

Radio

- RADIO AS A MASS MEDIUM
- Radio has played an important role in the communication history and has also revolutionised it. Once, it was considered to be the back bone of the industry and people used to tune to the frequencies and get the information from across the world.
- It is an audio medium, so it does not require the listeners to be educated. Even an illiterate can listen and understand the information. This way, radio has made the whole communication process more effective and abstract.
- Strengths of radio
  - Cost efficient
  - Easy to handle
  - Mobility
  - Does not require electricity
  - Greater reach
  - Theatre of mind
- Weaknesses of radio
  - No visuals news stories accomplished with visuals are considered more credible
  - Information cannot be retrieved
  - One cannot go back and re-listen the message
- Radio is widely used mass communication medium and has as radio potentiality in dissemination of information as radio signals cover almost entire population. Radio is effective not only in informing the people but also in creating awareness regarding many social issues and need for social reformation, developing interest etc.

- NEW TRENDS IN RADIO
- Develop and highlight talent as the face of your brand
- Focus your marketing on high performing morning shows. Develop a personality benchmark in afternoons, especially in big markets with heavy traffics. Seek out fresh
- Seek out fresh new talent from podcasters and YouTube and get them on-air over night live or recorded.
- Community radio
- Community stations can serve geographic communities and communities of interest. They broadcast content that is popular and relevant to a local audience but which may often be overlooked by commercials 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.
- Anna FM is India's first campus 'community radio' launched on 1st February 2004, which is run by Education and Multimedia Research Centre (EM<sup>2</sup>RC), and all programmes are produced by the students of Media Sciences at Anna University. Radio Mattoli in Mananthavady is a regular and well managed community radio station in Kerala.
- Specialisation
- Internationally, radio stations have grown by attracting niche audiences (like Hispanic channel in US or a Malayalam channel in Gulf) and local advertisers. There will be emergence of stations that address only specialist audience groups - like a special radio station dedicated to South Indians residing in Mumbai or a station that caters exclusively to college going population.
- Newer radio formats
- Podcasting, an internet radio and satellite radio service with DTH is already offered in other countries.
- News broadcasting on private FM stations
- The Information and Broadcasting Minister Prakash Javadekar in June 2014 has indicated that Narendra Modi government will allow private FM radio station to broadcast news, a long standing demand from several communication experts. If the government implements this policy, then we will have soon 24\*7 news radio stations around the country.
- FM
- FM broadcasting is a method of radio broadcasting using frequency modulation. It is invented in 1933 by American engineer Edwin Armstrong, wide band FM is used worldwide to provide high fidelity sound over broadcast radio. FM broadcasting is capable of higher fidelity that is more accurate reproduction of the original program sound than other broadcasting technologies such as AM broadcasting. Therefore, FM is used for most broadcasts of music or general audio. FM radio stations use the very high frequency range of radio frequencies.
- Bands
- A band is a small contiguous section of the radio spectrum frequencies, in which channels are used or set aside for the same purpose. To prevent interference and allow for efficient use of the radio spectrum, similar services are allocated in bands.

# Radio jockey

- Radio Jockeys
- A radio jockey popularly known as a RJ, is a person who hosts a talk show on the radio. In simple words, Radio jockey is the 'sutradhaar' of an assigned show on radio. A radio jockey is responsible for playing music, holding discussions with listeners, and conducting interview on radio. The task of a RJ is to provide entertainment to the listeners through the music they play or by conveying messages in attractive and sophisticated way.
- Qualities of a RJ
- Creative and innovation
- Awareness and knowledge
- Command over language
- Sense of humour
- Believe in yourself