

Broadcasting Lecture 1

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September 17, 2019

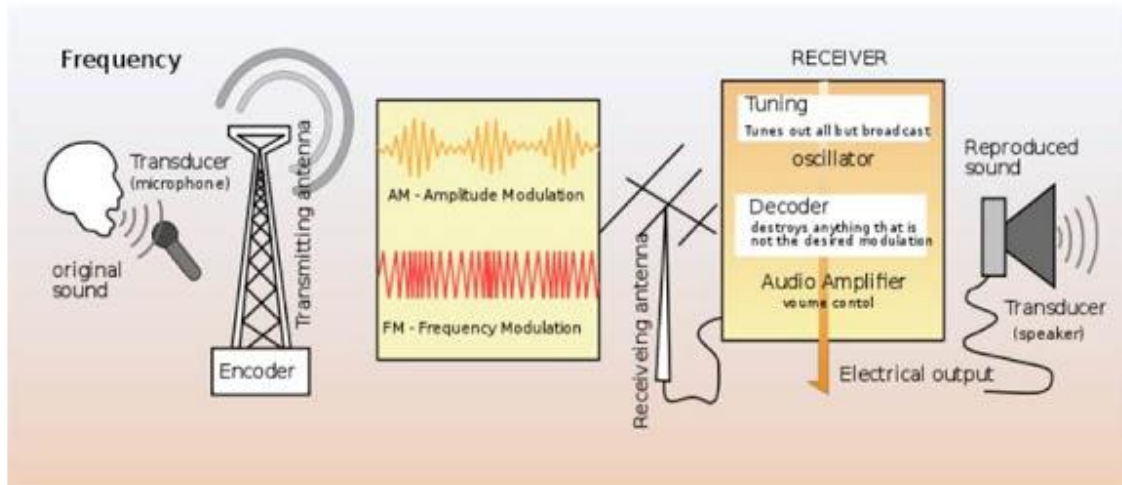
- Distribution of audio or video content to a scattered audience using mass communication medium. (Specifically EM Spectrum)
- The simultaneous transmission of the same message to multiple recipients.
- One to many Model



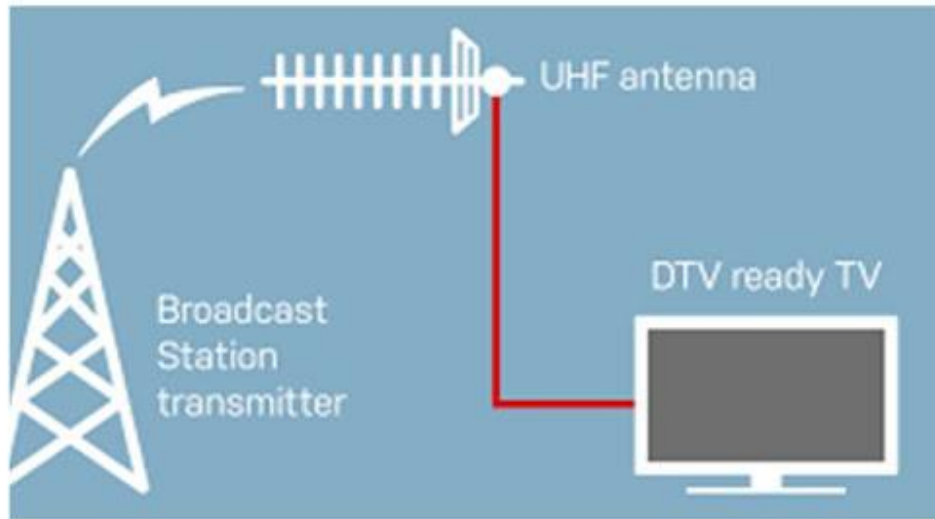
The transmission of programmes or information
by radio or television.



Radio Broadcasting



TV Broadcasting



History of Broadcasting

- 1895 (Guglielmo Marconi)
- 1906 (Experiment in US by Fessenden)
- 1916 (KDKA)
- 1919 (Radio Marconi, Canada, Experimental)
- 1920 (KDKA reappeared as original , 1st Commercial Licensed)
- 1922 (BBC)

- 1923: Germany (Later on DW in 1953)
- 1923: Oldest in Asia, Radio Ceylon (Siri Lanka)
- 1928: Lahore
- 1930: Indian State Broadcasting (ISB)
- 1935: Radio Peshawar (M Aslam Khattak)
- 1942: VOA
- 1947: Radio Pakistan

Broadcasting in Pakistan

August 13, 1947 11:59 PM

Announcement of Pakistan's independence from
Britian ..

Urdu : Mustafa Ali Hamdani (Lahore Radio which
was founded in 1928)

Pashto: Abdullah Jan Maghmoom (Peshawar
Radio which was founded in 1935).

Urdu Announcement

السلام علیکم

پاکستان براڈ کاسٹنگ سروس . ہم لاہور سے بول رہے ہیں . تیرا اور چودہ اگست ، سہ سبئالیس عیسوی کی درمیانہ رات . بارہ بجے ہیں . طلوع صبح آزادی .

Translation: Greetings Pakistan Broadcasting Service. We are speaking from Lahore. The night between the thirteenth and fourteenth of August, year forty-seven. It is twelve o'clock. Dawn of Freedom.

Pakistan Broadcasting Corporation

1972

[Radio Pakistan](#) was the only universal broadcasting service of the country until 1972 when PBC was founded, Radio Pakistan and PTV were made its subsidiaries

PBC Act 1973

The functions of the corporation as outlined in the act are:

- to be made available throughout Pakistan for the purposes of disseminating information, education and entertainment,
- to reflect Pakistan and its regions to national and regional audiences,
- to actively contribute to the flow and exchange of cultural expression and Islamic Ideology,
- to be in all [languages](#), reflecting the different needs and circumstances of each official language community,
- to strive for national unity, principles of democracy, freedom, equality, tolerance and social justice

Website of Radio Pakistan

<http://www.radio.gov.pk/>

Thank You

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