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Subject :- Advance Radio Production

Semester :- 5th

Exam :- Mid

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INFINIX HOT 9
AI QUAD CAMERA

effects, songs and musical instrument.
The script is narrated by normally
a male and a female voice.

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Sound effects:-

Sounds incorporated in a production, which reinforce the script by magnifying or beautifying the content of the script are called sound effects.

Types of Feature:-

Narrative Feature:-

Dramatic Feature:-

Narrative Feature:-

it is the kind of feature in which the whole content is written in the form of narrator feature.

In narrative feature the narration is read out by two narrators male and female.

4- What do you know about radio feature explain in Detail?

Radio :- The Transmission and Reception of electromagnetic waves of radio frequency especially those carrying sound messages.

Radio Feature :-

Feature is a typically quality or an important part of a person thing, animal or place Anybody's Feature are the parts of his/her face.

Radio Format Feature :-

it is a kind of format in which one aspect of a personality, or place or issue is highlighted in the spoken words is supported by sound



Dramatic Feature:- it is the type of content in which the whole content is written in a dramatic manner. In dramatic feature the message is conveyed in the form of dialogues to be spoken by different characters.

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Topics of narrative feature:-

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Pelision:-

Rabi-ul-Awwal, Eid-ul-Fitar,

Yaum-e-Aashoor, Shabb-e-Brat

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Personalities:-

Allama Iqbal, Quaid-e-Azam.

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Pakistan:-

Independence Day,
Pakistan Day.

Topics of dramatic feature:-

☞ Dowry, cleanliness, pollution, women,
Education, Child Labour.

☞ Pollution, social values, over population



* Techniques of narrative Features

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Script:-

most cover the following Topics.

Introduction to the Topics.

Background of the Topics.

Further Details.

Closing.

Techniques of Dramatic Features

Script:-

Dialogues, no conflict, no climax,
characterization, research of Topic.

Production of narrative Features

Selection of songs

Selection of sound effects.

Selection of narrators

Musical instruments.

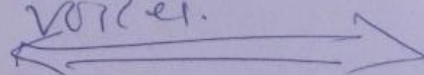
Production of Dramatic:-

Selection of the writer

Discussing the matter with the
writer.

vetting the script.

Selection of ~~writer~~



Q2/- Who is news readers in radio?
Briefly explain qualities of
good news readers?

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* **News readers:-** The Anchor person
News caster is the person who
reads the news to the listeners on
radio and conducts interviews if
needed.

* **Essential of A News Caster:-**
A good news caster must be possess
the following prerequisites.

* **Qualities of News Readers:-**

Authority:- Authority is not a sound.
Authority is a state of knowing
what you are talking about
and being able to explain it
convincingly and readily to some
one else.

* Credibility:- A news caster must be a good Journalist not an Actor. Good Journalist means that he has got sufficient knowledge of what he is reading out of the listeners. It must appear from his tone whatever he is reading out, he must know its worth as well otherwise he has full chances to commit mistake.

* Accent:- Accent is not necessary to be followed but pronunciation is something that must not be compromised.

* Unbiased:- A professional newscaster is the one who is unbiased at least when he/she is reading out news bulletin. He must be able to hide his feelings of hatred or liking for any one whose news he is reading out.

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Language:- We talk about language in terms of grammar pronunciation and Accent. As far as grammar is concerned, a news caster must be well versed in the rules and principles of the language he is reading news in important areas regarding grammar to be concentrated by a news caster are, Tenses, nouns, verbs, Adjectives, Structures, uses of Conditionals Causatives

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Punctual:-

Rain or Storm, a news caster is in form. What may come in the way a news reader has to reach the studio at least 30 minutes before the bulletin starts so that he may go through the script well in advance.





Pronunciation:-

Whatever the language is if the pronunciation of the speaker is bad it gives bad impression and sometimes it changes the meaning of the word as well as for instance.



Voice :-

As far as the voice quality of a newscaster is concerned, it must be,

Comfortable

Confident

Clear

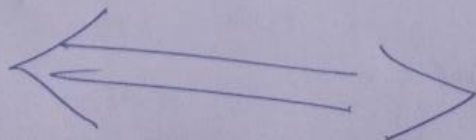
Lively

Healthy

Microphone Friendly.

Good but not necessarily exceptionally

Good.



Q3f In your opinion what are the main techniques to engage the listeners to your Radio Station?

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Overviews:- In current era

there are plenty of radio stations running special programs day and night for the listeners but it is quite difficult to stick the listeners to one station.

Today we will discuss few different points that will engage over listeners.

* **Never Be Boring:-** Who wants to listen to a boring person. The number 1 secret to becoming a great radio presenter is to have a unique voice and perspective that sets you apart from the crowd. There enough mediocrity in the world and you should not



be happy setting for being just
Another radio presenter.

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* Be Honest And open with Listeners:-

Being approachable is vital for
Listener engagement. Listeners
wants to know that the voice
on the other side of the radio is
a human being just like them.
Being more than a talking head
or mouth piece allows people to
relate and become invested in you.

* Keep An Archive of your shows using podcasts:-

Make sure to have all previous shows
archived and available for all the
listeners. New listeners may be
attracted to you by checking out
older content you are created
or seeing that you have interviewed
someone they are interested in. Radio
Co offer a way for you to for on-
demand listening with the help of
Podcast Co.



* Collaborating with Influential Content Creators:-

Collaborating with other creators and appearing on other shows can draw in new listeners and promote upcoming shows you do not have to stick to Radio. For this youtube, Instagram and other media out lets have large audiences who may not regularly listen to broadcast. its your job to go out and make them know you are worth listening to.

* What strategies worked for you:-

Increasing your radio listener attraction takes time, but we like to know what worked for you. If you run your own station then let us know worked for you in the comment below



Share personal experiences:-

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Ashfaq Ahmed (Late) Famous writer and broadcaster, always used this technique very effectively he always used to share every aspect of his life with his audience. Sprinkling your own personal stories in your shows gives them flavor and makes them feel real and engaging to your listeners.

Do Research:-

Always do your research. It's your job to inform and not spread misinformation. So you are making obvious mistakes and getting facts wrong. Whenever you are on air, it is going to destroy your audience's trust in your ability as a presenter. You will also just look lazy.



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Pre-Read Scripts:-

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Always Pre Read the Scripts Again and Again. While Reading Again and Again the Scripts there will be a lot of mistakes come to the front. If you want to avoid the mistakes, Read your Script before hand and Rehearse them other wise you may make a Fool your self.

Be Professional:-

Dressing nicely, Relaxing before a Show: always on time to reach office. Acts professionally puts Faith in others that you know what you are doing and Sets an example they can Follow. Run your Station Like clockwork.

