

Radio Jockey

- ⇒ A Radio Jockey (or RJ) is a person who plays music on radio, chats with his/her listeners, delivers news, interviews guests and manages contests all with a view to entertain his/her listeners on radio. The performance of the RJ is responsible for bringing in listeners to the radio centre. So the RJ has a very important role to play.
- ⇒ RJ's career requires enthusiasm, rationality, creativity of mind, good sense of humour, excellent communication skills and ownership of a live appealing voice.
- ⇒ Radio Jockeying has become a popular career option for many youngsters. It is an exciting, promising and challenging career for those who have a passion for music. It is the only profession in which one may be recognized by one's voice.
- ⇒ The success of a show depends entirely on how talented the radio jockey is. He also gets to meet and interview a wide

range of celebrities on radio. A radio jockey also gets to compile his own playlist of songs for his audience.

He gets to entertain and interact with a very large audience. Although not as popular as television, radio has its own set of followers. They have a place in laymen's mind.

In aural communication, information is transmitted in two distinct ways.

They are content and style. What is said, is the content where as, how it is said is the style.

Both content and style is under the speaker's control. Quality of a radio disk jockey is expressed through judicious handling of these two ways. Based upon the role of radio disk jockey, they are categorized in three groups.

1. The Low Profile DJ - The music gets importance. Presenter/DJ has little example. Listeners are irritated if the presenter takes over the show by his/his chats. Here the radio

disk jockey should use minimum words to introduce the musician and the concert.

2. The Specialist DJ — These radio Disk Jockeys are experts in their area of music. They can narrate various elements of the concert in an intellectual way. Authoritative comments on a particular kind of music is expected from a Specialist DJ.

3. The Personality DJ — Personality DJ is one of the most common types of radio disk jockeys. They communicate personally, give a brief narration about the music and create a sense of friendship with the listeners. Most celebrated personality DJ's become part of in house & family discourses by their personally appealing presentation. They combine narration, phone calls, quiz questions and comments on the programme in a popular way. Good personality DJ never makes the listeners bored.

→ Some Popular Radio Stations in India — AIR, Red FM, Big FM, Radio Mirchi, Fever-FM, Radio One, Vinohar Bharti Seva.

Teacher's Signature _____