INTRODUCTION

Guglielmo Marconi’s attempts of sending wireless signals to transmit messages to short distances, such as, from the General Post Office to the Savings Bank Department in Queen Victoria Street, London in 1895 gave birth to radio. Radio has several utilities, under which broadcasting is one. Today broadcasting bespeaks his genius; television illustrates it.

Later, developments by Hertz, by means of the use of thermionic valves, a brilliant conception of Dr. Fleming, perfected by De Forest, Langmuir, and Armstrong in the United States, by Meisner in Germany, Round and Franklin in England; and by means of the use of balanced tuned circuits, of electric filters, of powerful amplifiers and finally directional radiators, Marconi succeeded in obtaining results in regular wireless telegraphy service by day and night between Europe and America, which led to the birth of broadcasting.

In India, amateur broadcasting started in November 1923 with the setting up of a Radio Club in Calcutta (Chaterjee, 1991). Next year, two such clubs began transmitting programmes in Bombay and Madras with two and half hours a day. Due to bankruptcy the Madras Club was closed down in October 1927. But, on 23 July of that year, the first regular broadcasts commenced at Bombay and on 26 August a station started functioning in Calcutta.

These stations were started by the Indian Broadcasting Company which had received a license from the Government.

Presently broadcasting in India has three types:

(i) Public Service broadcasting,
(ii) Private broadcasting and
(iii) Community Radio.

All India Radio with the objective of Public Service broadcasting having autonomy is the oldest and world’s largest broadcaster in this field.

In Private broadcasting, there are more than 250 radio stations operating in several cities/towns in India and
Community Radio is the latest entrant in the field of broadcasting in India which came into being in 2006. 188 Community Radios are operational as on 1st November 2015.

PURPOSE OF STUDY

The purpose of the research is to explore the developments that have emerged as social (content) and technological innovations in broadcasting in India since inception.