

SUBJECT: Media

UNIT: Radio



Key Terminology

- **DJ:** A person who plays recorded music or talks on a radio show.
- **Producer:** A person who oversees the production of a radio show or programme.
- **Sound Engineer:** A person who operates audio equipment in a radio studio.
- **Jingle:** A short, catchy tune used to identify a radio station or show.
- **Sound Bite:** A short, recorded excerpt from an interview or speech.
- **Podcast:** A series of digital audio files that a person can download and listen to.
- **Radio Drama:** A play performed on radio.
- **Live Broadcast:** A radio show that is broadcast as it happens.
- **Pre-recorded Broadcast:** A radio show that is recorded in advance and played back later.
- **Needletime:** The limited time allocated by a radio channel to the broadcasting of music from records. For the BBC in 1967, this time was limited to only 5 hours in every 24.

Key Concepts

- **Radio Formats:** Different types of radio stations, such as music, news, talk, and sports.
- **Radio Audience:** The people who listen to a particular radio station or show.
- **Radio Advertising:** The use of radio to promote products or services.
- **Radio Regulation:** The rules and regulations that govern the radio industry, such as broadcasting standards and licensing.
- **Radio Production Process:** The stages involved in producing a radio show, from planning and scripting to recording and broadcasting.
- **Sound Design:** The art of creating sound effects, music, and dialogue for radio.

Analysis Techniques

- **Sound Analysis:** Analysing the use of sound in a radio programme, such as music, dialogue, and sound effects.
- **Narrative Analysis:** Analysing the story and plot of a radio drama or documentary.
- **Audience Analysis:** Analysing the target audience of a radio programme and how it appeals to them.
- **Contextual Analysis:** Analysing the historical, cultural, and social context of a radio programme.