

EFFECTS OF RADIO ON SOCIETY

- ▣ **Overview:**
- ▣ Radio proved far more effective in mass communication as compared to the print media. The property of radio which did not require transportation of the message drew immense attention of common people and investors in the field of mass media. Once the radio technology was recognized as an effective mean of communication, there was a race among companies and individuals to have their own radio facility.

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- ▣ But with the advent of TV and advancement in the day to day technology raise new debate that still radio is an effective medium for mass communication??? so in today's lecture we will briefly discuss the role of radio in current scenario and will see how radio programs and its other uses changed the lifestyle of people around the world.

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- ▣ **Entertainment:**
- ▣ Radio provides entertainment opportunities to people, especially for those who could not afford the luxury of visiting places where entertainment is available only to the rich. With a radio set by their side, common people could also enjoy music and stayed informed about events as ordinary as a street robbery to change of governments and tug of war among political rivals to availability of commodities in the market.

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- ▣ **Information:**
- ▣ Radio serves hugely the human instinct to know about events taking place around him and at distant lands. No fairy tales, but the radio brings news from across the oceans and from inland without distinction. A regular listener of radio news would get an impression as the whole world has shrunk – a feeling which print media would never had thought in around 400 years before the invention of the radio. The news aired regularly from different stations are followed by views and a much spicy discussion among experts to generate more interest in events from social and political life. The announcements about weather, and trains/flights schedule has been an added advantage to radio listeners.

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- ▣ **Education:**
- ▣ As radio continued to have its impression on the cultural outlook of the societies by pouring in more opinions of experts in different fields of social life, it started special services to educate people on scores of issues foremost among those have been the healthcare matters. No other source would have been proved handier than radio programs to educate mothers in particular on providing primary health points for babies and school going children etc.

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- ▣ **Jobs:**
- ▣ Radio opened gates of jobs never known before. To become a broadcaster with a radio station was considered to have a prestigious job in the early days of radio. It still is. The news-readers, copy writers, playwright for radio dramas, anchors for different discussion shows, musicians, recording engineers and a range of technical jobs came about so quickly that colleges and universities had to run degree programs to meet the requirement of radio stations to employ staff in its various sections.

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- ▣ **Advertising:**
- ▣ The corporate sector sensed the importance of radio as one strong medium to reach very high number of consumers of their products and services and started buying time for this purpose. Within a decade of radio broadcast, an advertising sector – far more organized than the world would know during the rapid growth of print media, was visible. Since the popularity of the commercial programs was dependent hugely on the entertaining side, the glamour was but to appear broad and loud. New trends were invented in music jingles, script writing and presentation.

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- ▣ **Role of Radio During Wartimes:**
- ▣ **People Glued To Radio :**
- ▣ Wars among nations – particularly the great wars in the 20th century, have brought massive destruction of societies. A nation at war has only one goal of fighting against the enemy. In this context the role of radio becomes all the more important. Radio news, commentary, announcements and war music are commodities in high demand by a society at war. Radio services have been fully exploited by countries at war. The quickest source of telling people what to do, where to move and what instruction they must follow have always come from radio.

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- ▣ **Special Band Used By Armies To Communicate:**
- ▣ It is not the common people who benefit from radio services but the armies have been gaining much advantage due to radio technology. Sending codes to different formations in the battlefield within no time have been possible by developing a code and occupying a particular frequency for this purpose. Communicating through codes is the common most practice during wartimes. – decoding of messages if believed to be one strong point which led to German defeat in the WWII.

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- ▣ **Ships, Planes Are Connected Through Radio Frequencies:**
- ▣ It is not the activities of armies on the land which are linked with radio messages, ships in the deep sea and the war planes in the air are also connected with radio frequencies.

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- ▣ **Satellite Using Radio Waves To Detect Enemies' Movement:**
- ▣ After the dispatch of satellite in the space in early 60s, the movement of armies of the enemy is now detected from the skies with the help of radio waves.

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- ▣ Propaganda – To Morale Boosting And Demoralizing Enemy:
- ▣ The worst in wars occur in the form of propaganda at a wide scale to demoralize the enemy. And at the same time boosting morale of your own people and army.

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- ▣ **Laws:**
- ▣ The invention and usage of radio has been instrumental in introducing laws which regulate the radio programs and ensure that no misuse of this technology takes place which may cause problems to social life.

- ▣ **Conclusion:**

- ▣ So to conclude the discussion we may say that radio is still an effective medium specially for uneducated people and still it is broadly listened not only in villages but also listened in cities by countless number of people if compared it with other mediums it is cheap no need of electricity also available on mobile phone and can be listened free of charge.

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That's All
Thank
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