**Mid Term** **Paper.**

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**Q1: What do you know about radio feature explain in detail?**

**Answer: Meaning of Feature:** According to dictionary:

 A typical quality or an important part of something.

Or

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

**Radio Feature:** Radio feature is a kind of format in which aspects of a personality, issue or place is highlighted in spoken words supported by VFX sounds (sound effects), songs and by instrumental music. The script is narrated by voice artist i.e. male or female.

Or

A radio feature covers a topic in depth from one perspective often featuring interviews, sound pictures and commentary. A radio feature includes original music composition and creative sound designs or can also resemble traditional journalistic radio reportion but covering an issue in greater depth.

**Types of Radio Feature:**

Following are the types of radio features in terms of production.

1. **Narrative Feature.**
2. **Dramatic Feature.**

**1) Narrative Feature:** Narrative feature is a kind of feature in which the entire content is in the form of narration. The narration is read out by voice artists i.e. male or female. Sound effects are frequently play which enhance the beautification and magnification of narrative feature.

**Topics of Narrative Feature:**

* **Religion:** Significance of Yaum-e-Aashoor, Rabi-ul-Awwal, Shabb-e-Barat (Birr'at).
* **Personalities:** Quaid-e-Azam, Allama Iqbal, Islamic scholars, scientists, statesmen etc.
* **Special Days:** Independence Day, Pakistan day, Pak-India War-1965.

**Techniques of Narrative Feature:**

**Script:** The script of a narrative feature must cover the following aspects of the topic:

* Introduction of the Topic.
* Background of the Topic.
* Further Details.
* Closing.

**Production of Narrative Feature:**

The production of the narrative feature involves the following steps:

* Vetting of the script.
* Selection of Songs.
* Selection of Sound Effects.
* Selection of Narrators.
* Musical Instruments.

**Topics of Dramatic Feature:** Following are the topics that are used in Dramatic Feature.

* **Social Issues / Problems:** Dowry, Cleanliness, Pollution, Women’s Education, Child Labor, Agriculture etc.

**Techniques of Dramatic Feature:**

**Script:** The script of a dramatic feature must cover the following aspects of the topic:

* Research of the topic.
* Suitable situation for the characters.
* Dialogues.
* Characterization.
* No climax.
* No conflict.
* Normally no change over i.e., one act.

**Production Techniques:**

* Selection of the writer.
* Discussing the matter with the writer.
* Vetting the script.
* Selection of voices.

**Q2: Who is Newsreader in Radio? Briefly explain the qualities of a good newsreader.\**

**Answer: Newsreader:** Newsreader is also known as Newscaster. A newsreader is a person who presents the news to the listeners on radio or television and if needed conduct interviews.

**Qualities of a good Newsreader:** A good news caster must possess the following qualities:

* Authority
* Credibility
* Language
* Pronunciation
* Accent
* Unbiased
* Punctual
* Voice

**1) Authority:** Authority is not a sound, it’s a state of knowing what you are talking about and you are being able to explain it convincingly and readily to somebody else.

**2) Credibility:** A good newsreader must be a good journalist. By good journalist means that he must have sufficient knowledge of what he is reading out to the listeners. it must appear from his tone. If he doesn’t have significant knowledge whatever he is reading there must be chances of committing mistake. Sometimes it happens during composing news scripts, when the composer doesn’t have information about event, so mistakes are made in the spellings or name of proper noun.

In such cases, if the newscaster ignores the basic facts and figures, he will not be able to correct it and then wrong information will go on air to masses and wrong information will be distributed about people.

**3) Language:** Language is an important quality of a newsreader. Newsreader should know about the language in terms of grammar, accent and pronunciation. A newsreader should be well versed in terms of rules and principals of the language while reading the news according to grammar.

Some important areas regarding grammar to be concentrated by a newscaster are:

* Tenses.
* Nouns.
* Verbs.
* Adjectives.
* Structures.
* Use of conditionals.
* Causatives.

**4) Pronunciation:** No matter which language it is, if the pronunciation of the newsreader is bad, the impression of the speaker will go bad and there are high chances of that the audience gets the meaning of the world in negative sense.

**For example:** Sentence (noun): Means a set of words that carries a subject and a verb; and conveys a message.

Sen`tence (verb): means to announce punishment.

**5) Accent:** It’s not important that accent is followed but pronunciation is something that must be followed properly.

**6) Unbiased:** A good and professional newsreader is one who is unbiased when reading news bulletin. He/She must hide their feeling of hating or liking for anyone whose news they are reading out.

**7) Punctual:** No matter how the weather is, a good newsreader will always come 30 minutes before to the studio and he must go through all the script of the bulletin in advance.

**8) Voice:** Following qualities should be present in a good newsreader:

* Good but not necessarily exceptionally good.
* Comfortable.
* Confident.
* Clear.
* Healthy.
* Lively.
* Microphone friendly.

**Q3: In your opinion what are the main techniques to engage the listeners to your radio station?**

**Answer:** In my opinion, following qualities must be present in a newscaster to engage listeners to your radio station.

**1) Never be Boring:** If you want to become a great radio presenter you must have a unique voice and perspective that makes you different from others. If you are different from others and the way you present news in unique way the you can make even the most boring topics interesting through just their enthusiasm and ability to offer a new perspective. Wear your passions on your sleeve and have fun with what you’re doing and your audience should have fun too.

**2) Air Check Your Shows:** No matter how great your show went, you should always listen to your show afterwards and note the mistakes because there is always room for improvement.

**3)** **Never Forget Your Roots:** Authenticity is very appealing to audiences. Part of being an authentic presenter is staying true to your roots, even if you’re on a worldwide level. How many times have you seen someone let fame get to their head and change them entirely as a person? Staying grounded, maintaining a humble attitude and level perspective will get you more listeners than acting like a jerk. No matter where you are now, you started as a nobody, just like everyone else does.

**4) Stay Updated:** A good newscaster must be updated about the current affairs and trends because if your no up to updated then there are high chances of you being disconnected from your audiences.

**5) Paint Pictures with Words:** Since radio is an audio platform, it's the only medium where you paint pictures with words, presenting boundless possibilities that are only limited to the listener's imagination. Bring your shows to life with powerful storytelling to engage and inspire your listeners**.**

**6) Share Personal Experiences of Your Life on Air:** A good newscaster should always share his own personal experiences with the audience. 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 for your listeners.

**7) Learn Useful New Skills:** As brilliant a presenter as you may be, you’re never going to know everything about radio. Take every day at your station as an opportunity to learn new skills and forge bonds with your coworkers. It doesn’t matter what your role is, try to find some time to sit in with other departments in the station and learn about what they do and how they do it. Who knows? In a pinch, the skills you learn could come in handy.

**8) Professional and Punctual:** The beauty of radio is that you are heard, but never seen. However, this doesn't mean you should come to the office in dressing nicely, relaxing before a show, always being on time or earlier and acting professionally puts faith in others that you know what you’re doing and sets an example they can follow. Run your station like clockwork.

**9) Know Your Station Like the Back of Your Hand:** It's important to be friendly with everyone at your station, so you're kept in the loop and cultivate a pleasant work environment for everyone. No matter if it's commercial, sales, or producers, try to put in face time with all the people involved in making shows on the station and show your appreciation for their hard work, without them your show wouldn’t be possible.

**10) Always Pre Read Scripts:** Unprofessional is not a good look. While the occasional mistake can be brushed aside, constantly messing up makes you look bad and sometimes land you in hot water. If you want to avoid mistakes, read your scripts beforehand and rehearse them, otherwise you may make a fool of yourself.