



Cover Page



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VOICE OF INDIA – ALL INDIA RADIO

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Akashvani... which started with the slogan BAHUJANA HITAAYA -BAHUJANA SUKHAAYA, is continuing its legacy unpretentiously. In a continuously changing scenario of media, Akashavani is keeping up its uniqueness of its own prestigious level. There is no doubt that print media is prevailing even before Akashavani... but, prior to the technological revolution in media, Akashavani was the only major media to broadcast information and knowledge to the public. There is no doubt in saying that Aakaashavaani is the ideal road map to present community Radios and FMs. The letters AIR receives regularly is a proof that even now masses especially villagers and public from rural areas are ardent listeners of AIR programmes.

Akashvani programs are a feast to interior villages which are not even bestowed with proper transport facilities. It broadcasts entertainment and informative programmes along with alerting public about natural calamities. Thus, it has got a unique name, INFOTAINMENT CHANNEL; giving information and also entertainment.

Akashvani started its journey as a news broadcasting media and later entered into every aspect pertaining to entertainment. It is highly applauded by public for broadcasting programmes relevant to music, literature, education, technology, etc.. It also stands as a great tool of information to illiterates and even the visually challenged. The schemes enunciated by the government for the welfare of the citizen is propagated by Radio.

Akashvani continues to render a major role in serving literature in various forms to the listeners. Southern region kendras, especially AIR stations of Telugu states are striving predominantly in broadcasting variety programmes in different categories.

Besides giving required information to public and broadcasting various entertainment programs, Akashvani shoulders the responsibility of spreading social awareness in public. This noble deed is being done with the help of Radio dramas and playlets. During the British rule in India, many writers ignited the deepest wish for freedom in public by their creative literature and write ups. Taking the burning contemporary issues as prime plots, Akashvani motivated writers to give their best, thus producing giving great , influential writings which in turn were broadcast as plays and play lets, novel reading, poetry sessions. These programs attracted many a listener. Akashvani used the services of many writers and brought many unsung artists into lime light.

The main aim of Radio Drama is social enlightenment. The selected plot for a drama should give public happiness, entertainment and also some useful information. Standing up to this aim of bringing awareness to people, AIR is continuing its journey through Radio dramas which are regularly broadcast from AIR stations.

Classical and Folk music are kept alive and thriving because of Radio. Traditional arts like Harikatha, Burrakatha were earlier restricted to stage shows. AIR undertook the responsibility of making required changes and making those arts convenient to be aired in Radio. Social responsibility is a hidden agenda in all the programs of AIR. "Kanyasulkam" of Gurajada, "Varavikrayam" of Kaallakoori NarayanaRao, "Chintaamani" were a few examples of



Cover Page

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such informative and entertaining programmes. Lengthy plays were edited and concised to the specified time span and then broadcast. Reducing the duration of a play without losing the essence is not a cakewalk Radio plays does not need any decorations as in dramas on stage. Sound and artist's voice play a major role in radio dramas. All the action shown on big and small screens should be presented through voice in Radio dramas. To those who close their eyes and listen to Radio, the whole picture should be depicted in front of them. The character should be felt by songs and modulation of voices. Even with many characters in a play, there should be clarity in dialogue delivery. It all depends on the skill of drama artists. In a stage show, even if there is no clarity in dialogue delivery, the situation goes to the brain as it is visual presentation. But, such facility is not to be seen in Radio drama. Every emotion is to be shown in dialogue delivery and voice modulation. Broadcasting program should be effective right from the opening note; if not the listener would switch off the Radio.

Script, direction and action play the three major role in a Radio play. Dialogues add life to a play, playlet or any such programmes. It depends on the creativity of the writer. The creativity of the writer combined with the voice culture of the artist would elevate the drama and make it much more effective.

Like how the spectators are taken into consideration during stage show, audience by a speaker, readers by writer, Radio play writers should take the listeners into consideration. Print media type of scripting would never attract Radio listeners. They need to be careful in the language being used. Double meaning or vulgar dialogues are totally restricted. The language used for Radio play should be simple and reachable to the listeners. No dialogue is repeated and hence the dialogue delivery should be clear and specific.

Time plays a major role in Radio programmes. Every minute and second are countable and hence the dialogue delivery should be highly meticulous and precise.

Day to day language is to be used as it reaches to every nook and corner. But for the dramas related to mythology, history, folklore that particular language can be used, but care should be taken that too long and difficult words should be avoided.

The Artist, who delivers the dialogues filled with emotions as situation demands, would attract the listener. In a Radio play, each and every dialogue thus becomes very important.

As mentioned earlier, time plays a major role in Radio plays, play lets. These maybe of one hour, thirty minutes and fifteen minutes duration. Whatever may be the duration, dialogues should be clear and lively. Back ground sound effects add extra life and flavour to the play. Different sounds such as trains, vendors, bird's calls, etc.. recorded live and mixed would give it an authentic touch and make it more real.

Radio plays are difficult for artists but keep the listener at entertained. People do not need to go to stage to watch, rather they can enjoy any programmes just sitting at home. Electronic revolution has made it much easier and convenient. A mobile in hand means a Radio at hand.

Plays, play lets, musical drama, drama are the various forms of Radio plays. Whatever be the name, every dialogue should take the story forward.

In conclusion we can say that Radio reflects the voice, dreams and aspirations of the masses and speaks in a language understood by all . Having a Radio set at home was a prestigious possession in good olden days. Decades ago listeners gathered around community Radios and village centers to listen to Radio programmes. That was a golden era of Radio. Then and now, Akashvani is the only address for authenticity of its broadcast. Radio is the Flag bearer of India's culture and heritage.



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