**Types of Radio Programmes**

Radio plays a very important role in the lives of the people of India. Though there are plenty of rich people and highly developed cities, a majority of our people are poor and a large number of them cannot read or write. So, the only medium that can really reach them to inform, educate and entertain is the radio. Radio stations especially those run by the government perform a public service duty.

Like television and print media, radios also broadcast programmes of different categories. If you think of the shows that you have listened to on radios, film songs, cricket commentaries, talk shows, discussions, news, etc. are some of the categories that you will remember at once. Isn’t it? These different types and categories of programmes that are broadcasted on radios are called formats.

There are lots of factors based on which the radio formats are selected before approaching the masses. Some of these determinants include:

* Number of people
* Number of men and women – gender ratio
* Number of educated and uneducated people
* Language spoken in that area
* Power supply
* Health conditions of the people and amenities available
* Main occupation, and many more factors

Making a specific study based on the above parameters makes it easier for the radio stations to broadcast programmes that could entertain people and also be useful for them. Whichever radio format you listen to, there are three ingredients that constitute it.

* **Spoken word or Human voice**: Announcements, Radio Talk, Radio Interviews, Radio Discussions, Radio documentaries and features, Radio Drama, Commentaries, News, Radio Magazines that may include chat shows, music, reviews, etc.
* **Music**:  [Radio](http://radio.releasemyad.com/) is all about music. Starting from signature tunes to radio plays, everything in a radio programme is its music. Classical music is widely used in radio stations of India. It includes Hindustani classical, Carnatic classical and Western classical. In addition, vocal and instrumental musical pieces are also used vastly. Instrumental music genres include string like sitar and sarod, wind like flutes and shehnai, and percussion like drum.
* **Sound effects**: Sound can be considered as one of the most important [radio formats](http://radio.releasemyad.com/creative-help.php) as it is the only parameter that can take the audiences to whatever place the programmes want to take them to. In fact, this is the element that helps in evoking interest within the listeners. Only sound in a radio can enable the audiences to differentiate between the expressions being used in a programme or advertisement.

**I.T. based Radio Formats**

With the advancement in technology, it has been found that radio formats have also been developed technically. The IT based radio formats include the following:

* **Phone-in Programme**: In recent times, the phone-in programmes are of great importance. With the help of this format, listener and presenter get a chance to talk and interact with each other. This conversation is heard by every listener who is tuned in to that particular station.
* **Radio Bridge**: This radio format allows one radio station to connect with the other at any other location around the world. Any famous figure in Chennai could be connected to the station you are listening to and the common man or presenter proceeds with the conversation.
* **Radio Internet**: Radio stations operate using internet modems. This is the type of format that has gained immense momentum in recent times because of the extensive usage of computer and internet for various purposes

**Spoken Word Radio Formats**

1. **Popular Programmes**

The popular spoken word programmes are: Talk, Interviews, Discussion, Group Discussion, Radio Play, Docu-Drama, Documentaries Features, News, News Analysis, Sport Casting, Talk Show, Quiz etc.

* 1. **Announcements** : These are specifically written clear messages to inform. They can be of different types. For example station/programme identification.
  2. **Radio talk :** The radio talk probably is the oldest format on radio. There has been a tradition in India and Britain to invite experts or prominent persons to speak for 10 or 15 minutes on a specific topic.
  3. **Radio interviews:** In the media, be it the newspaper, magazine, radio or television, journalists use this technique of asking questions to get information. There can be different types of interviews in terms of their duration, content and purpose.
  4. **Radio discussions**
  5. Radio Drama
  6. **Radio Documentary/ Feature**: Radio documentary is a spoken word [radio format](https://en.wikipedia.org/wiki/Radio_format) devoted to non-fiction narrative. A radio documentary, or feature, covers a topic in depth from one or more perspectives, often featuring interviews, commentary, and sound pictures.
  7. News
  8. News Analysis
  9. Sport Casting: the reporting of a sports event by radio or television broadcast.
  10. Quiz

1. **Special audience programme**

These are popularly known as special audience programme like Educational Broadcast for students, Farm & Home programme for farmers, Rural programme for Rural Masses, Women’s programme, Children programme and Youth programme.

1. **National Progammes**
2. **Broadcast to the Nation by President, Vice President & Prime Minister and other Important Broadcast-**
3. **Broadcast to the Nation by the Prime Minister (**Man-ki-Bath)
4. **Music Formats**

The two important format of Music are Vocal and Instrumental.