

Electronic Media

Notes by

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Concept and Types of Electronic Media

Electronic media refers to any channel of communication that relies on electronic devices or electromechanical energy for the end user to view or listen to the content. This sets it apart from static media—primarily print—which may be designed digitally but can ultimately be read without electrical devices.

Channels such as television, radio, audio platforms, and video services have enabled news, entertainment, educational material, and informational content to reach even the most remote locations. As a result, electronic media has somewhat overshadowed traditional forms of communication. Fueled by the expansion of satellite technology, cable networks, television broadcasts, and radio channels, this sector's growth trajectory remains exceptionally strong.

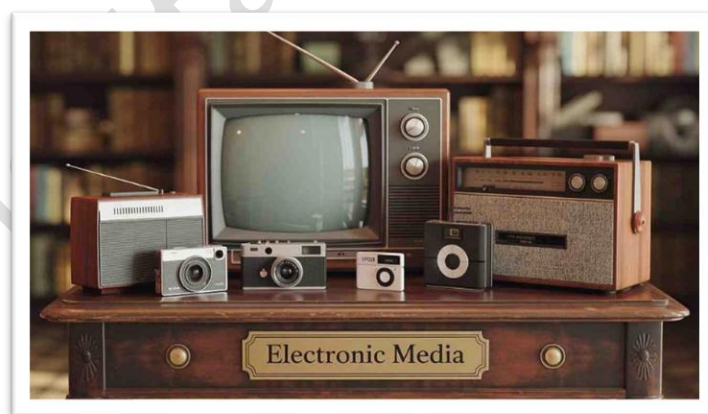
The most common electronic media formats recognized by the public include video and audio recordings, slide decks, multimedia programs, CD-ROMs, and web-based content. While modern media overwhelmingly uses digital formats, electronic media can technically operate on either analog or digital signals.

Technological progress in digital systems has fundamentally transformed modern journalism. Tools like satellite networks, video-enabled phones, high-speed internet, digital voice recorders, and portable laptops allow media professionals to communicate instantly across the globe. This shift has given rise to electronic journalism—a blend of modern technologies that has fundamentally altered how 21st-century reporters report the news. News organizations can now collect, produce, and broadcast updates almost in real time, dramatically raising the standard for speed. Reporters can go live from virtually anywhere on Earth and send high-resolution images or raw video directly to newsrooms within seconds. While people often associate electronic media with pre-recorded files saved on storage hardware, physical storage is not required for live broadcasts or online networks.

In essence, electronic media operates through electronic transmission. This encompasses the open internet, extranets (secure networks using web technology to connect businesses with trusted partners), dedicated leased lines, dial-up connections, private corporate networks, and physical storage devices moved from one place to another (such as magnetic tapes, hard drives, or optical discs).

Broadcasting is defined as the distribution of audio or video content to a wide audience of listeners or viewers. This group can range from the general public to a specific, targeted demographic. For example, a web stream can distribute music or text globally, whereas a public address system inside an office building might broadcast short, targeted announcements to a small group of employees on site.

Television and radio programming is distributed via over-the-air signals, cable networks, or a combination of both. By encrypting signals and providing set-top decoders for homes, cable providers can offer premium subscription channels and pay-per-view services. Today, broadcasting represents one of the largest sectors within mass communication. A single broadcast company may air multiple programs simultaneously across different channels or frequencies—such as BBC One and BBC Two—while in other cases, separate broadcasting entities might share a single channel by splitting time slots throughout the day.



Digital radio and digital television may also transmit multiplexed programming, with several channels compressed into a single stream. When broadcasting to a very narrow range of audience is called narrowcasting. Contrary to some common usage, the Internet and the World Wide Web are not synonymous. The Internet is a collection of interconnected computer networks, linked by copper wires, fibre-optic cables, wireless connections etc. The invention of the Internet has also allowed breaking news stories to reach

around the globe within minutes. There is also Web is a collection of interconnected documents, linked by hyperlinks and URLs. The World Wide Web is accessible via the Internet, along with many other services including e-mail, file sharing with anyone with a web site can address a global audience, Although a vast amount of information, imagery, and commentary (i.e. "content") has been made available, it is often difficult to determine the authenticity and reliability of information contained in web pages (in many cases, self-published). This rapid growth of instantaneous, decentralized communication is often deemed likely to change mass media and its relationship to society.

Prasar Bharati

As India's principal public broadcaster, Prasar Bharati functions as an independent statutory organization established by a parliamentary law. It brings together the Doordarshan Television Network and All India Radio, both of which formerly operated as direct branches of the Ministry of Information and Broadcasting. Although the legislation was passed with full parliamentary consensus and earned presidential approval on September 12, 1990, it was formally brought into force in November 1997.

The legislation—known as the Prasar Bharati Act—paves the way for creating a national broadcasting enterprise (Prasar Bharati) while clearly outlining its structure, duties, and operational authority. Through this law, full administrative independence was handed over to Akashvani (All India Radio) and Doordarshan, freeing them from direct state regulation. Furthermore, the statute ensured that all physical holdings, financial assets, outstanding debts, legal obligations, incoming funds, and active litigation connected to both media entities were officially reassigned to Prasar Bharati.



Under the Prasar Bharati Act, the overarching oversight, administrative control, and management of the organization are entrusted to the Prasar Bharati Board. This governing body is empowered to execute all duties, exercise authority, and carry out actions on behalf of the Corporation.

The composition of the Prasar Bharati Board includes:

- A Chairperson

- An Executive Member
- A Member overseeing Finance
- A Member overseeing Personnel
- Six Part-time Members
- The Director-General of Akashvani (serving ex officio)
- The Director-General of Doordarshan (serving ex officio)
- A representative selected by the Union Ministry of Information and Broadcasting (India)
- Two employee delegates from within the Corporation—one chosen through an internal vote by the engineering workforce and another elected by the remaining staff members.

Apart from the ex officio officials, the Ministry nominee, and the two staff delegates, all other members and the Chairperson are formally appointed by the President of India.

The Board is required to convene at least six times annually, with no more than a three-month gap separating consecutive meetings.

Functions and Objectives:

The core responsibility of the Corporation is to structure and operate public broadcasting systems aimed at informing, educating, and entertaining the populace, while fostering the well-rounded growth of radio and television media. In carrying out its duties, the Corporation is directed by several key objectives:

- Preserving national unity and national integration alongside the core principles laid out in the Constitution.
- Protecting the public's right to receive unbiased, factual, and transparent news on both domestic and global matters, ensuring an impartial stream of information that highlights diverse viewpoints without endorsing a specific ideology or agenda.
- Prioritizing content focused on educational growth, literacy improvement, farming practices, rural expansion, environmental sustainability, public health, and technological advancement.
- Delivering rich coverage of the varied cultural traditions and regional languages across the nation through targeted programming.
- Offering extensive broadcasting of sports and athletics to foster a culture of active competition and good sportsmanship.

- Designing tailored broadcasts that cater specifically to the interests and development of younger demographics.
- Raising public awareness regarding women's rights and societal challenges, while actively working toward the empowerment and advancement of women.
- Fostering social equity while opposing systemic oppression, inequality, and discriminatory practices like untouchability, with a focus on uplifting marginalized groups.
- Defending labor rights and enhancing the overall well-being of the workforce.
- Dedicating broadcast services to rural communities, economically disadvantaged populations, and residents living in remote, border, or underdeveloped territories.
- Creating specialized content designed to address the distinct needs of ethnic minorities and indigenous tribal populations.
- Implementing targeted initiatives to safeguard the interests of children, senior citizens, individuals with visual impairments or physical disabilities, and other vulnerable groups.
- Strengthening national unity by broadcasting content that encourages cross-linguistic dialogue across India, while ensuring that localized broadcast channels are accessible in every state in its native language.
- Ensuring wide-reaching broadcast capabilities through modern technological deployment, optimal usage of allotted signal frequencies, and top-tier reception standards.

Format Of Radio Programmes

Radio stations broadcast different types of programmes. We have remembered film songs, phone-in programs, talks, discussions, news, cricket commentaries, etc. These different types of programmes are called formats.

A Radio format can be split into three parts: They are: -

1. Spoken Word 2. Music 3. Sound Effects

1. Spoken Word

Announcements: These are specifically written clear messages to inform. They can be of different types. For example, station/programme identification.

Radio Talk: Representing the earliest radio format, this tradition originated in India and the UK by hosting specialists or notable public figures for 10-to-15-minute monologues on a single subject. Today, extended monologues have fallen out of favour, giving way to brief, concise talks that resonate far better with modern audiences.

Radio Interview: Media professionals routinely rely on Q&A techniques to gather insights from key figures. These exchanges are subsequently aired across media channels, including radio, to help inform public opinion. Through structured questioning, journalists draw out key details that frequently form the basis of news reports. These sessions vary depending on their target length, subject matter, and objective.

Radio Discussions: Group discussions serve as an effective tool for problem-solving. By bringing together three or more participants, diverse perspectives can be combined to reach a consensus. Radio channels use this format to present contrasting viewpoints on pressing public issues, particularly complex social or economic matters. Because of their depth, these broadcasts typically run longer.

Radio Documentaries: Often called radio features, these productions rely entirely on audio elements—specifically human speech, background music, and sound effects. By utilizing authentic recordings, real people, and genuine perspectives, documentaries offer an immersive audio account of factual events.

Radio Drama: Similar to traditional theatrical plays, a radio drama conveys a narrative without visual elements. Instead, it relies on just three core audio components: vocal performances, musical scores, and ambient sound effects.

Running Commentaries: Live play-by-play broadcasts remain a highly popular radio format. Listeners on the move or in transit can tune in to follow real-time sports coverage, receiving moment-by-moment updates and game details.

Magazine Programmes: Scheduled at specific recurring times—such as weekly or monthly—radio magazines feature a clear periodic structure. They are characterized by a wide range of short segments and diverse topics within a single broadcast.



News: Out of all spoken-word radio content, news bulletins consistently rank as the most widely consumed format.

2. Music

Music is intrinsically linked to radio broadcasting, serving diverse creative and programming purposes across the airwaves.

Classical Music

India's broadcasting landscape primarily features three classical traditions:

- Hindustani Classical
- Carnatic Classical
- Western Classical

3. Sound Effects

Audio elements play a vital role in shaping radio productions by:

- Captivating listener attention and building engagement.
- Delivering comedic timing to induce humour.
- Establishing atmosphere or heightening specific emotional tones.

Information Technology-Based Formats

Leveraging India's rapid strides in the technology sector, radio broadcasting has actively integrated modern digital tools into its programming. Key tech-driven formats include:

1. *Phone-in Programmes:* Interactive shows allowing live listener participation via phone calls.
2. *Radio Bridge:* Transmissions that link multiple distant studios or locations together for simultaneous cross-regional broadcasts.
3. *Radio on the Internet:* Web-based streaming and online radio channels accessible globally.

Format Of TV Programmes

Television programming is broadly categorized into two main streams:

1. *Information & Non-Fiction Formats:*
 - *News Bulletins & Current Affairs:* Structured daily news updates, breaking news flashes, and panel debates.
 - *Documentaries & Docuseries:* In-depth factual programs focused on real-life events, history, science, or social topics.
 - *Talk Shows & Interviews:* Hosted discussions with experts, celebrities, or public figures (e.g., late-night, daytime chat shows).

- *Reality TV & Game Shows*: Unscripted or semi-scripted competitive shows and lifestyle/docusoaps.

2. Fiction & Narrative Formats:

- *Dramas & Serials*: Long-form continuing narratives (soap operas, crime thrillers, period dramas).
- *Sitcoms (Situation Comedies)*: Short episodic comedy shows centred around a recurring cast and location.
- *Short Films & Anthologies*: Self-contained, concise narrative films or stand-alone episode collections.



1. News Capsule

A news capsule (often called a *news package*) is a self-contained, pre-edited audio-visual news story. It packages relevant field footage, voiceover narration (VO), expert sound bites (SOT), and background information into a tight, cohesive segment—typically lasting between 1 to 3 minutes. It allows news channels to convey detailed updates on a specific event quickly during a live news bulletin.

2. Piece to Camera (PTC)

A PTC (also known as a *Stand-Up*) is a section of a news report where the field journalist appears on screen holding a microphone, speaking directly to the camera from the scene of the event.

- **Purpose**: It establishes credibility, showing that the reporter is on location.
- **Types**: It can act as a Bridge (connecting two parts of a story), a Show and Tell (where the reporter interacts with surroundings or props), or a Wrap-Up / Sign-Off (concluding the report and providing the reporter's name and channel).

3. Short Film

A short film is an independent cinematic motion picture that has a shorter running time than a feature film—usually under 40 minutes (frequently ranging between 5 to 20 minutes).

- Characteristics: It focuses on a single narrative thread, character arc, or theme.
- Broadcasting Use: Television channels and digital streaming platforms use short films as standalone creative features, artistic highlights, or narrative showcases for emerging directors and writers.

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4. Documentary

A documentary is a non-fictional television format designed to document reality, primarily for instruction, education, or maintaining a historical record.

- Characteristics: Unlike quick news capsules, documentaries offer an extensive, deeply researched exploration of a subject through interviews, archival footage, observational filming, and expert commentary.
- Scope: They range from single-episode special broadcasts to multi-part docuseries covering complex social, environmental, political, or historical subjects.