

# The Language of Radio



# *Plan:*

- **What is Radio?**
- **Radio Programming**
- **AM vs. FM**
- **The Language of Radio**
- **Mass Media of Radio**



# *What is Radio:*

*Radio is a small part of the electromagnetic spectrum that is used for a wide range of business and non-business purposes.*





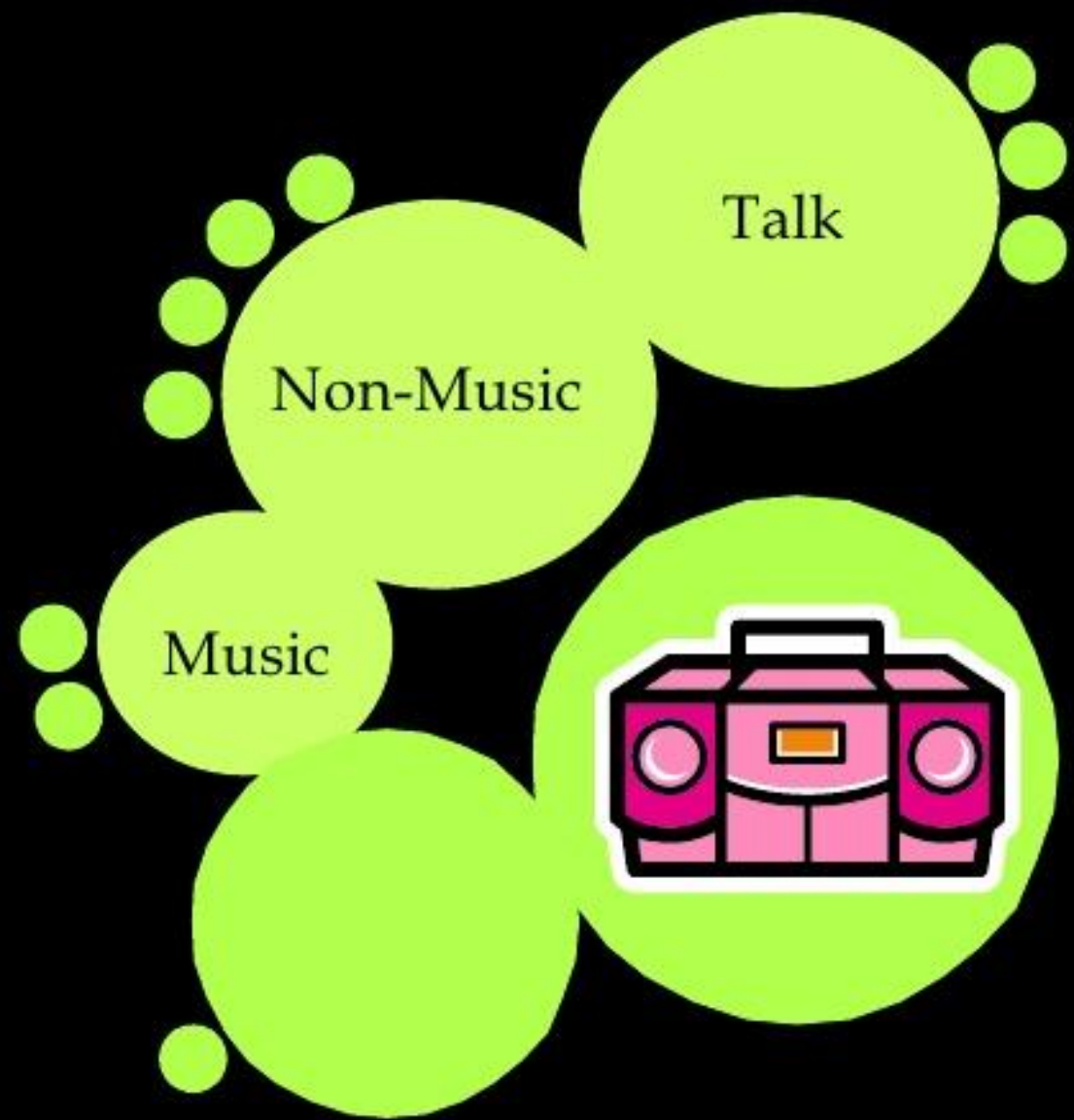
- Radio is one of the most accessible, most flexible, and cheapest forms of mass communication, providing entertainment and news to millions of people all over the world primarily through the broadcast voice.

# Why do people listen???

Analysts have identified the following uses and gratifications for radio audiences:

- ▶ Radio gratifies certain psychological needs, such as the need for companionship and a sense of community.
- ▶ Needs can be fulfilled without giving up other activities when somebody listens to the radio, whereas television demands more of the audience's attention.
- ▶ Radio provides the information for conversations.
- ▶ People use radio to 'structure' their day.

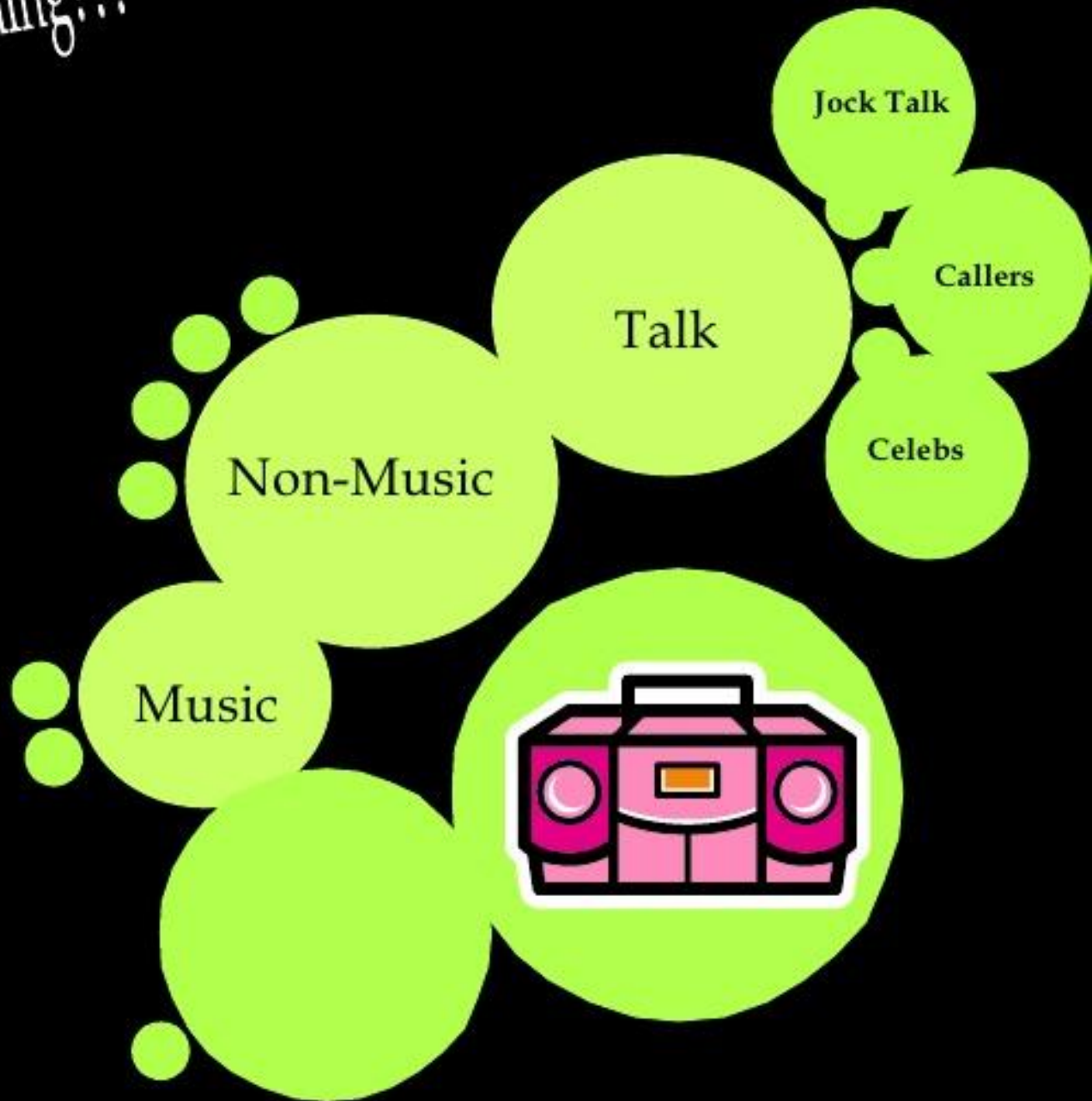
# What is Radio Programming???



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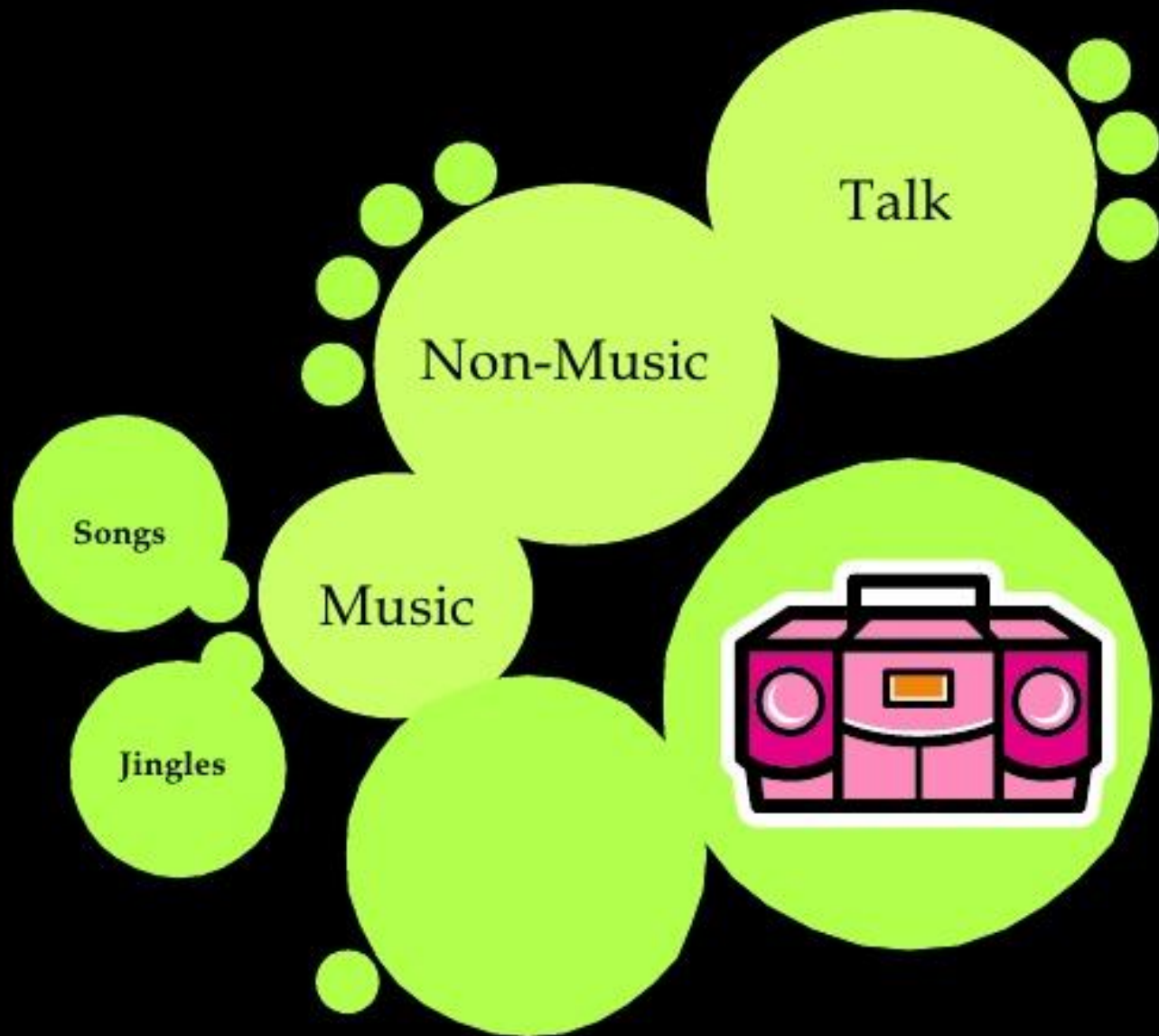


# What is Radio Programming???





# What is Radio Programming???



# *AM Radio:*

## □ *Amplitude Modulation (AM)*

- *Amplitude modulation is the process of **varying the amplitude of a carrier wave in proportion to the amplitude of a baseband signal.** The frequency of the carrier remains constant.*
- *Modulation is the process of impressing a low-frequency information signal (baseband signal) onto a higher frequency carrier signal.*



# *FM Radio*

- *Frequency Modulation (FM)*
  - *Frequency modulation is the process of varying the frequency of a carrier wave in proportion to the amplitude of a baseband signal. The amplitude of the carrier remains constant*



## *Difference between AM and FM*

- 1: AM radio is a Amplitude modulation but FM is a Frequency modulation.*
- 2: FM can be filtered out when the tune received by receiver but in AM not.*
- 3: The AM signal can be changed And difficult to get information form it but in FM is constant.*
- 4: AM is taken In low Frequency and not stereo but FM taken in high frequency and its stereo.*
- 5: AM can received as a analog but FM can be received as Digital.*
- 6: The Amplitude of Income will be muted in FM if its not that much strong enough, but in AM whether its strong or not.*

# AM vs. FM

*AM requires a simple circuit, and is very easy to generate. It is simple to tune, and is used in almost all short wave broadcasting.*

*The area of coverage of AM is greater than FM (longer wavelengths (lower frequencies) are utilized-remember property of HF waves?)*

*However, it is quite inefficient, and is susceptible to static and other forms of electrical noise.*

*The main advantage of FM is its audio quality and immunity to noise. Most forms of static and electrical noise are naturally AM, and an FM receiver will not respond to AM signals.*

*The audio quality of a FM signal increases as the frequency deviation increases (deviation from the center frequency), which is why FM broadcast stations use such large deviation.*

*The main disadvantage of FM is the larger bandwidth it requires*

# *Basic units of radio language:*

- ***Time***
- ***Space***
- ***Words***
- ***Sound Effects***
- ***Music***
- ***Silence***

# Mass Media and Intimacy of Radio Language



- Because of the diverse range of speech styles, with the predominant being scripted informality, radio creates an enigma for questions concerning the nature of institutional power and how institutions define themselves through language.

# *Language of radio*

**is largely informal would seem to indicate an inherent contradiction between the style of radio and the institutional situation from which the speech emanates**





*The language, speech, and talk*  
would seem to be designed  
around  
a direct intimate code of address  
usually found “ordinary”  
or mundane interaction. Thus  
the voice of radio, the defining  
feature of the  
institution, is a contrived display  
of ordinary intimate  
conversation.

# *Questions*

