

Evolution and growth of Electronic Media: Radio, Television, Internet

Radio:- Radio came to India in the nineteen twenties (1920) and started operating in the form of privately owned radio clubs. Thereafter, in the face of financial crisis, the government decided to intervene and from then on radio became a government controlled medium.

→ In the last eighty years of its existence in India, radio has grown from strength to strength to become a close companion of the average Indian listener. And in recent years, radio is also operated by private players apart from the government.

→ The advent of television did challenge the popularity of radio, but this audio medium has demonstrated tremendous resilience and has overcome overwhelming odds to bounce back and ~~retain~~ retain its popularity among the Indian masses.

→ Radio plays a significant role as a mass medium of instruction and entertainment and its importance cannot be undermined especially in a country like India.

→ Therefore it is essential to understand this medium thoroughly so that tomorrow one can employ the right broadcast strategies and techniques for effectively communicating with your ~~the~~ listeners.

History of Radio Broadcasting (World Scenario).

1. A combination of number of discoveries by technicians and scientists from different countries gave rise to the development of wireless telegraphy and later to radio broadcasting.

2. Radio originated in west. James Clerk-Maxwell first made the prediction way back in 1864. German Heinrich Hertz demonstrated ~~and~~ the existence and propagation of radio waves.

3. The first ever radio was called 'wireless telegraph'. It did not have the capacity to transmit any form of sound. On Aug 14, 1894 the first public demonstration of wireless telegraphy was conducted by Professor Oliver Lodge and Alexander Muirhead.

4. Guglielmo Marconi made use of knowledge of radio waves and invented the wireless telegraphy as a device of communication. He invented and gave name "marconi graph". It could communicate only short distance.
5. First successful radio program broadcast was carried out by Reginald Fessenden, from room built about 1906, Massachusetts. Song "O Christmas Tree" and music were played.
6. The first radio stations were set up in Atlanta, New York and Chicago in the 1920s to broadcast entertainment, sports events and other programs.
7. The American way called the wireless, the "Radio Telegraph" and for France the abbreviation "radio".
8. The earliest of all radio broadcasting was carried out via amplitude modulation and called as Amplitude Modulation. In 1930 Edwin Howard Armstrong invented FM radio.
9. First world war provided the industrial scale of wireless. In some some countries it led to wireless/short wave radio. Britain and Europe adopted Public Broadcasting Service.
10. United Kingdom - BBC (British Broadcasting Corporation) - 1922 (Amplitude Modulation) - VOA (Voice of America) - 1942
 China - New China Radio (NCR) - 1940
 Russia - All Union Radio - Moscow - 1924.

History of Radio in India

1. As in many other countries of the world, broadcasting in India began in the 1920s with the efforts of amateurs followed by public enterprises.
2. The Radio Club of Bombay broadcast its first programme in June 1925 and Calcutta Radio Club in Nov 1923. The Madras Club began transmitting on July 31, 1934. It was established by CN Kesavaiah Chetty. Two and half hour transmission covering of music and talks were broadcast every evening.

3. The service were closed down in 1927 due to financial difficulties.
4. Organised broadcasting in India began when the first station of the Indian Broadcasting Company (IBC) was inaugurated at Bombay by the British Viceroy of India Lord Irwin on July 23, 1927.
5. Broadcast Receiver licences were enforced on Dec 31st 1927 with a fee of 10% per year on every radio set. However the expenditure of broadcasting was much more than revenue at that time. In March 1930 Company liquidated.
6. Government takes over the stations at Bombay and Calcutta at the depreciated value of its assets and people on the existing terms of the Company. Thus on April 1, 1930, the 'Indian Broadcasting Service' came into existence. With this broadcasting in India came under the direct control of the Government under the Department of Industries and Labour.
7. Faced with 'recession' the Government finally decided to close down the service on Oct 10, 1931. But because of people's opinion government reverse its decision on Nov 31, 1931 to continue the broadcast service. Duty on the receiving sets were increased from 25% to 50%. The Government had finally decided to continue the IBS under state management.
8. With BBC Empire Service in 1932 and government funding radio sets were increased to 8557 to 16000. The new Controller of Broadcasting, Lionel Fielden from BBC took over charge of IBS in Aug 30, 1935.
9. Other development include - Rural broadcasting by Marconi Company in North West Frontier, broadcast of rural programs by Allahabad based Indian Agricultural Research Institute and in Sep 1935 Mysore a princely state began its broadcasting under name 'Akashvani' under Professor D Gopalaswamy of Mysore Univ.

10. On Jan 1, 1936 the IBS went on air through its Delhi Station. The name 'All India Radio' was adopted on June 8, 1936 [Viceroy Lord Linlithgow and 'National Beat']
11. After fielden, Ahmed Shah Bukhari remained as the Director General. He remained in the position for all the war years and thereafter till the partition. When the Ministry of Information was set up on Oct 24, 1941 AIR became part of it. The functioning of AIR began from its new Broadcasting House in Parliament street in Feb 1943.
12. On June 3, 1947, Viceroy Lord Louis Mountbatten, Jawaharlal Nehru and Mohammad Ali Jinnah made their historic broadcast on partition. On 14-15 Midday 1947 Nehru delivered his famous speech 'Trust with destiny'. At the time of partition there were nine states. Six - Delhi, Calcutta, Bombay, Madras, Lucknow, Trichinapalli remained with India and three - Lahore, Deshwar, Decca having gone to Pakistan.

Characteristics of Radio.

1. Radio is a very immediate ^{form of mass} ~~medium~~ ^{medium}, we can get updates on breaking news stories and we can listen for changes in weather forecast and the latest road traffic reports while driving home.
2. Being a more intimate and personal medium of communication than either print or television, radio contribution to the modern public life is particularly notable.
3. Radio establishes a very close relationship with its audience because it is a very conversational medium.
4. In radio since the focus is auditory, therefore the voice of the announcer is successful in forming close relationship with the listeners. Unlike TV, the identity of a radio programme is embodied in the identity of its announcer and not in its celebrities.

5. Radio is by far most portable means of communication and it remains one of the world's most chosen media for entertainment and information.
6. Radio is blind medium because it relies only on sound to reach to its audience.
7. In many countries the radio broadcast is on, round the clock. In India listeners can get AIR on the FM channel late at night and early in the morning.

Radio :- Features, advantages, disadvantages.

FEATURE'S:

1. Radio is the earliest form of electronic media. It is therefore the most credible means of Mass Communication among the masses.
2. It has large audiences. Radio's reach is the highest among all media. Radio in India has a reach of around 91.79% of the geographical area serving 99.14% of the people.
3. It has totally undifferentiated audience composition.
4. Low unit cost to the customer. Radio is the cheapest to all media. A radio transistor is much cheaper than a television set or other tools of communication.
5. It is portable. People can carry it anywhere and everywhere.
6. It does not require a direct source of power supply. It can run on dry cell.
7. It is immediate. Radio programming takes much lesser time than programming for television or preparing a newspaper.

Advantages :-

1. Radio is tangible. One can get the feeling that radio is on.
2. Without straining our eyes, we can hear everything. Radio has only one element i.e audio.
3. We can get it anywhere in any language we would like to receive.
4. Immediate, cheapest and fastest.

5. Radio is termed as intimate medium. Intimacy is one of its great adv.
6. There is no need for the listener to be literate.

Disadvantage

1. No visual provision as it is only an audio medium. It needs concentration of listener.
2. Programmes can not be preserved like newspaper
3. Technical faults may cause major disadvantages for the medium.