

government which is the true ruling power of the country.

⇒ Evolution of All India Radio - (MM) (12/11/24)

- 1) ⇒ National Service
- 2) Regional Service
- 3) ⇒ Local Service
- 4) ⇒ Vivid Bharati Service
- 5) ⇒ External Service

The Radio programming classified into 2 groups

The spoken words programme - These include the news bulletin

→ News from region of 15 by a million present imperious local upon

talks, discussion, interviews, educational programmes for academic institution, audience programme for targeted groups such as woman children etc. rural & urban etc Drama, Radio Features and Radio documentaries

→ Second Group - Musical programmes - This includes musical programme → classical semi classical western. These include all musical performances and variety of programme which we commonly know as magazines.

→ News Bulletin → Put out by AIR is almost every hour of the day in English and various other regional languages. The major bulletin are of 15 minutes duration while others are of only 5 minutes that usually takes up the major headline. These news bulletin present summaries of news stories in order of importance & interest value. National & International along with regional & local news are given space depending upon their relevance & time. Human interest stories & sports news generally

trend of the major 15 min bulletin. All news are much better format in its language, structure and presentation. It is also important to know news bulletin are not broadcasted through prime station & are still under the news service division.

→ News Reels → News reels are generally of 15 minutes duration. These present spot reports, comments, interviews and extract from the speeches. These are much more complex format of news and expensive than news bulletins.

→ Documentary features → are usually facts based, information in character and sometimes educational intent may bring together the techniques of radio and drama to tell the story of events, past or present or more likely to happen in future. They may sketch the biography of a great leader, or nearly offer an interpretation of the world around us or teach us about people and cultures unfamiliar to us or even inquire into social, political economic or cultural problems. The use of narrative interspersed with voices of real people or/and actors with appropriate background effect and music brings the

theme be life.

→ Radio plays → Radio drama is a story told through sound alone this includes dialogues and voices of people, background, sound and mood effects, musical effects, atmospheric effects and the like like Radio drama like any stage drama is based on conflict, uses of characters and a structured format with the beginning, middle & end. → Movement & program generally no a crises or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable least the listener will get confused. They must sound natural and interesting. There should not be more than 3-4 characters in a short drama. Fewer should be characters involved. The average duration ranges from 30 to 60 minutes. Earlier radio plays used to run up to 3 hours specially from Bombay station in Persi, Urdu and Gujarati language. In Madras mythology plays were very popular. Heron Jelden was the first who introduced the present norms of 30 minute radio play in AIR.

→ Radio Talks - The Radio talks are not public

speeches, rather than a simple re-chats with a friend who does not see but is near the lens close and attentive to what you speak.

Radio takes should give the impression to a listener that the speaker is addressing him/her alone in a informal manner. The language needs to be kept simple and familiar, yet descriptive and powerful. The sentences should be short and without dependent clauses and compound versions. Care should be taken to keep close to the rhythm of ordinary speech and also while recording it. Radio takes do not have any dignity. Structure all ~~the~~ that the listener expects is that it should be interesting & informative.

→ musical programmes → enjoy a greater popularity than any other format on radio. It is usually the vivid bhavati which gives most musical programmes we enjoy music for its melody, harmonies & above all the relaxing it provides unlike any other talk show music programme must have unity & form. A good general which aspect of musical programme are classical

semi-classical, western, remix, fusion etc. They usually have presenters or radio jockies who make the shows interesting. They also ask for phone in music request from the listeners.

The major sources of AIR programmes are in-house production outside production, sponsored programmes & programmes obtained under the cultural exchange ~~accepted~~ and programmes exchange service. A small no. of programmes are also obtained from, audio visual exchange. However AIR news bulletin is mostly dependent on public information PTI, UNI, and other international agencies like Reuters, Associated Press and AFP along with other multi national agencies. Music takes the most share of time that is 39.7% on the home service excluding vivid bhavati is 55% sports news programmes taking 8.7-7.8% and news and current affairs for 29.49% of total time. Among the music programme excluding vivid bhavati classical and light music is the most played format whereas western music is the least and

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among the spoken words programme talks  
and discussion are most popular when  
compared with dramas religious programme  
educational pro, youth oriented pro,  
tribal, women and others including  
publicity.

very often carry material which would not be palatable to governments and other authorities.

## Coming of the television &

10 | 12 | 24

State & development agenda  
→ Early experiment in television; 1920 in United States of Europe.

### Broadcasting

→ In 1923 came the invention of Iconoscope (electric CRT → Cathode Ray Tube television tube)

→ The invention of Kinescope or a more advanced form of Iconoscope or picture tube introduced are rapid popularity in the next few years. By 1930s NBC (National Broad Corp) had set up a television in NY, BBC in London which started offering regular broadcasts. Germany & France too soon established television stations around the same time. World War put a break on further development in tele, though in Nazi Germany television was widely used as an instrument of political propaganda. Nazi party conventions were televised but the top event in NY first

occasions of many television history was in 1936 Olympia in Berlin which was staged as an Olympic propaganda show but by late 1940s and early 1950s television had ~~become~~ become a feature of life in almost developed countries. In 1948 there were as many as 41 television stations in ~~the~~ USA serving 23 cities though had a million receivers. Within a decade, the figure jumped to 533 stations & 55 million receiver. Countries like Canada, Japan & other European nations did not ~~left~~ lag behind.

→ The age of satellite communication dawn in 1962 with the launching of 'Early Bird' - the first communication satellite. The two big international satellite system Intelsat and Inmarsat began operating in 1965 and 1971 respectively. Today almost every country in the world has a station linked to satellites for transmission & reception. In the 1970s more sophisticated transmission technologies were invented employing optical fibre cable and computer technology. Japan succeeded in designing a computer controlled network ~~new~~ way video information to and from home homes. The audio visual cassette and the video tape recorder, closed circuit TV, cable television, Pay TV

DTH (direct to home), and finally the free air technology today has changed the television viewing pattern. In some years in some and unexpected ways but this rapid growth has a <sup>side</sup> as well most countries in Africa & Asia do not have adequate production & transmission centers. Along with receiving sets UN declared in year 1983 as the world communication year to bridge the gap in technology, hardware between rich & poor countries, between newer technologies of information & legacy but unfortunately the gap has only widened.

The story of Indian television

The Ministry of information & broadcasting manage to hold off against demand from educational institutions, industrial, politician & indeed municipalities in urban areas introducing of television. But in 1959, Philips (India) made an offer to the government of a transmitter at a reduced cost. Earlier, Philips demonstrated its use at an exhibition in New Delhi. The government gave in, with the aim of employing it on an experimental basis to train personnel, and partly to discover what television could achieve in community and formal education development.



It was now expected from Doordashan to improve on quality and duration of its service. In 1977 terrestrial transmitters were put at Jaipur, Hyderabad, Raipur, Calcutta, Gulbarga, Sambalpur and Muscatpur to extend television coverage to a population of more than 100 million. Meanwhile the success of Satellite Instructional Television Experiment (SITE) brought India international prestige; the country appeared ready for satellite television. NASA, UNDP, Ford and the space were major foreign actors in this success; minor contributors were General Electric, Hughes Aircrafts, MIT and World Administrative Radio Conference. The INSAT Series of domestic communication satellites & microwave cable networks have provided the country the infrastructure for a national satellite hookup. The Joshi Committee report of 1983 found the development of indigenous software continues to serve the elite club. The Asian (1982) in New Delhi promised to give a further impetus to the rapid expansion of ~~comm~~ national television network. In the mid 1980 the second channel was introduced in N.D. & Bombay. This was popularly known as DD 2 for me.

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meke entertainment channel. With the success of Humlog which was the first daily soap other shows like Bhuniyad, Khandaar was started. It does not have a sponsor but it has a sponsorship of indigenous soap, sitcoms and other serials. It provides a platform for production, sometimes takes up advertising agencies themselves. The religious aspects like Ramayan, Mahabharat which followed