

RADIO LANGUAGE SPECIFICITY

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Important features of the Radio language

- 1) voice
- 2) sound effects
- 3) music
- 4) accuracy and choice of words
- 5) brevity
- 6) communication with the audience
- 7) silence

The language used in radio is characterized by sound, music, sound effects and communication with the audience. How to convey a message to several people at the same time? This question was asked to themselves by many people in the 19th century. People are always looking for ways to improve communication and can thus reach several places. Although the first media was a newspaper, it could only convey what happened before its publication. The newspaper is limited to certain prints per day and usually focuses on where it is printed. Radio was the first technology that made it possible to carry out any mass communication. Radio is a communication tool based on radio technology to transmit messages from broadcasting media to listeners. Radio technologies use radio waves to transmit data through waves of electromagnetic energy anywhere, this is the frequency, amplitude, etc. The foundations that founded the creation of Radio were given in 1893 thanks to the experiments of Nicola Tesla, who managed to successfully transmit electromagnetic energy wirelessly in St. Louis-Missouri. After that, Jiglemo Marconi created and patented the first radio apparatus in 1897, the ancestor of modern radio. Radio made it possible to send voice signals from one end of the world to the other for the first time. In 1938, Albert Einstein commented on the radio: "you see, the radio looks like a very long cat. You Meow his tail in New York and the cat in Los Angeles. Did you understand? The Radio works in the same way. You send the signals from here and they receive them there, the only difference is that there is no cat ". The purpose of Radio and radio programs is one: to listen to several people at the same time. There are radio programs that cross local borders and become global stations, so some points must be taken into account when preparing the program. Words used, topics to be discussed, environment; it depends on this that radio understands the program in several places around the world and broadcasts it for a long

time. There are stations that attract and follow more listeners than others, which is often associated with the radio language they use.

1) voice

Sound is perhaps the most important feature of the radio language. Announcers should be very careful with everything that concerns the voice, because this is exactly what allows the transmitter-receiver to connect. Tone of voice and intonation are characteristics that must be taken care of and improved by announcers. Announcers must have a pleasant voice to listen to. Likewise, if they speak too slowly or too quickly, it will be difficult to explain yourself. Breathing control plays a key role; heavy or poorly controlled breathing interferes with sound production.

2) sound effects

They are used to create an environment, influence what is said or even describe situations. It is necessary to support expression with sound effects that help the listener understand what is happening, while expressing everything without visual assistance. For example, if the program is about a guest and someone knocks on the door, the sound trying to imitate the sound is not the same as adding the sound effect of the person knocking on the door. This will help the listener better understand the announcer. If they refer to an event in a rainy environment, the background effect of the rain puts the listener in the content of this story, because they hear the sound of rain. Before television, there were radio series that relied on these effects to reflect history.

3) music

Depending on the nature of the program, music can be used in many things. When similar sounds help, background music can be a good accompaniment to the sound and should be chosen very carefully. No one will hear the broadcaster with very loud music. For example, if it is a show about cooking, then you can not be against the background of heavy metal, since it is not suitable for the type of show. In addition, the music should be modern with radio show programs. Music should be music that the audience will like.

4) accuracy and choice of words.

Sometimes, depending on the place of birth, announcers can have a very strong accent from a particular region and speak in locally restricted phrases. This can cause problems, which is why announcers should use a language that everyone can understand. The factor influencing clarity is the use of words that are understandable to the audience. Using words that are too complex makes it difficult for listeners to understand what is being said, as they need to analyze things and the context of words.

5) brevity

Counting every second is a basic rule in all radio broadcasts. Typically, broadcasters have multiple radio broadcasts throughout the day, and therefore the

duration of programs is limited. A good announcer should adjust his information to the duration of the program, not the other way around, so it should be short and clear during the speech. This does not mean being too formal, it means expressing indebtedness in the time you have, using the words you belong to and need.

6) communication with the audience

Although the purpose of the radio is to appeal to a mass audience, broadcasters cannot cope with such a task. In other words, addressing several people is always something "impersonal" and distant. For this reason, even if the announcer speaks to thousands or millions of people, he should use languages that help him connect with his audience. Everyone who listens should feel that the speaker is talking directly to them.

7) silence

Even though it's a little funny, silence is important when you want to convey a message. By adding pauses in the right place while speaking, you can understand what you want to express, in addition, silence can be used like a sound effect. In fact, most often it is used as such. When used correctly, silence can generate expectations, give importance to what is to come, or give importance to the sounds that appear after that pause. Silence can be a real way to improve your radio language when you know how to use it.

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