

# 7 Anhang

## 7.1 International Broadcasting Program Categories

### 1. Information: News and Commentary

*Newscasts* – length and content vary, but almost all stations carry them. Some feature primarily domestic news, some feature foreign news, most present a mixture of the two. BBC carries a weekly feature consisting solely of reports from its overseas correspondents.

*Commentary* – sometimes by station staff, sometimes by outside experts or journalists, sometimes taken directly from domestic and foreign media.

*Editorials* – drawn largely from the domestic media, as in »roundups« of editorial opinion. Editorials written and delivered by station staff are very rare.

*Discussions and Interviews* – often rebroadcast from domestic radio and television, e. g. AFRTS' rebroadcast of ABC's »Issues and Answers«.

### 2. Information: Features (for particular audiences on particular subjects)

*Business and industry* – usually straightforward reports on domestic developments. However, BBC and VOA have special programs to directly promote British and U. S. products.

*Agriculture* – much the same as for Business, but no promotional programs.

*Science* – sometimes reports, sometimes interviews, occasionally lectures, speeches etc.

*Medicine* – much the same as for Science, but usually with heavier emphasis on interviews and lectures.

*Religion* – usually talks, sermons and interviews, the latter frequently on »non-denominational« subjects. Also religious services. (Religion could also be considered under »Cultural Propaganda«. It all depends on your point of view!)

*Military* – very rare as a feature category, but certain AFRTS<sup>1</sup> programs dealing with armed forces activities can be included here.

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<sup>1</sup> American Forces Radio and Television service.

*Women* – few stations have specific feature programs for women, but several include such programs as occasional elements within a program bearing an »umbrella« title, such as Radio Berlin International's »The Land We Live In.«

*Youth* – much the same as for Women, but a few stations, e. g. Radio Moscow, carry features such as »The Younger Generation« which deals with the accomplishments of »young people«.

*Problems in society* – if treated at all in features, they usually appear as a series of broadcasts (a number of weeks) within an »umbrella« program.

*Ideological* – explanations and/or applications of a political or religious ideology. Fairly frequent in the schedules of Communist and religious stations. Rare in Western and Third World broadcasting.

### 3. Entertainment and Cultural Propaganda

*Popular Music* – sub-categorization might be helpful here (e. g. folk, jazz), but it is very difficult because of the ambiguity of those terms when applied at an international level. One subcategory worth mentioning, however, is the practice followed by certain stations of playing music of some other country or region, and certain stations devote specific programs to this (e. g., Radio Cairo's Music of India, Radio Japan's *Melodies of Asia*).

*Classical Music* – if understood in a truly international sense, most stations broadcast such music, often with accompanying commentary about the composer, the artist etc. This is less often the case with popular music, but such commentary is not altogether absent there.

*Cultural heritage and life* – often includes interviews with painters, composers, architects etc. A sub-category here is book reviews, which are done by several stations on a continuing basis.

*Documentaries and drama* – usually done as part of an ongoing series (e. g., VOA's Studio One, BBC's World Theatre). May be written and produced by the international operation itself, or may be taken directly from the domestic service.

*Sports* – as handled by most international operations, this would appear to be a mixture of entertainment (where a game or context is broadcast), cultural propaganda and straight »news« (roundups of baseball, cricket, soccer scores). Programs within this category often appear to be intended as much for expatriates as for truly »foreign« listeners.

*Light entertainment* – includes quiz shows (e. g. BBC's Brain of Britain) and variety shows. These are almost always taken directly from a domestic station, and are intended primarily for the expatriate audience, but they probably serve as cultural propaganda for certain overseas listeners. A particular sub-category here – and one that is produced by the international operations themselves – is the modified disc-jockey format used in VOA's Breakfast Show and by numerous other international stations. These programs have hosts (and at times, hostesses) who sometimes converse with each other between records, occasionally answer

listener mail on the air, play a good deal of popular music, but also »take time out« for brief features, newscasts etc. These programs are more than just light entertainment, but their mixtures of elements makes them difficult to classify, and the underlying mood is certainly light.

*Everyday life* – often in the form of »portraits« of individuals in society (thus serving to »humanize« the nation), but also collections of brief reports on life in the nation's capital, principal cities etc.

#### 4. Formal instruction

*Languages by radio* – virtually all of the government sponsored international broadcast operations offer at least the beginning level of instruction in their own national languages(s) [sic!], and a few (e. g. Radio Cairo, BBC) offer more advanced work. Radio Cairo has even carried a regularly-scheduled program in which it answered specific questions from listeners relating to the learning of Arabic.

*Aspects of language instruction* – intended primarily for teachers in other countries who are teaching »your« language. Pedagogical tips, background information etc. Very rare.

#### 5. Inducing Listeners to Write (and to Listen to Other Programs)

*Listener request programs* – listeners are specifically invited to request their favorite songs, which in turn are played within a specific »listener request program«.

*Answer to listener mail* – most international operations feature at least one such program weekly; sometimes there are several, subdivided by areas of the world from which the requests come and to which broadcasts are beamed. Occasionally, these questions are answered by »experts«, but generally they are handled by staff members.

»Contest« and promotional announcements – done almost universally.

*DX programs* – designed to facilitate exchange of reception information among hobbyist, but also to get them to send reception reports to the station.

*Aus: Donald R. Browne: International Radio Broadcasting. The Limits of the Limitless Medium. New York 1982, S. 353–356 [Kursivierungen im Original unterstrichen].*