**BROADCASTING**

The subject of broadcasting has assumed a global recognition. With so much advancement being done in the field of mass communication, the use of air waves for putting the message across is now a reflex matter in our daily life. Study of the subject gives us clear guidelines as how best a society can benefit from the gains of these advancements.

**Beginning with FOUR BASIC questions**

**Why to broadcast?**

The foremost thing coming to mind is why it is so essential to broadcast something. Well, growth in the size of societies requires some mechanism to keep people informed about a number of developments taking place around them to make their life organized, smooth and at times, to relieve them of their routine anxieties. Such rapid communication helps societies to improve their quality of life as well.

# What to broadcast?

This is a sensitive area. The selection of programs for the purposes of broadcast leads to all sorts of complications at the later stages. Broadly speaking, the presentations could be categorized in the following pattern:

Programs for religious affairs, children, women, forces, farmers, business community, curricula-based-education, sports, whole spectrum of people like plays, music, shows, interviews, news and views, comic, and live commentary on a range of daily life activities. … and still room available to think of more.

# To whom to broadcast?

It is a haunting question for a producer of different broadcasts. But there must be a good amount of distinctness in his, or her, mind as who is targeted for a certain program. Others (outside the target listeners) may benefit from the program but it essentially remains focused for a particular segment of people.

This greatly helps the producers in the selection of script and presenters (we shall discuss this in detail in coming lectures). Otherwise, he will remain confused all the time in shaping the program. For example, a program addresses the youth; - its script, anchor background music and choice of quotes to stress different aspects of the topic would be peculiar for the young people… though other than youth can also enjoy it.

Likewise a program meant for women will be designed as to address the fair sex, but others are not barred to listen to it. This makes matters easier for the production team.

# When to Broadcast?

Not all times are fit for all types of transmissions. A long sight has to be given to various categories and types of programs for drawing a time schedule for them. Usually religious programs are aired in the morning by most broadcasting houses which is very logical. Normally programs for women are broadcast at 11 am or around, assuming that they are free after having done their early morning chores like making breakfast and sending children to school etc. News are broadcast traditionally right at the start of an hour so that people can get them. Dramas are broadcast at a time when presumably every one is at home and want to

relax. In countries like Pakistan, which are predominantly agrarian, programs for farmers are aired when they have finished their field job and now gathering around for gossip or can spare time to listen to things of their interest. The point to emphasis here is that there should be a reason in the selection of time to make maximum out of the broadcast, which we all understand is made possible by putting in so much effort of so many people.

**CLASSIFICATION OF PROGRAMS**

Moving on from the previous talk in which we discussed various aspects of broadcasting in the sense of target audience and timings of the programs, we will now see in detail as how programs are classified for a full fledged broadcasting house.

**Classification**

Almost all the leading broadcasting houses have put their presentations in these distinct categories namely;

# News

* **Current Affairs**
* **Programming**

Today, we start understanding the first category; news and current affairs.

# NEWS

Perhaps the hallmark of every broadcasting house is presentation of the news. Some are specifically known for it like BBC or CNN. So much is the specialization of this category of broadcast that some houses have now launched channels which round the clock deal with news and news analysis only.

By definition a news is a piece of information which tells you about the recent, events taking place any part of the world and which interests large number of people.

This updating of events is perhaps in the human instinct. But how a producer should deal with this segment of broadcast is what we will be talking in detail.

# Authenticity

First and foremost, the producer must check is the authenticity of the news, reliability of the sources for any mistake here may result in a wide spread reactions.

# Language

The news language is always the standard language with pronunciation and accent socially accepted.

Story lines are simple and short which communicate more. Jarring sentences or complicated structuring of lines will only ruin the whole exercise.

# Taboos

There are certain things in every society mention of which is not encouraged, even if the facts are correct. No society allows mentioning of sacrilegious matters or talking more on racism even if some even to this effect has taken place. For the sake of not fanning such things, these matters are put in the low key. In Pakistan, for instance, stories of rape, murder or other social distortion are not given any undesired publicity by the broadcasting houses for the society does not permit there mention too often. Knowing such sensitive matters is one of the primary things a news producer must be aware of.

# Sensationalizing

A big no. News are written and read in a manner they do not cause undesired bent to, or from, an event. They must be delivered in a standard way. In fact if there is a juicy news - about show-biz, sports or politics, a good news producer will tend to subtract sensational area from it so that it does not cause an immediate reaction. But it does not suggest by any means that the interest in the news be shrinked. It is here, qualities of a news producer are exposed.

# Voice Quality

People appearing in different broadcast possess different voice qualities - level, stress, mincing words, some natural some un-natural, sharp, hoarse and with a range of accents. But for news reading a person is required whose voice quality should be described as STANDARD. It is difficult to define it, but the voice, which has high social acceptability, could be categorized for it.

# Reading Speed

It is suggested that a news reader must practice the script, and is very well trained, in keeping a uniform speed for reading different news throughout the given bulletin. It will be a very embarrassing situation for the producer, as well as listeners, to see a broadcaster reading slowly in the beginning and then running fast through the later part of the newsreel. This also suggests that news producer should put as much reading material on the script which must be finished right in time of the bulletin with the uniform reading speed adopted by the news reader. This is easy said then done. A lot of practice is required to keep matters in control.

# Proximity

Selection of news is the area about which it is generally said that it is here that a news editor/producer grows grey hair or loses hair faster than others. And truly said so. At a news section of a broadcasting house you will encounter tens of thousands of news items pouring in from all around the world - the volume of this material in a day is enough to keep you busy reading it a whole week if not less. How to choose news which suit to my bulletin is a huge question facing a news producer many times a day. And unfortunately you do not have ample time to think, but take a decision as quickly as possible for the legs of the wall-clock are ticking fast to keep you under pressure for a decision.

Let’s see what helps him in news selection; proximity of events is perhaps the first guideline for him… an event taking place in Pakistan, suppose a rail accident killing five people, is a preferred story for him than killing of 30 people in some South American state by a cyclone. A political statement from a top ranking official in Pakistan will feature prominently in a news bulletin run by a Pakistani Broadcasting house, than a similar statement issued by an even senior ranking official of another country, mattering little to people of Pakistan.

Then he knows the regional issues, developments in the Muslim world and the international scenario which may interest people here. More he knows about it easier is the selection process for him; though it is never easy in standard terms.

# Specific NEWS

With specialization emphasized in all the well spread out areas, special news bulletins are arranged for specific target listeners. Many a broadcasting house, and the Pakistan Broadcasting Corporation included, news bulletins meant generally for a specific segment of society are arranged; special news bulletin for farmers carrying mainly agricultural news, for

business community or sporting news for the people who interests more in these areas. The benefit of such arrangement is that more material could be put across here as compared to general newsreels which would only touch briefly on these issues for want of time.

# Breaking NEWS

These days we hear more of it. Well, this means stopping your routine transmission to announce news of immediate interest and importance to most people. This must be done prudently otherwise people will lose interest in the routine newscasts.

And before we end this discussion, we should not forget noticing news bulletin in regional, or as they are called these days, national languages. This exercise is done to accommodate and communicate things worth news to people in the remote towns, especially speaking languages in a particular dialect and diction. Such bulletins usually carry news of local contents.