

Journalism (English)

Quarter 1 – Module 1:

RADIO BROADCASTING PRINCIPLES



Journalism (English) 9
Journalism Learning Kit
Radio Broadcasting Principles
First Edition, 2020

Published in the Philippines
By the Department of Education
Schools Division of Iloilo
Luna Street, La Paz, Iloilo City

Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

This **Journalism Learning Kit** is published to be utilized by the Schools Division of Iloilo.

ALL RIGHTS RESERVED. No part of this learning resource may be reproduced or transmitted in any form or by any means electronic or mechanical without written permission from the Schools Division of Iloilo.

Development Team of Journalism Learning Kit

Writers: Rea Jane C. Alcaide, Jeson C. Encio, Edmelyn R. Melanday

Illustrators: Armand Glenn S. Lapor, Mark T. Dasa

Layout Artists: Lilibeth E. Larupay, Jun Victor F. Bactan, Ricky T. Salabe

Division Quality Assurance Team: Lilibeth E. Larupay, Dr. Ruby Therese P. Almencion
Armand Glenn S. Lapor, G.L. John C. Haro
Eugene L. Mallorca, Edmelyn R. Melanday

Management Team: Ma. Gemma M. Ledesma, Dr. Josilyn S. Solana,
Dr. Elena P. Gonzaga, Donald T. Genine,
Dr. Paul Nestor M. Pingil, Dr. Roel F. Bermejo,
Dr. Nordy D. Siason, Jr. Dr. Lilibeth T. Estoque,
Dr. Azucena T. Falales, Ruben S. Libutaque, Lilibeth E. Larupay,
Dr. Ruby Therese P. Almencion

Introductory Message

Welcome to Journalism (English) 9.

The **Journalism Learning Kit** is a product of the collaborative efforts of the Division of Iloilo Secondary English Teachers Association (DISETA), the Division English Coordinators Association (DECA), the Division of Iloilo Secondary School Paper Advisers Association (DISSPAA) Inc. and the Division of Iloilo Special Program in Journalism writers, illustrators, layout artists, reviewers, editors, and Quality Assurance Team from the Department of Education, Schools Division of Iloilo. This is developed to guide you dear learning facilitators in helping our learners meet the standards set by the K to 12 Curriculum.

The **Journalism Learning Kit** aims to guide our learners in accomplishing activities at their own pace and time. This also aims to assist learners in developing and achieving the lifelong learning skills while considering their needs and situations.

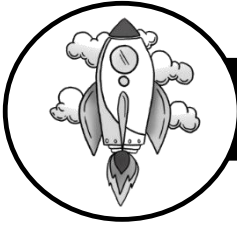
For learning facilitator:

The **Journalism Learning Kit** is developed to address the current needs of the learner to continue learning in the comforts of their homes or learning centers. As the learning facilitator, make sure that you give them clear instructions on how to study and accomplish the given activities in the material. Learner's progress must be monitored.

For the learner:

The **Journalism Learning Kit** is developed to help you, dear learner, in your needs to continue learning even if you are not in school. This learning material aims to primarily provide you with meaningful and engaging activities for independent learning. Being an active learner, carefully read and understand to follow the instructions given.

Radio Broadcasting Principles



BEGIN

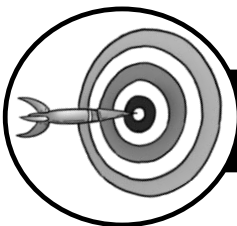


We all have the natural tendency to hunger for news and a variety of media tries to satisfy this hunger: print, broadcast, online, and film.

In your previous years as a journalism student, you have learned about the print media (newspapers, tabloids, magazines, etc.). Now that you are in your 9th Grade, you are ready to explore the world of broadcast journalism¹, with radio a medium.

Radio is described as one of the most practical and has always been the most widely used medium in the Philippines.² It delivers news using conversational language making it easily understood. It also spreads news more quickly and is more accessible than the print media, especially in areas that are difficult to reach through regular transportation. With this, we can say that radio broadcasting plays a huge role in keeping us updated with everything that happens around us.

Let us start knowing about Radio Broadcasting by acquainting ourselves with the principles that govern it.



TARGET

At the end of this lesson, you should be able to:

1. explain the principles of radio broadcasting. (SPJ9RDB-Ia-2)

¹ Involves relaying information to the public through other venues outside newspaper

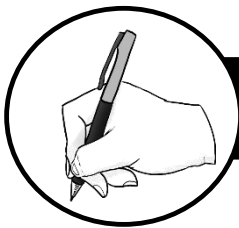
² Fernando Navidad. Egargo, "Philippine Radio Experience: Historical Overview," in *Community Radio Broadcasting in the Philippines* (Mandaluyong City, Manila, Philippines: National Books, 2008), pp. 46-47.



TRY THIS

Directions: Identify whether the following information is correct or not by writing **True** or **False** in your Journalism (English) 9 notebook.

1. News reporting should be factual, fair and unbiased.
2. All news interview programs are allowed to discuss controversial public issues that dwell on brutality without following any accepted standard of ethical journalism.
3. Scriptwriting for radio must be casual and conversational since broadcasting aims to be relevant to the listeners.
4. Broadcasting is the distribution of both the audio and video content via audio and visual mass communication medium.
5. Radio aims to persuade audience through any means possible.



DO THIS

ACTIVITY 1: REVELATION OF TRUTH

News anchor Rob is known for his fair commentaries and accurate discussion of issues in his radio program.

Rob's aunt won as town mayor last election. Recently, however, his aunt was accused of corruption related to the distribution of the Social Amelioration Program fund, a budget designated for those poor families affected by the Coronavirus Disease (COVID)-19 pandemic.

Directions: Imagine yourself as Rob. Given the situation stated, what do you think are the things that will bother you in dealing with the said issue in your program? Provide three. An example is given below to help you out. Do this in your Journalism (English) 9 notebook.

If I probe more about this and it will be proven that my aunt is guilty, this might affect my image as a news anchor because we are related.



EXPLORE

Great! You did a wonderful job in the previous activity. Now let us connect your responses to the following questions. Write your answers in your Journalism (English) 9 notebook.



1. How do you find the first activity?
2. What advice or pieces of advice can you give Rob in dealing with the situation?
3. From your answers, which do you think weighs more that might greatly affect Rob's next actions on the issue?
4. When you put yourself in Rob's situation, how does it challenge you as a journalist?
5. How can this activity help you in giving fair judgment to issues you are handling?



KEEP THIS IN MIND

You're doing great! Find out which principle as a journalist should Rob keep in mind in facing the situation in the previous activity. More importantly, find out the importance of knowing and acting on these principles.

You are now all set for the discussion about the importance of the Principles of Radio Broadcasting.



A **principle** represents what is desirable and good in a particular organization. It is more basic than policies and objectives, and actually helps carry on both policy and objectives.³

Principles serve as a guide in everything we say and do as a journalist. As journalists, we are expected to always keep these principles in mind because these principles help determine the 'rightness' and 'wrongness' of our action.

Principles of Radio Broadcasting

Radio broadcasting is described as "hot" media. This is because it brings the news immediately, right as it is happening.⁴ However, journalists must be careful no

³ Business Dictionary, "What Are Principles? Definition and Meaning," BusinessDictionary.com, OAD, <http://www.businessdictionary.com/definition/principles.html>.

⁴ Jacoby Barrera, *Broadcasting Journalism* (London, United Kingdom: ED-Tech PRESS, 2019), <https://books.google.com.ph/books?id=XePEDwAAQBAJ>.

matter how urgent it is to air the news. All news broadcasts must always be based on truth.

As stated in the preamble of the Broadcast Code of the Philippines (amended 2011):

- a. Broadcasting in the Philippines should reflect the hopes and dreams of a freedom loving people;
- b. Broadcasting is a powerful medium in shaping our country's cultural, social and economic growth and development;
- c. Broadcasting, because of its immediate and lasting impact on the public, demands of its practitioners a high sense of responsibility, morality, fairness and honesty at all times.
- d. Broadcasting has an obligation to uphold the properties and customs of civilized society, maintain the respect of the rights and sensitivities of all people, preserve the honor and the sanctity of the family and home, protect the sacredness of individual dignity, and promote national unity.⁵

Below are the Principles of Radio Broadcasting. These broadcasting principles must serve as a cornerstone that leads radio broadcasting to provide exclusive, topical news stories, content and services in line with professional and ethical principles that is fair and only just the truth.

1. ACCURACY and TRUTHFULNESS

Accuracy and truthfulness are the foundation of journalism. This principle means that in radio broadcast, one has to fact-check everything. A radio broadcaster must be inquisitive and sometimes doubtful to ensure that what is presented on air is accurate and truthful.

A good radio station cannot afford to air incomplete or loosely verified information, not to mention fake news. Reputation is of great importance for media institutions. A good reputation is not gained overnight but can vanish in just a moment. It takes persistence through time thus, it must be preserved at any cost because if it is difficult to gain, it is way harder to regain.

Being free from errors will ensure credibility and reliability. So, every bit of information must be verified.

2. BALANCE

News shall be factual, balance and objective. It is important to ensure fairness in every issue you present on air.

Having balance is trying to show all sides of the argument, especially when you are dealing with a controversy, be it social, political or economical.

⁵ "Broadcast Code of the Philippines 2007 - Kbp.org.ph," <https://www.kbp.org.ph/>, 2007, https://www.kbp.org.ph/wp-content/uploads/2008/04/KBP_Broadcast_Code_2011.pdf.

When presenting a news program, editorials or commentaries must be identified as such and presented as distinct from news reports.

3. CLARITY

Clarity means being specific, direct, and concise. In radio broadcast, one must remember that it is essential to relay the information one ought to relay in the simplest manner possible. Editors must make sure to write in simple, short sentences.

The use of everyday language is also encouraged so it can be easily understood by the listeners and avoid confusion. For the purpose of clarity, writers and/or editors should remind themselves that they write for the ears. They should refrain from writing with homophones because they are easily understood when read but not when heard.

4. TRANSPARENCY

Journalists serve as the 'watchdog of the society'. With this, a radio broadcaster must serve as an advocate of transparency – and that the public must receive the information it rightfully deserves.

5. RIGHT TO PRIVACY AND PROTECTING YOUR SOURCES

Privacy and confidentiality must be observed in the process of delivering information. A radio broadcaster must be mindful of the laws and the codes of conduct relevant to privacy. He or she must also protect his sources of information while at the same time ensure accuracy of these information.

6. ANALYSIS AND COMMENTARIES

The airing of public affairs programs and commentaries is encouraged, particularly to give the public the opportunity to participate in discussion of current issues, concerns and events. Public affairs programs aim to enlighten citizenry on significant issues concerns and events. It shall be handled only by persons who have thorough knowledge and practice of broadcast ethics.

7. KEEP IN TOUCH WITH THE NEWSROOM

This is a must both in conflict and in peace time. Back at the station, the anchor and the editor need to know how news writers and researchers are doing to properly work on the broadcast.

8. ON AIR DELIVERY

Speaking on radio is an important as structuring and writing news. The appropriate tone, the phrasing, the pacing and the voice of the anchor in delivering the news is the key to the whole radio communication process to be effective.

It is important to speak more slowly on air than the way one usually speaks. For anchors, it is important to practice delivering news and do calculations on your average reading rate so you will be able to estimate how long will it take you to read a news story and therefore, you will be able to make changes in the script if

needed. Remember that in radio, time is important. You have to deliver the story without rushing because it might compromise comprehensibility.

Tone is another important thing to consider delivering news on air. We should avoid sounding as robots. Coming off as lively, finding a simple and right style that could fit your character is so much better.



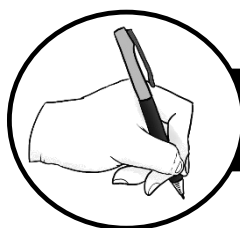
SUM UP

You are almost done with this module. You have identified the different principles of radio broadcasting and its importance. Now, let's recap those important things you have learned.



Radio broadcast provides real-time information across borders. It has become a valuable source of information. Along with its capability in delivering most recent updates and information, it must be in accordance to its guiding ethical and professional principles to provide quality, efficient and reliable source of information.⁶

The principles a radio broadcaster must observe are the following: (a) accuracy and truthfulness, (b) balance, (c) clarity, (d) transparency, (e) right to privacy and protecting your sources, (f) analysis and commentaries, (g) keep in touch in the newsroom and (h) on air delivery.



APPLY WHAT YOU HAVE LEARNED

ACTIVITY 2: THINK ABOUT IT

Directions: Do you remember Rob from Activity 1? Let us go back and re-analyze Rob's situation. Do this in your Journalism (English) notebook.

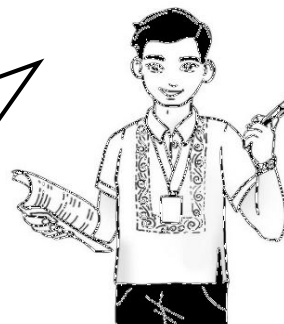
Rob is an anchor known for his fair commentaries in his program. He has an aunt who is accused of corruption. Among the principles discussed above, which principles do you think Rob may struggle to adhere with, if he will have his aunt in his program? Pick only two principles and support your answer

⁶ "The Importance of Radio in Our Society," GRA, accessed July 28, 2020, <https://www.gra.gi/broadcasting/documents/reports/the-importance-of-radio-in-our-society>.



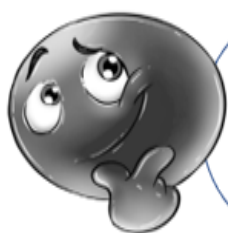
REFLECT

Well done! You have shown great improvement after accomplishing all the tasks in this lesson. This time you will reflect on your work and rate your confidence.



ACTIVITY 3: STOP, LOOK, GO

Directions: Accomplish the infographic. Write your answers in your Journalism (English) 9 notebook.



1 THING I REALLY DO NOT UNDERSTAND



2 THINGS I WANT TO ASK



3 THINGS I HAVE LEARNED



LEARN MORE

ACTIVITY 4: LISTEN AND LEARN

Directions: Listen to a radio news program. What principles of radio broadcasting are dutifully followed by the program? List down as many principles as you have observed. Do this in your Journalism (English) 9 notebook.

Radio Station: _____
Program Name: _____
Date and Time: _____

Principles:

1. _____
2. _____
3. _____



ASSESS WHAT YOU HAVE LEARNED

A. Directions: Read and analyze the given situations below. Identify the Principle of Radio Broadcasting that was not followed in each situation. Write your answers on your Journalism (English) 9 notebook.

1. In an interview, a relative of a COVID-19 positive agreed to share his feelings about how their family is handling the situation on a condition that his name will not be mentioned in the radio program. However, during the live radio broadcast, the news presenter accidentally mentioned the interviewee's name, realizing too late that he was not supposed to reveal his identity.
2. In a radio broadcast, news anchor Jose made a mistake in the number of COVID-19 positive in one of the barangays in Iloilo City. He claims that he has a reliable source. Later, it turned out that the data was not validated and was not confirmed by the authorities.
3. A newly hired news presenter in the morning news program presented his news in long sentences with occasional use of words which are unfamiliar to the listeners. He expects to impress his superiors in his first time on air.
4. Two politicians are in opposing views about a controversial issue. Their arguments are even popular in social media and has divided people's opinion. Radio anchor Willy interviewed the politician whom he believes has a correct stand in his radio segment and openly supports this politician in his following commentaries.
5. A radio commentator was held questioned for the way he delivered his commentary about the Philippine Offshore Gaming Operations (POGO) in one of his station's program. He was accused of being sarcastic and malicious.

B. Directions: Pick one Principle of Radio Broadcasting and explain it in your own words. Provide situations in which this principle was followed. Do this on your Journalism (English) 9 notebook. Take note of the rubrics provided to guide you.

Criteria	Excellent	Good	Needs Improvement
Explanation	The explanation is informative and is easy to understand.	The explanation provides some informative details, but is difficult to understand.	The explanation does not provide enough information and is poorly written
Relevance of examples	Relevant examples are provided	Somewhat relevant examples are provided	No examples are provided
Grammar, Usage and Mechanics	No spelling or grammatical errors	Minimal spelling or grammatical errors	A number of spelling and grammatical errors



GLOSSARY

broadcast- v. transmit a program or some information through radio or television

broadcast journalism-n. involves relaying information to the public through other venues outside newspaper

principle- n. what is desirable and good in a particular organization



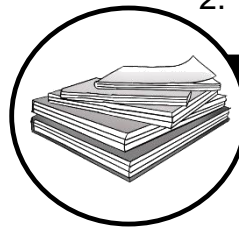
ANSWER KEY

Try This

- | | | | | |
|----------|----------|---------|----------|----------|
| 1. True | 2. False | 3. True | 4. False | 5. False |
| 6. False | 7. True | 8. True | 9. True | 10. True |

Assess What You Have Learned (A)

- | | |
|---|--------------------|
| 1. right to privacy and protecting your sources | 4. balance |
| 2. accuracy and truthfulness | 5. on air delivery |



REFERENCES

Barrera, Jacoby. *Broadcasting Journalism*. Google. London, United Kingdom: ED-Tech PRESS, 2019.
<https://books.google.com.ph/books?id=XePEDwAAQBAJ.\>

Cruz, Ceciliano- Jose, *Campus Journalism and School Paper Advertising*. Quezon: Rex Printing Company, 2015.

Egargo, Fernando Navidad. "Philippine Radio Experience: Historical Overview." In *Community Radio Broadcasting in the Philippines*, 46–47. Mandaluyong, 2008.

Palanca, Charito, Vantomme Socorro, Jacob Presentacio, and Chit Glorioso. *Campus Journalism Theory and Practice*. 1999

"The Importance of Radio in Our Society." GRA. Accessed July 28, 2020.
<https://www.gra.gi/broadcasting/documents/reports/the-importance-of-radio-in-our-society>.