**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.