



# RADIO FORMATS

Analysis

# WHAT IS RADIO?

Radio is a way to send electromagnetic signals over a long distance, to deliver information from one place to another.

- A machine that “ sends “ radio signals is called Transmitter.
- A machine that “ picks up “ the signals is called Receiver.
- A machine that does both is called transceiver.



# STAGES OF BROADCASTING



## 1. Novelty Stage

Basic development took place in radio in this stage . Samuel Morse , James Maxwell and Heinrich Hertz gave us equation of magnetism , electromagnetic field and units (hertz) for measuring frequency of rotation.

## 2. Entrepreneurial Stage

Radio Act of 1912 came and Radio became important war tool ,US wanted to control Global radio in this stage.

## 3. Mass media Stage

KDKA ,Pittsburgh ,1920– First station to broadcast music and talk and there were 2 key networks AT&T and RCA.

# GOLDEN AGE OF RADIO



# RADIO FORMATS

A radio format or programming format refers to the overall content broadcasting over a radio station.

- In today's age of radio, many radio formats are designed to reach a specifically defined segment or niche of the listening population based on such demographic criteria as age, ethnicity, background etc.
- Radio can be split into 3 parts–

Spoken words/Human voice

Music

Sound effect



# TALK SHOW



It's the radio format containing discussion about tropical issues which is usually hosted by single individual featuring the interview with the number of different guests.

- A Talk show usually has guests which consists of people who have great experience in relation to whatever issues is being discussed on the show for that episode
- The shows are organized with segments each separated by pause for advertisements, however in public or non commercial radio , music is sometimes played in place of commercials to separate the program segments.

# TYPES OF TALK SHOW

- Conservative Talk
- Hot Talk
- Liberal Talk (increasingly known as progressive talk)
- Sports talk





# 6 KEY CHARACTERISTICS

## 1. People Person–

Likeability matters , even if you don't like the people whom you are going to interview , you should get along easily.

## 2. Knowledgeable & Passionate about topic–

You don't have to be the be-all-end-all master expert but you do have to be knowledgeable on the subject you are going to cover.

## 3. Can Share the spotlight–

Its important if you always have to be the know it all expert and have the attention on your 100% of the time. There might be better medium for you.

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4. Love to give and promote others–

Self explanatory. You are throwing a birthday party for your guest and spreading the love is key to success.

5. Curious–

More curious you are , the more better will be your talk show. Talk shows need to have Curiosity to build the attention of your audience.

6. Organized–

You have to manage your talk show keeping all the key points in mind and you are going to wear all types of hats like host' producer, promoter and community builder etc.

# RADIO INTERVIEW

An interview can be casually defined as a conversation between the interviewer and interviewee. The interviewer asks host of questions to the interviewee on the relevant subject.



# TYPES OF RADIO INTERVIEWS

OPINION INTERVIEW	INFORMATION INTERVIEW
<p>Experts are called from various fields according to the topic of the programme .</p>	<p>Its mainly written to give information about a particular something to the people.</p>
<p>These are also known as personality interviews and the style doesn't adhere to script. The interviewer can react , comment , opine,</p>	<p>Everything is scripted ,practiced , rehearsed before it goes on air .The interviewee can pass the factual information.</p>

# KEY CHARACTERISTICS

## BEFORE THE RADIO INTERVIEW

- Make sure Radio producer's , host's name , contact ,and locations of radio station and exact time that the interview will take place should be scheduled.
- 5W's and 1H is important
- Everything should be well settled between the host and guest beforehand.
- Rehearse

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## ON THE DAY OF INTERVIEW

- Ensure everything is available technically before hand to prevent any errors.
- Do as rehearsed.
- If it's a call-in-show , have your contact no to the hand in case you get off.
- Have your index card with answers to your questions in large eligible handwriting spread out to your desk.

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## DURING

- Try to get all your keys messages(5W's and 1H).
- Mention(your organization) by name at least 2 or 3 times so the listener remembers it.
- Stay calm.
- Use the interviewer's name in conversation.It creates more intimate conversation.
- Be aware of your voice tone.
- Be aware of drowning.
- Be Respectful.
- Never talk down to your audience.

# PHONE-IN PROGRAMME'S

In broadcasting, a phone-in or all-in is a programme format in which viewer a listener's are invited to air their line comments by telephone , usually in respect of a specific topic selected for Discussion on the day of the broadcasting.

On radio, its common for an entire programme to be dedicated to a phone in session





# KEY CHARACTERISTICS

- The phone in programme usually focuses on consumer issues ,current affairs and complaints from members of the public regarding various issues.
- People call in to phone-in-programmes for various reasons to give opinions,to get advice ,and ask question.
- In particular phone in callers are invited to put question to reading politicians of the day about their election policies.
- In many institutional contexts for talk the role of the questioners has been found more powerful interactional position that the role of an consumer.
- Interactional structure of these calls limit the range of possible actions available to called in their institutional position as questioners and thus producers constraints on what callers can actually achieve in this particular context for institutionals talk.

# THANK YOU

Submitted to  
Submitted by

Mr. Hira Lal  
Nitinpreet Kaur

11301456

F1331

JRN330

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