

MODULE: **BASIC RADIO BROADCASTING**
CODE: **JST 04202**

RADIO BROADCASTING

What is Radio?

Radio is an audio device of passing messages to a large audience. Radio involves the process by which messages are sent through electrical waves. In other words, the sound could be sent and received through these waves. (Destinyapuke, O. 2017)

What is radio broadcasting?

Radio broadcasting is a process of transmitting information from source to the large number of people. For example Dsj Fm, East Africa Radio, Clouds Fm, Wasafi Fm and etc.

why is it a process? because it requires preparation of the information intended be aired: Start with tips then the reporter or producer collect the materials, the materials will be prepared (well organized and written), materials will be edited then will be broadcasted as complete information by assigned presenter under program manager (PM)

A brief history of radio

The era of electronic communication media began in 1842 with Samwel Morse's invention of the telegraph which was an important precursor to radio. By 1861 telegraph line ran coast to coast in the United states. The telegraph transformed the world of communication but it had a certain limitations such as it could not reach every where, it could not connect ships at sea also it could not send a messages to rural regions where it was difficult to run wires . Telegraph could not carry human voices although that limitations ended in 1876 when Alexander Graham Bell invented the telephone. It was both the successes and the limitations of the telegraph and the telephone that inspired many inventor to look for a way to free these media from wires . One such inventor was German physicist Heinrich Hertz . Although earlier scientist had theorized about these waves hertz was the first to demonstrate in 1887.

History of radio continues.....

What he did?

He constructed two separate coils of wires and placed them several feet apart . When he ran an electric current through one coil, it produced current in the other. When the coils were moved across the room from each other the effect was the same proving that electricity were moving through the airwaves . Then it stood to reason that these waves could be used to transmit messages. For years after this demonstration , radio waves were called Hertzian waves and to day we measure electrical frequency in hertz (such as kilohertz and megahertz) in the inventor's honor.

(Rodman G. 2008)

A BRIEF HISTORY OF RADIO BROADCASTING IN TANZANIA

In the right of discussing the history of radio in Tanzania, it is better to discuss in Tanganyika Tanzania (Mainland) and Zanzibar respectively so the development of radio in Tanzania can be traced back during the colonial phase whereby the idea for establishing radio goes back to the second world war (WW II) in which Tanganyika by then was under colonial rule. It must be noted that, the radio station was an instrumental for propagating colonial propaganda in the colonies. For the reason, the first radio station in Tanzania main land Tanganyika was Sauti ya Dar es salaam that was established on 1st July 1951. The station broadcast only for one hour per week in Swahili. Founding of the station did cost only 11,320 British Pounds equivalent of 26,000,000 Tanzania shilling.

A BRIEF HISTORY OF RADIO BROADCASTING IN TANZANIA continue...

However, the name of the radio changed according to time, needs and political aspiration. In 1956 the name Sauti ya Dar es salaam changed to Tanganyika Broadcasting Cooperation (TBC). After the independence in 1965 Tanganyika Broadcasting Cooperation was transformed to Radio Tanzania Dar es salaam (RTD) whereby the station was closely controlled and monitored by the government. Today the radio station is called TBC Taifa.

In Zanzibar

In Zanzibar radio broadcasting started in 1957. The radio station was called “Sauti ya Unguja”. In 1964 Sauti ya Unguja Changed into Sauti ya Tanzania Zanzibar (STZ). In 1990s the government of Tanzania introduced the liberation of media sector, thus ceasing the state monopoly of radio broadcasting. Hence the rise of private radio na TV stations in Tanzania.

Currently situation of radio in Tanzania.....

To day there are more than 190 radio stations state/ public, private, community, religious, political and a special radio stations established. These include Radio free Africa (RFA), radio one, Kiss Fm, East Africa Radio, Uhuru FM, TBC Taifa, TBC FM, just to mention a few.

THANK YOU