M.J.M.-23

Broadcast and Online Journalism

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By: Rakesh Kumar

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Content

BROADCAST AND ONLINE JOURNALISM

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BLOCK-1: RADIO JOURNALISM

BLOCK-2: TELEVISION JOURNALISM

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QUESTION PAPER

June – 2023
(Solved)

BROADCAST
AND ONLINE JOURNALISM

M.J.M.-23

Time: 3 Hours]

[Maximum Marks : 100
Wrightage: 70%

Note: Answer any **five** questions. All questions carry equal marks.

Q. 1. "Radio is a blind medium – it is the strength and not a weakness of radio". Justify the statement with suitable examples.

Ans. Ref.: See Chapter-1, Page No. 5, Q. No. 1 and Page No. 6, Q. No. 4.

Q. 2. Write a script for a television news package of 90 seconds duration on any business news.

Ans. Ref.: See Chapter-9, Page No. 97, Q. No. 4 and Page No. 98, Q. No. 5.

Q. 3. What are the basic rules of writing a Radio script? Discuss with suitable examples.

Ans. Ref.: See Chapter-2, Page No. 15, 'Attractive Beginning'.

Q. 4. What is Radio Presentation? Describe various categories of Radio Presentaters.

Ans. Ref.: See Chapter-5, Page No. 47, 'What is Presentation?' and 'Categories of Presenters'.

Q. 5. Describe the main characteristics of television news with suitable examples.

Ans. Ref.: See Chapter-8, Page No. 81, 'Characteristics'.

Q. 6. How is reporting for online news medium different from reporting for conventional media? Describe the difference between the open source reporting and distributive reporting.

Ans. Ref.: See Chapter-11, Page No. 115, 'Reporting for Online News Media'.

Q. 7. What is the role of a website in the present day scenario? What are the similarities and dissimilarities between a newspaper and a news website?

Ans. Ref.: See Chapter-15, Page No. 162, 'Basics of News Website Management' and Page No. 168, Q. No. 2.

Q. 8. Write short notes on the following:
(a) **Interactivity in Radio**

Ans. Ref.: See Chapter-1, Page No. 7, Q. No. 5*(a)*.

(b) **Educational Television**

Ans. Ref.: See Chapter-6, Page No. 60, 'Television (TV) to Education Television (EDTV)' and 'Gyan Darshan: Educational Face of Indian Television'.

(c) **Voice Modulation**

Ans. Ref.: See Chapter-10, Page No. 104, 'Voice Modulation'.

(d) **Podcast**

Ans. A podcast is a form of audio content that is typically delivered in a series of episodes and made available for streaming or downloading on the internet. It allows individuals or organizations to create and share audio recordings on various topics, such as news, storytelling, education, interviews, or entertainment. Podcasts have gained significant popularity due to their convenience, versatility, and the ability to consume them on-demand.

The internet's evolution has opened up new avenues for content delivery, including audio-based formats like podcasts. While text, images, and videos have traditionally dominated online content, incorporating audio into websites can enhance interactivity and user experience. Prominent news websites such as Voice of America, BBC, and CNN have effectively embraced audio alongside other mediums to engage their audiences.

There are several ways to add audio to a website:

(a) **Introduce Your Website:** Including a recorded welcome message can create a personal connection with visitors and enhance interactivity. It allows website owners to greet and engage users in a more dynamic and engaging manner.

(b) **Enhance Written Content:** Audio can be used to summarize or complement written content, making it more engaging for readers. By providing audio summaries or additional insights, website owners can encourage visitors to explore further and spend more time on their site.

(c) **Guide Navigation:** Attaching audio files to website pages can assist users in navigating through the site more easily. By providing audio cues or instructions, users can better understand the structure and layout of the website, improving their overall browsing experience.

(d) **Record Podcasts:** Creating audio podcasts allows website owners to deliver expert views, insights, or discussions on specific topics. Podcasts are particularly useful when video may not be necessary or feasible. Listeners can subscribe to the podcast and receive new episodes automatically, providing a recurring source of audio content.

(e) **Holding Audio Discussion Boards:** Promoting interactivity, websites can host audio-based discussion boards where users can engage and interact through audio. This format allows for more dynamic and expressive conversations, fostering a sense of community and engagement among users.

By incorporating audio in these ways, websites can offer a diverse range of information and entertainment, attracting repeat visitors. Podcasts, in particular, provide a powerful medium for sharing audio content, enabling users to access and enjoy audio-based content on their own terms and at their convenience.

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BROADCAST AND ONLINE JOURNALISM

Radio: A Sound Medium

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INTRODUCTION

In this chapter the focus is on introducing the concept of radio. Initially, radio was primarily used by the military, but eventually became a medium accessible to the entire population worldwide. Before delving into the core topic of Radio Journalism, it is essential to have a proper understanding of what radio is. Although most individuals have some exposure to radio, as Journalism and Mass Communication students, it is important to be familiar with the intricacies of this medium. Therefore, this unit will cover the fundamental aspects of radio.

CHAPTER AT A GLANCE

RADIO TECHNOLOGY AND GROWTH

Radio is a technology that transmits audio signals wirelessly through radio waves. It is not just a gadget for information, education, and entertainment, but a complex technology. Guglielmo Marconi and Jagadish Chandra Bose made significant contributions to early radio research. While radio was used successfully for military communication during both World Wars, it became established as a medium of public communication after World War I.

In India, radio clubs in Bombay and Madras began broadcasting in 1923, but regular broadcasting started in 1927 with the inauguration of the first radio station in Bombay. The Indian Broadcasting Company owned the station, which ceased operations in 1930. Subsequently, the government took over broadcasting, and in April 1930, the Indian Broadcasting Service, under the Department of Industries and Labour, started experimental operations. On June 8, 1936, it became All India Radio.

During World War II, radio usage expanded. It was used for military communication and propaganda by both sides. Civilian radio had also become established

worldwide. German radio stations began broadcasting for India in Hindustani and regional languages, often exaggerating the truth and disseminating false stories. Additionally, Azad Hind Radio, led by Subhash Chandra Bose, and Congress Radio started political message dissemination.

At the time of India's independence, there were six radio stations in India, with three going to Pakistan. Over time, India has made significant progress in radio broadcasting, currently having 227 fully equipped stations across the country.

Analogue and Digital

Analogue: In analogue radio transmission, there are three frequency bands: Medium Frequency (MW), High Frequency (SW), and Very High Frequency (VHF). MW and SW use Amplitude Modulation (AM), while VHF uses Frequency Modulation (FM). Short waves can travel long distances through sky wave propagation, but there is distortion during adverse weather conditions. Medium waves have a medium wavelength and provide clearer transmission that is not blocked by obstacles. Ground wave propagation is used for MW, where the radio wave travels along the surface of the ground. FM transmission is a line-of-sight transmission with minimal distortion, but it can be obstructed by buildings or hills.

All India Radio (AIR) had many MW stations, and some regional programs were simulcast on SW. FM, with its clear transmission quality, became favored for radio communication and is used by private radio stations and community radio stations. AIR has numerous FM transmitters.

Digital: Digital Audio Broadcasting (DAB) offers more spectrum within a given bandwidth compared to analogue mode. DAB reception is compatible with mobile audio listening, but the signal quality deteriorates rapidly when the strength is low. Norway

was the first country to launch DAB and transitioned completely to DAB broadcasting, abandoning analogue technology. Digital Radio Mondiale (DRM) is another standardized digital radio broadcasting system. All India Radio has adopted the international DRM model, and some AIR MW and SW transmitters broadcast in the digital platform.

Overall, analogue radio transmission utilizes AM and FM technologies, while digital radio broadcasting includes DAB and DRM systems.

CHARACTERISTICS OF RADIO

Radio has distinct characteristics that set it apart from other media. Understanding these characteristics helps us comprehend the nature of radio. Here are some key characteristics of radio:

Audio Medium

Radio is primarily an audio medium that caters to the sense of hearing. It relies on sound, such as music, voice, and songs, and can be enjoyed while engaging in other activities.

Radio- An Intimate Medium

Communication through radio is perceived as a personal and intimate process. Listeners often develop a close connection with the program and the radio presenters, leading to a loyal fan following. Radio presenters are often considered friends who speak directly to the listener.

Literacy-Not a Barrier

Unlike newspapers, radio is accessible to people regardless of their literacy levels. Radio communication is based on spoken language, making it easy for listeners to understand the content even if they are not literate.

Blind Medium vs. Theatre of the Mind

Radio is often referred to as a 'blind medium' because it lacks visuals. However, this is seen as a strength rather than a weakness. Listeners can use their imagination to create visuals based on the audio content, allowing for a personalized and immersive experience. Radio is often called 'the theatre of the mind' as it engages the listener's imagination and mental imagery.

Radio's ability to engage the listener's mind and create a personal connection is why it is considered a powerful and impactful medium, sometimes referred to as a 'hot' medium.

ELEMENTS OF RADIO

Voice (Spoken Word)

The human voice is a vital component of radio, connecting with the audience and providing personality to the program. Whether it's newsreaders, presenters, anchors, or radio drama artists, the voices convey information, emotions, and dramatic variations. A radio show script is often used to ensure smooth delivery during live broadcasts.

Music

Music plays a significant role in radio, and different stations have defined music policies catering to their target audience. The style of music played by a station becomes its identity and sets it apart from others. Music is not only played as standalone content but also used as background music, interludes, and for creating special sound effects.

Sound Effects

Sound effects are essential for creating atmosphere and ambience in radio programs. They enhance the engagement and interest of listeners. Sound effects contribute to making audio content more interesting and captivating.

Pause

Pauses are as important as spoken words in conveying meaning and effectiveness. Well-timed pauses make speech more engaging and comprehensible for listeners. In dramatic situations, pauses can create additional depth and meaning. Silence itself plays a significant role in radio, providing a natural effect and enhancing the impact of spoken words.

AUDIENCE

Understanding the audience is crucial in programming for radio. Radio provides a platform for plurality and gives voice to the voiceless, making it accessible to the poor and marginalized. Two-way communication with the audience is necessary to adapt programs to their needs. All India Radio established the Audience Research Unit in 1946 to gather information about the audience.

Characteristics of Radio Audience: The characteristics of the radio audience can be categorized based on habits, gender, age, and professional engagement. Habits include morning listeners, drive-time listeners, late-night listeners, and habitual listeners. All India Radio designs programs to cater to specific gender and age groups, as well as professions such as farmers, industrial workers, and teachers.

Target Audience: Target audience plays a central role in programming decisions. While some programs may have universal appeal, many are targeted towards specific niche audiences. Advertisements are also tailored to reach specific target audiences. Private FM

channels often brand themselves with a specific target audience in mind.

SOUND EFFECTS IN RADIO PROGRAMMES

Sound effects play a crucial role in radio programs, creating ambiance and enhancing the listener's experience. They help set the mood, convey action, solve narrative problems, and evoke characteristics. Care should be taken to ensure that sound effects do not overpower the narration or dialogue.

Sound effects can be categorized as natural sound (Nat sound) or recorded sound effects. Nat sound occurs naturally during outdoor recordings and should be monitored to avoid noise interference. Recorded sound effects are sourced from a sound effects bank or created during the recording process. Stock sound effects are readily available on the Internet.

Created sound effects can serve various purposes. Ambience effects create a sense of place and time. Discreet or spot effects represent specific actions or events, such as the sound of writing or coughing. Crowd sounds help locate the event in a particular space, and careful attention is needed to create suitable crowd effects for different contexts.

MUSIC IN RADIO PROGRAMMES

Music plays a vital role in radio programming, with an ideal ratio of spoken word to music programs being 30:70. Various types of music, including film songs, folk songs, and classical music, both vocal and instrumental, are featured on radio. Signature tunes and theme music are used to give programs their identity and differentiate them from one another.

Music enhances the quality of programs in several ways. It adds vibrancy and helps maintain listener engagement. It breaks the monotony of spoken word programs, though the usage should be appropriate to the program's tone. Music is used to create and communicate emotions, such as using sad music for somber moments and bright music for happy occasions. It can also suggest scenes, locations, and actions, effectively conveying the atmosphere and pace of a situation.

Overall, music on radio programs enriches the listener's experience and contributes to the overall appeal and effectiveness of the content.

THE ROLE OF SCRIPT IN RADIO PROGRAMMES

A radio script serves as a vital tool for maintaining the flow and continuity of a program. It acts as a guideline for anchors, presenters, and radio personalities to follow, ensuring professionalism and making efficient use of time. Some programs are fully scripted, such as news, drama, and talks, while others are semi-scripted, like discussions, interviews, and sports commentary.

Scripted programs require rehearsals, while semi-scripted programs require clarity and research on the subject matter to provide background material when needed. When writing a radio script, it is important to use simple words, short sentences, and convey one idea per sentence. Rounded off statistics and writing in the present tense and active voice are also preferred. Further details about script writing will be covered in the next unit.

Strengths of Radio as a Medium of Mass Communication

Each media has its own strengths and weaknesses. To maximize the use of a particular medium, we should focus on its strengths. To fully utilize the potential of any medium, it is important to understand both its strengths and limitations.

STRENGTHS OF RADIO AS A MEDIUM OF MASS COMMUNICATION

Radio as a medium of mass communication has several strengths that make it a powerful and accessible platform:

(a) **Universal coverage and appeal:** Radio has near-universal coverage, reaching about 92% of the geographical area and over 99% of the population in India. It appeals to both urban and rural populations.

(b) **Portability:** Radio is a mobile medium that can be carried and listened to while engaging in various activities like walking, driving, or doing household chores.

(c) **Overcoming barriers:** Radio overcomes barriers such as illiteracy, limited access, and affordability, making it accessible to the poor and uneducated in remote areas.

(d) **Instantaneous news delivery:** Radio is one of the fastest mediums for delivering news, often providing instant updates before visual footage is available on television.

(e) **Engaging and active medium:** Radio activates and engages the listener's mind, often referred to as a 'hot' or 'active' medium and the 'theatre of mind.'

(f) **Cost-effective:** Production and dissemination of radio content are relatively inexpensive compared to television. Radio sets are affordable, and the production cost of radio

programs is lower than that of television programs.

(g) **Cost-effective advertising:** Radio advertising allows brands to establish their presence with relatively lower costs compared to film or TV advertisements.

(h) **Supplementary medium:** Radio complements other media and can enhance the message transmission, as seen in people listening to radio commentary while watching a match on TV.

(i) **Accessibility for the visually challenged:** Radio is an ideal and effective medium for visually challenged individuals.

Weaknesses of Radio

While radio has its strengths, it also has some limitations:

(a) **Lack of visual support:** Since radio relies solely on audio, there is no visual element to hold the audience's attention. This can result in the loss of information if listeners become distracted during a program.

(b) **Incomplete reception of messages:** Channel surfing can lead to incomplete reception of messages, particularly in music-focused programs where listeners may switch stations and miss out on important information.

(c) **Limited capacity for lengthy information:** Radio programs face challenges when trying to provide extensive details or lengthy information, as it can make the program lengthy and potentially boring.

(d) **Limitations in demonstration and skill development:** Radio is not well-suited for demonstrating visual elements or facilitating skill development. It may also struggle to present complex statistics or data in a clear manner.

(e) **Potential for forgotten messages:** Unlike newspapers or other written mediums, it is not easy for listeners to go back to a specific point in a radio program. This increases the likelihood of forgetting the message delivered.

LOOKING AT THE FUTURE

The invention and evolution of radio have been remarkable in terms of scientific and technological advancements.

New platforms for Radio

Radio has embraced new technologies, from amplitude modulation to frequency modulation, and has overcome challenges to adapt to changing times. New platforms for radio broadcasting have emerged, including satellite radio, DTH radio, and internet radio through live streaming and podcasting. These platforms have expanded the reach and accessibility of radio content.

Changing Audience Profile

The audience profile of radio has undergone significant changes over time. Initially, radio was limited to urban, affluent, and educated individuals due to the cost and availability of radio sets. However, with government intervention and the introduction of transistor radios, radio became more affordable and mobile, reaching a wider population. The government's focus on development communication further democratized radio's audience profile. The introduction of private FM channels and the community radio movement catered to specific demographics, including younger, urban, and community-based audiences.

Increasing Interactivity

Interactivity in radio has increased with the adoption of two-way communication features.

Digital Displays: Digital displays provide essential information at a glance.

Bluetooth Technology: Bluetooth technology enables wireless communication with earpieces for hands-free operation.

Text Messaging: Text messaging capabilities enhance communication options.

Phone-in programmes: Phone-in programs have become popular, fostering interactive and immediate responses from listeners.

ACTIVITY

Q. Listen to a drama, feature or any other programme broadcast by your favourite radio station. List the categories of music used, its purpose and comment on its appropriateness.

Ans. Given below is a model the different categories of music commonly used in radio programs, their purposes, and provide general comments on their appropriateness.

(a) **Background Music:** Background music is often used to create a specific atmosphere or mood during a radio program. It helps set the tone and enhances the overall listening experience. The appropriateness of background music depends on how well it aligns with the content and theme of the program. If the music effectively complements the narrative or dialogue, it