Development of Effective Broadcasting Model for Rural Programmes of ALL INDIA RADIO

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Abstract - Electronic media especially Radio still plays a crucial role in developing countries like India in informing, educating & entertaining society members. It forms and reflects public opinion. It also reproduce the self-image of society. In rural areas it plays a major role in social learning process and has influence on how society members acquire new ideas, change their attitude, skill & orientation of the society. (Defluer & Ball-Rokeach, 1988).

McLuhan Marshall and Fluer Quentin (1964) is of the opinion that radio has been found responsible for structuring people's daily lives and routines. Radio has been playing an important role in dissemination & diffusion of agricultural innovations as sharply found out by a study conducted by Devesh Kishore (1967). The same research findings have been supported by study conducted by Rajesh Agrawal (2013). Programmes for rural peoples. They are not being listen by them.

Bernard Lamijeet Ahmed Silem (1997) define radio as "exchange of communication in which emission (sound, music, words) are oriented directly to be received by listeners". It facilitates in exchanging subject matter related information between the sender & receiver.

A research study entitled "Impact of Radio of Delhi Station in Rural Development in last five years" was undertaken. The study involved the whole interaction process in rural development between Media & Society.

So, in this study, an effective BROADCAST MODEL have been developed based on research data which will be useful to broadcasters.

Keywords - AIR, Rural programmes, broadcasting model, electronic media, rural development.

I. INTRODUCTION

Radio has been playing has been playing a vital role in developing countries in informing, educating and entertaining the members of the society. It also helps in changing attitude, their opinion and skills related to their profession basically agriculture. To have better information regarding role of radio in rural areas in terms of effectiveness in behavioural changes, socio-cultural value system, living patterns.

As India’s National Broadcaster and also the premier Public Service Broadcaster, All India Radio (AIR) has been serving to inform, educate and entertain the masses since its inception, truly living up to its motto – ‘Bahujan Hitaya : Bahujan Sukhaya’. One of the largest broadcasting organisations in the world in terms of the number of languages of broadcast, the spectrum of socio-economic and cultural diversity it serves, AIR’s home service comprises 419 stations today located across the country, reaching nearly 92% of the country’s area and 99,19 % of the total population. AIR originates programming in 23 languages and 146 dialects.

Farm and Home programmes are broadcast by all stations of AIR. Programmes are designed based on the local day to day needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways & means to improve the agricultural productivity and quality of the country’s farming community. The programmes are broadcast daily in the morning, noon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children & Youth. The Farm & Home units of AIR broadcast composite programmes including equal segments of rural development scheme and hard-core agriculture programmes like animal husbandry, fisheries, dryland and wasteland agriculture and also on segments dwelling on employment schemes, loan and training facilities, sanitation, health hygiene and nutrition etc.

Following are the broadcasted programmes on Indraprastha channel of All India Radio Delhi:

1. Krishi Charcha
2. Gunje Swar Gaon Ke
3. Gram Sansar
4. Krishi Jagat
5. Aadha Aakash Hamara

The first four programmes mentioned above are broadcast under the ‘Agriculture and house unit’ whereas ‘Aadha Aakash Hamara’ programme is based on development of rural women.

Objectives of rural development broadcasting of ALL INDIA RADIO:

1. To provide development related different information to rural population
2. To provide information
3. To fulfill the role of a guide
4. To generate awareness among population
The programmes are used to disseminate different information related to various topics pertaining to agriculture and rural development. The information broadcasted is used by rural population to find solution to various difficulties faced by them on daily basis and it also helps in increasing their knowledge in related fields.

But the problem is that listening percentage of rural people is very less there is urgent need for developing and effective model for broadcast for rural programmes.

II. OBJECTIVE
Research is conducted with the objective to develop an effective broadcasting model for rural areas.

III. METHODOLOGY
To develop the model of effective rural broadcast, the items were collected from policy makers, producers, technician, listeners and script writers on the basis of ranking of these items a model was develop.

In order to create broadcasting model, conversation was conducted with the following four categories of persons:

A. Producer / Program Executive
B. Script Writer
C.Comparer / Anchor
D. Engineer / Technician

These persons were interviewed and were requested to provide their views and suggestions for effective broadcast of programmes. Based on information gathered from all of these persons, efforts were made to find out which points are important in enhancing the effectiveness of broadcasting programmes. The points which should be carefully considered in the creation and broadcasting of programmes were also discussed. The points provided by them were used as basis for creation of broadcasting model.

A. Producer / Program Executive: For creating broadcasting model, four producers were interviewed and information on all important points/aspects were collected and listed.

B. Script Writer: For creating broadcasting model, ten script writers were interviewed and information on all important points/aspects were collected and listed.

C.Comparer / Anchor: For creating broadcasting model, ten comparers / anchors were interviewed and information on all important points/aspects were collected and listed.

D. Engineer / Technician: For creating broadcasting model, ten engineers / technicians were interviewed and information on all important points/aspects were collected and listed.

IV. RESEARCH FINDINGS AND DISCUSSION

A. Points stated by Producer:

Most Significant Points
1. Relevant experts should be invited matching the profile of programmes
2. The construction and arrangement of the profile of programmes should be based on special day and as per weather
3. Construction of programmes after consultations with rural advisory committee.

Significant Points
4. Script writer should be advised to obey and stay within time limits
5. Rural women should be provided appropriate platform
6. Priority should be given to programmes spreading education and awareness

Less Significant Points
7. Necessary balance should be maintained between agricultural and rural development related programmes
8. Special precautions should be taken for ‘phone in’ programmes
9. All aspects of rural development should be included in programmes

B. Points stated by Script Writer:

Most Significant Points
1. Script should be as per requirements of theme, headline and audience
2. Writing should use ordinary and familiar conversation
3. Sentences should be easy and short
4. Theme material should be properly serialized
5. Timeline should be kept in mind

Significant Points
6. Programmes should respect code of conduct set by ALL INDIA RADIO
7. Technical words should not be altered and should remain same throughout the programme
8. Style should be effective, relation between we and you.
9. Script should be either neatly written or computer typed
10. There should be expertise in theme creation and sequence in thoughts
11. There should not be glut of numbers

Less Significant Points
12. Content should revolve around a particular focus
13. Sound words should not be written together
14. Announcements should be educative and inspiring
C. Points stated by Comparer / Anchor:

**Most Significant Points**

1. Comparer / Anchor should have full knowledge of theme, should be sharp minded and should have good voice
2. Capsule of programme should not leave out any significant point
3. Parties speaking for and against should be fairly managed and moderated
4. Theme should be presented in interesting manner
5. Motif or important point should not be left out while dubbing or recording

**Significant Points**

6. Equipments to be used for broadcasting should be inspected properly
7. Rural area language should be used
8. Programme should be presented as conversation between two people
9. Timeline of programme should be kept in mind

**Less Significant Points**

10. Summary of conversation should be conveyed in rural language
11. Timely decision should be taken about what will be next question and who will be answering that question
12. Signature tune should be played first for identification of programme
13. The programme should be concluded with brief summary of all beneficial points
14. The programme should be ended or concluded in interesting manner using rural language

D. Points stated by Engineer / Technician:

**Most Significant Points**

1. All equipments used for broadcasting should be properly checked
2. There should be minimal use of microphone
3. Unwanted additional voice should not be enforced
4. Sound should be equal at all frequencies
5. Sound producing equipment used in broadcasting should be properly checked

**Significant Points**

6. Engineer should have appropriate and relevant technical knowledge
7. The voice coming out from studio should be adjusted appropriately (either increased or decreased) from the control room
8. The audio tape, turn table and CD player should be all carefully utilized
9. The audio tape, turn table and CD player are installed in broadcasting studio. These equipments should be played very carefully.
10. The control room for broadcasting should be carefully operated

**Less Significant Points**

11. All microphones in studio should be properly checked
12. The microphone kept in front of sound source should be checked thoroughly to ensure that it only catches the source sound
13. The modulation done using transmitter should be correct and accurate

![Fig.1 Developed Broadcasting Model](image-url)
V. MAIN RECOMMENDATIONS
1. Significant information and announcements should be aired and broadcasted oftentimes on radio.
2. Promotion of radio programmes should be also done by other means of communication.
3. Broadcasting should take into consideration the requirements of location and area.
4. The creation of programmes should be in rural language(s).
5. Programme should pay special additional attention in emphasizing the benefits of audiences.

VI. CONCLUSION
On the basis of the ranking of the items which are responsible for effective broadcast in rural areas, an effective model as shown in Fig 1 has been developed for the use of policy makers, producers, script writers and announcers. The items which have been identified and ranked are:

1. The programmes should be well designed keeping in view the basic principles of broadcasting i.e. they should not be heavily loaded with the contents and jargons.
2. The languages should be simple, easy to understand and preferably the language used in the area where programmes are broadcast.
3. The script writers should try to make programmes more interactive and use of flowery language should be avoided.
4. The speed of the broadcast should be such so that listeners can retain the information for a longer period of time.
5. The important information should be repeated so that even if it is missed first time it can be heard next time.

REFERENCES
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