

JENIS / KEMASAN

Program Audio

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Jenis Program Audio (1)

- ◆ Program Musik
- ◆ Program Non Musik
- ◆ Program Hiburan
- ◆ Program Non Hiburan

Program Musik

- ◆ Program yang menyajikan musik (traditional, serious, light)
- ◆ Ada uraian/penjelasan namun yang dominan musiknya
- ◆ Contoh: program pilihan lagu, tembang nostalgia, lagu daerah, karawitan, dsb.

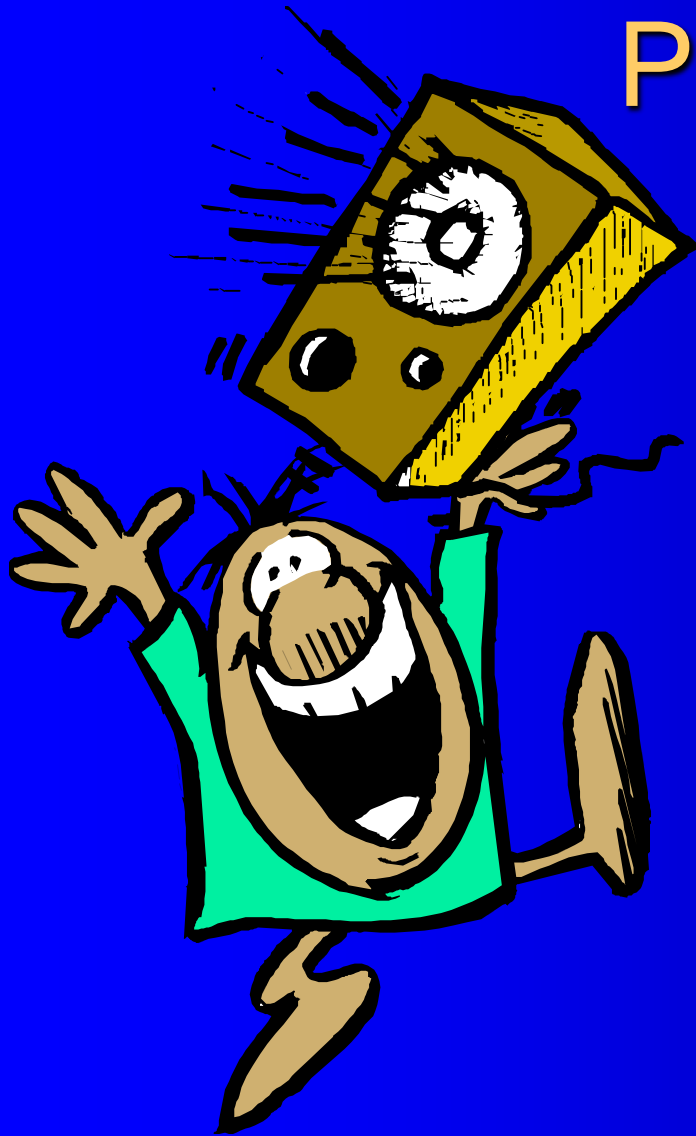


Program Non-Musik

- ◆ Disebut program kata
- ◆ Bisa diselingi dengan musik, namun yang dominan uraiannya
- ◆ Contoh: warta berita, reportase, ceramah agama, dsb.



Program Hiburan



- ◆ Program disajikan dengan maksud memberikan hiburan kepada pendengar
- ◆ Tidak mengandung pesan/informasi penting
- ◆ Dapat berupa musik, lawak, sandiwara, dongeng, dsb.

Program Non-Hiburan

- ◆ Tujuannya menyampaikan pesan/informasi
- ◆ Program ini bisa disisipi musik/hiburan sebagai selingan, penghubung adegan, pemisah penggalan materi sajian, pembuka dan penutup program
- ◆ Musik yang digunakan yaitu musik instrumental dan waktunya singkat (10-30 detik)
- ◆ Contoh: warta berita, reportase, program pendidikan, program instruksional.



Jenis Program Audio (2)

- ◆ Word Programmes
- ◆ Political Programmes
- ◆ Cultural Programmes
- ◆ Miscellaneous Programmes

Word Programmes

- ◆ Political Programmes
- ◆ Cultural Programmes
- ◆ Miscellaneous Programmes

Political Programmes

- ◆ News, commentaries, press-reviews
- ◆ Programmes on world politics, on home affairs, on political philosophies, economic problems
- ◆ Programmes on social themes like trade union, laws concerned with insurances, family problems or health problems
- ◆ Programmes on student problems, universities

Cultural Programmes

- ◆ Drama, literature, arts
- ◆ Theories of education, psychology, methods of teaching, university and school problems
- ◆ Educational broadcastings, broadcastings for schools, adult education programmes
- ◆ Programmes on natural sciences; on healths
- ◆ Film and theatre reviews, book reviews
- ◆ Programmes on philosophical themes
- ◆ History

Miscellaneous Programmes

- ◆ Church programmes
- ◆ Programmes for women, service programmes, informat
- ◆ Programmes for children and teenagers
- ◆ Programmes for old people: service, information about the right food, about insurance, sport programmes
- ◆ Entertainment: quiz progeamme, shows
- ◆ Service programme: traffic, weather
- ◆ Evens of to day: theatre performance, concerts, social and political meetings

Jenis Program Audio (3)

◆ Pendidikan (*Educational*)

- ◆ Bersifat universal, tidak terbatas usia
- ◆ Topik bahasan tidak terbatas (tetap memperhatikan rambu nilai)

◆ Pembelajaran (*Instructional*)

- ◆ Sasaran terbatas pada kelompok tertentu
- ◆ Topik bahasan tertentu (ditetapkan)
- ◆ Ditindaklanjuti dengan feedback/evaluasi
- ◆ Dilengkapi buku petunjuk
- ◆ Alur siaran sistematis

See YOU

