

## CHAPTER 11

### FORMAT OF RADIO PROGRAMMES

**Meaning:** Radio station broadcasts different types of programmes. We have remembered film songs, phone-in programs, talks, discussions, news, cricket commentaries, etc. These different types of programmes are called formats.

#### 11.1 FACTORS TO BE TAKEN INTO ACCOUNT FOR MAKING RADIO PROGRAMME

To serve the listeners, we need to know many facts about them. Let us make a list of what we should know about the audience:

- (a) Number of people- i.e. the total population of the area.
- (b) Number of men and women-Sex ratio
- (c) Literate people/Illiterate people
- (d) The languages spoken in the area.
- (e) Schools/Colleges
- (f) Children going to school
- (g) Health facilities- availability of doctors, primary health centre, clinics, hospitals.
- (h) Any major diseases
- (i) Religious in the area-population wise
- (j) Power supply
- (k) Nearest radio station/Television stations.
- (l) Climate of the place.
- (m) Main occupation of the people

- (n) Income per head/people below the poverty line
- (o) Roads/transport facilities
- (p) Irrigation facilities
- (q) The number of people engaged in agriculture/other occupations.
- (r) Types of crops.

Basically, radio formats are decided based on the needs of the audience/listeners.

#### 11.2 TYPES OF RADIO FORMATS

A Radio format can be split into three parts: They are:-

- (a) Spoken Word or Human Voice
- (b) Music
- (c) Sound Effects



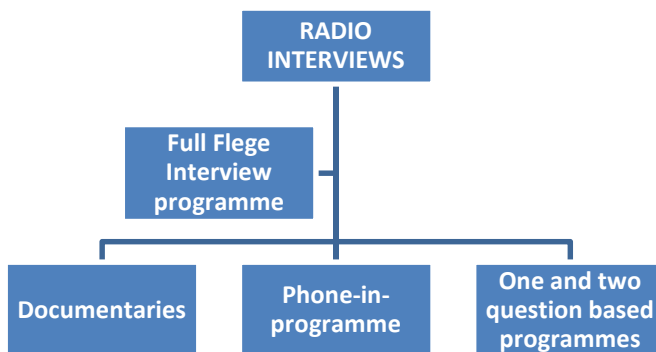
##### ▪ SPOKEN WORD

**Announcements:** These are specifically written clear messages to inform. They can be of different types. For example station/programme identification.

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These mention the station you are tuned into, the frequency, the time, and the programme /song you are going to listen to.

- **Radio talk:** is the oldest format on radio. There has been a tradition in India and Britain to invite experts or prominent persons to speak for 10 to 15 minutes on a specific topic on a Radio station. Now a day these long radio talks have become unpopular. Instead these days short duration talks are broadcasting and quite popular among listeners.
- **Radio Interview:** In the media industry, journalists have always been using the interview method, where they ask questions to access more information from the sources, later it has always been published/broadcast on various media platforms including Radio to make general opinion among the mass. Through various types of interview methods, it is helpful to explore information and later these information take the shape of news. These interviews are dependent upon some variables which are duration, content, and purpose.



- **Radio Discussions:** Through a discussion, we can find out a solution to problems. In any discussion, there are more than 2 or 3 people and then ideas can be pooled to come to some conclusion. In radio, this technique is used to let people have different points of view on matters of public concern. Radio discussions are produced when there are social or economic issues that may be controversial. These kinds of programmes are a longer duration.

- **Radio documentaries:** Radio documentaries are also known as Radio features. Radio documentaries have only sounds-i.e. the human voice, music and sound effects. So a radio documentary is a programmes based on real sounds

and real people and their views and experiences.

- **Radio drama:** A Radio drama or a radio play is like any other play staged in a theatre or a hall But a radio play has only 3 components. They have voice, music and sound effects.

- **Running commentaries:** A Radio commentary is a very popular format in society. While you are traveling in a car or outside, then you may listen to the radio for a running commentary of the match. A commentary would give you all the details of the match.

- **Magazine programmes:** A radio magazine is broadcast at a particular time on a particular day of a week or a month. That means it has

periodicity. Similarly, it has plenty of variety in content.

- **News:** Among all the spoken words formats on radio, the news is the most popular one.

## MUSIC

When we say radio, the first thing that comes to our mind is music. Music is used differently on Radio.

### Classical Music

There are 3 types of classical music in India. They are:-

- Hindustani classical
- Carnatic classical
- Western classical

## SOUND EFFECTS

Let us see how sound can be used in radio formats.

- Sound can play a major role in evoking interest
- Sound can be used for comic effects to evoke laughter.
- Sound can be used to create certain moods or enhance them

## 11.3 INFORMATION TECHNOLOGY BASED FORMATS

India has taken giant leaps in the field of information technology and radio as a medium has taken a lead in applying

information technology in its broadcasts. There are the following technology-based formats

1. Phone in programme

2. Radio bridge

3. Radio on internet

## DO YOU KNOW

- All India Radio started its services on the internet on 1<sup>st</sup> May 1998.
- There are international radio stations that provide radio services in India like : BBC, Voice of America, and DW.
- Radio bridge is a format where an expert sitting at Chennai can interact with the common man in the studio in Delhi. This format was first used by All India Radio.

## EVALUATE YOURSELF

Q1. List the ingredients of a radio format.

Q2. Discuss in detail the factors to be taken account before making a radio programme.

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Q3. List the five factors that you need to take into account about the listeners before making a radio programme.