**Talk**

Talk is a detailed conversation of an expert with the audience on a topic. It is a kind of column.

**Purpose of a talk**

The purpose of this format is to educate, inform, or to create awareness amongst the target audience.

**Types of talk**

The following are the different types of talk.

* + - Serious talks
		- Comic talks

**Serious talks**

The following are different types of serious talks.

1. **Religious talks**
	* Eid Milaad-un-Nabi Sallalaho Alaihi wa Aalihi Wasallam
	* Shab-e-Birr’at
	* Ramadan-ul-Mubarak
	* Eid-ul-Fitr
	* Eid-ul-Azhaa
	* Shab-e-Me’raaj
	* Shab-e-Qadr
	* Muharram-ul-Haraam
	* Youm-e-Aashoor
	* **Death Anniversaries or Martyrdom Days** of Azvaaje Mutah’hraat Rizwaanallaho Ta’aalaAnhumaa, Ehle Bait Alaihmussalaam, Sehaabe Ikraam Rizwaanallaho Ta’aala Anhum Ajma’een , Bazurgaane Deen Rahmatullah Alaihi Ajma’een
2. **National days**
	* 23rd March, Pakistan Day
	* 14th August, Independence Day
	* Defense day, 6th September
	* Air force day, 7th September
	* Iqbal day, 9 November
	* Quaid day, 25th December
3. **International days**
	* May Day
	* Valentines Day,
	* Aids Day
	* Fathers’ Day
	* Mothers’ Day
	* Polio Day
	* Hepatitis Day
	* Anti Narcotics Day

**TYPES OF TALK**

**4. Social issues**

Talks on social issues can be serious and comic talks as well. The following topics are taken from social issues:

* Corruption
* Nepotism
* Dowry System
* Karo Kari
* Cleanliness
* Telling Lies
* Adulteration
* Women Rights

**Qualification of a Talker**

The talker is a person who is listened to or at least is expected to be listened to by the audience carefully and attentively. Therefore the selection of the talker for a specific topic requires a great deal of responsibility on the part of the producer.

In general a talker, whatever his/her area of specialization may be , must enjoy the following attributes:

* Credibility
* Well qualified
* Well reputed
* Authority on the subject
* Good speaker
* Clear accent
* Acceptable pronunciation

**Essentials of a talk**

A good talk follows the following pattern:

* Introduction of the topic
* Purpose of the talk
* Significance of the topic
* Explanation of the different aspects of the topic
* Topic’s relation with society
* Other experts’ opinions if needed
* Name of the reference books if needed
* Closing of the talk

**Vetting a talk**

“To vet a talk or any script is actually to make it broadcast worthy.”

While vetting a talk following points must be kept in mind:

* The matter of the talk must be to-the-point.
* The matter must be sufficient enough to cover the title of the talk.
* Any sentence or part of the talk must not hurt the religious or ethnic feelings and sentiments of any faction of society.
* The content of the talk must not go against the national policy of the country.
* The content of the talk must not violate the law of the country.
* The content of the talk must not touch upon any controversial matter of the society.
* The language employed must be spoken.
* The vocabulary used must be easy yet sober.
* Slang and taboos must be avoided.
* The language must be a combination of formal and informal.
* Repetition of ideas, sentences, or words has to be omitted.
* The duration of the talk must not be less than 4 minutes and more than 7 minutes otherwise, in former case, the talk will not be able to cover the topic, and in later case, the talk will fail to sustain the interest of the listeners.

**Scheduling**

The following steps are to be followed while scheduling a talk:

* Title of the talk
* The date/s of broadcast (D/O/B)
* The time of the broadcast (T/O/B)
* Frequency
* Target audience
* Number of the talks
* Purpose of the proposed talk
* Names of the talkers with sub titles

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Example:** |  |  |  |  |  |
| Title of the talk --------------------------------- | Seeratun Nabi Sallalaho Alaihi wa Aalihi Wasallam. |
| Date/s of Broadcast (D/O/B) -------------- | 1st to 13th of Rabi-ul-Awwal |  |  |
| Time of the broadcast (T/O/B) ------------- | 4:00 p.m. |  |  |  |
| Frequency ----------------------------------------- |  | daily |  |  |  |
| Target Audience ---------------------------------- | general, especially Muslims |  |  |
| Number of the talks ----------------------------- | 13 |  |  |  |
| Purpose of the proposed talk ------------------ | to provide the listeners with the knowledge about the different |
|  |  |  | aspects of the holy life of the prophet Hazrat Muhammad |
|  |  |  | Sallalaho Alaihi wa Aalihi Wasallam. |  |  |
|  |  |  | Sallalaho Alaihi wa Aalihi Wasallam. |  |  |
| The sub titles with names of the talkers |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  | **Sub-title** | **Name of the talker** | **D/O/B** |  |
|  |  |  |  |  |  |  |
|  | 1 | Hazrat Muhammad | Sallalaho Alaihi wa Aalihi | XYZ | X/Y/Z |  |
|  |  | Wasallam- The Father |  |  |  |
|  |  |  |  |  |  |
|  | 2 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam -The Administrator |  |  |  |
|  |  |  |  |  |  |
|  | 3 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam - The Humanitarian |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |
| 4 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam - The Merchant |  |  |  |
|  |  |  |  |  |  |
|  | 5 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Commander-In-Chief |  |  |  |
|  |  |  |  |  |  |
|  | 6 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam - The Preacher |  |  |  |
|  |  |  |  |  |  |
|  | 7 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Teacher |  |  |  |
|  |  |  |  |  |  |
|  | 8 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam - The Friend |  |  |  |
|  |  |  |  |  |  |
|  | 9 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Statesman |  |  |  |
|  |  |  |  |  |  |
|  | 10 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Conqueror |  |  |  |
|  |  |  |  |  |  |
|  | 11 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Communicator |  |  |  |
|  |  |  |  |  |  |
|  | 12 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Judge |  |  |  |
|  |  |  |  |  |  |
|  | 13 | Hazrat Muhammad Sallalaho Alaihi wa Aalihi |  |  |  |
|  |  | Wasallam – The Husband |  |  |  |
|  |  |  |  |  |  |