



Course: Electronic Media Part-I (5627)

Mass Communication Semester-I

Important Questions with Answers prepared by Faiza Gul, Ali Raza
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Question no. 1: How would you explain current affairs programs on radio with examples?

Current affairs programmes: introduction and significance.

Current affairs programme is in fact news programme which gives some details about one or more particular news items. In this type there are many formats, as in other radio programmes. As news is a dry subject, its format should keep on changing in order to maintain listener's interest. Current affairs programmes have different subjects than other programmes. These are the news programmes to explain and provide details and also to comment over a particular event. Such programmes are broadcast to explain significance, the consequences and the effect of one or more news on people.

There is an explosion of information, every single minute and an hour there is a new information to communicate. In the third world where democratic traditions and institutions are not as deep-rooted as in the South, there is a growing need to bring transparency. Needless to say that transparency lays bare all secrets. While communicating on electronic media, objectivity should be hallmark of current affairs.

In our news bulletins there is much room for improvement, especially in Radio News bulletins. To give more credibility to our news bulletins, correspondent's voice or eye-witness account be incorporated.

In the third world where literacy rate is abysmally low, the importance of current affairs is not only to inform but educate as well. With the news item, a social & cultural background is needed to bring home the desired information. In a country like Pakistan where cultural pluralism like most of the countries, is not homogeneous, broadcast of current affairs assume relative importance. Ethnic feelings, political polarization, and religious intolerance are some of the plague spots. There are growing fears that ethnicity under certain circumstances has a propensity to become 'totalizing' displacing other loyalties and obligations to become the sole basis of identity. Then the likelihood of ethnic conflict increases, because people's identities and alliances take on a single, rather than a multiple focus, leading to a polarization of social division.

Types of current affairs programmes.

Current affairs programme are of two types, studio programme and field productions. Detail is as under :-

STUDIO PROGRAMMES

These are the programmes prepared in the studios. According to the need of current affairs programmes we can prepare the following formats.

TALKS: It is a format of current affairs as well as other radio programmes. This format presents informations on particular subject of common interest and utility with the personal experiences of the talker. Talks on radio are classified in different categories

depending on the nature of the subject such as : Short/pep talks, religious talks, anniversaries/festivals talks, ta ks related to any current event (General Talks).

DISCUSSION: This is the format of each type of programmes in which more than two participants take part to discuss about some subject. Participants disseminate some information about some topic having more than one point of view of sharp contrast or opposing nature. It presents varying opinions on a specific subject and scope. Discussion-programme may be' of three types:- Panel discussion, forum discussion, and audience participated discussion.

DOCUMENTARY: French word documentary means a "Travel picture". This word has been taken in by radio from films and deals with sound pictures supported with oral evidence on the subjects it is dealing with. Thus in documentary sound is used to tell the story, the sound of the human voice, the sound of human activity and the sound of music. It contains the real words of real persons and the sound of the events.

INTERVIEWS:,A radio interview is a story developed through questions and answers to find out the truth about an event, issue subject/topic or personality. Interviews are usually recorded before being broadcast, but some interviews are broadcast live. Three participant^ are required for interview, the interviewer, interviewee and the listeners.

INTEGRATED NEWS BROADCAST: These are the news bulletins prepared in the news section for broadcast. In such news bulletins reports of the reporters on the spot are integrated. These reports are used as a source for cross-checking the news coming from the various news agencies. These reports also help to present the objectivity of the broadcasting organisation concerned.

NEWS REEL: News reel, actually is a combination of outdoor broadcast (OB's) and studio recording and comprises some important news of the week or days. It presents depth of the news in focus. Background can be obtained from printed or media sources or the persons involved. It is preferable to include interviews or impressions.

CURRENT AFFAIRS MAGAZINE: It is a package programme depending upon many formats. In this type of programme informations about different events, personalities or development programmes are given.

RADIO NEWS CONFERENCE: It is just like an ordinary press conference taken place by a personality and published in the newspapers. Radio news conference may be about the performance of any institution, any event or any political, social, economical or literary subject.

NEWS COMMENTARY: This is a detailed information about one particular item (news) of general interest. Personal view point of writer is also included.

Question no. 2:Elaborate and explain the potential and limitations of radio broadcasting.

"Radio station" redirects here. For a broader concept, see Radio communication station.

Radio broadcasting is transmission of audio (sound), sometimes with related metadata, by radio waves to radio receivers belonging to a public audience. In terrestrial radio broadcasting the radio waves are broadcast by a land-based radio station, while in satellite radio the radio waves are broadcast by a satellite in Earth orbit. To receive the content the listener must have a broadcast radio receiver (*radio*). Radio offers a variety of features to advertisers and many of the medium's characteristics seem to be important to advertisers. Of all the mass media, radio is believed to be the most personal medium and offers advantages over other media like selectivity, cost efficiency, flexibility and mental imagery.

1. **Selectivity:** Radio offers a high degree of selectivity through geographic coverage by a large number of stations and various programme formats. Advertisers can focus their ad messages on specific audiences who speak different languages in different areas, which otherwise may not be accessible by means of other media.
2. **Cost efficiency:** Cost advantages are quite significant with radio as an advertising medium. Radio time costs far less than TV and the commercials are quite inexpensive to produce.
3. **Flexibility:** Among all the media, probably radio is the most flexible as it has a short closing period. Radio commercials can usually be produced in a relatively short time and if required, the ad message can be changed almost just before broadcast time. Same ad message can be adjusted in different languages to suit market conditions.
4. **Mental Imagery:** Radio advertising uses sound, and a major advantage of this situation is that it encourages audiences to use their imagination in creating images while processing the ad messages.

Disadvantages of Radio Advertising

Like any other medium, radio too has certain limitations. These include lack of a visual element, audience fragmentation, limited research data, limited listener attention, and clutter. These are important factors and media planners must consider them because radio is not an ideal medium for every type of advertising objective.

1. **Lack of a Visual Element:** The most fundamental problem associated with radio is lack of a visual element. The radio advertiser cannot show or demonstrate the product, or make use of any other visual appeal.
2. **Audience Fragmentation:** Large number of radio stations create audience fragmentation. The number of audience tuned to any particular station is usually quite small. Advertisers who want to reach broad market areas through radio, with language differences, have to buy time on a number of stations reaching specific geographic areas.
3. **Limited Research Data:** The research data on radio is limited compared to other major advertising mediums like television, newspapers, and magazines.
4. **Limited Listener Attention:** It is difficult to attract and retain radio listeners attention to commercials. Programme switching is frequent among listeners and they often miss all or some of the commercials. Possibilities of distortion in radio broadcast are high and this irritates the listeners – the result commercials are missed.
5. **Clutter:** With the increasing intensity of advertising, clutter has become a problem in advertising media, and radio is no exception. Commercial channels carry many ad messages every hour and it is becoming increasingly difficult for ad messages to attract and retain audiences' attention. Much depends on the precision of script writing, accompanying sounds and level of distortion.

Question no. 3: Write a brief note on the importance of radio in comparison to press and television?

Sources of mass communication are divided into following three types:

1. **Audio Source**
2. **Visual Source**
3. **A Mixture of Audio and Visual**

- 1. Audio Source :** Audio sources are such sources through which messages are received by hearing sense, e.g., radio, tape-recorder etc. Experts say that our brain can preserve only 11% of a message received by ears. A big advantage of audio source is that no special conditions are needed. We can hear the voice which is reached to our ears.

Radio: Radio is the representative of audio source of mass communication. Radio broadcasts its news after half an hour. Radio news have following special features:

- It is the fastest mean of communication as it gives news after half an hour. Only important news are included in Radio news bulletins because it has short duration.
- News are broadcast at a particular time. If we missed them, we cannot listen, because they are not repeated.
- Simple language is used to keep in mind a large number of uneducated people. Due to its simple language, everyone can easily understand Radio news.
- Repetition creates bad effect on listeners, so it is avoided while making Radio news bulletin.
- Blind persons can also listen Radio news, and become well aware to current affairs.
- Radio news cannot be used for reference because we have no record of them.
- We cannot verify these news.

2. Visual Source :

Visual sources are such sources, which are related to sight. It is more effective than only hearing source. We can reproduce it through language. Following are the visual sources of communication:

- a. Written Material
- b. Picture
- c. Signs and Symbols

Newspapers: Newspapers represent the visual journalism. We receive message from a newspaper through reading it. Newspapers are playing an important role to be well informed

a person. Different news are given in a newspaper. There is a large number of news present in a newspaper. Following are the important features of news printed in a newspaper :

- It is the lowest mean of transmitting news, because it is published after twenty-four hours. On the other hand, communication through Radio and TV is faster than newspapers.
- All types of news and events are covered in newspapers. People take interest specially for regional news.
- We Can listen to Radio and watch TV in a specific time only but we can read newspaper in leisure hours. It is remained before us all the time.
- Interest of reader is kept in mind while selecting news for a newspaper. It is for the circulation of a newspaper.
- A national paper is published at least twelve pages daily. So news are given in detail. It is not possible in short bulletins of Radio and TV.

3. A Mixture Of Audio And Visual:

Senses of hearing and seeing both are involved watching television. We can remember more than 50%, what we see on television. It is correctly called a combination of time consuming and space covering media.

World has become a global village through fast and correct information delivered by TV. Events happened all over the world are telecast with the help of its film. It becomes the most effective medium of communication. Now we see the peculiarities of news transmitted by television :

- It is the most effective medium of mass communication by having both audio and visual senses.
- TV news are telecast in a simple, easily understandable and descriptive method. There is a consistency in details of TV news.
- Unnecessary details are edited due to lack of time. Minimum duration of a TV news bulletin is five minutes and maximum is news bulletin of thirty minutes. Only prominent aspects of a happening are given.

- A very important news is given and news having less importance is edited. Correct information is transmitted through TV, so its credibility is more than newspapers.

Question no. 4: How do you see the future and scope of radio in future? Discuss.

In the radio industry, the key to staying relevant is continuously seeking ways to foster connections with local communities. Because of this, industry leaders are always implementing strategic techniques and engaging in new efforts. So what can you expect to see from radio in the future? Innovation. Connectivity. Relevance.

WHY RADIO IS IMPORTANT

Because of the nature of the radio business, we are intrinsically connected to the communities that listen to us. Radio goes far beyond the stereo it can often be found promoting local charities, calming families after a rough night, and informing the busy citizens that don't always have time to watch the news. But with the disruption digital media has served up, is radio still important? Short answer, yes; the future is bright.

The thought that digital disruption has eroded "traditional" media's reach and relevance is one of the biggest misconceptions about technology. Mobile apps, Alexa skills, and social media have in fact expanded the reach and opportunity for engagement, even with "traditional" media.

DAILY CONNECTIVITY

Technology has given us a chance to stay connected to our community throughout the day. In the home, traditional radios have been fading away over the years, but now smart speakers have revitalized audio listening in the home. Digital disruption has enhanced our connection to our listeners and to our community. It has kept radio on its feet.



RADIO'S IMPACT ON SOCIETY: From its conception, radio has had a profound impact on society. It is the vehicle that brought, and still brings, music from one culture to another, creating a curiosity for diversity and opportunities for so many less privileged artists.

MUSIC'S IMPACT ON AMERICAN CULTURE: Radio is so many things to so many people... and this is largely because of the music it offers. Music has been nothing short of pivotal in terms of American culture. It has united many communities and has helped society as a whole express themselves. Think about the last party you attended. I am willing to bet there was the sweet sound of music in the background, or maybe it was even a main focus! Music has become an integral part of the expression of celebration in American culture.

INNOVATION AND RADIO: Innovation is part of our culture, and an integral part of how the industry has impacted society. Innovation might mean a new process for ticketing at our Craft Beer Tours. Or, it might even be a new strategy on TikTok after listeners and employees learn from their kids what TikTok is (and then realize it's taking social media and marketing to new levels).

RADIO STREAMING APPS + ONLINE LISTENING

Online listening continues to grow in almost every age demographic. The Infinite Dial did a study that showed a steady increase in the number of people listening to online audio weekly from 17% in 2009 to 60% in 2019. Even in the absence of a traditional "broadcast signal," listeners can still engage with local radio stations. Continuing the journey of using mobile apps for distribution of content will be immensely impactful and could even lessen the divide in knowledge among various communities.

'APP'ORTUNITIES: Mobile apps aren't just good news for listeners; they will benefit radio partners as well. At Leighton Broadcasting, we currently have sponsorships within the app that give clients an opportunity to extend their brand. Many of our most active app/streaming users will be hearing client commercials and now seeing that client's logo as our local news or weather sponsor.

INTERNET RADIO IN CARS: Many of the listening systems found in new vehicles use radio apps to play content even *without* a mobile phone connected. In the near future, I believe this is a change radio must capitalize on. We will likely start focusing more effort on... you guessed it, apps.

SO, WHAT IS THE FUTURE OF RADIO?

There are so many opportunities that will allow radio to move forward in full force. The future of radio is brighter than most believe. If you are in the industry, pay attention to the changes in mobile usage and keep tabs on how your audience is listening, and then find the way that radio fits in.

We are currently seeing an increase in connectivity in American lives. From smart speakers, and smarter cars, to mobile phones, our audiences are craving convenience and connection. How do we accommodate that? By connecting with our audiences where they are and how they are.

We see apps as an opportunity to enhance our ability to brand ourselves and enhance the growth of our local partners. The ability to have an app that is local, responsive, and accessible is the future of marketing. We are excited to see how it plays out.

Question no. 5: Explain the basic principles of radio news writing.

Media Production

Most on-air personalities working at radio stations today have at least some journalistic background. This is because more and more small radio stations need people who can be capable of filling many roles. It is not surprising then that many radio personalities at small stations announce, play music, work the console, and write the day's news. Having all these skills is important, especially for aspiring disc jockeys.

There are many types of news stories. **Hard News** is essentially the news of the day. This is the type of news most frequently read on the front page of the newspaper or at the top of the hour on a radio or television station. **Soft News** is news that isn't time sensitive. This can include profiles about local individuals, or even companies and organizations. **Editorials** are personal opinions about particular topics. Editors and writers often take a side on a topic and write an argument about why their side is right and the other side is wrong. **Features** are in depth stories about a

certain topic. Features can be about current events, but they often are best at discussing a particular issue in detail.

Radio news features are essentially two to four minute pieces that tell a single story. The story can be about a current event, or it could be an information piece about an ever-green topic. The news pieces typically focus on a single topic, and go in depth about it. They also typically contain interviews or sound bites from relevant people. News features typically contain the following elements:

A well-researched topic.

- An introduction or a lead.
- A main body with a clear narrative pattern.
- Interviews and/or sound bites.
- A conversational writing style.
- The topic's character and personality.
- A wrap up that completes the story.

The Topic

Topics for radio news features vary greatly, but the vast majorities are specific topics that are of interest to the intended audience, and that offer themselves to in depth discussion. It's not necessary to choose a topic of interest to the feature's writer, but it is important to do in depth research on the topic. Since a feature is not an editorial, the facts must be complete and accurate, since the story's integrity relies on them.

The Introduction: The beginning of any radio news feature should contain a brief introduction. This introduction should tell the listener a bit about this story, but without giving too much away yet. This is also called the news feature's hook. The writer's main objective here is to hook in the listener and make her want to listen. Keep the introduction short; no more than two sentences.

The Body: The news feature's body should contain the story's main details. This is typically referred to as the "5 W's and 1 H". The who, what, when, where, why, and how. The who tells the listener who the main characters of this story are. The what tells the listener what this story is about. The further information should be more in depth details about the "5 W's and 1 H". For example, many radio news features tend to go into detail about the who, what, and why.

Quotes: Just like any news story published in a newspaper, radio news features should have quotes from related individuals in order to support the story's premise. As an example, pretend a radio news feature producer is writing a story about city's public transit system. For example, suppose a radio news producer is writing a report on last night's basketball game. The producer can't interview the basketball star who scored thirty points, but he knows there was a press conference after the game where the star made some comments. The producer could obtain footage from the press conference and extract a sound bite from when the basketball star was interviewed.

Writing Style: Newspaper articles and radio news features are very different in regards to writing style. Where a newspaper article might be written with a formal tone, the radio news feature is often written with an informal tone. This is because newspaper articles are meant to be read, not announced.

When writing the radio news feature, the most important style consideration is to be conversational. The use of contractions in a radio news feature is not only allowed, but actually recommended. Writers may also want to avoid long, complicated words, as well as using parenthetical statements and other writing techniques not easy to announce. It's also crucial to understand the station's format before writing the feature. A news feature written for a National Public Radio station, and one written for a 24-hour news stations will be completely different. NPR news features tend to last an average of four minutes, while a 24-hour news station's news features might last a minute or less.

Tone and Character: Radio news feature writers should pay attention to the type of story being reported on, and set the tone appropriately. Different types of stories require different approaches in tone. For example, when writing a story about clowns at the park, the tone may be much happier, and the script may even include clown puns and euphemisms.

The Wrap-up: The end of every story should include some sort of wrap up in order to complete the story. Wrap-ups usually include a quick recap of the story, going over the facts one more time in order to summarize the story.

Question no.6: What do you think about the role of Radio in awareness and educational development?

Radio is a scientific device that functions as an effective auditory instrument for communication. It also plays an important role in education. It is not only informs, but also inspires human being for learning more and more. It is not only includes values and virtues, but also creates attitudes, interests and appreciation of human life. It can cover a very wide area at the same time.

The Educational Functions of Radio are discussed below:

1. Quantitative expansion and qualitative improvement of education:

Radio has immense values, particularly in a developing country like India where constraints of finance, efficient teachers, suitable equipment and appliances adversely affect educational planning and administration.

Radio is to play a significant part in expansion as well as qualitative improvement of education. There are some inaccessible areas in our country where expansion of education has faced difficulties. To a large number of socially disadvantaged children, education is neither meaningful nor interesting.

There has been a growing awareness about the inadequacy of the traditional or formal system of education not only for expansion, but also for improving the standards of education. The need for alternative mass-media is gradually felt along- with non-formal system of education.



2. Fostering the sense of National Integration and International Understanding:

Radio is an important instrument to foster the sense of unity and integrity among the people. The cultural programmes, debates, talks, through broadcasts involve a strong desire among the people to know each and other's culture and values.

In order to promote a sense of understanding and unity among people it is an inexpensive, but potential communication medium reaching all levels of people. So its role for national/emotional integration and international understanding is praise-worthy.

3. Entertainment:

Entertainment is an important aspect of human life. Radio is the most popular mass medium through which leisure is carefully utilized through song, drama and other cultural, programmes. It also provides information about various popular hobbies and leisure time activities. It gives happiness and joy through various programme.

4. Vocational Education:

Vocational information about production and consumption practices in industry and agriculture, use of manures and highbred seed, employment news are broadcast by Radio. Programmes regarding self-employment and talks by skilled people ensure better understanding among people for economic prosperity.

Apart from the above matters radio also inculcates scientific temper among people, helps to enjoy the cultural activities and eradicates social superstitions and age-old dogmas. The role of radio in shaping the society and providing information and education is significant. Educational broadcasting is also useful for improving education and for enrichment purposes.

The provision of information and skills has gained popularity in the quest to empower communities with Community Radio as a unique and effective tool. Chapman et al (2003) reported that the growth of rural radio stations reflects both the improvements in information technologies and the shifting of development paradigm towards a more participatory style of information and knowledge transfer. Kumar (2004) identified radio as an avenue for participatory communication and as a tool relevant in both economic and social development.

Community radio is a type of radio service that offers a model of radio broadcasting beyond commercial and public service. Community radio broadcasting serves geographic communities and communities' interest. The content of broadcasting is largely popular and relevant to a local/specific audience but which may often be overlooked by commercial or mass-media broadcasters. Community radio stations are operated, owned, and driven by the communities they serve. Community radio is not-for profit and provides a mechanism for facilitating individuals, groups, and communities to tell their own diverse stories, to share experiences, and

in a media rich world to become active creators and contributors of media. In many parts of the world today, community radio acts as a vehicle for the community and voluntary sector, civil society, agencies, NGOs and citizens to work in partnership to promote community development. By the core aims and objectives of this model of broadcasting, community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations.

Community radio can play a significant role at the grass roots level for rural development. For instance, issues of poverty, agriculture, gender inequality, education, social problems among others could be the focus for programming. In exploring the importance of sharing information locally and the opening up of wider information networks for farmers in Northern Ghana with reference to vernacular radio programmes, Chapman et al (2003) found that rural radio is effective in improving the sharing of agricultural information by remote rural farming communities. Radio in this regard provides a set of participatory communication techniques that support agricultural extension efforts by using local languages to communicate directly with farmers and listeners' groups.

Through media skills training and access to the airwaves, a community radio facilitates a number of capacity building activities. The exchange of information, networking of groups, the provision of skills and training and these undoubtedly are key elements of developing a community. Again, a radio facility for a community facilitates the promotion of awareness of community groups and facilities in the area as well as providing the avenue for the empowerment of these groups to use radio to promote themselves and to speak directly to the community. For its proximate location to its clients a Community Radio serves a local community of its interest. It is accessible to the community in terms of ownership, decision making and programme output. In majority of cases, programming is produced by the community, with focus on local concerns and issues. Unlike in the case of the mainstream media, rather than merely talking about the community, the people themselves make the programmes. This strengthens local culture with the recognition that this is their station; it becomes a forum for a wide diversity of local opinions and views. Sterling et al (2007) provided evidence that female community radio listeners are given a voice with which to respond to programming and to create programming content. The authors estimated the cost of excluding women from ICT for

development and explored how community radio represents an opportunity for inclusion. By employing the principles of Participatory Action Research (PAR), the authors found that women will be more likely to benefit from technology-mediated opportunities for development if they themselves produce information that contributes to their advancement, rather than simply consuming information provided by others.

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