

BROADCASTING



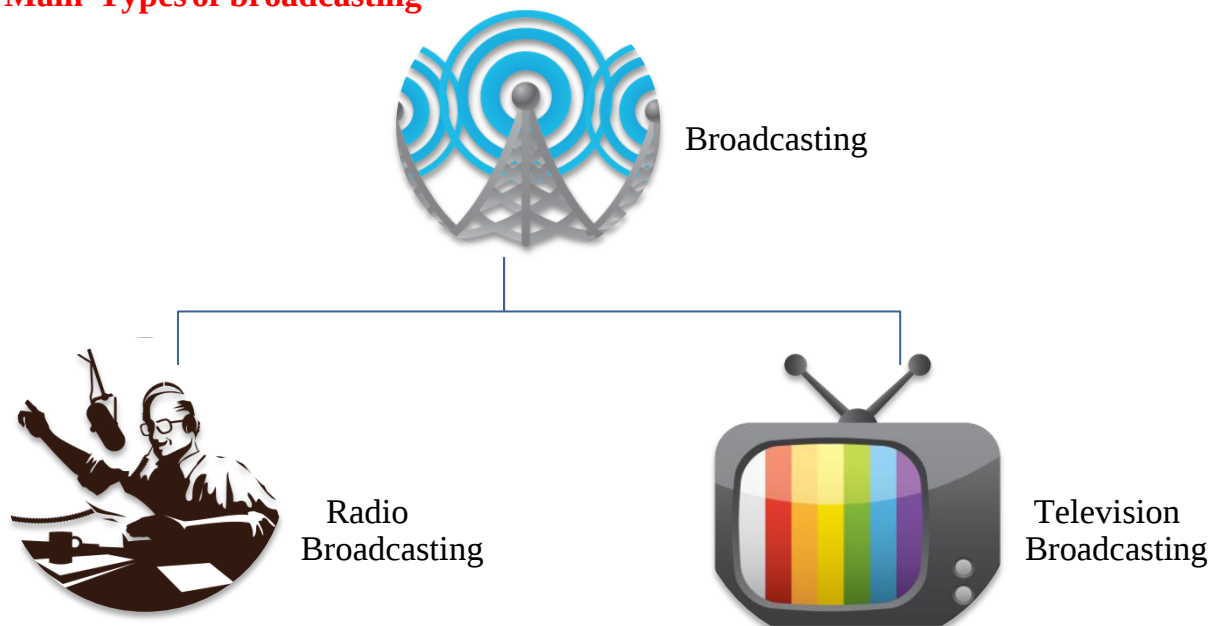
Definition

Broadcasting is the practice of **creating audio and video** program content and **distributing** it to the mass **audiences** of **radio, television** and internet media.

*Broadcasting is a crucial instrument of modern social and political life, because of its capacity to reach large numbers of people



Main Types of broadcasting



Radiobroadcasting:

Using **radio waves** to send **transmissions** to a large **audience**, who will **listen** to the **transmission** through a **radio**.

*The Best known of radio stations are the ones that broadcast through radio waves. These generally consists of AM and FM stations.

*It involves many technologies, which combine to form a method of one way transmission of audio data.





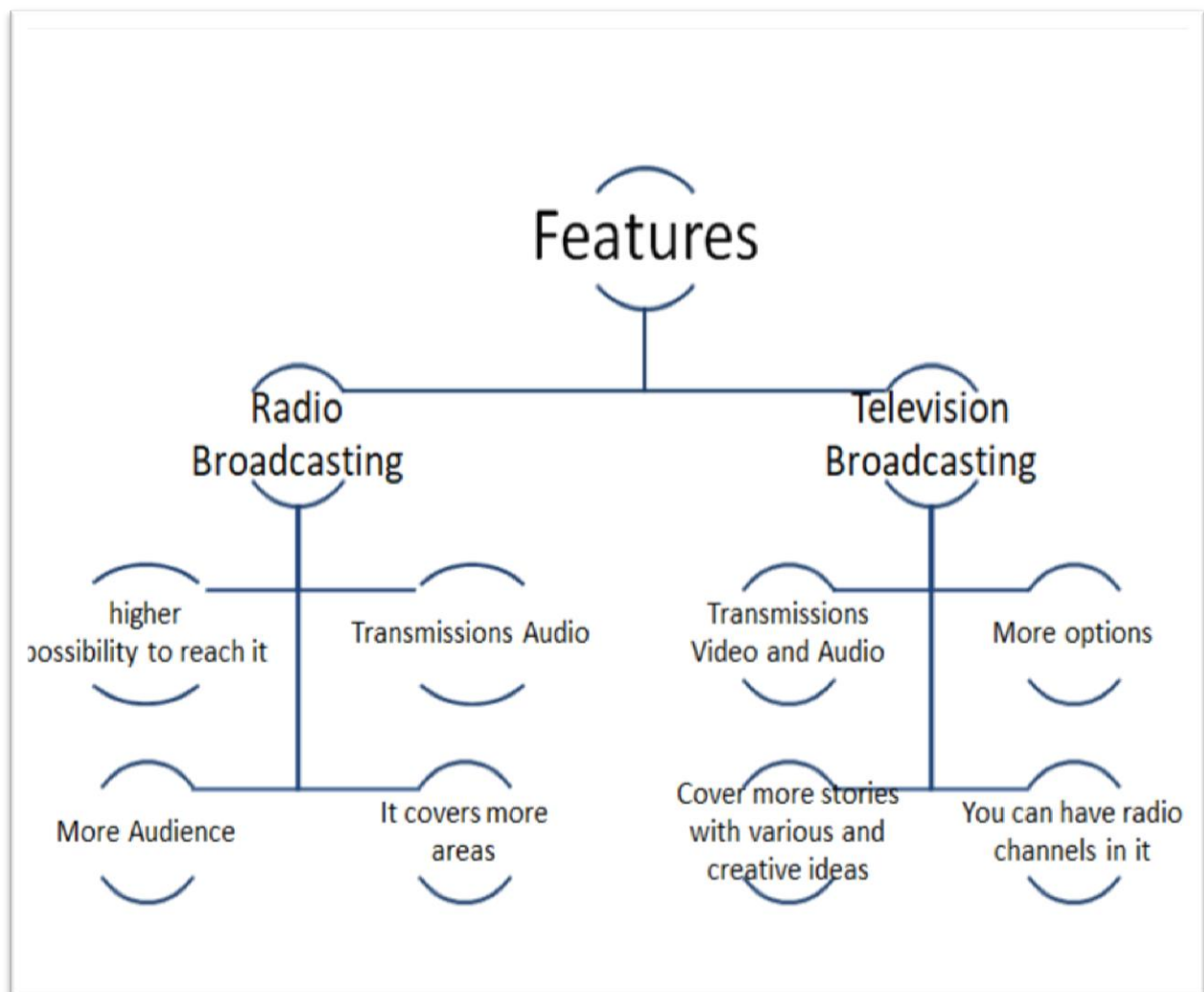
Television broadcasting:

The **distribution** of **audio** and **video** content to a dispersed **audience** via any audio or **visual** mass communications **medium**, but usually one using **electromagnetic** radiation.

*Television broadcasting became a vital rule in 21 centuries' media

*Television broadcasting came to fit the human needs towards knowing the unknown through communication, yet could be/mostly used in a negative way

Features of Broadcasting



The Role of broadcasting in the society

- * Form people's opinion about certain issues.
- * Educates people and spreads awareness especially through documentaries or Radio programs.
- * Updates people about the latest news the moment it happens.
- * Entertainment

Strengths and Limitations of Radio Broadcasting

Strengths	Limitations
• Low CPM(Cost per mille) • Good supplementary medium • Selective audiences • Great flexibility • Universal coverage • Short lead time • Production can be free • Inside and outside home • Loyalty/credibility • Urban and Uural • Reaches motorists • Messages are personal • Messages stand alone – obtrusive medium • Portable • Prime source of local information	• Short life • No visuals • Can not provide details • No motion