

# Radio Production

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## Attributes of Radio :-

Radio is a much more portable medium than television and allows the listener to carry on listening while on the move.

The following are the some major attributes of Radio.

### (1) Blind Medium :-

Radio is a sightless or a viewless medium. In radio, either the performer or listener cannot see each others. Therefore it is called blind medium. Since it is blind or sightless medium, the performer as well as listener has to creatively imagine each other. So that as soon as voice comes out of loudspeaker, the listener attempts to visualise what he hears and

To create in the mind's eye - the owner of the voice.

## ② Individuality:-

Unlike TV, where viewer is observing something coming out of the box over there, the sight and sound of radio are created within us, and can have greater impact and involvement. To the listener, it seems that as if the broadcaster is broadcasting for each listener individually.

## ③ Instant Medium:-

It can report the event almost instantly, as they are happening. So it is the medium of "the here" and "now". Even for TV, it is more difficult to take the camera immediately to events as they are happening. But the radio is enormously flexible medium and is often at its best in the totally immediate live situation.

## ④ Mobility:-

Radio can accompany and entertain anywhere. One can have it at home, at picnic resort,

while driving or at any occasion.

⑤ Has no Boundary:-

Radio signals has no territorial limits. Its signals can clear mountains barriers and may cross ocean deeps.

⑥ Simple Medium:-

For program production radio is much cheaper and simple medium. Its basic unit comprises just one person with tape recorder. For the broadcaster radio's comparative simplicity means a flexibility in its scheduling. Programs can be shifted dropped even at short notice.

⇒ Source of information for illiterate. Especially in developing countries, with its language being simple, live and direct, it can reach illiterate and semi-illiterate people.

In the country side most people are uneducated. Radio is the only source of information from government for them.

⇒ Radio teaches:-

As a medium of education, it excels with concept as well as facts. However, it lacks the ability to demonstrate and show (charts & graphs), but proved helpful for villagers.

⇒ Source of Music:-

The range of wide variety of music relaxes and stimulates including pleasure, excitement, or curiosity.

⇒ Mass Medium:-

Radio can reach to a masses of wide range. Radio is the only cheap and easily reachable medium for every human kind.

Q<sub>2</sub> Qualities of Newscaster:-

Newscaster is the person who reads the news to the listeners on radio and conduct interviews if needed.

⇒ In order to be successful Newscaster must have the following qualities.

### Vocal Development:-

This is the most dominant quality a good newscaster has. Good newscaster should work on the vocal development in order to present or read the news clearly and loudly to the listener.

### News Gathering & Evaluation:-

Newscaster has the capability of gathering, assessing and presenting the news to the listener. He should have the background of any news story and must prepare himself for upcoming developments.

### Interviewing Abilities:-

Taking interviews from different personalities in different circumstances is the most important quality of a good newscaster. Newscaster should be well aware about interviewing

others

⇒ Journalistic Standards:-

A successful newscaster should be well aware of the pros and cons of journalism. He should know something of everything and everything of something.

He should keep in mind the values and norms of journalism.

⇒ Compatibility:-

A good newscaster should be compatible as he works in every situation. He should prepare himself for every situation and prove himself for accepting challenges.

⇒ Linguistic

A successful newscasters have complete command on the language in which he presents news to the listener. He should have the ability to pronounce correctly

because it leaves a bad impression on listener.

## Radio News

- ⇒ Radio News is presented moments after the event occurs
- ⇒ Language used in radio news is to-the-point and very concise
- ⇒ Radio news language is conversational and colloquial.
- ⇒ Radio news has specific listener.
- ⇒ In radio news, all headlines of the news stories are given at the beginning of the news.
- ⇒ Radio news does not employ things such as maps, charts and graphs
- ⇒ Simple sentences are mainly used in radio news
- ⇒ Pronunciation skills should be excellent.
- ⇒ Radio news is for illiterate people so they easily understand.

## Newspaper News

- ⇒ Newspaper have to wait for about 24 hours before they can publish the news to their readers.
- ⇒ Newspaper news is a little bit detailed.
- ⇒ Newspaper news language is formal.
- ⇒ Newspaper news targets a mass audience
- ⇒ In newspaper news, every story falls under its own headlines.
- ⇒ In newspaper news maps, charts and graphs can be used to support stories.
- ⇒ Complex sentences can be used in newspaper news.
- ⇒ In newspaper news grammar and punctuations are very important.
- ⇒ For newspaper news, person has to be educated enough to read the news.

## 24) Effects of Radio on Society:-

Radio is an effective medium in our society. It affects almost every

aspect in our lives. Radio plays a vital role in the prosperity and development of the society.

### ⇒ Reasoning platforms:-

Every day, hundred of calls are made to radio stations, mainly to share ideas and contribute to nation-wide discussions. A lot of people listen to radio primarily because it is affordable, hence making it the perfect platform to discuss pressing issues.

### ⇒ Source of Unity:-

Radio bring every one together, both the young, old, poor and rich. Everyone can share their opinions and through that create understanding and tolerance among communities and individuals.



⇒ Education:-

Radio is one of the top places that people learn and get rid of ignorance. While not all radios are an education center, some of them make an effort to educate, especially on matters concerning society as a whole.

⇒ Entertainment:-

Entertainment is a part of every social group. It plays a key role in socializing and helps people find happiness, especially during hard times. By playing music, and talking about interesting topics, radios provide high-quality entertainment that is free of charge and fulfilling to the listener.

⇒ Provides Jobs:-

The radio industry provides a lot of employment, helping people grow their careers and live a comfortable life. To ensure that people are useful members of society, it is crucial to avail jobs, and give them an opportunity to do their part in development.

It is for this reason that radio is important, as it employs a lot of people.

⇒ Platform for Advertisement:-

Radio provides a reliable platform for advertisement and marketing to grow business. Business have been able to reach clients, and sell their products, in the process providing jobs themselves and growing nations.

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Fundamentals of writing News for Radio:-

⇒ Writing for radio news is totally different thing from writing for newspaper and TV or any other platform.

Basic Fundamentals:-

⇒ News for once only:-

Since newspaper can be read for many times a day and it is

Something that can be picked up for confirming or re-reading news stories whenever one feel like. But in case of radio, news bulletin goes on air once only. That is why the radio news must be written in such a way that the listener may be able to understand the news.

Language - Radio is medium only concerned with the listening. Language for content must be easy, spoken and familiar.

⇒ Avoid written expressions:-

Though what is put on air on radio is first, in most of cases, written on paper and then put on air by the newscaster, but the way the message is written must not be in written expressions.

e.g. The government, "said the opposition leader, "had created the problems."

⇒ The same sentence when read out may take the following shape conveying altogether opposite sense.

The government said, "The opposition leader had created problems."

## Expressions for Radio:

The opposition leader said that the government had created problems.

⇒ Avoid Literary Expressions!

Literary expressions have its own tone and style and is different from journalistic language so must not be used for print or electronic media.

Literary Expressions  
→ sweets are the fruits of adversity.

For Radio

The fruit of adversity are sweet.

Avoid Inverted Sentences!

Because of heavy rainfall, which came yesterday, the city life was jammed.

Due to covid-19, economy of the world facing hard situation.

For Radio: Economy of the world facing hard situation due to covid-19.

## Avoid Parenthesis

A man, basically a taxi driver, overran a pedestrian.

## For Radio

A taxi driver overran a pedestrian.

## Avoid Jargons:-

Do not use specific terms and terminologies while writing a news for radio. Use simple and clear words if the reader to read smoothly.

## Use Simple Language:-

While writing a news do not use difficult vocabulary. Avoid literary style of writing.

## Avoid Abbreviations:-

Avoid abbreviations especially names of the states, countries, religious title, months, military designation, holybook etc