
Radio as a Supporting Media for Theatre**Kamble Sujata Madhukar***Dept. of Performing Arts, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) India***Dr. Vaishali Bodele***Asst. Professor, Dept. of Performing Arts, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (M.S.) India***Abstract**

How Theatre is related to other media like, Newspaper, Television, and Radio? Generally this question arises many times. One can answer this question by two ways. One is - these media are supporting or complimentary to each other. And other is - these media are rivals or competitors to each other. We cannot compare media because every medium has its own, separate identity. Though, the motto of all these is the same that is 'to communicate'. I am not going to compare media in this paper because I believe that every media has their own working style. In this paper I am explaining how media like Radio is supporting media to theatre. We can say that Radio is supporting medium to theatre because it can keep drama in audio format. Radio is supporting medium to theatre because it has performed a vital role in the areas like Assam, Orissa, Kashmir, etc. where there was no theatre, we can say radio is supporting media if it can be used as advertising tool effectively.

Key Words: Radio. Theatre, media, communication**Introduction**

Theatre is lively Audio-Visual medium which we can see as well as hear. An actor plays any role in front of audiences in such a way that audience gets involved in that role as well as in that atmosphere. It is different and individual medium to experience, to entertainment, to make the people aware of many social issues and needs for social reformation. It can help in creating a positive climate for growth and development. Many dramas are there which create good thoughts in human beings and because of audio-visual presentation, impact of any play on audience will remain for a long period.

We cannot compare media because every media has its own, separate identity. Moreover, Theatre has its own identity.

Radio (Aakasvani) is the most portable of the broadcast media being accessible at home, in the office, in the car, on the street or beach, virtually everywhere at any time. Like other electronic media radio duplicates one-to-one communication thousands of times. A large section of receivers can be communicated quickly through radio.

As Vividh Bharati was started in India on 2nd October 1957 as a service of 'light entertainment' to compete with Radio Ceylon, which was transmitting a commercial service to India on powerful

short wave transmitters. In this service around forty per cent time is devoted to light music and short play.

The play which is being written for radio is called "Nabhonatya". It was started in 1940. It is a challenging work to play audio-visual theatre drama in audio format. In early times of Nabhonatya, theatre plays were broadcasted as a Nabhonatya after making some changes in them. 'Three basic elements basically used for Nabhonatya are dialogues, sound effects and the background music. Nabhonatya is a type of drama and it is nice effort to remain drama in Audio form which is useful for many next generations. But as we say these two media have their different identity. Theatre drama changes its form when it is broadcasted as a Nabhonatya (radio play). Radio drama is short and told through sound alone. On radio sound is of course that of dialogue and voice of people, background or mood effects, musical effects, atmospheric effects, etc. in this way radio drama changes its form.

Radio drama figures both in AIR's (All India radio) general programmes as well as in the programmes for specific groups. Ti vyatha rozayi Pagan, Aao, Darwaja, Beti, Aatra Lupta Saraswati, etc. are the popular radio plays of India. Urdu writer Saadat Hasan Manto, Upendranath Aashka, Gujarati writer C.C. Meheta, Shivkumar Joshi, Bangali writer Birendra Krushna Bhadra, etc. are India's most famous Nabhonatya writers.

Radio Drama, like stage drama, is based on conflict, uses characters and has a beginning, middle and an end. Movement and progress generally to crisis or climax,

must be suggested in radio drama through sounds. The voices of characters must be sufficiently distinguishable, one from the other lest the listeners get confused. They must sound natural, speak true to character and above all, be interesting. It means 'wachik Abhinaya' is mostly used in this form only. But what's about Aangik Abhinaya and what's about Aaharaya Abhinaya?

During the earlier period in radio history, plays were broadcasted for three hours at a time. Parsi, Gujarati, Urdu, play were frequently put on the air. Now the duration is like thirty to forty minutes and rarely for more than sixty minutes. Dharmaveer Bharti's "Andha Yug" was written as a Nabhonatya. Famous Indian writer Vijay Tendulkar has written Marathi Nabhonatya "Ratra"². All these plays have become popular but could not get as much popularity as the Theatre.

But we must say that Radio is medium through which people from Kashmir, and Assam Orissa, came to get know about theatre as there is no theatre in their regional languages. Though, Theatre and Radio, both are different and their forms of presentation are different, we must say that Radio (Aakashvani) is enough supporting medium to Theatre.

Along with it, we can use radio as an advertising tool to attract audience to theater and make theatre more popular. For example, 'Vividh Bharti's movie trailers are sponsored programmes usually of 15 minutes duration; they are fast paced, and packed with extracts of dialogues and songs from the film being advertised. The narrator

links the elements in dramatic way and announcements. The names of stars, producer, director, playback singers and musicians figure prominently in the trailers³. Advertisement is like a need today. The word advertisement is derived from the word 'Advertere'⁴ which means 'to turn mind towards'. Through radio advertisement we can turn people towards theatre effectively.

In India there are more than 177 radio stations across the country. About 97 percent of the population is reached by the radio. So Radio being a convenient form of advertisement of theatre play for large target audience.

Radio with its penetration to the rural areas is becoming a powerful medium for advertisers. 'It can get three per cent of the national advertising budget'⁵. Radio is still a cheap alternative to television, but is no longer the poor medium in advertising terms because radio listening is so widespread that it has prospered as an advertising medium for reaching local audience. Director General of AIR (1995) Mr. Kapoor said, "Radio is far more interactive and stimulating medium than TV where the viewers are spoon-fed. Radio allows you to think, to use your imagination; that is why nobody ever called it the idiot box." FM (frequency modulation) was activated in India in 1992. It has an interactive style of programming Thus it substitutes as friend and comes close to everyone. (Technology provides us more

day-by-day. Now FM radio is becoming popular amongst the youth. It comes in cellular phones and we can expect many more from it by next few years.). This is the key to the comeback of radio again.

Radio will become an excellent advertising medium compared to theatre advertisement. It has a great ability to inform, to educate, and to entertain the people. By Radio, Theatre can become more popular if it will be used effectively. Due to many local radio stations as compared to television, radio is the major source of local news for many people. Local radio stations are targeted at specific audiences - youth, rural, housewives, ethnic groups and so on. Thus, it becomes a valuable medium for theatre to advertise and attract audience towards theatre. It is helpful to create audience for theatre and large rural population can also move towards theatre.

Conclusion:

Radio is a supporting medium to theatre. I have explained this by following three points:

- Radio can keep drama in audio format.
- Radio plays a vital role, where there was no developed theatre in areas like Assam, Orissa, Kashmir, etc.
- Radio can be a supportive medium to theatre if it is used as an advertising tool to attract audience to theatre.

Above three points show that Radio is supporting medium to Theatre.

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