

2. SUMMARY OF THE MAJOR TOPICS.

2.1 The history of radio :

In order to trace the invention and history of radio there is a need to understand the sequence of events between 1896, the year when Marconi arrived in London and 1922, when BBC was founded.

The first broadcast of music and speech was made by an American R.Fessenden, in 1906. Later in 1916 the American Radio and Research Corporation was broadcasting concerts two or three times a week. A ban imposed on amateur radio in Britain on the outbreak of war in 1914 was not lifted until 1919.

Westinghouse had led the way in organizing regular broadcasts in the United States. The first well known American broadcasting station KDKA, Pittsburgh, went on the air with regular broadcasts in 1920. Same year regular concerts began to be broadcast in Europe from the Hague.

On 14 Feb. 1992 the first regular broadcasting service in Britain was started from Writtle; it was organized by the experimental section of the Design Department of the Marconi Company.

By the year 1924 there were 530 radio stations in the United States. The first commercial programme in the United States went on air in August 1922. The Voice of America first went on the air on Feb. 24, 1942 with a 15 minute broadcast in German language. Similar programme in the Italian, French and English came soonafter.

BBC, the British Broadcasting Company started functioning in London in November 1922. However the first known regular scheduled international broadcasting came from Radio Netherlands in 1927. In this decade international radio services were set up by other countries including Britain, Germany, France and Japan. These services were often adjuncts to domestic radio stations created primarily to serve overseas citizens of the originating countries. But in late 1930's, as war loomed large in Europe and Asia, international broadcast services suddenly had a new dimension; to inform and influence the people and governments of other nations. These external broadcasts multiplied greatly in number and in transmission power during the second World War.

The word 'C' in BBC in 1922 stood not for 'Corporation', but for 'Company'. The people at the back of BBC were businessmen. However it was never an ordinary commercial enterprise. By post office rules it's dividends were restricted. By the will of its chief John Reith, BBC's first General Manager, the organization had set out to act as 'public service'. In the first four years, though broadcasting was technically a business concern, it made no significant profits. It did not concern primarily with the interest of either radio manufacturers or the manufacturers of any thing else.

On 1st January, 1927 BBC directors didn't seek to interfere with the constitutional rearrangements which transformed BBC from a company to a corporation.

The news bulletins and outside broadcasts which later accounted for such a substantial amount of radio time, gained little importance between 1923 to 1926. In the early days of broadcasting development in Britain, Post office had the regulatory powers. At a meeting on Feb. 1 1924 BBC was allowed to broadcast news and microphone records of the occasions without further descriptions of comments, on the condition that they did not interfere with newspaper reports. It was not until Jan. 1927 that BBC was given freedom to arrange early news bulletins, running commentary and eye witness accounts.

2.2 Broadcasting in Pakistan

The origin of organized broadcasting in the Indo-Pakistan sub-continent goes back to 1927 when Bombay station of the Indian Broadcasting Service was inaugurated. Two years later it was the turn of Calcutta to have a broadcasting station. Delhi station began regular transmission in January 1936. The part of India which later constituted Pakistan, got the Peshawar broadcasting station inaugurated on March 6, 1935 by Governor of NWFP Sir Ralf Grifith. Mr. Mohammad Aslam Khattak now a senior politician of the country, became its first station director. On April 1, 1937, All India Radio took over the Peshawar station from the NWFP Government. The same year Lahore station was inaugurated. However a small station had worked in Lahore between 1928-36 under YMCA.

At the time of independence about a dozen radio stations were there in India, three of them in Pakistan at Peshawar, Lahore and Dacca, now called Dhaka the capital of Bangladesh.

Broadcasting was introduced in the country by the Pakistan Broadcasting Service. Later it became Radio Pakistan and subsequently the Pakistan Broadcasting Corporation (PBC) on 20th Dec 1972. In 1995 there were 22 radio stations in different parts of the country. Total duration of daily transmission is now 400 hours with almost hundred percent coverage.

By name it appears to be an independent organization. But for all practical purposes it had been working as a sub-ordinate department of the Ministry of Information and Broadcasting.

Administratively PBC is governed by a board of directors. By virtue of his post the Secretary Information and Broadcasting, Ministry of Information and Broadcasting is the Chairman of the board. The executive Head of PBC is called the Director General who is assisted by five directors; the Director of news and External Services, Director of programmes, Director of Engineering, Director of Administration and the Director of Finance.

The entire broadcasting is grouped in three categories i.e. the Home Service, The External Services, World Service and News and Current Affairs which are also essential part of all the other services.

Pakistan Broadcasting Corporation has also a sales organization which deals with commercial advertisements.

The Central Production Unit of PBC is responsible for producing special programme for domestic consumptions and also for supplying recorded programme to other countries. The Engineering wing of PBC not only maintains and operates the broadcasting houses and transmitters but have also been successful in the field of manufacturing broadcasting equipments. The Equipment Production Unit has been fabricating a variety of equipments including high power transmitters in addition to carrying out repairs.

2.3 Prospects and challenges

It is wrong to believe that with the advent of television radio is to gradually fade away. When radio was invented it was thought likewise that newspapers shall lose their utility. All the three sources of informations namely newspapers, radio and television had not only survived but flourished simultaneously. Radio is one of the family members of mass media. Each medium has its own place and worth in the world of information and entertainment. Each medium has its unique characteristics, each has its own advantages and disadvantages. Radio can serve the society only to the extent that it retains the trust and confidence of its listeners, its credibility as a channel of information and it's purposiveness as an agent of social change and development.

However for this reason it is necessary that it should observe high standard of accuracy and truthfulness in the presentation of facts and fairness, impartiality and balance in the presentation of opinion and views so that it may serve as a true forum of public interest.

There can't be two opinions over the fact that radio broadcasting is under constant threat from the newspapers and the television. As far as newspapers are concerned they pose a challenge to radio only in the field of news presentation. In this field radio enjoys innumerable advantages. The modern television however is a potential threat for the survival of radio. It poses a challenge to radio in the news and current affairs as well as in the presentation of entertainment programme like music and drama. The facility of satellites has also revolutionised the television broadcasting but its use in radio has improved the quality and enlarged the sphere of influence too.

It is also a fact that VCR's and dishes had snatched the monopoly of the individual television stations. Specially for music and drama and other entertainment programmes one does not have to depend on TV. But it is news and current affairs where radio and TV have intense competitions and it is the quality of the presentations which reigns supreme and attract maximum listeners.

2. SUMMARY OF THE MAJOR TOPICS

2.1 Radio as a medium of Mass Communication

The present age is rightly called an age of information and communication. Radio is the most important medium of communication. It has very special role in the developing countries where literacy rate is low. It is baseless to believe that television can reduce the importance of radio. Three main sources of informations namely newspapers, radio and television have not only learnt to live together but have flourished simultaneously. The media is supposed to play a practical role in the social and economic development through creating awareness and favourable public opinion towards social change. This is not an easy job in view of the very low literacy rate and deep rooted prejudices

In this field of informational activity in the developing countries radio still plays a role that no other medium can possibly do. For example in our country radio serves agriculture like many other inputs and it is the best conveyer of information directly to the farmers. So far as the news and current affairs are concerned, despite government control radio remains the largest network of news collection and dissemination.

The government engaged in developmental activity believes that the media must provide communication support to its policies and projects and radio has to play a leading role in this regard as the largest medium. It is the first communication technology to achieve hundred percent coverage.

The medium of radio enjoys many technical advantages when compared to print media and television. It can be programmed in local languages, it does not need literacy to understand. It is portable and for a wide variety of subject matters, it has been demonstrated to be as effective teaching medium as the television.

Since a local station serves a small area, its aim should be "to reach right into the heart of the community of people", it is expected to serve. A local Radio station must be flexible and spontaneous to enable itself to function as the mouthpiece of the local community. Radio can easily endeavour to reflect and enrich the life of the society. The majority of our population is illiterate or undereducated. Predominantly they earn their livelihood through agriculture. Either they are farmers or work as farm labour. The rural people are simple and backward. The amenities of modern life are still beyond their reach. Newspapers and television are also not very common to them.

Under these circumstances the medium of radio is the only way through which they could be approached and motivated for a change. By now radio has become as the only medium which is closest to the rural masses and reaches to them with utmost speed.

2.2 Potential and Limitations

In our part of the world radio is the most important means of mass communication. For many people radio is the only source of news. Compared with the television and newspapers radio has many advantages. It is fast and can be operated without electricity too. Radio programme production costs lesser and illiteracy is not a barrier while communicating over it. Radio carries weaknesses too. It is heard only once, no back reference is possible. It is subject to atmospheric and other interferences. It can't compete with newspaper in the amount of material to be conveyed.

The introduction of T.V. has affected to radio listening. In addition to being visual the glamour of colour had helped T.V. to attract a large number of audience as compared to radio. Traditionally radio broadcasting is aimed at information, education and entertainment. The entertainment part was mainly based on music and drama. The music had drifted towards the ever flourishing cassette industry while drama has moved to television. It is the news where radio still reigns supreme.

Any broadcasting organisation which is news and current affairs oriented can easily attract the public attention. But in our part of the world the situation continues to remain otherwise. It is seriously felt that some radical changes are essential to improve the pattern of the news presentation and their contents and timings.

As a colonial legacy radio in the developing countries continues to be controlled by the official quarters. People who had nothing to do with broadcasting at times become the big boss or the chief policy maker. Their way of administration have been the cause of continued deterioration in the standard of broadcasting and loss of credibility of the medium..

2.3 Public opinion building and propaganda

Through information, publicity and propaganda either way and as and when required the needful objectives of public opinion building are achieved. As a mass medium radio's role can't be underestimated. Radio is called upon to play its role during normal and abnormal conditions. During normal conditions it works for the dissemination of informations for the sake of information itself or for moulding public opinion. In abnormal conditions, in addition to informations radio had been used as a tool for building public opinion through publicity and propaganda.

The radio can be used as an important instrument of public opinion building and propaganda provided the message is designed skillfully with precision and expertise. In a majority of developing countries development falls short of projection in spite of the handsome investments in the media. This is because of badly designed messages.

So far as the transfer of information is concerned, it is converted through different programmes specially the news. However the publicity and propaganda needs some degree of craftsmanship. A broadcasting organisation can launch publicity campaign on any issue. The information process may not have any specific objective but publicity has got a definite goal.

The propaganda is however a bit difficult and needs more depth and planning and expertise on the part of those handling the medium. As it looks today, it had not been so an ugly word in the past. It had a respectable birth from the latin word, propagatus, which meant 'to cause or to continue to multiply by generation'. It was baptised under the auspices of Pope Gregory the thirteenth (1572-85) who set up a commission to supervise missionary work and designated the president of the commission as cardinal prefect of propaganda. The objective of the Commission was to spread Catholicism. Originally the word propaganda was applied to organisations set up for the purpose of spreading a doctrine. Then it was applied to the doctrine itself and finally to the methods in spreading it. It however simply means persuasion; what matters is not the truth or falsehood of a statement but whether any persuasion is involved. Its purpose is to influence persons to do or think in a manner in which they would not have behaved if left to themselves.

Propaganda methods kept pace with the development of printing press and inventions of flying machines, but basically there was little change until radio's development as the most effective weapon ever used in psychological warfare.

The Nazis became pioneers in the use of radio as an instrument of conquest. In 1933, Hitler launched what is now as cold war, bringing into play his wireless transmitters to shoot an unprepared world bullets for the mind.

2.4 Developmental role of radio

Development is a complex process. It includes political, social and economic reform that will ensure equality and guarantee the space in which all human beings may attain their highest potential. And towards that direction the aspects of communication process is largely shared by radio.

In majority of developing countries development falls short of projections in spite of the handsome investments in modern media. The best that could be said was that some kind of communication went with some kind of development in some social situation. The development role of radio is a part of the larger spectrum of development communication which after getting due attention is being ignored.

It is important to recognise the meaning of development and communication and their relationship with each other. There was also need for development and communication theory to be systematically linked with the economic theory and patterns of cultural change. The quickest and most effective way of bringing about a change consciousness is the application of technology based communication,

principally radio. Radio has the advantage of being able to overcome barriers of illiteracy and distance. It is based on comparatively simple technology and also relatively less expensive.

Radio has the ability to create and transmit new images of what people can aspire to create psychic mobility. Additionally it can also disseminate information pertaining to health, education and agriculture and it is directly supporting specific development programme. The creation of a climate suitable for increased production and serving as a prime mover in economy was the essence of ideology of development communication.

2.5 The credibility

Maintaining credibility of a broadcasting organisation means broadcasting a news service or any other programme which is acceptable and worthy of belief to the people. Accuracy, balance, clarity and deadline having achieved together can produce a credible medium. Any broadcasting organisation which is not striving to earn credibility and listeners don't believe it, is simply wasting time and money.

Writing news for broadcasting is much the same as writing for a news paper or wire service. The idea is to present the information in logical sequence and in understandable language. There are no tricks to writing news for broadcast. Most elements that contribute to a good news story for print are also present in a good radio story. There are however a few basic principles that radio writers adhere to because of the peculiarities of the medium.

While it is true that radio news scripts are shorter than most news stories written for print, the radio news writer is still obliged to tell a complete story. Facts needed to put the story into perspective and provide balance must be included. Although radio news stories rarely run more than fifteen lines, they must be written in such a way that nothing of significance is omitted. This requirement places a premium on the writers judgement, and, in the long run, judgement - the ability to separate the important from the unimportant is the quality that separates good journalist from a poor journalist.

2.6 Monitoring

Every major broadcasting organisation is like the Tower of Babel. One important difference, however, is that these towers transmit rather than contain almost incessant flow of words from their polyglottous inmates, another difference is that these organisations are as much concerned with listening to other radio stations as they are with having their own sources. Most of the important broadcasting organisations actually listen to more news bulletins than they put on the air. Such organisations are not only the voice of the nation but also its ears.

In the present world of loose international relationship we should know what is going on else where in the world. It is human nature to know what others say

about us and about the world at large. The Monitoring Reports are not confined to news bulletins; they also take in commentaries, talks and features if needed. The purpose is to keep a record of what the world is saying and how various countries are presenting their point of views on national and international events and problems. The experts study these reports and try to find out how the minds of other nations are working. Where necessary counter statements are issued by the government. The international news gathering and broadcasting has now become so complex and efficient that some times news regarding two countries can be gathered from sources in countries not directly concerned in the dispute.

In the Indo - Pakistan sub - continent radio monitoring services were introduced in 1940, during the second world war. Radio Pakistan has two different sets of monitors. A smaller organisation, attached to the News Room in Islamabad listens to only English bulletins from different countries and working at top speed supplies verbatim reports to the editors. The other and much bigger organisation listens to bulletins from many broadcasting organisations in a variety of languages. These broadcasts are subsequently transcribed into English. One copy is then and there transmitted to the news room for possible use and the other is retained for inclusion in the 'Radio Monitoring Report' brought out early in the morning daily.

Presently news and current affairs programmes of fourteen languages from fifteen broadcasting organisations all over the world are being monitored by the Pakistan Broadcasting Corporation. The Radio Monitoring Report thus produced is not only used by the organisation itself but provided to official quarters for the purpose of study and policy making. As a source of information and possible use it is also purchased by a number of embassies and news agencies and newspapers.

3. Self Assessment Questions

Q1. Explain how best radio can serve being the largest medium?

Points to note

1. Every medium has its own importance.
2. The developmental aspect of radio is always to be kept in mind.

Q2. Elaborate some salient points explaining potential and limitations of radio broadcasting.

Points to note.

1. Describe radio as a senior medium than television.
2. Although television and the print media enjoy certain advantages even then radio remains the largest medium.

Q.3 Evaluate the differences between information, publicity and propaganda and under what conditions each one is applied?

Points to note.

1. The techniques of information, publicity or propaganda are not new.
2. The modern age is age of information, latest trends and techniques.

Q.4 Analyse the developmental role of radio and differentiate between development communication and development support communication.

Points to note.

1. Mass media is agent of change and quantitative growth and one of the important tool of development.
2. Note carefully the difference between development communication and development support communication.

Q.5 Explain the importance of credibility of the radio medium and measures to maintain and consolidate it.

Points to note.

1. In our part of the world, radio is mostly under government control. Under such circumstances the broadcasters have to take care of the interests of the government as well as that of listeners.

Q.6 Explain aims and objectives of radio monitoring services and difference of monitoring done at radio and those at television, newspapers and news agencies.

Points to note.

1. Radio monitoring is a tool of news gathering as well as policy making on the part of the government.
Radio monitoring is the fastest and most accurate mean of news collection.

WRITING FOR THE RADIO

2.1. An Introduction-Writing Technique in General

Writing is a difficult art. It needs vast study, close observation, and fertile imagination an observant eye, open mind, curiosity and interest in man and manners a compassionate heart to feel the pangs of suffering of the crying humanity under a heavy weight of misfortune, tyranny and oppression a heart that throbs and an eye that sheds tears for the under-privileged struggling day and night against the odds, wide reading, constant learning, variety of experience and lot of empathy are the primary sources from whence springs the words which pierce into the heart of the readers and listeners. Good writing is good in any medium. The ground rules for composition apply as much to Radio as to writing a letter for news magazine or to a Newspaper but in Writing for Radio we must remember that we are writing for the Ear. Radio Script is both a creative piece of work and cue control sheet for the technical team engaged in Production.

2.2. Differentiation between Print Writing and Radio Writing

However, some important points are being given below :-

- Use the words, idioms and dialect of the people for whom you are broadcasting programme.
- Short and light sentences
- Use descriptive words with care in right cultural context.
- Keep in mind the rhythmic flow of speech.
- Introduce an element of Nowness
- Decide your message.
- List your points in Logical order. the opening must interest and inform.

- * Keep in view individual listener while writing
- * Speak out loud what you want to say before writing.
- * Avoid too many ideas in one script.
- * Use signpost to explain the structure of your script.
- * Use conversation language of an average listener
- * Use punctuation to aid clarity
- * Type script, double spaced, wide margin with clear paragraphs
- * Keep it simple
- * Rehearse many times
- * Avoid figures to the decimal point
- * Avoid the words : 'Above', 'aforesaid', 'following', 'below', 'already', 'in the previous' paragraph etc.

What about speed and timing

Our reading speed varies, but a rate of 160 to 180 words a minute would be normal. To give a quick reckoning on the time a script will take, a single typed line 3 to 4 seconds and double spaced page AG-27 lines, say 270 words about 1 minute.

It is a very great art and discipline to get what you want to say to fit neatly into the time allowed, but the clock is hard task-master. Your main aim should always be to get the message across to the listeners in an interesting and palatable way.

Use your initiative !

2.3. Nature of the Medium

Radio deals in sound. Listeners cannot see pictures or read words. When we think of Radio or Radio Programmes we think of sound and sound alone. When you are required to make Radio Programme you must always remember that you are working in only one medium, the medium of sound. It is, therefore, essential on the part of the producers that they should understand the nature and characteristics of sound like (music, speech, sound effects) and try to make the skillful and artistic use of different kinds of sounds. You must know the art of moulding sound into programmes which may appeal to the emotions of listeners.

Through sound you must explain, entertain, educate or inform. You are, therefore, required to think "sound" at all times. Sound is everywhere except in a vacuum. Living in a world without sound is not only difficult but impossible and unthinkable. Put your fingers on your ears and briefly live in the world of the deaf: share his emotions and experiences. Concentrate on the sound around you. The everyday sounds are Gentle Hum air conditioner, the sound of far off laughter, the scrape of chairs on a concrete floor, a chicken chuckling, or the rythmical sound of a steady breathing from other people in the room—many more sounds like these go on around you. You must be aware of these sounds. These become the centre of your attention. All of you are aware that Radio programmes are heard by listeners through a transistor set and as

"Writing involves a Craft that you have to learn and a talent that you must possess. Neither is common and both are essential" (Goethe)

The Directness of Radio

Radio is much more a personal thing, coming direct to the listeners. There are some exceptions such as in the third world countries like India, Bangladesh, Pakistan etc. where a whole village will gather round the set. But even in the third world countries the Radio has come in the easy reach of the poor on account of Transistor Revolution. This is a plus point of sound broadcasting and so that microphone should not be used as an input to the public address system.

2.4. Radio—A mass Medium

Radio is one of the powerful media of mass communication. It means that Radio can get one message across to a larger number of people at the same time at different places. Radio programmes are heard by hundreds of thousands of people in different parts of the country at the same time. Despite its simultaneous reach to a large number of people at scattered places, Radio is personal medium. The messages are differently interpreted by different persons in their own way.

You must, therefore, always bear in mind that you are talking individual people and not a large crowd. Thus radio is both

As such you must try to ensure that a professional, crisp, clear and effective sound comes from that Radio speaker. As professional speaker you are required to become a craftsman in the use of sound. You need constantly to be aware of all levels of sounds around you and accept the challenge of taming those sounds to best serve your requirements relevant to your listeners.

2.5. Radio Makes Sound Pictures

It is a blind medium but one can stimulate the imagination so that as soon as a voice comes out of the loudspeaker, the listeners attempt to visualise what they hear to create in the mind's eye the picture of the person whose voice it is created by appropriate sound effects and supported by the right music virtually any situation can be brought to us. Visuals cannot be shown on Radio. The Radio writer and commentator chooses his words so that they create appropriate pictures in the listeners' mind and by so doing he makes his subject understood and its occasion memorable.

2.6. The Speed of Radio

Radio is much flexible. It is always at its best in the totally immediate 'live' situation. Latest technological development has led to the concept of the world as "Global village". Radio waves travel at the speed of light. The words spoken through Radio are heard immediately. Radio producers and journalists can broadcast events as they happen over long distances. It is how the listeners can easily be informed with current events. Radio brought the recent Gulf war into the drawing room of every listener. Radio has conquered time and space and has turned the entire world into a global village.

2.7. The Simplicity of Radio

Radio is quite easy to handle. The basic unit comprises with a tape recorder rather than a crew with camera, lights and sound recorders. This makes easier for the non-professional to take part thereby creating a greater possibility for public access to the medium. Process of production of Radio Programmes is simple and less expensive.

Relative to other media, both its capital cost and running expenses are less. The relatively low cost means that the medium is ideal for the use by the non-professional. It can be used even by the illiterate. Through all sorts of methods of listener participation, the medium is capable of offering a role as two-way communicator, particularly in the area of community broadcasting.

Radio Messages are Heard Once

Unless radio programmes are given a repeat broadcast the listener has only one chance to listen a particular message. If he misses it, it is gone. Broadcasting medium is, therefore, capable of imposing strict discipline. The Radio producer must recognise that unless while he stores his programmes in tapes archives, his work is only short-lived for the listeners. The transitory nature of the medium also means that the listener must not only hear the programme at the time of its broadcast but must also try to understand it. The producer is, therefore, required to strive for the utmost logic and order in the presentation of his ideas and the use of clearly—intelligible language.

2.8. Radio can be easily Discarded

If a radio programme is of poor production quality or not relevant and interesting, the listener can easily switch off his radio-set or tune to another radio station programme. On the contrary, television programme can catch the attention of the listeners with the help of visuals and sound both. This is the reason why a successful Radio producer needs better skills and imagination so that he may be able to create 'pictures' in the minds of the listeners through the effective use of sound.

2.9. The Personal Image of Radio

Unlike the printed works, the Radio programmes have the warmth, compassion, the anger, the pain and laughter of the human voice. In radio it is both the content and style that count. Radio sensitizes the issue in the better way than all the other media. Radio brings music, human voice and all kinds of sound effects which give the listeners a sense being human and live. Music of Radio catches quickly than the printed words. Radio greets its listeners like friends more intimately than any other

media.

It is, therefore, imperative on the part of Radio professionals to keep constantly in view the above aspects of the sound medium while working and producing the various items of Programmes. Unless the nature of the medium is studied properly, programming on Radio cannot become effective. It is specific skill which always works a foundation stone of the sound-building.

SUMMARY OF THE MAJOR TOPICS.

2.1 Radio News: Definition, Scope and Characteristics.

There are just as many definitions of news as there are books and scholars on journalism. Same is the case with the definition of radio news. However all of them emphasise different aspects of the subject. There is something to learn from each one of them. Starting from the common phrase 'when a dog bites a man it is not a news; when a man bites a dog, it is a news' we can go through dictionaries and encyclopaedias to know as many definitions. In the present day world news can also be an account of an idea or a precise description of a problem. News is current information. But news can also be made out of the indications of what may happen in the near future.

No matter how one interprets the definition of news, a good reliable prediction or a speculation must surely be based on 'current information', that is news.

With the passage of time the evolution of the definition has been changing. It has different meaning for different persons and also on different media. Some thing a news for a newspaper may not be as important or of no significance for radio or television.

One of the most suitable definitions of news according to broadcasting point of view is "a new piece of information about a significant and recent event that effects the listeners and is of interest to them".

A radio news story is written for the ear, it is not meant for reading. A radio story is also not for any particular segment of the society. It is neither targetted for any special ethnic group nor is limited to any geographical boundry. Its drafting is therefore more ticklish than the print or visual media.

The most important stylistic principle in radio news writing is simplicity. If the language is too complex, it is possible that the story will not be completely understood by the audience. The radio listener can not retrieve lost information by reading a sentence or story. If the story is not understood the first time around, it would be lost to the listener for ever. Radio news writers generally apply a few rules of their own to help them get information across in the best (simplest form): keep the sentence short, avoid complex sentences or construction and use basic words not colloquialisms.

2.2 Sources of news:

News gathering is a specialised job which needs lot of skill. It reaches the news room mostly in four ways, through staff reporters, monitoring of foreign broadcasts, through news agencies or press releases, hand outs etc. News falls into the news room from all the sources and at all the time and used then and there because there are plenty of news bulletins as against news papers which are printed once each day. The staff reporter is not only

responsible to collect his own stories but also generally asked to confirm doubtful stories filed by news agencies or called to elaborate the message contained in press releases or handouts.

The information wings of the Federal and provincial governments work as public relations departments of the government and their ministers. Every day these agencies issue a bunch of hand outs containing official news. This include reports of cabinet meetings, statements of the government functionaries, stories of development work and so on. In special cases and unusual situation press notes are issued to explain official position or point of view. The editor uses his own discretion and professional skill in using them on the basis of actual news value. These materials are not office orders but only information messages from official quarters and should be treated as such purely on merit. The press notes are to be taken more seriously and cautiously because they are issued in special cases and generally contain serious information. These too should also be properly edited and summarised according to the available space.

The news agencies, both national and international, are another important source of information. Perhaps the British news agency 'Reuters' is the oldest. Other major international news agencies are the French news agency, AFP; the American agency, AP; the Chinese agency, XINHUA; the Russian, ITAR-TASS; and the German news agency, DPA. Most of the countries have there own national news agencies. For instance Associated Press of Pakistan (APP) and the Press Trust of India (PTI). The major news agencies have their own separate agreements for the exchange of news with other international agencies thus filling the gap where they are not present.

In addition to APP there are many other news agencies in the private sector. Among them the most significant is the Pakistan Press International PPI. Other significant in the field are NNI, (the Network News International) PPA, (the Pakistan Press International agency) and KPI (Kashmir Press International).

2.3 Art and Scope of Reporting for Radio:

Reporting is the art of news collection and filing despatches to the news room for suitable consumption in the bulletins. In radio a reporter has got to be extra quick and accurate. The reporter has to keep his ears to the ground for possible rumblings. There are many areas which sometimes, without much of a warning, may produce headline news. Lot of skill and craftsmanship is needed to cover political events while the economic front is quite less hazardous. In addition to political, economic, sports and development news the door of investigative reporting is also there which how ever is not very common phenomenon in developing countries. A new spirit of enquiry and criticism has to be developed to break some ground in the field of investigative reporting.

The reporting for radio is somewhat different from that of newspapers and television. In Radio, it is always a race against time and demands, special skill and high sense of responsibility. Normal reporting assignments are easy to handle but specialised one require special knowledge, skill and training. For instance a

parliamentary reporter can't justify his job unless he knows the rules of business and procedural matters of the House. Similarly sports coverage is not justified without basic know-how of the game which is to be reported.

Perhaps far less hazardous are stories of economic front. Here too, there are areas of reporting which are far more important in Asia than in industrialised societies in the West. In many countries shortage of consumer goods and foodgrains lead to hoarding, black marketing and other malpractices. As an area of reporting, no less important is smuggling of essential commodities.

Even on his own a young reporter can discover almost any number of areas of reporting. But what is important is to see their relevance to the socio economic conditions-underlying the pattern. The reporter is supposed to know his audience. He is also supposed to anticipate and work under pressure and speed.

The art of reporting is the ability to simplify complex matters and make them meaningful to the listeners. A good reporter is inquisitive, cultivates his own source, gets all facts asking a lot of questions and always watches for the angle. Rumours, speculations and opinion are outside the domain of a responsible reporter.

2.4 Voice Casting and Actuality Inserts: ✓

Straight news reading is common in majority of broadcasting institutions because of its operational simplicity. The script is prepared and sent to studios for reading out. As far as short duration bulletins are concerned straight readings are all right. But for bulletins of longer durations some variety is to be introduced to retain the attention of the listeners. For this purpose in addition to the voice of the news presenter some audio material is used. It includes the voice of the reporter at a distant place, live or recorded and recording of the sound of the news; brief extracts from speeches, news conferences or interviews etc. Voice castings and insertions carry the listeners to the place of news event making the message perfect and interesting.

When a reporter is assigned to do a tape report, it is customary for the desk to give him specific time. The reporter will prepare his report as well as he can in advance, makes certain he stays within the limit. Although in the news, comments are not accepted but as a tradition this routine is violated while giving a situation and some comments or forecast is acceptable. As the reporter is delivering his spot a newsman back at the studio monitors it while an engineer does the actual recording. So a voice report or actuality is a joint production of the reporter, editor and engineer.

2. SUMMARY OF THE MAJOR TOPICS

2.1 Writing for radio:

Writing for radio is writing for millions including every type of people, educated, uneducated, young and old, men and women from every section of the society. Radio is generally listened in houses where all the members of the family move together. It is therefore necessary that nothing should be there against moral ethics of our society. There are five key principles to be kept in mind while writing radio news. It is spoken, it is immediate, it is person to person, it is heard only once and it is sound only.

While it is true that radio news scripts are shorter than most news stories written for print, the radio news writer is still obliged to tell a complete and clear story. Facts needed to put the story into perspective and provide balance which must be included.

The most important point regarding style in radio news writing is simplicity. If the language is too complex or difficult it is possible the story will not be completely understood. Radio news writers generally apply a few rules of their own to help them get the information across in the simplest form. These are; keep the sentences short, avoid complex construction and use basic words not colloquialism.

Writers are encouraged to get into the substance of the story and this is best done by starting with a good declarative sentence that presents the most important information. The listener is not to be overburdened with too many facts in the lead. The listener should know immediately what has happened. Don't leave him wondering. Writing news for different audience also needs different approaches within the country, some news bulletins are for the whole people, while some are beamed for different provinces or for particular ethnic pockets. In the external services news is prepared for foreign listeners. All of them deserve special awareness on the part of the editor.

2.2 Preparation of News bulletins:

There are many categories of news bulletins in our part of the world. In Radio Pakistan the main categories are; national, world service (for overseas Pakistanis), regional, local, external and general overseas slow speed bulletins. National bulletins are meant for the entire population of the country and are broadcast both in Urdu and English. News bulletins for overseas Pakistanis are broadcast in Urdu in the World Service. Regional bulletins are broadcast in the regional languages. Local bulletins contain news and announcements of local interest in a particular city or area. External bulletins are broadcast for overseas listeners in their respective languages. The general overseas slow speed bulletins are broadcast at dictation pace for use in our embassies in different countries. In the preparation of these bulletins we have to go through the process of selecting and editing news and arranging them in order of importance. In case of longer duration bulletins headlines are also given. The headlines call for clearest and tightest possible writing.

The general News Room is the centre of activity in the preparation and production of news bulletins. The wire copy, despatches of reporters, monitoring

reports, hand outs and press releases are the main sources of news production system. Whatever lands in the news room undergoes a regular process of sorting. The editor has got to be quite selective and choosy. This is because of the limited space available for news cast. The skill to reject redundant material and select useable material is one of the basic requirements of a good radio editor.

Unlike newspapers, a radio bulletin is to be prepared by not more than two editors who select stories from large quantity of material. The editor is supposed to be quick enough to keep on selecting the probables and rejecting the useless. Then comes the stage of drafting. Before handing over the bulletin to the newsreader it is arranged in a logical order.

2.3 Problems and pressures:

The main challenge before a radio editor is to make the copy simple and easy to understand. The editor is supposed to be capable of writing simple and clear language and making crisp news draft. Difficult and useless words and phrases are to be avoided. Unlike periodicals and daily newspapers, radio news is always 'immediate' in nature. If it is official medium, the official obligations are also there. In radio there are generally no restrictions or specific guidelines. The editor is required to determine whether a particular item is to go on the air or not. Radio editor not only faces problem of short space but also of time as well. Preparing a bulletin is like running against the time. Every regular bulletin has to go on the air at a fixed time.

Almost in every bulletin several items are read unrehearsed by the news reader if drafted later after the bulletin has started. Smart radio writers deal with such 'Problems stories' successfully as they are usually able to make sound judgements quickly and avoiding pit falls.

2.4 News presentation:

Presently news bulletins in Pakistan are broadcast in a flat manner without voice inserts and other actualities. This makes the news bulletins lifeless. Voice reports and sound actualities should be inserted in news and current affairs programmes to make them more interesting and credible. As a consequence of the present style of news production the radio editor in our country has little knowledge about tape editing techniques which include cutting of recorded material and dubbing etc. Editing of interviews for news bulletins is also a bit difficult which needs skill and training.

Our all news bulletins are translated versions of the master copy (prepared in English). This reflects lack of confidence on the part of those who are at the helm of affairs. Translated copy is always unnatural and complicated. If English is replaced by Urdu as a medium of editing it will bring about many advantages. It will also lead to a better and close liaison between the national and regional languages and help to promote national integration.

News reading is another integral part of broadcast journalism. After all it is the newsreader who conveys the contents of reports to the listener. The news reader should not only possess a good voice but a lot of other qualities including good

accent and pronunciation, art of effective delivery, correct use of pauses and stress, intelligent reading and complete confidence.

The news reader is the real messenger of any news organisation. The message should be transmitted in an effective and pleasant manner. Both the message and its communication should be faultless. Often a radio station is identified through the style of its news reading.

3. SELF ASSESSMENT QUESTIONS

Q.1 Explain basic principles of radio news writing and the objectives in view?

Points to note.

1. There must be some policy of the broadcasting organisation. If it is a national organisation, the government must have laid certain policy. If it is private, the management would have laid down certain principles.
2. There are basic points to be kept under consideration while news drafting, i.e. accuracy, brevity, simplicity, clarity, sincerity, impartiality, fairness, sobriety and balance.

Q.2 Evaluate different types of news bulletins broadcast by Radio Pakistan and their system of production.

Points to note;

1. Radio Pakistan produces national news bulletins in Urdu and English. In addition regional and local news bulletins are prepared for specific areas. News bulletins are also produced for overseas audience Pakistanis and foreigners both.
2. Co-ordination of different news units of Radio Pakistan and use of news agencies in the process of compilations of the newscast.
3. Certain news writing guidelines are to be followed in the process of news production.

Q.3 Describe the problems and pressures faced during the preparation and production of news.

Points to note.

1. Problems relating to choice of language - what is the language of broadcasting, choice of suitable words and sentences.
2. To safeguard the interest of the organisation and the audience simultaneously.
3. Suitable voice selection for reading the bulletin.

2. SUMMARY OF THE MAJOR TOPICS

2.1 Current affairs programmes: introduction and significance.

Current affairs programme is in fact news programme which gives some details about one or more particular news items. In this type there are many formats, as in other radio programmes. As news is a dry subject, its format should keep on changing in order to maintain listener's interest. Current affairs programmes have different subjects than other programmes. These are the news programmes to explain and provide details and also to comment over a particular event. Such programmes are broadcast to explain significance, the consequences and the effect of one or more news on people.

There is an explosion of information; every single minute and an hour there is a new information to communicate. In the third world where democratic traditions and institutions are not as deep-rooted as in the South, there is a growing need to bring transparency. Needless to say that transparency lays bare all secrets. While communicating on electronic media, objectivity should be hallmark of current affairs.

In our news bulletins there is much room for improvement, especially in Radio News bulletins. To give more credibility to our news bulletins, correspondent's voice or eye-witness account be incorporated.

In the third world where literacy rate is abysmally low, the importance of current affairs is not only to inform but educate as well. With the news item, a social & cultural background is needed to bring home the desired information. In a country like Pakistan where cultural pluralism like most of the countries, is not homogeneous, broadcast of current affairs assume relative importance. Ethnic feelings, political polarization, and religious intolerance are some of the plague spots. There are growing fears that ethnicity under certain circumstances has a propensity to become 'totalizing' displacing other loyalties and obligations to become the sole basis of identity. Then the likelihood of ethnic conflict increases, because people's identities and alliances take on a single, rather than a multiple focus, leading to a polarization of social division.

2.2 Types of current affairs programmes.

Current affairs programme are of two types, studio programme and field productions. Detail is as under :-

STUDIO PROGRAMMES

These are the programmes prepared in the studios. According to the need of current affairs programmes we can prepare the following formats.

a) **TALKS:** It is a format of current affairs as well as other radio programmes. This format presents informations on particular subject of common interest and utility with the personal experiences of the talker. Talks on radio are classified in different categories depending on the nature of the subject such as : Short/pep talks, religious talks, anniversaries/festivals talks, talks related to any current event (General Talks).

b) **DISCUSSION:** This is the format of each type of programmes in which more than two participants take part to discuss about some subject. Participants disseminate some information about some topic having more than one point of view of sharp contrast or opposing nature. It presents varying opinions on a specific subject and scope. Discussion programme may be of three types:- Panel discussion, forum discussion, and audience participated discussion.

c) **DOCUMENTARY:** French word documentary means a "Travel picture". This word has been taken in by radio from films and deals with sound pictures supported with oral evidence on the subjects it is dealing with. Thus in documentary sound is used to tell the story, the sound of the human voice, the sound of human activity and the sound of music. It contains the real words of real persons and the sound of the events.

d) **INTERVIEWS:** A radio interview is a story developed through questions and answers to find out the truth about an event, issue subject/topic or personality. Interviews are usually recorded before being broadcast, but some interviews are broadcast live. Three participants are required for interview, the interviewer, interviewee and the listeners.

e) **INTEGRATED NEWS BROADCAST:** These are the news bulletins prepared in the news section for broadcast. In such news bulletins reports of the reporters on the spot are integrated. These reports are used as a source for cross-checking the news coming from the various news agencies. These reports also help to present the objectivity of the broadcasting organisation concerned.

f) **NEWS REEL:** News reel, actually is a combination of outdoor broadcast (OB's) and studio recording and comprises some important news of the week or days. It presents depth of the news in focus. Background can be obtained from printed or media sources or the persons involved. It is preferable to include interviews or impressions.

g) **CURRENT AFFAIRS MAGAZINE:** It is a package programme depending upon many formats. In this type of programme informations about different events, personalities or development programmes are given.

h) **RADIO NEWS CONFERENCE:** It is just like an ordinary press conference taken place by a personality and published in the newspapers. Radio news conference may be about the performance of any institution, any event or any political, social, economical or literary subject.

i) **NEWS COMMENTARY:** This is a detailed information about one particular item (news) of general interest. Personal view point of writer is also included.

FIELD PRODUCTIONS:

Field productions are called outside broadcasts, (OB's). It is a broadcast different from studio. It means broadcast of an event originating

from a point remote from the studio booths. These broadcasts are arranged at the time of some important event. It could be done with simple reporting as news but it never attracts the listeners because the situation and atmosphere is not presented in reporting. These are microphones that record all these and carries to the listeners. OB's may be as under :-

a) **RUNNING COMMENTARIES:** These are the field productions or OB's depending upon the eye witness accounts, both live or recorded. Such as sports coverages.

b) **RADIO REPORTS:** It is a report about any event which could be highlighted by giving it different aspects. It may be about social or development sectors. It emphasises event itself and the impact that we expect on the environment or social life.

c) **ACTUALITY INSERTS:** These are based on the recording of events functions and impressions of the people involved in the certain events.

3. SELF ASSESSMENT QUESTIONS

Q.1 Differentiate news and current affairs programme.

Points to note.

1. Current affairs programme are meant for elaborating the news. It gives detail about any event or explains the situation of those events which could not be included in the news due to shortage of time or space.

Q.2 Evaluate studio and field productions (OB's programme). Give examples.

Points to note;

1. Studio programmes are recorded in studios while outside productions are recorded or live broadcast away from the studios.

Q.3 Elaborate some current affairs programme with definition and scope of applications.

Points to note.

Current affairs programmes are Integrated news broadcasts, News, commentary, Current affair magazine, Talks, Interviews, Documentary, Discussions, Radio News Conference, News reel, Running Commentaries and Radio Reports.

2. SUMMARY OF THE MAJOR TOPICS

2.1 Introduction to the general entertainment and special audience programmes.

Radio broadcasting ever since its birth has kept growing in terms of its programmes, policies and target areas in order to meet the requirements of its listeners and ever changing demands of the time. The broad roles of this medium remained,

To inform,

To entertain,

To educate.

To clarify Radio Programmes there are basically two types of programmes.

General programmes

Special audience programmes.

The general programmes, as suggested by the title itself are related to heterogeneous, wide spread population of the listeners and are addressed to all the listeners.

Besides, general programmes through - out the world also caters specific needs of different target audience groups or sub-groups of the society. These sub groups may comprise rural listeners, farmers, women, children, youth, elderly people, labourers, armed forces personnel, sick people and students etc.

Radio being the hot mass medium of the era involves and stimulates, creative innovation and change which are essential for over all global development. Therefore, if it has to serve as a mass medium in its true sense, it must accommodate various versatile needs of the society. This has led radio to produce and present special and specific programmes for special listeners/ audience which are termed as special audience programmes. However, the aims and objectives of these programmes are to attract, involve and entertain as big an audience as possible. The terms general and special audience both refer to the target population for which relevant sound material imaginatively designed into a radio programme of adequate format is broadcast. Again the term format refers to the production technique, shape and style of a programme.

The most common programme formats are:

Talk

Interview

Feature

Documentary

Drama

Discussion

Radio Report

Eye witness account (commentary)

Quiz

Music programmes and

News

All the formats of general and special audience programmes are equally effective provided those are target listeners oriented and produced with high professional skill and quality.

Regarding programme classification, you may again refer to Television Broadcasting Unit No.15 (Entertainment and General Programmes).

Radio unlike television with the revolutionary invent of transistor is portable everywhere in houses, automobiles, shops, agricultural farms, factories and classrooms etc. It enables to overcome geographical barriers long distances and lack of roads. The message put over for broadcast is immediately received making it topical, up-to-date and eliciting immediate response. Therefore radio remains a major source of information, education and entertainment all over the world, irrespective of developed and developing countries.

In a country like Pakistan, where developed means of communication are not wide spread, radio with its widest outreach has a potential to serve the entire population (urban, rural, general and special groups of population) even in the remote areas at a very little cost. For many people it is the only source of entertainment. So the young are attracted, the tired relaxed, and those who are in remote places offered compensation. Within the sphere of general and special audience programme, radio replaces hundreds of extension workers who may be required to carry out developmental activities in the target area. It provides services to social and civic life, create an awareness on various social issues and bring behavioural change of the listeners for development. Usually small issues are discussed with solution oriented approach. Following are the major features of radio broadcasting with regards to both general and special audience programmes.

- 1) Radio overcomes illiteracy by direct communication with the audience in simple spoken language.
- 2) Radio being an intimate medium - one to one communication - provides a voice, which is more personal, might be a source of personal pleasure to the individual.
- 3) Radio is available everywhere in the field, in the helicopter and down the mine. It goes direct to the point of reception.

- 4) On radio, listening is not an exclusive activity. At the same time the listener may be planting, working in a factory, lying in sickness, engaged in weaving and housekeeping etc.
- 5) Time is more abundant on radio as compared to that of television. It can be freely utilized for different audience.
- 6) Radio is locally oriented and real source of entertainment within a geographical community of a specific demography. It serves the community by dealing with its every day problems like transport, Job, education, health and liesure etc. Radio is like a companion to widespread individuals, the lonely listeners.

The approach of general programmes is simple and straight forward with strong elements of listener's interest to attract. The contents of the programme are generalized but at times aiming at imparting useful information to the listener or bringing a required change in behaviour of the target audience.

All radio programmes are divided into either "spoken word" or "music". Each of the two categories are presented in several formats. The term "spoken word" includes all programmes except music comprising talk, interview, discussion, news commentary, quiz, narrative feature, radio report, eyewitness account and even drama/ skits / dramatic feature. Obviously spoken word is the basic material and general tool of communications. Major broad objectives of the programmes are :-

- 1) Entertainment.
- 2) Motivational and persuasive programmes for development.
- 3) Indirect Education.
- 4) Publicity.

Because of the absence of visual element, it is all the more necessary that radio voice should be polite, attractive, and familiar in style. The contents should be skillfully presented in such a way that interest of the listeners is not lost.

The voice should be released with clear articulation and a good resonance, with an unrestricted flow of sound to give a rich and musical texture.

It is very important for a programme planner to know his target audience. He is required to study the listeners profile and general characteristics of socio-economic, cultural and moral values, traditions, believes and superstitions in details. "Think like a wise man, but talk in the language of people". (Aristotle).

2.2 Classifications of programmes.

Radio programmes can be classified on the basis of various criteria. However, the broad classification of programmes is made on the following basis :-

1) **Aims of programme**

Under this approach programmes are classified in accordance with the overall aims conceived by the planner. This classification comprises entertainment programme, information programmes, educative programmes or social purpose programmes.

2) **Audiences of the programmes**

Radio programmes can also be classified into various kinds in terms of the target audience they address. Example include : Children programmes, women programmes, Youth programmes, Students programmes and programmes for senior citizens and rural listeners etc. At broadcasting stations sometimes different programmes are assigned to different producers, who conduct researches, make plans and carry out productions for particular clienteles.

3) **Formats of the programmes**

A common and established classification of radio programmes is to categorize them in terms of various formats such as drama, talks and discussions etc.

Since radio programme formats are well familiar to both the programme makers and the audience, hence names of formats are announced as such. Sometime at a radio station separate programme sections are established and production staff is assigned there e.g. Drama Section, Talk Section, Music Section etc.

The programmes are planned, produced and presented with efforts to create a novelty in style.

Experimentation in planning production and presentation of programmes is conventional in radio broadcast and is known as the soul of broadcasting. The programmes are pre-viewed by the broadcasters before putting them on air and are evaluated on the basis of contents, mode of presentation, skill, style and experimentation in production. The feedback received from the listeners is also taken into account and the next programme is tailored keeping in view the healthy criticism of the professionals and the listeners. It is a continuous process and practice of the programmes to make their programmes more effective.

They believe that "Nothing kills broadcasting more than routine".

The above three types of programme classifications are often referred to the literature and broadcast practice. In real practice, however, all these types of programmes are often studied in a natural sequence according to the demands of target area.

Study a day's programme schedule of radio Pakistan. The cue sheet will name various programmes irrespective of a particular classification. You will see titles such as "Drama", "Women programme", a "talk" and "educational hour" in one series.

This type of scheduling may be in accordance with the listening habits of the people of the area or due to the availability of certain listeners group in those particular hours of scheduling.

As regards your studies in this unit you are required to further study the characteristics and effects of the following familiar kinds of programmes :-

- i) Talks
- ii) Interviews
- iii) Discussions
- iv) Drama
- v) Documentaries
- vi) Music
- vii) commercial programmes
- viii) Special audience programmes including programmes for children, women, students, youth, farmers and listeners of rural areas.

2.3 Radio Talk

Radio talk is written in simple day-to-day spoken language. Talks are often planned in series but there could be some stray talks according to the need of time or emergency. Radio talk is neither a lecture nor oratory. It must be about one particular subject emphasising the core of message. It should be short and concised. It is delivered with personal touch in first person, on one to one basis.

2.4 Interview

It is most important and widely used format of radio broadcasts, as people like listening to the people talking with each other. It has an element of curiosity to know about personalities, facts, events and happenings. Interview by its contents is a process of digging out information and facts about the subject concerned and is known as a format of multiple dimensions.

2.5 Discussion

Discussion being an interactive form of oral communication is a suitable format for radio. To exchange our thoughts with fellow human beings, discussion is the most ancient the most effective natural and spontaneous vehicle. Like talks and interviews radio discussion is also an "indigenous" format of the sound medium.

Discussion is suitable where the issue is of multifaced and somewhat controversial in nature. Different participants present different points of views with the purpose of giving information to the listeners. If the listeners queries are taken care of, they feel a sense of participation in the programme. This help bridge the gap between the programme makers and the listeners.

Ideally there are three to four participants in a radio discussion who should exchange the ideas and argue in an understandable way. If there are so many people it becomes difficult for the listeners to distinguish among the voices. The participants should represent different experiences, to keep the atmosphere of the discussion alive. The moderator is the leader or rather coordinator of the discussion. His job is to introduce the topic and the participants, steer the discussion, help the participants to express their opinions, wind up the discussion and if possible make conclusions. As a structure we have four types of discussions :-

- 1) Panel discussion
- 2) Forum discussion
- 3) Audience participation discussion
- 4) Symposium

Discussion can be broadly classified into two types :-

- 1) Positive discussion: In this type the issues discussed are negated by no one.
- 2) Controversial discussion : This includes issues with lot of contradictions.

2.6 Radio Drama

Radio drama is an adapted form of stage drama. The main difference between the stage and radio drama is that audiences of stage drama can see the performance of actors with full attention while radio drama is presented through sound alone.

It is the listener who develops the entire scenario in his imagination while listening to the dialogues from the radio set. This makes radio drama virtually a theatre of mind. While the audience of stage drama are grouped in a building, radio drama is transmitted from wireless to mass audience who are scattered and alone at homes. Voices at stage are unnaturally loud while on radio these are as normal as in ordinary life.

Glamour of television drama has affected the popularity of radio drama. However radio drama has some advantages over television drama which requires huge settings, costumes and finances. On radio big moves and changes in terms of place and time can easily be interpreted through the sounds. Radio writers as compared to television writers can create as many scenes involving different places as they derive. They can even move from earth to the space only with the help of dialogues or a sound effect. In this sense radio drama is not much expensive to present.

Nevertheless the very simplicity of radio drama requires more imaginative and innovative writing and production techniques to produce a good radio drama. The only available tools are sounds and the skill to study different sounds (dialogues and effects) creating the required effect interpreting a particular dramatic situation and atmosphere.

Radio drama like television drama can further be classified as serial, series and single plays but even in a serial, an episode is ought to be a complete play in respects of its rising actions, twists, climax and anticlimax etc. A strong story line, development of the plot into natural scences, characterisation, dialogues and sound effect and music are the main ingredients of a drama.

Dramas are used for various motives including entertainment, education, and social purposes like community development.

In the third world broadcasts including Pakistan, radio drama is often used as a part of publicity and propaganda campaigns. Stories on such themes may have weak plots and predictable conclusions.

2.7 Radio Documentary ✓

The term documentary is derived from French word "Documentative" which means a "travel picture". Documentary is defined as a programme which reproduces or interprets real life situations. Consider the "document" part within the title of this format which implies the presentation of facts and actuality reporting (the documents). Documentary is basically a programme which presents various aspects of topic, fact or subject objectively.

Because of narration of facts this format is also considered a "real radio". Documentary is a creative form in which a given subject is treated using the techniques of sound medium including voices of actual people, giving their experiences, real events and sounds of locations.

Documentaries are broadcast for general audiences covering a wide range of subjects that need investigation and have wide appeal. These can be informative and educative. Documentaries can comment on social conditions, present different opinions of people and factual account.

Another version of documentary is the latest production trend of "Documentary drama" which includes recreation of certain parts of the documentary in the studies using dramatic techniques. This is referred to as the fiction part of the documentary. Nevertheless this portion is only to help representing the facts. The contents of the information used through the "drama portion" is not "fiction" itself.

Your studies on documentary should include the production techniques and their impact and also the purposes where documentaries are useful. The broad range subjects of documentaries are:

- i) Information, news and current affairs.
- ii) Investigative topics such as political and social issues, historical events. Here the documentary attempts to answer the journalistic queries of "who, what, when, how, why and where".
- iii) Personalities
- iv) ideas

2.8 Music

Music is a personal hobby, a performing art and an enjoyable recreation.

Music is holding an important place in the general broadcasting since the early days. Music fills a large part of all radio channels (except news channels.) Consequently music has taken the role of chief source of entertainment on radio. Importance of music can be viewed from the fact that radio is not considered complete without music and it is almost half side of radio. Entire production activities are seen in terms of either "spoken word" programmes or "music".

If "spoken words" are vehicle to express thoughts, the music conveys feelings and light sentiments. Besides solo music or instrumental music, the combination of music and poetry is rather more popular. In fact the term "music" in daily usage means poetic rendering sung in harmony with the musical instruments.

It is said that the future of radio is associated with two things - current affairs and music. The broadcast stations keep pace and remain accomodative and flexible to promote new trends in music.

To watch the programmes with the mood of the listeners is an important motive of the broadcast planners. No doubt one of the most important functions of contemporary music is to reflect the mood and aspiration of the people of the time. The most successful music is the one that performs its job well.

Disc-Jockey programme.

Disc-jockeying (D.J.) programmes, popular all over the world, have a unique style of presenting music along with the chit chat in a fast mood. A large audience mostly the youth find attraction in Disc-Jockey programmes. The Disc-Jockey style of western programmes have been adopted by Radio Pakistan in various "hourly chunks" putting together folk, light, pop and film music with small talking referred to as compering.

You should continue to study the important aspects of musical programmes in terms of their popularity, basic features and effects on society.

2.9 Children programmes

- Children programmes are planned and presented in accordance with the specific needs and mood of children as a special audience.
- Programmes comprise such items that have special interest for children including stories, skits, introduction of children, specially composed musical items, talks and chit-chat.
- Examples of children programmes from Radio Pakistan include: weekly composite children programme from all stations in Urdu as well as in regional languages, bed time stories. "Aye Quran Parhein" is also presented for children.

- You should distinguish between programme exclusively meant for children of 5 to 12 years of age, pre-school children and curriculum based educational programmes.
- Special surveys, researches, production techniques, feed-back and evaluation are all necessary tools for the effectiveness of the programmes.

2.10 Womens' Programmes

- Womens' programmes are special audience programmes.
- It is almost an international trend to allot specific time for women listeners from all the broadcasting stations.

In third world countries including Pakistan, programmes for women have special motives which include: to rouse awareness about their rights and responsibilities, improve the economic productivity of women folk, provide them entertainment through items of interest in their own every day spoken languages and styles and to give educative messages.

- Programmes are presented in friendly and sympathetic manner by the women comperes to create a sense of belonging among the women community.
- Items of womens' programmes include : news and its background explanation, music of women's choice, interviews of working and prominent personalities, cookery, household, health, beauty and nutrition, dress and fashion, business enterprises and community development.
- Radio Pakistan has allotted exclusive time for the women listeners. Example include : weekly womens programmes from all stations in Urdu and regional languages.
- Your studies should concentrate on the scope, reach and impact of womens' programmes.

2.11 Religious programmes

See Television broadcasting Unit - 15 of this study guide.

2.12 Rural programmes

Rural areas in third world countries are usually back watershed of civilization. In Pakistan, rural population is the back bone of our national economy, as it is responsible to promote the most important culture of the country - the Agriculture. Our socio economic conditions are closely related to the rural community, the most productive population of the country, in terms of food, other agricultural products and raw material. Radio Pakistan from its very inception has

been paying close attention to this developing sector. Rural programmes, the most popular programmes of every regional radio station of the country, have contributed a lot to the uplift of rural community in general and farmers in particular. Rural programmes, which have been established as most powerful cultural programmes, have achieved tremendous success through their valuable broadcasts, designed to depict the pace of development in every field of life. According to a report of FAO, mechanized agriculture in Pakistan, was only possible due to radio broadcast which have contributed to the face lifting of socio economic conditions of the rural areas. As a format rural programmes are being put over in the form of magazine programme/ composite programmes presented by two popular stock characters, representing rural life, in regional languages. The atmosphere of the programmes is entirely traditional and folk and its contents include almost all the formats. Rural programmes, aiming at over all rural development and to keep the listeners abreast with the developmental projects of the government, known as entertainment programmes are in fact motivational programmes. These programmes can be termed as campaign programmes involving the listeners indirectly to participate fully in development campaign.

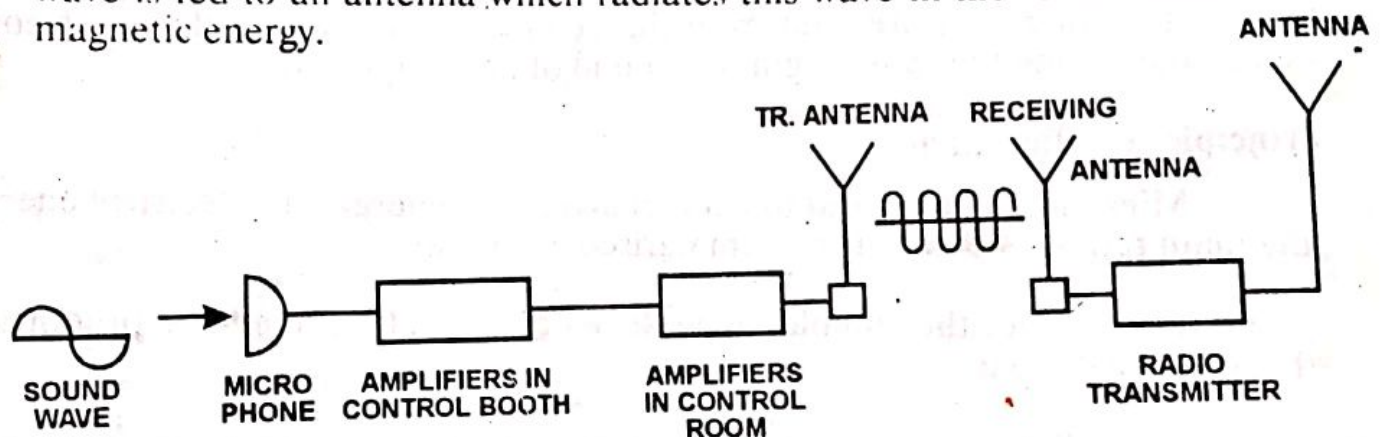
3. Self Assessment Questions

- Q1. Distinguish and explain the two broad categories of radio programmes namely general audience entertainment programme and special audience programmes.
- Q2. Describe the salient features of radio broadcasting which are common to the general as well as special audiences.
- Q3. Explain how radio programmes are classified. Give examples.
- Q4. How would you compare radio talk with a lecture in terms of writing and delivery?
- Q5. Write a short radio talk of two minutes on why are you studying "Electronic Media". Use simple spoken language, short sentences and personal touches.
- Q6. Write salient features of radio discussion?
- Q7. Radio drama is "the theater of mind". Explain.
- Q8. Explain how radio documentary differs from other spoken word programmes like talks and discussions. How radio documentaries can be used for general audiences?
- Q9. Future of radio is associated with news and current affairs and music. State why? Explain the music programmes on radio.
- Q10. State the important characteristics of radio children programmes.
- Q11. Why separate programmes for women are needed from radio? what should be the contents of womens programmes?
- Q12. How radio can promote religious ideologies in a society? Give examples from Radio Pakistan.

2. SUMMARY OF THE MAJOR TOPICS

2.1 Radio Broadcasting System.

A broadcasting system is a chain of technically/ electronically coupled elements which is used to pick up an ordinary sound wave, convert it to an electrical wave (of some frequency say from 50 HZ to 10 KHz) without any change in its parameters. This sound wave is fed to a radio transmitter where its frequency is again raised by combining it to a third wave of a higher frequency called the radio frequency. This is the frequency which is allotted to a particular radio station. This is called the carrier frequency while the wave of the second frequency is called the audio wave. The audio and carrier waves are combined electronically through a process called Modulation. This important process takes place in a radio transmitter. Further this modulated wave is fed to an antenna which radiates this wave in the form of an electro magnetic energy.



This electromagnetic wave is intercepted by the receiving antenna of the radio receiver, amplified in steps and separated from the carrier wave. The audio power signal thus becomes enough to actuate a speaker which converts it into sound wave, which we hear sitting before the radio set.

The Radio Broadcast System belongs to the electronic media. Like print media, journals, newspapers etc., this medium also conveys information to the listeners. This medium stands high as compared to all the media as it reaches and communicates with all high, middle and low classes and also to every nook and corner of a country in addition to serving international targets abroad.

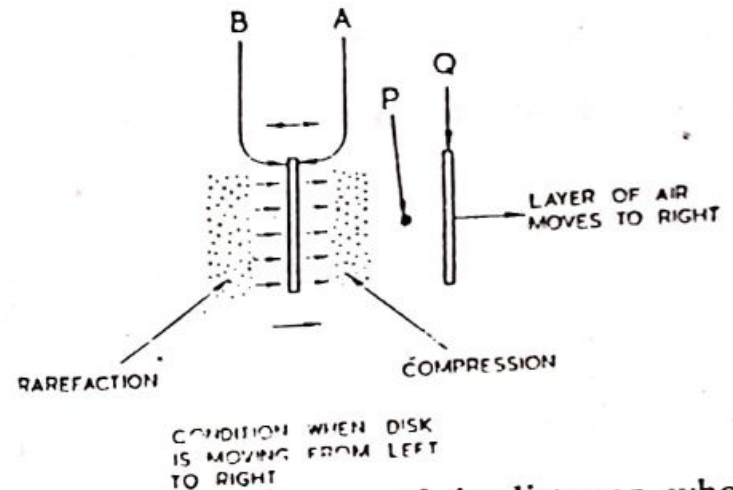
(The radio medium conveys the latest information to the masses, entertains them, helps them in fighting against various diseases, helps them to understand methods of modern agriculture and education. It creates feelings of understanding between the people of various districts, divisions and finally between the various provinces. As to how this is done, all depends upon the hardwork, intelligence and sincerity of the Producers, Engineers and Newsmen working day and night in the broadcasting houses and the transmitting stations. The broadcasting houses are usually located in cities to make them easily accessible for artists and broadcasters. The transmitting stations are normally located outside the cities where big pieces of land are easily available for having a transmitting station alongwith its aerial system.

2.2 Microphones:

Before studying microphones, it will be appropriate to know the nature of the sound waves.

The Nature of Sound: Sound is caused by the vibration of any object at a frequency within the audible range of 20 c/s-20 Kc/s, although the limits of this range vary.

Fig.1 Illustrating Sound Waves.



The vibration of an object is transmitted to the surrounding air, and so to the ear of the listener, who from past experience associates various aural sensations with certain occurrences. Sound waves travel at a speed of about 1,100 ft. per second in air at normal temperature and pressure, and from the equation wavelength velocity/ frequency, we can determine the wavelength of a sound of any frequency.

Principles of Microphones:

Microphones are used to convert acoustical energy into electrical energy, and the main requirements may be summarised as follows:

1. Over the audible range the electrical output should be proportional to the acoustical input.
2. The electrical output should not contain harmonics, "overtones" or sum and different tones not present in the acoustical input.

Microphones may conveniently be classified thus:

- i. Principle of conversion of acoustical energy into electrical energy.
- ii The nominal directional characteristics obtains.

2.3 Recording formats :

The recording equipments and the reproducing equipments are associated with each other; the former records the programmes while the second reproduces them for listening etc. These equipments are very sophisticated and robust for professional use and are costly whereas the ordinary ones being not so much sophisticated, are cheap and are accessible for common man use.

The recording and re-production of sound or two different processes which work against each other i.e., one records the sound whereas the other reproduces it. The reproduction of sound is a replica of the recorded sound. Now a days most of the recorders and reproducers work on the principle of magnetic recording.

The magnetic recordings can be made on either a plastic and iron oxide tape or on a wire of small diameter. The wire recorder is now outdated. The tape is used practically in all modern magnetic recording equipments.

As there is no wear on the tape in the recording on play-back operations they can be used almost indefinitely. If the tape should break, the two ends can be joined by the use of a plastic splicing tape. The use of magnetic tape has added great flexibility to recording operations. If a mistake is made, a correction can be repeated. The section of the tape containing the error is removed, and the corrected version is applied in its place.

Many unique effects can be accomplished before the recording is complete:

1. Two or more recordings can be superimposed on the same tape,
2. the range of certain audio sections can be increased or decreased with the help of filters and
3. echo and other effects can be added.

If the recording is no longer needed the sounds can be removed by erasing and the tape can be re-used.

Some of the other advantages of the magnetic recorder are (1) excellent fidelity can be obtained, (2) longer recording time (3) the practically compact record simplifies storage and handling, (4) it provides instantaneous play back without processing, (5) it has a minimum of background noise, (6) it is effected very little by external vibrations, and (7) it is completely portable.

A disadvantage of the magnetic recorder is that regular preventive maintenance must be performed. In order to prevent deterioration of the recording on the tape, all parts of the equipment touching the oxide-side of the tape - such as tape guides, capstan and roller, and head surfaces - should be cleaned regularly with grain alcohol. Also, during recording and/ or play-back the head may become slightly magnetized. This small amount of magnetization may (1) add noise to the recording, (2) cause part of the signal to be erased, and (3) lower the signal-to-noise ratio. It is therefore of prime importance that the heads be demagnetized regularly, using a device designed for this purpose.

2.4 Control Room :

This is a room within a Broadcasting House. It is the technical central room in which such equipments are installed which can handle incoming sound signals, amplify those signals to a suitable value being sufficient to feed into a transmitter (studio to transmitter link - STL) for being transmitted to the main transmitter of that Broadcasting House.

It is also used to handle sound programmes coming from various studios viz; talks, dramas, features, documentaries, music etc., amplify them to a suitable level to drive the tape recorders in the recording room for the purpose of recording these programmes on tapes.

The control room also process the sound signals, for feeding the general programme monitoring within the various important points in the broadcasting house.

The equipments installed in the control room are generally, audio mixers, power amplifiers, monitoring amplifiers, emergency power supply systems and switching equipment for incoming and out-going programmes. Audio consols receive the incoming sound programmes and process output, for distribution network.

2.5 Dubbing :

It is a technical term used for producing copy of a prerecorded item. It is infact a recording. Sometimes it is desired that a copy of a recorded item is required to be sent to other stations, in that case dubbing is carried out, the copy is sent to other stations and the master copy is retained.

2.6 Editing:

Editing means deleting something which is unwanted, objectionable, repetitions or any other flaw that has been recorded during the original recording. Editing can be carried-out in two ways. Electronically through the recording machines or through cut & splice method. Of these two methods electronic editing through recording machines is preferable. The edited recorded tape is the final flaw-less tape which is put on the air as and when required. An edited recording is infact a finished product, ready for broadcast.

2.7 Transmitter :

A transmitter is an important unit of the radio broadcast chain. It is this unit where the generation of the broadcast radio frequency takes place from a crystal controlled oscillator, audio signals are received from the broadcasting houses through telephelines STL and through a method called "Modulation", the two waves (audio signal and R.F. Carrier) are combined to obtain an electromagnetic wave which from the output of the transmitter is coupled with antenna system. The new wave radiated from the antenna system reaches the antenna system of the radio receiver of the distant listener. The modulation in the transmitter takes place in different ways.

The salient methods of modulation are;

1. Amplitude modulation. (A.M)
2. Frequency modulation. (F.M)
3. Phase modulation. (P.M)

In the amplitude modulation, the amplitude of the radio frequency wave (carrier wave) is changed according to the amplitude of the audio wave. If the amplitudes of the two waves become equal to each other, the modulation is called 100%.

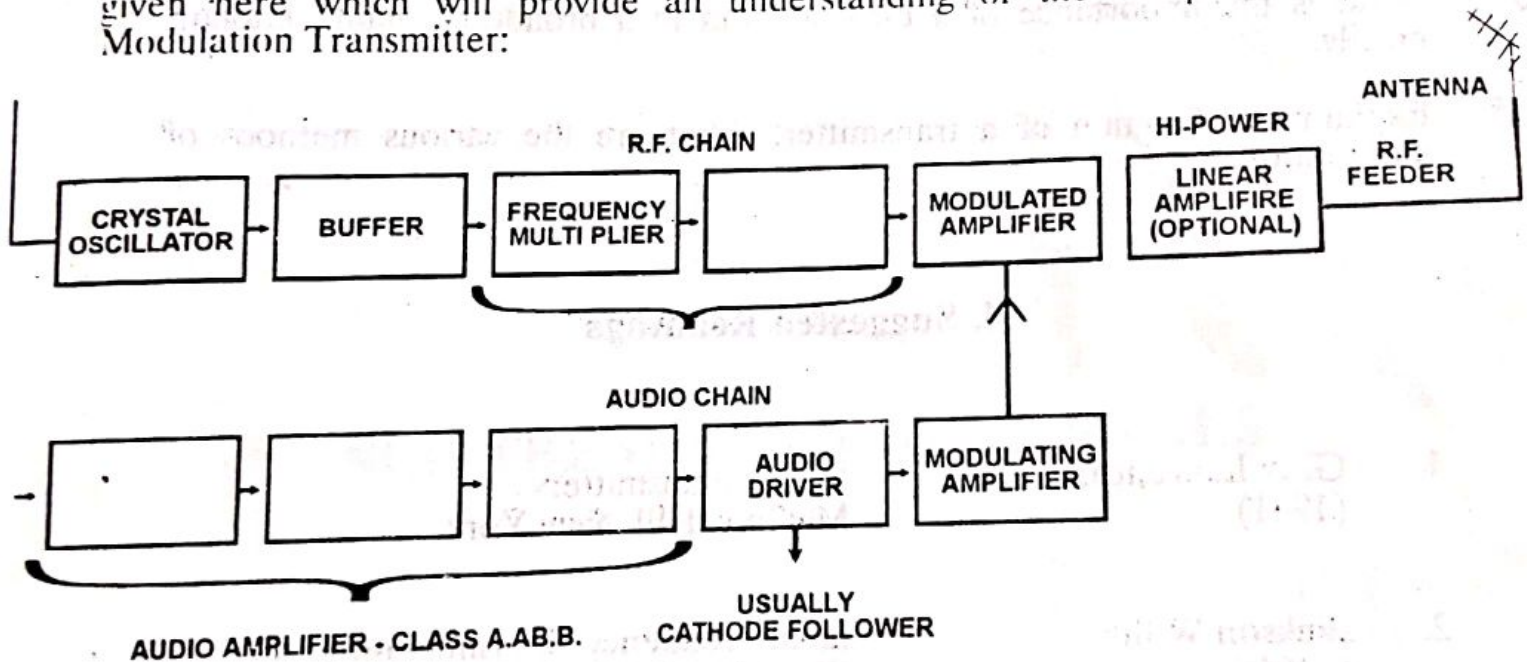
By using the method of modulation generally called amplitude modulation, we can transmit our programmes in two ways (i) Medium Wave transmissions, which range from 645 KHz to 1605 KHz. This is called A.M broadcast band (ii) Short Wave transmissions which range from 3 MHz to 30 MHz.

The frequencies of the Medium Waves are low, and hence their range of services is also small. However, this range of services depends upon the power of the

transmitter. The greater the power, the greater the service area, such transmitters are normally meant for Home/National or Regional services.

The frequencies of the Short Waves are high and unlike medium waves, as soon as these waves leave the transmitting antenna take dominantly the form of sky waves and this can cover distant target areas and such radio transmitters assume the form of international stations.

In Amplitude Modulation, some other methods also exist viz; Amplitude Modulation, Screen Grid Doherty Modulation, Pulse Duration Modulation and Pulse code Modulation. These methods are economical as compared to the Amplitude Modulation. They have also very good efficiency and performance. Schematic Diagram of Radio Amplitude Modulation Transmitter is given here which will provide all understanding of the complete Amplitude Modulation Transmitter:



Television news differs from newspaper in content, arrangement, style and delivery. The receiver of the information is different also, although in many cases, the television news viewer is also a daily newspaper reader. He is different because the medium of television requires different degrees of attention and participation than does the medium of print.

Quite opposite demands are made by the television medium. The viewer sits passively. He does not come to the news, as he would by turning the pages of the evening paper. The news comes to him. It follows him around the room if he gets up from his chair. It follows him into the kitchen when he goes for a snack until he is out of earshot. While he watches the tube, his sense of sight is captured, so his imagination is not called forth. However, television news does not demand the viewer's full attention. His mind may wander.

What this means is that the television news writer has a more elusive target at which to aim his information than does the newspaper writer.

The factors of news choice are the factors of attention: What will or ought to make someone pay attention. The most important news to you is news which vitally concerns you - like:

- Personal involvement
 - Danger
 - Excitement
 - Economic effect
 - Urgency
 - Nearness (Place)
 - Human interest
 - Novelty
- Need - Interest - Age -*
- Threats*
- Emotion*
- Capital*
- Time*
- Place*

2.2 Sources of T.V. News

In theory, television news departments and newspaper editorial departments have identical sources of news gathering. In practice, it does not quite work out this way. One reason for this is that the two media differ in the kind and degree of news they use.

Television is primarily a visual medium and it is virtually the only medium which is able to show action, the sources of news must include the sources of news film and videotape. Many news programmes are prepared each day around film and videotape. The main sources of TV News are as under :-

- 1- News Agencies
- 2- Monitoring Reports
- 3- Foreign Office spokesman
- 4- Parliament
- 5- On camera crew
- 6- Stringers
- 7- Feeds
- 8- Own film library
- 9- Handouts
- 10- Scheduled events
- 11- Public relations representatives
- 12- Politicians
- 13- Colourful characters

2.3 News Coverage : Requirements & Techniques

The television news coverage is different from covering the news events for radio and Press.

Being a visual media almost every TV reporter leaves the newsroom for news coverage with a camera person or crew who will make sure pictures are taken and sound is recorded. Every reporter, of course, carries a note pad and pen, for jotting down important facts while covering a story. Such notes make it easier to write a script under deadline pressure in the field or back in the newsroom. It is important to write the correct spelling of a newsmaker's name and his title, because this information probably will be displayed on the screen when your story airs.

Also carry an audiotape recorder. Use it to record people interviewed in the field. The quality of the recording is not important because it will not be played back on the air. By using that audiotape along with your written notes, you can begin organizing your on-air report before you come back to the station. If you have time you will want to see the tape that was shot in the field before you start writing. That audiotape can help you decide quickly what sound bites to use and the length of the sound cut.

Observation is especially useful tool on initial assignments in the field. In addition to observing the facts of a story, watch how more experienced reporters are covering the event: who are they interviewing? What are they photographing? Where are they doing portions of their narration on camera? You will learn from the choices and decisions they make as you try to gain confidence in covering a wide range of story assignments.

The TV reporter while reporting the news assignments must strive to be accurate, fast, comprehensive, and vivid as you work under deadline, pressure and perhaps sift through conflicting or incomplete informations.

For TV coverage, it is especially important that you arrive at a news point early. Camera positions may be at a premium for latecomers. Try to sit in plain sight of your camera operator. You will not want to shoot everything so the camera operator has to know when to start and stop. If an advance text of a statement is available, you might underline the portions that interest you as a guide to the camera operator.

Those who call a news conference may provide a plug-in point to a house public address system. But most often you will set up your own microphone. Check the audio system in advance to make sure voice level and technical quality is good.

Try to find out in advance what kind of lighting problems you can expect. Electronic cameras must be adjusted for colour balance before the news conference.

This involves aiming the camera at some white object and pushing the "white balance" control.

2.4 On Camera Reporting

A concise but comprehensive report about an event or issue which is presented by the reporter himself by appearing in front of camera is called an 'On Camera report'.

It is a style of reporting which is more communicative, more effective and more credible. In such a report any approach like informative, investigative or analytical can be adopted.

The essential element is the appearance of the reporter on camera, though just for a few second. Generally, the reporter includes, in his report, shots of the event or relevant visuals about the issue as a video package.

For Camera reporting a reporter should fulfill the following criteria :

- 1- Suitability for On camera appearance. *no hesitation on cam*
 - 2- Ability to write spoken language. *- Command on to write
Fluent spoken language*
 - 3- Fluency in speech. *3 - Natural flow and pace
in speech*
 - 4- Correct pronunciation. *When he appears on cam*
- 5 - little drama*

2. SUMMARY OF THE MAJOR TOPICS

2.1 Current Affairs programmes - Introduction & Significance

Programmes on current topics relating to all the relevant fields of day to day life, dominating the daily news scene are known as Current Affairs Programmes.

Current affairs programmes are also called as follow up programmes of news events.

Basic purpose of current affairs programmes is to high-light all aspects of the issues and opinions of the people about them.

In current affairs discussion programmes government officials, intellectuals, educationists, research scholars, economists, politicians, scientists and socialists express their views.

In news bulletins due to time limitations only hard news are accommodated. The hard news only concentrate on stories of national and international significance while the current affairs programmes can cover details of routine government activities, politics, foreign affairs, social and civic problems. These programmes provide an opportunity to get education and information about the issue.

Engagements of President / Prime Minister and other VIPs are also televised in current affairs slot. Special reports of parliamentary proceedings, national and international level conferences are also part of current affairs coverages.

Sports events are also covered under current affairs.

2.2 Different Types of Current Affairs Programmes

Current Affairs Programmes are classified into three categories:

- A- Studio Programmes
- B- Field Production Programmes
- C- Sports Programmes / Events

A- Studio Programmes

In the category of Studio Programmes there are two classifications, one is Discussion / Talks programmes while the other is Interviews:

i) Discussion/ Talks Programmes

Discussion/ Talks programmes are basically studio programmes, although sometime keeping in view the nature of assignment, these can also be recorded out-door. In the discussion/ talks programmes, one or more than one participant take part. If more than one participant are involved, then one of them is called compere or moderator. In the discussion programmes several opinions, whether in favour or dis-agreement can be aired. It may range from original conversations to serious arguments, but it should also stimulate interest. In the discussion programmes one can get more balanced coverage of a topic than in a single talk of interview.

ii) Interview

In current affairs programmes the interviews are usually conducted with three types of interviewee:

1. The expert
2. The celebrity
3. The man in the street

The main objective of current affairs interview should be to obtain information from the interviewee in the shortest possible time in the clearest way.

There are different types of current affairs interviews, but essentially, they can be divided into three basic categories:

1. The information interview-which seeks to bring out facts.
2. The opinion interview-which gathers views and comments.
3. The personality interview-which portrays a great man or woman.

B- Field Production

Out-door broadcasting van is called a mobile television control room or a

2. SUMMARY OF THE MAJOR TOPICS

2.1 Potential and Impact of Television on Behaviour

Television is an audio-visual medium and has a tremendous potential to influence its viewers to a maximum level. Its mode of persuasion distinguishes it from the rest of the media. Besides, it has a greater entertainment value. That is why for people it does not have any informative or educative priority. The history of television in Pakistan shows that it was introduced as an entertainment gadget.

The mode of education through television differs in its manner and organization. As Marshal Mc Luhan puts it, it is a cool medium one has to present things softly and pleasantly if one wants a maximum impact. That's why education information and guidance must be presented in an entertaining manner. The more it is light and indirect, the more it would penetrate deeply into the minds something which we, in Pakistan, badly need for maximum awareness among the masses. We, also need to know the tremendous potential that T.V has for educational purposes. It is ironical to note that the government and the masses both are unaware of the remarkable role of T.V. The unchecked use of television for personal ends by successive governments has marred the credibility of television to a disastrous level. They have never considered television more than an entertainer. This has created a distorted image of television in the minds of the viewers. This hinders the mass education revolution which can transform our society from illiterate to literate.

There is a need to systematically arouse the expectations of the masses as without their consent nothing usefull could be imparted. At the same time the government must loosen its grip on television and make proper arrangements to recover the lost credibility of the medium and use better minds for arranging its policies. This must always be kept in mind that without the informative credibility, the medium would never gain the status of a guide and educator, and would remain as an entertaining juggler with less positive utilization.

Extensive research has been conducted and is continuing, to determine how, and to what extent, watching television influences human behaviour. It is matter that concerns social Psychologists as much as media theorists.

The youth audience (Pre-school to high school) is Television's most eager and impressionable audience. According to studies audience aged up to 18 spends

more hours watching television than in the class room. Children 3 to 4 years old spend 20 percent of their working hours on Television.

Television is also considered as a reason for the drop in student's reading skills. T.V Advertisements has been considered as health hazard for children of 2 to 8 years age.

However no research has ever recommended to stop television as a medium, but its systematic and judicious use has always been emphasised. Its potential and impact as a very persuasive, convincing and positive medium has been recognised without any doubt.

A. Cultural Impact

Media not only inform but also serve the cultural purpose of lessening tensions and enhancing harmony. The positive cultural values can be easily made clear through the audio-visual medium of television. In the same way the negative and destructive tendencies can be shown in an evil shape. Thus making the task of harmonizing the culture on cultural and sub-cultural level easy.

Television do have cultural effect. Media theorists believe that a new global culture is emerging through television. Fashion, dress, decoration and food are under influence. Pop Music is now considered as a universal music. Television is the sole source of its wide popularity. Special production techniques and use of special effects has made pop music the most popular among masses and now there is seldom any country in the world where this form of music is not on the top ratings.

Programmes like Fashion shows, Style, Catwalks dress designs has influenced people's dresses. Programmes on food dishes is another field in which television has influenced its viewers.

The powerful cultural traditions of alien cultures are getting popularity due to television's repeated telecast.

It is imperative to safegaurd the local culture and traditions by depicting right perspective and true representation of the local customs and cultural heritage.

B. Political Impact

Politically speaking, television accentuates the image of leadership. This exaggeration of the leadership potential can easily be used to support the fragile

leadership structure, which has never got its due respect due to weak political consciousness. Although the political consciousness is a task within the dominion of education, for a transitional phase it can help to build a stable system.

The Pakistan political culture is in its developement phase. It is developing its democratic institutions. Television can play a vital role in the development of democracy. It can educate people through the audio-visual debates which are nearer to reality because they give a feeling of participation to the viewers. This also gives a boost to a culture which has freedom of expression as its basic principle.

Television also has the potential to transport images of political activity from other political systems. This enhances political consciousness and the glimpses of advanced political systems heighten the expectations of the masses. The developing political system does not have the facilities of a developed one. This, in turn, becomes a cause of general political anxiety. So, it is always the responsibility of the mediamen to educate the masses that the system is heading towards the goal of greater freedom and responsibility. But this can only be useful, if the political leadership also busy themselves in the fulfillment of these promises. If they fail to do so, television will lose its credibility - thus relegating itself to mere propaganda gadget.

It is important to know whether television is strengthening or weakening the political system, political institutions, and enhancing the political knowldge and awareness? Different nations has conducted surveys and concluded that television as a medium has enhanced the political knowldge and awareness.

Television has proved the most prowerful during election campaigning. Apart from election related activities it has been covering all important political events. In 1947 in USA the opening of 80th session of the congress was telecast for the first time. In 1949 people watched the inauguration of U.S President Harry Truman. Since then such political events are covered live and millions of people witness these history making moments.

In Pakistan all important political events are telécast live, which include inauguration of National Assembly, Senáte, Oath taking ceremonies of President and Prime Minister.

In USA before presidential election TV debate between presidential candidates has become the most important event and plays a decisive role.

In USA, TV debates started in 1960 and first television debate was between the then Vice President Richard Nixon and Sent John F. Kennedy.

In Pakistan's presidential election of 1988, television time was offered to all the presidential candidates. Except the then sitting President Ghulam Ishaq Khan all presidential candidates accepted the offer and briefed the public about their future planning and programmes.

In 1993 election, Pakistan television invited all leading party leaders to express their views on different important issues in a series of programmes under title "ELECTION 1993". PTV launched a number of other programmes for general public, such as "How to cast a vote" "Importance of casting of vote" and information about Pakistan's political system.

Television has now become an integral part of political system. Its role starts well before election and it continues till the political activities of next elections.

It is an established fact that Television has elevated the level of politics. It plays an important role in making democracy more rational and responsible. In developing countries television has enhanced overall political awareness.

C. Economic Impact

Apart from giving live information about the economic activity imparting economic education, television creates consumerism. Advertisements on television are so fabulous that almost all with capacity to buy go for it. This also affects the saving capacity of the society. With the decrease in savings the institution of social welfare also diminishes because with increase in demand the people are not left with much to invest.

D. Social Impact

Television directly affects the social relationships which bind individuals to each other. It shows the nature and patterns of a nation's cultural structure. It also shows the interactions among different sub-cultures. The fusion of local cultures into a national culture is also depicted on television. These are the patterns which govern social relationships.

Television also combats the signals from alien cultures. The cultural invasion is nothing but depiction of the structure of the social relationships of the alien culture.

Television has made people captive in their homes. They spend more time before TV. They prefer watching their favourite programmes than visiting friends.

Before television evenings were free and social contacts were more. TV has affected the social get togethers. Children spare less time for games than watching cartoons programmes and other favourite programmes. TV has made people passive than before.

It depicts the alien social relationships which create awareness and anxiety at the same time. In fact, it shows the weak and strong points of social set up, thus giving a chance to repair and strengthen the weakening bonds. On the other hand, if used for nefarious designs, the televised picture might develop frustration among the viewers. If the picture of the alien social relationships is made all rosy, exempting the flaws which are always there in every structure, the exposed viewers will resent their own arrangement. Unluckily, this is how present state of affairs is. The western pattern of life seems to be very well organized because the western media depict those social patterns which are lacking in our own set up. They never expose their weaknesses. Even if they do, it is always done in a controlled manner. They show that there are many ways out of any trouble within their set up. They have alternatives. Their capacity of the social structure to absorb opinions is greater.

2.2 Television and Social Values

Television has the potential of explaining values. It can use the pictorial capability to show the values within their proper environment. It can also make the viewer feel the importance of values by documenting the expressions. There must be an effort to educate them before making them comply with any change or progress in social values. If this is properly done, the impact would be far more greater than the other media. The reason is that television can convince the people more easily and powerfully than the rest.

Television supports status quo. It follows the social agenda and strengthens the already existent values. The reason is that television is an entertainer. People take it casually. Secondly, its target groups are never clearly demarcated. Thus creating the proper mind for change it is not within the purview of television. Its perishable signals are also a handicap which incapacitate the medium of a second look. As such, the task of change and control is still within the domain of the printed word.

2.3 Credibility of Television

Seeing is believing. Television is a medium which has the advantage of showing actual visuals to viewers. Being visual medium it has edge over media. It is

much easy for this medium to establish its credibility. Credibility is the most important factor for any medium of communication. Viewers trust is prime requirement. Some western and American networks claim objectivity in reporting, yet one can feel slant. Credibility is the most fragile object. Viewership is directly related with credibility. Slight mishandling may cause distrust.

One opinion about television credibility is that it is a propaganda gadget. It never gained the degree of credibility which its predecessor, the newspaper, had and still has. There are psychological as well as physical reasons behind it. Psychologically speaking, television is less incredible because it was put into the war propaganda machinery from the very outset. The image which it gained was of a persuasive agent of the men in power and never that of an educator or reformer. In our own country, it took its first breath during the martial law. Thus television has no history of struggle and pain to make it worth-while in the eyes of the viewers.

To make the medium credible there is a need to give it a greater autonomy. Once this is done the medium can work far more actively. Physically, the audio-visual capacity of images affect the expectations of the viewers. On their television agenda priority is given to entertainment, to fiction rather than facts. Although this is also a psychological hindrance, but still its cause is physical.

2. SUMMARY OF THE MAJOR TOPICS

2.1 General Entertainment Programmes

Television is attributed to three broad functions: to inform the people, to entertain the people and to educate the people. Out of these three, the entertainment element occupies largest share in terms of time and resources. Television is basically an "entertainment - oriented" medium. Even the education and information elements contain a touch of entertainment in order to capture the attention of its target viewers.

Today television plays and music shows attract hundreds of viewers who sit before mini screen, sometimes to kill time - sometimes to satisfy their internal instinct. Obviously we love being told a story - to get out ourselves escape - to dream of being bigger, stronger, braver -- to risk life, stalk a killer -- all this safely, secretly in the intimate closeness of our own television screen.

All television broadcasts are either targeted towards general public (the masses) or to a more specific population group, such as, women, folk, youth or children. The former types of programmes are referred to as "general audience programmes" while the later are called "special audience programmes".

However while making a distinction between general and special audience, in actual practice, the fact should be kept in view that the "general audience" is a relative term. For people in a European homogeneous classless educated society the general audiences include all citizens. On the other hand in an under- developed heterogeneous society where there are apparent classes of people, such as poor and rich, jagirdars and harees and privileged urban people and unprivileged rural masses the term "general audience" does not actually denote the average citizen of a country. In such a case the general audience are, paradoxically, those "specific people" who have access to media and the programmes are about them. For example, in Pakistan, television viewers are the people who live in cities and towns with sufficient earnings and having television sets. Thus we observe that the programmes from PTV labelled as "general audience programmes" infact cater to the needs of city dwellers who are relatively literate and comfortable masses. Consider Pakistan television plays where the characters, dialogues and the themes consciously or unconsciously reflects the living styles of middle class people of Pakistan.

Interestingly the television centres in big cities like Karachi and Lahore produce plays with urban oriented story-line, while television centres at Peshawar and Quetta choose the topics relating to feudal or tribal background and their rural life depiction is near reality.

2.2 Classification of PTV Programmes

Pakistan Television has made five categories of programmes. Five separate production divisions are responsible for the production of programmes.

- a) Programmes Division b) Current Affairs Division.
- c) News Division d) Educational Programmes Through PTV-2
- e) Sports Division.

PROGRAMMES DIVISION is responsible for the production of all sorts of entertainment programmes. These programmes are further categorised in national network programmes and regional language programmes.

Both the categories include entertainment and general programmes of the following types:

- 1) Plays - TV Dramas - Telestories,
- 2) Music - (classical - Light music - Folk - Pop music).
- 3) Children Programmes - (Plays - Music - cartoons - Quiz-shows).
- 4) Shows / Magazine Programmes.
- 5) Youth/ Women/ Student/ Special occasion programmes as on Eid, X-mass, Anniversaries etc.
- 6) Religious Programmes.

Other than entertainment programmes are produced by other production divisions, mentioned above, produce current affairs programmes covering national/ international important events, governments policy projection programmes, news bulletins, sports programmes and educational programmes.

A separate T.V channel PTV-2 is exclusively meant for the production of educational programmes.

PTV also import entertainment programmes in foreign languages which includes English feature films, comedy shows, cartoon programmes etc.

Entertainment Programmes on Private T.V Channel.

NTM, Network Television Marketing is a Private T.V Company which transmits its programmes through the transmitters of STN, (Shalimar Television Network). Most of its programmes, are entertainment oriented. It telecasts T.V dramas, music programmes, shows, english programmes, English, Urdu, Punjabi, Pushto or Sindi feature films.

One rational to distinguish the programmes from one another is based on the format or presentation style of programmes. Thus we talk about dramas in contrast to musical programmes and separate discussion programmes from documentaries, as well as, talks from stage shows. There are three broad approaches to classify television programmes:

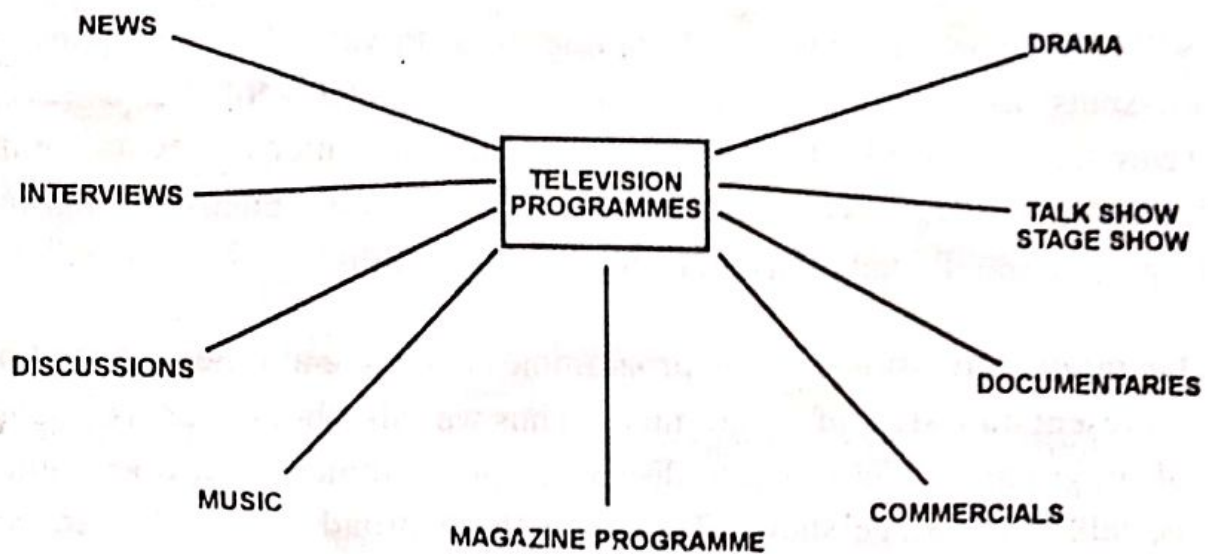
- i) From production format point of view: Dramas, pannel discussion and documentaries are different formats of programmes because their presentation and treatment style differ from each other.
- ii) From contents point of view. contents are based on the overall aim of the programme. Contents reflect whether a particualr programme is meant to provide entertainment, information or education. Consequently the programmes are called entertainment programmes or educational programmes etc.
- iii) From the audience/ viewers/clientele point of view. This type of programme classification is quite common and in wide practice in the broadcasting organizations and literature. Under this type of classification programmes are prepared keeping the specific sub-groups of audience in view. The audiences may be children, women, students, disabled persons or the youth.

Television programmes are made in different formats and presentation styles. Talk-shows, music and dramas are some of the popular formats. Choice and selection of programme format is related to certain factors such as the programme contents, the theme, objectives, the audience, and broadcast time. Every programme, whether intended to give informaton, education or entertainment, is produced under some established and acceptable format.

Television is an experimental medium, always keenly interested in adapting new production styles. Over the years a variety of programme ;resentation styles

have been tried out on television. Various formats are distinctively unique from one another.

The diagram below shows some popular television formats :



Selection of programme format is significant for programme planners and publicists. It is also significant from the viewers point of view. People have their own choice for certain formats. It is also important for the researchers to study the characteristics of programme format to assess their impact. The important factors influencing the choice of format include :-

- i) Broad aims: What kind of effects the planners wish to create among the audience. Format of short messages is good for motivational purposes which is seen anyway. Drama is effective to appeal to emotions such as patriotism and concern for certain social issues.
- ii) Target audience: Children generally like cartoons, moving images and story-telling. Youth like to participate in the programmes. Inter-active talk-shows provide a sense of participation. For general public the widely acceptable formats are dramas, stage-shows and music.
- iii) Transmission time : Formats sometimes depend on the time available for transmission of the programmes. Morning time programme formats are suitable for viewers groups such as women folk, unemployed and elderly people. Nights are suitable for serious programmes such as discussions and documentaries.
- iv) Resources : Formats also depend on the available resources. Drama production is expensive than a panel discussion. A good documentary requires more time than to make a talk-show.

The broad categories of programmes you are studying in this unit should include all the popular formats used for general entertainment purpose. You should also study the characteristics and impacts of various formats.

2.3 Drama

Television drama is a popular and favourite form of entertainment all over the world. Basically television drama is an adapted form of art that comprise the traditions of theater, film and radio. Later the unique television presentation techniques brought about a clear distinction to television drama. Generally, television drama is meant for entertainment purposes. It has also been instrumental, in the third world countries, for propaganda, publicity and to create awareness about various social issues. Drama has a strong emotional involvement for the audience.

Television drama is further classified as single play, drama series, drama serial, documentary drama and soap opera.

2.4 Documentary

Television documentary is creative treatment of actuality. A wider meaning is factual film.

Television documentaries are the kind of programmes through which a research-based topic (document) is eventually brought on the screen in visual form. The people, locations and events represent real life situations.

Documentaries are non-fictional format that attract reason and logic, hence useful for giving serious information and knowledge. Documentaries have strong academic touch and can be used as a reference material. Making of a documentary is a time consuming job. Also the viewing requires a certain level of sophistication on the part of the audiences.

Some critics think that capturing absolute "reality" on video documentary is not possible. This is because during production of documentary some interviews and actions have to be "arranged" before recording. Thus the spirit of "reality" is often lost.

Documentaries can be prepared on various topics such as:

News and current affairs

- Historical events and sites.
- Social, political and economic issues and public nuisance.
- Ideas
- Personalities

2.5 Music Programmes

Music has been a favourite activity of man since ancient history. It remained not only a personal hobby but a performing art as well.

Television has brought about new dimensions and fresh treatments to music through the changing images and colours on the screen. Video effects have revolutionized musical presentations. Poetry is represented in visual terms through quick imagery.

Ever since radio and television institutions are established, music has been given much attention. The broadcasts since early days were categorized into either music or spoken word. If spoken word is a vehicle to express thoughts, music is used to express feelings.

Music will remain an experimental and favourite area in television. A large proportion of resources, transmission time and production efforts are devoted to the television music all over the world. Generally it is the music that fills the greater part of the broadcast time each day.

Music offers entertainment and liesure to the people. It is said that one of the important functions of contemporary music is to represent the aspirations, thoughts and mood of the present time and people. The most successful music is the one that performs this job well.

Music occupies a larger time of television transmission in Pakistan. Beside folk and classical music, attempts are made to express the present day mood of the youth of the country. Thus we witness the modern style music programmes and DJs quite popular among the new generation.

You should study the popularity and relative importance of music programmes in terms of following categories :-

1. Classical music

2. Light music
3. Folk music
4. Pop music

Television music is now totally different. Television music is creative representation of moods and melodies through visual gimmickry, special effects and lighting. Pop music has changed the concept of music programmes. Singers and musicians have become performers.

2.6 Women's Programmes

Women's programmes fall in the category of special audience programmes. This category is specially coined and applied in the third world developing countries like Pakistan. In western and European countries there are hardly similar distinctively separate programmes for women folk.

Women comprise a large proportion of the television audience. It is a recognized fact that women belong to the disadvantaged group of our society. They have lesser access to education, social mobility and economic activities. It is therefore necessary to create awareness among the women population to improve their education and economic productivity.

"Educate a man and you educate an individual, educate a woman and you educate the family". One purpose of women's programmes is to provide them necessary information in a friendly and sympathetic tone to build their confidence.

Some of the programmes containing matter for the interest of women include: morning transmission "Subah Ki Nashriat", special thematic plays concerning the life style of women and their problems, women Mehfil-e-Milad, and TV reports covering the events relating to women's activities. Women programmes also contain items such as news events and its background explanation, music of women's choice, interviews and life sketches of prominent women, cookery and household, health care and nutrition hints, beauty tips, dress and fashion, business enterprises for women.

You should study the scope, approach and impact of women's programmes.

2.7 Children programmes

Children programmes are also special audience programmes. Children

comprise a substantial proportion of television viewers. Television companies all over the world prepare programmes having special and exclusive interest for children. Programmes makers conduct detailed researches to find out new interests for children. A continuous feedback and evaluation is necessary to assess the popularity and effectiveness of children programmes.

In Pakistan as well there is always a number of programmes of air targeted towards children. These include musical programmes, dramas, cartoons, trips to interesting places and quiz shows etc.

It is important to make a distinction among the children programmes, students' programmes and the programmes for the youth.

More meaningful programmes are those where the age group of the viewers is determined. Usually the children audience comprise age group between 6 years to 10 years.

It is also necessary to distinguish the educational, informational and entertainment programmes from each other. Thus we see that "Sesame Street" is targeted at pre-school disadvantaged children while school broadcasts are meant for school going children. On the other hand cartoon programmes such as "Mickey Mouse" are purely entertainment programmes.

You should also study the effects of television on children. Television is sometimes accused of promoting violence, crimes and sex. Children are very quick in copying the action shown on television. Violence on television is a much debated issue. Even cartoon programmes are labelled as violent.

2.8 Religious Programmes

It is interesting to have a comparative study on the religious broadcasts of different countries, having different socio-political, historical and cultural backgrounds.

Countries like Pakistan claiming a religion-based ideology are obliged to devote a reasonable time to religious education through the media. Hence we see that on Pakistani television channels regular Islamic teaching programmes are scheduled as routine broadcasts. Besides, special programmes are also arranged on religious festivals and anniversaries. These programmes are aimed at developing national unity, harmony and tolerance.

Similarly in other homogeneous religious societies religious broadcasts are common feature. Besides pure religious programmes the ideological doctrines are also presented through normal programmes such as dramas and documentaries.

Public media of secular societies are also bound to allocate certain broadcast time for the followers of various religious minorities living in the country.

In Britain 3% of the transmission time is devoted to religious broadcasts. In BBC a "religious broadcasting department" is working for the promotion of religious programmes.

A common feature of religious broadcasts is to prove the validity of religious principles in the present day life.

It is rather only in the absolute non-religious states where religious broadcasts have no place over the media.

Common formats of religious programmes include lectures, discussions, sermons, live broadcasts from the holy places, documentaries, carols, Hamd-o-Nat and Qawwalies.

Religious programmes are characterized by a peculiar simple straight forward style. There is hardly a new experimental and artistic treatment introduced in the programmes. Programmes comprise plain contents. It is the religious flair of the audience that promote viewing. These broadcasts are generally taken for granted and accepted "as they are". Production and artistic values are seldom discussed in the critical reviews.

Some religious programmes tend to be very limited in their scope and information. They seldom penetrate deep in the spirit and thought. The participants are usually common people.

3. Key Terms

i) Format

- a) The shape, size and style of a programme.
- b) The general style and appearance of a stage or television presentation, e.g. a drama or a documentary.

ii) Magazine Programmes: It is a programme in which four to five different items are collected. In other words a single programme containing four or

Site Jan 15
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five short duration programmes, each produced with most suitable production format. A magazine programme may contain short duration play - called skit, a short music programme, may be one song, quiz, a short duration information film, and even news. All items in a magazine programme may have independent themes or all may have some theme and subject/as PTV's programme "Kashmir Magazine" has information, film, discussion on some Kashmir topics, Kashmiri song (Naghma), historical background of some places or personality, refugees interviews and Kashmir news.

iii) Single Play

Also called full length or long play with complete story. Full length plays, sometimes thematic, are usually associated with unique story and treatment that distinguish them from a common serial. Example from PTV "TV theatre" or a special play on Independence Day, Defence day etc.

iv) Drama Series

A chain of separate plays, each with a complete story. The major stock characters, surroundings and locations remain the same. Plays from the series are telecast on fixed days of the week.

Example from PTV "Andhera Ujala" and "Colombo", etc.

v) Serial play:

A long story separated into various segments also called episodes. This format was early introduced through dramatization of some classical novels. Gather all the episodes and you will get a full play. Example from PTV "Khuda Ki Basti" and "Aik Thi Gurya", etc.

vi) Soap Opera:

A form of serial play where the story continues for very long time. Some soaps like "Coronation Street" is almost never ending. The story and characters of soap opera represent certain class of people and place showing their every day life as well as their love and hate relationships. The continuous story keeps turning and introducing new characters.

vii) Documentary Drama:

Also known as docu-drama is a special kind of play produced in a

documentary style. Docu-Drama is an attempt to blend the fiction (drama) with the real life (documentary). One purpose of docu-drama is to establish authenticity with the help of actual surroundings and non-professional actors. Docu-drama is a favourable format in raising awareness on social issues and establish history with entertainment perspective.

viii) **D.Js (Disc Jockeys)**

One who presents recorded musical items alongwith chit chat in a fast mood.

ix) **Special audience**

In contrast to general audience a more specific group of listeners like women children or students.

x) **Treatment:** The treatment is the "Story" of the programme presented in straight forward, plain language. Object is to enable every concerned to study the project. It is an opinion on the style, emphasis, mood and shape of programme as it will finally emerge. Treatment determines the format and method of presentation.

4. **Self Assessment Questions**

- Q.1) Classification of television programmes can be made on more than one rational . Explain and give examples?
- Q.2) How would you differentiate television programmes meant for general audience and special audience? Make a one day broadcast schedule accomodating programmes (with timings) for various clientele. .
- Q.3) Explain different kinds of drama formats?
- Q.4) One function of contemporary music is to represent the mood and feelings of the present time and people. Discuss?
- Q.5) Much of the religious programmes are taken for granted. Do you agree? Critically review the religious broadcasts and suggest improvements.