

COMPARISON BETWEEN RADIO AND TV BROADCAST

- ▣ **Introduction:**
- ▣ Little idea prevailed at the time of experiments on radio waves early last century that the invention of radio would soon lead to another even stronger transmission of images alongside the sound on the same electromagnetic waves.
- ▣ The interest of scholars was so immense in furthering the transmission system by using air waves that within 20 years of the successful radio operation, they were able to materialize their thinking of creating a box like radio set but which could also show images. By the mid 1920s, television in its initial form had appeared.

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ Introduction:

Both remarkable inventions in the field of electronic media took the world by storm in the years to follow and to-date there has been no looking back. The fact remains that the electronic media is assuming new dimensions simply because of the enormous success of radio and TV over the last 80 years.

COMPARISON BETWEEN RADIO AND TV BROADCAST

Here below we shall make an attempt to find what is common between the two distinct areas of modern day communication systems and where do they differ.

The common playing fields:

- ▣ Both use electromagnetic air waves to transmit their signals.
- ▣ Sound and music effects to enhance value of their products.
- ▣ Sound proof studios, availability of microphones, sitting arrangements.
- ▣ On the formats of production, both show common approach.

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ The Difference

The areas where radio and TV broadcast shows difference are many.

▣ *Script:*

Script of any program is written in a very different way for the two areas of electronic communication

▣ *Direction:*

- ▣ A radio producer is always concerned about the presence of talent, studio and the microphones. The voice quality and audio expressions are his prime concern along with the sound effects if they are required in a program.

Where as director of a TV program is more concerned about the sets, color scheme of the scene, lighting arrangement, positioning of the microphone and entry of talents at various points of the program.

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ *Insignia:*

The TV screen is doing magic. By watching a program on TV, you can always see the broadcasting station's insignia in some top corner and know what station it is. It is not possible on radio unless an announcement to this effect is made.

▣ *Match progress:*

As you watch a drama on TV, you can find the latest score of a cricket match, or over by over report, at some lower corner of the screen without being interrupted from watching the drama.

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ *Slow motion:*

In games and in some film reports, the repeat of action in slow motion is one of the most interesting features of the TV broadcast.

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ *Tele text:*

These days some TV channels also give in text form latest in the stock market, timings of trains, flights and inter-city buses, weather reports and many other activities through tele-text services, or simply displaying details pertaining to all these activities in text form somewhere on the screen. These reports may stay on the screen longer or flash at regular intervals of time

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ *News ticker:*

You can easily mark a ticker, a scroll bar at the bottom of the TV screen, continuously running during what ever the program is going on, to tell you latest routine news, and indeed about the breaking news.

▣ *Clock :*

A digital or analog clock would tell you about time.

COMPARISON BETWEEN RADIO AND TV BROADCAST

▣ *Announcements*

A program is not finished, yet, an announcement of other programs is displayed... more announcements are also possible this way.

All this is not possible on radio.

COMPARISON BETWEEN RADIO AND TV BROADCAST

- ▣ **Similarities**
- ▣ Both electronic media ... electromagnetic waves.
- ▣ Sound and music effects..... Common.
- ▣ Use of studios ... mikes ... radio open.....tv hidden.....boom or collar should not block the view on tv.
- ▣ Script ... different for the two.
- ▣ Directors' concern radio voice/ sound mikes types, tv lights, colors, sets, contrasts, script
- ▣ Looks of anchorperson and sitting within the frame.

COMPARISON BETWEEN RADIO AND TV BROADCAST

- ▣ Outdoors.....common different running commentary.....TV selective.
- ▣ Radio...no pauses (FM)... TV... pauses in voice, visual.
- ▣ News only voice ... tv visuals so can do with few lines.
- ▣ TV gestures (nodding, hand movement) radio no such.

COMPARISON BETWEEN RADIO AND TV BROADCAST

- ▣ Radio gives you more room for imagination, varying from person to person as beautiful, color, rage, losses, ... but TV shows you much more.
- ▣ Radio you may forget (impact) Tv difficult if you see the accident.

COMPARISON BETWEEN RADIO AND TV BROADCAST

- ▣ To summarize we can say You can hear and see a program on tv but side by side you can see the station insignia, clock for timing, weather report temperatures, stock market rates, cricket match score a scroll below telling you all the latest and above all a breaking news --- something not possible on radio.

REFERENCES

- ▣ Introduction to Broadcasting – MCM 411
Virtual University of Pakistan
- ▣ Radio News Reporting & Production –
MCM515 Virtual University of Pakistan
- ▣ TV News Reporting and Production –MCM 516
Virtual University of Pakistan



THAT'S ALL
THANK
YOU