

Impact of radio and television programs on audience

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Introduction :

Every human being wants to communicate each other and communication is very important for life. Many sectors increase importance of mediums of media.

Radio and television are two valuable mediums in our day to day life. Every person and organization has to communicate with other people with their own ideas and ethics that are very valuable for society as well as themselves. Every organization wants to create a positive and ethical image in front of society. Mass communication and mediums of mass communication fulfil their need and create a positive image in front of society.

The researcher choose subject Studies on radio and television. In this research researcher also examine ethics of television programs. Radio and television functions in digital age and also informative manipulation of these mediums.

For this research we have to study firstly what is television and radio. Concept of television and radio is very important part of this research. is a telecommunication medi-

um used for transmitting moving images in monochrome (black and white), or in colour, and in two or three dimensions with sound". This can refer to a television set, a television program , or the medium of television transmission. Television is a mass medium for advertising, entertainment and news.

A theoretical system to transmit moving images over telegraph or telephone wires". It was formed in English or borrowed from French television.

Experiments in television broadcasting were initiated during the 1920s in united states and Europe. These experiments used a mechanical scanning disc that did not scan a picture rapidly. In 1923 there is an invention of the iconoscope and the electric television tube. The inventions of the kinescope or picture tube, electronic camera and TV home receivers arrived in rapid succession during the next few years.

In 1930 the national broadcasting corporation had set up a TV station in New York and BBC a TV station in London. These two regular telecast programmes. Germany and France too established televisions

around the same time.

The world war put a brake on further developments in TV. Through in Nazi Germany TV was widely used as an instrument of political propaganda. Nazi party conventions were televised, but the top event in the first chapter of German TV history was the 1936 Olympic in Berlin which was staged as gigantic propaganda show for the Third Reich. But by late 1940 and early 1950 TV had become a feature of life in most developed countries. In 1948 for instance there was as many as 41 TV stations in the 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 European countries did not lag very far behind. In India for more than decade the Ministry of Information and broadcasting managed to hold out against demands from educational institutions, industrialists, politicians and indeed the middle class in Urban areas for the introduction of TV. But in 1959 Philips made an offer to the Government of a transmitters at reduced cost. Earlier Philips demonstrated its use at an exhibition in New Delhi. A UNESCO grant of 20000 dollars for the purchase of community receivers and united states offer of some equipment proved much too tempting to resist and on 15 September 1959.

The Delhi TV centre went on air. The range of the transmitter was

40 km round and about Delhi. The audience comprised members of 180 teleclubs which were provided sets free by UNESCO. The survey conducted two years later in 1961 that the teleclub made some impact.

Entertainment and information programmes were introduced from August 1965.

In additional to social educational programmes for which alone TV had been introduced in capital. By 1970 duration of service increased to three hours. After that news, information and entertainment programmes two weekly programmes running to 20 min each. Another weekly programme of same duration called 'Krishi Darshan' for farmers in 80 villages. It began in Jan 1967 with the help of the Department of atomic energy. The Indian agricultural Research Institute the delhi administration and the state government of Haryana and Uttar Pradesh.

The programmes could easily be picked up in these states. As the range of transmitter was extended to 60 km. The no of TV sets in 1970 stood at around 22000 excluding the community sets. By early 70s the demand from Indian cities TV manufacturers and the advertising industry as well as Indira Gandhi Government's popularity contributed to decision to expand the medium nationwide. At that time 2,00,000 sets in Delhi and the neighbouring states. The Bombay centre was opened in 1972. In 1975 calcutta, madras and

Lucknow were put on the TV map of Country. From 1 Jan 1976 commercials came to be telecast at all centres.

Radio is a technology of waves to carry information, such as sound, by systematically modulating properties of electromagnetic energy waves transmitted through space. When radio waves strike on electrical conductor, the oscillating fields induce an alternating current in the conductor. The information in the waves can be extracted and transformed back into its original form.

Radio is mixture of electromagnetic waves, the wireless telegraph and triode by technicians and scientists from different countries gave rise to development of wireless telegraphy and later to radio broadcasting. It took 10 years for wireless telegraphy whose sole use was point to point telecommunication.

In 1864 James Clerk Maxwell showed mathematically that electromagnetic waves could propagate through free space. The effects of electromagnetic waves (then-unexplained "action at a distance" sparking behavior) were actually observed before and after Maxwell's work by many inventors and experimenters including George Adams (1780–1784), Luigi Galvani (1791), Peter Samuel Munk (1835), Joseph Henry (1842), Samuel Alfred Varley (1852), Edwin Houston, Elihu Thomson, Thomas Edison (1875) and David Edward Hughes (1878).

Edison gave the effect the name "etheric force" and Hughes detected a spark impulse up to 500 yards (460 m) with a portable receiver, but none could identify what caused the phenomenon and it was usually written off as electromagnetic induction. In 1886 Heinrich Rudolf Hertz noticed the same sparking phenomenon and, in published experiments (1887–1888), was able to demonstrate the existence of electromagnetic waves in an experiment confirming Maxwell's theory of electromagnetism.

The discovery of these "Hertzian waves" (radio waves) prompted many experiments by physicists. An August 1894 lecture by the British physicist Oliver Lodge, where he transmitted and received "Hertzian waves" at distances up to 50 meters, was followed up the same year with experiments by Bengali physicist Jagadish Chandra Bose in extremely high frequency radio wave optics and a year later with the construction of a radio based lightning detector by Russian physicist Alexander Stepanovich Popov. Starting in late 1894, Guglielmo Marconi began pursuing the idea of building a wireless telegraphy system based on Hertzian waves (radio). Marconi gained a patent on the system in 1896 and developed it into a commercial communication system over the next few years.

Early 20th century radio systems transmitted messages by continuous wave code only. Early attempts at developing a system of amplitude modulation for voice and music were demonstrated in 1900 and 1906, but had little success. World War I accelerated the development of radio for military communications, and in this era the first vacuum tubes were applied to radio transmitters and receivers. Electronic amplification was a key development in changing radio from an experimental practice by experts into a home appliance. After the war, commercial radio broadcasting began in the 1920s and became an important mass medium for entertainment and news. David Sarnoff, an early exponent of broadcast radio, persuaded the Radio Corporation of America to begin an AM broadcasting service which rapidly grew in popularity. World War II again accelerated development of radio for the wartime purposes of aircraft and land communication, radio navigation and radar. After the war, the experiments in television that had been interrupted were resumed, and it also became an important home entertainment broadcast medium. Stereo FM broadcasting of radio was taking place from the 1930s onwards in the United States and displaced AM as the dominant commercial standard by the 1960s, and by the 1970s in the United Kingdom. Process of radio is combination of an

various things like transmitter and modulation. Radio having antenna, receiver and demodulation and also radio band. With these elements functions of radio working properly and transmit the message.

Aims and objectives

Aim: To study the ethics and informative manipulation of radio and T.V programmes and also impact on audience by using content analysis research methods.

Objectives

To study T.V and Radio functions in digital age.
 To study the ethics of Television programmes.
 To study the informative manipulation of T.V and radio programmes.

Research methodology –

In this research researcher choose subject ‘To study the ethics and informative manipulation of radio and T.V programmes by using content analysis research methods.’ This subject is related to mediums of media that’s why this research is in first step of research methodology. In this research researcher study the various programs by using content analysis methods. Researcher can follow qualitative and quantitative research methodology in content analysis. Communication in between two people, study of T.V and radio programs can analysis by using content analy-

sis. To analysis the effect of TV and radio programs content analysis is very important step in this research. In 1978 Walizer and Wienir define content analysis is a systematic procedure devised to examine the content of recorded information. In 2000 Kerlinger define content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables. In 2004 Krippendorff define it is a research technique for making replicable and valid reference from data to their context.

In content analysis, communication by using ethical and useful message in between source and observer is very important. So for perfect research there is a proper analysis of T.V and radio programs is very important. Mediums of media broadcast such programs which give meaningful thoughts to a society. Some programs having ethics and meaningful message to society. Various kinds of programs took different kind of content which is taken from society. also comparison in between them is very necessary.

To study the image of mediums of media and their programs researcher choose members from different communities. And also analysis changes in contents of programs. With this researcher also examine effects of ethical and non ethical programs on mindset of members in society.

To study the first objective of research that is T.V and Radio functions in digital age. For this researcher visit some T.V channels and also study the digital functioning of that channel.

1} T.V is regularly used medium of media. In now days advance technology used in this medium for best picture clarity, digital television (DTV) is the transmission of television signals, including the sound channel, using digital encoding, in contrast to the earlier television technology, analog television, in which the video and audio are carried by analog signals. It is an innovative advance that represents the first significant evolution in television technology since color television in the 1950s. Digital TV can transmit in HDTV with greater resolution than analog TV, in a wide screen aspect ratio similar to recent movies. It makes more economical use of scarce radio spectrum space; it can transmit multiple channels in the same bandwidth occupied by a single channel of analog television, and provides many new features that analog television cannot. A switchover from analog to digital broadcasting began around 2006 in some countries, and many industrial countries have now completed the changeover, while other countries are in various stages of adaptation. Different digital television broadcasting standards have been adopted in different parts of the world; below are the more widely

used standards

2} In digital broadcasting systems, the analog audio signal is digitized, compressed using formats such as MP2, and transmitted using a digital modulation scheme. The aim is to increase the number of radio programs in a given spectrum, to improve the audio quality, to eliminate fading problems in mobile environments, to allow additional data casting services, and to decrease the transmission power or the number of transmitters required to cover a region. However, analog radio (AM and FM) is still more popular and listening to radio over IP (Internet Protocol) is growing in popularity. In 2012 four digital wireless radio systems are recognized by the International Telecommunication Union: the two European systems Digital Audio Broadcasting (DAB) and Digital Radio Mondiale (DRM), the Japanese ISDB-T and the in-band on-channel technique used in the US and Arab world and branded as HD Radio.

An older definition, still used in communication engineering literature, is wireless digital transmission technologies, i.e. microwave and radio frequency communication standards where analog information signals as well as digital data are carried by a digital signal, by means of a digital modulation method. This definition includes

broadcasting systems such as digital TV and digital radio broadcasting, but also two-way digital radio standards such as the second generation (2G) cell-phones and later, short-range communication such as digital cordless phones, wireless computer networks, digital micro-wave radio links, deep space communication systems such as communications to and from the two Voyager space probes, etc.

A less common definition is radio receiver and transmitter implementations that are based on digital signal processing, but may transmit or receive analog radio transmission standards, for example FM radio. This may reduce noise and distortion induced in the electronics. It also allows software radio implementations, where the transmission technology is changed just by selecting another piece of software. In most cases, this would however increase the energy consumption of the receiver equipment.

To study the objective ethics of television programmes and informative manipulation

Researcher chooses different kind of T.V and radio programs. Researcher compares Marathi T.V programs with English T.V programs. In Marathi programs researcher choose programs like 'Sur nava dhas nava chote surveer' on colours Marathi. Also examine Home minister on zee Marathi. In English programs

researcher choose different kinds of serials like popeye the sailor man, doremon from English cartoon network channel. And also choose sports telecast programs on star sports 1,2, and 3. After examine content researcher classify it is in different category. Classification is very valuable task in content analysis research method. Classification is done by two ways first is after observing content. And another is set own opinion or mind set before observing content. After examine content of T.V program and radio programs researcher chooses qualitative analysis. Or at some stage researcher choose quantitative analysis method. Classification of content is very time consuming process that's why researcher chooses the way of pilot study. Pilot study is very systematic way in content analysis. After pilot study researcher classify the content by using sign, symbols and by column and row wise classification. Researcher use WordPad, Microsoft office and also power point presentation, calculator to calculate the percentage and for scientific calculation to complete analysis of research.

Conclusion :

it is a final step in research. After classification and analysis of content of T.V and Radio programs researcher come to this last step called as conclusion. Researcher analysis T.V programs which were broadcast in one month of

November and December and after that he conclude that

1) 'Sur nava dhas nava chote surveer' is a singing competition program on colours Marathi T.V, having more popularity in youngsters. Boys and girls from age group 12 years to 26 years watch this program other than others with high percentage around 70%. This program gives positive effect on youngsters and also attract toward singing and Indian music. For this conclusion researcher analysis episode in month of November to December 2018.

2) Researcher also examines program Home minister on zee Marathi in month of November and December. Home minister is Marathi program hosted by an adesh bandekar. it is very famous program in house wife with age group 35 years and above with very high percentage around 90 to 95 %. All women are very crazy to win paithni sari. This programs having very good ethics and dressing sense of maharashtrain looks. Its is most popular and ethical program on zee Marathi.

3) In English cartoon network programs like popeye the sailor man, doremon are very popular in children with age groups from 6 years to 20 years with high percentage 95 to 98 %. These serials having beautiful animation technique and attractive shapes of facing of cartoons because of this many childrens are attracted

towards this programs this is effect on childrens.

4) In sports programs which are published by star sports channel are very famous in youth with age group 15 year to 30 years. Male are also frequently watch this sports programs with age group more than 30 years. During cricket matches telecast TRP is very high with 80 to 90 %. During telecast of other T.V programs TRP decreases and TRP is around 30 to 40 %.

But very less no of females watch programs from sports channels like broadcasting of cricket matches and different kind of sports.

In radio the programs Akashwani radio are very popular in old age. At that time it is very valuable medium which gave many programs for people. It having very ethical programs. Old age people use this radio channel for collecting valuable information about farming, for old movie songs. It also gives daily news updates in Marathi, hindi, and Sanskrit languages. Spiritual programs like Geet ramayan. And also it gives jokes called chutkule. The percentage use of this radio channel at past age is about 85 to 95 %.

In now days also old age people use this radio. In now a days programs which are telecast by an radio mirchi are very popular in youth around 85 to 90 %. Youth majorly use this radio channel for latest movie songs.

Referances

Books

Domnik and wimmer, research and methodology

Keval J. kumar, Mass communications in India

T.V channels

- 1) colours Marathi
- 2) Zee Marathi
- 3) Star sports
- 4) cartoon networks

Radio channels

Aakashwani
Radio mirchi

Websites

http://www.acma.gov.au/webwr/assets/main/lib311390/community_attit_usd_to_radio_content.

<http://www.asiawaves.net/india/maharashtraradio.com>
