#### CHAPTER 5: CONCLUSION

The accents in announcing speech can only partially be predicted by 'sentence stress rules', the junctures only partially by means of a syntactically based 'normative framework'. From this we should not conclude, I think, that the rules are as yet imperfect, that 'further work needs to be done' until they can explain all of intonation, nor that 'unmarked', 'grammatical' intonation does not exist and that accent and juncture are entirely unpredictable. We should, instead, allow ourselves to realize that constraint and freedom exist side by side in intonation, that one part of intonation is determined by systematic rules which apply to all of English, another open to be moulded by other, nonlinguistic factors. This space of intonational freedom may of course be further constrained, by codes of a different kind, socio-culturally determined routines of interaction, but it may also be used creatively, for individual expressiveness - although freedom is never easy to live with and the sediment of habits, picked up more or less randomly, according to the accidents of one's personal history, may clog up this margin of freedom.

In which (and in how many) speech varieties further, pragmatic codification is imposed, moreover, is itself

socio-culturally determined - our culture tends to increasing codification, however much we may wish to mask it by imagining it to be self-imposed and by contrasting ourselves to the 'non-literate' peoples whose cultures we view as less individualistic, more codified, more 'cohesive', while for the cohesiveness of our own culture we remain deliberately blind.

In radio announcing speech this margin of intonational freedom is bridled by professional codes - not altogether, and not always to the same degree, but nevertheless much more strongly so, on the whole, than in the conversational, private speech of the same speakers. We now need to consider what kind of codes these professional codes are and why they can be called 'professional'.

Professionalism is, of course, itself a sociocultural codification of interaction (and one which leaves
relatively little room for individual freedom, or for the
sediment of one's personal history: modern professions lay
claim to much of the personality of their members, mould
their values and monopolize their outlook on life). To be
more precise, professionalism is a relation between the
producers and the consumers of goods and services in which
the producers themselves decide what to produce, who should
produce it, and how it should be produced. For this reason
Terence Johnson (1972) classifies professionalism, along
with certain other varieties of control over occupations,
e.g. guild control, under the heading of 'collegiate control',
opposing it to consumer control, corporate control, and
State control.

In its undiluted form, then, professionalism is a way of controlling the exchange of goods and services in which neither commercial or political directives, nor the client's own conception of his needs, but only professional judgment determines what the client needs and how these needs should be met. Although the professionalism of mass media communicators is diluted with corporate control (the role of the advertiser in commercial media, the role of the State in organizations like the ABC), and although mass media professionals, working in hierarchical organizations, are not autonomous professionals in the sense in which, for example, doctors or lawyers are, the concept of professionalism nevertheless plays a role of tremendous importance in the self-image of mass media communicators, radio announcers When doubts arise as to the autonomy of the included. media profession (charges, for example, that media content is 'dictated' by the advertiser, serving his needs rather than that of the public) the autonomy of the media is vigorously stressed:

...if it ever comes to the crunch, then there is only one consideration: how can I keep my integrity as a broadcast journalist? Sometimes it could mean cancelling an advertising contract in order to keep editorial control (...) (at other times) it is both prudent and fair to move a scheduled advertisement from one place to another because of the type of programme or the content of a newsbulletin...

(Herbert, 1976, p. 108)

Hierarchical control within the media organization is similarly denied: during his apprenticeship the professional acquires an 'instinct' (a word dear to the hearts of media people) for what makes 'good news', 'good copy',

'good speech', etc. - and for what the audience wants'. Once fully trained, he operates on the basis of this 'instinct', rather than on the basis of directives from his superior.

(Cf. e.g. Warner, 1969.) He doesn't need such directives: he has interiorized the control, acquired what Sir Hugh

Greene described as the 'in-grained code':

...the proper sensitivity of production staff to the world around them, so that they are concerned with a relationship to the audience which cannot exist if the language in which they are talking, and the assumptions they are making, seem to be too remote from the language and assumptions of the audience...

(quoted in Hood, 1967, pp. 49-50)

It is on this that the professional mass communicator bases his right to decide what is good for the public: his expertise, his mastery of specialized skills, and the service ethos of professionalism - the professional does not speak as an individual, his speech services the needs of the public. Tom Burns, in a study based on interviews with BBC producers, explains what 'professional' means to the professionals:

the opposite of 'amateur' - i.e. good of its kind, expert, finished (...). Secondly, there is the more conventional use of the word to mean 'qualified by prolonged and specialized training (...). Thirdly, there is a sense in which it indicates 'a code of behaviour where the first consideration is the need of the client and the quality of the work'. This involves the appraisal by the professional of what the needs of the client are, independently of the demands and wishes expressed by him, and the appraisal of the service he gives by standards other than appreciation or reward...

(Burns, 1969, p. 67)

The same terms appear in an ABC document outlining the quality

of 'broadcasting skill' in an announcer:

... he will be a professional communicator, able to understand both the aim of a programme and the audience to which it is directed. would approach his audience at a common level rather than identify himself with its meanest intelligence - or believe he identifies with He will have mature and sound its highest. judgment and the ability to recognise what is amateur and self-indulgent.  $(\ldots)$ If he is a professional, his record handling and general presentation will sound like it. He will prepare his assignments thoroughly and be on time for them. He will break down no more often than any good thoroughbred ... (ARAC, 1978, p. 4)

If I am to suggest, then, that the habits which

constrain the intonational freedom of radio announcers constitute a professional code, signify the form of interaction we call professionalism and express its values, I must explain both how speech, a faculty which God has given to all of us, can be claimed by experts and become a specialized technical skill, and how it can be constructed as 'the speech the audience needs'.

Let me begin by stressing the importance of the distinctness of radio speech. Today radio speech, in all its varieties, is, as Delbridge has claimed, 'a rarefied and untypical form of the language' (1967, p. 354) - insofar as intonation is concerned, this study has provided evidence for that claim.

It is, then, not only the license to broadcast and the access to different types of audio equipment which today separates the amateur from the professional, it is also speech itself. The announcer is also a professional because of his mastery of radio speech.

Neither of these factors were present in the early days of radio. Equipment for transmitting as well as receiving was easy to manufacture, cheap, and accessible. The separation between senders and receivers, professionals and amateurs did not yet exist. 8MK Detroit, owned by a Detroit newspaper and generally regarded as the world's first 'non amateur' radio station, addressed its audience not as 'listeners', but as 'operators', and expected it to report back on the quality of the transmissions by wireless Organizations like the BBC and the (cf. Barnouw, 1966). RRG in Germany propagated, not specialized radio speech, but a form of speech which was to be a model of 'good speech' for the nation, reduce regional differences, and so cohere the nation. In this way radio speech would eventually become the standard variety of British English and German (cf. Leitner, 1980).

In the early days of the BBC:

...professional skills would have been assumed and cultivated. There would never have been any question but these technical skills should be quite subordinate to the overriding goals of the BBC as Reith had conceived them, the goals of lifting the British nation, to new moral and cultural heights (...) to make professional presentation the goal of broadcasting (is) to elevate the means to the ends...

(Kumar, 1977, p. 232)

To sketch here the history of the professionalization of radio would take us too far from our subject, but one thing should be said: the separation between professionals and amateurs coincided with the separation between speakers and listeners, with the moment that radio, a medium Marconi originally conceived of as two-way, became a one-way 'mass'

medium (cf. my 1981c).

Today's announcers may wish to 'naturalize' the professional code, maintain that announcing speech is 'conversational', that announcers 'behave and speak as though in the company of only one or two' (Lewis, 1966, p. 17), it is a fact that their speech has become 'expert speech', and that outsiders, whatever their qualifications as communicators, are no longer allowed to address the mass audience directly. In an 'autobiographical note', Kumar illustrates this point. As a young BBC producer he listened with approval when his Head of Department voiced concern with the 'persistent domination of the programme schedules by the same voices and faces'. At the next meeting he came armed with innovative programme ideas to which were attached the names of individuals who, according to Kumar, were all men of knowledge, talent and wit. But the response from his superior was negative. Kumar still had an important lesson to learn:

> ...it looks as if very few of these people have broadcast before (...) Why don't you use them as programme consultants - perhaps even interview one or two of them? But make sure the thing is handled by a professional - get an experienced broadcaster to put the questions and to present the programme...

(Kumar, 1977, p. 232)

What kind of codes are these professional codes? Not a set of arbitrary rules, known only to the initiated. Not a system of conventions serving only to set radio speech apart from other speech varieties, to make it recognizable for what it is. The professional code, superimposed on the English language, is of a different,

more expressive kind, however much announcers like to view it as a neutral 'technique' (a word which is absent from the title of none of the textbooks on radio announcing I have quoted). The professional code serves to express the values of the media profession, the professional's relation to the institution for which he works, to the message he transmits, to the audience he addresses.

One such value is, as we have seen, the 'impartiality' of news. It originated when, in the mid 19th century, the wire services, pre-processors and distributors of information, needed to disseminate news in a form acceptable to editors of different political persuasion, but came to define the role of journalists and newsreaders all over the Western world as that of the 'middle-man' who should not be intellectually or critically involved in the message and restrict himself to do a technical job of 'transmission', reducing the complexities of official, scientific, legal and other source material into language the 'common man' could understand. It also came to be constructed as a responsibility towards the reader (listener, viewer), who, it was said, should be allowed to make up his own mind. In this way it could, of course, also provide a smokescreen for the large areas of subjectivity which remained - in the way news is selected, and in the way the reliability of sources is judged.

We have seen the 'techniques' by means of which, in newsreading, this 'impartiality' is explicitly and continuously signified - the ways in which newsreaders

deliberately demonstrate their detachment by underusing the capacity of intonation to contrast important and less important information:

...everything has to have equal mechanical emphasis so you don't editorialize...

(2GB announcer)

We saw also how the phonological disconnection between groups of words could come to express the disconnectedness of events, the 'independent event' epistemology of the news, an epistemology by means of which news can circumvent the necessarily political nature of making connections between events, and in which, according to Maruyama:

...society is merely an aggregate of individuals (...) permanence is lacking (...) structures tend to decay (...) each question has its answer unrelated to others...

(Maruyama, 1980, pp. 34-35)

We also saw how the authority and the 'credibility' of news can be signified by introducing 'finality' in non-final intonation groups, and how news' obsession with immediacy is expressed by the reader's high rate of utterance and by the brevity and scarcity of his pauses.

Examples like these show that we are not dealing here with an arbitrary code, that the professional code of intonation is expressive, 'iconic': intonation is, or rather, resembles, what it signifies. Lack of phonological contrast signifies lack of informational contrast. Phonological disconnection signifies the disconnection of events. The intonation of the command, whether executed on a command or not, signifies authority. Phonological hurry signifies the fever with which news is gathered and transmitted from

all over the world.

Perhaps this is the crucial difference between ritualized speech, such as radio announcing, and individual expressiveness: in ritualized speech the iconic signifiers become overall stylistic characteristics, expressing what is permanent in some form of socio-culturally determined In individual expression they are related to the content of the message, add, for example, phonological lack of contrast, disconnection, authority, or hurry to a text which actually deals, one way or another, with lack of contrast, disconnection, authority, hurry. And this we find, for example, in conversational speech, in poetry reading (cf. Fonagy, 1976), and, though sporadically, also in some forms of radio announcing, e.g. fine music announcing. There are, similarly, information announcements in which the 'information pointing' capacity of intonation is used discerningly, to separate the important and unimportant points in a particular text, as well as announcements (news bulletins, for example) in which information pointing is turned into an overall stylistic characteristic, signifying 'abundance of information'.

The 'companionship' of radio is to disc-jockey speech what 'impartiality' is to newsreading. It defines the role of the professional as a personal service: it is not the speaker who seeks companionship, but the listener who needs it. The speakers' expertise consists of his ability to anticipate these needs and cater for them:

...Radio to its listeners functions as a life-support system, always-there, knowing that you will want a highway report on setting out for work, telling you what suntan lotion to buy when the sun comes out, anticipating and producing desires...

(Sanders, 1980, p. 1)

'Companionship' was first turned into a 'technique' in Nazi Germany. After a period during which radio was seen as a means to elevate the cultural standard of the nation, and radio speech as a means to promote 'good' standard German, Hitler's Ministry of Propaganda began to advocate a 'volkstümliche' (popular) approach to radio, encouraging announcers to use more casual forms of speech and to introduce in their speech some features of the regional dialects. The Mitteilungen der Reichs Rundfunk Gesellschaft wrote, in 1934:

...the announcer must never be impersonal.

The radiospeaker must be the best friend
of the listener...

(quoted in Leitner, 1970, p. 90

my tr.)

Later Goebbels introduced the concept of 'relaxing radio':

...if a person who has worked hard for 12 to 14 hours wants to hear music at all, it must be music that makes no demands on them (...) It is important to secure good humour at home and at the front...

(quoted in Sanders, 1980, p. 7)

We have seen how intonation can signify this complicity between speaker and listener, this 'good humour' and this 'relaxation' - by means of codes which elevate iconically expressive intonation features into an overall stylistic element. Now, as then, these are public voices masquerading as personal ones, injunctions to participate

in a 'mass' culture which disguise themselves as messages concerned with the personal needs of the listener, performances dressed up as 'one-way conversations with everyone as an individual' (Herbert, 1976, p. 95). The content of the 'mass culture' propagated may differ, but the methods are the same.

To speak as a professional, then, is not to speak as yourself - this applies even to 'personalities', as can be seen from this interview with the British TV personality Robin Day:

... <u>Interviewer</u>: What duties, what responsibilities

do you lay upon yourself?

Robin Day: I don't put any duties upon myself

(...) I accept a contract from the BBC. I accept duties imposed on me

by other people.

Interviewer: But that sounds really far too

neutral a role for the Robin Day we know. You're a man with decided

opinions of your own.

Robin Day: Oh yes, but my training is not to

express them.

Interviewer: Does that irk you, not being able to?

Robin Day: Not at all, because in fact, if I

have a strong opinion on a particular issue (...) my instinct and training is to be very careful to suppress

my own point of view...

(The Listener, 18 & 25/12/1980)

The professional is a middle-man who, rather than speaking on his own behalf, because he has something to say, speaks for 'us', speaks to fulfil 'our' needs. It is in this, more than in anything else, that radio speech is 'technique' - a means to achieve an end. Every feature of announcing speech must be motivated by the needs and desires

of the audience, whether it is the need to understand public information, or the desire for 'a good time'.

Yet, the professional often has a rather low opinion of 'us', the listeners he serves. 'Our' attention span is extremely limited:

...the attention span of the radio listener and television viewer is even more limited than the newspaper reader's...

(Mencher, 1977, p. 59)

'We' can only understand the simpliest words and expressions:

...direct your writing at a 90-year-old grandmother who is half deaf. That will help you select words that are easy to hear. Direct your writing to a 9-year-old. If you do that you'll use words and expressions that are easy to understand. But you must sound intellectual enough so that the 40-year-old executive will listen...

(Wimer and Brix, 1975, p. 57)

'Our' knowledge is extremely limited and 'our' interests do not go beyond our immediate day-to-day concerns;

...people like clear, plain talk, firmly linked to their daily lives. Inflation as an economic term doesn't mean much to them. Expressed as a rise in the price of bread it means a lot...

(Herbert, 1976, p. 84)

Confronted with such attitudes Tom Burns concluded that:

...in the occupations which serve a large and absent public - journalism, advertising, films - the compensatory reaction against the service relationship appears to waver between a cultivated indifference and contemptuous dismissal. A public of millions must, it seems, be envisaged as moronic...

(Burns, 1969, p. 65)

This aspect of the interaction between the professional communicator and his listener, is also expressed

intonationally, in commercials, for example, where intonational disjunction parcels up the information in short, 'easily digestible' and didactically emphatic morsels, more or less as some people do when talking to children.

It should be said, however, that there is, in commercials, generally less 'masquerading' than in other types of announcement, less complicity and more tension between speaker and listener. Rather than as a professional responding to firmly established needs the announcer speaks here as a salesman, trying to convince the listener of a need. Announcers are well aware of the shift in allegiquee this involves:

...if you are answering a call from an advertising agency, then you have absolutely no freedom in your expression, your talent there is: can you take direction? Can you take what they want down on tape?...

(2GB announcer)

No wonder that advertisers like to use announcers who have already established a relation of complicity with the audience, salesmen who already have a foot in the door.

The relation between the professional communicator and his listener is a relation between, on the one hand, a depressingly average, moronic, passive listener, someone whose needs, defined by others, do not include the need to speak or to create something, unless it be as a harmless amateur activity, and, on the other hand, a small number of distant demi-gods, experts, 'personalities', written up in newspapers and magazines, admired and envied by 'us' from afar. It is a fictional relation between fictional communicators and a fictional audience, both created by the

media, just as the impartiality of the news and the intimacy of those voices in our livingroom are fictional.

In the 19th century the ruling class decided that the working class had a need to read, but not a need to write. They needed to receive new forms of instruction, but had themselves no instructions to give, or lessons to teach (cf. Williams, 1974, p. 131). Today a similar situation exists with regard to the mass media. It has been decided for us that we need to listen to radio, but have no need to speak, except perhaps as frightened men-in-the-street, rendered almost inarticulate by the sudden intrusion of a microphone, or as entries in society's bookkeeping, processed through the medium of the survey. Brecht's injunction of 1932 is as valid now as it was then:

...turning now to the positive side of things, that is, trying to discover what is positive about radio, I would like to offer a proposal for transforming the function of radio: radio should be changed from a means of distribution into a means of communication. It would be such if it knew not only how to transmit, but also how to receive, not only how to make listeners listen, but also how to make them speak, allowing them to come into contact, rather than isolating them. Radio must stop being a supplier and begin to organize the listeners as suppliers. (...) if you consider this utopian, then I beg you to ask yourselves why it should be so...

(Brecht, 1952, pp. 129-30, my tr.)

\* \* \*

#### APPENDIX 1

## (1) ABC 'News In Brief' script, items 1, 3 and 6

ITEM ONE

NB SCRAP ITEM SIX IF OVER IN LENGTH

ISRAELI RAID

AAP-R BBC UPI RWT 10 THOMSON

REPORTS ARE CONTINUING TO COME IN OF A BIG ISRAELI PUSH OVER THE BORDER INTO SOUTHERN LEBANON. AN ISRAELI ARMY COMMUNIQUE CONFIRMED THAT ISRAELI TROOPS HAD CROSSED THE BORDER. BUT IT SAID THE MOVE WAS NOT IN RETALIEEE RETALIATION FOR THE ATTACK IN ISRAEL LAST WEEKEND BY PALESTINIAN GUERILLAS. A PALESTINIAN SPOKESMAN IN BEIRUT SAYS A LARGE NUBEE NUMBER OF ISRAELI TROOPS HAVE TAKEN UP POSITION ON THE LEBANESE SIDE OF THE FRONTIER AND ISRAELI AIRCRAFT ARE BOMBING PALESTINIAN POSITIONS.

9ITEM THREE

SHIP TO GO

NUBRIS PURVIS EASTELY

THE CONTAINER SHIP ASIAN RENOWN IS DUE TO LEAVE BRISBANE EARLY THIS AFTERNOON WITH A CONSIGNMENT OF URANIUM YELLOWCAKE. THE CONTAINERS WERE LOADED ON THE SHIP THIS MORNING UNDER TIGHT SECURITY AS 50 TO 60 DEMONSTRATORS GATHERED IN POURING RAIN.

ITEM SIX

ACADEMIC RISE

RWT 10

VICE-CHANCELLORS OF AUSTRALIA'S MAIN UNIVERSITIES ARE TO GET SALARY INCREASES OF TWO THOUSAND 800 DOLLARS. THE REMUMERATION TRIBUNAL, IN A REPORT TO FEDERAL PARLIAMENT, HAS RECOMMENDED THAT VICE-CHANCELLORS' SALARIES, CURRENTLY AT A TOP RATE OF 39-THOUSAND DOLLARS BE INCREASED TO 41-THOUSAND 800 DOLLARS.=

GONG		•
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(NB: All mistakes are also in the original script)

#### (2) 2CH News script, items 1, 2 and 5

AAP TCH 379

TZ CH

BULLETIN UPDATER

SEARCH (SYDNEY)

TWO RESCUED NORTHERN NEW SOUTH WALES FISHERMEN WERE WELL-FED AND IN DRY CLOTHES WHEN THEY LEFT THE JAPANESE FREIGHTER HYOGO MARU AT THE AUSTRALIAN NATIONAL LINE'S MORT BAY TERMINAL IN SYDNEY THIS MORNING.

AN A-N-L SPOKESMEN SAYS THE TWO WERE PICKED UP ABOUT ONE O'CLOCK YESTERDAY AFTERNOON FROM THEIR DRIFTING FIVE-METRE SKIFF ABOUT THIRTY KILOMETERS OFF EVANS HEAD AFTER DRIFTING IN STORMY SEAS FOR ALMOST A DAY.

THE HYOGO MARU WAS ASKED TO DIVERT TO MAKE THE RESCUE AFTER A SEARCH PLANE SPOTTED THE SKIFF EARLIER YESTERDAY.

ONE OF THE FISHERMEN, 45-YEAR-OLD JAMES BROWNING OF BRUNSWICK HEADS, TOLD THE FREIGHTER'S CAPTAIN THE SMALL BOAT'S ENGINE HAD

FAILED WHILE HE AND HIS FRIEND WERE OUT FISHING ON SATURDAY.

AAP 3.4 PMC/JW (A)

NNNN 031015

BULLETIN UPDATER

GIRL (SYDNEY)

POLICE HAVE APPEALED FOR HELP FROM ANYONE WHO MAY HAVE SEEN MURDERED LALOR PARK GIRL, DEBRO GAY HOLAHAN, AFTER SHE LEFT HER HOME ON SATURDAY EVENING TO VISIT A GIRLFRIEND.

SIXTEEN-YEAR-OLD DEBRA'S BODY WAS FOUND YESTERDAY IN A CREEK IN THE ASHLEY BROWN RESERVE OPPOSITE SEVEN HILLS HIGH SCHOOL. IT WAS ONLY ABOUT 60 METRES FROM A BUSY ROAD and 400 METRES FROM HER HOME.

DEBRA WAS WEARING A BLUE POLO NECK JUMPER, A WHITE CHEESE CLOTH SKIRT AND CLOG TYPE SHOES WITH RED STRAPS AND CARRYING A BLACK LEATHER SHOULDER BAG.

SHE ALSO HAD A BONE COLOURED UMBRELLA WITH HER7, WHICH HAS NOT YET BEEN RECOVERED.

AAP 3-4 CB/JW (A)

HOCKEY (BUENOS AIRES)

AUSTRALIA, THE OLYMPIC SILVER MEDALLISTS, HAVE TAKEN THE BRONZE

AT THE FOURTH WORLD HOCKEY CUP IN BUENOS AIRES BY BEATING WEST

GERMANY FOUR-THREE IN THE THIRD PLACE PLAY-OFF.

GOALS BY IAN COOKE AND DAVID BELL WITHIN A MINUTE OF THE START
OF THE SECOND HALF TURNED THE GAME IN AUSTRALIA'S FAVOUR.

THEY TRAILED 2-1 AT THE INTERVAL BUT WERE AHEAD 3-2 BY THE FOURTH MINUTE OF THE SECOND HALF AND LATER LED 4-2.

COOKE AND TERRY WALSH SCORED AUSTRALIA'S OTHER GOALS.

AUSTRALIA'S THIRD PLACE IS THEIR HIGHEST FINAL RANKING IN THE THREE WORLD CUPS IN WHICH THEY HAVE PARTICIPATED.

AAP 3.4 RKM/GJW

#### (3) 2GB News script, items 4 and 5

kelly.papers-rtn.27-2.

beaches

A 21-year-old man is in intensive care in SYDNEY'S MONA VALE hospital after breaking his back in an accident at a beachside swimming pool.

GARY LARKIN of BELROSE damaged his spine and collarbone when someone jumped on his head in the SOUTH CURL CURL pool.

Lifesavers used special techniques to keep LARKIN afloat in the water until medical help arrived.

He's suffering partial paralysis--but doctor SUE ROWLEY of the WALES helicopter service says LARKIN can probably thank lifesavers for keeping him afloat and preventing total paraplegia.//

sutton/rejig ex 0830

drugs

SYDNEY race horse TRAINERS are worried by stories that horses are being doped... with marijuana.

According to race course detectives - stable hands are getting into pot smoking parties at some stables... and they're passing the drugs around to the horses.

It's not a blatant case of race horse nobbling - but it's having the same effect.

SYDNEY trainer THEO GREEN says he's not surprised that stable lads are taking drugs.

# (4) ABC popular music announcing: section of 'Easy Listening Chart' and transcript of two announcements



(NB: Billboard is an American trade magazine.)

- "...Welcome to some easy listening music on ABC, and we're starting off this afternoon with Art Garfunkel, Paul Simon, and James Taylor, that's a pretty formidable trio: "What A Wonderful World"..."
- "...Rather smaller sound there from Gordon Lightfoot, the Canadian poet, balladeer, call him what you will: "The Circle Is Small" is his new one, currently at number four on the Billboard Easy Listening Top 40. Coming up now: Barry Manilow..."

# (5) Transcript of some 2JJ popular music announcements

- "...Yeah, that's the title track from the new or reasonably new album from Richard Clapton, 'Goodbye Tiger'..."
- "...And coming up, Richard Clapton, from the 'Goodbye Tiger' album. Richard Clapton currently taking himself off to Berlin for a little bit of a sabbatical and eh time to recharge the batteries and write some more songs and come back with another album. This is 'Deep Water' from Richard Clapton 'Goodbye Tiger'...."

## (6) Section of 2CH music log and transcript of announcement

AWA RADIO NETWORK - MU	SIC LOG FOR 01 MAR 78	PAGE 3
TITLE	ARTIST	DURATION PERF
PROG:MID DAWN MON-SUN	2-3AM TIME: 2 HRS 0	00 MIN.
TAPES USED: 1)S019 2)2	018 3) SVII 4)SV10 5)	Al
HERE COMES DANNY	CONNIFF CREATION	2:31
TO THE DOOR OF THE SUN	MELB POPS	3:40. PA
IF NOT FOR YOU	ANITA KERR SINGERS .	3:02
YESTERDAY	RAYMONDE LEFEYRE	2:27
WATCH WHAT HAPPENS	LUCIO AGOSTINI	2:28
I WANNA BE AROUND RAIN BRINGS PEOPLE		2:20
	LAURIE BOWER SINGERS	3:06
HEY JUDE	FRANCK POURCEL	2:43

NB: The original is a computer printout.

- "...Well in that last selection of 2CH Good Music we had
  Lucio Agostini with 'Watch What Happens', Ray Anthony and
  his orchestra with 'I Wanna Be Around', 'Rain Brings People
  Together' came from the Laurie Bower Singers, and we heard
  'Hey Jude', the Beatle song from Franck Pourcel..."
- "...You're relaxing with Good Music 2CH, 1170 in Sydney.

  That time we heard from Franck Pourcel, and eh a marvellous eh interpretation of that great Beatles tune 'Hey Jude'.

  And before that 'Rain Brings People Together' and the Laurie Bower Singers..."

#### (7) Section of 2KY music log and transcripts of some announcements

Tuesday 21st March 1978 2KY 1020 Programme Log.

Additional Music must be approved

by the Programme Director and duly

logged.

All items broadcast must be ticked.

10 pm - Midnight

TF 21 Stay 01' 55

P. 82 Hold me tight

Anne Murray

x5 T4.Sl. Easy street

Mark Holden

TF 22 Calling occupants of interplanetary

Carpenters

P.74 The Beer Song Bob Purtell

- "... There we are, the good sound of Australian talent there, 01' 55 and their brandnew single 'Stay'. And from Australia we move right across the world now to Canada. And one of Canada's leading talents, Anne Murray, her brandnew single 'Hold me Tight' ... "
- "... That's Mark Holden, the great Australian talent from eh Adelaide in fact, South Australia, very smart man, very popular with the ladies, and eh he's currently on 'Easy Street'. Here are the Carpenters now, 'Calling Occupants Of Interplanetary Craft' ... "

# (8) Section of 2SM Top Forty Chart, and transcripts of some announcements

1270 2SM TOP FORT	Y CHART COMME	NCING FRIDAY	7TH API	RIL 1978
		ø	LAST WEEK	TIMES IN
1. STAYIN' ALIVE	BEE GEES	RSO 2090 267	1	6
2. IF I HAD WORDS	SCOTT FITZGE	RALD & YVONNE		
	KEELEY	U/A K 6988	4	7
3. EMOTION	SAMANTHA SAN	G PRIVATE		si -
		PVT 11610	2	8
4. ISN'T IT TIME	THE BABYS	CHRYS.K 6949	3	8
5.*EBONY EYES	BOB WELCH	CAP CP 11658	10	4
6. IT'S A HEARTACHI	BONNIE TYLER	RCA VIC 103038	5	12

- "...Seven twenty-one. Interest with Erich von Daniken in town, peddling his philosophies on interplanetary craft.

  Here are the Carpenters..."
- "...Carpenters at 1270 2SM, 'Calling Occupants of Interplanetary Craft' He'll be with George and Mike this
  morning, Erich von Daniken. So too will be Jane von Sponeck,
  that lovely, lovely lady, the Lufthansa lady you may have
  seen in those commercials on television. 'Close Encounters
  of the Third Kind', or maybe this German kind, it's John
  Williams, from that movie..."
- "...John Williams and the theme from the mindblowing movie
  'Close Encounters of the Third Kind' on 2SM there, played
  this morning for the alien who landed on earth, walked up

to a toiletblock, walked inside, and said to the rollertowel dispenser 'Pardon me, Miss, your slip is showing', boum boum..."

"...The Carpenters on 2SM doing 'Calling Occupants of Interplanetary Craft', and one thing is certain, they would never land in Sydney, couldn't find a parking place..."

## (9) ABC fine music announcing script

#### NEW RECORDS FROM OVERSEAS

SATURDAY, 11th MARCH, 1978

Script: Allan McNeish

1500 - 1700 : RADIO 2

(Total music time: 104'53")

Good afternoon and welcome to New Records from Overseas.

In this afternoon's programme we shall hear Massenet's

'Scenes Dramatiques' played by the National Philharmonic

Orchestra conducted by Richard Bonynge; then Pinchas

Zukerman is both soloist and conductor in Haydn's Violin

Concerto in C. This is followed by Maurice Duruflé's

Requiem, sung by Kiri te Kanawa (soprano) and Siegmund

Nimsgern (baritone) with the Ambrosian Singers, Desborough

School Choir and the New Philharmonic Orchestra conducted

by Andrew Davis. Finally, we have Händel's Music for the

Royal Fireworks - the original version for wind band,

played by members of the London Symphony Orchestra conducted

by Charles Mackerras.

Massenet's 'Scenes Dramatiques' appeared in 1873 and was based on Shakespearean tableaux. Gounod's 'Romeo and Juliet' had recently followed a trail blazed in France by Hector Berlioz, and Massenet saw the possibilities latent in such a fashion. The first movement is called 'The Tempest - Ariel and the Sprites'. Moving to a swift tempo it uses two main ideas - one a rushing figure first heard on strings and woodwind, the other a staccato arpeggio Next comes 'Desdemona's Slumber' - a slow, soft motive. reverie, with much effective string writing and some ravishing music for a pair of harps. The third movement is based on 'Macbeth'. More elaborate and highly developed, it offers a poetic synthesis of the play - the witches, the banquet, Banquo's ghost and the coronation of Malcolm. Massenet's deploys a large orchestra with great variety of texture and colour in this very imaginative piece.

Recently Decca issued a most attractive recording of

Massenet's orchestral music which includes the 'Scenes

Dramatiques'. They are played by the National Philharmonic

Orchestra and conducted by that modern-day champion of his

music, Richard Bonynge.

PLAY: DECCA SXL 6827, Side 2, cuts 1, 2 & 3 DUR: 19'17"

#### (10) 2CH script for commercial

#### 2CH RADIO COPY

ADVERTISER...Golden Fish Restaurant..DURATION...30 seconds...

PRODUCT.....Seafood & Steak...DATE FOR BROADCAST..25March/78

я до навах водивраданости в светия в объективання дважения в на

#### TRACK TWO

If your special taste is seafoods with a fresh sea-salt tang, the Golden Fish Restaurant is the perfect place for you to take lunch, or dinner. Or to take away the prime, delicious foods of your choice. Here's a meaty recommendation from the Golden Fish -- Peking style fillet steak. Or delicate chicken and ham rolls. Having a luncheon or dinner party soon? Then phone the Golden Fish for a quote on 371.6303. Plenty of parking at the Golden Fish Restaurant, next to the Wintergarden Theatre, New South Head Rd, Rose Bay.

(NB: The line 'here's a meaty recommendation from the Golden Fish' was struck out and 'try their' was written above it, by hand.)

## (11) 2KY script for commercial

#### RADIO 2KY

PETER WILLIAMSON PTY. LTD.: Friday/Saturday Sport: March
10th & 11th.

#### LIVE ANNOUNCER:

Attention used car buyers... if you're looking for a top quality used car, then check the range at Peter Williamson, the Toyota Dealer at Liverpool. See over 70 used cars on display and if you take the Peter Williamson advertisement from Page 9 of Friday's Mirror along to the Showroom you will save \$ 100 on any used car on display. So NIPPON OUT to Peter Williamson Liverpool for new Toyota cars, trucks or top quality used cars... and Page 9 of Friday's Mirror can save you a \$ 100 on any used car at Peter Williamson, Liverpool.

# (12) ABC information script

34755

Tues. 14/3 Tues 14/3 Radio Press T. Twiss

BROADBAND - TUESDAY: Tonight 1915 EAT R2 & R3 2,3,4,5,7 NA,CY

Tonight on Broadband at 7.15 Science Review features a

reconstruction of the fall of the Soviet satellite Cosmos

954. How close did it come to crashing into the eastern

seaboard of Australia? Julie Rigg will be raising this

question with Duncan Campbell, Space Research correspondent

for the British weekly, The New Scientist.

There will also be some background on the international

marketing style of IBM which will include an interview of IBM titled, "And Tomorrow the World".

Finally a discussion on homosexuals and the church. 1978 is shaping up as the year when the major churches will have to make a decision on the acceptance and ordination of homosexuals. That's Broadband tonight, Tuesday on Radios 2 and 3.

# (13) Transcript of sections of 2JJ 'What's On' announcements

"...eh continuing with the marathon 'What's On' this morning, em, if you go down to the Elizabeth Folk Club, that's at two eighty five Elizabeth Street in the city, from seven til ten, it cost you a dollar to see Robin Surt. And also they've got Robin Conaughton, Brian Crawford and Daglund Apley. And at the Limerick Castle, Ann Street in Surry Hills tonight, you don't have to pay to see Lightning Ridge, that's from seven till ten..."

"...and now for tonight, Wednesday night, 'What's On'.

First up, in and around the city: Lightning Ridge is on at the Limerick Castle, Ann Street in Surry Hills, no covercharge there. Cyril B. Bunter Band is on at French's Wine Bar, in Oxford Street, Darlinghurst, from seven til ten, no covercharge. Margaret Roadknight at the Soup Plus, in George Street in the City, from seven till ten, no covercharge. Big L, at the Jungle Bar, in the Menzies Hotel, in the city, seven pm. again, no covercharge..."

# (14) Scripts and two transcripts of 2SM traffic information announcements

TIME CALL.

Not a good morning on the bridge this morning - a 2 car prang near Milsons Pt Station - traffic is banked back to the Cahill Expressway.

Police and ambulance are on the way.

Also bad disruptions on Paramatta Road near Bold Street and as you approach the University.

On the good sign the PTC says all trains and ferries are on time this morning.

That accident on the Bridge still causing big problems this morning - traffic is at a standstill back to Macquarie St on the Cahill. The DMR tow-trucks are having trouble getting to the accident near Milsons Pt. Station, so if you see them coming let them through. Plenty of parking at all city parking stations but trains now 15 minutes late on the East Hills line because of a power failure.

(NB: These scripts were handwritten.)

"...Seven twenty at 2SM. Not a good morning on the Bridge this morning - two car prang near Milsons Pont Station - traffic is banked back to the Cahill Expressway and police and ambulance are on the way. Also bad disruptions Paramatta Road near Bold Street as you approach the University. On the good side, all trains and ferries are on time this morning, Amen..."

"...2SM at 10 minutes past 7. Not a good morning on the Bridge this morning - a 2 car prang near Milsons Point Station and traffic is banked back to the Cahill Expressway again this morning, but the police and the ambulance on the way to the scene there. Also bad disruptions on Paramatta Road and as you approach the University there as well. On the good sides, the good news is, all the trains and the ferries are on time so far this morning. Eleven minutes past seven, currently it's twenty-five point five degrees in Sydney..."

\* \* \*

#### APPENDIX 2

(1) Mean rate of utterance (in syllables per second) in different types of announcement (standard deviations included in brackets)

Type of announcement	Mean rate of utterance
Newsreading	4.69 (0.24)
Information	4.59 (0.56)
Popular music announcing	4.48 (0.46)
Commercials	4.1 (0.37)
Fine music announcing	3.93 (0.06)
Conversational speech	3.89 (0.37)
	F = 5.13; p < 0.05

(2) Mean rate of utterance (in syllables per second) in different stations (standard deviations included in brackets)

Station	Mean rate of utterance
2SM	5.13 (0.44)
2JJ	4.58 (0.39)
2KY	4.53 (0.11)
2СН	4.40 (0.38)
ABC	4.27 (0.41)
5- *:	F = 6.47; p < 0.05

# (3) Mean rate of utterance (in syllables per second) by station and type of announcement (standard deviations included in brackets)

	ages ಹಳಕು ಕಾರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ ಕರ್ಮಕ್ರಿಯ 	
Station	Type of announcement	Mean rate of utterance
ABC	Newsreading	4.9 (0.14)
	Information	4.12 (0.15)
	Fine music announcing	3,93 (0.06)
	Popular music announcing	3.9 (0.22)
		F = 34.33; p < 0.05
2CH	Newsreading	4.6 (0.19)
	Popular music announcing	4.47 (0.15)
	Commercials	3.94 (0.36)
	g at 03 04 45 064	F = 6.13; p < 0.05)
2SM	Information	5.31 (0.34)
	Popular music announcing	4.91 (0.44)
	a a second	not significant
2KY	Popular music announcing	4.54 (0.11)
	Commercials	4.42 (0.05)
	o o kabang	not significant
2JJ	Popular music announcing	4.58 (0.39)
	Information	4.5 (0.4)
		not significant
2GB	Newsreading	4.46 (0.09)
	B. E. E. B EX CHARLESTER F. E. F.	алам кабышы аажасы

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