

The Language of Radio

Radio: Concept

- Wireless device for receiving information through electromagnetic waves
- Audio medium of mass communication
- Transmission station – centre
- Audience – diversified even illiterate

General Features

- Audio medium
- Wide coverage
- Public message
- Wireless system use of spoken language
- Unidirectional messages of local, national and international significance
- Immediacy
- Portable and flexible

- Varieties of content
- Individual use
- Cheapest and fastest
- Useful even for illiterate people

Purpose and function

- Information
- Education
- Entertainment
- Advertisement
- Employment
- Transmission of culture
- Persuasion

Language

- Short , simple, clear words and sentences
- Formal and standard language
- Conversational style
- Use of present tense
- Compressed content
- Active voice
- Indirect speech

- No abbreviation
- Attribution (source)
- To the point
- Nouns more pronouns less

News Reading

- Art
- News copy prepared beforehand
- As natural as possible
- Clear voice
- Normal speed with appropriate pauses
- Appropriate tone and accurate pronunciation
- Need to be aware of co-reader and break

Live Commentary

- Spoken description of an event or program at the time of happening
- It is broadcast from the actual place where it is taking place
- Unplanned speech
- Non stop speech
- Use of present progressive tense
- Short and simple
- Varying tone of voice

- Descriptive, emotive and informative
- Incomplete sentences
- Use of gap fillers