

BHARATI VIDYAPEETH
PUNE

**Radio Jockeying & News Reading
BAJMC
Third Semester
UNIT 3**

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PUNE

Unit III: [Voice Personality and Presentation Techniques]


1. Voice Qualifiers & Speech Personality

2. Radio Jockey: Techniques and Style

3. News Reader: Presentation Techniques

4. Guidelines, Code & Ethics for Presentation

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1.Process of Voice Production in Human Body

Radio is an attractive medium among the various mass communication media because of its special characteristics.

- Radio is a sound medium.
- It doesn't have any visuals.
- While producing the programs for radio it is important to keep in mind that we have to create visuals through sounds only.
- Sound includes spoken words, music, sound effects and silence (pause).
- Including these elements of voicing, radio needs some specific skills in such a way which could easily understand by its audience.
- This can be achieved by using simple familiar words and expressions as used in daily conversation by the people.

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1. Process of Voice Production in Human Body

We as a human are unique in our use of mouth, teeth, tongue, lips, jaw, throat, nose, vocal cord and other movable part of the speech mechanism.

- The first act of speech is breathing, in which we inhale air into a storage chamber.
- Second is phonation, the process by which we force air into vibration by the action of the vocal folds.
- Third is resonance, in which our mouth, nose and throat cavities amplify the sound so the other person can hear it.
- Finally there is articulation, in which we modify the sound by movement of the teeth, tongue, and lips into the recognizable patterns.

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1. Voice Qualifiers & Speech Personality

- Radio concerns with the quality of voice of a voice artist.
- The voice artist could be of any form such as anchor, announcer, radio jockey, voiceover artist, dubbing artist, drama/play artist, news-reader, public speaker etc.
- Presentation of their content may be different but some basic voice qualifiers are essential for all the voice artists.

- **Pronunciation**
- **Diction**
- **Accent**
- **Pitch**
- **Pace**
- **Modulation**

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1. Voice Qualifiers & Speech Personality

One of the manners of speaking (as whining, chuckling, loud tone of voice, rasp, general high pitch) that may accompany the articulation of the vowels and consonants of an utterance and convey a meaning of social relationship and emotion.

Voice qualities are the ingredients of the paralanguage.

Paralanguage is:
The set of non-phonemic properties of speech, such as speaking tempo, vocal pitch, and intonational contours, that can be used to communicate attitudes or other shades of meaning.

The non-verbal elements of speech, and to a limited extent of writing, used to modify meaning and convey emotion, such as pitch, volume, and intonation.

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1. Voice Qualifiers & Speech Personality

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Elements of speech/voice qualifiers:

- Pronunciation
- Word Choice/ language
- Voice and speech clarity
- Tempo of voice
- Pitch and volume

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1. Voice Qualifiers & Speech Personality

Language

Any statement you make can range from formal to casual, simple to complex, humorous to serious; it all depends on the words you choose. Whenever we produce a radio programme its language and the choice of words that we use for the programme is the most important quality of which a presenter uses. It is extremely important to observe word choice without judgement.

Diction

- Diction is a saying expression of word. Diction is usually judged with reference to the prevailing standards of proper speech and is seen as the mark of quality of the voice artist.
- Diction refers to the speaker's distinctive vocabulary choices and style of expression in the speech.
- Diction involves an accurate, appropriate, and understandable selection of words to better convey the meaning of speech.
- Diction is an art of speaking so that each word is clearly heard and understood to its fullest complexity and extremity, and concerns pronunciation and tone.

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1. Voice Qualifiers & Speech Personality


Pronunciation

- Pronunciation is a very large field. Most newsrooms should have a pronunciation guide for place names and other difficult foreign words.
- Good dictionaries should give you correct pronunciations, but if you are in doubt, check with a senior journalist or someone who is likely to know the correct pronunciation.
- For example, if it is the name of a species of fish, check with a fisheries officer.
- When writing an unfamiliar word for the newsreader, make their task as simple as possible by writing it phonetically.

Modulation

- Modulation of voice means moving the pitch up and down. When we control or adjust our voice, like when we higher to lower the voice to whisper in order to make what we are saying more dramatic and mysterious.


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 **1. Voice Qualifiers & Speech Personality**

Tempo of Voice

- Tempo is a person's speaking rate or rate of speech. However, it is also a constituent of rhythm. Tempo can be measured as words per minute.
- Tempo varies both between and within speakers. Such variations in tempo are readily noticeable by listeners.
- Speech tempo is believed to vary within the speech of one person according to contextual and emotional factors, between speakers and also between different languages and dialects. However, there are many problems involved in investigating this variance scientifically.
- Tempo operates on a continuum from extremely fast to extremely slow with many gradations in between. How fast or slow do you speak?

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 **1. Qualities of Radio News**


Pitch and volume

- ❖ The pitch of a sound is how high or low a sound is. Pitch is basically your ears' response to the frequency of a sound. Pitch is the combination of musical notes that you play with your voice.
- ❖ It is helpful to look at three different sub categories under the category of pitch:
 - Median note is the average pitch where your voice is centered.
 - Range is how far up or down the scale you move from that median note.
 - Inflected or Intonation is the way your voice moves through its range.
 - Most people can identify volume quite easily. We know if we can't hear someone, or conversely if someone is speaking too loudly for a specific environment or situation. Volume is the least subtle of the interpretative mechanisms available.

Accent


- Accent is an identifiable style of pronunciation. Someone who speaks with a particular accent pronounces the words of a language in a distinctive way that show the country, region, social class or community of the speaker.

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 **2. Skills for Radio Jockey**

- Well spoken in local dialects
- Diplomatic
- Punctual
- Friendly and approachable attitude
- Witty
- Expressive
- Talkative
- Respectful
- Influential
- Confidence
- Vibrancy
- Impactful communicator
- Content writing

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2. Qualities of a Good Voice Artist

- First of all we have to break a myth that a heavy voice is a very good voice.
- Always upon receiving the final script, the director, producer and the sound engineer decide on the voices to be used.
- For Programmes such as 'discovery' where a narrator takes the whole programs you tend to listen heavy voices as they tend to portray authority, command in their speech.

1. Good command over the language: You should know what does it mean and how that word is spoken (right way of pronunciation)

2. The fluency in speech: You should be able to read and speak it fluently without any stammer (hum and haw), hesitate, or stutter.

3. Clarity in diction: You should know the correct form of spoken language of the particular region.

4. Nasal voice: Touch the sides of your nose when you speak. If it vibrates, too much air is passing through the nose, making speaker sound whiny and immature, causing a nasal quality to your speech.

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2. Qualities of a Good Voice Artist


Vocal Qualities:

1. Clear and concise enunciation
2. Strong, resonant voice
3. Good tone and pitch control
4. Flexibility in vocal range and expression
5. Pleasant and engaging timbre.

Technical Skills:

1. Proficiency in recording software and equipment
2. Ability to edit and mix audio
3. Familiarity with voice-over techniques (e.g., compression, EQ)
4. Knowledge of acoustic treatment and studio setup
5. Ability to work with directors and producers

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2. Qualities of a Good Voice Artist

Artistic Skills:

1. Interpretation and understanding of scripts
2. Ability to convey emotion and nuance
3. Flexibility in style and tone
4. Imagination and creativity
5. Ability to take direction and feedback.

Personal Qualities:

1. Professionalism and reliability
2. Good communication and collaboration skills
3. Ability to meet deadlines and work under pressure
4. Flexibility and adaptability
5. Continuous learning and improvement

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2. Qualities of a Good Voice Artist


Additional Skills:

1. Accent and dialect expertise
2. Multilingual capabilities
3. Singing or musical abilities
4. Experience with motion capture or animation
5. Knowledge of voice care and maintenance

Essential Traits:

1. Patience and persistence
2. Attention to detail
3. Creativity and imagination
4. Positive attitude and energy
5. Ability to handle criticism and feedback

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2. Radio Jockey: Techniques and Style

Radio jockeying, also known as disc jockeying, is the act of hosting and presenting a radio program, typically involving:

1. Music selection and playback
2. On-air commentary, banter, and conversation
3. Interviews with guests, such as artists, celebrities, or experts
4. News updates, announcements, and promotions
5. Engaging with listeners through calls, messages, or social media.

Radio Jockeys (RJs) aim to entertain, inform, and connect with their audience, creating a unique and enjoyable listening experience. They often specialize in specific genres, formats, or time slots, such as morning shows, drive-time programs, or nighttime broadcasts.

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2. Radio Jockey: Techniques and Style

Key Responsibilities

1. **Music Programming:** Selecting and playing music that resonates with the target audience, often based on a specific genre, era, or theme.
2. **On-Air Presentation:** Hosting the show, including introducing songs, sharing trivia, and providing interesting facts.
3. **Interviews and Guest Handling:** Conversing with guests, such as musicians, celebrities, or experts, and managing the conversation to keep it engaging and informative.
4. **Content Creation:** Developing and presenting original content, like stories, jokes, or commentary, to enhance the listening experience.
5. **Listener Interaction:** Engaging with listeners through phone calls, text messages, social media, or live events, to build a loyal fan base.
6. **News and Updates:** Sharing news, announcements, and promotions, while ensuring the content is relevant and concise.
7. **Production and Technical Skills:** Operating studio equipment, editing audio, and managing software to ensure smooth broadcasts.

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2. Radio Jockey: Techniques and Style

REQUIREMENTS FOR A PRESENTER

A successful presenter inspires imagination and liking for the programme, develops and fosters a sense of belonging among the listeners and keeps them "hooked" to the channel. She is approachable, amiable and dependable just like the neighbor next door. In addition, a good presenter should have a 'radio genic personality' which implies that the presenter sounds pleasant, confident, friendly, cheerful, vibrant and genuine. She should never project a larger than life image.

A radio-genic personality has the following attributes:

- Well modulated voice
- Proper pronunciation and delivery
- Awareness and general knowledge
- Alertness
- Microphone manners and
- Love for broadcasting.

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2. Radio Jockey: Techniques and Style

- **Well Modulated Voice:**
- A good, clear and pleasant voice is a gift of nature; however, it can be cultured, polished and made amiable for broadcast purposes. As a presenter you, therefore, have to learn about the pitch, diction, pauses, stresses, modulation and rhythm. The 'pitch' or the level of voice should be stable. To ascertain the level of your voice, you should try to practice Sa, Re, Ga, Ma, Pa, Dha, Ni, Sa and figure out which level you feel comfortable to project and sustain your voice.
- You also need to read aloud scripts or newspaper reports on the pitch, which you have decided to maintain for yourself.
- This will help you to modulate your voice and a pleasant intelligible delivery, maintain good quality of voice,
- Give proper rest to your vocal chords and avoid unnecessary shouting and screaming.
- Trembling, crocking, feeble and shrill voices sound jarring to the ears.
- You should also make a habit of gargling.


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2. Radio Jockey: Techniques and Style

- We happened to notice singer Asha Bhosle gargling to smooth her vocal chords after every performance. Small wonder, even to-day she is singing with no change in her voice! Breathing is another important factor for good presentation. Care should be taken to breathe from the diaphragm as it provides
- A rhythm to your delivery of sentences and controls your speed as well. While speaking, the breath should arise from the diaphragm area to last longer and help in avoiding breathlessness. You should also avoid speaking on the last breath as words will get drowned and lost. The best way to develop one's breath is to do Pranayam.

You should inhale and hold your breath, and exhale slowly to the maximum capacity of your lungs which can be enhanced by regular practice.


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 **2. Radio Jockey: Techniques and Style**

Proper Pronunciation and Delivery:

- Proper pronunciation, correct uses of consonants, vowels 'Akashars ' and Matras' provide a natural flow to one's speech. Incorrect pronunciation affects the image of not only the presenter but also the station.
- The pace of delivery should neither be too fast nor slow enabling the listener to absorb the information. One must take into account the varying memory spans and the level of comprehension of different listeners so that the message does not get lost.
- The rate of delivery in English is generally 120 words per minute. In Hindi, the rate is much slower. The right pronunciation, pace, pauses and stresses are vital for delivery of speech, because a wrong pause can mar the desired meaning of the speech.
- A misplaced emphasis may alter the meaning of the sentence drastically. A careful consideration of all these factors removes the monotony of speech pattern and adds to the overall impact of the presentation.


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 **3. Radio Jockey: Techniques and Style**

Proper Pronunciation and Delivery:

- A sound knowledge of the language helps the presenter to understand the announcements of words, phrases, idioms etc. It does not necessarily mean a command on literature of the language but it refers to the capacity to choose words that are not only proper but appropriate as well.

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 **3. Radio Jockey: Techniques and Style**


Awareness and General knowledge

A presenter should be well aware of the events and happenings taking place in political, social and cultural spheres. She should be abreast with the latest trends in fine arts, music and literature. A knowledge of ragas, talas, instruments both string and percussion will be an asset.

A presenter should read newspapers, magazines, attend cultural functions, witness sports events and theatre, listen to international broadcasts and watch films and international television to broaden the vision and enhance creativity. Famous English poet T.S. Eliot once wrote, "Where is the wisdom that we have lost in our knowledge? Where is the knowledge which we have lost in our information?"

Knowledge lies in the appropriate use of information. Assimilation of information and acquiring knowledge the personality of presenter, communicative and vibrant. This will touch the mind and heart of the listeners and in turn them.

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3. Radio Jockey: Techniques and Style


Alertness

Alertness is a paramount requirement for a radio presenter, serving as the backbone of a successful broadcast. It enables them to think on their feet, responding swiftly to unexpected situations, and stay focused throughout the show, even during long hours or early morning shifts.

With alertness, presenters can react promptly to breaking news, engage with listeners in real-time, and manage multiple tasks simultaneously, such as operating studio equipment and monitoring audio levels.

This vital trait also allows them to improvise, handling unexpected moments with ease, and adapt to changing circumstances, like last-minute guest cancellations or sudden news developments. By maintaining alertness, radio presenters can deliver a seamless, informative, and entertaining experience, captivating their audience and making their show a standout on the airwaves.


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3. Radio Jockey: Techniques

- Vocal Techniques:** Modulation, tone, pitch, and pace control to engage listeners.
- Storytelling:** Sharing anecdotes, experiences, and behind-the-scenes stories to connect with audiences.
- Interviewing:** Preparing thoughtful questions, active listening, and conversational flow.
- Improvisation:** Thinking on their feet, handling unexpected situations, and witty banter.
- Audio Production:** Using sound effects, music beds, and editing software to enhance the listening experience.
- Time Management:** Balancing content, commercials, and programming elements within a tight schedule.

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3. Radio Jockey: Techniques

- Listener Interaction:** Encouraging calls, texts, and social media engagement to build a loyal community.
- Content Creation:** Developing unique segments, features, and ideas to stay fresh and relevant.
- Research and Preparation:** Staying updated on current events, music, and trends to provide insightful commentary.
- Adaptability:** Adjusting to changing circumstances, like technical issues or last-minute guest cancellations.
- Authenticity:** Being genuine, relatable, and true to their on-air persona.
- Pacing and Segmentation:** Structuring the show to maintain energy and flow.

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3. News Reader: Presentation Techniques

Overall impact of a radio programme depends on the script, production quality and also the way of presentation.

In day to day communication and conversation, facial expressions and body gestures add a lot of meaning to the spoken words, thereby helping in understanding and adding more impact to the message. But a radio presenter does not have the visual support of such facial expressions & body movements during communication, as listeners cannot see him/her, and therefore one has to put more efforts and creativity into the art of rendering the speech to make it memorable and impactful.

Presentation broadly means packaging of the content in a radio programme and technique means art, method or procedure for attractive and effective presentation. Radio being a medium of sound, radio presenters should possess a pleasant, good quality voice, command over the language/dialect of broadcast, good diction and flawless pronunciation as well as confidence and flow in speaking. They should have what is called 'the gift of the gab', meaning 'the ability to speak with eloquence and fluency'.

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3. News Reader: Presentation Techniques

Presenters are, in effect, representatives of the broadcasting organisations and act as links between the organisation and listeners. While the internal hierarchy and programme production team of the organisation remain in the background, a listener identifies with the presenters and establishes a rapport with them.

Presenter's success lies in compelling the listener to listen that programme. It can be seen, a presenter's role becomes crucial in establishing and then maintaining a vibrant rapport with the unseen listener. Radio presenters can be classified into categories which may sometime appear overlapping but subtle variations give rise to various forms. Some of the prominent categories of Radio Presenters are discussed below.

- **Announcer/Comper**
- **News Reader**
- **Narrator/Voiceover Artist**
- **Radio Jockey**
- **Commentator**
- **Anchor/Host**
- **Stock Characters**

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3. News Reader: Presentation Techniques


Announcer/Comper: Announcers have been the traditional identity of Radio Stations, particularly in AIR.

The broad general category where all presenters have to start is the announcer/ comper category. Announcers generally announce all of the important Information relating to the public, including programme details, time, commercials, public interest messages and sometimes weather reports.

Announcer essentially introduces the broadcast of a particular programme/ item with all its necessary details. These details vary as per the nature and genre of the programme. For instance, if it is a talk, then these details include the subject or the title of the talk, the name of the talker, i.e. the person delivering the talk and a very short and crisp introduction of the talker (to justify why this particular individual was chosen to deliver the talk on this particular subject).

If it is an interview, then the announcer has to tell the listeners about the subject or theme, the name of the expert or interviewee (again with a short introduction to justify his selection) and also the name and a shorter introduction of the interviewer. If it is a discussion, then there ought to be more than two participants and a moderator who need to be introduced along with the subject.

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3. News Reader: Presentation Techniques

News Reader: The news is an important segment of programming. You are aware that a News Reader reads the script of a bulletin prepared by the News Editor and team. However, in some radio stations, just like television news anchors, news readers are also journalists. In such cases they perform a dual role of journalist cum presenter.

- The first and foremost quality that a News Reader should have is good voice which is steady but not shrill or jarring. S/he should be fluent in reading with perfect diction, pronunciation, pace, pauses and pitch.
- The reading should reflect a sense of confidence which comes with a good understanding of the news content included in the bulletin. S/he should have adequate knowledge of the events and happenings within the country and around the world.
- An aptitude for journalism would be a great asset in this regard. In any emergency or crisis situation, s/he should remain unruffled and be able to present even unrehearsed, handwritten news items flawlessly.
- The basic difference between news reading and presentation of other programmes is that news is presented in a formal, fact of the matter and objective style in which emotions are avoided.

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3. News Reader: Presentation Techniques

Narrator/Voiceover Artist: Features and documentaries are among the most popular radio formats. In these programmes the linking narration is the backbone which ties up different channels of content together. When you listen to a radio feature the first thing that attracts you is the voice of its narrator. Depending on the demands of the theme of a feature or documentary, an artist is chosen to do the narration so that s/he can enhance the effect of the programme with his/her unique voice quality and narration style suited for that particular programme.

Voiceover is a term used mainly in television production. In a TV programme or documentary when you do not see the speaker on the screen and only his/her voice is used for the programme, it is known as voiceover. Voiceover artists these days have a huge role in dubbing dramatic programmes or films from one language to the other. Cartoon and animation programmes also utilise their talent and skills in a big way.

Radio Jockey: You might have come across terms like DJ, VJ and RJ. These terms basically define the role of a person in an event, activity or broadcast. DJ or Disc Jockey presents and plays film or pop music on popular demand usually in a public place like a restaurant, club, etc. or during a celebratory event like a wedding. VJ or Video Jockey is also an announcer who presents music videos as live performances mostly on private commercial television stations.

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3. News Reader: Presentation Techniques


Commentator

The word 'Commentator' immediately brings to mind sports commentators. Around the world, sports commentary has been one of the most popular forms of radio programming. In India, we have had many iconic sports commentators like Jasdev Singh, Sushil Doshi, Murl Manohar Manjul, Suresh Saraiya, etc.

Many people feel that one of the most important factors contributing to the popularity of Cricket in India has been its radio commentary on AIR stations. Sports commentary has not been confined to Cricket alone, Jasdev Singh himself was a legendary Hockey commentator.

The art and craft of radio commentary does not limit itself to just sports commentary. There can be many kinds of non-sports commentators also, specialising in some particular field, activity or event. If you have heard the Republic Day Parade Radio Commentary from Rajpath in New Delhi describing all the action as it happens, you would know how the commentators create an exact word and sound picture of the parade for the people who are listening to the commentary.


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 **4.Guidelines, Code & Ethics for Presentation**

All India Radio General Broadcasting Code or Programme Code
The General Broadcasting Code which is otherwise called the Programme Code for both AIR and Doordarshan (Prasar Bharati Broadcasting Corporation of India).

- Criticism of friendly countries.
- Attack on religions or communities.
- Anything obscene or defamatory.
- Anything amounting to contempt of court.
- Criticism by name of any person.
- Aspersions against the integrity of the President and Judiciary.
- Anything affecting the integrity of the nation.
- Incitement to violence or anything against maintenance of law and order.

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 **4.Guidelines, Code & Ethics for Presentation**

Ethical Conduct for Radio Stations

Ethical Conduct of Radio Stations to Ensure Individual/Institutional Rights and Privacy (National Public Radio Guidelines)

- ❖ Plagiarism is an unpardonable offence. When other people's work is broadcast, due credit has to be given to the producer or the authority concerned.
- ❖ No material from another source should ever be included substantially without attribution. Also when a person gives new information, it is the role of the broadcaster to confirm it at least from two reliable sources and then air the information.
- ❖ Any story that goes on air has to be completely balanced and should contain views of both parties.


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 **4. Guidelines, Code & Ethics for Presentation**

Community Radio Ethics

- A Community Radio Station must primarily broadcast in the language and dialect which majority of the community speak and understand.
- While describing a person or group, it is best to avoid labels like caste, sect that might sound offensive.
- Speak in a manner that can be easily followed on radio and be careful not to speak too quickly.
- Keep technical terms to a minimum.
- Achieve maximum participation of every section of the community living within the target area.


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 **4. Guidelines, Code & Ethics for Presentation**

Codes For Commercial Advertising

- Advertising shall be designed as to confirm to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.
- No advertisement shall be permitted which:
 - Derides any race, caste, color, creed and nationality.
 - Is against any of the directive principles or any other provision of the Constitution of India.
 - Tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way.
 - Presents criminality as desirable.
 - Adversely affects friendly relations with foreign States.

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 **4. Guidelines, Code & Ethics for Presentation**

Broadcasting on All India Radio by individuals will not permit the following: Criticism of friendly countries.

- Attack on religion or communities.
- Anything obscene or defamatory.
- Incitement to violence or anything against maintenance of law and order.
- Anything amounting to contempt of Court.
- Aspersion against the integrity of the President, Governors and the Judiciary.
- Attack on a political party by name.
- Hostile criticism of any State or the Centre.
- Anything showing disrespect to the constitution or advocating change in the Constitution by violent means (but advocating changes in a constitutional way should not be debarred).

Note : While Station Directors would have power to refuse a broadcast which does not respect the code, a dispute involving a Minister of the State Government has to be referred to the Minister for Information and Broadcasting for final decision.

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