

QSL CARDS IN SEMIOTIC PERSPECTIVE

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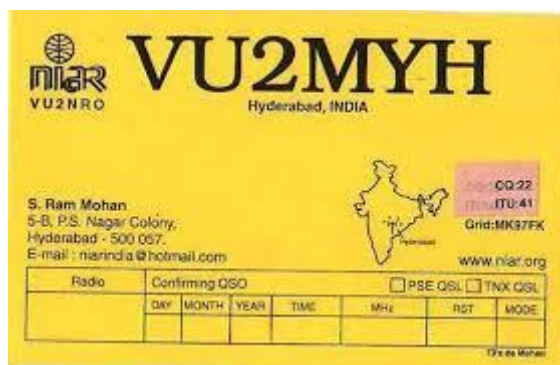
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Introduction

Radio is an audio device of passing messages to a mass audience. It is also an attractive medium among the various mass communication media because of its special characteristics. There was a long period of relations between the radio and the broadcasting station. This was because a radio had the interests of its listeners and their ideas, and at the same time had the positions to be retained as long term audiences. Radio stations have long tradition for distributing QSL card, to the listeners who are watching the events deeply and exchange their feedback. In general term QSL card is known as verification card or Reception report. It is in vogue at the beginning of the nineteenth century on a world scale. QSL card bearing a variety of information like various images, information about particular radio programme etc., This is an excellent document to record history and to record information about the race, language and memory of particular country.

QSL in historical view

The earliest reference seems to be a card sent in 1916 from 8VX in Buffalo, New York to 3TQ in Philadelphia, Pennsylvania. The standardized card with call sign, frequency, date, etc. may have been developed in 1919 by C.D. Hoffman, 8UX, in Akron, Ohio. In Europe, W.E.F. "Bill" Corsham, 2UV, first used a QSL when operating from Harlesden, England in 1922. All India Radio also distributing the QSL card for its regular audiences. This activity helps to maintain relationship between audience and Radio stations long term basis. The postal stamp (philatelist) collection and coin collection (Numismatics) is a passion and popular hobby throughout the world. In this way, many of the Radio audience collecting QSL cards from various International Radio stations. Collecting QSL card is like best documentation work. (Shrivastava K.M., Radio and TV Journalism, Sterling Publishers Private Limited, New Delhi, 1989). In long run, various researches can be studied on this platform.



QSL and Semiotic analysis

Semiotics means study about signs. A sign, in this context, refers to something which conveys meaning – for example, a written or spoken word, a symbol or a myth. As with many semanticists, one of Barthes's main themes was the importance of avoiding the confusion of culture with nature, or the naturalisation of social phenomena. Roland Barthes is one of the leading theorists of semiotics, the study of signs. He is often considered as a structuralism, following the approach of Saussure. His strong view is "There are many different ways a particular signified could be expressed in language, or different objects divided-up. None of these ways is ultimately superior to the others". (Srikumar S., Krishnan N., Makkal Thakaval Thodarpial, Sri Senbaga Publishers, Chennai, 2006). He provides detailed analyses of short texts, passages and single images so as to explore how they work. In this aspect QSL brings different content, concept and image for our analysis to get valuable information. For example some of Radio stations using their studio and tower related images. Few of the using text information, it is highly informative. Semiotics researcher *Marcel Danesi*, says in his book, 'Understanding Media Semiotics' as it follows; Radio broadcasting dramatically changed social life wherever it was introduced. It brought news, information, and the arts directly into homes. Historically a privilege of the

elite, the arts could be enjoyed by members of the general public, most of whom would otherwise not have access to venues such as the concert hall and the theatre. In the area of

Greetings From Republic of India
AMATEUR RADIO STATION
VU2SDU
HANDLE - SHAIKH

CC ZONE - 22 LICENCE SINCE 1994 BORN 1970

IT'S A PLEASURE TO CONFIRM OUR 2 - WAY - QSO - TO RADIO OP

DAY	MONTH	YEAR	TIME	FREQ - MHZ	MODE	UR-SIG	PWR	QSL	
			IST / GMT			RST	W	PSE	TNX
					PHONE				
					CW				

MJF Lt. S.S.M. SADAQATHULLAH
G.P.O BOX NO- 1721
66 (K7), MUTHUMARI CHETTY STREET,
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V.H.F. ANT : SLR JIM 80FT HIGH
TXN FR QSO DR :
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news reporting, radio could offer its audiences live coverage of events – something that news papers could not do” (Marcel Danesi, Understanding Media Semiotics, Hodder Education, London, 2002).

QSL and Image

One image has the power to convey thousand words. Generally most of the QSL cards bear important images. Specific photographs are based on the

cultural and cultural information of the particular country. All India Radio Station issued many cards with the detailed image of Indian Monuments like Sanchi Stupa. Radio researcher Dr.Jaisakthivel shared the details as follows; there are varieties of QSL cards issued by International Radios. QSL bear particular day of programme, Time and quality (sound). Variety of QSL like paper, plastic, mirror and wood also brought out by radio stations worldwide. BBC Radio broad casting service used the image on QSL like studio and Transmitters. Radio Vietnam published QSL with the images like famous buildings and windmill. Some of the countries are distributing the QSL without images. Radio Saint Helena broadcasts only a few hours a year. They also offer QSL cards for their programmes worldwide audiences. Particularly this type QSL is viewed as highly valuable globally.

QSL card and Content

Commonly the word QSL has no direct expansion. In general term this is accepted as Viewer's confirmation report. In broadcasting industry 'Q' is known as Code of communication. This tool (QSL) is used to determine whether or not the radio is clearly listening to the readers. At the same time Radio stations are sent Greeting cards and small prizes to entertain the listeners and maintain them as long term audience. QSL cards include the contents of information as follows; Day of Programme, time (GMT), Name of the programme, Quality of programme with 1 to 5 rating. Quality means clarity of sound. It also named as Synpo Rating.



QSL card as Document

QSL is an important document and also it has long tradition. Collecting QSL is a good practice in an angle that has long been collected. Radio listener and QSL collector Mr. Rakesh Rao says as follows; 'listening the radio is a great experience and also getting the confirmation for our listening through QSL card is a wonderful experience. We may listen the International Radio programmes through Internet. After that we forward our feedback to particular radio station, and then we get QSL later. Radio Taiwan International, Radio Parague are currently distributing the QSL throughout the world to Radio listeners'.

Conclusion

QSL is being collected internationally by Radio listeners. Some of Radio stations have been sent the QSL card many years later to the listener. Distributing QSL is a remarkable activity for the traditional Radio broadcasters. Such a move has played a vital role in creating a long-range relationship between listener and Radio broadcasters globally. QSL card related research is important, because it includes much information for social science research.

QSL அட்டை ஆவணம்

என். விஜயகுமார்

QSL அட்டை, நேயர்களுக்கு வானொலி நிலையத்தால் அனுப்பப்படும் ஒரு உறுதிக் கடிதமாகும். அஞ்சல் அட்டை போன்று வடிவில் இருக்கும் இந்த ஆவணம் அகில இந்திய வானொலி மட்டுமின்றி உலக வானொலி நிலையங்களாலும் நேயர்களுக்கு தோடர்ந்து அனுப்பப்பட்டு வருகின்றன. தபால் தலை, நாணயம் சேகரிப்பு போன்றே QSL அட்டை சேகரிப்பு முறையும் சர்வதேச அளவில் வானொலி நேயர்கள் பின்பற்றி வருகின்றனர். ஒரு நாட்டின் கலாச்சாரம் உள்ளிட்ட பயனுள்ள பல தகவல்களை QSL அட்டைகள் தன்னகத்தே கொண்டிருப்பதால் அது பற்றிய ஆய்வு மேற்கொள்ளப்பட்டது.