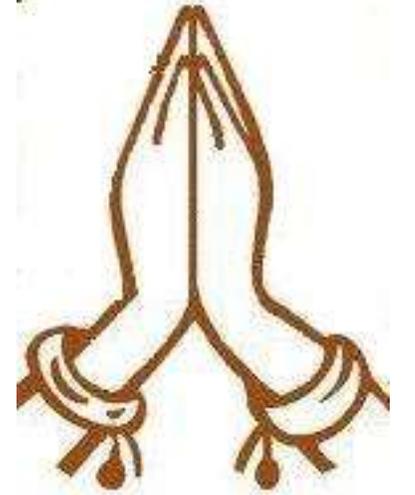


We are happy to have you HERE



Welcome



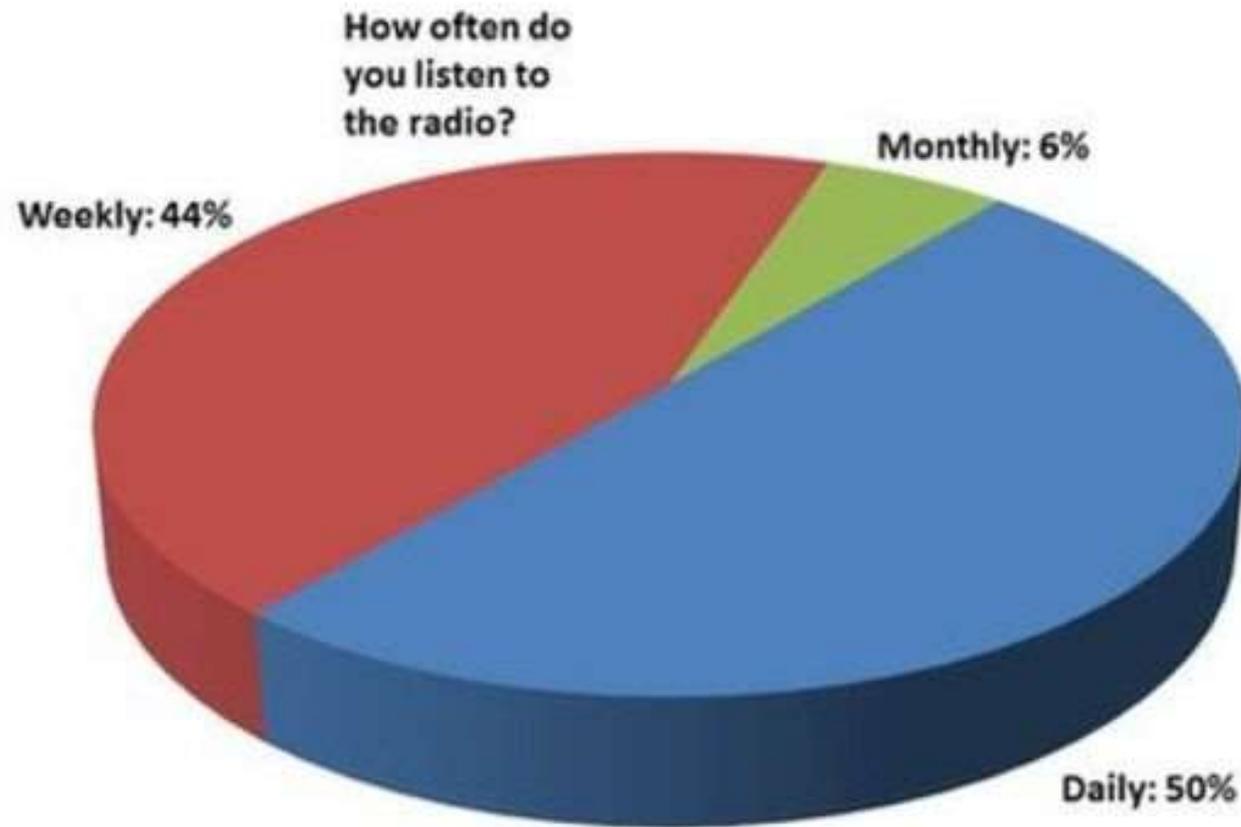
Is Radio Unpopular ??





*Not At All...Look at
the Research
findings...*

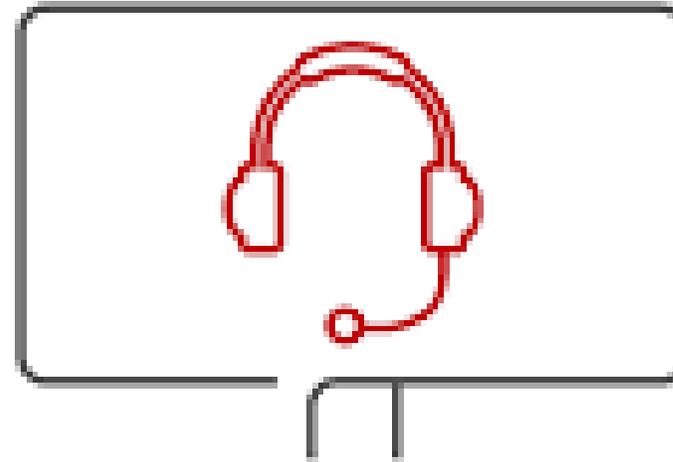
Survey findings about Radio in Mid India



In the days to come the use of radio is going to be tremendous.

We all have heard about PM eVidya. This is a comprehensive initiative by the ministry of Human Resource Development, Govt. Of India. It categorically emphasises the extensive use of Radio, community radio across the country in education sector!!

What is
Broadcasting..
Broad + Casting ...



BROADCASTING

Broadcast=Broad+Cast

- **Broad means- Wide AND Cast means- To put**
- **When electronic magnetic signals are cast on vast geographical area covering overseas distances or a vast land mass, it is Broadcast.**
- **In simple language, BROADCAST covers a vast distance of Land mass.**
- **It is mainly used for international news, cultural propaganda and exposé of a particular country to other nations.**

Some Examples of Broadcasting agencies or Corporations-



Narrow Casting....



Narrowcast= Narrow + Cast

- **When Radio signals are cast or thrown or put in short geographical distances or to a narrow land mass, it is called NARROWCAST.**
- **These stations are also called the FM stations or Community Radio.**
- **They narrowcast focusing a specific area.**
- **They are more need based because every area has a specific mind set or common problems.**

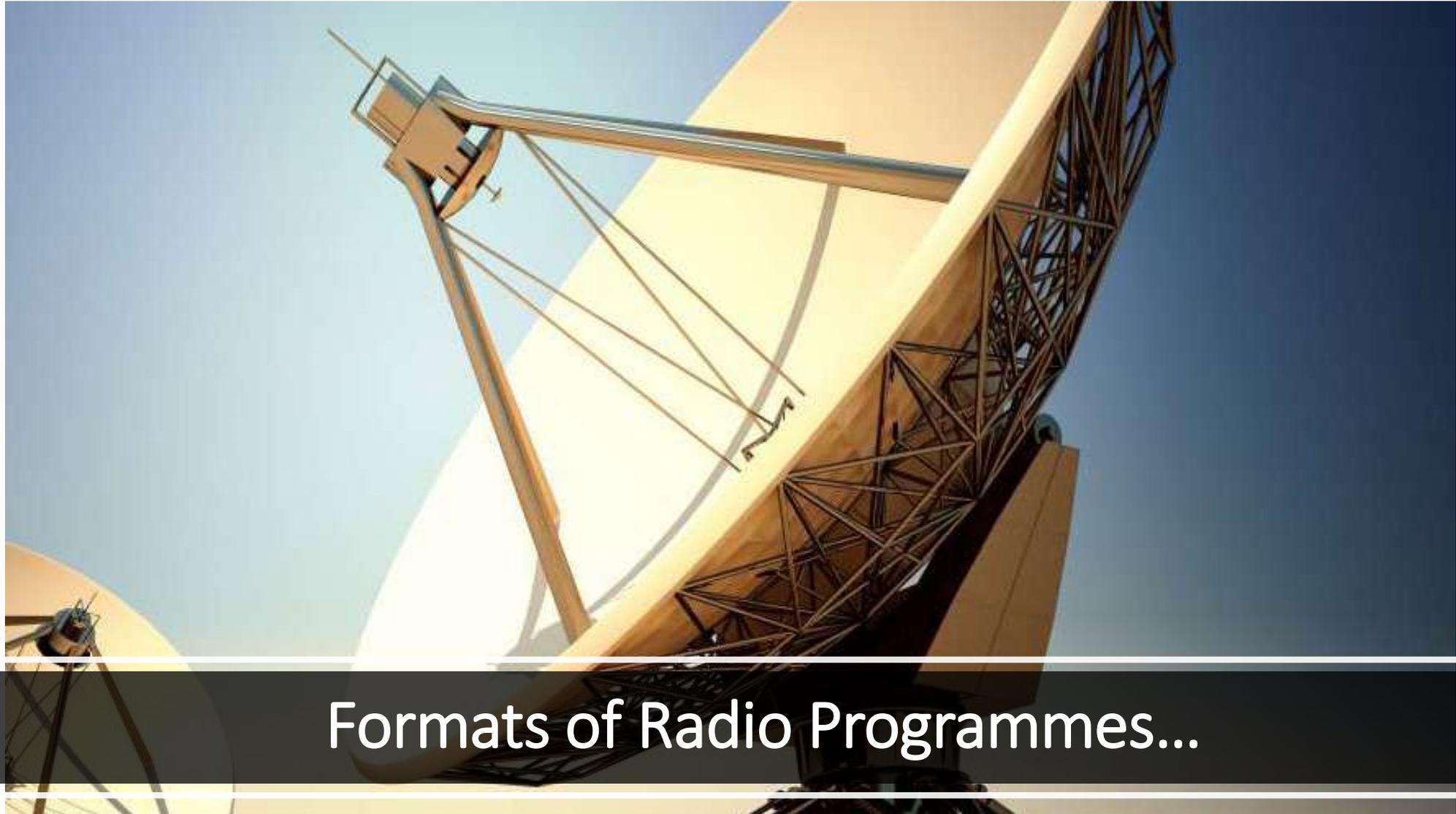
Some Examples of Narrowcasting agencies-



Frequency Modulation...

- FM Radio has become very popular nowadays !!





Formats of Radio Programmes...

Documentary !!One of the Most popular formats in Radio



Essential Elements in Audio Documentary

- **Radio documentary is a spoken word with supportive music radio format devoted to non-fiction narrative.**
- **It is obvious by the word that this format essentially requires the documented evidences for production.**
- **We need to have-**
- **Authentic documents, archival audio contents**
- **Music to support the content spoken**
- **Deep seated research**

One of the most entertaining radio formats



Why it is so entertaining ??

- **Have a look at a magazine !! What do you observe ??**
- **We see a variety in any magazine page to page...you will have...**
- **Editorial**
- **Poems**
- **Essays**
- **Cartoons**
- **Drama**
- **Any thing else suited to your interest... Radio Magazine is interesting because of it's variety....SOUND EFFECTS ARE MUST !!**

Feature...is a very specific format in Radio



How to understand a FEATURE?

- A distinctive attribute or aspect of something.
- Feature focuses on only one aspect out of many aspects of a place, personality, music, flora and fauna
- Example- Bahuroop Gandhi is a book published by NCERT which showcases his versatile personality such as- Gandhi as a writer, Commander, Saint, Auctioneer, Satyagrahi etc.
- Feature will highlight only one aspect not all whereas in documentary more aspects can be dealt.

Radio Talk is most commonly used in Education....



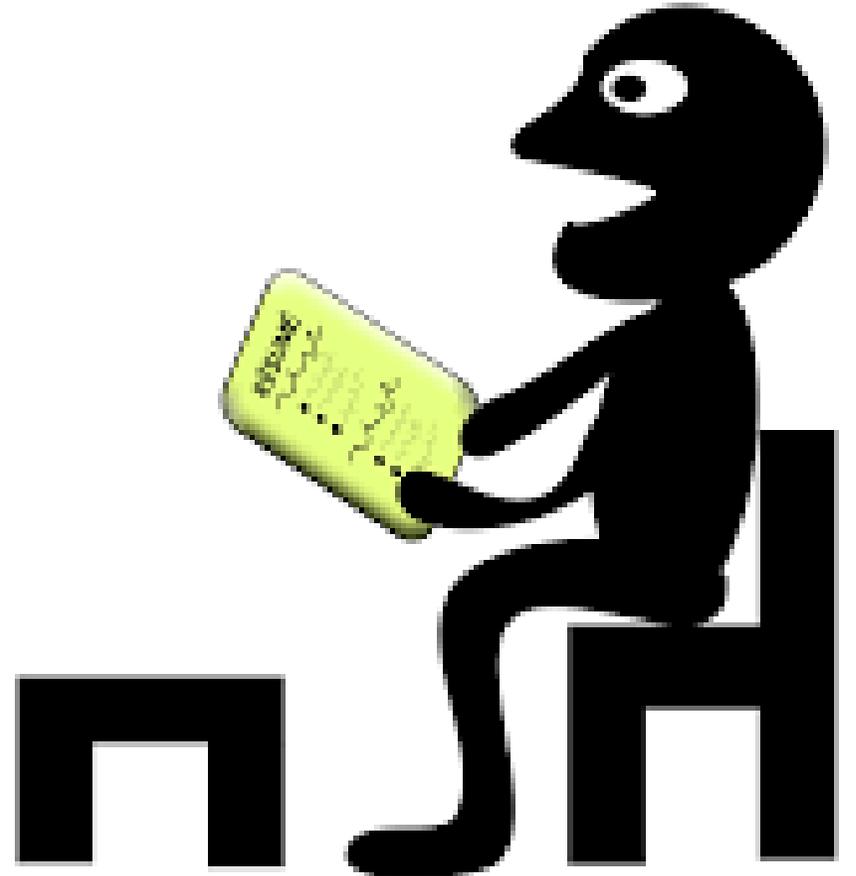
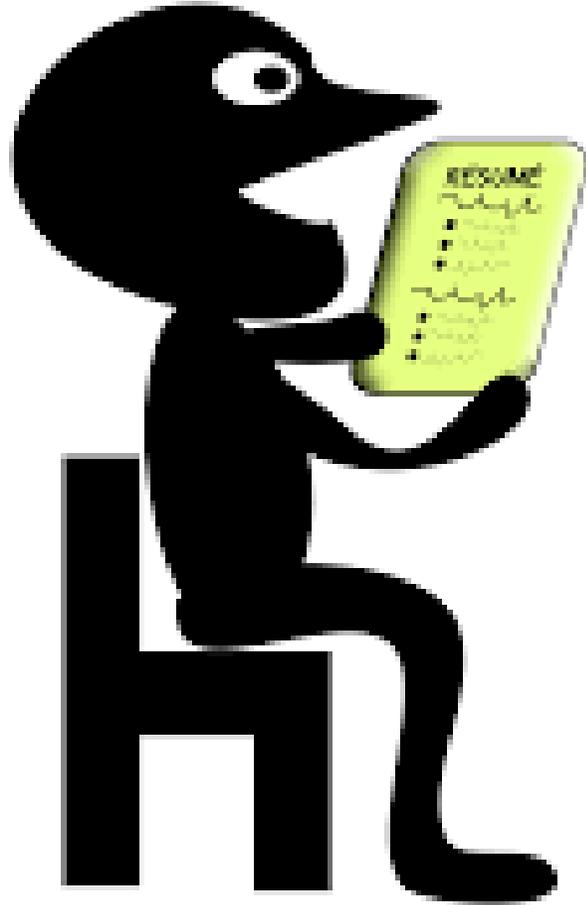
What is a talk ??

- A radio talk requires a presenter and a subject expert.
- Presenter will introduce the subject expert and invite the expert to speak on the subject of her or his expertise.
- Prior to the recording the expert is expected to have interesting research findings and to prepare the script.
- It can either be pre recorded and edited before broadcast or can be broadcast live on air.
- Normally it is suggested to pre record the talk to validate the content.

This format is also called the “Voice of the people”

VOX  **POPULI**

What's
your
view
????



Vox- Populi...the elements...!!

- **Vox Populi is mostly the outdoor recording in which the producer goes into the real situation.**
- **Producer takes the public opinion on a particular topic such as the Price hike, Elections, Pollution, Sanitation and cleanliness, Public health or any other common problem.**
- **Producer comes back to the studio for editing, adds some narration and cast the program on air.**

Dissemination of audio Programmes apart from broadcasting...



Writing for Audio Programme-



Do's and Don'ts

- The language must be as simple as possible.
- Avoid formation of long sentences.
- Spoken or media language is different than bookish language.
- Don't have greed to show your vocabulary.
- Audio medium becomes more effective with the use of sound, therefore write such script in which there is possibilities to use sounds as much as possible.
- Use anecdotes and link with the theme of the programme.
- Ensure that you write in communicative language.

How to write the script for audio programme??



- 1- We don't have anything to show and thus we need to create the images through sound only.
- 2- Thus, use simple language as much as possible. In broadcasting people have very less time to register the meanings.
- 3- Try to write such script which gives space to the sound such as- Jungle, River, Animals, Wars etc. Inclusion of audiogenic words ensures good quality of programme.
- 4- Be constant in your topic.



Thank
you

For Being here and Listening....