Personal Philosophy of Radio

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Many radio insiders would argue that the industry has always been an industry that experienced change and evolved with change. Rather we’re listening to it in our cars or at home, the radio is a permanent source of entertainment and communication. Radio appeals to everyone and is available to all. While new technologies have added a more compatible form of communication in many respects, the radio is consistent and reliable. This gadget has become a part of our everyday life. “Radio appeals to everyone and is available to all. Its mobility and variety of offerings have made it the most popular media in history and are still continuing to up rise to this day” (Hendrick and Mims p.6-7).

Radio broadcasting has been with us for various years and transitioned throughout those years. Specifically, the radio industry is experiencing a change in the method in which listeners consume audio and new competition from audio platforms based on the internet (Hendrick and Mims p. 1). There was a time when the radio only had AM/FM, now there are different forms of varieties such as Sirius XM radio and other music streaming services such as podcast, Spotify, Pandora, iHeart radio, etc. Some of these music streams give you the option to choose your own genre of music and artists. According to dynaudio.com, music streams such as pandora allow machines (rather than humans) to choose their own songs. Instead of listening to a show played by a DJ, with music taste vaguely aligned with yours, you instead have your own music station. Most of the time with radios, you can’t choose your song or artist, you would have to listen to whatever is being played within that genre. This is when the transition of radio evolved.

According to Larry Miller, the resilience is weakening radio, music radio is now falling behind as audiences have begun to move on and listen to music on Spotify, Pandora, Youtube and other digital services (Hendrick, Mims p.7). He is right; however, the radio portion is still compatible with all these broadcast companions, it just tends to be a portable source. A Nigerian proverb from Ipsos.com states, “however far the stream goes, it never forgets its source”. New methods do not replace the old radio, they tend to coexist. According to a recent study by Edison Research, one out of every two online Americans has streamed music over the internet. They do so in the same places they consume traditional broadcasting radio- in the car, home while walking, and taking public transportation. Newer model cars come with built-in Bluetooth technology however, it is all still physically a part of the radio. They’re working together to expand the radio. Miller believes that these advances are turning the car into an “interactive digital, mobile media device” -- what he doesn’t realize is that interacting is what radios do and what they are for. You must interact with the radio for you to get to the station you’re wanting of course. When you get to that station, depending on what’s chosen, you may just interact with the radio by jamming to the music that provided or you may catch yourself interacting with the catchy commercial that they play repetitively. Interacting with something does not only have to be physical but also verbal, it can make you act in a way on how something affects you. If you’re singing the song that so happens to be played on the radio, you’re interacting with the radio. This is what this gadget is for. João Paulo Meneses wrote an article stating that radio and music have had a perfect wedding. The digitalization has created alternatives that also transformed the role of the consumer, from passive to active; streaming music channels let you choose when you want to listen and even what music you want to hear. “The radio is facing the competition of virtually unlimited choice” (Hendricks and Mims p.7) when really all of these companions seem to be working together. They’re working compatible together to help process music by interacting with the designated audience.

The radio has tremendously progressed throughout the years and the radio will always be an existence. Not only are we using this tool to enjoy the melodies of sweet songs and nodding our head to the music, but we are also using this tool for communication, news sources, and entertainment. According to catawiki.com, the 1920s through the 50s the radio became a social medium. People would come together to listen to sports broadcasts or even a comedy show. The radio was particularly important for the great depression, for it provided an affordable form of entertainment. Without cellular devices, computers or any other electronic device, the only way we can communicate or have a source of entertainment is by radio or a walkie talkie; a portable two-way radio that allows you to communicate to someone else with the same portable radio. According to Techwalla.com, Radio has held strong against new technology like cell phone signals. While new technologies have added a more compatible form of communication in many respects, the radio is consistent and reliable.

References

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