

## **Mjmc:1**

Paper:5:Electronic Media (Radio and Film)

Topic:Impact of Radio

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Radio programmes are received by over three crore receiving sets in India. Radio is serving as an effective medium

not only to inform and educate people, but also to provide healthy entertainment. AIR's home service programs are transmitted for 1530 hours daily in 19 languages and 146 dialects and Vivid Bharati programmes of 13 hours a day through 185 transmitters. There are external services broadcasts in 17 foreign languages and 8 Indian languages for about 75 hours daily. The external service is designed to give India's viewpoint on important issues to listener abroad, and project the cultural heritage of the country, its art, literature, music and socio-economic developments.

Radio:Medium for the Masses

Radio can justifiably be called the medium for the masses. In India, the three major hurdles to meaningful communication are mass illiteracy, lack of efficient means to reach the remote places and poverty which prevents access to mass media. Radio has the inherent advantage to overcome these barriers. Radio, unlike the print media, can overcome the obstacles of illiteracy. It also does not recognize the barrier of rivers and mountains can reach people in the farthest corners of the country. Thanks to the transistor revolution, this is perhaps the only mass medium which an average Indian can afford.