

# Radio Production:-

Q1

## Objectives of Broadcasting in Pakistan:-

⇒ Convey Information:-

The main objective of broadcasting is to give information about every realm of life to the listener. Radio tries to bring to listener every possible information that they must know about.

⇒ News Coverage:-

Radio broadcasting provides full coverage to the news bulletins almost round the clock. Gathering, writing and presenting of news on radio broadcast is very different from other mediums.

⇒ Education:-

Providing education is the foremost objective of radio broadcasting. Radio plays a key role in educating the public of rural areas by on air education based programs.

## ⇒ Preaching of Islamic Ideology

Pakistan is the first country which came into being on the name of Islam. Taking responsibility, radio broadcasting is performing its role in the preaching and promotion of Islamic techniques in the light of Quran, Sunnah and Hadith.

## ⇒ Promotion of Cultures

Culture is the identity of a society or country. Radio broadcasting is in constant struggle to promote cultures in the society by conducting cultural programmes.

Radio strongly portraying the beauty of different cultures on different lands such as Sindh, Pakhtunkhwa, Punjab, Balochistan and Azad Kashmir by producing different programmes.

## ⇒ Entertainment:-

People wish to get entertainment from any source. In order to entertain, radio broadcasts different programmes like dramas, music, comedy etc. Radio is the most efficient source of entertainment for rural areas.

## = National Unity

The prime objective of any country's media must be to frame its matter and content in such a manner - that - the national unity may be achieved and strengthened. So is doing radio Pakistan, efficiently and effectively indeed.

## Q<sup>2</sup> Qualities of Successful Radio

### Reporter:-

=> Reporter should have the quality of communication. A good reporter has the ability to communicate orally as well as has enough written skills.

=> To tackle and absorb pressure is the key quality of a good reporter. He should work under different circumstances. He has to face hurdles coming in front during professional work.

2) A good reporter is one who has the curiosity towards news. He should be always in searching of new stories for reporting.

⇒ A good reporter has to be a good investigator. This quality distinguishes him from other reporters. He has to dig out the buried reality behind the stories.

⇒ Objectivity is the most important quality of a reporter. A reporter should report both sides of the same story. This increases the credibility of a reporter in the professional field.

⇒ Accuracy is very important in the field of reporting. A reporter should report the accurate things minimizing the errors.

⇒ Decision making is the unique quality of a good reporter. Sometime a reporter has to decide that which story has an impact after reporting having multiple stories. This decision making is very important.

⇒ Reporter should be a humanitarian. He is not just reporting on events, he is telling the stories of people in his community. Successful reporter should take care of this.

Q3

Radio Broadcasting is effective from other medium?

⇒ Radio Broadcasting is effective from other medium in many aspects. Some of them are discussed below.

⇒ Radio is much cheaper than other medium. Radio can create and broadcast program at low cost. It's easily accessible to lower class that's why radio carries much audience.

⇒ Radio requires less equipment and reduced time that's why radio is immediate source of information to everyone belongs to every class.

⇒ Mostly radio broadcasting occurs at local level. Radio is created and consumed locally, with local news and local advertisements. Radio broadcasting is effective from other mediums because radio remains strong for informing you on what is going on in your area.

①  
⇒ Radio broadcasting is very useful tool during disaster situation. other mediums requires other accessories for production but radio can provide timely information to the population during emergencies by even battery powered portable radios.

⇒ Radio broadcasting is more effective than other media in the rural areas where the literacy rate is very low. People get ~~mass~~ useful information through radio only.