

L9 - CHARACTERISTICS OF RADIO

Keywords

Radio Broadcaster	Commentator	Audience	Live broadcast
Far flung area	Commercial radio stations	Broadcaster	Pre-recorded programme
Running commentary	Round the clock	Tuning	Script
Polio immunisation	Rural programmes	Agricultural practice	Visualize
Patriotic	Portability'	One chance medium	

In-text Questions

In-text Questions 9.1

1. Given below is a list of descriptions. Relate them to the respective term used in the medium of radio.
 - i. A person or a group of people who form the target audience of radio programmes. —————
 - ii. a person who presents or announces programmes over radio for the public. _____
 - iii. any communication or transmission of any message or signal to the public through electronic apparatus. _____
 - iv. The programme recorded on magnetic tape, phonographic discs or compact disc for broadcasting it later. _____
 - v. The written copy of the words to be spoken during a radio programme. _____

2. You have learnt that one of the objectives of radio is to inform its listeners. Name the other two objectives and give your own examples of such programmes on radio.

In-text Questions 9.2

1. Name any three characteristics of radio.
2. State whether the following statements are true or false :
 - i. Radio makes pictures.
 - ii. Radio is a slow medium.
 - iii. Radio is an expensive medium.
 - iv. One has to be literate to listen to radio.
 - v. Radio is not a portable medium.

In-text Questions 9.3

1. List any three limitations of radio.
2. State whether the following statements are true or false :
 - i. Radio gives visual images.
 - ii. If the commentator is dull, his broadcast will also be dull.
 - iii. Radio messages are easily forgotten.
 - iv. Radio is not a useful medium for people who cannot see.
 - v. A listener gets only one chance to listen and understand messages on radio.

Terminal Questions

1. Make a list of the common terms that you have learnt on radio broadcast and explain each one of them.

2. Describe the objectives of radio with examples.
3. Radio as a medium has certain characteristic features. Explain.
4. Explain in detail the limitations of radio?.

Previous Year Questions

1. What is script in radio programme? 1
2. Mention any two advantages of a radio. [2]
3. Give any two limitations of radio broadcast. [2]
4. What can we do with the help of a sound recorder? 2
5. What are the limitations of broadcasting? 4
6. List and explain any *four* terms used in broadcasting. 4
7. What is "Running commentary"? Give two examples of running commentaries. [4]
8. Discuss any four limitations of Radio Broadcast. 4
9. Write down the limitations of radio broadcasting. 4
10. Describe, in detail, any *three* limitations of radio. 6
11. Describe any *six* characteristics of radio. 6