

Radio Services

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❖ Radio continues to be a one of important medium, which has not matched the growth of television.

❖ It is very sad to say that government media planners in our country has not focused much on the radio medium as it has been the most widely used medium to disseminate development programmes, is cost effective and has highest capacity to reach out to large audiences.

❖ From a meagre 18 transmitters in 1947, AIR acquired 46 by the end of its 1st plan, 59 by the end of 2nd plan, 110 by the end of 3rd plan and 433 by the end of 11th plan. By March, 2014 total number of transmitters were went up to 584, consisting of 145 MW, 48 SW and 391FM transmitters. The total number of radio station went up from six in 1947 to 403 by March 2014. (source- India 2015)

The famous radio personality, **Mark Tully** making a comparison between radio and TV said “Radio, as a means of mass communication, is friendly and has a far bigger reach. When you are listening to radio, you are personally involved, your mind is working. This is because mind is picturising the piece of information being communicated. In TV , it is like spoon feeding your audience. The picture are before you and voice over is nothing more than caption to a series of visuals”



❖ Radio is far cheaper and the availability of cheap transistor had made it ubiquitous.

❖ Radio is most widely used mass medium in development programmes. Development broadcasting we mainly used to disseminate information on agriculture and rural development, health and family welfare. Few important programmes where Air made substantial contribution are, radio help for distance learning programmes, pulse polio immunization , family planning.

❖ Radio is truly a mass oriented medium, a medium of marginalised people, who is central to all the development strategies of the national and state governments. Non- elitist and suited for dissemination of information at local level.

❖ The radio broadcasting has not evolve in terms of meare number of transmitters which has made reach easier , but also in terms of introduction of various programmes need to suit the development of the nation.

❖ AIR has evolved over the years a three tier system of broadcasting namely

National

Regional

Local

❖ It caters to the information, education and entertainment needs of the audience through its stations in the country. They provide news, music, spoken words and other programmes in 22 languages and 146 dialects to almost the entire population of the country.

The national service programmes which are heard on the medium wave in most part of the country caters the first tier broadcasting. Now it has started airing on short wave also. The national channel was inaugurated on 18 May 1988 and it was located at the Jawaharlal Nehru Stadium, New Delhi. It provide a blend of information and entertainment programmes. Having the whole of India as its operational zone it draws the best available talent in the country. Programme is designed to make it representative of the cultural mosaic and **ethos** of the nation as a whole. Hourly news bulletins, alternatively in Hindi and English are broadcast from the national channel throughout the night.

Regional channels of AIR are located mostly in the state capitols and in the major linguistic cultural regions of every state. Altogether 127 such channels are spread over 28 states and 8 union territories of the country. The public service broadcasting arm of AIR , the Regional Channels put out ionfotainment programmes with the objective of enriching the lives of their listeners. The regional channels , broadcast largely on the medium wave frequency, follow a composite programming mix. Rgional Channnels prtomote art and culture with a major emphasis on indian classical music.

Music- 40%

(classical music, light, folk, film and other language)

News and current affairs- 20-30%

Some of important AIR services

1. News services
2. Cultural programmes like songs, music and drama
3. Extension education programmes like rural broadcasting, educational programmes, programmes for youth and family planning programmes
4. External services

To read more on Mark Tully you can follow this link
<https://en.unesco.org/courier/2020-1/mark-tully-radio-legend-india>

Thankyou