**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Radio and Television Production**

**ASSIGNMENT-1**

**Question 1**

What are the characteristics of Radio

**Introduction**

Radio is the first wireless mode of communication and it is considered as a universal medium of communication. In 1895, a young Italian named Gugliemo Marconi invented what he called “the wireless telegraph” while experimenting in his parents’ attic. He used radio waves to transmit Morse code and the instrument he used became known as the radio. Radio played an important role in people’s lives by broadcasting news, music, sports, drama, and variety shows.

**Featurs of Radion**

**Radio makes pictures**

It is a blind medium but one which can stimulate the imagination so that,

as soon as a voice comes out of the loudspeaker, the listener attempts to

visualize the source of the sound and to create in the mind’s eye the owner

of the voice

**Radio speaks to millions**

Radio is one of the mass media. The very term broadcasting indicates a

wide scattering of the output covering every home, village, town, city and

country within the range of the transmitter. Its *potential* for communication

therefore is very great.

**Radio speaks to the individual**

Unlike television, where the viewer is observing something coming out of

a box ‘over there’, the sights and sounds of radio are created within us, and

can have greater impact and involvement.

**The speed of radio**

Technically uncumbersome, the medium is enormously flexible and is

often at its best in the totally immediate ‘live’ situation. No waiting for the

presses or the physical distribution of newspapers or magazines.

**Radio has no boundaries**

Books and magazines can be stopped at national frontiers but radio is no

respecter of territorial limits. Its signals clear mountain barriers and cross

deep oceans. Radio can bring together those separated by geography or

nationality

**The transient nature of radio**

It is a very ephemeral medium and if the listener is not in time for the news

bulletin, it is gone and it’s necessary to wait for the next. Unlike the newspaper,

which the reader can put down, come back to or pass round, broadcasting

imposes a strict discipline of having to be there at the right time.

**Radio as background**

Radio allows a more tenuous link with its user than that insisted upon by television

or print. The medium is less demanding in that it permits us to do

other things at the same time – programmes become an accompaniment to

something else. We read with music on, eat to a news magazine, or hang

wallpaper while listening to a play.

**The personality of radio**

A great advantage of an aural medium over print lies in the sound of the

human voice – the warmth, the compassion, the anger, the pain and the

laughter. A voice is capable of conveying much more than reported

speech. It has inflection and accent, hesitation and pause, a variety of

emphasis and speed.

**Radio is low cost**

Relative to the other media, both its capital cost and its running expenses

are small. As broadcasters round the world have discovered, the main difficulty

in setting up a station is often not financial but lies in obtaining a transmission frequency

**Radio for the disadvantaged**

Because of its relatively low cost and because it doesn’t require the education

level of literacy, radio is particularly well suited to meet the needs

of the poor and disadvantaged.

**Radio teaches**

Radio works particularly well in the world of ideas. As a medium of education

it excels with concepts as well as facts. From dramatically illustrating

an event in history to pursuing current political thought, it has a capability

with any subject that can be discussed, taking the learner at a predetermined

pace through a given body of knowledge.

**Radio for society**

● It acts as a multiplier of change, speeding up the process of informing

a population, and heightening an awareness of key issues.

 **Conclusion**

**References**