



AN OVERVIEW OF RADIO BROADCASTING

SUPARNA BHATTACHARYYA

Research Scholar

.HU/Res./Mas-21/107

Registration No

Journalism and Mass communication

Dr. Supriya Raturi

Supervisor

Sparsh Himalaya University, Uttarakhand

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Abstract:

Radio broadcasting was first used in India as a tool for political propaganda during the British colonial era. It emerged as a popular form of communication in India during the post-independence era. The inherent qualities of radio have made it a low-cost communication medium; the quantity of listeners has no bearing whatsoever on the cost of production. Because of the expansion of broadcasting services, the hypothetical population reach, and territorial distribution, both public and private radio have grown throughout time in India. In this article, an overview of radio broadcasting has been discussed.

Keywords: Radio, Broadcasting, Listeners.

INTRODUCTION:

The most recent data indicates that there are 413 radio centers in India, serving 99.19% of the nation's population and 92% of its land area. A total of 146 native languages and roughly 23 main languages are used to broadcast the radio shows. In the nation, there are roughly 400 FM radio



stations in operation. Based on Media Scenario March (2014), the number is expected to surpass 1000 soon. [1]

RADIO BROADCASTING:

Doordarshan and All India Radio are still referred to as "media units" by the Ministry of Information and Broadcasting. There is strong cooperation between the radio industry and the Indian Performing Rights Society, which is responsible for collecting royalties from radio stations, and Phonographic Performance Ltd., which is the representative of record labels. There is little doubt that radio is a successful business, given the craze surrounding FM radio auctions over the three waves of expansion (2000–2008). [2]

Revenues range from 0% to 100%, with the program and other domestically generated income making up the majority. These days, Indian broadcasters have used some hybrid approaches that control radio's economy. All four of these models—subscription, outside company funding, commercial sponsorship, and direct advertising—are market-based or consumer-dependent since their revenue is directly impacted by the number and quality of program participants. Taxes, license fees, private funding from outside sources, and listener sponsorships are all examples of non-market or non-consumer dependent choices because the quantity of money does not connect directly with the number and quality of program consumption. Unlike television, radio in India is still owned by the government. [3]

In actuality, both urban and rural residents of India now have very easy access to radio broadcasting. A significant number of women, children, teenagers, farmers, laborers, and other members of the public have shown interest in the special audience programs. Listenership to Indian radio has either leveled off or declined, according to the available data. There have been recent advancements that assist web radio, FM radio, and community radio. Localized and decentralized broadcasting services are made possible by community radio stations in tribal, urban, and rural areas. The expansion of FM stations in India is another noteworthy development that caused problems for AM radio broadcasting. The Indian Media Scenario March (2011) predicts that FM radio in India will experience exponential growth. According to this source, there are 250 FM



stations that are now operational, and 1100 more are expected to acquire licenses in the next phase. Most of these stations will be privately owned. [4]

CONCLUSION:

In cities, FM stations are more popular since they play movies and other popular songs. Big FM, Red FM, Radio Mirchi, Radio City, and others have captured the attention of city dwellers. Modern radio comes in a wide variety of forms, including wireless networks and various forms of mobile communication. One can still have civil conversations over the radio. Having said that, FM stations don't live up to professional standards when it comes to language, topic, and focus. [5]

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SUPARNA BHATTACHARYYA
Dr. Supriya Raturi
