**IQRA National University**

**School of Management and Social Sciences**

**Department of Media Studies and Mass Communication**

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**Time Allowed:** 180 min

**Total Marks:** 50

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**Q1: Explain in detail Radio Attributes to engage listeners?**

**Answer**

**Radio**

Radio is an electronic device that receives radio waves and converts the information carried by them to a usable form. It is used with an antenna.

**Explanation**

This time we have lots of radio channels running programs day and night for the listeners but due to lots of channels it is difficult to stick to one channel. If we talk about the importance of radio a little bit so if we see nowadays each and everything needs an internet connection as well as electricity. Radio is not among that and we can have an access easily which is one of the plus points about it. A good radio presenter knows how to captivate and engage their audience.

**Attributes**

1. **Listeners should not be bored**

Any listener would not like to listen to a boring person. We know that without screen things get very boring, so the radio presenter needs to have a unique voice. Even the boring topics are to be made interesting by the radio presenter. And the most difficult thing for the presenter is to control the mood of the listeners. In any case a presenter needs to be positive, enthusiastic, and energetic whether he/she is dealing with an angry caller.

1. **Give importance to the listeners**

Just make your listeners feel special. A radio presenter needs to always present as if he/she is talking to a friend. Try to keep addressing as “you” or by their “name” rather than “listeners”. Means to say that always address a listener as a single person not as a whole.

1. **Be authentic**

a radio presenter should have a very good personality. Do not use unnatural words/phrases and never put on a fake laugh.

1. **Be connected to social media**

A radio presenter needs to be updated about every daily news. And, a presenter needs to be ready for any kind of questions and objections from their listeners. So simply it means the presenter needs to be acknowledged and easily convey messages and provide with information.

1. **Share personal experiences**

Its one of the most effective way that a radio presenter shares his/her personal experiences with their audience just like Ashfaq Ahmad (late), famous writer and a broadcaster. This gives flavour and make them feel real and keep engaging the listeners.

**Q2: Briefly discuss the Qualities of a Good Newscaster?**

**Answer**

1. **Authority**

It is a state of knowing what you are talking about and being able to explain it convincingly and readily to somebody else.

1. **Communication skills**

A broadcaster needs to have a great communication skill.

1. **Passion**

A broadcaster should show lots of his passion towards his/her job. It will a kind of a very good message to the audience as well to have passion and work hard for every job.

1. **Investigating skills**

A good reporter needs to be updated. Means what ever information or news he/she is giving should be from the bottom of the story and get relevant information. Also, a reporter should ask the right questions to get the answers you need from the people while interviewing. Its all being part of a good broadcaster.

1. **Humanity**

Being a reporter, it not just about sharing information and it is not only about reporting on events. It is also concerning about telling the stories of people in your community as well. Try to be a good human and do not forget your integrity.

1. **Credibility**

A reporter must be a good journalist not an actor. Whatever he/she is sharing means a journalist is having enough knowledge. It must be clear from his/her tone whatever is the reporter reading. So, a reporter needs to convey correct knowledge and do not make mistakes.

1. **Language**

Language is not used only in terms of grammar rather it is also needed in speaking skills. So, a newscaster must be well versed in the rules and principle of language while he is reading. Some concentration parts for a newscaster are nouns, adjectives, structures etc.

1. **Punctual**

A newscaster must be punctual. Whether rain or storm, a newscaster must reach at least 30 minutes before so that he goes through the script in advance.

**Q3: Critically discuss the difference between Newspaper news and Radio news?**

**Answer**

The only one thing same in both the newspaper and radio news is that both gives information and informs us about things happening around us. Both gives us news and keep up to date. The difference is very slight that is the way of delivering and presenting it.

**Radio news**

As the event take place so in the newspaper soon it takes place. It follows up the broad cast promptly. News on radio are to the point and very rigid. In bulletin the news given are very selective i.e. the frontline. The news is given in the past and future tense. All the news is given in the headlines first. The news reader talks to every individual listener. Simple sentence structures are used no punctuations, but stresses and pauses are given. Simple vocabulary is used. It is presented in a sober way and a family feeling is given too he audience. Radio news is faster than newspaper news.

**Newspaper news**

The language used here is very formal. Newspaper news target a mass audience. Every story is told under the headlines. News items are published in 24 hours. Every type of story is mentioned and published. For past events present tense is used. For future, the headlines are given but are not sure whether it will happen or not. For understanding the newspaper ones need to be educated. While in radio its not needed. Writing style and difficult vocabulary is used. Maps charts and graphs are used while in radio news no need of it. There are complexed structures used along with punctuations. Full concentration is required.

**Q4: Discuss the Effects of Radio on society in detail?**

**Answer**

Radio is more effective in communication but with the advent of TV and other advancement in technology it is a debate whether still radio is that much effective or not.

Following are the effects of radio on the society:

* Entertainment
* Education
* Information
* Jobs
* Promotion of other industries
* Advertising
* Special band for army use
* For enemy’s detection
* Laws
* Censorships

Radio provides entertainment opportunities to people specially those who cannot afford the places to visit where entertainment is available or the rich ones only. Because of radio common people have access to music as well as every kind of event and information.

Radio is a source of education too. Specially educating mothers how to take care for their babies and other health care matters are provided through radio channels.

Radio gives a chance to get knowledge and have information about what is going around. Radio gives information across the oceans. Before the advent of radio even the print media over 400 years did not give such information.

Radio gives the opportunity of jobs as well. Also, not only the common people are using radio, but the armies have taken an advantage due to radio technology. Radio is used in the battlefield by sending different codes. Also decoding of messages are done.

It is not only about armies rather ships in the deep sea and the war planes are also connected with radio frequencies in the air. With the help of radio waves, the movement of enemies is detected from the skies.

**Q5: What are the main Fundamentals of Writing News for Radio?**

**Answer**

Writing news for radio is different as compared to news of television and other technology. The following are the fundamentals:

* As we see the difference between newspaper and radio news is that newspaper news can be read many times a day while radio news is only once in bulletin. So, for this reason the radio news must be written in such a way that a listener understands it.
* Radio is something for ears not eyes. So, the language used must be spoken, easy and familiar.
* Radio news must avoid written expressions. Example: the opposition leader said that the government had created the problems.
* Literary expression is different from the language of a journalist.
* Parenthesis are avoided in writing news for radio.
* Jargons should be avoided for the understanding of common people as well.
* Difficult vocabulary should not be used such as antagonistic, remonstrate, plausible etc. these must be replaced by the easy ones i.e. against, argue and understandable.
* Contractions must be used for writing radio news and show stress in what they are reading. Like shouldn’t, couldn’t , aren’t, wasn’t etc.
* Abbreviation must be prevented while writing the news for radio. Specially while mentioning any state, countries, and other religious titles etc.
* Symbols should not be used such as #.
* Hyphens can be used in it.
* Quotations must be avoided because the news for radio are to be presented or will be read by the reporter so, he/she cannot mention commas or columns.
* Avoid punctuations that is full stop and commas. Instead of comma a single slash is used and for full stop double slash is used in wring news for radio.
* Figures should be written in words. Also, avoid using complex numbers.