

CHAPTER 9

CHARACTERISTICS OF RADIO

Meaning: Radio is known as a medium of communication. It is one form of mass media. Radio was started experimentally in India in 1920. According to the Oxford dictionary "Radio is a piece of electronic equipment used for listening to radio broadcasting".

9.1 TERMS USED IN BROADCASTING

These are the terms used in the medium of radio.

Audience	Tuning in to radio
Listener/s	Live broadcast
Broadcaster	Pre-recorded programme
Broadcasting	Script

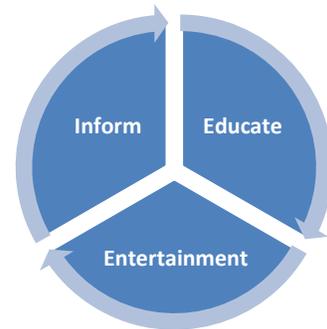
9.2 OBJECTIVES OF RADIO

The Operations of All India Radio began formally in 1936, as a government organization, with clear objectives to inform, educate and entertain the masses.

Firstly, radio informs;

Secondly, radio educates;

Thirdly radio also entertains,



9.3 CHARACTERISTICS OF RADIO

(i) Radio makes pictures: As you listen to any radio programme, you are able to visualize or 'see' pictures in your mind of what is being described.

(ii) The Speed of Radio: Radio is the fastest medium. It is instant. As things happen in a studio or outside, messages can be sent or broadcast. These messages can be picked up by anyone who has a radio set or receiver which is tuned into a radio station.

(iii) Simplicity of Radio: Compared to all other media, radio needs very simple technology and equipment.

(iv) Radio is inexpensive: As it is simple, it is also a cheaper medium. The cost of production is low and a small radio can be bought for as low a price as say fifty rupees.

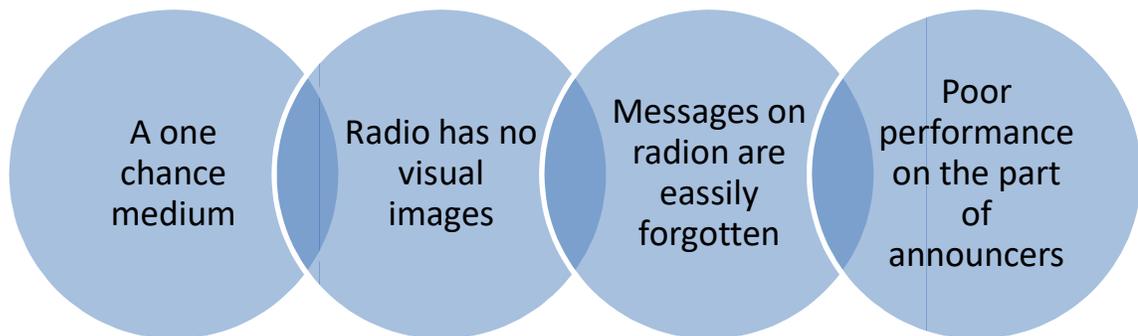
(v) Radio does not need an electric power supply: You can listen to the radio using dry battery cells even if you do not have an electric power supply or a generator. So in a country like ours, where electricity has not reached everywhere, radio is a great blessing.

(vi) A radio receiver is portable: Don't you move your radio set at home from the living room to the kitchen or as you go out somewhere? You can't do that very easily with television. This facility of moving an object which is called 'portability' gives radio an advantage.

(vii) One does not have to be literate to listen to the radio: Unless you are literate, you can't read a newspaper or read captions or text on television. But for listening to the radio, you need not be literate at all. You can listen to programmes or news in any language on the radio.

9.4 LIMITATION OF RADIO BROADCAST

These are the following limitations of the radio broadcast which is shown with the help of Pie-chart no 1.



Pie-chart 1

DO YOU KNOW

- Continuous Radio broadcasts started in 1923 via two private radio clubs.
- In 1930, the Indian Broadcast Company (IBC) run the stations in Bombay (now Mumbai).
- Lionel Fielded was the first controller of Broadcasting in India.
- The first news bulletin was broadcasted on January 19, 1936.
- Vividh Bharati Services started on October 3, 1957.

Evaluate Yourself

- Tune into your favorite radio station. Listen to the programmes for two or three days. Make a list of them and find out if they were a source of information, entertainment, or education.
- Name any three characteristics of radio.
- List the three limitations of radio.