

**B. A. JOURNALISM AND MASS
COMMUNICATION**

II - YEAR

BROADCAST JOURNALISM

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BA - JMC - II YEAR

BROADCAST JOURNALISM

UNIT - I

Brief history of broadcasting in India (with special reference to SITE and INSAI) - Brief historical reference to broadcasting in UK and USA

UNIT - II

Radio - Radio as a medium of communication - Television - Television as a medium of communication

UNIT - III

Recommendations of Chanda Committee - Verghese Committee - Joshi Committee's Reports - Salient features of Prasar Bharati Bill

UNIT - IV

AIR - AIR Programmes - Doordarshan - Organization and Programmes in Doordarshan

UNIT - V

News in Radio, Newspaper and Television - Features - Interviews - Group discussions - Live programmes

GENERAL INTRODUCTION

BROADCAST JOURNALISM

Broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay and other cities. The Times of India records that a broadcast was transmitted from the roof of its building on August 20, 1921. However, the first license granted for transmitting a broadcast was given only on February 23, 1922. The Radio Club of Calcutta was perhaps the first amateur radio club to start functioning (in November 1923), followed by the Madras Presidency Radio Club which was formed on May 16, 1924, and began broadcasting on July 31. Financial difficulties forced the clubs to come together in 1927 to form the Indian Broadcasting Company Ltd. (IBC), a private company, 'fired by the financial success of European broadcasting.

"Public service broadcasting is a meeting place where all citizens are welcome and considered equals. It is an educational tool, accessible to all the meant for all, whatever their social or economic status. Its mandate is not restricted to information and cultural development – public broadcasting must also appeal to the imagination, and entertain.

The media environment is undergoing revolutionary changes for the past two decades. The new environment of media diversity, with ever stronger competition for audiences and the growth of a multinational media-industry is reshaping and re-defining our traditional notion of broadcasting.

As India concluded its celebration of 50 years of independence this year, having initiated a process of economic reform in the early part of the decade, the forces of privatization and globalization have unleashed dramatic changes in the country's media. Amidst a deluge of film-based entertainment, news and current affairs provided by private channels, All India Radio and Doordarshan, once the country's officially anointed public service broadcasters, have become undecided incarnations of their former selves.

UNIT - I
BROADCAST STRUCTURE

Unit - I : Broadcast Structure

STRUCTURE

- 1.0. Learning Objectives
- 1.1. Introduction
- 1.2. Brief History of Broadcasting in India (with Special Reference to Site and Insai)
- 1.3. Brief Historical Reference to Broadcasting in UK and USA
- 1.4. Summary
- 1.5. Key Words
- 1.6. Answers to Check Your Progress
- 1.7. Terminal Questions
- 1.8. Further Readings

1.0. Learning Objectives

After reading this chapter you will be able to

- ◆ Discuss the brief history of broadcasting in India
- ◆ Describe the term SITE
- ◆ Explain the term INSAI
- ◆ Examine the brief historical reference to broadcasting in UK
- ◆ Examine the brief historical reference to broadcasting in USA

1.1. Introduction

Sound broadcasting started in India in 1927 with the proliferation of private radio clubs. The operations of All India Radio began formally in 1936, as a government organization, with clear objectives to inform, educate and entertain the masses. When India attained Independence in 1947, AIR had a network of six stations and a complement of 18 transmitters. The coverage was 2.5% of the area and just 11% of the population. Rapid expansion of the network took place post Independence.

AIR today has a network of 232 broadcasting centres with 149 medium frequency (MW), 54 high frequency (SW) and 171 FM transmitters. The coverage is 91.79% of the area, serving 99.14% of the people in the largest democracy of the world. AIR covers 24 Languages and 146 dialects in home services. In External services, it covers 27 languages; 17 national and 10 foreign languages.

1.2. Brief History of Broadcasting in India (with Special Reference to site and Insai)

Broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Ma-

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dras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay and other cities. The Times of India records that a broadcast was transmitted from the roof of its building on August 20, 1921. However, the first license granted for transmitting a broadcast was given only on February 23, 1922. The Radio Club of Calcutta was perhaps the first amateur radio club to start functioning (in November 1923), followed by the Madras Presidency Radio Club which was formed on May 16, 1924, and began broadcasting on July 31. Financial difficulties forced the clubs to come together in 1927 to form the Indian Broadcasting Company Ltd. (IBC), a private company, 'fired by the financial success of European broadcasting.

Lionel Fielden, India's first Controller of broadcasting, tells the story of the early years of Indian Broadcasting in his autobiography:

"A group of Indian businessmen, fired by the financial success of European broadcasting, had floated a company in 1927, with a too meager capital, built two weak little stations at Calcutta and Bombay. In the following three years they had gathered some 7,000 listeners and lost a great deal of money. They decided to go into liquidation. The Government of India, which then and later with considerable wisdom-thought broadcasting a curse was thereupon bullied by the vested interests of radio dealers to buy up the transmitters. Having done so, it proceeded, quite naturally, to economise; file-writers in Delhi could hardly be similar irrelevancies: it seemed obvious that all such frivolous waste should be avoided. The programmes accordingly deteriorated would have spiraled down to complete eclipse had not the BBC, at the critical moment, started an Empire programme on the short wave. Europeans in India rushed to buy sets; and since the Government had, by way of strangling broadcasting's altogether put an import duty of fifty percent on sets, even the 8000 extra broadcasting head. The dealers cried that broadcasting's profiles must be used for broadcasting. The Government replied with the offer of a new station at Delhi and a man-me-from the BBC. But, however much English residents of India listened to the BBC - and to the radio dealers it did not matter, then, who listened to what as long as sets were sold - Indian broadcasting remained what it had always been...

All India Radio

The government-run broadcasting set up was called the Indian State Broadcasting Service (ISBS), with Fielden its first Controller. Interestingly, ISBS was set up under the Department of Industries and Labour. Fielden brought to All India Radio - a name thought up by him - 'a veneer of respectability, a little polish, some enterprise, a good deal of pride and prejudice, if not much sense and sensibility.

How ISBS was turned into AIR in June 1936, is a fascinating tale told with relish by Fielden:

"I had never liked the title ISBS which to me seemed not only unwieldy, but also tainted with officialdom. After a good deal of cogitation - which may seem ridiculous, now, but these apparently simple and obvious things do not always appear easily I had concluded that All India Radio would give me not only protection from the clauses which I most feared in the 1935 Act, but would also have the suitable initials AIR. I worked out a monogram which placed these letters over the map of India. But, when I mooted this

point I found that there was immense opposition in the Secretariat to any such change. They wanted ISBS and they thought it fine. I realized that I must employ a title unnatural tact. I cornered Lord Linlithglow after a viceregal banquet and said plaintively that I was in a great difficulty and needed his advice. (He usually responded well to such an opening). I said I was sure that he agreed with me that ISBS was a clumsy title. After a slight pause, he nodded his long head wisely. Yes, it was rather a mouthful. I said that perhaps it was a pity to use the word broadcasting at all, since all Indian had to say 'broadcasting'- broad was for them an unpronounceable word. But I could not, I said, think of another title; could he help me? 'Indian State', I said, was a tem which, as he well knew, hardly fitted into the 1935 Act. It should be something genera. He rose beautifully to the bait. 'All India?' I expressed my astonishment and admiration. The very thing. But surely not 'broadcasting?' After some thought he suggested 'radio'? Splendid, I said - and what beautiful initials. The Viceroy concluded that he had invented it, and there was no more trouble. His pet name must be adopted. Thus, All India Radio was born".

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The War Years

The first daily news bulletin was introduced in 1936. But World War II necessitated the growth of a national network and an external service, and the installation of high power transmitters to expand coverage. Nazi propaganda was coming through loud and clear, and it needed to be countered. Thus was established the practice of all news bulletins being broadcast from one central newsroom. During the War Years as many as 27 bulletins were broadcast each day. Further, the External Services as also Monitoring Service were set up as part of the Military Intelligence Wing. These were delinked when the war ended, and All India Radio was transferred to the Department of Information and Broadcasting in 1946, and it remained with that Department/Ministry until September 1997 when the Prasar Bharati (or Broadcasting Corporation of India), an autonomous statutory body, was constituted under the Prasar Bharati Act(1990).

Underground 'Congress' Radio

The leaders of the 'Quit India' movement had no access to either radio or the press. All India Radio was British imperialism's propaganda machine; the newspapers were heavily censored. The only alternative was the establishment of underground radio, using a dismantled transmitter. A group of young Congress freedom fighters (Usha Mehta, Vithaldas Khakar, and Chandrakant Jhaveri) launched their short-lived Congress Radio on September 3, 1942 on 41.78 meters 'from somewhere in India' (though actually from Bombay). The broadcasts continued till November 11 of that year with a short break from October 15 to 17 to raise the transmitter's power. To escape detection the portable radio station was moved from place to place. However, the British police soon got wind of the underground broadcast centre. The police commissioner reported that the chief of the group was 'directly responsible to Ram Manohar Lohia for the success of the scheme, and that he also received the necessary funds from the alter. 'The young radio enthusiasts were soon arrested and put on trial. In the radio case trial, Khakar was held to be the 'arch conspirator' and charged with spreading disaffection and hampering the war effort; he was awarded a five year prison term while the others were imprisoned for a year each.

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Thus ended the nationalists' Jone attempt to challenge the official All India Radio's version of the freedom struggle.

All India Radio after Independence:

On the eve of Independence AIR had yet to have a truly national network. With only six stations located at Delhi, Bombay, Calcutta, Madras, Lucknow and Tiruchirapalli, and four stations in the princely states of Mysore, Travancore, Hyderabad and Aurangabad, a mere 18 transmitters, and the number of receiver sets at just 250,000 for a population exceeding 325 million, drastic steps were called for. They came in the form of 'pilot' stations and low power transmitters installed near them, in the States and linguistic areas which knew no broadcasting so far. Within a couple of years, 25 stations had started functioning and the sales of sets picked up in the cities and towns, but the prices were far above the means of the rural classes. The introduction of the commercial channel ' Vividh Bharati' in October 1957 further increased the interest and popularity of radio as a mass communication medium. Ten years later, commercials became an integral part of Vividh Bharati. Yuvvani or the Voice of Youth went on the air on July 23, 1969 in New Delhi; other cities followed suit in the major Indian languages.

In April 1976, Doordarshan was de-linked from All India Radio; this allowed radio in India to take off on its own instead of being looked upon as television's 'poor cousin'. FM services (first from Madras, and later from Jalandhar and other cities) were introduced; local stations(Nagercoil station, for instance) and hourly news bulletins were introduced by the mid-eighties. By the early nineties, phone-in programmes in Delhi, Pune and other cities were experimented with. A landmark achievement was the launch of the Sky Radio Channel on April 1, 1994, which enabled subscribers to receive 20 radio channels via satellite on their FM receivers.

AIR's venture in 'radio paging' in 17 centres where it has FM transmitters has not been very successful because of the competition from private paging companies.

Check your progress

1. Who introduced Radio broadcasting in India?

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2. Who is the first controller of broadcasting?

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1.3. Brief Historical Reference to Broadcasting In UK and USA

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United States



Broadcasting pioneer Frank Conrad in a 1921 portrait.

One of the first signals of significant power that carried voice and music was accomplished in 1906 by Reginald Fessenden when he made a Christmas Eve broadcast to ships at sea from Massachusetts. He played "O Holy Night" on his violin and read passages from the Bible. However, his financial backers lost interest in the project, leaving others to take the next steps. Early on, the concept of broadcasting was new and unusual – with telegraphs, communication had been one-to-one, not one-to-many. Sending out one-way messages to multiple receivers didn't seem to have much practical use.

Charles Herrold of San Jose, California sent out broadcasts as early as April 1909 from his Herrold School electronics institute in downtown San Jose, using the identification San Jose Calling, and then a variety of different call signs as the Department of Commerce began to regulate radio. His station was first called FN, then SJN (probably illegally). By 1912, the United States government began requiring radio operators to obtain licenses to send out signals. Herrold received licenses for 6XF and 6XE (a mobile transmitter) in 1916.

He was on the air daily for nearly a decade when World War I interrupted operations. After the war, the Herrold operation in San Jose received the callsign KQW in 1923. Today, the lineage of that continues as KCBS, a CBS-owned station in San Francisco.

Herrold, the son of a farmer who patented a seed spreader, coined the terms broadcasting and narrowcasting, based on the ideas of spreading crop seed far and wide, rather than only in rows. While Herrold never claimed the invention of radio itself, he did claim the invention of broadcasting to a wide audience, through the use of antennas designed to radiate signals in all directions.

By comparison, David Sarnoff has been considered by some, arguably and perhaps mistakenly, as "the prescient prophet of broadcasting who predicted the medium's rise in 1915", referring to his radio music box concept.

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A few organizations were allowed to keep working on radio during the war. Westinghouse was the most well-known of these. Frank Conrad, a Westinghouse engineer, had been making transmissions from 8XK since 1916 that included music programming.

However, a team at the University of Wisconsin-Madison headed by Professor Earle M. Terry also had permission to be on the air. They operated 9XM, originally licensed by Professor Edward Bennett in 1914, and usually sent Morse code weather reports to ships on the Great Lakes, but they also experimented with voice broadcasts starting in 1917. They reportedly had difficulties with audio distortion, so the next couple of years were spent making transmissions distortion-free.

Following the war, Herrold and other radio pioneers across the country resumed transmissions. The early stations gained new call signs. 8XK became KDKA in 1920. Herrold received a license for KQW in 1921 (later to become KCBS). 9XM became WHA in 1922.

The National Broadcasting Company began regular broadcasting in 1926, with telephone links between New York and other Eastern cities. NBC became the dominant radio network, splitting into Red and Blue networks. The Columbia Broadcasting System began in 1927 under the guidance of William S. Paley.

Radio in education soon followed and colleges across the U.S. began adding radio broadcasting courses to their curricula. Curry College, first in Boston and then in Milton, Massachusetts, introduced one of the first broadcasting majors in 1932 when the college teamed up with WLOE in Boston to have students broadcast programs.

Several independent stations formed the Mutual Broadcasting System to exchange syndicated programming, including *The Lone Ranger* and *Amos 'n' Andy*. A Federal Communications Commission decision in 1939 required NBC to divest itself of its Blue Network. That decision was sustained by the Supreme Court in a 1943 decision, *National Broadcasting Co. v. United States*, which established the framework that the "scarcity" of radio-frequency meant that broadcasting was subject to greater regulation than other media. This Blue Network network became the American Broadcasting Company (ABC). Around 1946, ABC, NBC, and CBS began regular television broadcasts. Another TV network, the DuMont Television Network, was founded earlier, but was disbanded in 1956.

The 1950s and 1960s

Television began to replace radio as the chief source of revenue for broadcasting networks. Although many radio programs continued through this decade, including *Gunsmoke* and *The Guiding Light*, by 1960 networks had ceased producing entertainment programs.

As radio stopped producing formal fifteen-minute to hourly programs, a new format developed. "Top 40" was based on a continuous rotation of short pop songs presented by a "disc jockey." Famous disc jockeys in the era included Alan Freed, Dick Clark, Don Imus and Wolfman Jack. Top 40 playlists were theoretically based on record sales; however, record companies began to bribe disc jockeys to play selected artists, in what was called *payola*.

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In the 1950s, American television networks introduced broadcasts in color. (The Federal Communications Commission approved the world's first monochrome-compatible color television standard in Dec., 1953. The first network colorcast followed on January 1, 1954, with NBC transmitting the annual Tournament of Roses Parade in Pasadena, Calif. to over 20 stations across the country.) An educational television network, National Educational Television (NET), predecessor to PBS, was founded.

Shortwave broadcasting played an important part of fighting the cold war with Voice of America and the BBC World Service argued with Radio Free Europe and Radio Liberty transmitting through the "Iron Curtain", and Radio Moscow and others broadcasting back, as well as jamming (transmitting to cause intentional interference) the western voices.

The 1970s, 1980s, and 1990s

The rise of FM changed the listening habits of younger Americans. Many stations such as WNEW-FM in New York City began to play whole sides of record albums, as opposed to the "Top 40" model of two decades earlier.

In the 1980s, the Federal Communications Commission, under Reagan Administration and Congressional pressure, changed the rules limiting the number of radio and television stations a business entity could own in one metropolitan area. This deregulation led to several groups, such as Infinity Broadcasting and Clear Channel to buy many stations in major cities. The cost of these stations' purchases led to a conservative approach to broadcasting, including limited playlists and avoiding controversial subjects to not offend listeners, and increased commercials to increase revenue.

AM Radio declined throughout the 1970s and 1980s due to various reasons including: Lower cost of FM receivers, narrow AM audio bandwidth, and poor sound in the AM section of automobile receivers (to combat the crowding of stations in the AM band and a "loudness war" conducted by AM broadcasters), and increased radio noise in homes caused by fluorescent lighting and introduction of electronic devices in homes. AM radio's decline flattened out in the mid-1990s due to the introduction of niche formats and over commercialization of many FM stations.

UK

The first experimental broadcasts, from Marconi's factory in Chelmsford, began in 1920. Two years later, a consortium of radio manufacturers formed the British Broadcasting Company (BBC). This broadcast continued until its licence expired at the end of 1926. The company then became the British Broadcasting Corporation, a non-commercial organisation. Its governors are appointed by the government but they do not answer to it.

Lord Reith took a formative role in developing the BBC, especially in radio. Working as its first manager and Director-General, he promoted the philosophy of public service broadcasting, firmly grounded in the moral benefits of education and of uplifting entertainment, eschewing commercial influence and maintaining a maximum of independence from political control.

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Commercial stations such as Radio Normandie and Radio Luxembourg broadcast into the UK from other European countries. This provided a very popular alternative to the rather austere BBC. These stations were closed during the War, and only Radio Luxembourg returned afterward.

BBC television broadcasts in Britain began on November 2, 1936, and continued until wartime conditions closed the service in 1939.

The 1950s and 1960s

Radio Luxembourg remained popular during the 1950s but saw its audience decline as *commercial television and pirate radio*, combined with a switch to a less clear frequency, began to erode its influence.

BBC television resumed on June 7, 1946, and commercial television began on September 22, 1955. Both used the pre-war 405-line standard.

BBC2 came on the air on April 20, 1964, using the 625-line standard, and began PAL colour transmissions on July 1, 1967, the first in Europe. The two older networks transmitted in 625-line colour from 1969.

During the 1960s there was still no UK-based commercial radio. A number of 'pirate' radio ships, located in international waters just outside the jurisdiction of English law, came on the air between 1964 and 1967. The most famous of these was Radio Caroline, which was the only station to continue broadcasting after the offshore pirates were effectively outlawed on August 14, 1967 by the Marine Broadcasting Offences Act. It was finally forced off air due to a dispute over tendering payments, but returned in 1972 and continued on and off until 1990. The station still broadcasts, nowadays using satellite carriers and internet.

The 1970s, 1980s, and 1990s

A new Pirate station, Swiss-owned Radio Nordsee International, broadcast to Britain and the Netherlands from 1970 until outlawed by Dutch legislation in 1974 (which meant *it could no longer be supplied from the European mainland*). The English service was heavily jammed by both Labour and Conservative Governments in 1970 amid suggestions that the ship was actually being used for espionage. Radio Caroline returned in 1972 and continued until its ship sank in 1980 (the crew were rescued). A Belgian station, Radio Atlantis, operated an English service for a few months before the Dutch act came into force in 1974.

Land-based commercial radio finally came on air in 1973 with London's LBC and Capital Radio. Channel 4 television started in November 1982. Britain's UHF system was originally designed to carry only four networks. Pirate radio enjoyed another brief resurgence with a literal re-launch of Radio Caroline in 1983, and the arrival of American-owned Laser 558 in 1985. Both stations were harassed by the British authorities; Laser closed in 1987 and Caroline in 1989, since then it has pursued legal methods of broadcasting, such as temporary FM licences and satellite.

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Two rival satellite television systems came on the air at the end of the 1980s: Sky Television and British Satellite Broadcasting. Huge losses forced a rapid merger, although in many respects it was a takeover of BSB (Britain's official, Government-sanctioned satellite company) by Sky. Radio Luxembourg launched a 24-hour English channel on satellite, but closed its AM service in 1989 and its satellite service in 1991.

The Broadcasting Act 1990 in UK law marked the establishment of two licencing authorities - the Radio Authority and the Independent Television Commission - to facilitate the licencing of non-BBC broadcast services, especially short-term broadcasts. Channel 5 went on the air on March 30, 1997, using "spare" frequencies between the existing channels.

Recent Trend in Broadcasting Journalism

As India concluded its celebration of 50 years of independence this year, having initiated a process of economic reform in the early part of the decade, the forces of privatization and globalization have unleashed dramatic changes in the country's media. Amidst a deluge of film-based entertainment, news and current affairs provided by private channels, All India Radio and Doordarshan, once the country's officially anointed public service broadcasters, have become undecided incarnations of their former selves.

This time in the history of Indian media is critical: it's overwhelming in the quick and dramatic changes over the last few years and frustrating in the current impasse thanks to the imbroglio over the newly instituted Broadcasting Authority of India.

For those in the business of renting eyeballs, the delinking of radio and television from direct state control has given endless joy. But media analysts and NGOs have varied responses. Some see the deregulation of broadcast media as potentially aiding the emergence of community radio and other forms of more democratic, participatory communication. Others despair that Indian audiences have been, to borrow a phrase, amused to death. They observe that market imperatives have already forced the once state-owned AIR and Doordarshan to abdicate their responsibilities, ringing the death knell on the state's role in public service broadcasting.

That role has been one of mixed successes. Over the last four decades, the state's forays into development communication, the ruling communication paradigm at that time, have been significant. But then the successes of SITE (Satellite Instructional Television Experiment) or the Kheda Communications Project are offset by the phenomenal failures of other projects such as PREAL, and in the long run, undermined by the vacillating fortunes and commitments of rapidly-changing governments.

Today's vastly changed media scenario calls for a recasting of the role of media in promoting prosocial change. The prevailing media trends in India in a historical context, highlights the issues being debated and describes the responses of NGOs and development agencies to the changes and the new opportunities they present. An underlying premise is the need for some of the key stakeholders for social change communication - donor agencies and NGOs - to strengthen the linkages between the discourse on media trends and their own investments in communication, whether to promote child rights, HIV/AIDS education, women's empowerment or the environment.

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Media Scenario

An index for radio, TV, print media and telecommunications is presented. A quick overview indicates:

- ◆ Radio having the maximum population reach (97.3%) followed by television (425 million)
- ◆ The unmatched reach of Doordarshan (350 million), especially in rural areas, despite the rapid increases in satellite television reaches (70 million).
- ◆ The very low reach of print media, thanks to a literacy rate of 64% for men and 39% for women, characterized by an almost exclusively urban, educated readership profile.
- ◆ The low access to telephones (13 per 1000) and email
- ◆ The flagging fortunes of traditional and folk media, street theater

Some key factors to bear in mind is that despite the leapfrogging in satellite television, and the significant trends in that brand of programming, the majority of the population has access only to All India Radio and Doordarshan, which are merely trying to catch up with the private channels. A second factor is that much of this analysis indicates trends mostly among English and Hindi programmes - the predominant languages of the media discussed - to the exclusion of 25-plus other languages and dialects in the country.

Broadcast Media

Radio

The number of radio stations has increased from about 100 in 1990 to 209 in 1997, and the land area covered from 84% to 91%. However, despite its tremendous reach and the fact that it presents the best option for low-cost programming, radio has been treated as a poor relative for over two decades. Listenership has either dropped or reached a plateau. In some cases listenership has risen, although very negligibly, in some urban areas, thanks to the recent time allotment to private companies on five FM stations. Film and other popular music constitute the main fare of such stations, contributing to an increase in commercial time and ad revenues from Rs. 527 million in 1991-2 to Rs. 809 million in 1995-96.

Some efforts have been made to use radio for social change, as in the case of the state-supported radio rural forums for agricultural communication in the 1960s, or to promote adult literacy in the 1980s. More recently NGOs have helped broadcast programmes on women and legal rights, emergency contraception, and teleserials advocating girls' education. But it is clearly a medium waiting for a shot-in-the-arm.

A key need in India is for local broadcasting that reflects issues of concern to the community. In this regard, some communication experts believe that an increased and accelerated commercialization of radio will eventually drive down the costs of FM radio sets, thus facilitating local radio. The increasing devolution of political power initiated through the 73rd and 74th amendment to the constitution in 1988-89 has also set a climate condu-

cive for the empowerment of communities and local governance. A key area requiring attention, therefore, is advocacy for community radio and the provision of training to NGOs and communities to use this medium for articulating their concerns, as one Bangalore-based NGO is currently doing.

Television

The number of private television channels has increased from none in 1990 to more than 50 this year. Entertainment constitutes about 51% of the total programme content, even though some channels such as Star Plus follow CNN's example in delivering "news on the hour, every hour." News and education constitute a mere 13.3% and 9.6% of programme content.

However, in a bid to give themselves a halo of social responsibility, some channels broadcast programmes with a veneer of public interest: soaps that incorporate socially relevant themes such as women's education and empowerment, interactive talk shows on whether smoking should be banned, and open forums with government representatives responding to audience queries on human rights abuses or consumer rights.

These programmes combine varying degrees of social value with commercial appeal in a competitive market. The open forums, in particular, have played an important role in familiarizing the public to the political and legal system and in building a demand for political transparency and accountability.

Another genre, that of the "edutainment" prosocial soap continues with serials such as Tara which dealt with the life of a strong-willed woman. However, while the first Indian edutainment soap Hum Log (1985) transfixed much of the nation (to a lesser degree in the southern non-Hindi speaking part of the country) the audiences for subsequent edutainment serials have been comparatively smaller. There is no longer the captive audience of the mid-80s, and there are several competing channels and soaps to choose from. These include reruns of long running teleserials of the late 1980s such as the Ramayana and the Mahabharata which enjoy cult-like status.

An emerging trend - and one that also reflects the current programme focus of development agencies - is the targeting of specific segments of the audience, in particular, young adults (children and youth in the age group of 10-29 years constitute about 40% of the population). Urban, middle to upper class youth, especially, constitute a key target group for private channels. Music channels such as MTV and Channel V, which rank among the top ten favorite channels, feature VJs who are popular role models for a young generation (One such popular VJ coos: "Being fit is cool; not smoking is cool").

Cashing in on this trend, UNAIDS, India initiated in 1996 collaboration with Channel V for an on-air and on-ground campaign for HIV/AIDS awareness. The collaboration includes training and sensitization of VJs on issues relating to HIV/AIDS. In another effort, the Ford Foundation, India funded BBC training for radio and television producers on reproductive and sexual health. The six project proposals short listed for additional funding, all of which target children and youth, are in entertainment formats of musicals, talk shows and animation.

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Print Media

Given national literacy rates as low as 51%, the very limited reach of newspapers and magazines, and the distinctly urban-educated readership profile, the role of print media has been defined more in terms of information dissemination and advocacy. The picture is a lopsided one: circulation figures are rapidly increasing as are advertising revenues, but this is especially true of English publications (refer Media Index, Table 2), which account for 71% of the total ad revenue of members of the Indian Newspaper Society.

A key feature of these publications, unfortunately, is the increasing preponderance of glossy, ad-friendly film and TV-based reporting. That the sole trendsetter in this increasing corporatisation of the fourth estate, the Times of India, also ranks 10th among the top-selling newspapers in the world, is no coincidence. Given the increasing costs of newsprint and production, and the pressure of market imperatives, newspaper houses have followed the piper in carrying ad-friendly fluff at the cost of more serious development and health reporting. Leading dailies have over the last few years dropped their special sections devoted to development and health. The low literacy rates and high production costs have also stymied the possibilities of smaller alternative publications that could potentially reflect the concerns of the development sector.

The Internet

Recognizing that access to information and information technologies play a key role in development, especially given the constraints of the mass media, groups of non-profit documentation centers in the country have developed communications systems such as India link and Dianet that are focused solely on development issues. By providing connectivity to grassroots NGOs and emphasizing the documentation and information from within the country (refer case description Democratisation of Information), these efforts have facilitated greater grassroots involvement in development and South-South dialogue. However, the extremely low access to internet - there are a mere 90,000 internet subscribers in the country, bringing the density to below decimal points - is a key hindrant.

A World Bank funded project for National Agricultural Technology envisages a similar democratisation through the establishment of "information kiosks" in rural areas (refer interview with Kiran Karnik). The proposed project sees the expansion of public pay-phone offices that have mushroomed all over the country, including rural areas, into centers with computers for the inputting and accessing of data relevant to rural populations.

Traditional theater/media

Traditional folk media forms, once a favorite for communication efforts, are today precariously placed. Some agencies and NGOs continue to use street theater, magic, puppetry, traditional folk dances and melas (fairs) especially in rural areas. Some of these efforts are hugely successful in awareness creation, social mobilization and in facilitating interpersonal communication. However, the absence of funding and technical support, their inherent fluid structure and the difficulty in monitoring and evaluation have rendered them near-relics in today's environment. So much so that one Bangalore-based

NGO, while using such traditional folk forms, also feels compelled to address the basic survival needs of folk artistes such as provision of basic wages, training, pensions and other schemes.

Development Organizations Responses: The current media trends indicate three broad areas of need in terms of social change communication:

- ◆ Increasing the quantity and quality of media reporting and programming on development issues;
- ◆ Creating a demand for these programmes;
- ◆ Creating and facilitating media space for such materials

The efforts of most development agencies and NGOs are focused primarily on the first area, increasing media coverage on specific subject areas. Workshops and fellowships for information dissemination and upgrading of knowledge continue to be the stock-in-trade strategy, and have yielded positive results, especially with print media. But they do not address the need to institutionalize these efforts. How effectively stories and programmes on diarrhoeal control or microcredit will survive in the media marketplace continues to be a hazardous guess.

But the marketplace is defined by demand - and it was precisely to increase the demand for quality, need-based programming that a Delhi based-NGO established media Viewership Forums. Through these forums audiences from both lower and middle classes are taught media literacy, recognise their rights as media "consumers" and are beginning to demand better, socially-relevant programming (refer case description Media Education and Literacy). In a country which has never really had exposure to, or experience with, public service broadcasting, such as effort is critical.

A significant breakthrough was made in creating a public space for social communication in the mid- 1980s with the establishment of the Doordarshan-affiliated Lok Seva Sanchar Parishad (LSSP). The LSSP-Doordarshan mandate was to promote the production and airing of programmes and spots on social issues. Further, a Ford Foundation grant to Doordarshan promoted the production of programmes and spots on issues such as the status of women, legal rights, education, and environment. The close LSSP-Doordarshan link ensured - for a while at least - that this worked. However, now with the imbroglio over media deregulation, the status of the LSSP is in limbo.

Recommendations

Given the current media scenario, and the needs of the development sector, the following recommendations can be made:

- ◆ Develop a regulatory framework that defines public service broadcasting to include not only state-owned media but all non-commercial broadcasting. This would empower non-profit institutions such as universities, community organisations, local bodies and NGOs to participate in development communication. This was suggested in a privately drafted, more holistic, alternative to the current Broadcasting Bill, the Prasar Sewa Bill, which was drawn up by a group of communication and media experts in 1995. This draft bill suggests that there should be three streams of broad-

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casting - public service broadcasting funded by the state, market-driven satellite broadcasting including cable, terrestrial and satellite services, and community service broadcasting by autonomous citizens groups, universities, trusts and NGOs to make more programmes reflecting local realities. However, the draft bill has not been taken into consideration.

- ◆ Media education and literacy to create demand for better, need based media stories and programmes
- ◆ Decentralisation and provision of training for communities to enable local broadcasting and community media. Putting communication resources in the hands of the community is a sine qua non for participatory communication.
- ◆ Sensitisation and training of media professionals from print, radio and television (the broadcast media are often excluded from such efforts) in social development issues
- ◆ Strengthening linkages between media trends and communication investments of development organisations

In the absence of a concerted effort by media analysts, NGOs, donor agencies and the public to support need-based, socially relevant media, the current waves of, and I borrow a phrase here, the "LPG mantra"* will drown the impulse for a media with a conscience. The oft-cited cliché then, of the dichotomy between India and Bharat, between the cyber-savvy Indian elite and the monsoon-dependent farmer, will unfortunately ring true.

Check your progress

3. Define public broadcasting.

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4. What are the key factors that despite satellite broadcasting?

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5. What is the role of NGOs in broadcasting?

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6. What is the need for broadcasting in India?

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1.4. Summary

Broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Ma-

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dras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay and other cities. The Times of India records that a broadcast was transmitted from the roof of its building on August 20, 1921. However, the first license granted for transmitting a broadcast was given only on February 23, 1922. The Radio Club of Calcutta was perhaps the first amateur radio club to start functioning (in November 1923), followed by the Madras Presidency Radio Club which was formed on May 16, 1924, and began broadcasting on July 31. Financial difficulties forced the clubs to come together in 1927 to form the Indian Broadcasting Company Ltd. (IBC), a private company, 'fired by the financial success of European broadcasting.

The Broadcasting Act 1990 in UK law marked the establishment of two licencing authorities - the Radio Authority and the Independent Television Commission - to facilitate the licencing of non-BBC broadcast services, especially short-term broadcasts. Channel 5 went on the air on March 30, 1997, using "spare" frequencies between the existing channels.

Radio in education soon followed and colleges across the U.S. began adding radio broadcasting courses to their curricula. Curry College, first in Boston and then in Milton, Massachusetts, introduced one of the first broadcasting majors in 1932 when the college teamed up with WLOE in Boston to have students broadcast programs.

1.5. Key Words

1. National Broadcasting Company

National Broadcasting Company (NBC) was established in the United States, the British Government took the initiative to set up the BBC as a autonomous public service corporation.

2. Radio Club of Calcutta

The Radio Club of Calcutta was perhaps the first amateur radio club to start functioning (in November 1923).

3. Indian State broadcasting Service

The government-run broadcasting set up was called the Indian State Broadcasting Service (ISBS).

4. Underground congress Radio

The underground congress radio is formed by a group of young Congress freedom fighters like Usha Mehta, Vithaldas Khakar, and Chandrakant Jhaveri launched their short-lived Congress Radio on September 3, 1942 on 41.78 meters 'from somewhere in India' though actually from Bombay.

5. AIR

All India Radio.

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1.6. Answers to Check Your Progress

1. Broadcasting was introduced in India by amateur radio clubs in Calcutta, Bombay, Madras and Lahore, though even before the clubs launched their ventures, several experimental broadcasts were conducted in Bombay and other cities.
2. Lionel Fielden, India's first Controller of broadcasting.
3. "Public service broadcasting is a meeting place where all citizens are welcome and considered equals. It is an educational tool, accessible to all the meant for all, whatever their social or economic status. Its mandate is not restricted to information and cultural development - public broadcasting must also appeal to the imagination, and entertain.
4. Some key factors to bear in mind is that despite the leapfrogging in satellite television, and the significant trends in that brand of programming, the majority of the population has access only to All India Radio and Doordarshan, which are merely trying to catch up with the private channels. A second factor is that much of this analysis indicates trends mostly among English and Hindi programmes.
5. More recently NGOs have helped broadcast programmes on women and legal rights, emergency contraception, and teleserials advocating girls' education. But it is clearly a medium waiting for a shot-in-the-arm.
6. A key need in India is for local broadcasting that reflects issues of concern to the community. In this regard, some communication experts believe that an increased and accelerated commercialization of radio will eventually drive down the costs of FM radio sets, thus facilitating local radio.

1.7. Terminal Questions

1. Discuss the brief history of broadcasting in India .
2. Describe the term SITE.
3. Explain the term INSAI.
4. Examine the brief historical reference to broadcasting in UK .
5. Examine the brief historical reference to broadcasting in USA.

1.8. Further Readings

1. Keval J. Kumar - Mass Communication in India
2. Sharada Kaushik - Script to Screen: An Introduction to TV Journalism
3. Indian journalism - Dr.Nadigkrishna Murthy
4. Journalism in India - Rangamani Parthasarathy

UNIT - II

RADIO AND TELEVISION

UNIT - II : RADIO AND TELEVISION

STRUCTURE

- 2.0. Learning Objectives
- 2.1. Introduction
- 2.2. Radio
- 2.3. Radio as a Medium of Communication
- 2.4. Television
- 2.5. Television as a Medium of Communication
- 2.6. Summary
- 2.7. Key Words
- 2.8. Answers to Check Your Progress
- 2.9. Terminal Questions
- 2.9. Further Readings

2.0. Learning Objectives

After reading this chapter you will be able to

- ◆ Describe the history of Radio
- ◆ Discuss the terms AM and FM
- ◆ Explain the salient features of Community Radio
- ◆ Examine the role of Radio and Television in Education
- ◆ Describe the history of Television
- ◆ Enumerate history of television in India

2.1. Introduction

Radio is the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light. Electromagnetic radiation travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. Information is carried by systematically changing (modulating) some property of the radiated waves, such as amplitude, frequency, phase, or pulse width. When radio waves pass an electrical conductor, the oscillating fields induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry information.

Over the last 50 years the impetus for many third-world countries to venture into the cost-intensive development of an independent television system was driven by the perceived importance of broadcasting to national development. Starting in the 1950s and

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throughout the Cold War, both media scholars in the West and media planners in the third world justified and theorized the significance of broadcasting in the development process for an increasing number of countries gaining independence. In the United States, communication scholars such as Daniel Lerner, Wilbur Schramm (Lerner & Schramm, 1967), and Everett Rogers (1962) based in the dominant paradigm stressed that these new developing countries needed broadcasting to establish a sense of national identity and to support modernization projects and campaigns.

2.2. Radio

Brief History of Radio

A combination of a number of discoveries by technicians and scientists from different countries gave rise to the development of wireless telegraphy and later to radio broadcasting. It took ten years for wireless telegraphy, whose sole use was point-to-point telecommunication, to become a broadcasting system that was one of the main media for mass culture. This shift from one type of technological and social usage to another took place in relation to two developments: First, the World War prompted the industrialization of wireless telegraphy; secondly, in the United States the radio created a communication environment in which amateurs could operate freely.

Radio broadcasting needed the mass production of receivers and marketing for it to be commercially viable. This came about during World War I largely because of military requirements. After the War, radio found its commercial base and was given a social form 'through a combination of several traditions - those of telecommunications, mass industry and the press. The first radio stations were set up in Pittsburg, New York and Chicago in the 1920s to broadcast election news, sporting events and opera performances. By mid-1923 as many as 450 stations sprouted across the United States - all run by a pool of amateurs. These stations were later connected by AT & T to form the National Broadcasting Company (NBC) in 1926; the following year, a number of independent stations clubbed together to form a second national network, the Columbia Broadcasting System (CBS)). The public service network, Public Broadcasting Service (PBS) was established much later.

In Britain and in Europe, however, broadcasting was felt to be much too important to be left to private companies. Public service broadcasting supported by taxes rather than advertising-oriented commercial broadcasting found widespread favour. Thus it was

That while the National Broadcasting Company (NBC) was established in the United States, the British Government took the initiative to set up the BBC as a autonomous public service corporation. Other European countries established national public service networks, some directly under government control, and others as autonomous establishments. Colonial powers like Britain and France opened broadcasting stations in Asia and Africa to extend their governance over the local populations and to propagate their interests in politics and trade.

Contemporary Radio

Contemporary hit radio (also known as CHR, Contemporary Hits, Current Hits, Hit Music,

Top 40) is a radio format that is common in the United States, United Kingdom, Canada and Australia that focuses on playing current and recurrent popular music as determined by the top 40 music charts. There are several subcategories, dominantly focusing on rock, pop, or urban music. Used alone, CHR most often refers to the CHR/pop format. The term Contemporary Hit Radio was coined in the early 1980s by Radio & Records magazine to designate Top 40 stations which continued to play hits from all musical genres as pop music splintered into Adult contemporary, urban contemporary and other formats. The term top 40 is also used to refer to the actual list of hit songs, and, by extension, to refer to pop music in general. The term has also been modified to describe Top 50; Top 30; Top 20; Top 10; Hot 100 (each with its number of songs) and Hot Hits radio formats, but carrying more or less the same meaning and having the same creative point of origin with Todd Storz as further refined by Gordon McLendon as well as Bill Drake.

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AM

Amplitude modulation (AM) is a technique used in electronic communication, most commonly for transmitting information via a radio carrier wave. AM works by varying the strength of the transmitted signal in relation to the information being sent. For example, changes in the signal strength can be used to specify the sounds to be reproduced by a loudspeaker, or the light intensity of television pixels. (Contrast this with frequency modulation, also commonly used for sound transmissions, in which the frequency is varied; and phase modulation, often used in remote controls, in which the phase is varied)

In the mid-1870s, a form of amplitude modulation initially called "undulatory currents" was the first method to successfully produce quality audio over telephone lines. Beginning with Reginald Fessenden's audio demonstrations in 1906, it was also the original method used for audio radio transmissions, and remains in use today by many forms of communication "AM" is often used to refer to the medium wave broadcast band

As originally developed for the electric telephone, amplitude modulation was used to add audio information to the low-powered direct current flowing from a telephone transmitter to a receiver. As a simplified explanation, at the transmitting end, a telephone microphone was used to vary the strength of the transmitted current, according to the frequency and loudness of the sounds received. Then, at the receiving end of the telephone line, the transmitted electrical current affected an electromagnet, which strengthened and weakened in response to the strength of the current. In turn, the electromagnet produced vibrations in the receiver diaphragm, thus closely reproducing the frequency and loudness of the sounds originally heard at the transmitter.

In contrast to the telephone, in radio communication what is modulated is a continuous wave radio signal (carrier wave) produced by a radio transmitter. In its basic form, amplitude modulation produces a signal with power concentrated at the carrier frequency and in two adjacent sidebands. This process is known as heterodyning. Each sideband is equal in bandwidth to that of the modulating signal and is a mirror image of the other. Amplitude modulation that results in two sidebands and a carrier is often called double sideband amplitude modulation (DSB-AM). Amplitude modulation is inefficient in terms of power usage and much of it is wasted. At least two-thirds of the power is concentrated

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in the carrier signal, which carries no useful information (beyond the fact that a signal is present); the remaining power is split between two identical sidebands, though only one of these is needed since they contain identical information.

To increase transmitter efficiency, the carrier can be removed (suppressed) from the AM signal. This produces a reduced-carrier transmission or double-sideband suppressed-carrier (DSBSC) signal. A suppressed-carrier amplitude modulation scheme is three times more power-efficient than traditional DSB-AM. If the carrier is only partially suppressed, a double-sideband reduced-carrier (DSBRC) signal results. DSBSC and DSBRC signals need their carrier to be regenerated (by a beat frequency oscillator, for instance) to be demodulated using conventional techniques.

Even greater efficiency is achieved at the expense of increased transmitter and receiver complexity by completely suppressing both the carrier and one of the sidebands. This is single-sideband modulation, widely used in amateur radio due to its efficient use of both power and bandwidth.

A simple form of AM often used for digital communications is on-off keying, a type of amplitude-shift keying by which binary data is represented as the presence or absence of a carrier wave. This is commonly used at radio frequencies to transmit Morse code, referred to as continuous wave (CW) operation.

Circuits

A wide range of different circuits have been used for AM, but one of the simplest circuits uses anode or collector modulation applied via a transformer. While it is perfectly possible to create good designs using solid-state electronics, valved (vacuum tube) circuits are shown here. In general, valves are able to more easily yield RF powers, in excess of what can be easily achieved using solid-state transistors. Most high-power broadcast stations still use valves. Modulation circuit designs can be broadly divided into low and high level.

Low level

Here a small audio stage is used to modulate a low power stage; the output of this stage is then amplified using a linear RF amplifier. Wideband power amplifiers are used to preserve the sidebands of the modulated waves. In this arrangement, modulation is done at low power. To amplify it we use a wideband power amplifier at the output.

Advantages

The advantage of using a linear RF amplifier is that the smaller early stages can be modulated, which only requires a small audio amplifier to drive the modulator.

Disadvantages

The great disadvantage of this system is that the amplifier chain is less efficient, because it has to be linear to preserve the modulation. Hence Class C amplifiers cannot be employed.

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An approach which marries the advantages of low-level modulation with the efficiency of a Class C power amplifier chain is to arrange a feedback system to compensate for the substantial distortion of the AM envelope. A simple detector at the transmitter output (which can be little more than a loosely coupled diode) recovers the audio signal, and this is used as negative feedback to the audio modulator stage. The overall chain then acts as a linear amplifier as far as the actual modulation is concerned, though the RF amplifier itself still retains the Class C efficiency. This approach is widely used in practical medium power transmitters, such as AM radiotelephones.

High level

With high level modulation, the modulation takes place at the final amplifier stage where the carrier signal is at its maximum

Advantages

One advantage of using class C amplifiers in a broadcast AM transmitter is that only the final stage needs to be modulated, and that all the earlier stages can be driven at a constant level. These class C stages will be able to generate the drive for the final stage for a smaller DC power input. However, in many designs in order to obtain better quality AM the penultimate RF stages will need to be subject to modulation as well as the final stage.

Disadvantages

A large audio amplifier will be needed for the modulation stage, at least equal to the power of the transmitter output itself. Traditionally the modulation is applied using an audio transformer, and this can be bulky. Direct coupling from the audio amplifier is also possible (known as a cascode arrangement), though this usually requires quite a high DC supply voltage (say 30 V or more), which is not suitable for mobile units.

FM

FM broadcasts were introduced in Madras in 1977 and later at Jalandhar in 1992, but it was only in 1993 when time slots came to be leased to private companies that FM became synonymous with pop music and youth culture. Coincidentally, the music video channels, [V] and MTV channels were launched around the same time on Star T.V. FM broadcasts ensure reception free from atmospheric noise and electric interference. The AIR stations of Delhi, Bombay, Punjab, Bangalore, Madras and Calcutta, now sell FM slots to private producers such as Times FM, Radio Midday and Radiostar.

On August 15, 1993 a Frequency Modulation (FM) Channel was launched in Bombay, with nine hours of radio time leased to private producers like Times FM, Radiostar and Radio Midday. All India Radio charges a fee of Rs. 3,000 per hour, but the private companies charge advertisers Rs.250 – 300 for a ten-second commercial. The broadcasts in most of the cities are oriented to urban English-speaking youth, with western pop music dominating. Besides sponsored hit parades and count-downs, the FM programmes include chat shows, news bulletins, contests, quizzes and plays. Phone-ins, page-ins and write-

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ins are the strategies used to involve listeners. Advertising support for the leased slots is naturally on the rise.

The main roadblock to the further growth of private FM broadcasting is the low percentage of FM radio sets, the reluctance of AIR authorities to let go of their control, and the attempts of the private broadcasters (two of whom, The Times of India and Midday, are major newspaper publishers) to hold on to their monopoly. They have resisted AIR's bid to raise the rates and lobbied against Indian companies with 25% foreign equity bidding for time on the FM channels.

FM radio technology facilitates localization of broadcasting, and the operation of a large number of stations. New York, for instance, has as many as 82 stations; London has 42, Manila 35 and Jakarta 29, while New Delhi has only five.

Transmission bands for FM radio range between 80 and 108 MHz, though the Indian government has kept 80-108 MHz for its own services. Still, 13 frequencies are available for a whole lot of stations in different languages in multi-linguistic cities. AIR plans to extend FM broadcasting to many more cities.

Community Radio

Community radio is a type of radio service that caters to the interests of a certain area, broadcasting content that is popular to a local audience but which may often be overlooked by commercial or mass-media broadcasters.

The term has somewhat different meanings in the United Kingdom, the United States, Canada, and Australia. In the UK, the idea of community-based services can be traced back at least as far as the original concept for BBC local radio in the early 1960s. Thereafter various land-based unlicensed pirate radio stations (Such as East London Radio, and Radio AMY (Alternative Media for You)) developed the idea further. As pirate stations proliferated during the late 1970s and early 1980s these stations were joined by those broadcasting specifically to minority immigrant communities (Afro-Caribbean and Asian etc.), particularly in cities such as London, Birmingham, Bristol, and Manchester. Although, "community radio" remains synonymous with "pirate radio" for some people in the UK, most minority immigrant stations focused purely on specific musical genres and were operated (theoretically at least) on a for-profit basis. Community radio services in the UK are operated on a not-for-profit basis with community ownership and control built in to their structures. Following an experiment started in 2001 by the former UK broadcast regulator The Radio Authority, since 2005 some 200 such stations have been licensed by the UK broadcasting regulator (Ofcom). Most such stations broadcast on FM (typically at a radiated power level of approximately 25 Watts (per-plane)) although there are a few that operate on AM (medium wave), particularly in more rural areas.

In the U.S., community radio stations are non-profit, community-based operations licensed by the Federal Communications Commission for broadcasting in the non-commercial, public portion of the FM band. These stations differ from other public radio outlets in the U.S. by allowing community volunteers to actively participate as broadcasters. Pirate radio is virtually unknown in Australia because of the strictly controlled

allocation of broadcasting frequencies, and the likely application of severe, legislated penalties, including jail, for offenders.

Modern-day community radio stations often serve their listeners by offering a variety of content that is not necessarily provided by the larger commercial radio stations. Community radio outlets may carry news and information programming geared toward the local area, particularly immigrant or minority groups that are poorly served by other major media outlets. More specialized musical shows are also often a feature of many community radio stations. Community stations and pirate stations, where they are tolerated can be valuable assets for a region. Community radio stations typically avoid content found on commercial outlets, such as Top 40 music, sports, and "drive-time" personalities.

Conceptions of community in the literature

Communities are complex entities and so what constitutes "community" in Community radio is often a contentious and tricky debate and will vary from country to country. Community may also often be replaced by a range of terms like "alternative", "radical", or "citizen" radio. Traditionally in sociology, a "community" has been defined as a group of interacting people living in a common location. Community radio is often built around concepts of access and participation and so the term community may be thought of as often referring to geographical communities based around the possible reach of the radio's signal, i.e. the people who can receive the message, and their potential to participate in the creation of such messages. This is of course problematized by the fact that many radio stations now broadcast over the internet as well, thereby reaching potentially global audiences and communities.

Models of community radio

Philosophically two distinct approaches to community radio can be discerned, though the models are not necessarily mutually exclusive. One stresses service or community-mindedness, a focus on what the station can do for the community. The other stresses involvement and participation by the listener.

Within the service model localism is often prized, as community radio, as a third tier, can provide content focused on a more local or particular community than larger operations. Sometimes, though, the provision of syndicated content that is not already available within the station's service area is seen as a desirable form of service. Within the United States, for example, many stations syndicate content from groups such as Pacifica Radio, such as Democracy Now!, on the basis that it provides a form of content not otherwise available, because of such a program's lack of appeal to advertisers or (especially in Pacifica's case) politically controversial nature.

Within the access or participatory model, the participation of community members in producing content is seen as a good in itself. While this model does not necessarily exclude a service approach, there is a tension between the two, as outlined, for example, in Jon Bekken's Community Radio at the Crossroads.

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Educational Radio

Gyan Vani (Gyan = Knowledge, Vani = aerial broadcasting) is Educational FM Radio Channel of India, a unique decentralized concept of extending mass media for education and empowerment, suited to the educational needs of the local community (Sharma, 2002b). It is operating presently through Allahabad, Bangalore and, Coimbatore FM stations of India on test transmission mode. The network is slotted to expand to a total of 40 stations by June-2002. Gyan Vani stations will operate as media cooperatives, with day-to-day programmes contributed by different Educational Institutions, NGO's and national level institutions like IGNOU, NCERT, UGC, IIT, DEC etc. Each station will have range of about 60-KM radius, covering the entire city /town plus the surrounding environs with extensive access. It serves as ideal medium addressing the local educational developmental and socio cultural needs.

Gyan Vani is not only for the conventional educational system but also a main tool in making available the dream of education for all come true. Gyan Vani's main intention is to take education to the doorsteps of the people. Gyan Vani, in addition to giving the hardcore education will also deal with awareness programmes including the ones for Panchayat Raj Functionaries, Women Empowerment, Consumer Rights, Human Rights, the Rights of the Child, Health Education, Science Education, Continuing Education, Extension Education, Vocational Education, Teacher Education, Non-formal Education, Adult Education, Education for the handicapped, Education for the down trodden, education for the tribals and so on. Gyan Vani is available through commercial FM radio set.

Check your progress

1. What is meant by Radio?

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2. What is the need for radio broadcasting?

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3. Name some important broadcasting company.

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2.3. Radio as a Medium of Communication

Our social order, which is an anarchic one - if one can imagine its anarchy of orders, that is to say a mechanical and uncorrelated confusion of complexes of public life, which are in themselves highly organised - our social order, which is anarchic in this sense, makes it possible for inventions to be made and developed which must first conquer a market, demonstrate their reason for existing; in short, inventions which have not been commissioned. Thus at a certain point in time technology was far enough advanced to produce radio while society was not sufficiently advanced to take it up.

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It was not the public that waited for radio but radio that waited for a public; to define the situation of radio more accurately, raw material was not waiting for methods of production based on social needs but means of production were looking anxiously for raw material. It was suddenly possible to say everything to everybody but, thinking about it, there was nothing to say. And who was "everybody"? To begin with, the answer was not to think about it. One looked around to discover where something was being said to someone and attempted to muscle in purely and simply as a competitor and to say no matter what to no matter whom. That was radio in its first phase as a substitute. As a substitute for the theatre, for the opera, for concerts, for lectures, for cafe music, for the local columns of the press and so on.

From the beginning radio imitated almost all the existing institutions that had anything to do with the diffusion of whatever could be spoken or sung. The result was an inescapable profusion and confusion in the tower of Babel. In this acoustic department store you could learn in English how to keep chickens to the Pilgrim's Chorus from Tannhauser; and the lesson was as cheap as tap-water. This was the golden childhood of our patient. I do not know whether it is over yet or not, but if it is, then this youngster, who did not have to produce any qualifications in order to be born, will at least have to look around later on for an aim in life. In the same way it is only in riper years, when they have lost their innocence, that people ask themselves why really they are on this earth.

As far as radio's aim in life is concerned, it cannot in my opinion consist in merely embellishing public life. It is not merely that it has shown little aptitude for doing so; unfortunately our public life also shows little aptitude for being embellished. I have nothing against sets being installed in shelters for the unemployed and in prisons (it is obviously thought that in this way the life-span of these institutions can be cheaply prolonged) but it cannot be the chief task of radio to install receivers underneath the arches even if it is a nice gesture to provide those who wish to spend their nights there with the minimum: namely, a performance of *The Mastersingers*. This is a case where tact is needed. Nor does radio, in my opinion, suffice as a method of making the home cozy and family life possible again so we can cheerfully leave aside the question whether what it cannot achieve is in any case desirable. But quite apart from its dubious function (to offer a lot is to offer no one anything), radio is one-sided when it should have two sides. It is a pure instrument of distribution: it merely hands things out.

And now to be positive, that is to say, to turn to the positive side of radio, here is a proposal to give radio a new function: Radio should be converted from a distribution system to a communication system. Radio could be the most wonderful public communication system imaginable, a gigantic system of channels - could be, that is, if it were capable not only of transmitting but of receiving, of making the listener not only hear but also speak, not of isolating him but of connecting him. This means that radio would have to give up being a purveyor and organise the listener as purveyor. That is why it is extremely positive when radio attempts to give public affairs a truly public nature. Our government needs the activities of radio as much as the legal system does. Whenever the government or the legal system oppose such activity on the part of radio then they are afraid and adapted only to the days before the invention of radio - if not before the invention of gun-powder. The task of radio is not exhausted, however, by the relaying of these

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reports. It must, in addition, organise the demand for reports - that is to say, transform the reports of our rulers into answers to the questions of the ruled. Radio must make this exchange possible. It alone can organise the great discussion between industry and consumers about the standardisation of objects of daily use, the debates over the rise in the price of bread, the disputes in local government.

But whatever radio undertakes it must endeavour to combat that inconsequentiality which makes nearly all our public institutions so laughable. We have an inconsequential literature, which not only takes pains to have no consequences itself but goes to a great deal of trouble to neutralise its readers by picturing all objects and situations without their consequences. We have inconsequential educational institutions, which go to great lengths to transmit an education devoid of consequences and itself the consequence of nothing. All those of our institutions which shape ideology see it as their main purpose to ensure that the role of ideology is without consequences in accordance with a concept of culture which considers that the development of culture is already finished and that culture does not require a continued creative effort. This is not the place to examine in whose interest it is that these institutions are inconsequential; but when a technical invention so well adapted by nature to decisive social functions encounters such anxious attempts to keep it inconsequential and concerned with the most innocuous entertainment, then the irrepressible question presents itself whether there is no possibility of confronting the excluding powers with an organisation of the excluded. The slightest move in this direction would inevitably have a natural success which would far exceed the success of all the programmes of a culinary character. Every campaign which has clear consequences, that is to say, every campaign which really intervenes in reality, even at points of very modest importance, for instance the making available of public buildings, would ensure for radio an incomparably more far-reaching effect and a totally different social importance than its present purely decorative role. The technique for all such projects has still to be developed; but it will be directed towards the prime task of ensuring that the public is not only taught but must also itself teach.

It is one of radio's formal duties to give these didactic projects an interesting character - to make interests interesting. One area, the area aimed at young people in particular, can even be treated in artistic terms. This attempt on the part of radio to shape didactic material artistically would correspond to those efforts on the part of modern art which aim to give art a didactic function.

Nothing is more inappropriate than the old-fashioned opera, which is based on the inducing of a state of intoxication, for what it finds in front of the set is the individual - and of all alcoholic excesses none is more dangerous than solitary drinking.

Even the old-fashioned drama of the Shakespearean school is almost unusable on radio, for it is an isolated individual and not a crowd in close contact in front of the set that is led to invest feelings, sympathies and hopes in plots which have only one aim - to give the dramatic individual a chance to express himself.

Epic theatre, because it is made up of separate numbers, because of its separation of elements - the separation of image and word and of words and music - but particularly because of its didactic attitude, could provide a great number of practical hints for radio.

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But their purely aesthetic application would only lead to a new fashion and we have plenty of old fashions as it is. Were there a theatre of epic drama, of didactic documentary performance, then radio could carry out an entirely new kind of propaganda for the theatre, namely genuine information, indispensable information. A commentary of this kind, closely bound up with the theatre, a genuine, worthy complement to drama, could develop entirely new forms and so on. Direct collaboration between performances in the theatre and on the radio could also be organised. Radio could transmit choruses to the theatre just as it could broadcast publicly the decisions and productions of the audiences at the meeting-like collective performances of didactic plays.

But it is no task of ours to renew ideological institutes by innovations on the basis of the present social system rather our task is to move its basis through our innovation. So we are for innovations but against renewal by continuous, unceasing proposals for the better employment of the apparatus in the interest of the community we must destroy the social basis of that apparatus and question their use in the interest of the few.

These proposals cannot be achieved in this social system - can be achieved in another; yet they are merely a natural consequence of technological development and of the propagation and formation of that other social system.

2.4. Television

Brief History of Television

Experiments in television broadcasting were initiated during the 1920s in the United States and Europe. These experiments used a mechanical scanning disc that did not scan a picture rapidly enough. In 1923, however, came the invention of iconoscope, the electric television tube. The inventions of kinescope or picture tube, the electronic camera and TV home receivers arrived in rapid succession during the next few years and by the 1930s the National Broadcasting Corporation (NBC) had set up a TV station in New York, and BBC a TV station in London, offering regular telecast programmes. Germany and France too established television stations around the same time.

The World War put a brake on further developments in television, though in Nazi Germany television was widely used as an instrument of political propaganda. Nazi party conventions were televised; but the top event in the first chapter of German television history was the 1936 Olympics in Berlin, which was staged as a gigantic propaganda show for the Third Reich. But by the late 1940s and early 1950s television had become a feature of life in most developed countries. In 1948, for instance, there were as many as 41 TV stations in United States covering 23 cities through half a million receiving sets. Within a decade, the figure jumped to 533 stations and 55 million receivers. Canada, Japan and the European countries did not lag very far behind.

The age of satellite communication dawned in 1962 with the launching of Early Bird, the first communication satellite. The two big international satellite systems, Intelsat and Intersputnik began operating in 1965 and 1971 respectively and from then on the progress was phenomenal. Today, almost every country in the world has earth stations linked to satellites for transmission and reception. Communication satellites have literally trans-

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formed the modern world into what Marshall McLuhan, the Canadian media sociologist, liked to call 'a global village'.

In the 1970s more sophisticated transmission techniques were invented employing optical fiber cable and computer technology. Japan succeeded in designing a computer-controlled network to carry two-way video information to and from households. The audio visual cassettes and video tape recorder, closed circuit TV, and more recently cable television, pay-television and DTH (Direct to Home) television have changed the course of the development of TV in new and unexpected ways. DTH and digital compression technology has enhanced the number of channels which can be accessed, as also the quality of picture and sound transmission.

But this rapid growth has been rather lopsided. Most of the poor countries in Africa and Asia have still to possess their own domestic satellites or to provide an adequate number of production and transmission centers and receiving sets. The World Communications Year (1983), sponsored by the United Nations, sought to narrow this gap in technology hardware between the rich and poor countries, but, with newer technologies of information and leisure (such as the internet), this gap has indeed widened.

Likewise, in countries under the influence of the Soviet Union, the Marxist-Leninist model of journalism as an educational force supported the idea of the media as a means for development (Cambridge, 2002). Even countries in the nonaligned movement such as India favored the development focus of the media. In general, as Eko (2003) explained:

"Media were to concentrate on the task of disseminating information and messages that would improve agricultural production, health, education, national security and other vital areas ... based on the assumption that the mass media had very powerful, direct, and immediate effects on listeners and viewers".

The United Nations, especially its subdivision UNESCO, became the major international champion of development media projects.

Yet after many years of naive celebration of the importance of broadcasting for modernization, dependency theorists, especially in Latin America, successfully challenged the paradigm. Dependency theorists argued that many of these systems were government controlled, overly dependent on Western programming, and furthering the interests of the political elites, while limiting national forms of expression and the development of a national identity.

The dissatisfaction over the overdependence on Western commercial media output culminated in the controversial UNESCO McBride Report and resulted in a call for a new world information order. Yet the end of the Cold War and the neoliberal turn in the late 20th century along with intensified economic globalization seemed to make international communication policy efforts obsolete. Communication has become part of international trade agreements as opposed to political initiatives, as Hamelink (2002) pointed out. At the same time, international trade negotiations have favored deregulation and encouraged or coerced developing countries to privatize their communication infrastructure and to allow commercial units to compete against formerly state-run institutions.

As a result, most state-owned broadcasters in the developing world were forced to adjust to a mixed economic model that included advertising and dwindling state subsidies. The new commercial media environment led to a proliferation of stations, shows, and formats, coupled with a fragmentation of audiences, and a new advertising-driven focus on affluent urban audiences. Scholars like Sinha (1995) explained that by itself, this increase in the supply of programming did not meet the development goals of an informed citizen who has access to communication technology. As he pointed out "development is not a matter, ultimately, of expanding supplies of commodities or services, but of enhancing the capabilities of people". The old paradigm of development communication was relegated to the back burner.

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Development of Television in India

For more than a decade, the Ministry of Information and Broadcasting managed to hold out against demands from educational institutions, industrialists, politicians and indeed the middle - classes in urban areas for the introduction of television. But then in 1959, Philips (India) made an offer to the government of a transmitter at a reduced cost. Earlier, Philips demonstrated its use at an exhibition in New Delhi. The Government gave in, with the aim of employing it on an experimental basis 'to train personnel, and partly to discover what TV could achieve in community development and formal education'. A UNESCO grant of \$ 20,000 for the purchase of community receivers and a United States offer of some equipment proved much too tempting to resist, and on September 15, 1959, the Delhi Television Centre went on air.

The range of transmitter was forty kilometers round and about Delhi. Soon programmes began to be beamed twice a week, each of 20 minutes duration. The audience comprised members of 180 'teleclubs' which were provided sets free by UNESCO. The same organization concluded in a survey conducted two years later in 1961 that the 'teleclub' programmes had made 'some impact'.

Entertainment and information programmes were introduced from August 1965, in addition to social education programmes for which purpose alone TV had been introduced in the capital. The Federal Republic of Germany helped in setting up a TV production studio.

By 1970, the duration of the service was increased to three programmes, two weekly programmes running to 20 minutes each for 'teleclubs', and another weekly programmes of the same duration called 'Krishi Darshan' for farmers in 80 villages. 'Krishi Darshan' programmes began in January 1967 with the help of the Department of Atomic Energy, the Indian Agricultural Research Institute, the Delhi Administration and the State Governments of Haryana and Uttar Pradesh. The Programmes could easily be picked up in these States, as the range of the transmitter was extended to 60 kilometers.

The number of TV sets (all imported in 1970 stood at around 22,000 excluding the community sets. By the mid - 'seventies, however, Indian sets were in the market, and the number overshot the 100,000 mark in no time. By the early seventies the demand from the Indian cities, television manufacturers and the advertising industry as well as the Indira Gandhi Government's popularity contributed to the decision to expand the me-

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dium nationwide. By the end of the decade there were more than 200,000 sets in Delhi and the neighbouring states. The Bombay centers began to operate in Srinagar, Amritsar and Pune (only a relay centre). In 1975, Calcutta, Madras and Lucknow were put on the television map of the country. From January 1, 1976, 'commercials' came to be telecast at all the centers.

Another significant development during the same year was the separation of TV from All India Radio. Television now became an independent media unit in the Ministry of Information and Broadcasting, under the new banner - Doordarshan. Thus cut off from its parent body, hopes were raised about improvement of the quality and duration of its service.

In 1977, terrestrial transmitters were put up at Jaipur, Hyderabad, Raipur, Gulbarga, Sambhalpur and Muzaffarpur, to extend television coverage to a population of more than 100 millions. For the first time in the history of Indian broadcasting, political parties shared equal radio and TV time with the ruling party for their election campaigns.

S.No.	Year	No. of Transmitters	No. of TV sets (in Millions)	Total Population with Acces to TV (in Million)
1	1976	8	0.5	2.9
2	1977	13	0.5	2.9
3	1978	15	0.7	4.1
4	1979	17	0.9	5.4
5	1980	18	1.2	6.9
6	1981	19	1.5	9.3
7	1982	19	2.1	12.6
8	1983	43	2.1	12.7
9	1984	46	3.6	21.8
10	1985	172	6.8	40.5
11	1986	179	11.0	52.5
12	1987	197	13.2	65.0
13	1988	243	17.3	86.5
14	1989	335	22.5	110.5
15	1990	519	27.8	139.0
16	1991	527	30.8	150.0
17	1992	531	34.9	195.0
18	1993	542	40.3	218.8
19	1994	564	45.7	241.8
20	1995	698	52.3	246.0

S.No.	Year	No. of Transmitters	No. of TV sets (in Millions)	Total Population with Acces to TV (in Million)
21	1996	792	54.0	270.0
22	1997	921	57.7	296.0

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Meanwhile, the success of the Satellite Instructional Television Experiment (SITE) brought India international prestige; the country appeared ready for satellite television. NASA, ITU - UNDP, Ford Aerospace were major foreign actors in this success; the minor actors were General Electric, Hughes Aircraft, the Massachusetts Institute of Technology, and representatives of Western nations at the ITU's World Administrative Radio Conference. The INSAT series of domestic communications satellites and microwave cable networks have provided the country the infrastructure for a national satellite hook - up. However, as the table above shows, access is still limited, and as the Joshi Committee Report (1983) found, the development of indigenous software continues to serve the urban elite in the main.

The Asian Games which were held in New Delhi in 1982 proved to give further impetus to the rapid expansion of the national television network. In the mid - 1980s, a second channel was introduced first in New Delhi and Bombay, and later in the other metros; this second channel was to evolve into the popular Metro Entertainment Channel (or DD - 2).

With the success of Hum Log and other soap operas like Buniyaad and Khandaan, Doordarshan's revenue from advertising soared, and the sponsorship of indigenous soaps, sitcoms and other serials provided a spurt to production, sometimes taken up by the advertising agencies themselves (such as Lintas' production of a popular detective serial, Karamchand). The religious epics, the Mahabharat and the Ramayana, which followed the soap opera format, with a harking back to the magic of the early Indian cinema, proved to be phenomenal successes on the small screen. Advertisers discovered a new advertising medium and they gave it all their support. By 1987, over 40 serials had been produced; on average two were being screened each evening at prime - time; foreign serials were gradually edged out, and so were several prime - time talk shows, film - based programmes, and quiz programmes. In 1987 -88, Doordarshan's revenue shot up to Rs. 136.3 million, and further rose to Rs. 256 million at the end of 1990, and to a whopping Rs. 490 crores (Rs. 4900 million) in 1997 - 98. At the close of the 1990s, there were 58 million television sets in the country, with around 15 million connected to neighbourhood cable networks.

Doordarshan's Revenue from Advertising (1976-1998)

S.No.	Year	Gross (in Rs.)
1	1976 - 1977	77,18,000
2	1977 - 1978	2,07,31,243
3	1978 - 1979	4,97,26,582
4	1979 - 1980	6,16,43,840

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S.No.	Year	Gross (in Rs.)
5	1980 - 1981	8,07,50,300
6	1981 - 1982	11,26,93,933
7	1982 - 1983	15,88,74,060
8	1983 - 1984	19,78,99,238
9	1984 - 1985	31,43,45,326
10	1985 - 1986	62,27,92,400
11	1986 - 1987	21,93,00,000
12	1987 - 1988	1,36,30,00,000
13	1988 - 1989	1,61,26,00,000
14	1989 - 1990	2,10,13,00,000
15	1990 - 1991	2,56,00,00,000
16	1991 - 1992	2,90,00,00,000
17	1992 - 1993	3,60,23,00,000
18	1993 - 1994	3,72,95,00,000
19	1994 - 1995	3,98,00,00,000
20	1995 - 1996	4,30,13,00,000
21	1996 - 1997	5,72,73,00,000
22	1997 - 1998	4,90,00,00,000

(Source: Annual Reports, Ministry of Information and Broadcasting; Doordharshan - 1997)

Doordarshan's Advertising Revenue from TV Genres

S.No.	Genre	Revenue (Rs. Crore)
1	Feature Films	108
2	Film-based Programmes	68
3	Mythological	60
4	Sports Programmes	35
5	Other Genres	119

Check your progress

1. Name some communication scholars of US.

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2. What is meant by the term media according to Eko?

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3. Who introduced transmitters at low cost in India?

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4. When did the entertainment programme were introduced?

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2.5. Television as a Medium of Communication

Television as An Educational Medium

The distinct advantages of using television for formal and non-formal education are that large numbers across the length and breadth of the land can be reached simultaneously. Experts in various fields of education can offer their services to the whole nation. The main disadvantage, of course, is the enormous expenditure involved not only on production and transmission, but for reception of programmes. Although television access is widespread, receiver-sets are still beyond the reach of the majority of the urban and rural poor who are in need of further education.

Visual demonstrations of rare and complex material markedly improve understanding of many aspects of the physical sciences, of medicine, of geography and of the elements of drama and history.

England, Japan and the United States have a fairly well developed educational TV service. The British Open University makes wide use of TV-time over BBC to beam its various faculty programmes. The United States 'Public Television's' School Programmes serve teachers and students in the classroom and at home. Besides, the National University Consortium consisting of seven U.S. Colleges offers college credit courses on public television. An integral part of system which students work with qualified tutors living in the same cities or towns.

Delhi TV took the decision in 1961 (when it covered only the twin cities and was still at an experimental stage) to broadcast curriculum-based lessons on selected subjects, particularly on science. The aim was to improve standards in the teaching of science at the secondary level. At the time, few Delhi schools had laboratory facilities, and further, there were few qualified science teachers. These disadvantages were sought to be overcome by the visual medium of TV.

Teachers and students responded with enthusiasm to the new teaching aid. The experiment was made possible by financial assistance from the Ford foundation. It was evaluated in 1969 by a UNESCO expert, Paul Neurath, and he concluded that ETV had amply proved its usefulness as 'an aid to the teaching of science subjects'. Though Delhi TV

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covers a much larger area now, and may more receivers have been installed in schools there has been no significant development in the educational programmes put out. Indeed, there has been a decline in interest. According to an NCERT National Council of Educational Research and training survey on the utilization of educational TV in schools under the Delhi administration, only 38% of the 500 schools provided with receivers in the secondary classes for which lessons are telecast every week, switched on to the programmes. Some of the reasons: poor maintenance of receivers, shoddy viewing conditions in the classrooms, indifference among teachers and students.

Doordarshan Centers in Bombay, Madras, Calcutta, Srinagar and other cities transmit educational programmes in English and Science for primary and secondary classes. The unfortunate part of these 'lessons' is that they provide little knowledge of general interest, adhering strictly to the school curriculum and classroom format. The camera moves outdoors only for short periods. The English language lessons are well-planned, but presented by teachers and students using a variety of accents and pronunciation.

With the extension of satellite and micro-wave facilities to almost the entire country and the installation of many more studios and transmitting centers, Doordarshan will inevitably increase its educational telecast across the length and breadth of the land. But what needs to be done before this take-off stage is close co-ordination between the centre and the states on ETV. It must be noted that the broadcast media are under Central Government control, while education is a State Government subject under the Constitution. The way out could be the setting up of an autonomous board of educationists, social scientists and media experts at the state levels. This has been recently initiated by granting 'autonomy' to the SIETs (State Institutes of Educational Technology).

Television and Higher Education

The Verghese Committee set up by the Janata regime in 1978 strongly recommended granting broadcast franchises to educational institutions. This would empower national institutions of higher learning to use power radio or television transmission solely for the propagation of quality education to large masses of students and others.

The UGC Higher Education Project launched in August 1984, serves this purpose. Known as Countrywide Classroom, and coordinated by the Consortium for educational Communication (CEC), New Delhi, its ETV programmes are beamed across the country every weekday morning and afternoon. 1700 colleges have been provided with free colour TV sets (few colleges have bought sets from their own funds), the number of community sets stands at 60,000. However, a good number of programmes telecast continue to be of foreign origin (mainly from Britain, United States, West Germany and Russia), though indigenous programmes, produced at seven EMRCs (Educational Media Research Centres) and eight AVRCs (Audio Visual Research Centres) set up in different parts of the country, are increasing their contribution steadily. According to a 1993 ADMAR study, the UGC programmes have a viewership of over 19 million. Of these, 12 million watch the programmes at least once a week, and around seven million are regular viewers, watching two-to-five transmissions per week, though only 45 % of the regular viewers are students.

Programme Composition by Format and Content

S.No.	Programmes	National Network %	Regional Network %	Local Kendras %
1.	News and current affairs	17.9	10.4	10.0
2.	General Information	20.3	22.1	30.0
3.	Social Education	7.4	21.1	30.0
4.	Culture	3.9	7.5	20.0
5.	School and University Education	12.6	8.9	--
6.	Entertainment	45.3	25.4	10.0
7.	Miscellaneous	2.6	4.6	--

(Source: Doordarshan - 1997)

2.6. Summary

Radio is the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light. Electromagnetic radiation travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. Information is carried by systematically changing (modulating) some property of the radiated waves, such as amplitude, frequency, phase, or pulse width. When radio waves pass an electrical conductor, the oscillating fields induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry information.

Radio broadcasting needed the mass production of receivers and marketing for it to be commercially viable. This came about during World War I largely because of military requirements. After the War, radio found its commercial base and was given a social form through a combination of several traditions - those of telecommunications, mass industry and the press. The first radio stations were set up in Pittsburg, New York and Chicago in the 1920s to broadcast election news, sporting events and opera performances. By mid-1923 as many as 450 stations sprouted across the United States - all run by a pool of amateurs. These stations were later connected by AT & T to form the National Broadcasting Company (NBC) in 1926; the following year, a number of independent stations clubbed together to form a second national network, the Columbia Broadcasting System (CBS)). The public service network, Public Broadcasting Service (PBS) was established much later.

2.7. Key Words**1. NBC**

National Broadcasting Corporation

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2. Marshall McLuhan

Marshall McLuhan, the Canadian media sociologist, liked to call 'a global village'.

3. Cable Television

Cable television in India meant no more than the relay via cable of pirated video copies of popular Indian and American films, from a central control room.

4. AM

Amplitude Modulation

5. FM

Frequency Modulation

2.8. Answers to Check Your Progress

1. Radio is the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light.
2. Radio broadcasting needed the mass production of receivers and marketing for it to be commercially viable.
3. National Broadcasting Company (NBC), the Columbia Broadcasting System (CBS) and Public Broadcasting Service (PBS) are some important broadcasting company.
4. In the United States, communication scholars such as Daniel Lerner, Wilbur Schramm (Lerner & Schramm, 1967), and Everett Rogers (1962) based in the dominant paradigm stressed that these new developing countries needed broadcasting to establish a sense of national identity and to support modernization projects and campaigns.
5. In general, as Eko (2003) explained: "Media were to concentrate on the task of disseminating information and messages that would improve agricultural production, health, education, national security and other vital areas, based on the assumption that the mass media had very powerful, direct, and immediate effects on listeners and viewers".
6. In 1959, Philips (India) made an offer to the government of a transmitter at a reduced cost, earlier, Philips demonstrated its use at an exhibition in New Delhi.
7. Entertainment and information programmes were introduced from August 1965, in addition to social education programmes for which purpose alone TV had been introduced in the capital.

2.9. Terminal Questions

1. Describe the history of Radio.
2. Discuss the terms AM and FM.
3. Explain the salient features of Community Radio.
4. Examine the role of Radio and Television in Education.

5. Describe the history of Television.
6. Enumerate history of television in India.

2.9. Further Readings

- | | |
|------------------------|--|
| 1. Keval J. Kumar | - Mass Communication in India |
| 2. Sharada Kaushik | - Script to Screen: An Introduction to TV Journalism |
| 3. Indian journalism | - Dr.Nadigkrishna Murthy |
| 4. Journalism in India | - Rangamani Parthasarathy |

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UNIT - III

BROADCASTING COMMITTEES

UNIT - III : BROADCASTING COMMITTEES**STRUCTURE**

- 3.0. Learning Objectives
- 3.1. Introduction
- 3.2. Recommendations of Chanda Committee
- 3.3. Verghese Committee
- 3.4. Joshi Committee's Reports
- 3.5. Salient Features of Prasar Bharati Bill
- 3.6. Summary
- 3.7. Key Words
- 3.8. Answers to Check Your Progress
- 3.9. Terminal Questions
- 3.10. Further Readings

3.0. Learning Objectives

After reading this chapter you will be able to

- ◆ Understand the Committees of Broadcasting
- ◆ Describe the recommendations of Chanda committee
- ◆ Discuss the features of Verghese committee
- ◆ Examine the reports of the Joshi committee's
- ◆ Explain the salient features of Prasar Bharati bill

3.1. Introduction

Over the years, the Government of India established a number of committees and working groups to study various aspects and issues concerning the electronic media. The UNESCO also established an International Commission for the Study of Communication Problems, popularly known as McBride Commission (1977-79). The reports of these bodies are a valuable contribution to the media literature and constitute precious body of information. Salient features of reports and recommendations of some of the committees are summarized in this chapter.

3.2. Recommendations of Chanda Committee

A.K Chanda Committee was formed under the Broadcasting & Information media to evaluate work of different media under the Ministry of Information and Broadcasting. It

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also examined the role of media and their policies as well. Committee on Broadcasting and Information Media (1964), this committee, also popularly known as the Chanda Committee, constituted in December 1964, presented the Report on Radio and Television in April 1966. The Committee observed: It is not possible in the Indian context for a creative medium like broadcasting to flourish under a regiment (sic) of departmental rules and regulations. It is only by an institutional change that AIR can be liberated from the present rigid financial and administrative procedures of the government. It is recommended that a separate Corporation, set up for Akashvani and Doordarshan, should have the freedom to evolve its own methods of recruitment, regulate scales of pay and conditions of service according to its needs, and devise a financial and accounting system appropriate to its creative activity.

This recommendation was considered by the Cabinet in December 1969, and the Lok Sabha was informed in April 1970 that the present was not an opportune time to consider the conversion of All India Radio into an autonomous Corporation. However, another important recommendation that Akashvani and Doordarshan be separated was accepted and took effect from April 1, 1976.

Arguing for the grant of autonomy to the two media, the Chanda Committee had said: Theoretically it (AIR) has the freedom of a national newspaper to present objectively topics of current interest but in practice it has failed to do so mainly for two reasons. First, successive ministers usurped the policy making functions of the Director General and started interfering even in matters of programme planning and presentation, and second, the selection of the directing staff was so made as to ensure unquestioning compliance. As a result the public image of AIR has become tarnished, its objectivity destroyed and its initiative gradually whittled away.

Chanda Committee was the first enquiry committee appointed at the initiative of Late Smt. Indira Gandhi the then minister for Information and Broadcasting who felt that Broadcasting needed a fresh look. The Chanda Committee made three major recommendations in its report which was published in 1966. It suggested that AIR be converted into a corporation run by a Board of Governors on the BBC model; that television be separated from Radio and given a twenty-year development plan; and that the Vividh Bharathi channel be commercialized and its profits ploughed back into radio for the recommendation on the ground that the time was not ripe for AIR to be converted into a corporation. While Government did not prepare long-range plan for the development of TV, it did agree that the country needed TV and that it should be expanded within the available resources. Separation was effected only a decade later. The Chanda Committee's proposal to commercialize the Vividh Bharathi channel was accepted and brought into effect in 1967, though here also it took nearly ten years before the profits were actually made available to AIR.

Check your Progress

1. Write a note on Chanda Committee.

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2. When did Chanda Committee form?

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3.3. Verghese Committee

The Verghese Committee recommended the setting up of a National Broadcast Trust (or Akash Bharati) under which a highly decentralised structure would operate. It did not see the need for autonomous corporations or even a federation of State Government Corporations. Neither did it support the idea of two separate corporations for radio and television. However, besides asserting that the Trust should be an independent, impartial and autonomous organisation', the Committee wanted 'the autonomy of the corporation and its independence from government control to be entrenched in the Constitution.

The committee recommended that the Trust be supervised by a Board of Trustees (or Nyasi Mandal) consisting of 12 members who would be appointed by the President on the recommendation of the Prime Minister from out of a list of names forwarded by a nominating panel comprising the Chief Justice of India, the Lok Pal and the Chairman of the UPSC. The Chairman and three members would be full-time members while the other eight members would be part-time. It would be the responsibility of the Board of Trustees to appoint the Controller-General who would head the Central Executive Board and will be ex-officio Secretary to the Board of Trustees. The Central Executive Board, in coordination with Zonal Executive Councils, would be responsible for implementing the policies and directives of the Board of Trustees. Programming would necessarily be decentralised and producers down to the local levels would enjoy 'a significant measure of autonomy'.

Working Group on Autonomy for Akashvani and Doordarshan (1977), the committee, also popularly known as Verghese Committee, appointed in August 1977 submitted its Report to the Government in February 1978. The report is a landmark document on the aspect of granting autonomy to the electronic media. Its major recommendations were:

- ◆ An autonomous national trust should be established under which Akashvani and Doordarshan would function. It gave a name to the proposed authority - Akash-Bharati: the National Broadcast Trust;
- ◆ Radio and TV should work for the public purpose. They should function within the framework of a broad perspective of national communication policy;
- ◆ The proposed autonomous broadcasting trust authority should be owned by the nation and be accountable to the Parliament;
- ◆ The priority of broadcasting has to change from "urban elitist moorings to the rural and semi-urban areas and to the urban poor." The quality of programmes would have to improve. It should also work towards filling the rural-urban and tradition modernity gaps;

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- ◆ The idea of one autonomous corporation each for All India Radio and Doordarshan did not find support from the Working Group. It opted for one autonomous national trust for both of the broadcast media-radio and television. It also rejected the concept of autonomous regional corporations, but it envisaged decentralization of national broadcasting authority; and
- ◆ The autonomy of the authority and independence from control of the government should be guaranteed by the Constitution.

The Government introduced a Bill in May 1979 which envisaged setting up of an autonomous corporation known as Prasar Bharati. Since the Government went out of office, the Bill lapsed and the successor government headed by Mrs. Indira Gandhi decided not to set up an autonomous body.

The government later on introduced the Prasar Bharati (Broadcasting Corporation of India), Act 1990 in September 1990. However, the continued for dragging on the implementation of the Prasar Bharati Act and the yawning gap between the government's rhetoric and its practice, clearly shows that autonomy for the electronic media is as distant a dream as ever.

Check your Progress

3. Write a note on Verghese Committee.

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4. Write about the members of the Verghese Committee.

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3.4. Joshi Committee's Reports

With the increase in the number of transmitters all over the country, the necessity for the software development of Doordarshan has grown. So the government appointed a committee under the Chairmanship of Dr. P.C. Joshi to give recommendations on the software aspects of our television. In a report submitted in 1985 the Committee expressed about the rural orientation of the present TV programming. Critizing the commercial attitude adopted by TV, the committee advised the restructuring of its programme pattern. As observed by P.C. Chatterji, the three enquiry committee reports are comprehensive documents which have made on average two hundred and thirty recommendations each covering almost every aspect of broadcasting. They are spaced over a period of nearly twenty years and it is remarkable that they agree on several of their recommendations.

Though the Joshi Working Group was not asked to go into the question of broadcasting autonomy, it did stick its neck out in stating bluntly that 'functional freedom' did not exist at all in Doordarshan, despite government claims. However, it noted that the crucial issue⁴ is not 'autonomy versus government control' but 'urgent reforms in structure

and management styles for support to creativity'. It, therefore recommended the creation of an institutional arrangement which provided co-ordination and interaction among political, administrative and communication spheres for policy guidelines and evaluation of software. Further, it recommended the establishment of a National Doordarshan Council to tender advice to the Minister on the broad social objectives and the modes of TV programming. The Joshi working group however, did not favor the freeing of broadcasting from the control of the IU and B Ministry. It had no objection, to Doordarshan receiving directives from the Minister or his deputy.

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Check your Progress**5. Why does government appointed Joshi Committee?**

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3.5. Salient Features of Prasar Bharati Bill

The Prasar Bharati Bill (1980) is based largely on the Verghese Report (1978) and the Prasar Bharati Bill (1979) that was introduced by the Janata regime in Parliament in May 1979. There are some basic differences too. While the Prasar Bharati Bill favours the creation of a Broadcasting Corporation through an Act of Parliament, the Verghese Report clearly wanted broadcasting autonomy to be a part of the Indian Constitution. This would be necessary to ensure that no future government would tamper with the freedom and independence of the corporation. Further, a Trust in the service of the public was what the Verghese Report envisaged; the present Bill proposes a 'Corporation' which does not have statutory duty and power. The objectives that the present Bill sets out for the corporation are taken almost verbatim from the Verghese Committee's objectives for the National Broadcast Trust. Yet it does not go as far as the Verghese Report which wanted the Ministry of Information and the Broadcasting to shed its responsibility for broadcasting altogether. The bill manages to sneak in a representative of the Ministry as a part-time Governor. This is not the 'full autonomy' the Verghese Committee had in mind.

The Verghese Committee warned against 'copying blindly' the structure and organisation of western broadcasting institutions. The structure envisaged by the new Bill is patterned closely on that of the British Broadcasting Corporation; even the nomenclature is similar. Moreover, the Verghese Report underscored the need for a decentralised structure with powers delegated at regional and local levels; the present Bill says little about devolution of the powers of the Central Governing and Executive Boards. The Bill does not also go into the question of 'franchise stations' for educational institutions or of independent radio and television producing agencies. On the matter of the selection of the Chairman of the Board of Governors too, the Bill departs from the Verghese recommendations. Instead of the nominating panel consisting of the Chief Justice of India, the Lok Pal and the Chairman of the UPSC., The present Bill would rather include the Rajya Sabha Chairman, the Press Council Chairman and a nominee of the President. Similarly, it deviates radically on the composition of the Broadcasting Council/Complaints Council. Indeed,

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the current Bill is far closer in content, form and spirit to the Prasar Bharati Bill (1979) than to the Verghese Report's recommendations.

B.G. Verghese, Umashankar Joshi and other Committee members reacted strongly to the 1979 Bill. Both felt that the then Government had been 'distrustful' of the people and that the extent of autonomy provided in the Bill had been considerably diluted. There was no provision, they remarked, for any decentralisation of the functioning of the proposed *broadcasting corporation*. These objections can be raised against the 1989 Bill too. The Bill became an Act in 1990 with approval by all political parties in the Lok Sabha and Rajya Sabha.

Prasar Bharati Act (1990)

An Act to provide for the establishment of a Broadcasting Corporation for India, to be known as Prasar Bharati, to define its composition, functions and powers and to provide for matters connected therewith or incidental thereto. Be it enacted by Parliament in the Forty-first Year of the Republic of India as follows:

CHAPTER I

PRELIMINARY

Short title, extent and commencement

- ◆ This Act may be called the Prasar Bharati (Broadcasting Corporation of India) Act, 1990.
- ◆ It extends to the whole of India.
- ◆ It shall come into force on such date as the Central Government may, by notification, appoint.

Definitions – In this Act, unless the context otherwise requires, –

- (a) 'Akashvani' means the offices, stations and other establishments, by whatever name called, which, immediately before the appointed day, formed part of or were under the Director-General, All India Radio of the Union Ministry of Information and Broadcasting;
- (b) 'Appointed day' means the date appointed under section 3;
- (c) 'broadcasting' means the dissemination of any form of communication like signs, signals, writing, pictures, images and sounds of all kinds by transmission of electromagnetic waves through space or through cables intended to be received by the general public either directly or indirectly through the medium of relay stations and all its grammatical variations and cognate expressions shall be construed accordingly;
- (d) 'Board' means the Prasar Bharati Board;
- (e) 'Broadcasting Council' means the Council established under section 14;
- (f) 'Chairman' means the Chairman of the Corporation appointed under section 4;

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- (g) 'Corporation' means the Prasar Bharati (Broadcasting Corporation of India) established under section 3;
- (h) 'Doordarshan' means the offices, Kendras and other establishments, by whatever name called, which, immediately before the appointed day, formed part of or were under the Directorate-General, Doordarshan of the Union Ministry of Information and Broadcasting;
- (i) 'elected Member' means a Member elected under section 3;
- (j) 'Executive Member' means the Executive Member appointed under section 4;
- (k) 'kendra' means any telecasting centre with studios or transmitters or both and includes a relay station;
- (l) 'Member' means a Member of the Board;
- (m) 'Member (Finance)' means the Member (Finance) appointed under section 4;
- (n) 'Member (Personnel)' means the Member (Personnel) appointed under section 4;
- (o) 'Nominated Member' means the Member nominated by the Union Ministry of Information and Broadcasting under section 3;
- (p) 'Non-lapsable Fund' means the Fund created from the commercial revenues of Akashvani and Doordarshan to meet expenditure on certain schemes;
- (q) 'notification' means a notification published in the official Gazette;
- (r) 'Part-time Member' means a Part-time Member of the Board appointed under section 4, but does not include an ex-officio Member, the Nominated Member or an elected Member;
- (s) 'Prescribed' means prescribed by rules made under this Act;
- (t) 'Recruitment Board' means a board established under sub-section (1) of section 10;
- (u) 'Regulations' means regulations made by the Corporation under this Act;
- (v) 'Station' means any broadcasting station with studios or transmitters or both and includes a relay station;
- (w) 'Whole-time Member' means the Executive Member, Member (Finance) or Member (Personnel);
- (x) 'Year' means the financial year.

CHAPTER II

PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)

3. Establishment and composition of Corporation.

- ◆ With effect from such date as the Central Government may by notification appoint in this behalf, there shall be established for the purposes of this Act a Corporation, to be known as the Prasar Bharati (Broadcasting Corporation of India).

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- ◆ The Corporation shall be a body corporate by the name aforesaid, having perpetual succession and a common seal with power to acquire, hold and dispose of property, both movable and immovable, and to contract, and shall by the said name sue and be sued.
 - ◆ The headquarters of the Corporation shall be at New Delhi and the Corporation may establish offices, kendras or stations at other places in India and, with the previous approval of the Central Government, outside India.
 - ◆ The general superintendence, direction and management of the affairs of the Corporation shall vest in the Prasar Bharati Board which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation under this Act.
 - ◆ The Board shall consist of - (a) a Chairman; (b) one Executive Member; (c) one Member (Finance); (d) one Member (Personnel); (e) six Part-time Members; (f) Director-General (Akashvani), ex-officio; (g) Director-General (Doordarshan), ex-officio; (h) one representative of the Union Ministry of Information and Broadcasting, to be nominated by that Ministry; and (i) two representatives of the employees of the Corporation, of whom one shall be elected by the engineering staff from amongst themselves and one shall be elected by the other employee from amongst themselves.
 - ◆ The Corporation may appoint such committees as may be necessary for the efficient performance, exercise and discharge of its functions, powers and duties: Provided that all or a majority of the members of each committee shall be Members and a member of any such committee who is not a Member shall have only the right to attend meetings of the committee and take part in the proceedings thereof, but shall not have the right to vote.
 - ◆ The Corporation may associate with itself, in such manner and for such purposes as may be provided by regulations, any person whose assistance or advice it may need in complying with any of the provisions of this Act and a person so associated shall have the right to take part in the discussions of the Board relevant to the purposes for which he has been associated, but shall not have the right to vote. No act or proceeding of the Board or of any committee appointed by it under sub-section.
 - ◆ Shall be invalidated merely by reason of- (a) any vacancy in, or any defect in the constitution of, the Board or such committee; or (b) any defect in the appointment of a person acting as a Member or a member of such committee; or (c) any irregularity in the procedure of the Board or such committee not affecting the merits of the case.
4. Appointment of Chairman and other Members. –
- ◆ The Chairman and the other Members, except the ex-officio Members, the Nominated Member and the elected Members shall be appointed by the President of India on the recommendation of a committee consisting of - (a) the Chairman of the Council of States, who shall be the Chairman of the Committee; (b) the Chairman of

the Press Council of India established under section 4 of the Press Council Act, 1978 (37 of 1978); and (c) one nominee of the President of India.

- ◆ No appointment of a Member shall be invalidated merely by reason of any vacancy in, or any defect in the constitution of, the committee appointed under sub-section (1).
- ◆ The Chairman and the Part-time Members shall be persons of eminence in public life; the Executive Member shall be a person having special knowledge or practical experience in respect of such matters as administration, management, broadcasting, education, literature, culture, arts, music, dramatics or journalism; the Member (Finance) shall be person having special knowledge or practical experience in respect of financial matters and the Member (Personnel) shall be a person having special knowledge or practical experience in respect of personnel management and administration.
- ◆ The recommendations made by the committee constituted under sub-section (1) shall be binding for the purposes of appointments under this section.

5. Powers and functions of Executive Member. –

- ◆ The Executive Member shall be the Chief Executive of the Corporation and shall, subject to the control and supervision of the Board, exercise such power and discharge such functions of the Board as it may delegate to him.

Term of office, conditions of service, etc, of Chairman and other Members

- ◆ The Chairman shall be part-time Member and shall hold office for a term of six years from the date on which he enters upon his office.
- ◆ The Executive Member, the Member (Finance) and Member (Personnel) shall be Whole-time Members and every such Member shall hold office for a term of six years from the date on which he enters upon his office or until he attains the age of sixty-two years whichever is earlier.
- ◆ The term of office of Part-time Members shall be six years, but one-third of such Members shall retire on the expiration of every second year.
- ◆ The term of office of an elected Member shall be two years or till he ceases to be an employee of the Corporation, whichever is earlier.
- ◆ As soon as may be after the establishment of the Corporation, the President of India may, by order, make such provision as he thinks fit for curtailing the term of office of some of the Part-time Members then appointed in order that one-third of the Members holding office as such Part-time Members shall retire in every second year thereafter.
- ◆ Where before the expiry of the term of office of a person holding the office of Chairman, or any other Member, a vacancy arises, for any reason whatsoever, such vacancy shall be deemed to be a casual vacancy and the person appointed or elected to fill such vacancy shall hold office for the unexpired period of the term for which his predecessor in office would have held office if such vacancy had not arisen.

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- ◆ The Whole-time Members shall be the employees of the Corporation and as such shall be entitled to such salaries and allowances and shall be subject to such conditions of service in respect of leave, pension (if any), provident fund and other matters as may be prescribed: Provided that the salaries and allowances and the conditions of service shall not be varied to their disadvantage after their appointment.
- ◆ The Chairman and Part-time Members shall be entitled to such allowances as may be prescribed.

7. Removal and Suspension of Chairman and Members.

- ◆ Subject to the provisions of sub-section (3), the Chairman or any other Member, except an ex-officio Member, the Nominated Member and an elected Member shall only be removed from his office by order of the President of India on the ground of misbehaviour after the Supreme Court, on a reference being made to it by the President, has, on inquiry held in accordance with such procedure as the Supreme Court may by rules provide, reported that the Chairman or such other member, as the case may be, ought, on such ground, be removed.
- ◆ The President may suspend from office the Chairman or other Member, except an ex-officio
- ◆ Member, the nominated Member or an elected Member, in respect of whom a reference has been made to the Supreme Court under sub-section (1) until the President has passed orders on receipt of the report of the Supreme Court on such reference.
- ◆ Notwithstanding anything contained in sub-section (1), the President may, by order, remove the Chairman or any Whole-time Member from his office, if such Chairman or such Whole-time Member – (a) ceases to be a citizen of India; or (b) is adjudged an insolvent; or (c) engages during his term of office in any paid employment outside the duties of his office; or (d) is convicted of any offence involving moral turpitude; or (e) is, in the opinion of the President, unfit to continue in office by reason of infirmity of body or mind: Provided that the President may, by order, remove any part-time Member from his office if he is adjudged an insolvent or is convicted of any offence involving moral turpitude or where he is, in the opinion of the President, unfit to continue in office by reason of infirmity of body or mind.
- ◆ If the Chairman or any Whole-time Member, except any ex-officio Member, the Nominated Member or any elected Member, is, or becomes in any way concerned or interested in any contract or agreement made by or on behalf of the Corporation or the Government of India or the Government of a State or, participates in any way in the profit thereof, or in any benefit or emolument arising therefrom than as a member, and in common with other members of an incorporated company, he shall, for the purposes of sub-section (1), be deemed to be guilty of misbehaviour.
- ◆ If a Part-time Member is, or becomes in any way concerned, or interested in any contract, or agreement made by or on behalf of the Corporation, he shall, for the purposes of sub-section (1), be deemed to be guilty of misbehaviour.

- ◆ The Chairman or any other Member may resign his office by giving notice thereof in writing to the President of India and on such resignation being accepted, the Chairman or other Member shall be deemed to have vacated his office.

8. Meetings of Board.

- ◆ The Board shall meet at such times and places and shall observe such rules of procedure in regard to the transaction of business at its meetings (including the quorum at meetings) as may be provided by regulations: Provided that there shall not be less than six meetings every year but three months shall not intervene between one meeting and the next meeting.
- ◆ A Member shall be deemed to have vacated his office if he absents himself for three consecutive meetings of the Board without the leave of the Chairman.
- ◆ The Chairman shall preside at the meetings of the Board and if for any reason he is unable to attend any meeting, the Executive Member and in the absence of both, any other Member elected by the Members present at such meeting, shall preside at the meeting.
- ◆ All questions which come up before any meeting of the Board shall be decided by a majority of the votes of the Members present and voting and, in the event of an equality of votes, the Chairman, or in his absence, the person presiding, shall have and exercise a second or casting vote.

9. Officers and other employees of Corporation.

- ◆ Subject to such control, restrictions and conditions as may be prescribed, the Corporation may appoint, after consultation with the Recruitment Board, the Director-General (Akashvani), the Director-General (Doordarshan) and such other officers and other employees as may be necessary.
- ◆ The method of recruitment of such officers and employees and all other matters connected therewith and the conditions of service of such officers and other employees shall be such as may be provided by regulations.

10. Establishment of Recruitment Boards.

- ◆ The Corporation shall, as soon as may be, after the appointed day and in such manner and subject to such conditions and restrictions as may be prescribed, establish for the purposes of section 9, one or more Recruitment Boards consisting wholly of persons other than the Members, officers and other employees of the Corporation: Provided that for the purposes of appointment to the posts carrying scales of pay which are not less than that of a Joint Secretary to the Central Government, the Recruitment Board shall consist of the Chairman, other Members, the ex-officio Members, the nominated Member and the elected Members.
- ◆ The qualifications and other conditions of service of the members constituting the Recruitment Board and the period for which such members shall hold office, shall be such as may be prescribed.

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11. Transfer of service of existing employees to Corporation.

- ◆ Where the Central Government has ceased to perform any functions which under section 12 are the functions of the Corporation, it shall be lawful for the Central Government to transfer, by order and with effect from such date or dates as may be specified in the order, to the Corporation any of the officers or other employees serving in the Akashvani or Doordarshan and engaged in the performance of those functions: Provided that no order under this sub-section shall be made in relation to any officer or other employee in the Akashvani or Doordarshan who has, in respect of the proposal of the Central Government to transfer such officer or other employee to the Corporation, intimated within such time as may be specified in this behalf by the Central Government, his intention of not becoming an employee of the Corporation.
- ◆ The provision of sub-section (1) shall also apply to the members of the Indian Information Service, the Central Secretariat Service or any other service or to persons borne on cadres outside Akashvani and Doordarshan who have been working in Akashvani or Doordarshan immediately before the appointed day: Provided that where any such member intimates, within the time specified in sub-section (1), his intention of not becoming an employee of the Corporation but to continue on deputation, he may be allowed to continue on deputation in accordance with such terms and conditions as may be prescribed.
- ◆ In making an order under sub-section (1), the Central Government shall, as far as may be, take into consideration the functions which the Akashvani or, as the case may be, Doordarshan has ceased or ceases to perform and the area in which such functions have been or are performed.
- ◆ An officer or other employee transferred by an order under sub-section (1) shall, on and from the date of transfer, cease to be an employee of the Central Government and become an employee of the Corporation with such designation as the Corporation may determine and shall, subject to the provisions of sub-sections (5) and (6), be governed by such regulations as may be made as respects remuneration and other conditions of service including pension, leave and provident fund and shall continue to be an officer or other employee of the Corporation unless and until his employment is terminated by the Corporation.
- ◆ Every officer or other employee transferred by an order made under sub-section (1) shall, within six months from the date of transfer, exercise his option, in writing, to be governed- (a) by the scale of pay applicable to the post held by him in the Akashvani or Doordarshan immediately before the date of transfer or by the scale applicable to the post under the Corporation to which he is transferred; (b) by the leave, provident fund, retirement or other terminal benefits admissible to employees of the Central Government in accordance with the rules or orders of the Central Government, as amended from time to time, or the leave, provident fund or other terminal benefits admissible to the employees of the Corporation under the regulations, and such option once exercised under this Act shall be final: Provided that the option exercised under clause (a) by an officer or other employee shall be applicable

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only in respect of the post under the Corporation to which such officer or other employee is transferred and on appointment to a higher post under the Corporation, he shall be eligible only for the scale of pay applicable to such higher post: Provided further that if immediately before the date of his transfer any such officer or other employee is officiating in a higher post under the Government either in a leave vacancy or any other vacancy of a specified duration, his pay on transfer shall be protected for the unexpired period of such vacancy and thereafter he shall be entitled to the scale of pay applicable to the post under the Government to which he would have reverted or to the scale of pay applicable to the post under the Corporation to which he is transferred, whichever he may opt: Provided also that when an officer or other employee serving in the Union Ministry of Information and Broadcasting or in any of its attached or subordinate offices is promoted to officiate in a higher post in the Ministry or office subsequent to the transfer to the Corporation of any other officer or employee senior to him in that Ministry or office before such transfer, the officer or other employee who is promoted to officiate in such higher post shall, on transfer to the Corporation, be entitled only to the scale of pay applicable to the post he would have held but for such promotion or the scale of pay applicable to the post under the Corporation to which he is transferred, whichever he may opt.

- ◆ No officer or other employee transferred by an order made under sub-section (1) or sub-section (2), - (a) shall be dismissed or removed by an authority subordinate to that competent to make a similar or equivalent appointment under the Corporation as may be specified in the regulations; (b) shall be dismissed or removed or reduced in rank except after an inquiry in which he has been informed of the charges against him and given a reasonable opportunity of being heard in respect of those charges: Provided that where it is proposed after such inquiry to impose upon him any such penalty, such penalty may be imposed on the basis of evidence adduced during such inquiry and it shall not be necessary to give such person an opportunity of making representation on the proposed penalty: Provided further that clause (b) shall not apply where an officer or other employee is dismissed or removed or reduced in rank on the ground of conduct which has led to his conviction on a criminal charge.

12. Functions and Powers of Corporation.

- ◆ Subject to the provisions of this Act, it shall be the primary duty of the Corporation to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television. Explanation -For the removal of doubts, it is hereby declared that the provisions of this section shall be in addition to, and not in derogation of, the provisions of the Indian Telegraph Act, 1885 (13 of 1985).
- ◆ The Corporation shall, in the discharge of its functions, be guided by the following objectives, namely: (a) upholding the unity and integrity of the country and the values enshrined in the Constitution; (b) safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own; (c) pay-

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ing special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology; (d) providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes; (e) providing adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship; (f) providing appropriate programmes keeping in view the special needs of the youth; (g) informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the upliftment of women; (h) promoting social justice and combating exploitation, inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society; (i) safeguarding the rights of the working classes and advancing their welfare; (j) serving the rural and weaker sections of the people and those residing in border regions, backward or remote areas; (k) providing suitable programmes keeping in view the special needs of the minorities and tribal communities; (l) taking special steps to protect the interests of children, the blind, the aged, the handicapped and other vulnerable sections of the people; (m) promoting national integration by broadcasting in a manner that facilitates communication in the languages in India; and facilitating the distribution of regional broadcasting services in every State in the languages of that State; providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilisation of the broadcast frequencies available and ensuring high quality reception; (o) promoting research and development activities in order to ensure that radio and television broadcast technology are constantly updated; and (p) expanding broadcasting facilities by establishing additional channels of transmission at various levels.

- ◆ In particular, and without prejudice to the generality of the foregoing provisions, the Corporation may take such steps as it thinks fit- (a) to ensure that broadcasting is conducted as a public service to provide and produce programmes; (b) to establish a system for the gathering of news for radio and television; (c) to negotiate for purchase of, or otherwise acquire, programmes and rights or privileges in respect of sports and other events, films, serials, occasions, meetings, functions or incidents of public interest, for broadcasting and to establish procedures for the allocation of such programmes, rights or privileges to the services; (d) to establish and maintain a library or libraries of radio, television and other materials; (e) to conduct or commission, from time to time, programmes, audience research, market or technical service, which may be released to such persons and in such manner and subject to such terms and conditions as the Corporation may think fit; (f) to provide such other services as may be specified by regulations.
- ◆ Nothing in sub-sections (2) and (3) shall prevent the Corporation from managing on behalf of the Central Government and in accordance with such terms and conditions as may be specified by that Government the broadcasting of external services and monitoring of broadcasts made by organizations outside India on the basis of arrangements made for reimbursement of expenses by the Central Government.

- ◆ For the purposes of ensuring that adequate time is made available for the promotion of the objectives set out in this section, the Central Government shall have the power to determine the maximum limit of broadcast time in respect of the advertisement.
- ◆ The Corporation shall be subject to no civil liability on the ground merely that it failed to comply with any of the provisions of this section.
- ◆ The Corporation shall have power to determine and levy fees and other service charges for or in respect of the advertisements and such programmes as may be specified by regulations: Provided that the fees and other service charges levied and collected under this sub-section shall not exceed such limits as may be determined by the Central Government, from time to time.

13. Parliamentary Committee

- ◆ There shall be constituted a Committee consisting of twenty-two Members of Parliament, of whom fifteen from the House of the People to be elected by the Members thereof and seven from the Council of States to be elected by the Members thereof in accordance with the system of proportional representation by means of the single transferable vote, to oversee that the Corporation discharges its functions in accordance with the provision of this Act and, in particular, the objectives set out in section 12 and submit a report thereon to Parliament.
- ◆ The Committee shall function in accordance with such rules as may be made by the Speaker of the House of the People.

14. Establishment of Broadcasting Council, term of office and removal, etc., of members thereof.

- ◆ There shall be established, by notification, as soon as may be after the appointed day, a Council, to be known as the Broadcasting Council, to receive and consider complaints referred to in section 15 and to advise the Corporation in the discharge of its functions in accordance with the objectives set out in section 12.
- ◆ The Broadcasting Council shall consist of - (i) a President and ten other members to be appointed by the President of India from amongst persons of eminence in public life; (ii) four Members of Parliament, of whom two from the House of the People to be nominated by the Speaker thereof and two from the Council of States to be nominated by the Chairman thereof.
- ◆ The President of the Broadcasting Council shall be a whole-time member and every other member shall be a part-time member and the President or the part-time member shall hold office as such for a term of three years from the date on which he enters upon his office.
- ◆ The Broadcasting Council may constitute such number of Regional Councils as it may deem necessary to aid and assist the Council in the discharge of its functions.
- ◆ The President of the Broadcasting Council shall be entitled to such salary and allowances and shall be subject to such conditions of service in respect of leave, pension (if any), provident fund and other matters as may be prescribed: Provided that

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the salary and allowances and the conditions of service shall not be varied to the disadvantage of the President of the Broadcasting Council after his appointment.

- ◆ The other members of the Broadcasting Council and the members of the Regional Councils constituted under sub-section (4) shall be entitled to such allowances as may be prescribed.

15. Jurisdiction of, and the procedure to be followed by, Broadcasting Council

- ◆ The Broadcasting Council shall receive and consider complaints from - (i) any person or group of persons alleging that a certain programme or broadcast or the functioning of the Corporation in specific cases or in general is not in accordance with the objectives for which the Corporation is established; (ii) any person (other than officer or employee of the Corporation) claiming himself to have been treated unjustly or unfairly in any manner (including unwarranted invasion of privacy, misrepresentation, distortion or lack of objectivity) in connection with any programme broadcast by the Corporation.
- ◆ A complaint under sub-section (1) shall be made in such manner and within such period as may be specified by regulations.
- ◆ The Broadcasting Council shall follow such procedure as it thinks fit for the disposal of complaints received by it.
- ◆ If the complaint is found to be justified either wholly or in part, the Broadcasting Council shall advise the Executive Member to take appropriate action.
- ◆ If the Executive Member is unable to accept the recommendation of the Broadcasting Council, he shall place such recommendation before the Board for its decision thereon.
- ◆ If the Board is also unable to accept the recommendation of the Broadcasting Council, it shall record its reasons therefore and inform the Broadcasting Council accordingly.
- ◆ Notwithstanding anything contained in sub-sections (5) and (6), where the Broadcasting Council deems it appropriate, it may, for reasons to be recorded in writing, require the Corporation to broadcast its recommendations with respect to a complaint in such manner as the Council may deem fit.

CHAPTER III

ASSETS FINANCES AND ACCOUNTS

16. Transfer of certain assets, liabilities, etc., of Central Government to Corporation

As from the appointed day,- (a) all property and assets (including the Non-lapsable Fund) which immediately before that day vested in the Central Government for the purpose of Akashvani or Doordarshan or both shall stand transferred to the Corporation on such terms and conditions as may be determined by the Central Government and the book value of all such property and assets shall be treated as the capital provided by the Central Government to the Corporation; (b) all debts, obligations and liabilities incurred, all contracts entered into and all matters and things engaged to be done by, with or for the

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Central Government immediately before such day for or in connection with the purposes of Akashvani or Doordarshan or both shall be deemed to have been incurred, entered into and engaged to be done by, with or for the Corporation; (c) all sums of money due to the Central Government in relation to the Akashvani or Doordarshan or both immediately before such day shall be deemed to be due to the Corporation; (d) all suits and other legal proceedings instituted or which could have been instituted by or against Central Government immediately before such day for any matter in relation to the Akashvani or Doordarshan or both may be continued or instituted by or against the Corporation.

17. Grants, etc., by Central Government

For the purposes of enabling the Corporation to discharge its functions efficiently under this Act, the Central Government may, after due appropriation made by Parliament by law in this behalf, pay to the Corporation in each financial year, - (i) the proceeds of the broadcast receiver license fees, if any, as reduced by the collection charges; and (ii) such other sums of money as that Government considers necessary, by way of equity, grant-in-aid or loan.

18. Fund of Corporation

- ◆ The Corporation shall have its own Fund and all the receipts of the Corporation (including the amounts which stand transferred to the Corporation under section 16) shall be credited to the Fund and all payments by the Corporation shall be made there from.
- ◆ All moneys belonging to the Fund shall be deposited in one or more nationalised banks in such manner as the Corporation may decide.
- ◆ The Corporation may spend such sums as it thinks fit for performing its functions under this Act and such sums shall be treated as expenditure payable out of the Fund of the Corporation.

Explanation

For the purpose of the section, 'nationalised bank' means a corresponding new bank specified in the First Schedule to the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970 (5 of 1970) or a corresponding new bank specified in the First Schedule to the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1980.

19. Investment of moneys

The Corporation may invest its moneys in the securities of the Central Government or any State Government or in such other manner as may be prescribed.

20. Annual Financial Statement of the Corporation

- ◆ The Corporation shall prepare, in each financial year, an Annual Financial Statement for the next financial year showing separately - (a) the expenditure which is proposed to be met from the internal resources of the Corporation; and (b) the sums required from the Central Government to meet other expenses, and distinguishing

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- (i) revenue expenditure from other expenditure; and (ii) non-Plan expenditure from Plan expenditure.

- ◆ The Annual Financial Statement shall be prepared in such form and forwarded at such time to the Central Government for its approval as may be agreed to by that Government and the Corporation.

21. Accounts and Audit of Corporation

- ◆ The Corporation shall maintain proper accounts and other relevant records and prepare an annual statement of accounts in such form and in such manner as may be prescribed.
- ◆ The accounts of the Corporation shall be audited by the Comptroller and Auditor-General of India at such intervals as may be specified by him and any expenditure incurred in connection with such audit shall be payable by the Corporation to the Comptroller and Auditor-General.
- ◆ The Comptroller and Auditor-General and any person appointed by him in connection with the audit of the accounts of the Corporation shall have the same rights and privileges and authority in connection with such audit as the Comptroller and Auditor-General has in connection with the audit of Government accounts and, in particular, shall have the right to demand the production of books, accounts, connected vouchers and other documents and papers and to inspect any of the offices of the Corporation.
- ◆ The accounts of the Corporation as certified by the Comptroller and Auditor-General of India or any other person appointed by him in this behalf together with the audit report thereon shall be forwarded annually to the Central Government and that Government shall cause the same to be laid before each House of Parliament.

CHAPTER IV

MISCELLANEOUS

23. Power of Central Government to give directions

- ◆ The Central Government may, from time to time as and when occasion arises, issue to the Corporation such directions as it may think necessary in the interests of the sovereignty, unity and integrity of India or the security of the State or preservation of public order requiring it not to make a broadcast on a matter specified in the direction or to make a broadcast on any matter of public importance specified in the direction.
- ◆ Where the Corporation makes a broadcast in pursuance of the direction issued under sub-section (1), the fact that such broadcast has been made in pursuance of such direction may also be announced along with such broadcast, if the Corporation so desires.
- ◆ A copy of every direction issued under sub-section (1) shall be laid before each House of Parliament.

24. Power of Central Government to obtain Information

The Central Government may require the Corporation to furnish such information as that Government may consider necessary.

25. Report to Parliament in certain matters and recommendations as to action against the Board.

◆ Where the Board persistently makes default in complying with any directions issued under section 23 or fails to supply the information required under section 24, the Central Government may prepare a report thereof and lay it before each House of Parliament for any recommendation thereof as to any action (including supersession of the Board) which may be taken against the Board.

◆ On the recommendation of the Parliament, the President may by notification supersede the Board for such period not exceeding six months, as may be specified in the notification: Provided that before issuing the notification under this sub-section, the President shall give a reasonable opportunity to the Board to show cause as to why it should not be superseded and shall consider the explanations and objections, if any, of the Board.

◆ Upon the publication of the notification under sub-section (2),- (a) all the Members shall, as from the date, supersession, vacate their offices as such; (b) all the powers, functions and duties which may, by or under the provisions of this Act be exercised or discharged by or on behalf of the Board, shall until the Board is reconstituted under this Act, be exercised and discharged by such person or persons as the President may direct.

◆ On the expiration of the period of supersession specified in the notification issued under sub-section (2), the President may reconstitute the Board by fresh appointments, and in such a case, any person who had vacated his office under clause (a) of sub-section (3) shall not be disqualified for appointment: Provided that the President may, at any time before the expiration of the period of supersession, take action under this sub-section.

◆ The Central Government shall cause the notification issued under sub-section (2) and a full report of the action taken under this section to be laid before each House of Parliament.

26. Office of member not to disqualify a Member of Parliament

It is hereby declared that the office of the member of the Broadcasting Council or of the Committee constituted under section 13 shall not disqualify its holder for being chosen as or for being a Member of either House of Parliament.

27. Chairman, Members, etc., to be public servants

The Chairman and every other Member, every officer or other employee of the Corporation and every member of a Committee thereof, the President and every member of the Broadcasting Council or every member of a Regional Council or a Recruitment Board shall be deemed to be a public servant within the meaning of section 21 of the Indian Penal Code (45 of 1860).

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regulation, or both Houses agree that the rule or regulation should not be made, the rule or regulation shall thereafter have effect only in such modified form or be of no effect, as the case may be; so, however, that any such modification or annulment shall be without prejudice to the validity of anything previously done under that rule or regulation.

35. Power to Remove Difficulties

If any difficulty arises in giving effect to provisions of this Act, the Central Government may, by order, published in the Official Gazette, make such provisions, not inconsistent with the provisions of this Act, as it may deem necessary, for the removal of the difficulty: Provided that no such order shall be made after the expiry of a period of three years from the appointed day.

3.6: Summary

A.K Chanda Committee was formed under the Broadcasting & Information media to evaluate work of different media under the Ministry of Information and Broadcasting. It also examined the role of media and their policies as well. Committee on Broadcasting and Information Media (1964), this committee, also popularly known as the Chanda Committee, constituted in December 1964, presented the Report on Radio and Television in April, 1966.

The Prasar Bharati Bill (1980) is based largely on the Verghese Report (1978) and the Prasar Bharati Bill (1979) that was introduced by the Janata regime in Parliament in May 1979. There are some basic differences too. While the Prasar Bharati Bill favours the creation of a Broadcasting Corporation through an Act of Parliament, the Verghese Report clearly wanted broadcasting autonomy to be a part of the Indian Constitution. This would be necessary to ensure that no future government would tamper with the freedom and independence of the corporation. Further, a Trust in the service of the public was what the Verghese Report envisaged; the present Bill proposes a 'Corporation' which does not have statutory duty and power. The objectives that the present Bill sets out for the corporation are taken almost verbatim from the Verghese Committee's objectives for the National Broadcast Trust. Yet it does not go as far as the Verghese Report which wanted the Ministry of Information and the Broadcasting to shed its responsibility for broadcasting altogether. The bill manages to sneak in a representative of the Ministry as a part-time Governor. This is not the 'full autonomy' the Verghese Committee had in mind.

3.7. Key Words

1. Mc Bride Commission

The UNESCO also established an International Commission for the Study of Communication Problems, popularly known as McBride Commission (1977-79).

2. BBC

British Broadcasting Corporation

3. Prasar Bharati Bill

The Government introduced a Bill in May 1979 which envisaged setting up of an autonomous corporation known as Prasar Bharati.

4. Verghese Committee

Working Group on Autonomy for Akashvani and Doordarshan (1977), the committee, also popularly known as Verghese Committee

5. Joshi committee

The Joshi working group however, did not favor the freeing of broadcasting from the control of the IU and B Ministry.

NOTES**3.8. Answers to Check Your Progress**

1. A.K Chanda Committee was formed under the Broadcasting & Information media to evaluate work of different media under the Ministry of Information and Broadcasting.
2. Chanda Committee, constituted in December 1964, presented the Report on Radio and Television in April 1966.
3. The Verghese Committee recommended the setting up of a National Broadcast Trust (or Akash Bharati) under which a highly decentralised structure would operate. It did not see the need for autonomous corporations or even a federation of State Government Corporations.
4. The committee recommended that the Trust be supervised by a Board of Trustees (or Nyasi Mandal) consisting of 12 members who would be appointed by the President on the recommendation of the Prime Minister from out of a list of names forwarded by a nominating panel comprising the Chief Justice of India, the Lok Pal and the Chairman of the UPSC. The Chairman and three members would be full-time members while the other eight members would be part-time.
5. The government appointed a committee under the Chairmanship of Dr. P.C. Joshi to give recommendations on the software aspects of our television. In a report submitted in 1985 the Committee expressed about the rural orientation of the present TV programming.

3.9. Terminal Questions

1. Explain the features of the Committees of Broadcasting.
2. Describe the recommendations of Chanda committee.
3. Discuss the features of Verghese committee.
4. Examine the reports of the Joshi committee.
5. Explain the salient features of Prasar Bharati bill.

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3.10. Further Readings

- | | |
|------------------------|--|
| 1. Keval J. Kumar | - Mass Communication in India |
| 2. Sharada Kaushik | - Script to Screen: An Introduction to TV Journalism |
| 3. Indian journalism | - Dr.Nadigkrishna Murthy |
| 4. Journalism in India | - Rangamani Parthasarathy |

UNIT - IV

AIR AND DOORDHARSHAN

UNIT - IV : AIR AND DOORDHARSHAN**STRUCTURE**

- 4.0. Learning Objectives
- 4.1. Introduction
- 4.2. AIR
- 4.3. AIR Programmes
- 4.4. Doordharshan
- 4.5. Organization and Programmes in Doordharshan
- 4.6. Summary
- 4.7. Key Words
- 4.8. Answers to Check Your Progress
- 4.9. Terminal Questions
- 4.10. Further Readings

4.0. Learning Objectives

After reading this chapter you will be able to

- ◆ Describe the evolution of AIR
- ◆ Examine the features of AIR
- ◆ Discuss the characteristics of AIR programmes
- ◆ Describe the evolution of Doordarshan
- ◆ Discuss the Organization and programmes in Doordarshan

4.1. Introduction

Radio broadcasting needed the mass production of receivers and marketing for it to be commercially viable. This came about during World War I largely because of military requirements. After the War, radio found its commercial base and was given a social form 'through a combination of several traditions - those of telecommunications, mass industry and the press. The first radio stations were set up in Pittsburg, New York and Chicago in the 1920s to broadcast election news, sporting events and opera performances. By mid-1923 as many as 450 stations sprouted across the United States - all run by a pool of amateurs. These stations were later connected by AT & T to form the National Broadcasting Company (NBC) in 1926; the following year, a number of independent stations clubbed together to form a second national network, the Columbia Broadcasting System (CBS)). The public service network, Public Broadcasting Service (PBS) was established much later.

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4.2. AIR

Radio Broadcasting started in India in the early 1920's. The first programme was broadcast in 1923 by the Radio club of Bombay. This was followed by setting up Broadcasting Services in 1927 with two privately-owned transmitters at Bombay and Calcutta. The Government took over the transmitters in 1930 and started operating them under the name of Indian Broadcasting Service. It was changed to All India Radio (AIR) in 1936 and it came to be known as Akashvani from 1957.

Organizational Set Up

The Directorate General, All India Radio functions under the Prasar Bharati. The Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organisation and fulfillment of the mandate in terms of the Prasar Bharati Act, 1990. The Executive Member functions as a Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board. The CEO, the Member (Finance) and the Member (Personnel) perform their functions from Prasar Bharati headquarters at 2nd Floor, PTI Building - Parliament Street, New Delhi-110001.

All important policy matters relating to Finance, Administration and Personnel are submitted to CEO and the Board through the Member (Finance) and Member (Personnel) as required, for the purpose of advice, implementation of proposals and decisions thereon. Officers from different streams working in the Prasar Bharati Secretariat assist the CEO, Member (Finance) and Member (Personnel) in integrating action, operations, plans and policy implementation as well as to look after the budget, accounts and general financial matters of the Corporation.

Prasar Bharati also has a unified vigilance set up at the headquarters, headed by a Chief Vigilance Officer. The Director General of All India Radio is headed by the Director General. He functions in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the day to day affairs of AIR. In AIR there are broadly five different Wings responsible for distinct activities viz, Programme, Engineering, Administration, Finance and News.

Programme Wing

The Director General is assisted by Deputy Directors General in the Headquarters and Deputy Directors General in the regions for a better supervision of the stations. The Headquarters of the Regional DDGs are situated at Kolkata (ER) Mumbai and Ahmadabad (WR), Lucknow (CR-I), Bhopal (CR-II), Guwahati (NER), Chennai (SR-I), Bangalore (SR-II), Delhi (NR-I) and Chandigarh (NR-II).

Engineering Wing

In respect of technical matters of All India Radio, The Director General is assisted by the Engineer-in-Chief and Chief Engineers posted in the headquarters and the zonal Chief Engineers. In addition, there is a Planning and Development Unit in the Headquarters to assist the Director General in respect of Development Plan Scheme of All India Radio. In respect of Civil Construction activities, the Director General is assisted by the Civil Con-

struction Wing, which is headed by a Chief Engineer. CCW also caters to the needs of Doordarshan.

Administrative Wing

A Dy. Director General (Administration) assists the Director General on all matters of administration while Dy. Director General (Programme) assists DG in administration of Programme personnel. A Director looks after the Engineering Administration of All India Radio, while another Director (Admin. & Finance) assists DG in matters of administration and finance.

Security Wing

The Director General is assisted by a Deputy Director General (Security), Asstt. Director General (Security) and a Dy. Director (Security) on matters connected with the security and safety of AIR installations, transmitters, studios, offices etc.

Audience Research Wing

There is a Director, Audience Research to assist the Director General in carrying out surveys of audience research on the programmes broadcast by various station of All India Radio.

Activities of Subordinate Offices of AIR

There are a number of subordinate offices of All India Radio performing distinct functions. Broad activities, in brief, are given below.

News Services Division

News Services Division works round the clock and broadcasts over 500 news bulletins both in the home and external services. The bulletins are in Indian and Foreign languages. It is headed by Director General, News Service. There are 44 regional News Units. The bulletins vary from region to region according to news interest.

External Service Division

As a 'Voice of the Nation', External Services Division of All India Radio has been India's "Authentic Window to the World". With growing importance of India in the world, an increasingly important role is envisaged for External Broadcast for times to come. External Services Division of All India Radio broadcasts in 16 foreign and 11 Indian languages for approximately 72 hours in a day covering more than 100 countries.

Transcription & Programme Exchange Service

This service looks after exchange of programmes among the stations, building and maintenance of sound archives and commercial release of prestigious recordings of music maestros.

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Research Department

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, development of prototype models of R&D equipment for limited use, field trials in the network of AIR and Doordarshan.

Central Store Office

The Central Store Office located at New Delhi performs functions relating to procurement, stocking and distribution of engineering stores required for the maintenance of technical equipment at All India Radio Stations.

Staff Training Institute (Programme)

The Staff Training Institute (Programme) started with Directorate since 1948 has presently two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar. It imparts in-service training to programme personnel and administrative staff and induction course for the newly recruited staff and short duration refresher courses. It conducts examinations for administrative staff. In addition, at present five Regional Training Institutes at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram are working.

Staff Training Institute (Technical)

The Staff Training Institute (Technical), part of the Directorate since 1985, now functions at Kingsway Camp, Delhi. The Institute organizes training courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Superintending Engineer. It also conducts departmental qualifying and competitive examinations. There is one regional Staff Training Institute (Technical) at Bhubaneswar.

CBS Centres & Vividh Bharati

There are 40 Vividh Bharati cum Commercial Broadcasting Service (CBS) Centres including 3 Exclusive VB Centres. The work relating to CBS is performed in two wings i.e., Sales and Production. A separate independent office known as Central Sales Unit along with 15 main CBS Centres looks after marketing of broadcasting time. There are two more Vividh Bharati Centres at Varanasi and Kochi.

Radio Stations

There are at present 231 Radio Stations. Each of these radio stations functions as the subordinate office of All India Radio.

High Power Transmitters

The HP Transmitters are equipped with short wave/medium wave transmitters together with eight extensive aerial systems to serve the external, home and news services of All India Radio. The main function of these centres is to transmit the programmes produced at nearby studios and also from Delhi studios.

Growth of Network & Coverage

All India Radio, since Independence, has become one the largest broadcasting networks in the world. At the time of independence there were six radio stations and 18 transmitters, which covered 11% population and 2.5 % area of the country. Till December, 2007 the network comprises of 231 stations & 373 transmitters which provide radio coverage to 99.14% of the population and reaches 91.79% area of the country.

Activities undertaken during the year:

- ◆ New stations with FM Transmitters have been commissioned at Dharmapuri (Tamilnadu), Macherla (Andhra Pradesh) and Aurangabad (Bihar).
- ◆ FM Transmitters have been commissioned at existing stations at Itanagar (Arunachal Pradesh), Aizawl (Mizoram), Kohima (Nagaland), Baripada (Orissa), Varanasi (UP) and Puducherry.
- ◆ 3 Existing FM Transmitters at Chennai i.e. 5 KW FM Tr. of FM Gold and 10 KW Tr. of FM Rainbow have been replaced by 20 KW FM Transmitters.
- ◆ Existing 5 KW FM Tr. of FM Gold service at Kolkata has been replaced by a 20 KW FM Transmitter.
- ◆ New station with 1 KW MW Transmitters has been commissioned at Soro (Orissa).
- ◆ Existing 100 KW MW Transmitters at Delhi & Raipur (Chattisgarh) have been replaced with new state of the art technology transmitters.
- ◆ As a part of J & K special Package for boosting border coverage, new stations with 1 KW MW Transmitters at Nyoma & Diskit in Leh region have been commissioned.
- ◆ Direct to Home (DTH) Service through the Ku Band of Prasar Bharati.
- ◆ 20 AIR Radio Channels in different regional languages from various state capitals are now available countrywide through the Kuband DTH platform of Prasar Bharati (DD Direct+) benefiting the listeners all over India.
- ◆ AIR News-on-Phone Service

The listeners can listen AIR's News highlights on Telephone in Hindi and English by just dialing a specific telephone number of any time from anywhere in the world. AIR 'News on Phone Service' is presently operational at 14 places e.g. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bangalore, Thiruvananthapuram, Imphal, Lucknow, Shimla, Gowahati and Raipur. It is also under implementation at Kolkota.

New Initiatives

Digitalization

After having built an impressive engineering infrastructure, All India Radio is now laying thrust on modernization and technological up-gradation. It has undertaken a massive digitalization programme covering both production and transmission. The analog

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equipment in many radio stations has been replaced by state-of the art digital equipment.

- ◆ Computer Hard Disc based recording, editing and playback system has already been provided at 76 AIR Stations and is under implementation at 61 stations. Provision of Hard Disc based system at 48 major stations of All India Radio is also currently in progress. Requisition for 564 Numbers of workstations had already been placed on DGS&D and the systems are likely to be delivered and networked at these stations shortly.
- ◆ Digitalization of uplink stations and programme production facilities has been undertaken to ensure good quality convergence-ready content, which will also support interactive radio services like News on Phone, Music on demand etc.
- ◆ New Digital Captive Earth Stations (Uplink) are under implementation at Leh, Varanasi, Rohtak, & Aurangabad. Installation at Leh is complete. Installation at Varanasi, Rohtak, & Aurangabad will also be completed during the current year.
- ◆ Downlinks facilities are being digitised in phases. 115 stations have been provided with the facility during the current year.

Existing 100 KW MW Transmitter at Najibabad is being replaced by a 200 KW state of the art technology transmitter and is under testing and commissioning.

Activities of AIR Resources

AIR has started "AIR Resources" as one of its commercial arm to provide consultancy and turnkey solutions in the field of broadcasting. Its present activities include the following:

It is providing turn-key solutions to IGNOU in setting up FM Transmitters for their Gyan-Vani stations at 40 places in the country. Infrastructure like land, building and tower has also been leased out to Gyan-Vani stations.

26 Gyan-vani stations are already operational. Operation & maintenance of all the Gyan-vani stations commissioned so far has also been undertaken.

Infrastructure i.e. land, building & tower has also been given on rental license fee basis to private broadcasters at 4 cities for 10 FM Channels as part of Phase-I scheme of the Ministry of I & B. Agreement for sharing of this infrastructure under Phase -II of scheme proposed in 87 cities for 245 FM channels has been signed with all the private broadcasters. Agreement has also been signed with private broadcasters for setting up of Interim set ups in six cities i.e. Delhi, Kolkata, Bangalore, Chennai, Hyderabad & Jaipur. Infrastructure has also been rented out to Mobile Service Operators. AIR Resources' has earned revenue of about Rs. 35.50 crores during the year 2006-07.

Music Programmes

Akashvani Sangeet Sammelan concerts were organized at 24 Stations of AIR across the country on 20th and 21st October 2007 featuring artists of both Hindustani and Carnatic music. AIR introduced regional Folk & Light Music Festival at par with Akashvani Sangeet

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Sammelan. The purpose of this regional folk & Light Music Akashvani Sangeet Sammelan is to project, promote & propagate the rich folk cultural heritage of our country. To scout new talent, All India Radio organizes All India Music Competition. AIR music competition is a regular feature of AIR to reach & hunt new talent among youth. This year a number of new talents in the category of Hindustani/Karnatic Music have been added.

News Services Division

The News Services Division of All India Radio plays a significant role in disseminating information thus meeting the information needs of the people and promoting national integration. This is not only a powerful tool for bringing the issues affecting the society and the country to the fore but also for creating awareness amongst the people and bringing about social change.

The output of NSD can be broadly divided into news bulletins and current affairs programmes. It puts out over 500 news bulletins daily in 82 languages/dialects (Indian and foreign) for a duration of over 52 hours from its headquarters in New Delhi and 44 Regional News Units (RNUs) across the country. The news bulletins are broadcast on the Primary, FM and DTH channels of All India Radio. The news broadcast includes broadcast in all the 22 official languages included in the Eighth Schedule of the Constitution of India, and in 18 foreign languages besides other languages/dialects. In the Home Service, 89 news bulletins are broadcast from Delhi. News bulletins on the hour are being broadcast on FM Gold. The RNUs put out over 355 bulletins daily in 67 languages/dialects on Primary Channel, FM Channels and External Service. NSD and its RNUs broadcast 66 news bulletins in 26 languages (Indian and foreign) for a total duration of nine hours and 13 minutes in the External Service.

Besides the news bulletins, a number of Current Affairs programmes on topical subjects are broadcast on a daily and weekly basis by NSD and its RNUs.

These programmes have varying formats such as discussions, interviews, talks news magazines, analysis and commentaries. Newsmakers, experts and the general people analyse and debate on burning issues for various fields. Some of the very popular programmes include Characha Ka Vishai Hai, Samayaki, Spotlight, Market Mantra (Business Magazine), Sports Scan (Sports Magazine), Samvaad Countrywide, Money Talk, Surkhiyon Se Pare and Human face.

News on Internet and Intra-NSD

News lovers can also get the latest news and listen to our bulletins from NSD's official website. The website was re-launched on NIC platform in November 2007 with additional features like 'Archiving and Search' along with Feedback and host of other features which will meet the latest requirements of internet users in India and abroad.

News bulletins script from regional News units like Mumbai, Dharwad, Chennai, Patna, Bhopal, and Trichy are available in Marathi, Kannada, Tamil Fonts besides Hindi and English. News listeners can log on to the website to listen to regional bulletins in 11 languages and also national bulletins in languages like Sanskrit and Nepali besides English and Hindi. Internet users can also get all information regarding NSD, various broad-

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cast details. "Regional Units", its functions, names of its part Time Correspondents and various other data besides News and Current affairs programmes.

Now, the weekly and daily news based programmes are available on the website in the audio format. Audio of special programmes mounted by NSD AIR to mark events unit important days are also available in the website.

An intra network has been created for NSD and its RNUs and Non-RNUs. The 'INTRA NSD' will help in free and fast flow of news and information between NSD Headquarters and its Regional Units. Audio file transfer is also possible through 'INTRA-NSD' and will help our Correspondents to file their audio dispatches through Internet.

Expansion Measures

The News Services Division of AIR achieved another milestone by introducing a Bhutia language of 5 minutes duration from RNU Gangtok. This is a major step in fulfilling the aspirations of the people and broadening the news operation on AIR network in the country. News reel programme has been revamped and another weekly programme Human face was introduced. Steps are being taken to introduce hourly bulletin from more FM Stations and also on AIR's Vividh Bharati stations.

Expanding the Correspondents, Network

No other broadcast organization has such a vast network of news bureaus correspondents and editors as NSD: AIR. It has 44 Regional News Units (RNUs) across the country with 110 full time Correspondents/Editors working in these Units. Besides the RNUs, NSD has its Correspondents at 13 other important news centers in the country. It has five foreign Correspondents based at Dubai, Kabul, Dhaka, Kathmandu and Colombo. There is a proposal to appoint stringers at important news centre across the world to cater to the needs of both AIR and DD News. Realising the importance of local news/news from the grass-root level, NSD is appointing Part-Time Correspondents (PTC) at every district headquarter in the country. At present, 455 PTCs are working for AIR. The PTCs also meet the requirements of Doordashan News.

Upgrading of Skills

NSD believes in upgrading the skills of its human resources - editors and correspondents. Keeping in view the importance of Hindi as a the official language a three day Hindi language workshop for correspondents was conducted by the NSD, AIR. The main objective of the workshops was to enhance the Hindi pronunciation and verbal skills of correspondents belonging to Non Hindi speaking Regions. An orientation workshop was also organized for improving the skills of Production Assistants and NF editors.

Part-Time Correspondents (PTCs) are the news source at the grass-root level for All India Radio. The need to train them so as to get the best results was felt for long. This year orientation workshops were conducted by NSD AIR at seven Regional news units - Kolkata, Bhopal, Cuttack, Ahmedabad, Mumbai, Chandigarh and Patna. Six more PTC, orientation workshops are going to be held in the coming months in Jaipur, Hyderabad, Jammu, Lucknow, Chennai and Bangalore.

Strengthening Regional News

This year NSD has taken initiative to automate the newsroom of RNUs. News automation system has been installed at RNU Guwahati, Shillong, Trichy, Simla, Jaipur and Imphal. This is an endeavour towards fully digitised, paperless office. In order to further smoothen the work of news room, all the RNUs are in the process of shifting from tele printer line based news wires to World space/V-Sat based news wires for receiving news from agencies. Efforts are being made to create another award for News readers cum Translators to recognize their contribution in smooth and effective presentation of the news bulletins and news based programmes.

News Coverage

The focus of the NSD's coverage this year was the common man. The Division did a vast coverage on the issues affecting the common man and how the various schemes of the Central government including the ones for the welfare of SC/ST, OBCs, minorities, farmers, unorganized workers, women and youth have fared. Flagship programmes of the government such as National Rural Employment Guarantee Scheme, Bharat Nirman and Sarva Siksha Abhiyan etc. were given special coverage.

The Right to Information Act was given top priority in its news bulletins and programmes. Special featured programme was mounted on economic issues such as WTO talks, government's efforts to contain price rise and relief packages to farmers and National employment Guarantee Scheme and its implementation. News based programmes on Indo-Pak relation were broadcast especially in the context of containing cross-border terrorism.

The News Services Division has given extensive coverage of Prime Minister's visit to various countries. The visits of foreign dignitaries and the important and strategic agreements signed between them were covered at length. AIR's Special Correspondents in Colombo, Kathmandu, Dhaka and Kabul provided detailed coverage to the fluid political and security related development in the neighbourhood.

Sports were the flavour of this year's coverage. International sports mega events such as World Cup of Cricket, T-20 Cricket World Cup, Asia Cup Hockey, and Military World Games held in Hyderabad, kept the sports desk busy throughout the year.

Parliament Coverage

During the Parliament Session, 'Sansad Sameeksha' in Hindi and 'Today in Parliament' in English, reviewing the proceedings of both Houses of parliament are broadcast. Similarly, reviews of the proceedings of the State Legislatures, whenever they are in Session, are broadcast by the respective Regional News Units of NSD, AIR.

External Services Division

External Services Division of All India Radio rank high among the External Radio Network in the World both in reach and range covering about 100 countries in 27 languages, 16 of them Foreign and 11 Indian, with an enormous Programme output of about 70 hrs 30 minutes every day. All India Radio through its external broadcast keeps the overseas

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listeners in touch with the Ethos of India and things that are Indian, reflecting the ideas and achievements of India as an open society.

The Foreign languages are Arabic (3 hrs. 15 mtrs) Baluchi (1 hr) Burmese (1 hr. Mtrs.) Chinese (1 hr. 30 meters) Dari (i hr 45 meters). French (45 Mts) Indonesian (1 hrs) Nepali (4 hrs) Persian (1 hr. 45 meters.) Pushtu (2 hrs) Russian (1 hrs) Sinhala (2 hrs 30 meters Swahill (1 hr.) Thai (45 Mts.) Tibetan (1 hr. 15 meters) and English (GOS) (8 hrs. 15 Mts.)

The Indian Languages are Hindi (5 hrs. 15 Mts.) Tamil (5 hrs. 30 Mts). Telugu (30 Mts.) Bengali (6 hs. 30 meters) Gujarati (30 Mts.) Punjabi (2 hrs.) Sindhi (3 hrs. 36 Mts.) Urdu (12 hrs. 15 Mts.) Saraiki (30 meters) Malayalam (1 hrs.) Kannada (1 hr.) The broadcasts follow composite partners and generally comprise of News Bulletin, commentaries, current Events and Review of the Indian Press. Besides Newsreel Magazine programme on sports and literature, talks and discussions on social economic, political, historical, scientific and cultural subjects, features on development activities, important events and institutions, classical, folk and modern music of India's diverse regions, form a major part of total programme output.

External Services Division projects the Indian view on matters of national and international importance and stimulates interest in the culture, heritage and socioeconomic milieu of India through its broadcast.

The dominant theme of all programmes in External Services Division continue to present the reality of India as a strong Secular Democratic Republic, vibrant, forward looking and engaged in the task of rapid economic, industrial and technological progress. The facts of India's large technical manpower and its achievements and ecological balance, its commitment to restoration of human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed.

External Services Division continues to supply recordings of music, spoken word and composite programmes to about 24 foreign broadcasting organizations under the existing Cultural Exchange programme.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9.00 p.m. National bulletin in English, originally meant for Home Services. This apart, External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

Digital Broadcasting

The External Services Division has started digital transmission from its new setup installed in the New Broadcasting House. All modern gadgets and equipments are being used to attract as many listeners as possible. Introduction of international broadcasting by All India Radio has enabled its listeners in parts of the world like USA, Canada, West and South Africa to avail of AIR's Services on internet, 24 hrs Urdu Service of External Services Division is also available on air through DTH.

National Channel

All India Radio offers a 3 tier system of broadcasting, namely National, Regional and Local. Started on 18th May 1988, the National channel of All India Radio works as a night service from 6.50 p.m. to 6.10 am the next morning. It covers 64% area and about 76% population of the country, through its 3 MW Transmitters at Nagpur (191.6 M-1566 kHz), Delhi (246.9 M-1215 kHz) and Kolkata (264.5 M-1134 kHz from 2300 hrs) with shortwave support on 31 Meter Band 9425 kHz & 9470 kHz) which covers the entire country.

Having the whole of India as its zone, the programme complexion of the channel has been designed to make it representative of the varied cultural morale and ethos of the Nation as a whole.

Marketing Division

In the recent years, Prasar Bharat while fulfilling its mandate of a Public Service Broadcaster has also been making concrete efforts to augment its revenue generation by way of considerable and aggressive Marketing of its in-house programmes and also producing customized programmes. Setting up of Marketing Division in Mumbai, Chennai, Bangalore, Hyderabad, Delhi, Kolkata, Guwahati, Kochi & Thiruvananthapuram is a step in this direction.

A single window facility for all the channels of All India Radio and Doordarshan, Marketing Divisions cater to all the needs of advertising. Reaching out to clients preparing media plans recording to their budget and requirements executing their publicity campaigns and producing sports jingles and sponsored programme whenever the need be are some of the important functions of marketing division.

With the continuous and concrete efforts of these divisions, All India Radio has been able to break its previous records by earning overall revenue of Rs. 289.21 crore in the financial year 2007-08.

Transcription & Programme Exchange Service]

Digitalization of AIR Achieve

A special project launched in 2001, to digitalize the archival recording preserved in the Central Archives of All India Radio, was completed by 2005 in which approximately 15,900 hours of programme was transferred into digital medium. Akashvani has now become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms. In the Second Phase of this digitalisation Project, it is proposed to digitalize 10,000 hours of programme preserved in the Central Archives of All India Radio.

Release from AIR Archive "Akashvani Sangeet": AIR archive has started releasing from its precious music collections from the year 2003 under the banner "Akashvani Sangeet". So far the Archive has released 54 albums. South Archive has also released more than 25 albums of regional value.

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Sports Cell

During the period from 1st April to 30th Sept. 2008 AIR has provided appropriate and effective coverage to various National and International sporting events held in India and abroad. The most important was the coverage of 29th Summer Olympics-2008 in Beijing.

During the period April 2007 to December 2007 AIR has provided appropriate and effective coverage to various National and International sporting events held in India and abroad.

Farm & Home Broadcasts

The commitment of All India Radio to the rural audience dates back to more than 50 years. All stations of All India Radio broadcast Farm & Home programmes directed at rural audience. In fact, special programmes have been designed to cater to the day to day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for rural women, rural children and rural Youth.

All India Radio provides extensive programmes on land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management and role of panchayats in rural development etc. These programmes are produced with the help of subject matter experts.

All India Radio maintains a very close liaison with the Ministries and Departments of agriculture & rural development of central and state governments. The programmes are mounted in local and dialect from different stations. Local Radio Stations also broadcast regular programmes on rural development in different formats. Dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on AIR etc. are used to convey the message through radio.

AIR has stepped up its activities of Agriculture Broadcast with the launch of exclusive project Mass Media Support to Agriculture Extension with the title Kisan Vani for AIR from 15th February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day to day activities in their area at micro level. Presently, "Kisan Vani" is being broadcast from 96 FM stations of AIR.

Environment Programmes

Keeping in view the importance of the subject, all the AIR stations are broadcasting daily programmes on Environment for 5 to 7 minutes duration and weekly programmes of longer duration for more than a decade. The importance of protecting environment is being discussed in our other programmes i.e. health/ women/ rural women/ youth and children programmes also for making people aware of this serious issue. The AIR sta-

tions are broadcasting programmes on the subject on the basis of instructions and guidelines issued by the Directorate. In order to inform and educate the listeners, living both in urban and rural areas, for creating environmental consciousness among them on preservation of environment through development of forest, afforestation, social forestry, far forestry etc., these programmes are mounted in interesting and imaginative way. All AIR stations in their local languages are broadcasting these programmes in different formats like talks, discussions, features, news, items, sports, serials etc. AIR Stations have been advised and reminded from time to time to intensify and include the programmes on Environment in their schedules.

Family Welfare Unit

AIR, with its vast network of about 225 Radio Stations, broadcast programmes on health and family welfare. All AIR Stations broadcast family welfare programmes in the regional languages/ dialects of our country.

AIR Stations broadcast maximum number of programmes on health and family welfare. The programme cover general topics as well as special audience programmes in various formats like talks, discussions, features, quiz, jingles, spots, short stories, drama, success-stories, phone in programmes etc. Apart from this rest of AIR stations, including local Radio Stations are also mounting programmes on the theme regularly.

National communication strategy has been sent to all major stations as a resource material to highlight the new communication strategy. Fresh instructions have been issued to all AIR stations to concentrate more on importance of small family size, methods of prevention of pregnancy, sterilization, broadcast of field based programmes (interviews with beneficiaries of family planning), importance of nutrition in food, child care, immunization, breast feeding and rising the age of marriage etc.

Women's Programmes

All Stations broadcast programmes for rural women as well as urban women at the timings convenient for listening by the respective target groups. The programme directed to women listeners cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues etc. These Programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy.

All India Radio strives, through its programmes, to seek to raise the social consciousness of the country in regard to attitude towards women. Different traditional folk forms are used to communicate specially with the rural women audience.

Besides the issue of women forming the main part of the women's programmes, the problems in general faced by women and the need for change in social attitude towards women also forms an integral part of the general broadcast. Special programmes as well as general audience programmes are being broadcast focusing on the issue to change social attitude and behavioural practices towards women.

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Children's Programmes

All AIR Stations broadcast programmes for children on regular basis. In the programmes addressed to women and general audiences, stress has been laid on programmes regarding health and care of mother and the child. Programmes dealing with immunization and primary health education form a regular part of our broadcasts.

Programmes are planned keeping in mind the following action points:-

- ◆ Protection of rights of children, specially, regarding child labour
- ◆ Care and support to disabled children.
- ◆ Care and support to children under difficult circumstances.
- ◆ Equal status of girls and equal rights to women.
- ◆ Universal access to basic education to children and more attention to girl's education.
- ◆ Safe motherhood, planning of family size,
- ◆ Providing safe and supportive environment to children.
- ◆ Improvement in the economic condition of family and self reliant society.
- ◆ National and international cooperation for better future of a child.
- ◆ Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl child in various formats such as discussion, comparing, talks, short stories, jingles, spots etc. are being broadcast during the transmission on a continuous basis at regular intervals throughout the year to create social awareness. AIR broadcast programmes from almost all its stations for children of three categories, viz. programmes for children between the age of five to seven years & eight to fourteen years and special programmes for rural children. Some of the programmes are broadcast on weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc. are part of these broadcasts.

Akashvani Annual Awards

Akashvani Annual Awards in different categories of Programme Broadcast by stations of AIR are awarded every year. Public Service Broadcasting and Gandhian Philosophy Awards are also given to commemorate the first visit of Mahatma Gandhi to the studio of AIR, Broadcasting House, and New Delhi on 12th November, 1947.

Administration

Service Conditions of Women Employees

Prasar Bharati is making all possible efforts to empower its women employees. In Prasar Bharati, women employees are holding key positions in all streams.

In All India Radio the percentage of the women in Group 'A' & 'B' is about 25.4%. Programme Wing, Administrative Wing and Marketing Division, of DG:

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AIR New Delhi is headed by Women Officers. At senior level there are three women officer working in the post of the level of SAG i.e. Joint Secretary level. In addition, 4 women officers of the grade of Director have been given additional charge of DDGs. The Marketing Division of Prasar Bharati at Hyderabad and Kolkata are headed by women officers who are responsible for revenue generation through commercials for AIR & Doordarshan. Staff Training Institute (Programme) at Delhi and RTI (P) at Bhubaneswar are headed by Women Programme Officers. AIR Bhopal, Gangtok, Jaipur, Lucknow, Mumbai, Patna, Pondicherry & Srinagar are headed by Women Programme Officers. The External Service Division of AIR is also headed by a Woman Programme officer. Besides this, there are a large number of Dy. Directors (Programme) and Dy. Directors (Engineering). Thus, in AIR women are playing a crucial role in every field of activities shoulder to shoulder with men the holding key positions.

Both in terms of efficiency and quality of work women are equally good and are at par with men. There has been no complaint from any quarter regarding the working efficiency of women. On the other hand there are specialized fields for women such as announcement, news production, music and programme production etc.

In fact AIR could serve as a role model for other organization with regard to employment of women.

International Relations Unit

International Relations Unit of DG; AIR remained quite active during 2008 in carrying out and coordinating international activities and commitments concerning All India Radio. A number of AIR official participated in the international events abroad.

IR Unit also coordinates exchange of radio programmes with other broadcasting organizations of different countries under CEP Agreements signed between Govt. of India and other countries. There are 41 countries at present with which Government of India has ongoing 'Cultural Exchange Programmes Agreements' figuring cooperation in the field of Radio' broadcasting.

Many high level delegations from many countries visited AIR during the period with the aim to explore avenues for better cooperation with AIR /Prasar Bharati. Many organisations are other countries have also shown interest in AIR's broadcast comment to use the same in their networks.

Check your progress

- 1. When did the radio broadcasting started in India?**

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- 2. How does the All India Radio functions?**

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3. What are the important wings of AIR?

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4. Name the two important divisions of AIR.

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5. What is the function of research department?

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4.3. AIR Programmes

Radio programmes may be classified into two broad groups:

- (1) Spoken word programmes, which include news bulletins, talks, discussions, interviews, educational programmes for schools and colleges, specific audience programmes directed at women, children, rural and urban listeners, drama, radio features and documentaries.
- (2) Music programmes which include disc jockey programmes, musical performances of all types and variety programmes (called 'magazine programmes').

It is obvious that a good number of programmes like drama, features and documentaries need both the spoken word and music. This is true in particular of programmes broadcast on Vividh Bharati.

New streets

New streets, generally of 15 minutes' duration, present 'spot' reports, comments, interviews, and extracts from speeches. A much more complex and expensive format than the news bulletin, it calls for skilled tape editing and well-written link narrations.

Documentaries / Radio Features

Documentaries or radio features are usually factual, informational in character and sometimes educational in intent. They bring together the techniques of talks and drama to tell the story of events, past or present or those likely to happen in the future. They may sketch the biography of a great leader, or merely offer an interpretation of the world around us, or teach us about peoples and cultures unfamiliar to us, or even inquire into social, political, economic or cultural problems. Indeed, any subject of interest is grist to the mill of a feature writer.

The use of a narrator interspersed with voices of real people or/and actors and or appropriate background effects and music bring a documentary/feature to throbbing life. In fielden's words, 'a feature programme is a method of employing all the available meth-

ods and tricks of broadcasting to convey information or entertainment in a palatable form'.

Radio Plays

Radio drama is a story told through sound alone. The sound is of course that of dialogue and voices of people, background or mood effects, musical effects, atmospheric effects and the like. Radio drama, like stage drama is based on conflict, uses characters and has a beginning, middle and an end. Movement and progress, generally to a crisis or climax, must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other, lest the listener gets confused. They must sound natural, speak true to character and above all, be interesting.

Radio listeners would be confused by the presence of more than three to four characters. In fact, the shorter the drama (the average duration is 30 to 60 minutes) the fewer should be the major characters. In the early years of Indian broadcasting, the radio play took on the characteristics of the theatre as it existed on the stage in a particular region. Radio plays were broadcast then for three hours at a time. In Bombay, Parsi, Gujarati and Urdu plays were frequently put on the air: in Madras, mythological plays proved very popular. It was Fielden who introduced the present norm of the 30 minute radio play on AIR.

Talks

Radio talks are not public speeches; rather, they are chats with a friend who does not see you, but is nevertheless close and attentive to you. Radio talks should give the impression to a listener that the speaker is addressing him or her alone in an informal manner.

The words of a radio talk need to be kept simple and familiar, yet descriptive and powerful, and the sentences short and without dependent clauses and awkward inversions. Care should be taken to keep close to the rhythm or ordinary speech when writing the talk, and also when recording it. Radio talks have no definite structure. All the listener expects from them is that they should be interesting and informative.

Music Programmes

Music programmes enjoy much greater popularity than talk shows, as is evident from the popularity of Vividh Bharati programmes. We enjoy music for its rhythms, melodies and harmonies and above all for the relaxation it provides. Like any talk show, a music programme must have unity and form. Disc jockey programmes of 'pop' or 'disco' therefore should not be mixed up with classical or light classical music. Variety is the keynote to any music programme; the different items should be linked together with interesting comments, announcements and narration.

Movie trailers

Vividh Bharati's movie trailers are sponsored programmes usually of 15-30 minutes duration. They are fast paced, and packed with extracts of dialogue and songs from the film being advertised. The narrator links the elements with dramatic appeals and an-

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nouncements. The names of stars, of the producer, director, playback singers and musicians figure prominently in the trailers.

Quizes

Largely studio-based and inexpensive to produce, the quiz show is easily one of the most popular programmes for the family. It's the sense of participation and involvement in the quiz questions that makes the programme very enjoyable family fare.

Programme Composition of AIR

The major sources of AIR's programmes are in-house productions, outside productions, sponsored programmes, and programmes obtained under the Cultural Exchange and programme Exchange Service, apart of course from those programmes available on commercial records, CDs, etc. A small number of programmes are obtained from SAVE (the SAARC Audiovisual Exchange). However, for its news bulletins AIR is dependent on PTI and UNI for national and regional news, and to Reuters, Associated Press, AFP and other multinational news agencies for its foreign news coverage. The multinational news agencies route their copy via the national news agencies.

Music takes the lion's share of time (39.73%) on the Home Service excluding Vividh Bharati, with Spoken Word programmes provides a clear view of AIR's programming policy.

Yuva Vani

The Yuv-vani service of AIR provides an enriching and novel radio-experience by encouraging youth participation and experimenting with varied script ideas. It is broadcast at 1017 kHz which corresponds to 294.9 meter. Its Broadcast begins every evening this is not possible. "In the groove" and "The Roving Microphone" which have been around for more than three decades, Yuv-vani still holds a firm ground of its own.

Some of the big names on the Indian media scene began their journey with Yuv-vani. Comments Praful Thakkar, a well known documentary maker - "Yuv-vani came as a breath of fresh air in our reckless college days. It was a great learning experience for me and it made me realize that radio is not all about goofy quotes and PJs."

Some of the other names that have been associated with Yuv-vani in the past include Celebrity game show host Roshan Abbas, VJ Gaurav Kapoor, Emcee Kshitij Sharma and DJ Pratham among others.

News

News bulletins are put out by AIR almost every hour of the day in English and the various regional languages. The major bulletins are of 15 minutes' duration, while other are of only five minutes' duration. They present summaries of news stories in order of importance and interest-value. National and international happenings get pride of place, while regional and local news is read out if time permits. Human interest stories and sports news generally round off the major bulletins. AIR's news bulletins are much too

formal in language, structure and presentation, suitable more for a lecture than a talk across the table which news reading really is.

The News Services Division of All India Radio plays a significant role in disseminating information thus meeting the information needs of the people and promoting national integration. This is not only a powerful tool for bringing the issues affecting the society and the country to the fore but also for creating awareness amongst the people and bringing about social change.

The output of NSD can be broadly divided into news bulletins and current affairs programmes. It puts out over 500 news bulletins daily in 82 languages/dialects (Indian and foreign) for a duration of over 52 hours from its headquarters in New Delhi and 44 Regional News Units (RNU) across the country. The news bulletins are broadcast on the Primary, FM and DTH channels of All India Radio. The news broadcast includes broadcast in all the 22 official languages included in the Eighth Schedule of the Constitution of India, and in 18 foreign languages besides other languages/dialects. In the Home Service, 89 news bulletins are broadcast from Delhi. News bulletins on the hour are being broadcast on FM Gold. The RNU put out over 355 bulletins daily in 67 languages/dialects on Primary Channel, FM Channels and External Service. NSD and its RNU broadcast 66 news bulletins in 26 languages (Indian and foreign) for a total duration of nine hours and 13 minutes in the External Service.

Besides the news bulletins, a number of Current Affairs programmes on topical subjects are broadcast on a daily and weekly basis by NSD and its RNU.

These programmes have varying formats such as discussions, interviews, talks news magazines, analysis and commentaries. Newsmakers, experts and the general people analyse and debate on burning issues for various fields. Some of the very popular programmes include Characha Ka Vishai Hai, Samayaki, Spotlight, Market Mantra (Business Magazine), Sports Scan (Sports Magazine), and Samvaad Countrywide, Money Talk, Surkhiyon Se Pare and Human face.

Farmers

The commitment of All India Radio to the rural audience dates back to more than 50 years. All stations of All India Radio broadcast Farm & Home programmes directed at rural audience. In fact, special programmes have been designed to cater to the day to day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for rural women, rural children and rural Youth.

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Women

All Stations broadcast programmes for rural women as well as urban women at the timings convenient for listening by the respective target groups. The programme directed to women listeners cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues etc. These Programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy.

All India Radio strives, through its programmes, to seek to raise the social consciousness of the country in regard to attitude towards women. Different traditional folk forms are used to communicate specially with the rural women audience.

Besides the issue of women forming the main part of the women's programmes, the problems in general faced by women and the need for change in social attitude towards women also forms an integral part of the general broadcast. Special programmes as well as general audience programmes are being broadcast focusing on the issue to change social attitude and behavioural practices towards women.

4.4. Doordharshan

Doordarshan is an Indian public service broadcaster, a division of Prasar Bharati. It is one of the largest broadcasting organizations in India in terms of the infrastructure of studios and transmitters. Recently, it has also started Digital Terrestrial Transmitters. On September 15, 2009, Doordarshan celebrated its 50th anniversary. The DD provides television, radio, online and mobile services throughout metropolitan and regional India, as well as overseas through the Indian Network and Radio India. For special event of London Olympics arrangements for live telecast of opening and closing ceremony of the games have been made on its national channel. DD sports channel has provided round the clock coverage of sport events.

Doordarshan had a modest beginning with the experimental telecast starting in Delhi on 15 September 1959 with a small transmitter and a makeshift studio. The regular daily transmission started in 1965 as a part of All India Radio. The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio in April 1, 1976. Each office of All India Radio and Doordarshan were placed under the management of two separate Director Generals in New Delhi. Finally, in 1982, Doordarshan as a National Broadcaster came into existence. *Krishi Darshan* was the first program telecast on Doordarshan. It commenced on January 26, 1967 and is one of the longest running programs on Indian television.

4.5. Organization and Programmes in Doordharshan

For more than a decade, the Ministry of Information and Broadcasting managed to hold out against demands from educational institutions, industrialists, politicians and indeed the middle - classes in urban areas for the introduction of television. But then in 1959, Philips (India) made an offer to the government of a transmitter at a reduced cost. Earlier, Philips demonstrated its use at an exhibition in New Delhi. The Government gave in, with the aim of employing it on an experimental basis 'to train personnel, and partly to discover what TV could achieve in community development and formal education'. A UNESCO grant of \$ 20,000 for the purchase of community receivers and a United States offer of some equipment proved much too tempting to resist, and on September 15, 1959, the Delhi Television Centre went on air.

The range of transmitter was forty kilometers round and about Delhi. Soon programmes began to be beamed twice a week, each of 20 minutes duration. The audience comprised members of 180 'teleclubs' which were provided sets free by UNESCO. The same organization concluded in a survey conducted two years later in 1961 that the 'teleclub' programmes had made 'some impact'.

Entertainment and information programmes were introduced from August 1965, in addition to social education programmes for which purpose alone TV had been introduced in the capital. The Federal Republic of Germany helped in setting up a TV production studio.

By 1970, the duration of the service was increased to three programmes, two weekly programmes running to 20 minutes each for 'teleclubs', and another weekly programmes of the same duration called '*Krishi Darshan*' for farmers in 80 villages. '*Krishi Darshan*' programmes began in January 1967 with the help of the Department of Atomic Energy, the Indian Agricultural Research Institute, the Delhi Administration and the State Governments of Haryana and Uttar Pradesh. The Programmes could easily be picked up in these States, as the range of the transmitter was extended to 60 kilometers.

The number of TV sets (all imported in 1970 stood at around 22,000 excluding the community sets. By the mid - 'seventies, however, Indian sets were in the market, and the number overshot the 100,000 mark in no time. By the early seventies the demand from the Indian cities, television manufacturers and the advertising industry as well as the

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Indira Gandhi Government's popularity contributed to the decision to expand the medium nationwide. By the end of the decade there were more than 200,000 sets in Delhi and the neighbouring states. The Bombay centers began to operate in Srinagar, Amritsar and Pune (only a relay centre). In 1975, Calcutta, Madras and Lucknow were put on the television map of the country. From January 1, 1976, 'commercials' came to be telecast at all the centers.

Another significant development during the same year was the separation of TV from All India Radio. Television now became an independent media unit in the Ministry of Information and Broadcasting, under the new banner - Doordarshan. Thus cut off from its parent body, hopes were raised about improvement of the quality and duration of its service.

In 1977, terrestrial transmitters were put up at Jaipur, Hyderabad, Raipur, Gulbarga, Sambhalpur and Muzaffarpur, to extend television coverage to a population of more than 100 millions. For the first time in the history of Indian broadcasting, political parties shared equal radio and TV time with the ruling party for their election campaigns.

S.No.	Year	No. of Transmitters	No. of TV sets (in Millions)	Total Population with Acces to TV (in Million)
1	1976	8	0.5	2.9
2	1977	13	0.5	2.9
3	1978	15	0.7	4.1
4	1979	17	0.9	5.4
5	1980	18	1.2	6.9
6	1981	19	1.5	9.3
7	1982	19	2.1	12.6
8	1983	43	2.1	12.7
9	1984	46	3.6	21.8
10	1985	172	6.8	40.5
11	1986	179	11.0	52.5
12	1987	197	13.2	65.0
13	1988	243	17.3	86.5
14	1989	335	22.5	110.5
15	1990	519	27.8	139.0
16	1991	527	30.8	150.0
17	1992	531	34.9	195.0
18	1993	542	40.3	218.8
19	1994	564	45.7	241.8

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S.No.	Year	No. of Transmitters	No. of TV sets (in Millions)	Total Population with Access to TV (in Million)
20	1995	698	52.3	246.0
21	1996	792	54.0	270.0
22	1997	921	57.7	296.0

Meanwhile, the success of the Satellite Instructional Television Experiment (SITE) brought India international prestige; the country appeared ready for satellite television. NASA, ITU - UNDP, Ford Aerospace were major foreign actors in this success; the minor actors were General Electric, Hughes Aircraft, the Massachusetts Institute of Technology, and representatives of Western nations at the ITU's World Administrative Radio Conference. The INSAT series of domestic communications satellites and microwave cable networks have provided the country the infrastructure for a national satellite hook - up. However, as the table above shows, access is still limited, and as the Joshi Committee Report (1983) found, the development of indigenous software continues to serve the urban elite in the main.

The Asian Games which were held in New Delhi in 1982 proved to give further impetus to the rapid expansion of the national television network. In the mid - 1980s, a second channel was introduced first in New Delhi and Bombay, and later in the other metros; this second channel was to evolve into the popular Metro Entertainment Channel (or DD - 2).

With the success of Hum Log and other soap operas like Buniyaad and Khandaan, Doordarshan's revenue from advertising soared, and the sponsorship of indigenous soaps, sitcoms and other serials provided a spurt to production, sometimes taken up by the advertising agencies themselves (such as Lintas' production of a popular detective serial, Karamchand). The religious epics, the Mahabharat and the Ramayana, which followed the soap opera format, with a harking back to the magic of the early Indian cinema, proved to be phenomenal successes on the small screen. Advertisers discovered a new advertising medium and they gave it all their support. By 1987, over 40 serials had been produced; on average two were being screened each evening at prime - time; foreign serials were gradually edged out, and so were several prime - time talk shows, film - based programmes, and quiz programmes. In 1987 -88, Doordarshan's revenue shot up to Rs. 136.3 million, and further rose to Rs. 256 million at the end of 1990, and to a whopping Rs. 490 crores (Rs. 4900 million) in 1997 - 98. At the close of the 1990s, there were 58 million television sets in the country, with around 15 million connected to neighbourhood cable networks.

Doordarshan's Revenue from Advertising (1976-1998)

S.No.	Year	Gross (in Rs.)
1	1976 - 1977	77,18,000
2	1977 - 1978	2,07,31,243
3	1978 - 1979	4,97,26,582

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S.No.	Year	Gross (in Rs.)
4	1979 - 1980	6,16,43,840
5	1980 - 1981	8,07,50,300
6	1981 - 1982	11,26,93,933
7	1982 - 1983	15,88,74,060
8	1983 - 1984	19,78,99,238
9	1984 - 1985	31,43,45,326
10	1985 - 1986	62,27,92,400
11	1986 - 1987	21,93,00,000
12	1987 - 1988	1,36,30,00,000
13	1988 - 1989	1,61,26,00,000
14	1989 - 1990	2,10,13,00,000
15	1990 - 1991	2,56,00,00,000
16	1991 - 1992	2,90,00,00,000
17	1992 - 1993	3,60,23,00,000
18	1993 - 1994	3,72,95,00,000
19	1994 - 1995	3,98,00,00,000
20	1995 - 1996	4,30,13,00,000
21	1996 - 1997	5,72,73,00,000
22	1997 - 1998	4,90,00,00,000

(Source: Annual Reports, Ministry of Information and Broadcasting; Doordharshan - 1997)

Doordarshan's Advertising Revenue from TV Genres

S.No.	Genre	Revenue (Rs. Crore)
1	Feature Films	108
2	Film-based Programmes	68
3	Mythological	60
4	Sports Programmes	35
5	Other Genres	119

4.6. Summary

Radio Broadcasting started in India in the early 1920's. The first programme was broadcast in 1923 by the Radio club of Bombay. This was followed by setting up Broadcasting Services in 1927 with two privately-owned transmitters at Bombay and Calcutta. The

Government took over the transmitters in 1930 and started operating them under the name of Indian Broadcasting Service. It was changed to All India Radio (AIR) in 1936 and it came to be known as Akashvani from 1957.

Doordarshan is an Indian public service broadcaster, a division of Prasar Bharati. It is one of the largest broadcasting organizations in India in terms of the infrastructure of studios and transmitters. Recently, it has also started Digital Terrestrial Transmitters. On September 15, 2009, Doordarshan celebrated its 50th anniversary. The DD provides television, radio, online and mobile services throughout metropolitan and regional India, as well as overseas through the Indian Network and Radio India. For special event of London Olympics arrangements for live telecast of opening and closing ceremony of the games have been made on its national channel. DD sports channel has provided round the clock coverage of sport events.

4.7. Key Words

1. The Staff Training Institute (Programme)

The Staff Training Institute (Programme) started with Directorate since 1948 has presently two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar.

2. International Relations

IR Unit also coordinates exchange of radio programmes with other broadcasting organizations of different countries under CEP Agreements signed between Govt. of India and other countries.

3. Akashvani Annual Awards

Akashvani Annual Awards in different categories of Programme Broadcast by stations of AIR are awarded every year.

4. Akashvani Sangeet

AIR archive has started releasing from its precious music collections from the year 2003 under the banner "Akashvani Sangeet".

5. Part-time Correspondents

Part-Time Correspondents (PTCs) are the news source at the grass-root level for All India Radio.

4.8. Answers to Check Your Progress

1. Radio Broadcasting started in India in the early 1920's. The first programme was broadcast in 1923 by the Radio club of Bombay.
2. All India Radio functions under the Prasar Bharati, the Prasar Bharati Board functions at the apex level ensuring formulation and implementation of the policies of the organisation and fulfillment of the mandate in terms of the Prasar Bharati Act, 1990.

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3. Programme wing, security wing, engineering wing and administrative wing.
4. News service division and external service division are the important divisions of AIR.
5. The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, development of prototype models of R&D equipment for limited use, field trials in the network of AIR and Doordarshan.

4.9. Terminal Questions

1. Describe the history of the broadcasting in India.
2. Explain the functions of five different wings of AJR.
3. Discuss the services of subordinate offices of AIR.
4. Examine the features and functions of CBS centres & Vividh bharti.
5. Write an essay on the programmes of AIR.
6. Describe the evolution of Doordarshan
7. Discuss the Organization and programmes in Doordarshan

4.10. Further Readings

1. Keval J. Kumar - Mass Communication in India
2. Sharada Kaushik - Script to Screen: An Introduction to TV Journalism
3. Indian journalism - Dr.Nadigkrishna Murthy
4. Journalism in India - Rangamani Parthasarathy

UNIT - V
MEDIA PROGRAMMES

UNIT - V : MEDIA PROGRAMMES

STRUCTURE

- 5.0. Learning Objectives
- 5.1. Introduction
- 5.2. News in Radio, Newspaper and Television
- 5.3. Features
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- 5.8. Key Words
- 5.9. Answers to Check Your Progress
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5.0. Learning Objectives

After reading this chapter you will be

- ◆ Describe the News in Radio, Newspaper and Television
- ◆ Discuss the characteristics of Features
- ◆ Examine the Interviews Programmes
- ◆ Examine the salient features of Group discussions
- ◆ Describe the importance of Live programmes

5.1. Introduction

“Public service broadcasting is a meeting place where all citizens are welcome and considered equals. It is an educational tool, accessible to all the meant for all, whatever their social or economic status. Its mandate is not restricted to information and cultural development-public broadcasting must also appeal to the imagination, and entertain.

The media environment is undergoing revolutionary changes for the past two decades. The new environment of media diversity, with ever stronger competition for audiences and the growth of a multinational media-industry is reshaping and re-defining our traditional notion of broadcasting.

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5.2. News in Radio, Newspaper and Television

Television News

A TV newscast cannot match the wide coverage and in-depth report of radio news. The time taken up by visual material does not allow for a probe, or even for adequate background information. Indeed, a TV newscast cannot present the most interesting and significant news since the cameras just cannot be present where such events take place (e.g., a coup, an invasion, a war, or a cabinet meeting).

TV newscast is, however, the ideal medium for presenting ceremonial events like coronations, swearing-in-ceremonies, arrivals and departures of VIPs, signing of treaties, parades, inaugurations, and sports. Unfortunately, the hard-core news does not lie in these events - even if they are telecast 'live' - and constitute only a small percentage of the daily fare of news.

The standard newscast in India employs the radio technique of reading out the news in a formal manner from a script (on cards or on an electronic "teleprompter"), interrupted with an occasional still, a map, or a moving picture. Frequently, the news is tailored to the visuals available. With the acquisition of ENG (Electronic News Gathering) and the latest computerized graphics equipment, the number of visuals has increased. Indeed, the news bulletins of Doordarshan channels, as also those of the many satellite channels, have in recent years taken on the format of 'magazine' programmes.

News Bulletins and Current Affairs

News bulletins, general news magazines, and panel discussions of public affairs are some of the popular news programmes on Doordarshan. All these are either in Hindi or English, like most other programmes on the National Network. Visuals include sliders, film clips, maps, diagrams, charts and other visual devices. PTI-TV and UNI are major sources for national and local news footage and reports. As Doordarshan has few correspondent-cameramen posted overseas it depends largely on Reuters and Asiavision for file clips of foreign news. The Asian Broadcasting Union helps out with its international news exchange system. Yet another important source is the Asia News International (ANI)

Radio News

The News Services Division of All India Radio plays a significant role in disseminating information thus meeting the information needs of the people and promoting national integration. This is not only a powerful tool for bringing the issues affecting the society and the country to the fore but also for creating awareness amongst the people and bringing about social change.

The output of NSD can be broadly divided into news bulletins and current affairs programmes. It puts out over 500 news bulletins daily in 82 languages/dialects (Indian and foreign) for a duration of over 52 hours from its headquarters in New Delhi and 44 Regional News Units (RNUs) across the country. The news bulletins are broadcast on the Primary, FM and DTH channels of All India Radio. The news broadcast includes broad-

cast in all the 22 official languages included in the Eighth Schedule of the Constitution of India, and in 18 foreign languages besides other languages/dialects. In the Home Service, 89 news bulletins are broadcast from Delhi. News bulletins on the hour are being broadcast on FM Gold. The RNUs put out over 355 bulletins daily in 67 languages/dialects on Primary Channel, FM Channels and External Service. NSD and its RNUs broadcast 66 news bulletins in 26 languages (Indian and foreign) for a total duration of nine hours and 13 minutes in the External Service.

Besides the news bulletins, a number of Current Affairs programmes on topical subjects are broadcast on a daily and weekly basis by NSD and its RNUs.

These programmes have varying formats such as discussions, interviews, talks news magazines, analysis and commentaries. Newsmakers, experts and the general people analyse and debate on burning issues for various fields. Some of the very popular programmes include Characha Ka Vishai Hai, Samayaki, Spotlight, Market Mantra (Business Magazine), Sports Scan (Sports Magazine), Samvaad Countrywide, Money Talk, Surkhiyon Se Pare and Human face.

News on Internet and Intra-NSD

News lovers can also get the latest news and listen to our bulletins from NSD's official website. The website was re-launched on NIC platform in November 2007 with additional features like 'Archiving and Search', along with Feedback and host of other features which will meet the latest requirements of internet users in India and abroad.

News bulletins script from regional News units like Mumbai, Dharwad, Chennai, Patna, Bhopal, and Trichy are available in Marathi, Kannada, Tamil Fonts besides Hindi and English. News listeners can log on to the website to listen to regional bulletins in 11 languages and also national bulletins in languages like Sanskrit and Nepali besides English and Hindi. Internet users can also get all information regarding NSD, various broadcast details. "Regional Units", its functions, names of its part Time Correspondents and various other data besides News and Current affairs programmes.

Now, the weekly and daily news based programmes are available on the website in the audio format. Audio of special programmes mounted by NSD AIR to mark events unit important days are also available in the website.

An intra network has been created for NSD and its RNUs and Non-RNUs. The 'INTRA NSD' will help in free and fast flow of news and information between NSD Headquarters and its Regional Units. Audio file transfer is also possible through 'INTRA-NSD' and will help our Correspondents to file their audio dispatches through Internet.

Expansion Measures

The News Services Division of AIR achieved another milestone by introducing a Bhutia language of 5 minutes duration from RNU Gangtok. This is a major step in fulfilling the aspirations of the people and broadening the news operation on AIR network in the country. News reel programme has been revamped and another weekly programme

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Human face was introduced. Steps are being taken to introduce hourly bulletin from more FM Stations and also on AIR's Vividh Bharati stations.

Expanding the Correspondents, Network

No other broadcast organization has such a vast network of news bureaus correspondents and editors as NSD: AIR. It has 44 Regional News Units (RNU) across the country with 110 full time Correspondents/Editors working in these Units. Besides the RNUs, NSD has its Correspondents at 13 other important news centers in the country. It has five foreign Correspondents based at Dubai, Kabul, Dhaka, Kathmandu and Colombo. There is a proposal to appoint stringers at important news centre across the world to cater to the needs of both AIR and DD News. Realising the importance of local news/news from the grass-root level, NSD is appointing Part-Time Correspondents (PTC) at every district headquarter in the country. At present, 455 PTCs are working for AIR. The PTCs also meet the requirements of Doordashan News.

Upgrading of Skills

NSD believes in upgrading the skills of its human resources - editors and correspondents. Keeping in view the importance of Hindi as a the official language a three day Hindi language workshop for correspondents was conducted by the NSD, AIR. The main objective of the workshops was to enhance the Hindi pronunciation and verbal skills of correspondents belonging to Non Hindi speaking Regions. An orientation workshop was also organized for improving the skills of Production Assistants and NF editors.

Part-Time Correspondents (PTCs) are the news source at the grass-root level for 'All India Radio. The need to train them so as to get the best results was felt for long. This year orientation workshops were conducted by NSD AIR at seven Regional news units - Kolkata, Bhopal, Cuttack, Ahmedabad, Mumbai, Chandigarh and Patna. Six more PTC, orientation workshops are going to be held in the coming months in Jaipur, Hyderabad, Jammu, Lucknow, Chennai and Bangalore.

Strengthening Regional News

This year NSD has taken initiative to automate the newsroom of RNUs. News automation system has been installed at RNU Guwahati, Shillong, Trichy, Simla, Jaipur and Imphal. This is a endeavour towards fully digitised, paperless office. In order to further smoothen the work of news room, all the RNUs are in the ptocess of shifting from tele printer line based news wires to World space/V-Sat based news wires for receiving news from agencies. Efforts are being made to create another award for News readers cum Translators to recognize their contribution in smooth and effective presentation of the news bulletins and news based programmes.

News Coverage

The focus of the NSD's coverage this year was the common man. The Division did a vast coverage on the issues affecting the common man and how the various schemes of the Central government including the ones for the welfare of SC/ST, OBCs, minorities, form-

ers, unorganized workers, women and youth have fared. Flagship programmes of the government such as National Rural Employment Guarantee Scheme, Bharat Nirman and Sarva Siksha Abhiyan etc. were given special coverage.

The Right to Information Act was given top priority in its news bulletins and programmes. Special featured programme was mounted on economic issues such as WTO talks, government's efforts to contain price rise and relief packages to farmers and National employment Guarantee Scheme and its implementation. News based programmes on Indo-Pak relation were broadcast especially in the context of containing cross-border terrorism.

The News Services Division has given extensive coverage of Prime Minister's visit to various countries. The visits of foreign dignitaries and the important and strategic agreements signed between them were covered at length. AIR's Special Correspondents in Colombo, Kathmandu, Dhaka and Kabul provided detailed coverage to the fluid political and security related development in the neighbourhood.

Sports were the flavour of this year's coverage. International sports mega events such as World Cup of Cricket, T-20 Cricket World Cup, Asia Cup Hockey, and Military World Games held in Hyderabad, kept the sports desk busy throughout the year.

Parliament Coverage

During the Parliament Session, 'Sansad Sameeksha' in Hindi and 'Today in Parliament' in English, reviewing the proceedings of both Houses of parliament are broadcast. Similarly, reviews of the proceedings of the State Legislatures, whenever they are in Session, are broadcast by the respective Regional News Units of NSD, AIR.

External Services Division

External Services Division of All India Radio rank high among the External Radio Network in the World both in reach and range covering about 100 countries in 27 languages, 16 of them Foreign and 11 Indian, with an enormous Programme output of about 70 hrs 30 minutes every day. All India Radio through its external broadcast keeps the overseas listeners in touch with the Ethos of India and things that are Indian, reflecting the ideas and achievements of India as an open society.

The Foreign languages are Arabic (3 hrs. 15 mtrs) Baluchi (1 hr) Burmese (1 hr. Mtrs.) Chinese (1 hr. 30 meters) Dari (1 hr 45 meters). French (45 Mts) Indonesian (1 hrs) Nepali (4 hrs) Persian (1 hr. 45 meters.) Pushtu (2 hrs) Russian (1 hrs) Sinhala (2 hrs 30 meters) Swahill (1 hr.) Thai (45 Mts.) Tibetan (1 hr. 15 meters) and English (GOS) (8 hrs. 15 Mts.)

The Indian Languages are Hindi (5 hrs. 15 Mts.) Tamil (5 hrs. 30 Mts.) Telugu (30 Mts.) Bengali (6 hrs. 30 meters) Gujarati (30 Mts.) Punjabi (2 hrs.) Sindhi (3 hrs. 36 Mts.) Urdu (12 hrs. 15 Mts.) Saraiki (30 meters) Malayalam (1 hrs.) Kannada (1 hr.) The broadcasts follow composite partners and generally comprise of News Bulletin, commentaries, current Events and Review of the Indian Press. Besides Newsreel Magazine programme on sports and literature, talks and discussions on social economic, political, historical, scientific and cultural subjects, features on development activities, important events and in-

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stitutions, classical, folk and modern music of India's diverse regions, form a major part of total programme output.

External Services Division projects the Indian view on matters of national and international importance and stimulates interest in the culture, heritage and socioeconomic milieu of India through its broadcast.

The dominant theme of all programmes in External Services Division continue to present the reality of India as a strong Secular Democratic Republic, vibrant, forward looking and engaged in the task of rapid economic, industrial and technological progress. The facts of India's large technical manpower and its achievements and ecological balance, its commitment to restoration of human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed. External Services Division continues to supply recordings of music, spoken word and composite programmes to about 24 foreign broadcasting organizations under the existing Cultural Exchange programme.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9.00 p.m. National bulletin in English, originally meant for Home Services. This apart, External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

Check your Progress

1. What is the difference between Radio and TV news?

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2. Write a note on the News service of AIR.

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5.3. Features

TV Documentaries or Features

Television documentaries, like cinema documentaries can feature any subject of interest to a number of viewers, such as the state of pollution, poverty, famine, the cultural scene, or the plight of construction workers. The aims of documentaries are to enlighten, arouse, and motivate, or simply to entertain. The stress is on portraying real people and real situations, and on activity rather than on talk and commentary. In a documentary, it's the story that dictates film techniques, not vice versa: film is exploited here as a cameraman or editor in shooting reality, even though the documentary is in essence a 'social construction' of reality.

Radio Features

A radio documentary or feature is a purely acoustic performance devoted to covering a particular topic in some depth, usually with a mixture of commentary and sound pictures. It is broadcast on radio or published on audio media, such as tape or CD. Some radio features, especially those including specially composed music or other pieces of audio art, resemble radio drama in many ways, though non-fictional in subject matter, while others consist principally of more straightforward, journalistic-type reporting - but at much greater length than found in an ordinary news report.

Check your Progress

3. Define Radio features.

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5.4. Interviews

Interview programmes

Interview programmes are of various types: Personality interviews, such as those in 'Superhit Muqabla', in which the attempt is to probe well-known film personalities, 'In Conversation' and 'Vibrations' which focus on literary figures; Content Interviews, such as 'Parikarma' in which the message rather than personalities is of prime importance; and Group Interviews such as a Press Conference in which a group of press people hurl questions at the Prime Minister or a Cabinet or Chief Minister on sundry subjects of current interest.

Check your Progress

4. What is meant by Content Interviews?

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5.5. Group Discussions

Quiz Programmes and Games Shows

These are popular because of active audience-participation, as quiz-programmes and game shows are studio-oriented. Advertisers provide their products as prizes for such shows. Examples of Quiz shows are, 'Wild Encounters', and 'Kudrath Namah', while the popular game shows include 'Family Fortunes', 'Antakshari' and 'Close Encounters'.

Children's Programmes

These are defined as programme specially made for and offered to children, at certain special times. Cartoons, Puppet shows, 'live' stories and plays, and educational items are

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some of the items that make up a children's show. Some children's programmes have been turned into quiz shows. Feature films in Hindi for children are screened occasionally.

Programmes for Farmers and Industrial Workers

These cater to the special interest of Urban and Rural workers, and are largely instructional. Amchi Mati Anchi Manse and Kamgar Vishwa are two such regular weekly programmes.

Music and Dance Programmes

The National Programme of Dance and Music have brought India's foremost performers to the TV screen. The standard format of this programme is an elaborate introduction in Hindi and English of the performer and his or her style, followed by a live recital of various items. Each item is briefly explained in the two languages, so that appreciation of the performance is enhanced. The programmes focus on the classical and the folk items.

Light music programmes like Aarohi, Sham-e-Ghazal and Bazme Quwali have also proved popular. They are compered well known figures and feature top-notch singers. Chhaya Geet, the film based music programme, has a format all its own, with film clippings of old and new song-sequences put together in a haphazard manner. Similar programmes in Marathi, Gujarati, Tamil and other languages are also extremely popular.

5.6. Live Programmes

Live television refers to a television production broadcast in real-time, as events happen, in the present. From the early days of television until about 1958, live television was used heavily, except for filmed shows such as I Love Lucy and Gunsmoke. Videotape did not exist until 1957. Television networks provide most live television mostly for morning shows with television programs such as: Today, Good Morning America & CBS This Morning in the US (albeit...only airing live in the Eastern Time Zone), and Daybreak, BBC Breakfast, This Morning, etc. in the UK.

Most local television station newscasts are broadcast live in the U.S. as they are an essential medium for providing up-to-the-minute weather forecasts and breaking news stories.

In general, a live television program was more common for broadcasting content produced specifically for commercial television in the early years of the medium, before technologies such as video tape appeared. As video tape recorders (VTR) became more prevalent, many entertainment programs were recorded and edited before broadcasting rather than being shown live. Entertainment events such as sports television and The Academy Awards continue to be generally broadcast live.

Check your Progress

5. Define the term live television.

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5.7. Summary

The media environment is undergoing revolutionary changes for the past two decades. The new environment of media diversity, with ever stronger competition for audiences and the growth of a multinational media-industry is reshaping and re-defining our traditional notion of broadcasting.

The standard newscast in India employs the radio technique of reading out the news in a formal manner from a script (on cards or on an electronic "teleprompter"), interrupted with an occasional still, a map, or a moving picture. Frequently, the news is tailored to the visuals available. With the acquisition of ENG (Electronic News Gathering) and the latest computerized graphics equipment, the number of visuals has increased. Indeed, the news bulletins of Doordarshan channels, as also those of the many satellite channels, have in recent years taken on the format of 'magazine' programmes.

5.8. Key Words

1. **ENG**

Electronic News Gathering

2. **ANI**

Asia News International

3. **Personality Interviews**

Personality interviews, such as those in 'Superhit Muqabla', in which the attempt is to probe well-known film personalities.

4. **Children Programmes**

These are defined as programme specially made for and offered to children, at certain special times.

5. **ANI**

Asia News International.

5.9. Answers to Check Your Progress

1. A TV newscast cannot match the wide coverage and in-depth report of radio news. The time taken up by visual material does not allow for a probe, or even for adequate background information.

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2. The News Services Division of All India Radio plays a significant role in disseminating information thus meeting the information needs of the people and promoting national integration.
3. A radio documentary or feature is a purely acoustic performance devoted to covering a particular topic in some depth, usually with a mixture of commentary and sound pictures.
4. Content Interviews, such as 'Parikarma' in which the message rather than personalities is of prime importance; and Group Interviews such as a Press Conference in which a group of press people hurl questions at the Prime Minister or a Cabinet or Chief Minister on sundry subjects of current interest.
5. Live television refers to a television production broadcast in real-time, as events happen, in the present.

5.10. Terminal Questions

1. Describe the News in Radio, Newspaper and Television.
2. Discuss the characteristics of Features.
3. Examine the Interviews Programmes.
4. Examine the salient features of Group discussions.
5. Describe the importance of live programmes.

5.11. Further Readings

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|------------------------|--|
| 1. Keval J. Kumar | - Mass Communication in India |
| 2. Sharada Kaushik | - Script to Screen: An Introduction to TV Journalism |
| 3. Indian journalism | - Dr.Nadigkrishna Murthy |
| 4. Journalism in India | - Rangamani Parthasarathy |