

PREPARATION OF FARM RADIO TALKS AND ITS PRACTICE

Introduction

In Bangladesh, radio has been the most widely used teaching method among all the mass media. Although ownerships are not many, research evidence shows that most rural people have access to radio message either at high or low level. The oldest radio program for rural audience was the Khete Khameray. Some other programs that are now being broadcast are Sonali Fasal, Krishi Samacher, Chas-Abad, Ajker Krishi and Desh Amar Mati Amar.

Definition of Farm Radio Talk

It is special radio format in which message are built with some farm problems and solutions for diffusion among the rural clientele. The talk is usually given by an expert or subject matter specialist. But it can be given by other people or even by an experienced farmer who may qualify as resources speaker. Besides straight talk, other common formats are interview and panel discussion.

Merits of Radio Talk

- i. Messages can reach to large number of people than can be reached by individual and group methods.
- ii. Messages reach in quickest time.
- iii. It removes physical barrier in terms of geographical locations.
- iv. Can equally reach to sexes of all ages- male and female, boys and girls, young and old etc.
- v. Removes the barrier of illiteracy in communication.
- vi. Radio is more intimate than print media.
- vii. Talk can be prepared using emotional appeal which may sometime gain persuasive value.
- viii. It is relatively a less expensive teaching method.
- ix. Farm owners living in other places (e.g. cities, towns etc) can keep themselves aware latest technologies.
- x. Inadequate extension services can be complemented.
- xi. Local talents can be explored.
- xii. The recorded can be preserved for repeated use in future.

Demerits of Radio Talk

- i. Feedback is low.
- ii. Persuasive value is less compared to face-to-face teaching methods.
- iii. It can't present things in visual form.
- iv. Language (especially of the experts) may not be well understood by all.
- v. Time of broadcast may not suit all farmers.
- vi. Electricity failure due to load shedding or other reasons may make the method ineffective.
- vii. People are more interested in entertainment programs.
- viii. Ownership of radio is still low especially in rural areas.
- ix. Needs a skilful technical hand to prepare and present a radio talk.

Purposes of Farm Radio Talk

The radio talk can fulfill various needs of rural audience in the following ways:

- i. To inform about the latest scientific techniques of increasing production in all important farm enterprises.
- ii. To inform the non-agricultural rural audience on subsidiary and off-farm income generating activities.
- iii. To inform rural women on improved home making technologies and encouraging them to participate in decision-making for family well-being.
- iv. To highlight achievements of farming and home-making innovations in other communications for motivational purposes.
- v. To provide agricultural related information on issues like agricultural marketing, weather reports, crop production forecasting etc.

Methods of Preparing Radio Talk

Radio stations are too busy with various programs. Thus, one has to follow several steps for successful talk. Some of these are:

- i. Select a topic based on community needs.
- ii. Consider the characteristics of the audience.
- iii. Select the specialist.
- iv. Decide on the time allotted.
- v. Ask the specialist to prepare the talk in writing.

- vi. Edit the write-up.
- vii. Type the edited manuscript in double space on one side of the paper.
- viii. Don't continue a sentence in the next page.
- ix. Give number to the pages.
- x. Add an announcement (in the beginning of the manuscript) of what it is and introduce to speaker in brief.
- xi. Rehearse several times by yourself/the speaker.

Organization of the Talk

Following the above methods, one needs to prepare a good script. The following parts may constitute an effective script that may deal with an improved agricultural practice:

- i. The first part should introduce the topic to the audience. It should be so designed to attract the attention of the listeners to the subject matter. A good opening remarks would make people interested to listen.
- ii. The second part may analyze the situation, laying special emphasis on the problems faced local community.
- iii. The third part may give facts about the recommended practices and its merits over the previous practices.
- iv. The fourth section may deal with an appeal for action.
- v. The final part may end with a summary. This will enable the listeners to catch the more important points for reinforcement.

Elements of preparing a good script

- i. Use simple words and short sentences
- ii. Use easy language.
- iii. Prepare the script in a chronological order.
- iv. Give examples preferably from the local conditions
- v. Use simple statistics relevant to the topic.
- vi. Use short paragraphs.
- vii. Explain significant points in some detail.
- viii. Summaries at the end.

Methods of Delivering Radio Talk

Listeners depend on their sense of hearing. Further they can't ask questions for clarification. However, to make delivery effective the following methods should be followed.

- i. Extemporaneous presentation is preferred. However, this involves several risks.
- ii. Talk using personal pronoun e.g., I, you we, etc.
- iii. Use active voice rather than passive one.
- iv. Be informal and use of humor to add attention.
- v. Use short sentences. Rural people may fail to understand long and complex sentences.
- vi. Mention the source of scientific facts e.g. BARI, BRRI, BJRI etc. This will give credibility of the message.
- vii. Prefer indirect quotation.
- viii. Handle figures properly, which are commonly used. Instead of saying one million, say 10 lakhs.
- ix. Avoid abbreviations.
- x. Avoid tongue twisters or tangles. Change words or phrases which are hard to read. A classic example of a tongue twister is "She sells seashells by the seashore."
- xi. Provide phonetic spelling. Words which are difficult to pronounce should be phonetic spelled out right after the word used in the script.
Example: Bordeaux (bor-do) mixture.
- xii. Indent five spaces to mark beginning of paragraphs.

Microphone Technique

The microphone magnifies the qualities of the voice. It picks up and amplifies sounds with range. Here are some pointers for microphone use.

- i. Relax physically and mentally before the microphone and get off "mike fear".
- ii. Talk up to the mike. If you talk down, your throat muscles will be tightened.
- iii. Dresses should be comfortable. Tight dress will create problem in the convenient seating.
- iv. Test your voice level to determine the right distance you should take from the mike.
- v. Maintain the same distance from the microphone while talking.
- vi. Speakers suffering from cough and cold should be avoided. Get your voice clear by beginning the presentation by coughing.
- vii. Normal breathing should be followed.

- viii. Don't breathe direct before the microphone, smack your lips, shigh or grind betel nut.
- ix. Don't move your face back and forth while presentation.

Speed of Delivery

- i. Use moderate level of speed. For long radio talk, 140 words per minute is preferred.
- ii. For a 15 minutes program, the speaker should speak for 13.5 minutes. The rest time need technical shift introducing the topic, the speaker and such other things.

Pitch and Volume

- i. An optimum volume should be used.
- ii. Sudden rise and fall of volume must be avoided.
- iii. The voice must have proper placement, range flexibility, good control and proper pitch transmission.

Agricultural Programmes of Television and Radio in Bangladesh

Media	Programme (with brief description)	Frequency
Bangladesh Television (BTV) Public terrestrial TV Channel	1.Mati o Manush- a popular programme showing agricultural technologies and disseminating relevant information. 2.Banglar Krishi- regular daily technology disseminating programme 3.Krishi Songbad-broadcast agricultural news	1. Telecast on five days a week at 7 P.M. on Monday, Tuesday and Wednesday and at 6:10 A.M. on Thursday and Friday. The programme is retelecast on the following days at 8:10 A.M. 2. Telecast everyday at 7:25 A.M. 3. Telecast regularly with news
Channel I (Private TV Channel)	1.Hridoye Mati o Manush 2.Hridoye Mati o Manusher Dak 3.Krishi Songbad	1. Telecast on Saturday at 9:35 P.M. and retelecast on Sunday at 11:30 A.M. 2. Telecast on 03:05 P.M.

		3.Telecast regularly with all news
Bangla Vision (Private TV Channel)	1.Shaymol Bangla	1.Telecast on Thursday at 05:50 P.M. Retelecast on Thursday at 03:30 A.M., Friday at 08:30 A.M. and on Wednesday at 09:30 A.M.
Boishakhi Television (Private TV Channel)	Krishi o Jibon	Telecast on Sunday at 06:20 A.M. and retelecast on Monday at 02:30 A.M.
GTV (Private TV Channel)	Shobuj Bangla	Telecast on Friday at 06:30 A.M. and retelecast on Friday at 09:45 A.M., Saturday at 11:30 A.M. and Monday at 05:30 P.M.
Bangladesh Betar, Dhaka(Radio Bangladesh, Dhaka)	1.Desh Amar Mati Amar-National programme 2.Krishi Shomachar-National programme 3.Shonali Foshol- Regional Programme 4.Shobuj Prantor- National programme 5.Shoshho Shaymol- National programme 6.Amar Desh-National programme	1.Broadcast daily at 07:05-07:30 P.M. 2.Broadcast daily at 06:25-06:30 A.M. 3.Broadcast daily at 06:05-06:35P.M. 4.Broadcast on Fridays at 05:50-06:00 P.M. 5.Broadcast on the 3 rd Thursdays at 08:30-09:00 P.M. 6.Broadcast daily at 04:35-04:35 P.M.
Bangladesh Betar, Chittagong	1.Krishi Shomachar- Regional programme 2.Krishi Khamar- Regional programme	1.Broadcast daily at 06:25-06:30 A.M. in Summer and at 06:55-07:00 A.M.in Winter 2.Broadcast daily at 06:10-06:50 P.M.
Bangladesh Betar, Khulna	1.Krishi Shomachar- Regional programme 2.Chashabad-Regional programme	1.Broadcast daily at 06:25-06:30 A.M. in Summer and at 06:55-07:00 A.M.in Winter 2.Broadcast daily at 06:10-06:50 P.M.
Bangladesh Betar,	1.Krishi Shomachar- Regional	1.Broadcast daily at

Rangpur	programme 2.Khete Khamare-Regional programme	06:25-06:30 A.M. in Summer and at 06:55- 07:00 A.M.in Winter 2.Broadcast daily at 06:05-06:35 P.M.
Bangladesh Betar, Rajshahi	1.Khet Khamar Shomachar- Regional programme 2.Shobuj Bangla- Regional programme	1.Broadcast daily at 06:25-06:30 A.M. in Summer and at 06:55- 07:00 A.M.in Winter 2.Broadcast daily at 06:05-06:45P.M.
Bangladesh Betar, Sylhet	1.Ajker Chashabad- Regional programme 2.Shaymol Sylhet- Regional programme	1.Broadcast daily at 06:25-06:30 A.M. in Summer and at 06:55- 07:00 A.M.in Winter 2.Broadcast daily at 06:05-06:45P.M. except Friday
Bangladesh Betar, Rangamati	Khamarbari - Regional programme	Broadcast daily at 03:20- 03:30 P.M.
Bangladesh Betar, Bandarban	Krishikotha- Regional programme	Broadcast on Sunday, Monday, Tuesday and Wednesday at 04:05- 04:25 P.M.
Bangladesh Betar, Barisal	Krishikotha- Regional programme	Broadcast on Saturday, Monday, Tuesday, Thursday and Friday at 03:15-03:35 P.M.
Bangladesh Betar, Cox's Bazar	Shonali Prantor- Regional programme	Broadcast on Friday, Saturday, Sunday and Tuesday at 03:05-03:30 P.M.
Bangladesh Betar, Thakurgaon	Kishan Mati Desh- Regional programme	Broadcast on Friday, Saturday, Monday and Wednesday at 06:05- 06:30 P.M.
Bangladesh Betar, Comilla	Shujola Shufola -Regional programme	Broadcast on Sunday, Tuesday, and Thursday at 05:20-05:30 P.M.

