the tribal population, and those residing in border regions, backward or remote areas.

- To awaken the masses for social justice so as to remove social evils like exploitation of the poor and the needy, inequality, untouchability and parochial loyalties.
- To promote national integration.

The prime concern of AIR has always been to perform social responsibility and the smooth conduct of Public Service Broadcasting. The primary channel of AIR including local radio stations have become almost the part and parcel of the greater Indian masses. The people are not only entertained but they also receive due education and information required for their day-to-day activities. The ways in which AIR enhances the people's lives are as follows:

i. Provides information through news and various current affairs programmes.
ii. Entertains the audience through musical programmes –devotional, classical (Indian & Western) Folk/ Pop/ Light, Film songs etc.
iii. Provides education through extension programmes for specific class of audience including farmers, women, children, youth and troops,
iv. Provides formal and non formal education,
v. Works for Adult education through programmes produced by IGNOU, UGC etc.

The main components of AIR network are the National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Stereo Service, External Services and North-Eastern Services.

The advancements in science and technology along with the changing trends in interactive broadcasting have led the people to receive any programme of their choice and music stored in a computer system. Moreover the listeners can request for the music they love to listen through the 'Music-on-Demand' system of AIR. AIR has also started an interactive broadcasting service for providing News-on-phone to make the news capsule handy. News can also be accessed on the internet through the 24 hours Live Service of AIR round the clock (24 hrs a day and 365 days of the year) at

www.newsonair.nic.in. With the starting of this service, it has been possible to extend the coverage of AIR programmes to all parts of the world including USA & Canada, where signals of AIR External Service are not received adequately.

RADIO IN ASSAM:

Radio has been a pervasive medium of communication and entertainment in Assam. The state has eight radio stations run by the state-controlled All India Radio.

The All India Radio, Guwahati station was commissioned on July 1, 1948. The station has five frequencies allotted to it of which four are shortwave and medium wave frequencies (729 kHz, 1035 kHz, 4940 kHz and 7280 kHz) and one is FM (100.8 MHz).

The second All India Radio station was commissioned at Dibrugarh on February 15, 1969. The station has one AM frequency allotted to it, ie. 567 kHz.

The third station was set up at Silchar on August 11, 1972. The station caters to the Bengali speaking local population of Barak Valley as well as the Dimasa and Karbi population in NC Hills, besides the Mizo population in the neighbouring Mizoram. Assamese and Bengali are the major languages used. There are also certain programmes in Mizo, Karbi and Dimasa languages.

Subsequently, other AIR stations were set up in Dhubri, Diphu, Haflong, Jorhat, Kokrajhar, Nagaon, and Tezpur. Of them, Dhubri, Halflong, Jorhat and Nagaon have FM frequencies allotted to their AIR stations while the rest have only AM frequencies.

Besides the above AIR stations in Assam, there are a few private players who have entered the arena. Guwahati, being the commercial hub of the entire Northeast, has attracted quite a few private FM channel operators in recent times. Radio Oolala (91.9) run by Positive Radio Pvt. Ltd., of NETV repute is the first privately owned FM radio channel in the state.

Big 92.7 FM, Guwahati run by the entertainment major, Adlabs Films Ltd., also arrived at Guwahati soon after, and has brought a new fervour to radio listening in the state. Its lucid style and originality of programming balanced by a local flavour has created a mark among the people of the state, especially the youth.

Mysore-based S FM, (93.5 MHz) run by South Asia FM Ltd / Sun TV Network Ltd., realized the potential of FM radio broadcasting in Guwahati and followed suit.

Gyan Vani, Guwahati (107.8 MHz) is another FM channel operating from Guwahati while a host of other private FM channels are expected to join the race very soon.

RADIO IN MEGHALAYA:

As Meghalaya is a state of music lovers, that is why in spite of the growing trends of satellite television channels and news portals on the Internet, radio still serves to be the most popular of all. Meghalaya radio includes both government and private radio stations. With a total of five stations AIR broadcasts programmes on news, information, government bulletins and entertainment.

Radio in Meghalaya has an extremely efficient infrastructure built by the government of the state. As a part of this infrastructure, there is a 100 KW medium wave radio transmitter at the state capital Shillong, a 10 KW relay transmitter at Tura in the West Garo Hills, and a short wave transmitter at Shillong, called the 'North Eastern Services'.

All India Radio with its five stations at Meghalaya serves to be the prime broadcaster of the region. It not only caters to the needs of the rural people living in the remote mountainous stretches but are also equally popular in the urban and semi-urban areas. The five AIR centers in Meghalaya are:

- Shillong radio station
- Tura radio station
- Nongstoin radio station
- Jowai radio station

- Williamnagar radio station

Shillong alone has four AIR frequencies. Jowai and Shillong stations have one FM frequency each. The main regional languages used in Meghalaya are Garo and Khasi, but Meghalaya radio stations also broadcast in Hindi, English and other languages.

Apart from the AIR primary channels radio in Meghalaya has another two components— private and FM radio. Shillong has a short wave transmitter, called the 'North Eastern Services', which broadcasts news and entertainment programs. The FM broadcasting in Shillong and some of the other major urban centers of Meghalaya have gained due popularity in the state. Radio Oolala and Gyan Vani are other two FM stations operating from Shillong.



CHECK YOUR PROGRESS

Q.1: How many stations did AIR have at the time of Independence?

.....

.....

.....

Q.2: When was Vividh Bharati inaugurated?

.....

.....

.....

Q.3: When was Doordarshan de-linked from AIR?

.....

.....

.....

Q.4: Where was AIR's first local station launched?

.....

.....

.....

Q.5: When and where was a radio station commissioned in Bodoland Autonomous Council Area?

.....

.....

.....

Q. 6: When was AIR Guwahati station commissioned?

.....

.....

.....

Q.7: Name 5 places in Assam where AIR stations are located.

.....

.....

.....

.....

Q.8:. Name three private FM radio channels of Assam.

.....

.....

.....

Q. 9: Where are the AIR stations located in Meghalaya?

.....

.....

.....

Q 10: When was the National Channel of AIR launched?

.....

.....

.....



ACTIVITY 4.1

Visit your nearest AIR station and find out what kind of programmes they air. Classify the programmes into different categories like entertainment, music, education, news, etc.

.....

.....

.....-

4.4 AIR NEWS SERVICE, AIR EXTERNAL SERVICE

AIR NEWS SERVICE

All India Radio which operates under Prasar Bharati is one of the major and widely acclaimed broadcasting organizations in the world. As a part of this big programming, The News Services Division (NSD) of AIR broadcasts news and comments to listeners in India and abroad. In the early years of its inception during 1939-40 the NSD used to broadcast only 27 news bulletins. But today AIR, through its Home, Regional and External Services, provides 52 hours of exclusive news bulletins daily covering a total of 510 bulletins in 82 languages/dialects.

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

Apart from the regular news bulletins, a number of news-based programmes like round-ups, discussions, features etc., on current subjects are broadcast from Delhi and some other Regional News Units.

HISTORY

Organized broadcasting in India began when the first station of the Indian Broadcasting Company (IBC) was inaugurated at Bombay by the British Viceroy of India Lord Irwin on July 23, 1927. In fact the first ever news bulletin in the country went on the air from this very station on the day of its inauguration. This happened much earlier than the beginning of All India Radio. The Calcutta Station soon followed and began to broadcast news bulletin in Bengali from August 26, 1927. Until 1935, two bulletins, one each in English and Hindustani were broadcast from Bombay and a bulletin in Bengali was broadcast from Calcutta. However the Indian Broadcasting Company went into liquidation in March, 1930 following which broadcasting came under the direct control of the Government of India under the Department of Industries and Labour. This service was named as the Indian State Broadcasting Service. Finally on June 8, 1936 it was renamed as All India Radio.

DEVELOPMENT

January 19, 1936 was that red letter day when news broadcasting in India entered into a new and developed phase. The first news bulletin from the Delhi Station went on air on that day coinciding with the starting of its transmission. Apart from news bulletins in English and Hindustani, talks on current affairs were also started from the Delhi Station in both the languages.

The Central News Organization was set up on August 1, 1937. The first News Editor of this organization was Mr. Charles Barns who took charge in September, 1937. Later he became the first Director of News. In 1939 as soon as the Second World War began, the Central News Organization entered into a new phase of development. The Monitoring Service was also set up in the same year to monitor foreign broadcasts. In 1943, the External Broadcast Unit was set up under the Director of News. By 1945, the Organization was broadcasting news bulletins in different Indian languages

as well as in the External Services.

The post-independence era saw much quantitative and qualitative development in news broadcasts of AIR. As a result more emphasis was laid on national and regional news bulletins.

HOME BULLETINS

All India Radio has a huge number of news bulletins under its internal or home service. The News Services Division from Delhi broadcasts a total of 86 daily news bulletins in English, Hindi and 17 Indian languages for a duration of 12 hours and 20 minutes. The number of bulletins broadcast daily in different languages is as follows:

1. Hindi: 21 news bulletins for a duration of 2 hours 30 minutes including one Sports bulletin.
2. English: 20 news bulletins for a duration of 2 hours and 25 minutes including one Sports bulletin.
3. Apart from Hindi, forty-five news bulletins in 17 Indian languages for a duration of 7 hours and 45 minutes are broadcast every day.
4. The evening bulletins in Dogri, Kashmiri and Urdu also include a commentary on topical subjects.

The importance of language bulletins lies in the fact that they are the main source of national, international and regional news for the masses in small towns and villages.

Regional Bulletins

All India Radio introduced Regional news bulletins in different Indian languages in the early fifties. Lucknow and Nagpur Stations were the pioneers in this context. Regional bulletins were started from these stations in April, 1953. In 1954-55, Regional News Units were set up at Bombay, Madras and Calcutta. At present there are 45 Regional News Units in the country broadcasting 146 news bulletins in as many as 66 regional languages/dialects including English and Hindi covering a duration of 19 hours and 35 minutes on a regular basis.

External Bulletins

At the time when the News Services Division of AIR was started, the External Services were part of this. However the External Services were de-linked from the News Services Division on September 15, 1948. But in spite of the de-linking the external news bulletins were prepared by the News Services Division. Presently a total of 66 news bulletins are broadcast daily in 26 languages (Indian and Foreign) for a duration of 9 hours and 13 minutes by the External Services. Fifty six of these go on air from Delhi while the rest ten bulletins of 1 hour 20 minutes duration are put out by 6 Regional News Units of AIR. These include –

Mumbai (1 bulletin), Kolkata (3 bulletins), Hyderabad (1 bulletin), Chennai (2 bulletins),Dharwad(1 bulletin), and Ahmedabad(2 bulletins).

Bulletins on FM 'rainbow' channel

The concept of broadcasting news headlines on an hourly basis has earned popularity among the people. The News Services Division is putting out news headlines on FM 'Rainbow' channel in Delhi from May 28, 1995. At present, twenty four news headline bulletins, each having approximately one minute duration, on FM 'Rainbow' are broadcast round-the-clock from Delhi. Presently 22 AIR stations are broadcasting FM news headlines. It is important to add here that only the AIR is allowed to put out news bulletins and headlines. The private players in the FM sector are not permitted to do such programmes as such.

Bulletins on Fm-Gold Channel

On September 1, 2001 a new news and entertainment channel called AIR FM-II (now called FM Gold) was launched. The Channel is on the air for about 18 hours a day from 6 am to 10 minutes past 12 in the night. This channel offers all the necessary components for the radio listeners, which are information, entertainment and one third of its contents being news based programmes. News on the hour originating from Delhi are broadcast on this channel. Composite news programmes in Hindi and English originating from Delhi are exclusively broadcast in three slots, that is, every

morning, midday and evening for a duration of 30 minutes each. These include bulletins in Hindi called 'Samachar Savera'(morning),'Dopahar Samachar'(midday), and 'Samachar Sandhya'(evening) along with 'Breakfast News' in English in the morning. 'Market Mantra' (Business Magazine) and 'Sports Scan' are some specialized programmes on FM Gold. (Business Magazine) and. Other news-based programmes include 'Vaad Samvaad' and 'Countrywide' based on interviews with prominent personalities.

News Based Programmes

Along with news bulletins, AIR also broadcasts other news based programmes which include talks, discussions etc. These programmes were introduced in February 1936. At that time talks were carried out on current topics in English. In September, talks on current topics in Hindustani were added. Later programmes called 'Topics for Today' and 'Focus' (current affairs programme) were introduced on 26th October, 1962. However in 1967 'Topic for Today' and 'Focus' were replaced by the daily 'Spotlight' and weekly 'Current Affairs' titles.

The Current Affairs programme has been designed as a half-an-hour programme dealing with topical issues. The programme in English goes on the air from Delhi from 9.30 p.m. on Sundays. In this programme experts from the corresponding fields discuss the topic in an exclusive manner. The corresponding Hindi programme, "Charcha Ka Vishai Hai" goes on the air from 9.30 p.m. on Wednesdays. Other news-based programmes include daily broadcasts 'Samayiki', 'Spotlight' and daily commentaries on current topics in Urdu, Kashmiri and Dogri all from Delhi headquarters.

Coverage Of Parliamentary Proceedings

The coverage of daily and weekly proceedings in Parliament are also available for the radio audience. These were introduced on February 14, 1961 in English and Hindi. The daily review called 'Today in Parliament' in English and 'Sansad Sameeksha' in Hindi has two parts, one on the proceedings in the Lok Sabha and the other on those in the Rajya Sabha.

On the other hand, proceedings of the preceding week are presented in weekly reviews– 'This week in Parliament' in English and ' Is Saptah Sansad Main' in Hindi.

The broadcast of the proceedings of the State legislatures in a daily and weekly basis were started in 1971-72. This is done in respective regional languages at the time of sessions of the State legislatures. A review of the 'Proceedings of the Delhi Assembly' was started from December 14, 1993.

Radio Newsreel

Radio Newsreel covers the major regional stories and is on the air as per particular slots for different stations. This was started on December 10, 1955 both in English (Radio Newsreel) and Hindi (Samachar Darshan) from Delhi. Newsreel in English is broadcast on Monday, Tuesday, Thursday and Saturday while Samachar Darshan is broadcast on Wednesday, Friday and Sunday. Some Regional News Units also put out regional Newsreels in the respective regional languages with stories of a particular region being emphasized.

News on Phone Service

The news on Phone service of AIR is another important addition in the sphere of news broadcast. This system was introduced on February 25, 1998 from Delhi. The service provides the latest news highlights in Hindi and English to a listener anywhere in the world on phone on dialing the specified numbers. The news is updated on an hourly basis. Later, this service was extended to other languages as well. News-on-Phone' service in Tamil from Chennai, in Telugu from Hyderabad, in Marathi from Mumbai and in Hindi from Patna was also introduced. Regional News Units at Ahmedabad, Thiruvananthapuram, Bangalore and Jaipur joined in 2006 and Imphal and Lucknow in 2007. At present many other stations provide this facility to the listeners.

Source of News

AIR has its own Correspondents spread all over the country and they are the source of most part of the news. It has 90 regular Correspondents in India and five abroad at Colombo, Dhaka, Dubai, Kathmandu, and Kabul.

Apart from this, AIR has around 500 Part-time Correspondents (PTCs) based at nearly all district headquarters. The PTCs however are required to meet the requirements of Doordarshan News also.

News agencies like UNI, PTI and ANI and their corresponding Hindi services – Univarta and Bhasha are other important sources of news. The News Service Division subscribes to these agencies in order to make the stories more updated. Another source of news are the Monitoring Units (English and Hindi) attached to the General Newsroom and the Central Monitoring Services, which monitor the bulletins of major broadcasting organisations of the world. Members of the Asia Pacific Broadcasting Union initiated a Radio News Exchange Programme to broaden the news coverage spectrum through a unified and extended effort. There is an Information Technology Unit at Delhi to take care of the IT sector of NSD. The Unit also has an internal Website to fulfill the requirements of the Regional News Units.

AIR EXTERNAL SERVICE:

After the outbreak of World War II, All India Radio began its external broadcasting on 1st October, 1939. A service in Pushtu language for listeners across North West Frontier of the country was its initiating project. This service was designated to counter radio propoganda from Germany, directed to Afghanistan, Iran and Arab countries. After the war, the Victorious and Allies lost interest in continung with the propoganda warfare. Thus they presented their equipments to AIR, which took over its active control. The need of continuing certain services was assessed and the number of services was rearranged.



PIO: People of Indian Origin.
NRI: Non-Resident Indian.

At present the External Services Division of All India Radio is amongst the finest and widely acclaimed External Radio networks of the world. Its range is as high as 55 transmissions daily with almost 72 hours with a reach of over 100 countries in 27 languages. Out of these, 16 are foreign and 11 are Indian languages. The foreign languages include Arabic, Baluchi, Burmese, Chinese, Dari, French, Indonesian, Nepali, Persian, Pushtu, Russian,

Sinhala, Swahili, Thai, Tibetan and English. The Indian languages are Bengali, Gujarati, Hindi, Kannada, Malayalam, Punjabi, Seraiki, Sindhi, Tamil, Telegu and Urdu.

Its five major services include, Urdu (12hrs.15 mts.), English (8hrs. 15 mts), Hindi (5hrs.15 mts), Bengali (6hrs.30mts.), and Tamil (5 hrs. 30mts). Urdu service is also available in 24x7m DTH

External Services Division is playing an active role in projecting India's progress and policies to the world community along with its art and culture. The increasing number of large Indian Diaspora both **PIO**s and **NRI**s and also the original foreigners now want to know more about our country. This has expanded the role of the External Services Division. Also the increasing trade partnership and political relationship with a large number of countries throughout the world makes it our moral responsibility to provide them with required information, education and entertainment. Thus our broadcasts depend on our relations like political relations, economic compulsions and social relations with other countries. For all these reasons, broadcasts for NRIs and PIOs living in those countries are carried on regularly.

Purpose of External Services

- To project abroad the emerging trends of the country.
- To project the country's democratic ideas and its policies.
- To generate interest in Indian cultural sphere.
- To present India's views on major international issues.
- To serve as a link with Indian Diaspora.

Target Areas

1. West, North, East and Southeast Asia.
2. North, West and East Africa.
3. Australia and New Zealand.
4. United Kingdom and some other European countries.
5. Sub-continent.

CHECK YOUR PROGRESS

Q.11: When was the 1st radio news bulletin in India broadcast and from which station?

.....

.....

.....

Q.12: When did AIR broadcast its first news bulletin and from which station?

.....

.....

.....

Q.13: Who was the first news editor and Director of News of AIR?

.....

.....

.....

Q.14: When was the External Service Division of AIR delinked from News Service Division?

.....

.....

.....

Q.15: In which FM channel does the News Service Division put out news headlines?

.....

.....

.....

Q16: When was the gold FM channel launched?

.....

.....

.....

Q.17: When was AIR news-on-phone introduced?

.....

.....

.....

Q.18: Which division has responsibility of compiling the external news?

.....

.....

.....

Q.19: Name two news agencies to which AIR's News Service Division subscribes.

.....

.....

.....

Q.20: When was the external service division of AIR started?

.....

.....

.....

4.5 LET US SUM UP

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

- All India variety programme *Vividh Bharati* was inaugurated on October 3, 1957 in Bombay.
- In April 1976, Doordarshan was de-linked from All India Radio.
- The All India Radio, Guwahati station was commissioned on July 1, 1948. The state has eight radio stations run by the state-controlled All India Radio.
- The News Services Division (NSD) of All India Radio disseminates news and comments to listeners in India and abroad. From 27 news bulletins in 1939-40, AIR today puts more than 510 bulletins daily around 52 hours in 82 languages/dialects in the Home, Regional and External Services.
- Regional bulletins were introduced in the early fifties. The first news bulletins in regional languages were started in April, 1953 from Lucknow and Nagpur Stations.
- Initially the External Services were part of the News Services Division. They were de-linked from the News Services Division on September 15, 1948.

4.6 FURTHER READING

1) Baruah, U L. This is All India Radio. New Delhi : Publications Division.

2) Kumar, Keval J (2012). Mass Communication in India. Mumbai : Jaico Publishing House.

4.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : Six stations

Ans to No. 2 : October 3, 1957

Ans to No. 3 : April 1976

Ans to No. 4 : Nagercoil

Ans to No. 5 : August 15, 1999 in Kokrajhar

Ans to No. 6 : July 1, 1948

Ans to No. 7 : Guwahati, Dibrugarh, Diphu, Silchar, Haflong

Ans to No. 8 : Radio oolala, Big 92.7 FM, Radio Gapshap

Ans to No. 9 : Shillong, Tura, Nongstoin, Jowai and Williamnagar

Ans to No. 10 : May 18, 1988

Ans to No. 11 : July 23, 1927 from Bombay Station

Ans to No. 12 : January 19, 1936

Ans to No. 13 : Mr. Charles Barns

Ans to No. 14 : September 15, 1948

Ans to No. 15 : FM Rainbow

Ans to No. 16 : September 1, 2001

Ans to No. 17 : February 25,1998

Ans to No. 18 : News Service Division

Ans to No. 19 : UNI, PTI

Ans to No. 20 : October 1, 1939

4.8 MODEL QUESTIONS

A. Very Short Questions

Q 1: When was India's first Radio Sangeet Sammelan broadcast?

Q 2: How does All India Radio enhance the lives of the people?

B. Short Questions (Answer each question in about 150 words)

Q 1: What are the objectives of All India Radio?

Q 2: Write short notes on the following:

i. News Service Division of AIR

ii. External Service Division of AIR

C. Long Questions (Answer each question in about 300-500 words)

Q 1: Discuss the services of All India Radio in Assam

Q 2: All India Radio is India's public broadcaster. Explain.

Q 3: Trace the growth of All India Radio after Independence.

*** ***** ***

UNIT-5: RADIO NEWS – BASIC FEATURES

UNIT STRUCTURE

5.1 Learning Objectives

5.2 Introduction

5.3 Basic features of radio news

5.4 Different types of news bulletins

5.5 Radio features and current affairs programmes

5.5.1 Radio Features/Documentaries

5.5.2 Radio Current Affairs Programmes

5.6 Let Us SumUp

5.7 Answers to Check Your Progress

5.8 Further Reading

5.9 Model Questions

5.1 LEARNING OBJECTIVES

After going through this unit, you will be able to:

- discuss the basic features of radio news
- explain the elements of a radio news story
- describe the various types and formats of radio programming
- discuss the difference between radio news and radio features and current affairs programmes

5.2 INTRODUCTION

Despite the onslaught of television, radio is still a popular means of Mass Communication among the people and will always remain so. In the last three units we have already discussed in detail about the audio-visual medium, i.e., radio. We have talked about the history and evolution of radio, recent trends and about All India Radio, India's largest radio network.

In this unit we will introduce you to the basics of radio news, its characteristic

features, types and significance.

So, let us begin the unit with an introduction to radio news and its basic features.

5.3 BASIC FEATURES OF RADIO NEWS

Radio is powerful media for news. Radio news is the same as television news but is transmitted through the medium of the radio. It is based on the audio aspect rather than the visual aspect. Through radio, latest news, speeches, interviews, etc. can be effectively transmitted easily. Sound bites are captured by the various reporters and played back through the radio.

Because radio is portable and cheap, it has the maximum reach among the masses. Radio news occurs more frequently than news in other mass media because of the simplicity of the medium. News updates occur more often on the radio than on the television - usually about once or twice an hour. Therefore, it remains the first choice among the people for news.

Radio because of its immediacy factor is a very important medium for news. Being the oldest channel for Mass Communication, radio enjoys immense credibility among the masses. The intimate nature of the medium along with its portability also contributes to its importance in news dissemination.

All news stations such as those owned and operated by AIR offer far more than just news. Typical features are stock market and other business reports, sports reports, traffic and weather information, and a community billboard.

News bulletins are broadcast by AIR almost every hour of the day in English and various regional languages through different news bulletins. Apart from the regular national, regional and external service bulletins, specialized news, sports news, state and development news, slow-speed bulletins in English, Hindi and Urdu, a weekly bulletin of human interest stories, constitute other important bulletins of AIR covered by its correspondents. On days when Parliament is in session, daily commentaries in English and Hindi review

the day's proceedings in the two Houses.

Normally the major bulletins are of ten to fifteen minutes duration while others are of only five minutes duration. They present summaries of news stories in order of importance and interest value. Human interest stories and sports news generally round off the major bulletins. AIR news bulletins are formal in language, structure and presentation.

Basic features of radio news are as follows:

- It is **immediate**. Radio gives speedy and comprehensive coverage to news. Because there are more news bulletins in radio than in other mass media, radio correspondents and reporters have to be on the feet all the time. They have to act immediately and get hold of the latest events and happenings in the surroundings. Because radio news is immediate, it leaves hardly any time. Therefore it is essential for reporters working for radio to be alert all the time.

- Radio news is **conversational.** An ideal radio news script reads like you are telling a story to a friend. It is very different from a print media news item which is very formal.

- Radio is an **aural medium** and so radio news needs imagination on part of the listener. Unlike television where pictures speak a thousand words, radio news uses only 'sound' to give information. Radio news therefore needs to make up for the absence of visuals through vivid description. But vivid description does not necessarily mean long winding details. On the contrary, in radio news, it is necessary to use the key-word near the beginning and keep the others for later use.

- Radio therefore, uses the **inverted pyramid style of news** writing. In this style of news writing, the journalist top-loads the essential and most interesting elements of his or her story, with supporting information following in order of diminishing importance. This structure enables listeners to quit listening at any point and still come away with the essence of a story. It allows people to enter a topic to the depth that their curiosity takes them, and without the imposition of

details or nuances that they would consider irrelevant.

- Radio news always has a **background** to make it complete. This is because radio has to make up for the absence of visuals.
- Radio news **compares and contrasts issues** to show it as unusual or different.
- It is necessary to **interpret** the story for the listener. Otherwise it may become dull. In radio, news is not just facts, but also the result of the facts.

CHECK YOUR PROGRESS

Q.1: Write true or false:

a. Radio is based more on the visual aspect. **(T/ F)**

b. Radio has the maximum reach among the masses because it is portable and cheap. **(T/ F)**

c. Immediacy is an important feature of radio news. (**(T/ F)**

d. Radio uses the pyramid style of news writing. **(T/ F)**

Q.2: What is the normal duration of a radio news bulletin?

.....

.....

.....

.....

Q.3: In radio news why is it important to interpret the story for the listener?

.....

.....

.....

ACTIVITY 5.1

1.Carefully listen to a news bulletin on All India Radio. What are the things that you notice regarding the format, language and delivery?

.....

.....

.....

.....

2.Talk to a radio reporter and get a copy of the radio news script. Compare the stories with the news stories that appear in newspapers.

.....

.....

.....

5.4 DIFFERENT TYPES OF NEWS PROGRAMMES

Radio news can be presented in a number of ways.

There are mainly three types of format for radio news

1. **Headline News Cast:**

   This is a type of news programme whose duration is very short as it is a small bulletin where the major news headlines are read out. It is very important because people get it at different times every half an hour. The sentences in this type of bulletin are very short.

2. **Minor News Bulletins**

   News bulletins which are of not more than 5 minutes duration are called minor bulletins.

3. **Major News Bulletins**

   This is the news programme of 10 to 15 minutes duration. Normally, news bulletins which exceed 5 minute duration are major bulletins. It covers the details of the news which break throughout the day. It is

also broadcast at peak hours. In these bulletins the headlines are followed by the details. The headlines should be limited. At the end of the bulletin, the newsreader repeats the headlines. Here the major events of the day in the country or the world are the headlines of the day. Sometimes these bulletins are called the integrated bulletins. In these bulletins, there should be voice dispatch, soundbites, etc. Major news bulletins are converted into integrated bulletins because the soundbites of the reporters or others make it very interesting.

In addition to the above hard news formats for radio news, there are some other formats of radio news programmes. They are employed very often in radio these days.

They are:

1) News Magazine

A news magazine is the longest of all news programmes. It normally ranges from 20 to 30 minutes in duration. It can be noted that in a news magazine, not only news but also the views of the personality who is involved in the preparation of the programme is also reflected. A news magazine has different varieties - for 10 minutes it is the news, and the remaining 20 minutes are filled up with news discussion or analysis. Sometimes, experts from the field are consulted about the subject matter. BBC has a programme called, 'Asia Today', which is an example of a news magazine programme.

2) Panel Discussion

In this news programme, two or three persons are invited to the studio for discussion about any particular news, event or issue. The discussions are normally moderated by an anchor or a compere. Experts come and discuss about the happenings of the period of last one week or so. It is an in-house programme.

3) News Reel

It is a programme of generally 15 minutes duration. It deals with spot reports, comments, interviews and extracts from speeches. News reel

usually require skilled editing and well-written link narrations as it is a much more complex format than news bulletin. It is also more expensive to produce.

4) News Flash

News Flash is associated with extremely urgent and important information which cannot wait. Examples of news flash can be ; major disaster, accidents, sudden death of a very important person, fall of a government, incidents like attack on the World Trade Center of New York, the terrorist attack in Mumbai on November 26, 2008, communal clashes, war, declaration of war possibly involving our country or any other nation.

5) Voice Report

This a studio-based programme in which the reporter's voice with his story, background and eyewitness give an account of an event. All the facts are gathered, opinions are sought and a balanced summary is prepared. The editing for the kind of programme has to be tight and the copy has to be written in a very compelling and crisp style.

6) Illustrated Voice Report

This is another type of news programme in radio. In this programme, the voices of the participants, statements, sounds of the occasion are inserted in the spoken story. This type of programme is usually used to report on public meetings, political events, important international conferences, etc.

7) News Interview

News Interviews are programmes which get a news report through a broadcast interview. It is an on line interview programme in which direct questions are asked to the interviewee. No frills or unnecessary questions are asked since this programme is tightly edited to get only relevant information. It needs precise planning for execution of news interviews. The style is taut and serious. The announcements before and after the news interview has to be carefully planned.

8) Actuality

Actualities are news programme in which an extract from a speech is inserted into an item. This type of programme is located in the 'field' with a lot of ambient sound. Location noises (fire engines, bull dozer, construction activity, rioting) can be heard in these programmes which lend a feeling of the actual or natural surroundings. As a result, the programme appears to be less manipulated and therefore more credible.

9) Remote Feeds

Telephone inputs form the basis of this kind of news programme. Quality of the programme needs to be checked in technical terms because an unclear telephone line will result in a bad programme. This type of programme adds to immediacy and lends credibility to the report

10) Audience Opinion

In this type of programme opinion from the masses are sought. This kind of news programme has one basic advantage - that is it has more voices and actuality feed back involving the community. It is not monotonous for the listeners who get to hear multiple voices and opinions.

CHECK YOUR PROGRESS

Q.4: What are the three important formats of news in radio?

.....

.....

.....

Q.5: Write short notes on:

a. News magazine

.....

.....

.....

b. Panel Discussion

.....

.....

.....

c. New Reel

.....

.....

.....

d. Illustrated Voice Report

.....

.....

.....

e. Actuality

.....

.....

.....

5.5 RADIO FEATURES AND CURRENT AFFAIRS PROGRAMMES

5.5.1 RADIO FEATURES/DOCUMENTARIES

In newspapers, the word features usually covers all editorial content apart from news, sports news, and reports of sporting fixtures. Reviews, horoscopes, TV listings, advice columns, gardening tips and so on, as well as backgrounders, analytical articles, thought pieces, profiles, celebrity interviews are all included in this category. In broadcasting, however, the term feature often means a human

interest or ‘soft news’ story.

A radio feature is a documentary programme on a single theme or subject, composed and presented in a radio-dramatic form. Feature has also been defined as ‘creative interpretation of reality’. In a feature, a theme or an idea is projected with an imaginative mixture of music poetry, narration ‘effects’, dramatisation and actuality in such a way that creates an impact on the listener’s mind.

A radio feature or documentary is a story that is longer than a standard news story and written in a different style. In the feature, as opposed to hard news, instead of giving the crux of the story in the first line itself, the listener is led into the story first and the intended facts are revealed only later.

A radio documentary covers a particular topic in some depth, mixing commentary and sound pictures. It is usually factual, informational in character and sometimes educational in intent. It blends together the elements of talk and drama to tell the story of events, sketch the biography of great leaders, or merely offer an interpretation of the world around us. It also teaches us about people and cultures unfamiliar to us, and at times look into different social, political, economic and cultural problems. Indeed, any subject can be the ingredient of a radio feature. Radio features are non-fictional in subject matter, yet some radio features resemble radio drama in many ways. Others are more straightforward. But in each case they are of much greater length than that of an ordinary news report.

A radio documentary makes use of a narrator whose voice is interspersed with voices of real people or/and actors. To this are added appropriate background effects and music to bring the documentary to life.

The documentary form serves as an indicator of a radio station’s commitment to news apart from functioning as a barometer of social, political, and economic dynamics.

Radio feature or documentary is an important ingredient of AIR's programmes and figures both in its general programmes as well as in the programmes for specific groups. Radio features, which incorporate numerous audio formats in a single programme, e.g., narration, music, drama, interviews, poetry, sound effects, etc., are highly popular among the listeners of AIR.

Some of the feature programmes produced by AIR have received awards at international level, the best being the programme 'Lali and the Lions of Gir', by Melville De Mellow, which got the Italia Prize in 1964.

In all radio programmes, use of actuality enhances the impact and credibility of the programme. **Audio actuality**, which is pre-recorded sound, is used in radio features. For instance, a radio reporter may do a feature on consumer protection and record an interview with a consumer activist about the implementation of the Consumer Protection Act. He may then select a 20-second portion of the interview in the feature. Again, use of **live actuality** or sound effects, are regarded as typical of a radio programme. Some of the typically Indian sound effects like spinning wheel, Persian wheel, typical kitchen noises are used in the radio programmes.

5.5.2 RADIO CURRENT AFFAIRS PROGRAMMES

News, features, and current affairs programmes constitute the three major pillars of AIR's programme composition. Current affairs programmes include programmes like talks, discussions, interviews that are arranged on some current or contemporary issue or event. They provide a forum for all shades of opinion on outstanding national and international issues. Current affairs programmes also include popular formats like quiz shows, opinion polls, etc.

AIR has been regularly broadcasting various kinds of current affairs programmes that has helped increase the awareness levels of the general masses not only about happenings taking place in the country

but also in the distant foreign lands.

AIR has a wide variety of current affairs programmes meant for its different groups of audiences. AIR ensures that there is some or the other information-based programme for each and every section of its listeners.

Broadcasting of talks and discussions by a radio station is undertaken according to a plan drawn up after a lot of deliberation and consultation with the experts in the subject. This plan is called the **talk schedule.** This is prepared on a quarterly basis and besides talks, it comprises interviews, discussions, symposia, etc. However, in case of topicality and some other relevant and valuable material being made available, it may not be possible to adhere to a talk schedule drawn up some weeks in advance.

Current affairs programmes are an important means of education and information. 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.

All AIR stations broadcast special programmes directed at housewives and working women. Apart from being informational and educational in nature, they are also entertaining. It includes topics like health, family welfare, household chores, nutrition and problem of working women.

Sports form a very important part of AIR's programme content. Sports programmes on AIR are very popular with the listeners. Important international, national, regional and local levels sports events are given due coverage through running commentaries and radio reports. Apart from two 5-minute daily news bulletins, AIR also broadcasts two half-hour sports magazine programmes.

ACTIVITY 5.2

1. Prepare a programme proposal for a radio talk on Women Empowerment in Assam. Make a list of people you will include as talking heads in your programme.
2. Create a 5 minute radio documentary on Child Labour.

CHECK YOUR PROGRESS

Q.6: What is a radio feature?

.....

.....

.....

Q.7: What is audio actuality?

.....

.....

.....

Q.8: News, _____, and _____ programmes constitute the three major pillars of AIR's programme composition.

Q.9: Which programmes can be included under the current affairs category?

.....

.....

.....

Q.10: What is a talk schedule?

.....

.....

.....



5.6 LET US SUM UP

- Radio is powerful media for news.
- Radio news is considered to be a vitally important aspect of most radio stations' formats.
- News on radio ranges from in-depth coverage round the clock to brief hourly summaries, to no news coverage at all on some stations.
- News bulletins are broadcast by AIR almost every hour of the day in English and various regional languages through 254 bulletins.
- Basic features of radio news are immediacy, conversational, concise, complete, interpretative, current and correct.
- Radio news can be presented in a number of ways. From hard news, breaking news to remote feeds, there are many presentation possibilities as far as radio news is considered.
- News, features, and current affairs programmes constitute the three major pillars of AIR's programme composition
- A radio feature or documentary is a story that's longer than a standard news story and written in a different style.
- Current affairs programmes are programmes like talks, discussions, interviews that are arranged on some current or contemporary issue or event. They provide a forum for all shades of opinion on outstanding national and international issues.

5.7 FURTHER READING

1) Aggarwal, Vir Bala, Gupta, V.S. (2002) Handbook of Jouraklism and Mass Communication. New Delhi : Concept Publishing Company.

2) Kumar, Keval J (2012) Mass Communication in India. Mumbai : Jaico Publishing House.

3) Kapoor, D. N. (2012)). Broadcast Journalism. New Delhi : Mohit Publications.

5.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : (a)

Ans to No. 2 : Normally the major bulletins are of ten to fifteen minutes duration while others are of only five minutes duration.

Ans to No. 3 : It is necessary to interpret the story for the listener so that it does not become dull. In radio, news is not just facts, but also the result of the facts.

Ans to No. 4 : Headline newscast, Minor news bulletin and Major News Bulletin.

Ans to No. 5 : a) News Magazine: A news magazine is the longest of all news programmes. It normally ranges from 20 to 30 minutes in duration. In a news magazine, not only news but also the views of the personality who is involved in the preparation of the programme is also reflected. For 10 minutes it is the news, and the remaining 20 minutes are filled up with news discussion or analysis programmes. Sometimes experts from the field are consulted about the subject matter.

b) Panel Discussion: In this news programme, two or three persons are invited to the studio for discussion about any particular news, event or issue. The discussions are normally moderated by an anchor or a compere. Experts come and discuss about some event of current relevance.

c) News Reel: It is a programme of generally 15 minutes duration. It deals with spot reports, comments, interviews and extracts from speeches. News reel usually require skilled editing and well-written link narrations as it is a much more complex format than news

bulletin. It is also more expensive.

d) Illustrated Voice Reports: This is another type of news programme in radio. In this programme, the voices of the participants, statements, sounds of the occasion are inserted in the spoken story. This type of programme is usually used for public meetings etc.

e) Actualities: Actualities are news programme in which an extract from a speech is inserted into an item. This type of programme is located in the 'field' with a lot of ambient sound. Location noises (fire engines, bull dozer, construction activity, rioting) can be heard in these programmes which lend a feeling of the actual or natural surroundings. As a result, the programme appears to be less manipulated and therefore more credible.

Ans to No. 6 : A radio feature is a documented programme on a single theme or subject, composed and presented in a radio-dramatic form. In a feature a theme or an idea is projected with an imaginative mixture of music poetry, narration 'effects', dramatisation and actuality in such a way which creates an impact on listener's mind.

Ans to No. 7 : Audio actuality is a pre-recorded soundbyte, used in radio features. In all radio programmes use of actuality enhances the impact and credibility of the programme. For instance, a radio reporter may do a feature on consumer protection and record an interview with a consumer activist about the implementation of the Consumer Protection Act. He may then select a 20-second portion of the interview in the feature. This interview adds credibility to the programme and gives it an extra edge.

Ans to No. 8 : Features and Current affairs

Ans to No. 9 : Current affairs programmes include programmes like talks, discussions, interviews that are arranged on some current or contemporary issue or event. Current affairs programmes also include popular formats like quiz shows and opinion polls etc.

Ans to No. 10 : In a radio station the broadcasting of talks and discussions is undertaken according to a plan drawn up after a lot of deliberation and consultation with the subject matter experts. This plan is called the talk schedule.

5.9 MODEL QUESTIONS

A. Very Short Questions

Q1 What is the difference between major and minor news belletion?

Q.2 : What are the basic features of a radio documentary?

B. Short Questions (Answer each question in about 150 words)

Q 1.What is the scope of radio news in India?

Q 2. Write short notes on:

a. Radio documentary
b. Radio Interview
c. Actuality
d. Talk show
e. Flash News

C. Long Questions (Answer each question in about 300-500 words)

Q 1. How is radio news different from newspaper news?

Q 2. Discuss the various news and current affairs programmes on AIR.

*** ***** ***

UNIT-6: REPORTING FOR RADIO

UNIT STRUCTURE

6.1 Learning Objectives

6.2 Introduction

6.3 Reporting for Radio

6.4 Qualities and responsibilities of a radio reporter

6.5 Criteria for selection of radio news

6.6 Sources of radio news

6.7 Let Us Sum Up

6.8 Answers to Check Your Progress

6.9 Further Reading

6.10 Model Questions

6.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the basic job of a radio reporter
- discuss the qualities and responsibilities of radio reporter
- outline the criteria for selection of radio news
- discuss the sources of radio news

6.2 INTRODUCTION

In the previous unit you have been introduced to radio news. You are now acquainted with the basic features of radio news, the different types of radio news bulletins and radio features and current affairs programmes. In this unit we will discuss about reporting for radio news.

Here we will deal with the basic responsibilities and qualities of a radio reporter, the criteria for selection of radio news and the sources of radio news. Although these things are more or less same as that for print media

and television as well, but because of the nature of the medium and certain technological differences, reporting for radio slightly differs from reporting for print media or television. This unit aims to point out these differences.

So let us start off with the first section where you will be introduced to the concept of radio reporting.

6.3 REPORTING FOR RADIO

Like TV and newspaper reporters, radio reporters also have to go to the field and report events as they have observed. Field reporters are responsible for live coverage of events as they occur, recording actualities, **voicers** etc. and occasional research for and production of **minidocs.**

Radio field reporters are called general assignment reporters, correspondents or special assignment reporters. Their work is similar to that of their television counterparts with obvious variations because of differences in electronic technology.

In covering a story, reporters investigate leads and news tips, look at documents, observe events at the scene, and interview people and take notes. At their office, they organize the material, determine the focus or emphasis, write their stories, and edit accompanying sound material. Many reporters enter information or write stories using laptop computers and electronically submit the material to their offices from remote locations. In some cases, news writers write a story from information collected and submitted by reporters. Radio reporters often compose stories and report “live” from the scene. At times, they later tape an introduction to or commentary on their story in the studio. Some journalists also interpret the news or offer opinions to readers, viewers, or listeners. In this role, they are called commentators or columnists.

Live reporting is a very important part of any radio reporter’s responsibility. When you report live, it is your responsibility to create a word picture of a scene, including sights, sounds, smells, tension in the air and factual details such as the extent of a blaze, the names of the victims or the value of

Voicer: Also known as voice track. It is the pre-recorded voice of a RJ or Radio personality that is recorded and stored in a computer to be played at a certain time in a pre-programmed sequence of events such as at the beginning of a song, end of a song, etc.
Minidocs: Brief documentaries presented as a series, usually over several days.

stolen goods, as the case may be. When reporting live, you may be equipped with a cell phone. You will use it to indicate when you are ready to give your report, and you will hear your cue to start as the program line is fed to you. Even when you are describing at the conclusion of an event, you may work from notes that you scribbled as you gather information.

Here are a few tips for effective live reporting —

- Don't report rumours, unless they are essential to the story - and make sure that you specify in the story that these are the rumours doing the rounds.
- Don't make unsubstantiated guesses as to facts such as number of people injured or the value of a gutted building. Report only confirmed facts.
- Control your emotions. Remember, though, that a bit of genuine excitement in your voice will convey the significance of your report.
- Don't identify yourself at the start of the report because the anchor will already have given your name. Identify yourself at the close of the story, following the policy set down by your station.
- In the event of physical danger — a police siege or a confrontation between rival groups or street gangs — don't become so absorbed in your story that you endanger yourself or your station's equipment.
- Be prepared to discuss the event with the anchor after you have given your report. This means doing sufficient investigation prior to going on the air to enable you to answer questions.

CHECK YOUR PRGRESS

Q.1: Radio field reporters are called _____ reporters, correspondents or special assignment reporters.

Q.2: When are radio journalists also caller commentators or columnists?

.....

.....

.....

.....

Q.3: During live reporting, at what point in the story should the reporter identify himself/ herself? Why so?

.....

.....

.....

.....

Q.4: What activities does the job of a radio reporter involve?

.....

.....

.....

.....

ACTIVITY 6.1

- Visit your nearest local radio station and find out the responsibilities of the news reporters working there.
- You are asked to report on the NREGA scheme of the government in your district. You are to find out whether the scheme has been a success or a failure by gathering information from different relevant sources.

6.4 QUALITIES AND RESPONSIBILITIES OF A RADIO REPORTER

Radio is an aural medium. Despite the absence of sight, colour and movement, radio is still a potent source of news for the masses. This is possible, because radio reporters are able to stir the imagination and retain the interest of their listeners.

The radio reporters' stories form an important part of a news bulletin. The job of a radio reporter is a very challenging and exciting one. Given the fact that radio news is immediate, reporters always have to be on their toes to get the latest news and happenings around them.

Some people say, 'journalists are born not made'. This is a debatable issue in today's times when hundreds of journalism schools are being established across the world to groom aspiring journalists. But either way, we have to agree that the fate of a radio station, to a great extent, depends on the quality and calibre of its staff, especially its reporters who are the heart and soul of a station. When we talk about the qualities of a reporter, we are not only talking about the inherent qualities of a reporter but also the responsibilities that come along with the profession. In the following section, we will also learn how good journalists react when they find themselves at the crossroads.

If we look at what reporters do, perhaps we can gather some insight into what qualities one should cultivate or develop to become a good reporter.

1) **Intelligence**: Good reporters are able to understand complex issues. Though this is something that is inherent in a person, intelligence can be developed with experience and rationality.

2) **Knowledge:** Good reporters always have broad general knowledge and experience in order to understand a number of different areas and have the ability to go from one area to another easily. It is said that a good journalist is one who is the 'Jack of all trades'. He or she needs to know at least something about everything. Knowledge is something that grows with exposure to information of all kinds and

needs to be nurtured with a lot of effort.

3) **Effective**: A good reporter has the ability to get things done. Excuses and personal problems don't work in the competitive media world. Reporters should be able to work under pressure; work well with others under pressure; and be well organized.

4) **Curiosity**: A good reporter should be curious enough to go beyond the surface. He/She must not take things at face value but look at things in a questioning manner. He/She must always have the urge to seek information, to find out about people, events, and activities and to understand them; to be skeptical at times. In other words, a reporter must have the 'nose for news'.

5) **Comprehension:** A reporter, who wants to make a mark in the profession, should have the ability to analyze information. He or she should be able to sort the important from the unimportant; and understand what he or she is writing about.



6) **Judgment:** In reporting, it is not sufficient to only gather information. A reporter has to learn to sort the important from the unimportant effectively; be able to weed out information, determine what readers need to know, what will make a complete, accurate story.

7) **Persistent:** Good reporters must have the quality of knowing when to continue to seek or push for information, when to give up; the need to be energetic; not stopping just because someone says "no" (remember reporters Woodward and Bernstein and the obstacles they encountered unraveling the Watergate scandal, which forced the resignation of U.S. President Richard Nixon in 1974). There will be many hurdles on the way to gathering news, what is important is how to overcome those obstacles and gather the information you want.

8) **Literacy:** Contacts, sources and energy are not sufficient to be a good reporter. Radio is an aural medium and unlike TV, does not have

Hindenburg: A German airship which caught fire and was destroyed within a minute while attempting to dock at the Lakehurst Naval Air Station in Manchester township on 6 May, 1937. Of the 97 people on board, 36 people died in the disaster.

visuals to explain things or concepts. Therefore, a radio reporter should have the ability to attract the listeners through only 'sound' or 'words'. So language skills of a radio reporter are very essential. Good reporters possess great grammatical skills; reading ability coupled with comprehension and acceptable writing skills are essential for a radio reporter.

9) **Motivation:** Good reporters have the drive to work beyond the normal 8-hour day. There can never be any fixed working hours for good journalists. News can happen anywhere and at anytime. And since news is a perishable commodity, journalists must cover the story when it occurs. They should have the motivation to carry on with their job against all odds.

10) **Personal Stability:** Good radio reporters have the ability of keeping their cool when the world around seems to be falling apart. It is but natural for reporters to be moved by events and happenings they cover but they must have the ability to remain professional and do the job even though they may be witnessing unpleasantness. One still-famous example is the radio reporter who was broadcasting when a large airship, the **Hindenburg**, exploded just before landing in 1937 in New Jersey. Although emotional, he kept reporting. In addition, the more stable you are, the more apt you are to treat people fairly and write objectively.

11) **Objectivity of reporting** is a major challenge reporters are faced with all the time. It is also one of the pre-requisites of good reporting. Objectivity is about being neutral in reporting and not taking sides. A reporter may be inclined towards a particular ideology, but that should not be reflected in his reporting of any event or phenomenon. Reporters play a major role in shaping a democracy, so objectivity remains a major responsibility reporters are expected to fulfill. Standing with the truth and truth alone is what good journalists do.

12) Good reporters always try to get **documentation.** They always try to

get physical material. Why is that? Because a human source has absolutely no standing whatsoever, particularly insofar as the credibility is concerned with the reader.

13) One basic ingredient of the reporter — **enterprise.** Without it, you shouldn't be in journalism. It is the ability to be a self-starter, to look around and see news. The authorities don't want you to have this ability. To some extent, any concentration of power fears a good reporter because he or she is in an adversarial relationship. The reporter is an opponent of power. In some countries, the press is a hand-maiden to the parties of governments, but in a democracy like India, we have a free press. The press acts as a check on power.

14) One is the ability to **look beneath the surface**, to look beyond the press release, the handout, the statement given to you, or the authoritative remark. Most people in our society are victims of the hierarchy of credibility. The higher the authority, the more credibility we give them.

15) There's a thinking process that is somewhat unique to journalism — **rational thought**. If you look at the way reporters work, you will notice that they engage in two steps. One is called reporting and the other is called writing. If you make an analogy, you can see that reporting is what we call the analytical process and writing is what we call the synthesis. The reporting process consists of taking an event apart and examining it and its constituent segments. The writing process consists of pasting it together in a form that may be somewhat unlike the original event, and has coherence and meaning.

16) Reporters should be dedicated to providing **accurate and impartial news.** Accuracy is important, both to serve the public and because untrue or libelous statements can lead to lawsuits.

17) A **nose for news, persistence, initiative, poise, resourcefulness, a good memory, and physical stamina** are important, as is the emotional stability to deal with pressing deadlines, irregular hours,

and dangerous assignments.

18) Radio reporters and news analysts must be **comfortable speaking to the public** and should have a pleasant voice. All reporters must be at ease in unfamiliar places and with a variety of people.

19) Finally, a good reporter is a student for life. The reporter who is serious about his trade has the quality or characteristic of forever being a student. If you talk to reporters, you find them the most exciting people around. They're **always learning** something!

CHECK YOUR PROGRESS

Q.5: Name some the qualities of a radio news reporter.

.....

.....

.....

.....

Q.6: What do you mean by objectivity of reporting?

.....

.....

.....

.....

Q.7: Why is curiosity an important quality of a news reporter?

.....

.....

.....

.....

6.5 CRITERIA FOR SELECTION OF RADIO NEWS

The hunger of knowing the latest relevant information is insatiable. New and interesting information constitute radio news. There are other definitions but this should serve our purpose as a practical and easily understandable definition. Radio news is not only new and interesting information; it also has certain ingredients which help you to distinguish a news item from one which is not.

Immediacy: The event must be fresh, almost pertaining to the last hour, if not the last minute. For radio, the news has to be reported almost immediately because there are hourly bulletins. An event, even if only a day old is not news at all, insofar as radio is concerned. Any development brought to light after the event like the revelations on the private life of an important public figure or person of eminence can be news provided it is interesting and sheds new light on this personality. A historical or archaeological discovery can also be news specially when connected with a public controversy, like the Ayodhya issue, in the state of Uttar Pradesh (UP) in India. But then it must be brought to light for the first time.

Proximity: The closer you are to an event, the newsier it is to you. Any event of your environment would interest you much more than that of far off places, however important they might be, and would therefore, constitute news. An earthquake of severe intensity causing heavy damage to property and loss of life in distant Peru or Columbia cannot excite you as much as one of moderate intensity in the hills of Meghalaya, or even neighbouring Bangladesh.

Proximity is not necessarily physical; it could be psychological and emotional too. People living away from their homeland sit for hours before a short wave radio and are emotionally close to the land of their birth, especially if they have migrated in recent years, no matter how far away they are physically.

By and large, more distant a place the less newsy it would appear to you.

Conflict: As in literature or films or TV, so in case of radio news. People are less interested or not interested at all, in what they perceive to be routine developments. Strikes, bandhs, violence and arson, wars and invasions, natural disasters and the like, unfortunately, are of greater interest to human beings than their opposites. An element of controversy is the spice newsmen look for in a story.

Consequence and importance: A legislator may cross the floor in the assembly or parliament and join another party; a minister may resign; someone may die and a battle of succession may ensue. By itself, the event may seem innocuous but it could be an indication of some major developments to follow. A government may fall, a dynasty may break up and so on. Such stories will always be of interest to the audience as well as the newsmen.

Likewise, the fact that a man is Prime Minister or President makes people interested in almost everything connected with him. That makes news because of his importance.

Drama: Finally, a news story can also have elements of drama or suspense in it. A parliamentary walkout, kidnapping, a miraculous escape, a hijack, etc., are examples of stories with dramatic element.

CHECK YOUR PROGRESS

Q.8: What are the criteria based on which radio news are selected?

.....

.....

.....

Q.9: What do you mean by proximity?

.....

.....

.....

6.6 SOURCES OF RADIO NEWS

News is such a commodity which sometimes presents itself spontaneously but more often than not, one has to scratch the surface or tease someone or something to get an interesting story. Here the term 'story' refers to news and is widely used in the media world. Sources of news can be very wide and diverse. For a radio station, the most important sources of news are its reporters and correspondents. Apart from that there are different news agencies and other sources of information as well.

There can be two major types of sources of news. They are-

1) **Impersonal or General and**
2) **Individual or Personal sources.**

1) **Impersonal or General sources** include sources in various government and non-government offices, industries, institutions, news agencies, and political parties where news items emanate from the organisations in general and not from an individual involved with the organisation. Normally these news items are available to anyone interested. These may be in the form of a statement, written or oral or in the form of a general speech.

News agencies are such organisations whose principle objective is to gather or collect news and supply the same to different news enterprises and in some cases, individual persons, with a strict sense of maintaining impartiality and quality. They are also a major source of information or news. These agencies also function on a similar note like newspapers or any other news organisations. The only difference is that the agencies serve their news items to various news organisations including newspapers, electronic media, etc. Agencies have their own reporting and editing setup for covering news from any corner of the country or the world. There are quite a few reputed

news agencies like Press Trust of India (PTI), United News of India (UNI), UNIVARTA (UNI's Hindi Service), Bhasha (PTI's Hindi Service), and foreign-based ones like the Reuters, Associated Press (AP), Agence France Presse (AFP), Asian News International (ANI), IRNA (Iranian News Agency), TASS (Russia), Xin Hua (China), etc..

2) **Individual or Personal sources** include persons whether in official or unofficial capacities who would pass on some information for news purposes. Individual sources are cultivated and nurtured by the reporters. This may take the form of a piece of information or a hint which might lead to an interesting development and can be translated into a news item. In other words, an official or a functionary in an organisation who happens to be the main source of your information is known as individual or personal source. For example a sub-inspector in a police station can be an important personal source for a reporter covering the law and order beat.

At this point let us ponder over an important aspect here. Whenever a news item is broadcast the bulletin, the journalist quotes someone or some organisation as the source. Without quoting a source the scale of credibility of a news item is not much. While quoting a source, we should remember that higher the position or designation of the source, more is the credibility of the news item. For example, if one has to report about a killing or an accident or a politically important development, if we can quote someone of senior rank of the police like the SP or the IG or the DGP or the president or general secretary of a political party. This would be far more credible than quoting someone from the lower ranks.

Now, during reporting activities many a times one comes across situations in which some officials or other persons agree to divulge sensitive information on condition of anonymity. That is, his or her name cannot be quoted as the source of the information as it might cause trouble for them officially. In those cases, the reporter must take prior permission of the sources to mention their names. If the source does not want to be identified the reporter can mention 'highly-placed sources' or 'senior officials' in the

news items so that the credibility is not lost.

The importance of sources is felt very acutely at times of crisis. This is because in normal times, a personal source would act quite in a favourable manner for sharing positive information for news purposes. But, whenever a crisis comes involving the organisation, the same personal source may refuse to entertain the journalist's request for hints or information. So the relationship between the journalist and the sources must be of such a nature that even at times of negative development or a crisis situation, the latter does not refuse to entertain the journalists' request.

The success of a journalist depends upon his ability to create a cross section of sources at various levels. Every reporter needs to build up his 'personal' sources which would prove vital for hinting or tipping him about news or things about to happen.

One has take the initiative to get oneself introduced to a potential source- an official, a political leader or whoever it might be, if needed and also some people in the lower echelons of the official hierarchy. There can never be any fixed source for a reporter. Anyone, anytime and anywhere can act as a source.

Finally, sources should be protected and nurtured as the relationship between a source and a reporter is a lifelong affair.

CHECK YOUR PROGRESS

Q.10: What are the different types of sources in news?

.....

.....

.....

.....

Q.11: Why are sources important for a reporter?

.....

.....

.....

.....

Q 12: Name four important news agencies.

.....

.....

.....

.....

6.7 LET US SUM UP

- Like TV and newspaper reporters, radio reporters also have to go to the field and report events as they have observed.
- In covering a story, reporters investigate leads and news tips, look at documents, observe events at the scene, and interview people and take notes. At their office, they organize the material, determine the focus or emphasis, write their stories, and edit accompanying sound material.
- Live reporting is a very important part of any radio reporter's responsibility. When a reporter reports live, it is his responsibility to create a word picture of a scene, including sights, sounds, smells, tension in the air and factual details.
- The fate of a radio station, to a great extent, depends on the quality and caliber of its staff, especially its reporters who are the heart and soul of a station.
- Some of the important qualities of a radio news reporter are – Intelligence, Knowledge, Effective, Curiosity, Comprehension,

Judgment, Persistent, Literacy, Familiarity, Motivation, Personal Stability, Objectivity of reporting, enterprise, ability to look beneath the surface, rational thought, accurate and impartial coverage, comfortable speaking to the public, willingness to learn.

- The criteria for selection of radio news are: Immediacy, Proximity, Conflict, Consequence & importance, and Drama.
- There can be two major types of sources of news. They are - 1) Impersonal or General and 2) Individual or Personal sources.
- Impersonal or General sources include sources in various government and non-government offices, industries, institutions, news agencies, and political parties where news items emanate from the organisation in general, not from an individual involved with the organisation.
- Individual or Personal sources include persons whether in official or unofficial capacities who would pass on some information for news purposes.

6.8 FURTHER READING

1) David, J. (2007). Radio Broadcasting Journalism. Cyber Tech.
2) Kapoor, D. N. (2012). Broadcast Journalism. New Delhi : Mohit Publications.
3) Mishra, Sudhir (2008) Mass Communication and Electronic Media. New Delhi : Mahaveer & Sons.

6.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : General assignment

Ans to No. 2 : When the journalists interpret the news or offer opinions the listeners, then they are called commentators or columnists.

Ans to No. 3 : During live reporting, the reporter should identify himself/ herself at the close of the story. This is because the anchor will have already given the name of the reporter while connecting to him/her.

Ans to No. 4 : The job of a radio reporter involves a variety of tasks including covering news stories, investigating leads and news tips, examining documents, observing events at the scene, and interviewing people and taking notes. Back at the station newsroom, they organize the material, determine the focus or emphasis, write out their stories, and edit accompanying sound material. Many reporters enter information or write stories using laptop computers and electronically submit the material to their offices from remote locations. In some cases, news writers write a story from information collected and submitted by reporters. Radio reporters often compose stories and report “live” from the scene.

Ans to No. 5 : Some of the important qualities of a radio news reporter are intelligence, knowledge, curiosity, comprehension, judgment, persistence, objectivity of reporting, rational thought etc.

Ans to No. 6 : Objectivity of reporting means being neutral in reporting and not taking sides. A reporter may be inclined towards a particular ideology, but that should not be reflected in his reporting of any event or phenomenon. It is also one of the pre-requisites of good reporting. Standing with the truth and truth alone is what good journalists do.

Ans to No. 7 : Curiosity is an important quality of a good reporter because need to be curious enough to go beyond the surface. They should not take things at face value but look at things in a questioning manner. They always should have the urge to seek information, to find out about people, events, and activities and to understand them; to be skeptical at times. In other words, they should have the ‘nose for news’.

Ans to No. 8 : Immediacy, Proximity, Conflict, Consequence and importance and Drama

Ans to No. 9 : In news, proximity means the closeness of the news listener to the news. Proximity can be physical as well as emotional or psychological. The more is the proximity, the more is the news item relevant for the listener.

Ans to No. 10 : Sources of news can be very wide and diverse. There can be two major types of sources of news. They are -**1) Impersonal or General and 2) Individual or Personal sources.**

Impersonal or General sources include sources in various government and non-government offices, industries, institutions, news agencies, and political parties where news items emanate from the organisations in general, not from an individual involved with the organisation. Normally these news items are available to anyone interested.

Individual or Personal sources include persons whether in official or unofficial capacities who would pass on some information for news purposes.

Ans to No. 11 : The importance of sources is felt very acutely at times of crisis. This is because at normal times a personal source would act quite in a favourable manner for sharing positive information for news purposes. But, whenever a crisis comes up involving the organisation, the same personal source may refuse to entertain the journalist's request for hints or information. So the relationship between the journalist and the sources must be of such a nature that even at times of negative development or a crisis situation, the latter does not refuse to entertain the journalists' request. The success of a journalist depends upon his ability to create a good panel of sources to a very great extent. Every reporter needs to build up his 'personal' sources which would prove vital for hinting or tipping him about news or things about to happen.

Ans to No. 12 : Press Trust of India (PTI), United News of India (UNI), Reuters, Associated Press (AP).

6.9 MODEL QUESTIONS

A. Very Short Questions

Q 1: Why live reporteng is said to be a very importent part of any radio reporter's responsibility?

Q.2: What do you mean by a voicer?

Q.3 : What are the sources of radio news?

B. Short Questions (Answer each question in about 150 words)

Q 1:"The job of a radio reporter is not only exciting but very hectic as well". Discuss the duties and responsibilities of a radio reporter.

Q 2: Mention some qualities of a good reporter.

C Long Questions(Answer each question in about 300-500 words)

Q 1:"A good reporter is one who is also a good interviewer". Discuss.

Q 2: Objectivity of reporting is a major challenge reporters are faced with all the time. Explain why objectivity is also considered a yardstick of good reporting.

Q 3: Briefly enumerate the various qualities of a reporter for radio.

*** ***** ***

UNIT-7: WRITING FOR RADIO NEWS

UNIT STRUCTURE

7.1 Learning Objectives

7.2 Introduction

7.3 Structure of a radio news bulletin

7.4 Language and style for radio news

7.5 Writing for radio features and current affairs programmes

- 7.5.1 Writing for radio features
- 7.5.2 Writing for radio Current Affairs Programmes

7.6 Let Us Sum Up

7.7 Answers to Check Your Progress

7.8 Further Reading

7.9 Model Questions

7.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the structure of a radio news bulletin
- discuss the language and style of radio news
- narrate the process for writing radio features and current affairs programmes

7.2 INTRODUCTION

In the previous unit, we have discussed about reporting for radio. Now yet another important thing to learn, along with reporting, is writing news reports. There are a set of rules that govern writing for both radio news as well as for radio features and other current affairs programmes.

In this unit we will discuss about this very essential aspect of radio – writing for radio programmes. Writing for radio is quite unique and requires special skills of 'writing for the ear'. In this unit you will get some basic idea about how to write radio news, laying emphasis on language and style and rules

for writing the news copy. You will also get an idea about writing for radio features and current affairs programmes. But before you can start with writing, it is important to know how a radio news bulletin is structured.

So, let us begin this unit with the first section – structure of a radio news bulletin.

7.3 STRUCTURE OF A RADIO NEWS BULLETIN

A number of news items put together makes a news bulletin. But a bulletin is not just a string of individual news items broadcast at the scheduled time. The bulletin is more than a sum total of a number of stories. The bulletin is a collective form in which the separate news items are brought into a coherent order and some relationship exists.

Every news broadcast is part of the day's **broadcasting schedule** and there are usually several bulletins in a day's broadcasting output. A newspaper appears only once a day. Although it may have several editions, the reader gets only one edition of newspaper every day. The radio, however, is more frequently on the air, bringing you the latest news at every given point of time.

Broadcasting schedule or broadcast schedule is the organized schedule of programmes to be aired by the station during the day, the week or the month and can accordingly be daily broadcast schedule, weekly broadcast schedule or monthly broadcast schedule.

Bulletins are generally put out in a series or cycle like AIR's 0815, 1400, 1800 and 2100 hours; English bulletins and their Hindi counterparts. In addition, AIR has hourly news bulletins round the clock in the two languages.

A radio news bulletin is generally divided into four parts:

1. **Headlines:** Also referred to as the main points. Headlines give an introduction to the news stories that make up a news bulletin. The most important news items included in the bulletin are mentioned in the headlines and all stories are not necessarily mentioned. The headlines are to be written in such a manner that the listeners are compelled to stay tuned and wait for the details to be read out.
2. The **body of the bulletin**: This part of the bulletin consists of the different news items.

3. **Mid-break:** The break occurs midway, roughly after the first half or bunch of the bulletin, or the first five minutes of a ten minute bulletin. This enables the newsreader to identify the broadcasting station, which is a requirement, since several stations are on the air on frequencies close to one another. “This is All India Radio giving you the news’ is the usual form. This also makes it possible for the newsreader to take a deep breath.

4. **Repeat headlines:** The headlines are repeated at the end of the bulletin after which comes the closing announcement “that is the end of the news” or “that is the end of this bulletin”. The announcer of the station then chimes in and tell you: “You have been listening to a bulletin relayed from Delhi. This is Guwahati station of AIR”.

The arrangement of items in a bulletin requires considerable skills and editorial ability. We have to keep in mind that the bulletin is more than simply the total of its items. It means that the stories have to be integrated as much as possible. For example, all stories about a major national development or an important international event have to be taken together, as far as possible. They have to be brought together and made into a compact form, taking care to avoid repetition. This is to be done in such a way that after the main news in the story, the reactions, repercussions, comments, along with any offshoots or sequels, are arranged in a logical and interesting manner.

Let us suppose that there is a story about India winning the last of the three test matches of a series against Australia and thereby winning the home series 2-1. This series win has come after 24 years and obviously there is a lot of excitement among the Indian fans about this win. Now the news of this win would naturally be the lead story of the bulletin wherein the statistics would be provided and the scores would be mentioned and also who was adjudged the man of the match and the man of the series. The story might also say that this series win has come after 24 long years. After this story, several related stories will also follow wherein comments of the cricket

experts, reactions of the fans, family members of the cricketers reacting to the win in their respective hometowns, etc., will be accommodated. Immediately after this, an analysis of the match might also follow wherein the anchor will discuss the significance of the win with a cricket expert and dissect the match to discuss the turning points of the game. Finally the anchor will sum up the situation both on and off the field as a result of this historic series win by India.

In newspapers, all these stories would be different items, with separate headings and placed alongside the main story or even separately on different pages. But it is not so in radio (or even in TV). In broadcast media, one has to bring all the related stories together in the form of a roundup, avoiding unnecessary repetitions and reducing the less important stories to the barest minimum so that the overall story is not too long. Yet it should be as comprehensive as it can be.

This arrangement is called for when there is a major story to be handled. Even otherwise, related items should be grouped together. But one has to be careful while doing so and understand the individual significance of each story and examine if stories that are loosely connected can be grouped together or not. If for example, there is a major story about India approaching the International Atomic Energy Agency (IAEA) in Vienna, Austria to convince the Nuclear Suppliers Group (NSG) of countries about its civil nuclear programme and you have another story of an Austrian cultural delegation arriving in New Delhi to perform at the India Habitat Centre as part of a cultural exchange programme, there is no way that the two can be linked with each other.

That also helps us to emphasize that stories must be taken in the order of their importance, with sports coming at the end; this is a rule by convention. There is no set rule on the bifurcation of home and foreign stories. The comparative importance has to be judged in the context of the available news.

If an international story, like say, a stock exchange crisis in the world financial

capitals, or the Somalia starvation or the UN troops intervention deserves priority over home stories, so be it. The producer should go ahead by all means and lead with it. But that would not justify some other less important foreign news being played up along with it, just for the sake of taking foreign stories together.

The compilation editor is the one who prepares the final product which goes on air. So the bulletin editor must ensure that he gives each item a proper shape and strings them together like beads in a rosary.

CHECK YOUR PROGRESS

Q.1: What are the different parts of a radio news bulletin?

.....

.....

.....

.....

Q.2: What is a broadcast schedule?

.....

.....

.....

.....

7.4 LANGUAGE AND STYLE FOR RADIO NEWS

Radio is a medium of the ear. Whatever effect we might want to achieve, the only possible way is by way of words – words weaved into sentences in such a way that the listener gets a smooth ride, without jerks. And if the journey has to be smooth for the listener, so does it have to be for the reader or anchor too. This style which makes it possible is called the radio style.

Writers of broadcast news know that people absorb news through a different sense when they listen to it than when they read it. Be it TV or radio, broadcast news is spoken word medium. In other words, broadcasters are talking to people, telling them the news. People get their news via their ears. The only way you can get your message through to your listeners is by way of what you say and how you say it. Since there are no visuals to help out, and people cannot see the expression on your face and so they have to understand it by your voice modulations. The person listening may probably be busy doing something such as driving a car, having a conversation or even doing house-hold work and therefore your task is to make your message perceivable by the listener. Therefore those who write radio news must write clearly, succinctly so that the readers or anchors can also clearly and succinctly read what has been written and so that the listeners can understand what has been spoken without any extra effort. Moreover, the listeners can hear it only once unlike in the case of newspaper where the reader can return to a sentence that might not have made sense upon first reading. Therefore simplicity and ease of understanding are the basic stylistic elements of any piece written for radio – whether it is news or some other programme.

Again radio follows the conversational style. It is not literature, it is about communicating with the listeners. Therefore spoken words of everyday speech are used. Jargons are always a strict 'No No'. A good radio copy always sounds natural, not manufactured.

Another aspect of style in radio is its immediacy. Radio is the 'now' medium. Therefore anything that is spoken on radio has to be lent the feel of immediacy.

Writing for radio news broadcasts can be difficult, particularly since many writers are accustomed to authoring stories for print. But writing for the ear is very different from writing for the eye. And writing for radio follows a distinct set of rules that must be followed if the broadcast is to be effective and professional. Here are some guidelines which can help you write good,

effective radio copy:

1. **Be natural and use vocabulary/words you know the meaning of.** Consider the following example:

The implementation of the environmental quality promotion and preservation project, which will be launched during the 11th five-year plan, will place emphasis on solutions to problems of pollution, population migration and settlement.

However, when you write this copy for radio it sounds better when you write it as:

The government plans to tackle environment pollution under the eleventh five-year plan. The new project will try to find solutions to problems of pollution, migration of people from villages to cities and settlement.

2. Avoid being dull, avoid using bureaucratic language.

Therefore, instead of writing *'the judge issued a habeas corpus'* write *'the judge ordered the authorities to bring the suspect before court*.'

3. Give your copy a sense of immediacy.

Use the present tense and not as you would use in newspapers. Things happening on radio should appear to be happening now.

Therefore, instead of writing '*the zilla parishad chief secretary said today a toll tax would be levied on the new bridge constructed outside the village'* write, '*the zilla parishad chief secretary says a toll tax will be levied on the new bridge constructed outside the village.'*

4. Use simple, short, declarative sentences.

When the sentence is too long and winding, split the sentence into two/ three sentences. At the same time, try not to sound staccato too. The cardinal principle, however, is not to cram too many things into one sentence.

Therefore, "*the Guwahati City Corporation and the village panchayat have*

decided to work together. They will also attempt at increasing people's participation in all developmental works under the 7th five year plan." is better than "*the Guwahati City Corporation and the village panchayat have both agreed on the desirability of working together and increasing participation of the people in all developmental works under the 7th five year plan".*

5. Avoid sound clashes

"The building is built by a building contractor", is wrong. It sounds more like the tongue twister. *So, a*void such constructions. Also be careful with words that would similar: accepted—excepted etc.

6. Check out your punctuation:

"The chairman of the association," said Mr. Khader "is a liar."

The entire meaning will change with a slight change in punctuation. On radio, to the listener (since he does not see the punctuation) this sentence could easily sound like —

The chairman of the association said "Mr. Khader is a liar." Therefore, write out your punctuations properly. It would sound better if you write:

Mr. Khader called the chairman of the association a liar.

7. Abbreviation

Do not use unfamiliar abbreviations which can confuse the listener. But do use abbreviations which both the reader and the audience have come to accept. Generally, people know what you mean when you say AIDS. Use familiar acronyms. Acronyms spell out words made from initials. Use the familiar ones like NASA, etc. Do not use hyphens between the letters of an acronym. Read them as words.

8. Do not include ages:

Many writers are inclined to include the ages of individuals involved in crimes and other similar stories. But unless there is something highly relevant and

remarkable about the individual's age (i.e. *an 11-year-old murderer*), it should be omitted. One exception is in the case of the description of a suspect sought by police. In this instance, the person's age is vital to a citizen's ability to identify the individual.

9. Numbers

Do not mention "193 students." Instead, mention, "nearly 200 students." Exact numbers are not going to be comprehended by the listener. With numbers over ten, they should be entered numerically.

10. Downplay unconfirmed facts or unknown information

Credibility is harmed when an anchor begins a story by mentioning the information that the station does not yet have. Instead of beginning a story by saying, "*Police have not released any information in this case,"* mention what is known. Then conclude with, "*Additional information is expected soon*," only if it's vital information that the listeners should not be without.

Notably, every news organization's standards are slightly different and each radio network and affiliate has their own "house style."

News writers for radio should familiarize themselves with the network's standards and with the radio station's house style before beginning script work. And anything that is potentially unclear should be addressed with the reporter or anchor who will be reading the script on the air. This extra step will help limit inaccuracies and errors on the air.

11. Avoid "he/she" ambiguity

When referring to more than one individual in a script, always refer that person by name or title. Utilizing "he" or "she" can be confusing, particularly when there are multiple individuals refered to in the story.

12. Use proper format

Format requirements vary by radio station, but in general, scripts should be in all caps and double spaced. Date the first page of the script. Indent all

paragraphs. Don't use semicolons and write out abbreviations. Use underlines for emphasis and dashes for long pauses.

Cue: The introduction to a programme, interview or feature is known as 'cue'.

13. Provide pronunciation guides

In the case of uncommon or difficult-to-pronounce names, provide a notation on pronunciation following every instance of the name.

14. Write a good introduction or cue.

- The 'cue' being the first part of the programme, it should attract the listener to make him want to keep listening to the rest of the programme.
- It should create interest among the listeners to stay tuned.
- It should make the listeners feel the broadcast item is relevant or important for them.
- It should provide any information the listener will need to understand the programme or put the programme in context.
- It should set the scene without giving away the whole story. If the whole story is being told in the first 30 seconds then the listeners would lose their interest to listen the rest of the programme.
- It should fit the tone or mood of the piece it introduces.

Here are three sample radio news stories for your reference. These news sotries were aired by AIR, Guwahati station as part of the morning news bulletin at 8.50 am on July 8, 2009. AIR Guwahati broadcasts news in Assamese only. These stories are direct English translation from the original news stories in Assamese.

Bogibeel Bridge (08-07-09, Morn.) RNU

The department of railways has set forth a revised target to complete the construction of Bogibeel Road and Rail Bridge within March, 2014. This was disclosed by Union Minister of State for Railways E. Ahmed as an answer to a question put

forward by MP Birendra Kumar Baishya at the Upper House of the Parliament. Ahmed also said that a sum of Rs. 439 crore 46 lacs has been sanctioned for the project in the last financial year. Total 90 out of 98 small bridges has been constructed so far under the Bogibeel project and construction of 13 pillars of the main bridge has been already completed. Works like land acquisition, collection of big stone structures and construction of guide dams has also been completed, the minister added.

Doordarshan (08-07-09), PTI

In spite of the acute competition with the private television channels Doordarshan, which operates under Prasar Bharati, has earned greater revenue in the last fiscals.

Union Minister for Information and Boradcasting Ms Ambika Soni discolsed that Doordarshan has earned revenue worth rupees thirty seven crore five las in the 2008-2009 financial year. She was answering a question in the Lok Sabha as a written statement yesterday. She also informed that in 2007-2008 the abount of revenue was rupees seven hundred twenty four crore forty two lacs and Doordarshan has not spent much in the last five years. Moreover, redesgning of the basic and financial aspects of Prasar Bharati has also been planned.

While answering another question in written form, Union Minister of State for Information and Boradcasting Dr. S. Jagatrakhyakan said that under the schemes sanctioned as a part of the second phase package for the NE a 10 kilowatt FM relay station would be established at Lumding within 2010-2011.

AASU (08-07-09), PTC

The general meeting of All Assam Students Union began yesterday at Mangaldai. The meeting has been organized at

two venues namely Mangaldai Government Higher Secondary School and Mangaldai College. Today is the Second day of the meeting and the programmes are scheduled to begin at 9.30 AM with hoisting of the AASU flag by President of the association Shankar Prasad Ray. This would be followed by – at 9.45 AM by Tapan Gogoi, general secretary of AASU. A total of 60 troops representing the undivided Darrang district are expected to take part in the cultural rally which would start from 10 o' clock. According to our Mangaldai correspondent, Advisor of the student association Dr. Samujjal Kumar Bhattacharyya would formally inaugurate the meeting at 6 o' clock this evening.

CHECK YOUR PROGRESS

Q3: Radio is a medium of the _____.

Q4: Therefore _____ and ease of understanding are the basic stylistic elements of any piece written for radio.

Q5: Mention five basic guidelines for writing good, effective radio copy.

.....

.....

.....

.....

Q6: What are the things that need to be remembered when writing abbreviation?

.....

.....

.....

.....

ACTIVITY 7.1

1. Read the lead story of any newspaper of your choice. Rewrite the story into a news story for radio.

2. Listen to any news bulletin on AIR. Note the kind of language they use.

7.5 WRITING FOR RADIO FEATURES AND CURRENT AFFAIRS PROGRAMMES

In the previous sections we have discussed about writing for radio news. Let us now discuss writing for radio features and current affairs programmes.

7.5.1 WRITING FOR RADIO FEATURES

Writing for radio features is normally more difficult than writing news. This is basically because there are rules that govern the writing of hard news, but feature stories depend upon the reporter's storytelling ability. Nevertheless, keeping a few things in mind and following a few steps can help you write good features for radio.

Step 1

Identify the USP of the feature story — why should the listener find the story interesting. Look for a theme that will appeal to most people. This could be a struggle against adversity, selfless work for a good cause, or something really funny or unique.

Step 2

Remember radio is all about 'sound'. There are no visuals that can attract people to your programme. So this has to be made up for with the help of appropriate words. A news story can be driven by facts, but a feature story must have compelling words, or there is no reason to have a feature in the first place. Consider the mood you

want to build with the feature, and use words to build the story around them.

Step 3

Interview people with the good soundbites in mind. Ask your interviewees specific questions that relate to what you need for the feature and encourage them to speak openly. Ensure that the interviews are made dynamic and active. Talk to the subjects while walking around an environment providing sounds that have significance to the story.

Step 4

Let the feature story tell itself. Allowing the interviewees to talk in their natural setting is also a great device. The idea is to use plenty of natural sound in a feature story. Listening to people going about their lives tells a great story without the reporter doing a thing.

Step 5

It is essential to craft the feature story to build curiosity. Lead the listeners gently through the story using as few words as possible. Introduce the main subjects of the feature story in such a way that will make the listeners care about them. Present the challenges they face, then reveal the resolution or what is left to be done. The reporter's job is to get the listeners engrossed in the story.

7.5.2 WRITING FOR RADIO CURRENT AFFAIRS PROGRAMMES

Current affairs programmes are programmes like talks, discussions, interviews that are arranged on some current or contemporary issue or event. They provide a forum for all shades of opinion on outstanding national and international issues. Current affairs programmes also include popular formats like quiz shows and opinion polls, etc.

Writing for current affairs programmes is very different from writing a

radio play or a documentary or a radio news bulletin. There is difference in the approach to writing for the different programme formats on radio.

During a discussion programme, three to four specialists discuss on a given topic with one of them moderating. Since all of them will be talking on the same subject, they should be carefully chosen so as to properly cover all aspects of the topic. The selection of the moderator is very important because it is he/she who is concerned with the real job of conducting the discussion by passing the topic from one speaker to another. He/she is also responsible for cutting short a participant who deviates from the main topic. Generally it is the moderator who writes the script for the programme. The script is a very simple one. Usually the following points are covered in the script:

a. The introduction, normally containing the significance of the topic which will be discussed
b. An introduction of the experts who will take part in the discussion.
c. A general outline of the aspects of the topic which will be discussed
d. The possible questions which will be put to the experts
e. A brief summary.

In case of such a programme, the written script cannot be followed accurately since it cannot be foretold exactly on what lines the discussion will progress. Therefore the moderator is also generally an expert on the topic who can put in questions and comments spontaneously as the discussion progresses. The introduction is followed from the script, but as for the summary, only a tentative summary can be prepared in advance. But the summary that is finally worded depends on the course and outcome of the actual discussion.

CHECK YOUR PROGRESS

Q.7: Mention five guidelines for writing a good radio feature.

.....

.....

.....

.....

Q.8: What are the points that are contained an a radio discussion script?

.....

.....

.....

.....

7.6 LET US SUM UP

- A number of news item put together makes a news bulletin. It is a collective form in which the separate news items are brought into a coherent order and some relationship exists.
- A radio news bulletin has the following main parts — Headlines, body of the bulletin, Mid-break and Repeat headlines.
- Radio is a medium of the ear. Whatever effect we might want to achieve, the only possible way is by way of words.
- Again radio follows the conversational style Radio is the 'now' medium. Therefore anything that is spoken on radio has to be lent the feel of immediacy.
- Simplicity and ease of understanding are the basic stylistic elements of any piece written for radio – whether it is news or some other

programme.

- Unlike radio news, radio feature stories depend upon the reporter's storytelling ability rather than rules.

7.8 FURTHER READING

1) Aggarwal, Vir Bala, Gupta, V.S. (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company

2) Aggarwal, Vir Bala (2006), Essentials of Practical Journalism. New Delhi : Concepts Publishing Company.

3) Hough, George A. (1995). News Writing. Houghtom Miffin.

7.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to No. 1 : The different part of a radio news bulletin are — Headlines, body of the bulletin, Mid-break and Repeat headlines.

Ans to No. 2 : Broadcasting schedule or broadcast schedule is the organized schedule of programmes to be aired by the station during the day, the week or the month. Broadcast schedule can be daily, weekly or monthly.

Ans to No. 3 : Ear

Ans to No. 4 : Simplicity

Ans to No. 5 : Five basic guidelines which can help you write good, effective radio copy are:

a. Be natural and use vocabulary/words you know the meaning of.

b. Avoid being dull, avoid using bureaucratic language.

c. Give your copy a sense of immediacy.

d. Use simple, short, declarative sentences.

e. Avoid sound clashes

Ans to No. 6 : Do not use unfamiliar abbreviations which can confuse the listener. But do use abbreviations which both the reader and the audience have come to expect. Generally, people know what you mean when you say AIDS. Use familiar acronyms. Acronyms spell out words made from initials. Use the familiar ones like NASA, etc. Do not use hyphens between the letters of an acronym. Read them as words.

Ans to No. 7 : Guidelines for writing radio feature are:

a. Identify the USP of the feature story.

b. Remember radio is all about 'sound'.

c. Interview people with the good soundbites in mind.

d. Let the feature story tell itself.

e. Craft the feature story to build curiosity.

Ans to No. 8 : Usually the following points are covered in a radio discussion script:

a. The introduction, normally containing the significance of the topic which will be discussed

b. An introduction of the experts who will take part in the discussion.

c. A general outline of the aspects of the topic which will be discussed

d. The possible questions which will be put to the experts

e. A brief summary.

7.9 MODEL QUESTIONS

A. Very Short Questions

Q 1 : What do you mean by a broadcasting schedule?

Q.2 : What are the different parts of a radio news bulletin?

B. Short Questions (Answer each question in about 150 words)

Q1:Discuss the basic principles of writing news for radio.

Q2:Radio news is concise. Elaborate.

Q3:When writing for radio, one should remember that it is for the ear and not the eye. Comment.

C. Long Questions (Answer each question in about 300-500 words)

Q1:Creating a radio news bulletin is not as simple as it appears. Discuss the steps involved in preparing a news bulletin for radio.

Q2:How do you prepare a radio feature? Discuss the steps involved in making a radio feature.

Q3:Write a note on current affairs programmes on radio.

Q4:Radio news is conversational. Elaborate.

*** ***** ***

REFERENCES

1. Aggarwal, VirBala, Gupta, V S (2002) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company
2. Aggarwal, VirBala (2006) Essentials of Practical Journalism. New Delhi : Concept Publishing Company
3. Baruah, U L . This is All India Radio. New Delhi : Publications Division
4. David, J. (2007). Radio Broadcasting Journalism. New Delhi : Cyber Tech Publications
5. Hough, George A. (1995). News Writing. Houghton Mifflin
6. Kumar, Keval J (2012) Mass Communication in India. Mumbai : Jaico Publishing House
7. Kapoor, D.N (2008) Broadcast Journalism. Mohit Publications.
8. Mishra, Sudhir (2006) Mass Communication and Electronic Media. New Delhi :Mahaver& Sons.
9. Singhal, Arvind, Rogers, Everett M. (2001). India's Communication Revolution : from bullock carts to cyber marts. Sage Publications
10. Verma, N.K (2008). Emerging Development of Mass Communication. New Delhi :Sumit Enterprises.