

A method and an apparatus for personal calling a wireless terminal over a wireless telecommunications network reduce energy consumption in standby mode. A channel for high-speed personal calling with a minimal encoding level is established, through which over one of time slots high-speed short messages of a pagemaster system (30) are transmitted. A message of the pagemaster system indicates that request for initial communication is received, and wireless terminals at receiving side have to process data of a personal calling channel with a high level of encoding, through which complete messages of the pagemaster system (32) over the next time slot of complete personal calling are transmitted. The said wireless terminal monitors a channel of complete personal calling upon receiving a high-speed short message of the pagemaster system in the channel of high-speed personal calling.