

A radio or television format or programming format  
Refers to the overall contents of a broadcast station

The different programmes that emanate from talk include drama, documentary, news  
and \_\_\_\_\_,  
Magazine

There are \_\_\_\_\_ main types of radio programming formats that every type of  
programme falls under.  
Two

All except one are music programmes on radio  
Cocoma

Narrowcasting is same as \_\_\_\_\_  
Niche casting

A station's philosophy refers to certain kinds of approach to fulfilling its role in the  
society or towards its audience  
True fact

Hasling (1980) classifies station format as \_\_\_\_\_ and \_\_\_\_\_ format  
Loose or rigid format

The major broadcast programming models are \_\_\_\_\_ and \_\_\_\_\_  
Commercial and non-commercial

The trend towards targeting a special interest audience is a concept known as  
\_\_\_\_\_  
Narrowcasting

The main types of radio programming formats that every type of programme falls under  
are \_\_\_\_\_ and \_\_\_\_\_.  
Music and talk