

# *RADIO IN THE CONTEMPORAR Y WORLD*

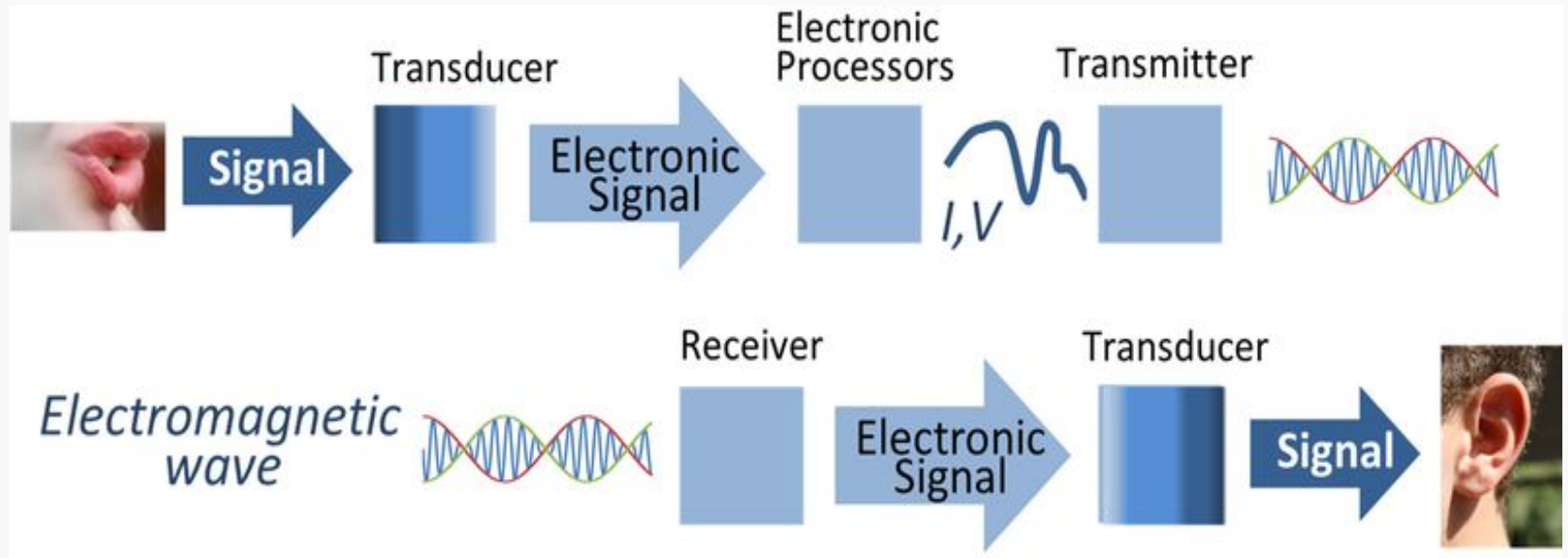
*Rogozin Pavel*



# RADIO

- *Radio is the wireless transmission of signals through free space by electromagnetic radiation of a frequency significantly below that of visible light.*





# ROLE OF RADIO

- *The role of radio changed repeatedly.*
- *It was the only alternative of printed matters.*
- *Then it was the most influential mass media.*



- *Radio is friend for people.*
- *Communication between radio and listeners is based on confidentiality.*
- *This communication is official like a letter to newspaper, but it is not so nervous like TV programme.*



# TALK-RADIO

- *One of the popular format on the radio is talk-radio.*
- *Many entertaining radio stations use it, because such format doesn't demand a clear expression of thoughts. Aim of talk-radio is to express our feelings and emotions.*





# VOX POPULI

- *Other format is vox populi.*
- *It is a public opinion poll.*
- *People can discuss some problem and express opinion directly.*



- *The main difference between radio and other means of mass media is efficiency. People can talk with journalist directly. It is faster than correspondence with newspapers or magazines.*





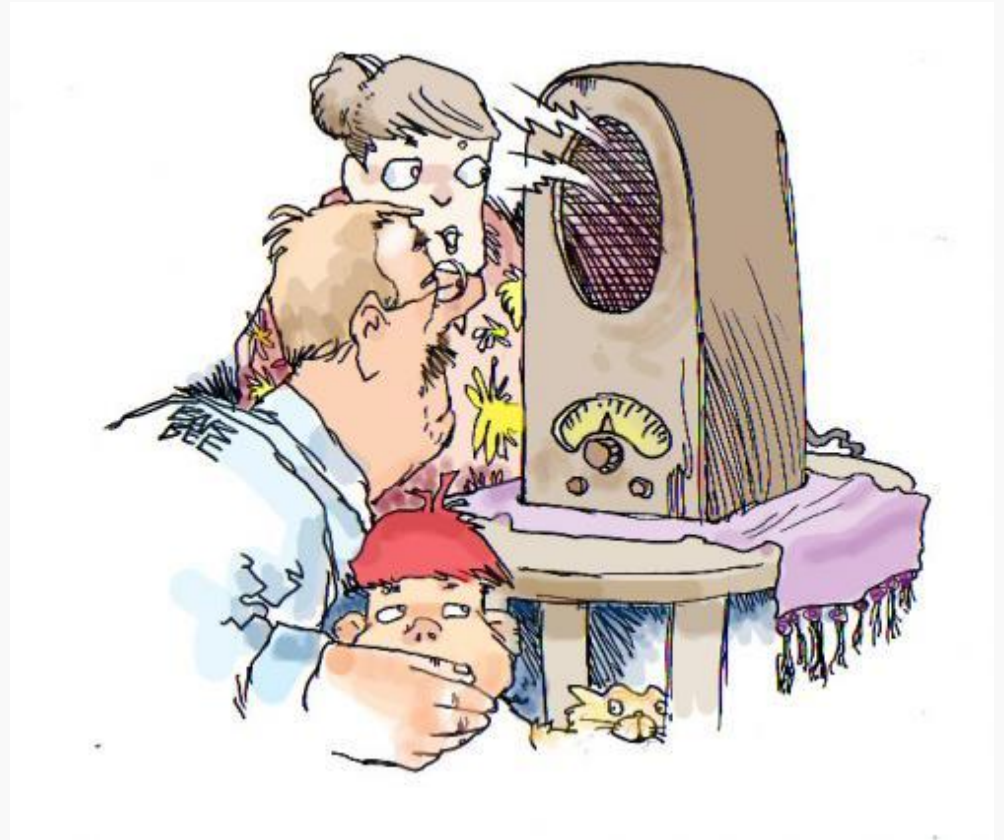
- *The distinctive feature of radio is popularity.*
- *Radio is the most affordable and cheap mean of mass media.*



- *Radio is unobtrusive. We can listen to radio and stay in touch with outside world (for example, people can drive and listen at the same time).*
- *We shouldn't answer all the questions and express opinion. We only get information about something.*



- *Radio has a psychological impact on the people.*
- *It influences the imagination of people.*
- *Many modern physiologists pay attention to these moments, following the results of research of the great scientists such as Sechenov I.M., Pavlov I.P.*



# RADIO DAY

## □ Radio

*Day, Communications Workers' Day or Radio and Television Day is a commemoration of the development of radio in Russia. It takes place on May 7, the day in 1895 on which Alexander Popov successfully demonstrated his invention.*

