



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ
ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Journalism & Mass Communication (JMC)

Radio Journalism



Journalism & Mass Communication



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Block

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Radio Journalism

Unit-1

Introduction to Radio

Unit-2

Evolution and Growth of Broadcasting in India

Unit-3

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Unit-4

Radio Programming and Production

Unit-5

FM, AM, Community Radio and Internet Radio

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Odisha State Open University, Sambalpur



Course Writer:

Original Odia: Sambit Mishra
Translated by: Simple Sujata Mishra

Course Editor

Mitali Mohanty Ghosh
Asso. Professor,
Manav Rachna University

Material Production :

Dr. JayantaKar Sharma
Registrar
Odisha State Open University, Sambalpur



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UNIT – I:

INTRODUCTION TO RADIO

1.0 UNIT STRUCTURE

- 1.1 Learning Objectives
- 1.2 An Introduction to Radio
- 1.3 Characteristics of Radio
- 1.4 Components of Radio Broadcasting
- 1.5 Limitations of Radio as a medium of communication
- 1.6 Radio Broadcasting: How it works
- 1.7 Summary
- 1.8 Assessment
- 1.9 Practical

1.1 LEARNING OBJECTIVES

This chapter introduces you to radio as a medium of mass communication. You will understand the various aspects of radio and how programs aired on this medium reach the listeners.

In this section, we will discuss:

- Radio's characteristics and its limitations
- The three components of radio
- How radio works

1.2 AN INTRODUCTION TO RADIO

Radio is the most popular means of mass communication across the globe today. It is exclusively a medium of the sound. It is a medium where a performer cannot see his/her audience. And the audience too cannot see the performer. That is why it is often referred to as a “blind medium”. There is ample space for imagination just as a book has. It is also an intimate medium, as the broadcaster always addresses the listener in singular form as if he/she is talking to him alone. Because of this, the listeners too feel a direct connect with the broadcaster. Radio has been used as an effective medium not only to inform and educate people but has played a very important role in the economic, political and cultural development of nations. It has the unique advantage of being receivable through low cost, battery operated, portable sets, even in the rural areas.

1.3 CHARACTERISTICS OF RADIO

After print media, radio has emerged as a powerful and influential means of mass communication. It has successfully penetrated to every nook and corner of the country and been able to impact human culture. While television has come up in a big way, the popularity of radio still remains intact.

Radio is a medium of the voice: You must be aware of the epic story of ‘Mahabharata.’ In that, if you recall, Sanjay had narrated in detail each and every turn/event of the Mahabharata war to the visually impaired King Dhritarashtra. By listening to Sanjay, Dhritarashtra was able to visualize or “see in his mind” the horrors of the war.

Similarly, if you listen to the commentary or a ball-by-ball account of a cricket match on radio, you are able to create the vivid visual imagery of a cricket stadium, the excitement on field and how the game is being played. The audio narration performs on the canvas of the listener's mind and the mind can then construct any period, any place. **Radio is therefore exclusively a medium of the sound and can make pictures in your mind.**

Radio is an intimate medium: As earlier mentioned, the broadcaster always addresses the listeners as if he is talking to him/her alone and tries to build an instant rapport. The listeners too feel connected with him, if he addresses issues close to their heart. Every

broadcaster knows that if the listeners do not like his programme, they will always have the option of switching channels.

Therefore, any programme—be it a talk show, a documentary or a feature—must strike a chord with the listener, right at the beginning.

Radio as a mass medium: Though radio started as a communication tool for the armed forces, it soon became popular among the masses. The best part about radio is that it reaches millions of people at the same time. The audience may comprise people from different educational, social and cultural background. The broadcaster's job is to find out the lowest common denominator to communicate well with maximum number of people. Radio has been serving not only as an effective medium not only to inform and educate people but also to promote their folk culture.

Radio breaks the literacy barrier: Radio is easily understandable to the literates and the non-literates. Unless you are literate, you can not read a newspaper or read captions or text on television. But for listening to radio, you need not be literate. The illiterate person in a remote village can be a regular radio listener.

Radio is portable: Radio can be accessed on the move. The listener need not sit in one position to listen to the radio. You can listen to it while doing your work or while driving. It can accompany you and entertain you anywhere. Hence, it is a convenient medium.

Radio is a low cost medium: Radio is an inexpensive medium. The cost of production is low and a small radio can be bought for as low a price as say, fifty rupees. Before the advent of television, radio was the chief means of communication for people of all classes. However, not everyone owned the radio sets. Many people listened to one radio at the same time. Then transistor revolution spread the ownership of radio sets in a rapid way.

Radio does not need electric power supply: You can listen to radio using dry battery cells even if you do not have electric power supply or a generator.

While people in cities spend their evenings watching television, in rural areas, where there is no electricity or erratic supply of electricity, people still prefer the radio for their entertainment.

Radio is a medium of immediacy: Radio can deliver messages instantly. It can be the first to report the happenings while TV crew would take some time to reach the spot. As things happen in a studio or outside, messages can be sent or broadcast live. These messages can be picked up by anyone who has a radio set or receiver which is tuned into a radio station. Irrespective of our location, we can listen to radio in the language of our choice.

1.4 COMPONENTS OF RADIO BROADCASTING

Radio, as we all know, is a medium of sound. Radio broadcasting consists of three major components:

- Talk
- Music
- Sound Effects

These three components reach listeners through air waves. They have to be pleasant and meaningful to appeal to listeners. Every sound broadcast in radio creates an impression on listeners. Every broadcast must leave an artistic imprint or it goes to waste.

Radio is called a medium of the voice. Artistes use their talent and adopt unique styles to attract listeners. They use voice modulation on a microphone to convey to the listeners all nuances of the message. Through voice modulation, they express feelings of anger, sadness, happiness, pride, hatred, etc. Though listeners cannot see them physically, radio artistes perform using their voice. This is called ‘voice-acting.’ While actors, on stage or in front of camera, wear elaborate costumes and make-up, radio actors only use their powerful voice to reach out to their listeners.

It is important that an artiste uses the microphone appropriately as it amplifies the voice before sending it to the listeners. It is a highly sensitive instrument and can catch the slightest sigh or the subtle variations in the voice.

A regular radio listener’s ear is trained to catch every word being broadcast. That is why the artistes keep in mind the listener’s audio receptiveness while creating radio programs.

1.5 LIMITATIONS OF RADIO

Radio as a medium has its own limitations as well. Some of them are as follows:

1. Radio entirely depends on the sense of hearing. It has no visual images. Unlike television, broadcast is not reinforced by the powerful medium of sight. For instance, it is difficult to convey the intricacies of works of art such as paintings, sculptures or handicrafts merely by words. Also, in case of a major disaster - say an earthquake or a war, it is easy to portray the extent of damage or the hardships faced by the people clearly on television. On radio, the listener has to use his imagination to picturise the situation in his mind. And there can be gaps between illusion and reality.

Television, being a visual medium, has the advantage of communicating a message through facial expressions or body language. On radio both, the broadcaster and the listener, have to constantly keep in mind that what is being conveyed will have to be heard, understood and remembered instantly.

2. Radio is an ephemeral medium, unless one has access to a recording or a repeat broadcast, the message can be lost forever. This puts pressure on the broadcaster to convey his message emphatically in one chance and demands a great deal of concentration on the listener's part as well. For example, while reading a newspaper, if you do not understand the meaning of certain words, you can refer to a dictionary to find out the meaning. You can refer to the article again and again. This is not possible for radio. While listening to a news bulletin on radio, if you refer to a dictionary or ask someone else for the meaning, you will miss the rest of the news. You have to understand what is being said on radio as you listen. What is said on radio does not exist any longer; unless you record it.
3. Messages on radio can be easily forgotten. Sometimes, a visual on television or an article in a newspaper may have a lasting impact on a person. For example, the visual of fumes coming out of Taj Mahal Palace Hotel in Mumbai remain etched in one's mind even after almost a decade after the incident. Similar examples in the context of radio would be rare.

4. There is a lot of dependence on presentation in radio. If a presenter is boring, the listeners may lose interest in the programme. So not just the message but how it is presented too matters a lot in radio.
5. Radio has little value for the hearing-challenged just as television is of little use to the visually-challenged.

1.6 RADIO BROADCASTING: HOW IT WORKS

Radio broadcasting is a one-way wireless transmission over radio waves intended to reach a wide audience. Stations can be linked in radio networks to broadcast a common radio format, either in broadcast syndication or simulcast or both.

The broadcasting also can be done via cable radio, local wire television networks, satellite radio, and internet radio via streaming media on the Internet.

The signal types can be either analog audio or digital audio.

Radio broadcasting is done through AM and FM stations. There are several subtypes, namely commercial broadcasting, non-commercial educational (NCE) public broadcasting and non-profit varieties as well as community radio, student-run campus radio stations and hospital radio stations can be found throughout the world.

1.7 SUMMARY

In this unit, we discussed the characteristics of radio, its strengths and weaknesses. We dwelt on how despite competition from other forms of media, radio continues to remain relevant and potent across the globe. You learnt about the three components of radio broadcasting—the talk, music and sound effects and also about how radio broadcasting works and how messages on radio reach listeners through air waves.

1.8 ASSESSMENT

1. What is radio? Why it is called an intimate medium?
2. What are the components of radio broadcasting? Explain.
3. What are the limitations of radio as a medium of mass communication?



1.9 PRACTICAL

1. Conduct a small a survey among your family and friends to probe why they tune into radio. You can also gather feedback from them on which radio programs they prefer to listen to. You can map the reasons/preferences as per their gender and age-groups.



UNIT – II:

EVOLUTION AND GROWTH OF BROADCASTING IN INDIA

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
 - 2.2 The Evolution of Radio Broadcast
 - 2.3 Growth of Radio Broadcast in India
 - 2.4 Private Radio Broadcast
 - 2.5 Radio Broadcast in Odisha
 - 2.6 Summary
 - 2.7 Assessment
 - 2.8 Practical
-

2.1 LEARNING OBJECTIVE

Radio has turned out to be an indispensable medium of mass communication today. It not only records and broadcasts news and talks, but broadcasts various programs on sports, music, drama, art, literature, culture, etc. It, hence, educates its listeners and also is a source of entertainment for them.

Before the advent of radio, people from one area could not get news from other areas in time. It took years of research in the making of the radio. Even after the invention of radio, it took a long time to broadcast programs as is being done today. The intention of this study is to gain insight into how radio was invented, when did radio broadcast begin in India, the functioning of the Government broadcast system and the advent of private organizations.

2.2 THE EVOLUTION OF RADIO BROADCASTING

A famous proverb says, “Necessity is the mother of invention.” After Railway became operational in 1830, immediate dissemination of information became necessary. For the safety and security of Railway passengers, it was crucial to know about the details of the train before it reached the station. To fulfill this need, audio medium was chosen as it could travel very fast.

In 1844, artist Samuel F B Morse invented a device, which used telegraph wires to transmit audio waves to a distance. By 1861, telegraph wires were installed at specific locations. This helped the Railways become operational and efficient. But the public did not accept it as a means of mass communication.

In 1901, Guglielmo Marconi set up a radio receiver at New Foundland and could successfully transmit information using air waves to England. Using Morse code, Marconi was able to send wireless telegraphy successfully to different places. Invention of wireless communication facilitated sending coded messages from sea to land and land to sea easily. It became easy for naval ships to communicate with other ships and with land stations; the focus was on person-to-person communication.

However, the potential for broadcasting—sending messages to a large group of potential listeners—was realized later. In 1906, Reginald Fessenden initiated the first radio transmission of the human voice, but his efforts did not develop into a useful application. Ten years later, Lee de Forest used radio in a more modern sense when he set up an experimental radio station, 2XG, in New York City. De Forest gave nightly broadcasts of music and news until World War I halted all transmissions for private citizens.

The technology needed to build a radio transmitter and receiver was relatively simple, and amateur radio operators quickly crowded the airwaves, broadcasting messages to anyone within range. Therefore, the Government had to step in and, by 1912, regulatory measures that required licenses and limited broadcast ranges for radio operation were put in place.

After several experiments, radio broadcasting began in India in 1921. By 1923, radio clubs were set up in various parts of India such as Calcutta (renamed to Kolkata), Bombay (renamed to Mumbai) and Madras (renamed to Chennai) for radio broadcasting. The first program to be broadcast was

CHRONOLOGY OF HISTORY OF RADIO:-

- In 1888, Henrik Hertz was able to transmit wireless airwaves
- In 1901, Guglielmo Marconi transmitted wireless messages across the Atlantic Ocean
- Lee D Forest inserted a grid in a vacuum tube to broadcast voice in 1907
- During World War I, Navy of Allied Forces took over Marconi's company in 1917
- In 1919, Radio Corporation of America was established

by Bombay Radio Club in 1923. The Indian Broadcasting Company and the-then Indian Government signed a pact to start radio broadcast in 1927. This deal heralded the start of structured and systematic radio broadcast in India, which was then a colony of the Great Britain. Five weeks after this pact was inked, radio broadcast began in Calcutta.

2.3 GROWTH OF RADIO BROADCAST IN INDIA

In India, as in other countries, amateurs were the first to start broadcasting. In June 1923, the Radio Club of Bombay broadcast the first radio programme in India. In November 1923, the Calcutta Radio Club came into being. The Madras Radio Club started broadcasting in July 1924 with a 20 kilowatt transmitter. However it closed down due to monetary constraints.

Under a contract between the then Government of India and a private company named Indian Broadcasting Company (IBC) Ltd, broadcasting was started in India on an

experimental basis at Bombay and Calcutta simultaneously which can be termed as the first attempt at organized broadcasting.

News was broadcast for the first time on radio on 23rd July, 1927 from Bombay station. Calcutta station started broadcasting news bulletin in Bengali language on 27th August, 1927. By 1935, Bombay station was broadcasting bulletins in English and Hindustani languages. The station at Calcutta was broadcasting news bulletins in Bengali as well as English by the same year. In spite of a loan from the Government, the Indian Broadcasting Company was a financial failure. It was shut down in March, 1930 and Radio came under direct control of the Government.

The Indian Government appointed BBC (British Broadcasting Corporation) Producer Lionel Fielden as Chief Engineer to the newly-formed Controller of Broadcasting department. It was renamed as 'All India Radio' on June 8, 1936 and came to be known as 'Akashvani' in 1956.



Delhi station began broadcasting news bulletins from January 19, 1936. Along with news in English and Hindustani, talk shows and programs on current affairs were broadcast. Central News Organization (CNO) was set up on On 1st August, 1937. Charles Barns, who had earlier joined as the first News Editor of CNO in September, became its Director of News.

Armed with a team of dedicated young engineers, Fielden set up short service wave centers across India in 1938. Lucknow station was established on April 1, Madras station was set up on June 1 and Trichy station came into being in 1939. 27 radio news bulletins were presented between 1938 and 1940. After Fielden, reputed administrator A S Bokhari took charge as its first Indian Director General. It was during his tenure that a new broadcasting unit was set up at Parliament Street in New Delhi.

External Services Unit was established under Director of News in 1943. By 1945, Central News Organization began broadcasting news in different languages. After India's independence, news broadcast improved in quality and quantity. Emphasis was laid on national and regional news.

After the nation's partition into India and Pakistan, assets were divided in the 2:1 ratio. India got 6 stations and 18 transmitters. Five stations which were princely states – Hyderabad, Aurangabad, Baroda, Mysore and Travancore – began broadcast later. Radio networks greatly expanded with time.

During the first Five Year Plan (1951-1956), several schemes aided the development of broadcast. Renowned musician Pandit Ravi Shanker started the first National Orchestra in 1952.



Headquarter of All India Radio, New Delhi

Lucknow and Nagpur stations started broadcasting news bulletins in Hindi and Marathi respectively, in 1953. The first music festival was broadcast in 1955. Radio Newsreel started broadcast on December 10 and Sardar Patel memorial lecture was broadcast the same year. In 1956, the wide variety of national programs included opera, feature, drama, poetry festival, etc.

By the end of the first Five Year Plan, the number of radio stations in India had risen to 27. The invention of cheap and affordable transistor in 1960 further contributed to the tremendous popularity of radio medium.

Funds allocated for broadcast were four times more in the second Five Year Plan as compared to the first. For the broadcast of various programs of All India Radio, Vividh Bharati service was started from Bombay station in 1957. Along with film music, it provided a dose of light-hearted entertainment. Such programs remained popular with the masses for a long time. Vividh Bharati was successful in competing with the programs of Radio Ceylon (belonging to Sri Lanka).

Programs being produced at Delhi station were shared with other stations of Akashvani in 1957. The following year, a folk music festival was organized to promote national unity. A program called 'Rural Radio Forum' was broadcast from 1959 to attract rural listeners. Prime Minister Jawaharlal Nehru's speech from New York was broadcast live on radio in 1960. By 1961, radio reached a listenership of nearly 55 per cent across India.

By the time the Third Five Year plan was envisioned, science had advanced radio to medium wave transmission. 26 transmitters were deployed for Vividh Bharati's programs. Two more transmitters were set up at Chandigarh and Kanpur. By 1966, 60 per cent of the population could access radio signals through 54 stations.

Today, All India Radio is counted as one of the largest media organisations in the world. With a network of 262 radio stations, AIR today is accessible to almost the entire population of the country and nearly 92% of the total area. It broadcasts in 23 languages and 146 dialects. Programmes of the External Services Division are broadcast in 11 Indian and 16

The Signature tune of All India Radio has been heard by hundreds of millions of people since 1936. It has an interesting history (and controversy). Many people credit Walter Kaufmann, a Czech composer and one of the many Jewish refugees who found a haven in India from the Nazis. He was a Director of Music at All India Radio in Bombay. It believed that musical instruments like violin, viola, cello and tanpura were used for composing the tune. According to some others, Thakur Balwant Singh, an actor, singer and composer who moved to Mumbai from Himachal Pradesh is the composer of this iconic tune. However, there is no controversy over the year – 1936. Prasar Bharati Website is silent on this.

foreign languages reaching out to more than 100 countries. External broadcasts aim to keep the overseas listeners informed about developments in the country and provide a rich fare of entertainment as well.

AIR at present also operates 18 FM stereo channels, called AIR FM Rainbow, targeting the urban audience. Four more FM channels called, AIR FM Gold, broadcast composite news and entertainment programmes from Delhi, Kolkata, Chennai and Mumbai.

2.4 PRIVATE RADIO BROADCAST

In the mid-1930s, Major Edwin Armstrong, an inventor who had already devised a successful circuit to improve AM radio, came up with a whole new approach to transmitting radio signals. He developed FM broadcasting using frequency modulation (FM) technology which is capable of better sound quality than AM broadcast.

Though a slow starter, the popularity of FM radio grew in the 1950s and 1960s, as FM sets became cheaper and more readily available. Car companies introduced FM car radios in 1963.

In India, for some time, private organizations broadcast their programs on Akashvani. With the ease in regulations, private companies acquired licenses for FM broadcast through tenders and began broadcasting on radio.

In India, the first private FM broadcast was in Chennai on July 23, 1977. FM radio expanded its reach over the nation in the 1990s. In the initial years, FM could successfully captivate listeners in metro cities: Mumbai, Kolkata, Chennai and Mumbai.

In 2000, the Government of India called for a nationwide auction of 108 FM frequencies. Winning a bid, Radio City began broadcasting on July 3, 2001 at Bangalore. A local FM radio station was inaugurated on July 1, 2001 at Kodaikanal. Two months after it was launched, it received the tag of Metro FM. This station's programs were broadcast within a radius of 200 kilometres. It was the largest station if we take the broadcast area and number of listeners into account.



Since then, commercial radio has come a long way. It has gained huge popularity on account of good programme content, and a wider choice of programmes. It has also attracted a lot of advertisers and become profitable too.

Generally, commercial radio stations broadcast popular music to build their listener base. They also provide useful information like local traffic alerts, sports news etc to keep the listener interested. To ensure that the listeners do not switch channels, commercial radio stations employ radio jockeys who keep the listeners entertained with their smart presentation and glib talk.

2.5 RADIO BROADCAST IN ODISHA

Origin of radio broadcast in Odisha can be traced to the setting up of a station at Cuttack in 1948. This development laid the foundation of radio transmissions. With

the help up of a 1 kilowatt shortwave transmitter, Cuttack began broadcasting on radio. Cuttack is counted among the stations to start broadcasting after the independence of India. H R Luthra took charge as the first Director of Cuttack station.

Vividh Bharati programs were first broadcast at Cuttack station in 1962. This station located in Odisha started broadcasting commercially in 1975. Along with a control room, a multi-purpose studio to record interviews of politicians and other eminent personalities was set up at the state's capital city – Bhubaneswar.



All India Radio, Cuttack

By 2013, Odisha had 20 Akashvani stations. 8 medium wave, one short wave and 14 FM (Frequency Modulation) transmitters are operational. Many regional stations have been set up across Odisha: Sambalpur station on May 26, 1963; Jeypore station on June 28, 1964; Bhawanipatna on December 30, 1993; Rourkela station on January 24, 1985; Keonjhar station on November 29, 1988; Baripada station on February 25, 1991; Joranda station on October 3, 1995; Puri station on January 26, 1999; Brahmapur station on August 15, 1999. The setting up of transmitters at Nuapada, Rayagada, Baliguda, Parlakhemundi, Paradeep, Deogarh, Sundargarh and Angul facilitated radio broadcast in India. Using DTH (Direct To Home) technology, Odia programs of Cuttack station were first broadcast to every nook and corner of the world on June 30, 2006.

Publisher of Odia daily 'Sambad,' Eastern Media Limited was the first private company to venture into private radio broadcasting in the state. Their FM channel Radio Choklate went on-air on 4th May, 2007. The broadcast of Big FM (then owned by Adlabs Films) reached radio listeners on May 17 of the same year. The third FM channel Red FM came to Odisha on August 14, 2009. Owners of the eponymous private channel along with Zee Enterprises began broadcasting Sarthak FM in 2016. A FM channel of Odisha Television Limited -the parent company of news channel OTV - is expected to begin operations soon.

Odisha has a robust community radio media. Its first community radio was 'Radio Namaskar' which began broadcasting from Konark on February 12, 2010. 'Radio Sanskaar' from Jagatsinghpur and 'Radio Kisan' from Balipatna followed. 'Radio Muskaan' started broadcasting programs on April 14, 2012 from Phulbani. Educational institutions have set up community radio stations at their campuses or internet radio stations. Ravenshaw University started 'Ravenshaw Radio' in 2011. Sikhya O Anusandhan University's 'Voice of SOA Community 90.4' went on-air on October 15, 2012. Indian Institute of Mass Communication too recently set up a community radio station at its Dhenkanal centre.

Odisha's first internet radio www.odiaradio.com became available to listeners on June 21, 2012. Odisha State Open University's (OSOU) internet radio 'Pragyabani' was launched on June 10, 2016 for students and the public. It covers the syllabus and related educational information.

2.6 SUMMARY

In this section, we discussed the evolution of radio broadcasting and how it began with Guglielmo Marconi successfully transmitting information using air waves to England and Reginald Fessenden initiating the first radio transmission of the human voice. We also traced the journey and growth of radio broadcasting in India and discussed the scenario in Odisha as well.

2.7 ASSESSMENT

1. Discuss the evolution of community radio in Odisha.
2. Discuss the growth of Radio during first five year Plan.
3. Briefly write about History of FM Radio in India.



2.8 PRACTICAL

1. Visit a radio station and probe about its organizational structure. Write a report on this. Draw a sketch of a radio newsroom
2. Prepare a list of the FM channels in Odisha and some of their popular programmes.



UNIT – III:

WRITING FOR RADIO

3.0 UNIT STRUCTURE

- 3.1 Learning Objectives
- 3.2 Introduction
- 3.3 Scripting For Audio Medium
- 3.4 Compilation of Radio Bulletin
- 3.5 Audio Editing Skills
- 3.6 Presenting Radio News
- 3.7 Summary
- 3.8 Assessment
- 3.9 Practical

3.1 LEARNING OBJECTIVE

While creating content for Radio, it has to be kept in mind that it is a completely an audio based medium. The script therefore must ensure that the idea is conveyed with appropriate bytes, voice despatches, music and sound effects. The intention of this study is to provide a comprehensive view on this.

3.2 INTRODUCTION

Unlike print and television media, radio has no scope for news broadcasts with the help of visuals. The news is delivered instantly and fresh update on events is broadcast. This is the reason why news is prepared in a mission mode at a radio station.

Various correspondents stationed at national and international locations send in their reports and bytes to the newsroom through electronic medium. The news team then sifts through them and lists them in order of prominence. It selects important news as headlines and other news are broadcast later. This segregation is done under the watch of the head of the news team. A Bulletin Producer creates content and programming and News Reader flawlessly reads it out. The entire process has been discussed in this chapter.

3.3 SCRIPTING FOR THE AUDIO MEDIUM

Each mass communication medium is unique in its own way. The writing style for print medium varies from that of electronic medium. Similarly, programming and creating content for the radio is different from that of the television. Therefore, a sound understanding of the medium is necessary before embarking on creation of content.

We must always remember that news on Radio is meant for listeners, not readers or viewers. The content should be such that a listener can grasp it after listening to it once. Unlike newspapers which you can read and re-read, it is one-time chance for listeners to grasp the words in a bulletin on Radio. It is, hence, essential that news must be presented with clarity.

Radio bulletins are usually made up from three types of material:

- Written stories in the form of a script;
- Voice reports from journalists, either recorded or live;
- Recorded sound called actuality. This is usually the sound of someone speaking, perhaps taken from an interview or a speech. A short segment of actuality is called a grab. Grabs are used in a similar way to quotes in a newspaper story. In some countries, grabs are called cuts or inserts or bytes.

You should keep the following points in mind before preparing news for Radio:

- ⇒ Each script must be kept short and simple.
- ⇒ The duration of a Radio news story is limited to 90 seconds.
- ⇒ The script of each news story must be written within 100 words.
- ⇒ Since it is an audio medium, for the script to have impact, the listener should be able to visualize each word.
- ⇒ It is important to limit each sentence to five to six seconds.
- ⇒ The interest and literacy level of listeners should be kept in mind before creating content.
- ⇒ Words must be carefully chosen, so that the listeners can easily understand them.
- ⇒ Every sentence must be simplified to facilitate better understanding.
- ⇒ Usage of simple language attracts listeners.
- ⇒ Use of ornamental language must be avoided.
- ⇒ Script for Radio is written in spoken language.
- ⇒ Since a sentence consisting of more than 15 words is difficult to understand, sentences must be kept as short as possible.
- ⇒ Instead of one long sentence, it is better to split it into several short sentences.
- ⇒ If it is necessary, names of people can be repeated in the news script.
- ⇒ To simplify difficult words, synonyms which are easier to understand can be used.
- ⇒ Synonyms, technical words and abbreviations should be used carefully and appropriately.

- ⇒ Since Radio is neither a print nor a visual medium, exact numerical figures can be rounded off.
- ⇒ To explain a comparative topic, everyday examples should be used.
- ⇒ Explanatory and exploratory words should be used when necessary.
- ⇒ Script should be in present tense.
- ⇒ Script must be written in active voice rather than passive voice.

3.4 COMPILATION OF NEWS BULLETIN

It is a fact that in Radio, each word must be understood after listening to it only once. This makes the script a key cog in the Radio machinery. The interests of listeners are kept in mind during news presentation.

After editing, news is divided into different categories at the desk. First, broadcast worthy news is kept separate. Secondly, news script should be written in broadcast format. Thirdly, the bytes and sound clips necessary to supplement the news are collected.

The following procedure is generally adhered to in a Radio News Room:

- ⇒ The pool copy is sent to Editor of Bulletins.
- ⇒ News Editors arrange stories based on their importance. Time is, then, accordingly allotted to the stories.
- ⇒ Some stories are included keeping the interest of listeners in mind.
- ⇒ News gathered in other languages is translated before inclusion in the bulletin.
- ⇒ Bulletin is sorted according to the requirement and interest of regional, state, national and international listeners
- ⇒ A bulletin is compiled piecing together political, educational, sports, culture, entertainment, crime and other stories.

- ⇒ Since Radio is primarily an audio medium, the news presenter must possess a clear and excellent voice.
- ⇒ Instead of a long bulletin which drags on, it is better to prepare an impactful one of shorter duration.
- ⇒ The script of the bulletin must appropriately earmark pause, commas and full stops. The news presenter must read out the script with clarity.
- ⇒ Every bulletin must contain new and updated news absent in the previous broadcast.
- ⇒ A good bulletin includes sound bytes and voice despatches.
- ⇒ A news broadcast must be a collection of news stories with easy, simple and direct sentences.
- ⇒ The bulletin must be short and simple.
- ⇒ If the duration of a bulletin exceeds seven minutes, it is better to repeat the headlines before ending it. This helps listeners remember the key news stories.
- ⇒ While reading out news of an event or accident, it should be presented without any dramatization.
- ⇒ Bear in mind that news worthiness of a story is more important than being pleasing to the ear.
- ⇒ Any complex information must be simplified for convenience of lay listeners.
- ⇒ Emphasize on choosing noise free sound bytes with clear audio as far as possible.
- ⇒ Including bytes of an accused or eye witnesses from ground zero makes a bulletin lively.
- ⇒ The staple formats of bulletins are sacrosanct and should never be changed without prior notice to listeners.
- ⇒ If a fresh bulletin is aired every hour, the aim should be to re-arrange headlines.



- ⇒ Length of minor and major stories must be kept uniform throughout the bulletin.
- ⇒ Each story should be read out with the same pace.
- ⇒ After arranging the news stories in the designated chronological order, headlines must be culled out and placed at the start and end of the bulletin.
- ⇒ A soft story – either from sports or entertainment – is placed at the end of the bulletin to attract the listeners.
- ⇒ Music is usually used at the start and end of a Radio bulletin.
- ⇒ Using background music in the middle of a story distracts listeners.
- ⇒ Crucial information can be repeated in a story.
- ⇒ All unnecessary words must be edited out of the bulletin.
- ⇒ Figures must be written alpha-numerically in the script. This makes it easier for the presenter to pronounce it.
- ⇒ Names of people, companies and abbreviations must be pronounced fully for easy comprehension of listeners.

It will be easy to compile a good bulletin if the aforementioned rules are followed.

3.5 AUDIO EDITING SKILLS

The process of retaining the required portion and discarding the unnecessary portion to make a program appealing and beautiful is called editing. The term ‘editing’ here concerns public broadcasting. It refers to making all sounds which come to the studio fit for broadcast on news and other programs. Keeping high quality sounds and removing harsh and poor audio is done in Radio editing.

The following points should be kept in mind while editing radio programs:

- a Listening to the voice component carefully – Select the voice/s which will be used in final production stage. After selection, the portion which is to be retained is made fit for broadcast using different sound software. After listening to the audio to be used, its start and end points are

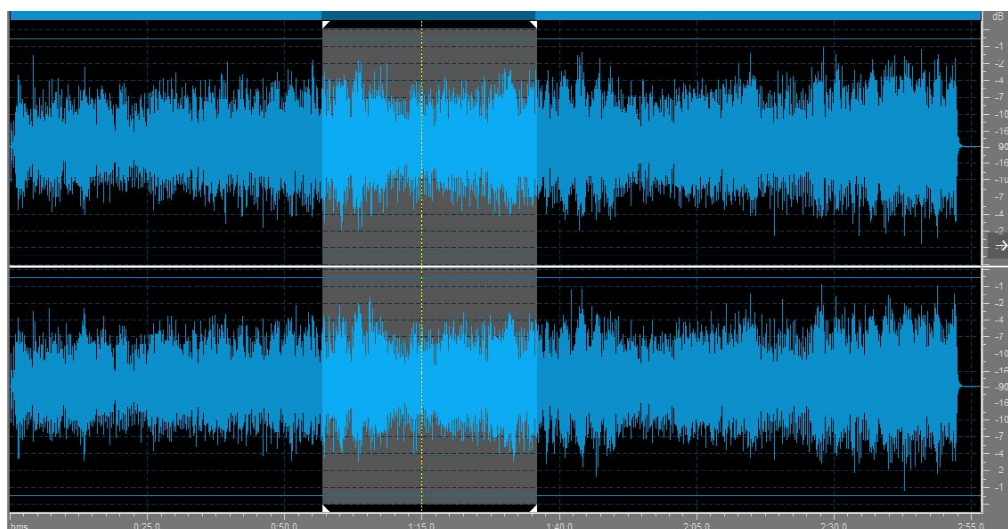
marked and the duration of the clip is duly noted. The remaining portion is chopped off.

- b Listen to other elements – Background sound, sound and music are chosen at this stage. Music and sound effects which match the earlier selected audio are decided. The duration of each of these clips are jotted down. All these files are properly named and saved on the computer.
- c Listening to the recorded audio again and editing – Before creating a final program, importance is given to its sound of the program being produced. Hence, it is crucial to listen to the recorded audio repeatedly and make desired changes in the initial stages while producing a program. While listening to the audio again, portions with bad audio in recording can be eliminated. Along with this, each and every sound clip's duration must be noted in the cue sheet. Keep in mind that a copy of the complete audio file must be stored on the computer before progressing to the final editing and mixing stage.
- d Final Editing – All the audio files are first normalized by referring to the cue sheet. After removing the portions not inside the In's (starting points) and Out's (end points), sound effects such as Fade In, Fade Out, Reverbe, Delay, Echo, Pitch Checker, etc are added. Sound mixing is always done in multi-track. By doing this, changes can be made in the sound track as and when required.

VOICE EDITING: -

For Radio, editing the voice is of prime importance and much time is devoted to it. The following points are kept in mind while voice editing:

- ◆ The portion which is of no use is removed.
- ◆ Lengthy answers and unnecessary information are edited out.
- ◆ The order of questions and answers are shuffled based on their importance.
- ◆ If required, silence is included in the audio file.



You must be as careful as possible during editing. Improper language and words captured during recording must be removed. The significant thing is to retain the key portions of the recordings. That is the chief purpose of editing.

Process to prepare a cue sheet:-

A cue sheet contains the following elements:

- ◆ Start Time
- ◆ End Time
- ◆ Name of the Sound Clip
- ◆ Total Duration
- ◆ Details of the Fade In's and Fade Out's

EXAMPLE

Producer's Name: Biswa Mishra Technician: Asish Tripathy				Date: 02.02.2018	
Start	End	Name	Time (in Seconds)	Fade	Remarks
0.00	0.45	Jingle	45	Out	
0.45	0.60	Start of voice over	25		
0.57	1.08	Background Sound	11	Out	
1.05	2.00	Interview	55		
2.02	2.12	Voice Over	10	In & Out	
2.45	3.45	Interview	60		
3.45	4.50	Show Music	60	In	End

3.6 PRESENTATION OF NEWS

Before television sets appeared in every home, the radio was the popular medium for news consumption as well as entertainment. People used to gather around the radio sets and listen to the programmes together. Being an intimate medium, it seemed as if radio talked to them. Today, radios do not enjoy that central place. Unlike the attentive newspaper reader, the radio listener is often driving, working, or engaged in some task other than absorbing the latest news, and consequently is paying less than full attention. As a result radio news stories should be written as “conversational.” Many a times, people become fans of presenter/s, and hence, regularly tune in to Radio for this reason. Hence, a presenter plays a significant role in a Radio news bulletin.

A presenter must possess some qualities to present news effectively. They are as mentioned below⇒ :

- ⇒ Good Voice
- ⇒ Professional
- ⇒ Aware of local issues
- ⇒ Talent
- ⇒ Personality
- ⇒ Trustworthy
- ⇒ Friendly Attitude

You must imbibe the aforementioned character traits to be an endearing news presenter. Take a look at more points mentioned here to become a good presenter:

- ⇒ First of all you must bear in mind that you are working for an audio medium. This means that you can only be heard, not seen. Hence, your focus should be on your voice at all times.
- ⇒ Gather as much information about the place and its surroundings where the station where you work is located.

- ⇒ Your listeners should be able to visualize what you are saying.
- ⇒ If the script of the news is long, you must take advertising breaks in between the news bulletin.
- ⇒ It is extremely important that you read, understand and rehearse the news script before presenting it on air.
- ⇒ You should read each news capsule and the entire script thoroughly.
- ⇒ Always include the updated information if you are presenting a weather report.
- ⇒ You must read and familiarize yourself with the run order before broadcasting it.
- ⇒ You must forget your personal feelings such as anger, sadness, pride, etc upon entering the studio. While speaking in front of the microphone, present as if you are the listener's best friend.
- ⇒ Do not blindly trust information from sources such as newspapers, television and especially, social media. Onus lies on you to cross-check data and modify them, before presenting it on the air.

3.7 SUMMARY

In this section, you learnt about the process of writing script for Radio. Since radio is for the ears alone, the script must be kept short and simple. It should be so impactful that the listener should be able to visualize each word.

We discussed in detail the steps for compiling a radio bulletin. It is compiled piecing together political, educational, sports, culture, entertainment, crime and other stories. It is sorted according to the requirement and interest of regional, state, national and international listeners.

The segment also discussed the factors that one must keep in mind while editing programmes for radio. Keeping high quality sounds and removing harsh and poor audio is done in Radio editing,

Presenting Radio News was also dwelt at length in this segment. In order to become a good presenter, a person must be aware of local issues, possess a good voice, be professional in his or her attitude etc.

3.8 ASSESSMENT



1. What are the materials used in Radio Bulletins?
2. What is Audi Editing? What are the important points to be considered in Audio Editing?
3. How News Presenter plays a significant role in Radio bulletins?

3.9 PRACTICAL

- 1 Compile a news bulletin taking into consideration news stories of the day. Read it out in front of the class as a Radio news presenter.
- 2 Probe into the various editorial functions by visiting a Radio station.



UNIT – IV:

RADIO PROGRAMMING AND PRODUCTION

4.0 UNIT STRUCTURE

- 4.1 Learning Objectives
- 4.2 Introduction
- 4.3 Radio Production
- 4.4 Types of Radio Production
- 4.5 Summary
- 4.6 Assessment
- 4.7 Practical

4.1 LEARNING OBJECTIVES

The objective of this unit is to gain an understanding about what is the process of making of radio programmes, its various formats and the purpose it serves in Radio broadcast.

4.2 INTRODUCTION

Radio programmes consist of speech, music or other sounds. These sounds are either live or prerecorded. Live sounds are broadcast at the same time they are produced and include words spoken by announcers. Pre-recorded sounds are not broadcast when first produced. They are stored on tapes and broadcast later. Almost all the music and most commercials/advertisements are pre-recorded.

There are many thousands radio stations across the world which provide different content to their listeners. They have the liberty to fix their own programming schedules so listeners would be able to understand what they want to listen to. That's why there are radio programming formats. Every broadcast station has its own duration of being on air each day. Some are on air for 24 hours while others operate for a number of hours less than 24. The principal aim of being on air is to present acceptable programmes for the listeners.

The plan of allocating programmes according to time of the day and duration of each programme is known as programming. The schedule is drafted in such a way to take care of a variety of programmes such as drama, music, sports, documentary, discussions, & current affairs based programs, agriculture, farmer and rural life based programs and a host of others.

4.3 RADIO PRODUCTION

Production is tailored as per the requirement of different The different stages involved in the making of these Radio programs collectively are called production. The three major stages are pre-production, production and post production. The pre-production stage comprises: Ideation, planning and development, formatting, research on topic and resources etc and writing the rundown and the script. The next stage deals with the actual production of the programme and relies heavily of the creativity of the producer. Presentation is the final stage in radio programme production. It involves choosing the right presenter to deliver the product.



The production of audio based Radio medium is different from movies, which is an audio-visual medium.

While reading a publication, readers encounter many components: attractive layout; advertisements; articles on politics, current affairs, entertainment, sports, etc; interviews and features. Readers look forward to their copy of the publication to browse through the wide range of articles. Similarly, a Radio station offers many kinds of programs such as news, features, interview, discussion, book reviews, film reviews, sequence and timings of programs to be broadcast, film music, etc. By keeping the listener's interest in mind, programs of various types and catering to different tastes are carefully decided and produced.

The production of Radio programs consist of three major stages:

- (A) Pre-Production
- (B) Production
- (C) Post Production

Lets discuss these three stages.

(A) Pre-Production

Like every program is conceptualized beforehand, pre-production precedes production stage. Let us discuss what this stage entails.

- 1) Before an idea takes shape into an approved concept, it is subject to detailed analysis.
- 2) The concept is then bracketed into one of the programming formats: Interview, drama, discussion, discussion, story, play, etc. The logistical parameters like where and when it will be recorded, which equipments are required for recording, which equipments will be required, etc are zeroed in.
- 3) After elaborate discussion on several encompassing aspects, befitting programming is created taking the listeners' tastes into account.

- 4) If the voice of the staff is deemed unfit for a program, professional artistes are invited. The guest artistes have to sign on the designated agreement. This is how official procedures are completed in this stage.
- 5) Before recording commences, announcer/s and/or artiste/s rehearse once or several times, if necessary.
- 6) After those required for the program are present at the studio, the talk, discussion or song is recorded.

(B) Production

In this stage, production work is undertaken. Recording and editing is done in production stage. Apart from a good voice/s, good microphone, computer, recording studio are essential for high quality recording. Since recording studios are sound proof, artistes and announcers have to be careful during recording. Since high quality microphones are installed in studios, there is a possibility of even a loud whisper being recorded on tape. When an announcer is reading, if the paper in her/his ruffles, it makes a sound. If while speaking on the microphone, an announcer clears his/her throat, the sound that is produced can ruin an otherwise beautiful program. Hence, it is extremely important to be as careful and conscious as possible.

(C) Post Production

This stage involves publicity of the programs scheduled for broadcast. After a program is created, its timing/s and date of broadcast are announced. This information is shared with the staff and technicians involved in the programming.

A Radio producer possesses a specific set of unique qualities, which makes her/him efficient and productive in a medium devoid of visuals. Let us discuss the characteristics required to be a good Radio producer.

- You must be a keen observer of events happening around you.
- You must examine every event critically as such analysis will deepen your understanding of the occurring.
- Try to learn and broaden your world view from experience.

- Form a view based on information from different sources and other data. You must have the ability to translate your thoughts into tangible reality.
- You must be empathetic and sensitive.
- You must have expertise and command over the language/s and spoken ability.

Various equipments/facilities used in Radio broadcast:

The following equipments/facilities are used in Radio broadcasting:.

Studio: A Radio studio is a room which houses equipments to record voice, sound and music. It should be sound proof so that the result is high quality recording.

Microphone: This is a technology that amplifies and regulates the sound output in a programme. It is a device which converts the variation of sound pressure in a sound wave into corresponding



electrical variation in an electric circuit. It is very sensitive: can catch the minutest sigh, the subtle variations in the voice. Based on structure and capacity, microphones can be divided into two categories:

- (1) By the pickup pattern
- (2) By the materials they are made with

(1) **Pick-up Pattern:** Microphones are classified on their abilities of pick-up pattern and are of three categories.

- a. Uni-directional microphone: This device can record sound from only one direction. The advantage it has is that it discriminates unwanted sounds. Such microphones are used for recording crystal clear sound.
- b. Bi-directional microphone: It can record sound from only two directions and not from sides.
- c. Omni directional microphone: It can record sound from all directions.

(2) **Materials they are made with:** Other microphones can be identified with the material they are made up with.

They are broadly classified into two:

(i) *The Pressure Microphone:* contains a thin metal diaphragm structured somewhat like the head of a drum inside a rigid frame. This diaphragm is part of the electric circuit so that when sound waves strikes the diaphragm, it vibrates. This vibration produces corresponding signals that flow into the circuit system.

(ii) *The Velocity Microphone:* Has a very tight ribbons of aluminum foil loosely suspended in a strong magnetic circuit so that when sound waves touch the ribbon, it vibrates, generating different amount of current inside the ribbon. The condenser and dynamic microphones are examples. They can give very high sound quality though expensive. They can be used for outside recording or broadcasting.

There are many microphones designed for special purposes like the lapel microphones which can clipped into the shirt's collar and is of uni-directional type. It is normally used in TV programmes and not radio. Then there are noise cancelling microphones used in noisy places, e.g. sporting events where the time of the loudest noise may coincide with the greatest need for explanation by the commentator. One way of dealing with this is to give him an omnidirectional microphone and allow him to control the ratio of voice and background noise himself. These microphones are often omnidirectional ones. There are also cordless microphones used mainly on stage shows. They have a small transmitter in them which can send the sounds to an amplifier.

Audio Console: The audio console, which is complex network of faders, equalizers, various buttons and switches, plays an important function in every radio broadcast production. Also called the control board, it is the primary piece of equipment in the production facility. It is used for the amplification of sound and is used to regulate and modulate signals. The mixing console has a lot of input and output, which are these days digitally operated.

Sound Effects: These effects serve to make a program lively. Sound effects help listeners to vividly visualize a program in their mind. They are usually of two kinds. They are as follows:

(1) Spot effects

(2) Recorded sound effects

Spot sound effects are recorded during the recording of a program. During recording, some sound effects which have been decided earlier, are recorded along with the recording of the voice/s. Sometimes, the necessary sound effects are recorded prior to the voice recording. They are used after accounting for the time, ease and applicability. Keeping the requirements of today's times in view, sound effects of almost all kinds are readily available like animals, rain, thunder, hailstorm, water, floods, etc.

Music: The soul of an audio medium like Radio is its music. Music is used in many ways on Radio. It is sometimes put as background music or music preceding the program. It makes talk shows lively. Adding music to a dull program will enliven it and make it entertaining. Music can convey a wide array of emotions such as happiness, sadness, anger, pride, hatred, etc. It can also depict place and timings.

Artificial echo: If you say something inside a cave on a mountain or a large hall, the resulting sound reaches a short distance and can be heard again in a milder Hertz. The sound bounces back and is heard is called an echo. Usually, different types of echoes are copiously used in music based programs and Radio dramas.

Filter: Many kinds of sounds are used for varied situations, places, timings and subjects. The audio filter function in audio software is used to apply different kinds of sounds. By using this filter, any kind of sound effect can be created. It can then be mixed into the audio of the program.

Voice: The chief component of Radio production is the voice. It has been stated at the start of this chapter that Radio is a blind and audio medium. A Radio announcer uses only the power of her/his voice to entice listeners in this medium of zero visuals. Usually, voice is used to read news, make announcements, read the screenplay of various characters in a drama, sing in a musical program, etc.

4.4 DIFFERENT TYPES OF RADIO PROGRAMME FORMATS

A radio programme format refers to the overall content broadcasted over a radio station. These formats are designed to reach a defined listening population based on such demographic criteria such as age, gender, ethnicity, background, etc. All radio formats have three ingredients—spoken word, music and sound effects. Apart from

news bulletins, the various types of radio programmes include magazines, features, talk, discussion, interviews, voice despatches and radio bridge.

4.4.1 News Magazine

You would have read a magazine in print medium. They are usually published weekly, bi-monthly, monthly, quarterly, annually or from time to time. Some magazines cater to general readers while others are meant for a specific audience. Some magazines focus on youth, women, children, health, education, science, technology, literature, culture or films. These magazines contain cover story, features, interview/s, health tips, cooking recipes, movie reviews, among others. While Radio magazine is similar to print magazine, the former is in audio form. Some of the features of radio magazines are listed here:

- ⇒ Radio magazines are broadcast weekly or on a specific date in a month.
- ⇒ A Radio magazine has plenty of variety in its contents. It contains interviews, music, reviews, discussion and discussions.
- ⇒ The duration of each segment in a Radio magazine is not fixed.
- ⇒ Like the masthead of a newspaper, every Radio magazine has a signature tune in the beginning.
- ⇒ A unique name is chosen for the Radio magazine.
- ⇒ Announcers and producers keep track of the chronology of episodes of a program and broadcast them accordingly.
- ⇒ Radio magazines cater to a certain kind of listeners.
- ⇒ At the start of the program, the announcer mentions the kind of listenership it seeks to serve.

4.4.2 News Feature

The feature is an in-depth news story which gives more details of events. It deals more with facts rather than opinion and is usually not perishable. Feature writing needs focusing, understanding, thinking and care. It contains more information, more explanation, interpretation details, and analysis. Features tend to be based on the profile

of people who make the news; they explain events more; they give analyses of what is happening in the world, nation or community; they teach the audience how to do a particular thing; they suggest better ways live and they examine trends and entertain readers.

But the making and manner of presentation in various mass media is different.

The writing and printing style of print media is one of a kind. It consists of excellent writing, corresponding photographs, pictures on the topic and graphics, which makes for a wholesome read. Similarly, good visuals support the script of a good TV feature. In some cases, the video is shot first and a script is prepared later. But a radio feature is very unlike the ones used in these media. The salient features of a feature on Radio are given here:

- 1 A wireless feature is meant only for listeners.
- 2 The interest of listeners is kept in mind while creating an audio feature.
- 3 Proper conceptualization and corresponding script form the crux of a Radio feature.
- 4 The script of an audio feature is presented in an attractive manner.
- 5 Radio features are based on real people and use actual sounds.
- 6 A Radio producer uses voice-over, music and sound effects appropriately to create a feature.
- 7 The language which suits the subject most is chosen.

4.4.3 Radio Talk

Talk is the oldest and a traditional format used in a Radio program. In this type of programme, you have mostly only one person dwelling on a subject matter. Or it may have one or more experts called in to deliver a talk on one or more topics.

- ◆ The duration of a Radio talk is between usually ten to fifteen minutes.
- ◆ Voice modulation is of essence in a Radio talk as listeners visualize the tone and gravity of the topic by listening only to the voice/s.

- ◆ The popularity of Radio talks has diminished in recent times. In today's times, the duration of Radio talks has become shorter.
- ◆ Radio talks are considered as a program in public service broadcasting on All India Radio.
- ◆ The presenter begins the talk after which guests deliver their talks.

4.4.4 Discussion

In a family or an organization, the solution to a problem is found after sitting and discussing the issue together. Similarly, the help of mass media is sought to discuss and solve issues arising in a society. Hence, a powerful and personal medium like Radio has a crucial role to play in solving problems of the public. Discussions on important matters are broadcast on Radio to arrive at solutions, which can be implemented to redress grievances.

This programme entails inviting different personalities from different sociopolitical background to the studio to discuss in detail a topic of community or national urgency. The discussion programme has a moderator who pilots the programme.

Issues affecting the public are discussed on Radio.

- ◆ If society is faced with an economic, political or social problem, such a program is broadcast.
- ◆ A specific topic is chosen for a discussion.
- ◆ A senior journalist usually moderates Radio discussions.
- ◆ The moderator mentions the name of the topic, gives a brief insight to the issue and introduces the panel of experts to the listeners.
- ◆ Several experts on the subject participate in the discussion and propose solutions.
- ◆ The duration of Radio discussions are from fifteen to thirty minutes.
- ◆ The presence of one or more influential personalities, who give their opinion on the topic, attracts listeners.

- ◆ If all experts are given equal opportunity and time to put forth their views, the content of the program becomes interesting.
- ◆ It is the primary job of the moderator to ensure that the panelists stick to the topic and do not deviate from it.

4.4.5 Interview

Like other mass media, Radio programming includes interviews. This involves a chat or a discussion/conversation between the presenter and a guest who may be an important personality in government, in civil society, industry, entertainment or a professional in a particular field of endeavour. A question and answer session are the nature of the interview programme.

Some of the salient features of Interviews are discussed here:

- ◆ Interviews are a complete program in themselves.
- ◆ Its duration may be from ten to thirty minutes or may stretch up to an hour.
- ◆ The duration of an interview depends on the topic and answers given by the interviewee.
- ◆ Most interviews are of people or personalities.
- ◆ Personalities from social work, politics, literature, music, sports, science, culture and entertainment are interviewed.
- ◆ Radio interviews can be used in different ways such as in news or documentaries.
- ◆ If the program is entirely interview based, listeners hear both the questions and answers.
- ◆ To reach a wider set of listeners, listeners get a chance to connect with the personality being interviewed through phone-ins.
- ◆ Public views on current topics such as Railway Budget, Financial Budget, demonetization, etc may be treated as interviews.
- ◆ The opinion of experts on issues concerning the public can be treated as interviews.

- ◆ You have to enhance your general knowledge, presence of mind and presentation style to be able to take good Radio interviews.
- ◆ Before commencing the interview, experts must be briefed about the topic and its facets. This will make the experts speak uniformly and keep them focused on the subject.
- ◆ Several experts can be interviewed at the same time. Effective moderating ability of the presenter will make the program interesting and hard to miss.

4.4.6 Sound Byte

- ◆ The small portion of a lengthy audio clip which is useful for broadcasting on Radio is called a sound byte.
- ◆ The necessary portion which makes a sound byte is the most important part of a person's speech.
- ◆ It is lavishly used in news stories.
- ◆ Reporters usually decide which portion of a speech or recording will be used as a sound byte. They are used in a similar way to quotes in a newspaper story.
- ◆ The use of sound byte gained immense popularity in the United States in the 1970s.
- ◆ If sound byte/s is/are added to a news story, it arouses the listener's interest.
- ◆ Sound byte is used to bring uniformity in a story.
- ◆ According to some social scientists, sound bytes are a short summary of a recorded speech.

4.4.7 Voice Despatch

- ◆ Voice despatches are used for Radio broadcast.
- ◆ Reporters and Stringers (contractual or part-time reporters) send voice despatches from the location of news events to the Radio station.
- ◆ In the early days, voice despatches were recorded at locations and the corresponding tapes were sent to the stations.

- ◆ In today's times, they are used in live programs such as Lord Jagannath's Car festival, cricket and football matches, etc.
- ◆ Along with changing times and revolutions in technological inventions, voice despatches are sent through mobile, voice call, voice MMS (Multi-media Messaging System), Internet messaging platforms like WhatsApp, e-mail, etc.
- ◆ Like PTCs (Piece to Cameras) in television news, voice despatches make programs and news broadcast attractive.

4.4.8 Radio Bridge

- ◆ Eponymously, Radio bridge acts as a connector.
- ◆ Radio bridge facilitates connection of one program to different stations across the country at a time.
- ◆ Radio bridge is used for a specific event or program.
- ◆ Radio bridge becomes functional using a satellite or internet.
- ◆ Radio bridge mainly facilitates exchange of ideas.
- ◆ Listeners as well as subject matter specialists can connect with the whole nation.

4.5 SUMMARY

In this segment, you learnt about the various formats of radio programmes including radio magazines, features, radio bridge, voice despatches etc and the processes involved in their production. You were given an overview about the three major stages of pre-production, production and post production. The pre-production stage, we learnt, comprises ideation, planning and development, the next stage deals with the actual production of the programme and finally it is all about the presentation.

4.6 ASSESSMENT

1. What are different types of Radio Programme Format?
2. *What is the role of sound byte in a news bulletin?*
3. What is Radio Talk?



4.7 PRACTICAL

1. Organise a panel discussion on any burning topic of the day.
2. Prepare a ten-minute Radio talk on Mahanadi river water sharing row.
3. Interview an eminent personality of your area.



UNIT – V:

TYPE OF BROADCAST

5.0 UNIT STRUCTURE

- 5.1 Learning Objectives
- 5.2 Introduction
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5.1 LEARNING OBJECTIVES

Through news and a wide array of programs on sports, music, culture, drama, arts, literature, etc, Radio plays an important role in mass education and entertainment. The system of Radio programming and broadcast is vastly different from that of the previous generation. The 21st century has witnessed the evolution of Radio in various new formats such as FM, Internet Radio and Community Radio. The objective of this study is to gain broad understanding into the evolution of Radio as we know it today by taking its various dimensions into account.

5.2 INTRODUCTION

In the early days, programs were broadcast at specific timings through some Radio stations. But with the passage of time, technology advanced in leaps and bounds. This resulted in the invention of AM (Amplitude Modulation) Radio, FM (Frequency Modulation) Radio, Internet Radio and Community Radio. Now, FM Radio, Internet Radio and Community Radio are readily available for public consumption. The objective of this study is to trace their history, evolution and how these forms of Radio became functional.

5.3 AM BROADCASTING

The full form of the abbreviation AM is amplitude modulation. It is the earliest method in Radio broadcasting. The capacity of AM Radio stands between 535 and 1705 Kilo Hertz. We can see this while setting the dial of a Radio.

While FM functions in high frequency, AM works in low and medium frequencies. Many stations of the same frequency cannot be located at one geographical location. It means that many stations can work on different frequencies at various locations. AM signal depends on many factors such as station frequency, capacity of transmitter wattage, broadcast antennae and ionospheric penetration.

The development of the technique is attributed to Lee de Forest and Reginald Fessenden. The first transmission took place in 1906 from a garage in Brant Rock, Massachusetts. Fessenden, a Canadian inventor transmitted the world's first voice message by using an Alexanderson alternator and a rotary spark-gap transmitter. His message was heard by radio-equipped ships within a range of several hundred miles away from the transmission point

The use of AM broadcasting became more extensive in the years before World War I. Back in 1909, Charles David Herrold founded the first radio station in San Jose, California, known as KQW. After World War I, the number of radio experimentalists increased dramatically and so did the use of AM radio.

A number of inventions are attributed to Lee de Forest, who started broadcasting many events live on Radio in 1917.

Due to compressed audio bandwidth of AM Radio, it broadcasts voice based programs such as news, sports commentary, Radio Talk, etc. Since AM Radio is affected by thunder, power cuts and other factors, AM signal cannot always be accessed. It is due to these factors that small Radio stations operating on AM stop broadcasting after sunset. The signal of one station overlaps with that of another station in the same geographical radius. As a result of this, the listener who is tuned into one station instead hears another station.

5.4 FM BROADCASTING

The most popular among all forms of Radio broadcast is FM Radio. The full form of the abbreviation FM is Frequency Modulation. American engineer Edwin Armstrong invented FM technology in the year 1933. FM carries out very high frequency transmission. Since it could maintain the high quality of sound and produce stereo-sonic sound, FM gained popularity among the masses in a short span of time. FM Radio can broadcast programs with capacity between 88 and 108 Mega Hertz.

FM signal can spread over a specific distance and broadcast programs. One frequency can signal at a different location in the country under another name. Since FM signals travel through waves, physical obstacles in its path such as a mountain can hamper accessing the signal. This is the reason FM Radio signals fluctuate while driving. Many FM stations apply audio compression technique to send high quality audio to remote areas.

It is for this reason that FM antennae are gigantic in size and installed at high altitudes. The shape and placement at high altitude ensures that accessing the signal is easy. FM signal boasts of the capability to accept and transmit in high and low frequency. It is due to this that music sounds better than human voice on FM Radio. In India, a dozen private companies have chosen to broadcast on FM, like Akashvani. On 23rd July, 1977, the first FM Radio was broadcast at Chennai (then, Madras). FM radio expanded its reach over the nation in the 1990s. In the initial years, FM could successfully captivate listeners in metro cities: Mumbai, Kolkata, Chennai and Mumbai.

When All India Radio sold some airtime, companies in Indore, Hyderabad, Delhi, Mumbai, Kolkata, Vizag, Goa could broadcast their programs. In 2000, the

Government of India called for a nationwide auction of 108 FM frequencies. Winning a bid, Radio City began broadcasting on July 3, 2001 at Bangalore. A local FM radio station was inaugurated on July 1, 2001 at Kodaikanal. Two months after it was launched, it received the tag of Metro FM. This station's programs were broadcast within a radius of 200 kilometres. It was the largest station if we take the broadcast area and number of listeners into account. Information and Broadcasting Ministry had set a target for establishment of 86 more FM radio stations by March 2017.

5.5 COMMUNITY RADIO

Community Radio is a radio broadcast that caters to the interest of a certain area and it generally broadcasts those programmes which is of interest to the local audience but is overlooked by more powerful broadcast groups. It is entirely different from general and commercial broadcast.

- ◆ The broadcast of a Community Radio is usually limited to a geographical radius, usually within five kilometers aerial distance of its transmitter.

It focuses on a specific set of listeners such as students, farmers, rural population, an ethnic group or a range of listeners within its small broadcast area. Their target is to benefit communities and the society at large.

- ◆ These stations never broadcast for commercial gains.
- ◆ Most of the Community Radio stations in the world act as Non-Government organizations.
- ◆ Community Radio stations take up issues which big commercial radio stations choose to miss.
- ◆ The Community Radio stations typically avoid content found on commercial outlets such as Top 40 music.
- ◆ Until late 2006, only educational institutions were allowed to set up campus radio stations having a transmission range of 10-15km. The first Community Radio station in India was started at Anna University on February 1, 2004.

- ◆ The Government of India granted licenses to several NGOs, educational institutions, citizens' societies, etc on November 30, 2008.
- ◆ India had 200 Community Radio stations by January last year.
- ◆ 'Sangham Radio' was the first NGO from Andhra Pradesh to be granted a Community Radio license on October 15, 2008.
- ◆ Madhya Pradesh's 'Radio Bundelkhand' became the second Community Radio station to broadcast on October 28, 2008.
- ◆ The Government of India has permitted the broadcast of news; information beneficial to the public such as on sports, weather, traffic update, festivals, power cuts, warning about disasters, health, etc till now.
- ◆ The Central Government has allowed advertisement upto five minutes on Community Radio.
- ◆ It is mandatory for all programs of Community Radio must abide by the guidelines of the Central Government and State Governments.



First Community Radio of Odisha

5.6 INTERNET RADIO

- ◆ Internet Radio is a new and emerging broadcast medium.
- ◆ Listeners only need a working internet connection to tune into Internet Radio.
- ◆ It is also known as e-radio, web radio, online radio and streaming radio.
- ◆ Listeners can listen to it by gradual streaming.
- ◆ The broadcast quality of Internet Radio depends on the speed of the internet connection. If speed of the internet connection is slow, broadcast of Internet Radio will be slow or stop.

- ◆ Internet Radio broadcasts the same set of programs available on commercial Radio like music, drama, sports, etc.



First Internet Radio of Odisha

- ◆ This Radio can be easily accessed in any part of the world using the internet.
- ◆ The Internet Radio listeners of one country can listen to programs of another nation.
- ◆ Internet Radio is heard on all kinds of computers using a working internet connection.
- ◆ Carl Malamud, an American technologist, started broadcasting on Internet Radio.
- ◆ The first internet concert was broadcast by Severe Tyre Damage Party on June 24, 1993.



- ◆ WXYC Radio channel was the first to broadcast on the internet on November 7, 1994.
- ◆ The first Internet Radio www.scotburnnetradio.com was established in 1995.
- ◆ In 1996, Virgin Radio situated at London in England started live broadcasting all its programs.
- ◆ Most Internet Radio stations today stream on either 64 Kb/second or 128 Kb/second.

Internet Radio by OSOU

5.7 SUMMARY

This section traced the journey of various forms of Radio broadcast and dwelt on the working of the FM and AM broadcasting, Community Radio and the Internet Radio.

We discussed how FM has come in a big way after the year 2000, when the Government of India called for a nationwide auction of 108 FM frequencies. The section also focused on the role of Community Radio new age forms of broadcasting—the Internet radio—which has caught the fancy of the younger generation.

5.8 ASSESSMENT



1. What is Community Radio?
- 2.. What is FM Radio? Why do listeners prefer listening to FM Radio?
3. Write a Short Note on Internet Radio.

5.9 PRACTICAL

1. Visit a FM radio station in your city and try to understand the way it functions.
2. Track the programmes of a Community Radio station in your district. Critically analyse its programming and point out the operational deficiencies.
3. Consider yourself as an announcer of a Community Radio station and write a script on an issue affecting your community.
4. Note down your experience on the broadcast by tuning into a Radio program on Internet Radio.



FURTHER READINGS



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 8. Broadcast Journalism: Techniques of Radio and Television News Paperback –Stewart—Focal Press—6th Edition-2008
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TERMINOLOGY

There are many terms and phrases that are frequently used in the radio industry. Mentioned below is a list of such terms that we come across in usage with reference to radio. These terms have been explained for proper understanding of students.

Ad-Lib or **Ad-libbing** is when a presenter improvises. Usually, when something goes wrong like the show is disturbed or theirs a technical fault.

Actuality Also known as grabs or a sound bite, this is recorded segment of a newsmaker speaking, generally lasting from 10 to 20 seconds

Bandwidth is the range of the broadcasting equipment in terrestrial radio. In internet radio, bandwidth is the amount of data consumed by listeners.

Clock A **radio clock** that is automatically synchronized as per the schedule of a broadcast hour, with precise time in minutes and seconds allotted for the various programming segments

Live shot report introduced by an anchor that has not been recorded but is read live by another journalist, often at a news scene

Nat or **natural** or **raw sound** is recorded sound, such as the chirping of a bird or a marching band playing or a crowd cheering;

Cue is the beginning of a track. It's often used as a remark to prepare before starting something, for example, a presenter about to do a live show.

Fade In The audio level of a track gradually becomes louder until it reaches its proper level. Commonly fade ins are used for smoother transitions.

Fade Out The audio level of a track gradually becomes quieter until it disappears altogether. Commonly fade outs are used for smoother transitions to segue into a new track or DJ segment.

OQ or "out cue" -- the last words recorded on a cut

Reader The script that is script is read live on the air by the anchor; the recording of a reader by a reporter is called a "voicer"

Script It is the written version of a news story, the text of which is read on the air; a newscast is made up of a collection of scripts read by an anchor

Slug is the title of a news report, mostly found in agency copies

Tease is a brief phrase spoken by the anchor immediately before playing a spot or going to traffic (or some other interruption of the newscast) to tell the listener about a story coming up later;

Voicer is the segment of the recorded report that contains only the journalist's voice - there is no actuality; can be understood as a recorded reader

Wrap is the recorded report in which a journalist's voice occurs at the beginning and end

Frequency is any of the electromagnetic wave frequencies that lie in the range extending from around 20 kHz to 300 GHz, roughly the frequencies used in radio communication.

Mic is an abbreviation for a microphone, used by the presenter to talk into.

Mixer is a console desk with several inputs for audio equipment.

Q Card is a written piece for the presenter to read.

Desk – The space designated for sorting, compilation, scripting, editing, etc for editorial staff at a radio station

Script is written piece for the presenter to read during the show.

Wattage Capacity: The power of transmitters used in Radio refers to its wattage capacity.

Broadcast antennae: It is a large device shaped like an umbrella which captures signals from a Radio station and transmits it onto radio sets in its radius.

DTH – Direct To Home (The transmission that occurs directly from satellites to houses)

Final Editing – All the audio files are first normalized by referring to the cue sheet. After removing the portions not inside the In's (starting points) and Out's (end points), sound effects such as Fade In, Fade Out, Reverbe, Delay, Echo, Pitch Checker, etc are added. Sound mixing is always done in multi-track. By doing this, changes can be made in the sound track as and when required.

ANSWER TO CHECK YOUR PROGRESS

UNIT I

1. *What is radio? Why it is called an intimate medium?*

Radio is mass communication medium of sound. It is an aural or auditory medium, a medium of the ear. In radio broadcasting, the broadcaster always addresses the listeners as if he is talking to him/her alone and tries to build an instant rapport. The listeners too feel connected with him, if he addresses issues close to their heart. So it is called an intimate medium.

2. *What are the components of radio broadcasting? Explain.*

Radio broadcasting consists of three major components. these are Talk, Music and Sound Effects. These three components reach listeners through air waves and need to be pleasant and meaningful to appeal to listeners.

3. *What are the limitations of radio as a medium of mass communication?*

Radio as a mass medium has several limitations. Unlike television, radio broadcast is not reinforced by the powerful medium of sight. It entirely depends on the sense of hearing. The listener has to use his imagination to picturise the situation in his mind. And there can be gaps between illusion and reality. It is also an ephemeral medium, unless one has access to a recording or a repeat broadcast, the message can be lost forever. Messages on radio can be easily forgotten. It also depends a lot on presentation. If a presenter is boring, the listeners may lose interest in the programme. Lastly, radio has little value for the hearing-challenged.

UNIT II

1. *Discuss the evolution of community radio in Odisha.*

Its first community radio was 'Radio Namaskar' which began broadcasting from Konark on February 12, 2010. 'Radio Sanskaar' from Jagatsinghpur and 'Radio Kisan' from Balipatna followed. 'Radio Muskaan' started broadcasting programs on April 14, 2012 from Phulbani. Educational institutions have set up community radio stations at their campuses or internet radio stations. Ravenshaw University started 'Ravenshaw Radio' in 2011. Sikhya O Anusandhan University's 'Voice of SOA Community 90.4' went on-air on October 15, 2012. Indian Institute of Mass Communication too recently set up a community radio station at its Dhenkanal centre.

2. *Discuss the growth of Radio during first five year Plan.*

During the first Five Year Plan (1951-1956), several schemes aided the development of radio broadcast. Renowned musician Pandit Ravi Shanker started the first National Orchestra in 1952. Lucknow and Nagpur stations started broadcasting news bulletins in Hindi and Marathi respectively, in 1953. The first music festival was broadcast in 1955. Radio Newsreel started broadcast on December 10 and Sardar Patel memorial lecture was broadcast the same year. In 1956, the wide variety of national programs included opera, feature, drama, poetry festival, etc. By the end of the first Five Year Plan, the number of radio stations in India had risen to 27.

3. *Briefly write about History of FM Radio in India.*

In India, the first private FM broadcast was in Chennai on July 23, 1977. FM radio expanded its reach over the nation in the 1990s. In the initial years, FM could successfully

captivate listeners in metro cities: Mumbai, Kolkata, Chennai and Mumbai. In 2000, the Government of India called for a nationwide auction of 108 FM frequencies. Winning a bid, Radio City began broadcasting on July 3, 2001 at Bangalore. A local FM radio station was inaugurated on July 1, 2001 at Kodaikanal. Two months after it was launched, it received the tag of Metro FM. This station's programs were broadcast within a radius of 200 kilometres.

UNIT III

1. What are the materials used in Radio Bulletins?

Radio bulletins are usually made up from three types of material. these are (1) Written stories in the form of a script, (2) voice reports from journalists, either recorded or live and (3) Recorded sound called actuality.

This is usually the sound of someone speaking, perhaps taken from an interview or a speech. A short segment of actuality is called a grab. Grabs are used in a similar way to quotes in a newspaper story. In some countries, grabs are called cuts or inserts or bytes.

2. What is Audio Editing? What are the important points to be considered in Audio Editing?

Audio Editing is the process of keeping high quality sounds and removing harsh and poor audio for public broadcasting. It is about making all sounds which come to the studio fit for broadcast on news and other programs.

In Audio Editing it is important to Listen the voice component carefully and mark the start and end points. The duration of the clip need to be noted. After this Music and sound effects, matching the selected audio is decided. All these files are properly named and saved on the computer. Before creating the final program, importance is given to its sound of the program being produced. Hence, it is crucial to listen to the recorded audio repeatedly and make desired changes in the initial stages while producing a program.

3. How News Presenter plays a significant role in Radio bulletins?

Radio is a medium of Sound. Since it can be present visuals, the radio news bulletins need to be presented in a conversational style, as if the presenter is talking to the

audience. News presenter has the responsibility of delivering the news in a conversational style. The way he/she presents news bulletin influences the listeners' attention. Many a times, people become fans of presenter/s, and hence, regularly tune in to Radio for this reason.

UNIT IV

1. *What are different types of Radio Programme Format?*

A radio programme format refers to the overall content broadcasted over a radio station. the various types of radio programmes include news bulletins, magazines, features, talk, discussion, interviews, voice despatches and radio bridge.

2. *What is the role of sound byte in a news bulletin?*

The small portion of a lengthy audio clip which is useful for broadcasting on Radio is called a sound byte. The necessary portion which makes a sound byte is the most important part of a person's speech. They are used in a similar way to quotes in a newspaper story. If sound byte/s is/are added to a news story, it arouses the listener's interest and brings uniformity in a story.

3. *What is Radio Talk?*

Radio Talk is the oldest and a traditional format used in a Radio program. In this type of programme, mostly only one person dwells on a particular subject matter. Or it may have one or more experts called in to deliver a talk on one or more topic

UNIT V

1. *What is Community Radio?*

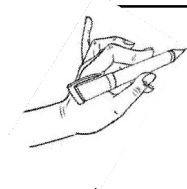
Community Radio is a radio broadcast that caters to the interest of a certain area and it generally broadcasts those programmes which is of interest to the local audience but is overlooked by more powerful broadcast groups. It is entirely different from general and commercial broadcast. The broadcast of a Community Radio is usually limited to a geographical radius, usually within five kilometers aerial distance of its transmitter. It focuses on a specific set of listeners such as students, farmers, rural population, an ethnic group or a range of listeners within its small broadcast area. Their target is to benefit communities and the society at large.

MODEL QUESTIONS

1. Explain various characteristics of Radio as a Mass Communication Medium.
2. Demonstrate how radio is different from other mass media.
3. Debate the popularity of radio as a medium of mass communication.
4. Why radio is called an 'intimate' medium?
5. Discuss the evolution of radio as a popular medium of mass communication.
6. What is radio broadcasting? Explain its functions.
7. Elaborate on private broadcasting in radio.
8. Give an overview on the origin of radio broadcasting in India.
9. Discuss the progress of radio in Odisha.
10. How is a Radio news script prepared?
11. Why is compilation of news necessary on Radio?
12. Write about the skills necessary to be a good presenter in Radio channels.
13. Discuss how a Radio news magazine is compiled.
14. Differentiate between news and features in Radio.
15. What is the need for a Radio bridge and where is it used?
16. 2. Differentiate between AM and FM Radio.
17. How does Community Radio benefit the local population of a specific area?
18. How is Internet Radio different from other forms of radio? Discuss.



Comments



Comments





Odisha State Open University, Sambalpur
www.osou.ac.in
e-mail: info@osou.ac.in