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THE FUNCTIONS OF RADIO AND THEIR FUTURE IN THE EVOLVING RADIO BROADCASTING

*DEĞİŞEN RADYO YAYINCILIĞINDA RADYONUN İŞLEVLERİ VE
GELECEĞİ*

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Abstract

Functions of the radio that left its mark in the 20th century went through different periods in the course of history. In the past, radio functioned as a news channel, however it subsequently came to the forefront with its entertainment function. In our day, radio has turned into a music box. This situation shows that its entertainment function is more important than the other functions. In the present study, a survey was conducted to figure out the views of the radio listeners on functions of the radio. In the survey applied to 520 persons from various age groups, it was found that 83.65 percent of the radio listeners attach importance to the "entertainment" function of the radio among other functions. The individuals who participated in the survey were asked to provide their predictions on the future status of the radio's functions. For this purpose, they were asked the question "which functions should radio have in the future?" 50.9 percent of the participants stated that they think "entertainment" function of the radio will be prominent in the future. Private radio broadcasting left twenty-five years behind in 2015. In the survey designed to investigate the value of the radio functions in the eye of the radio listeners for the last half a century period, the results showed that entertainment function of the radio is the most important function. Both this survey and the practices in the sector indicate that the "entertainment" function of the radio is superior to any other functions. Similar to other platforms, listeners of the radio also prefer to "have fun" instead of "getting information".

Keywords: Radio, Radio Broadcasting, Radio Functions, Radio and Entertainment

Öz

20.Yüzyıla damgasını vuran radyo mecrasının işlevleri tarihi boyunca farklı dönemler yaşamıştır. Önceleri bir haber verme aracı olan radyo daha sonra eğlendirme işlevi ile ön plana gelmiştir. Günümüzde radyo bir müzik kutusuna dönüşmüştür. Bu onun eğlendirme işlevinin diğer işlevlerden daha önemli olduğunu göstermiştir. Bu araştırmada radyo dinleyicisinin radyo mecrasının işlevlerine bakış açısı ile ilgili bir

arařtırma yapılmıřtır. Farklı yař gruplarından toplam 520 kiřiye uygulanan ankette radyo dinleyicilerinin radyonun iřlevleri arasında "eđlendirme" iřlevini yzde 83.65 oranında önemsedięi ortaya çıkmıřtır. Arařtırmaya katılan deneklere radyonun fonksiyonlarının gelecekteki durumu ile de ilgili bir öngörüde bulunmaları istenmiřtir. Bunun için "gelecekte radyo hangi iřlevlere sahip olmalıdır?" sorusu yöneltilmiřtir. Arařtırmaya katılanların yzde 50,9'u gelecekte radyonun "eđlendirme" iřlevinin ön planda olacađını düřündüklerini söylemiřlerdir. 2015 yılı özel radyo yayıncılıđının yirmi beřinci yılını tamamladıđı bir yıl olmuřtur. Bu yarım asırlık süreçte radyonun fonksiyonlarının radyo dinleyicisinin gözünde yařadıđı deđerini arařtırmak için kurgulanan bu arařtırma radyonun eđlendirme iřlevinin, radyonun en önemli iřlevinin olduđunu göstermiřtir. Gerek yapılan bu arařtırmada gerekse sektördeki seyrinde radyo mecrasının "eđlendirme" iřlevinin diđer tüm iřlevlerinin önünde olduđu görölmektedir. Diđer mecralarda olduđu gibi radyoda da dinleyici "bilgi almak" yerine "eđlenmeyi" tercih etmektedir.

Anahtar Kelimeler: Radyo, Radyo Yayıncılıđı, Radyonun Fonksiyonları, Radyo ve Eđlence

1.INTRODUCTION

In the early period, people knew radio with a different name and they saw it as a very different method of communication. Evolution of the radio as we know and accept today into music, news and entertainment program broadcasting took two decades (Douglas 1987; McChesney 194; Schiffer, 1991).

People called radio *wireless* in the first decade that followed the invention of the radio by Marconi in 1895. The first radio had the same technology as today; it used electromagnetic spectrum for transmitting the audio signals to the receivers. Social driving forces determining the direction of the radio technology were not integrated, therefore, the technology had a different meaning. The radio industry was not institutionalized, governments did not have any regulations on the use of electromagnetic spectrum and investors were not aware of the profit that could be generated by producing radio receivers to use at homes. The wireless was not a radio yet.

Marconi introduced his wireless for the first time in the America's Cup in New York in 1899 thinking it was a telegram technology without wires. For an inventor who lived in that time, wireless was the advanced version of point-to-point communication technology. It had nothing to

do with music and any other entertainment programs. Commercial intelligence of Marconi focused his attention to the entities that use telegram in the course of their routine practices that particularly included the newspapers and steam vessels. The wireless he invented during that period functioned as an alternative or a superior model of the existing one as it was a less cumbersome tool for the long-distance communication.

According to Marconi, large commercial enterprises that need to send and receive information to/from remote places were going to be the biggest users of this tool. He did not think it would be reasonable to use it for personal purposes. Therefore, there was hardly any reason to produce equipment for personal use. In addition, early developers saw wireless as a multi-directional communication tool- wireless users could both send and receive messages. In the beginning of the 20th century, the receiver tool that we call radio today was seen differently as people were unaware that it will take its place right in the middle of the technology. In the historical conjuncture, the wireless first became "radio-telegram"; then it became "radio-telephone" when audio signals started to be transmitted instead of the Mors code, and then it became only the "radio" (Douglas,

1987:76).

The dispute on control and compliant use of the radio led to a conflict between corporations, USA army and amateur users in the beginning of the 20th century. Corporations including the American Marconi Corporation argued that the power to control the airwaves should be given to private companies for the purpose of generating profits. The navy argued that the airwaves should be under the control of the state for the use of airwaves for official purposes particularly during the warfare. Enthusiastic radio amateurs saw airwaves as a sort of public property that is used between citizens for the purpose of communication. A radio sub-culture was formed when amateurs learnt how to use this technology and how to build their own transmitters and receivers and sending and receiving information to/from remote locations became a popular hobby. As the aforementioned amateurs sat at nights and searched the airwaves and messages sent from locations that are hundreds of miles away, the first listeners planted the seeds of the broadcasting model and turned listening to the radio into an enjoyable leisure time activity.

In the period before 1920, public and private radio operators still saw radio as a point-to-point communication form even though airwaves were used by amateurs intensively. As the airwaves were limited, increased number of people suggested the necessity of state regulations and control. Marconi Corporation had complaints about the use of airwaves by amateurs and thought that they abuse the airwaves. The sinking of *Titanic* increased the value of radio in the eye of the public (and Marconi became more famous) because survivors were rescued by a vessel that received the wireless distress signal. Both the U.S.A. army and Marconi Corporation supported the regulation of airwaves by the state.

Douglas (1987-233) explained this situation as follows: "The necessary reforms were very clear for the press and Congress. The most important step was to keep amateurs away from the certain part of the spectrum. They should be converted from active users into passive listeners who are allowed to listen but "not permitted to talk". Finally, the Radio Act of 1912 was put into force for the purpose of regulating the airwaves use through licenses issued to all stations by the federal government, thus stopping the access of amateurs. That was the first radio law of the world. In addition, it shows that the organizational structure of the broadcasting was in place before extensive adoption of the broadcasting concept. In this organizational structure, there were licensed transmitters and high number of individual listeners.

Despite the aforementioned restrictions, increasing number of amateurs continued with the radio transmission. Some of them used the short-wave frequencies allocated by the government. Some others obtained licences from the government for using the airwaves while some of them continued to use the frequencies without any licence. The government ordered closing all amateur radio stations and removal of the equipment when the United States declared war on Germany in 1917. As Douglas (1987) describes, the police forces closed more than 800 stations only in New York. The Navy that needed skilled radio operators employed amateurs and the majority of them served during the First World War. They returned home with radio technology skills that were improved even further. In 1920, amateurs experimented on playing music and transmitting information to other amateurs by using the airwaves and they encouraged their friends and family members to listen to them. As the corporate radio industry continued with the point-to-point communication, most of the

amateur broadcasters had high number of listeners for their "programs". The initial functions of the radio - "news" and "information"- were used during that period.

Advertisement of a large store in Pittsburg was made by Frank Conrad, owner of an amateur radio frequency- for the purpose of increasing the sales of radio equipment and a new function was added to the existing functions of the radio. Subsequently, Westinghouse, one of the major radio set producers started financing Conrad's station in order to sell its radios. Radio producers AT&T and General Electrics and various large stores stepped into the broadcasting industry by establishing stations for the purpose of accelerating the sales of radio sets. The aforementioned developments allowed promotion of "goods and services" and extensive use of the relevant function.

2.RADIO AND RADIO BROADCASTING

Radio is one of the most important inventions that effected and changed the social life substantially. Radio drew the attention of large masses in a short time due to both technical and social effects it created on the societies during the period it was invented. It resisted to all technological advancements since the day it entered into the social life as a new invention. As a result of the introduction of smaller transistors, radio turned into a personal tool as it was no longer a large tool that can be placed only on a coffee table or dining table at homes. In the course of its history, the sphere of influence of the radio grew as the radio's size got smaller (Bay, 2007; 30)

The radio does not need expensive and large infrastructures like other tools, therefore it can be accessed and used by almost everyone. This convenience makes radio the most extensive and widely used tool among other mass communication tools. All you require for listening to the radio is being within the coverage area and

having a simple receiver. Radio is not an addictive tool as it can be listened while doing other things (Ozturk, 2003; 482).

Radio was not invented by one person, it was created as a result of studies conducted by different scientists. On the path leading to the invention of the radio, the first studies were initiated by the well-known British physicist Michael Faraday and his student James Clark Maxwell continued with his studies. In the last period of the 19th century, German Physicist Heinrich Hertz improved the studies of Maxwell and electromagnetic waves were named after him. In the beginning of 1890s, French physicist Branly carried out some unsuccessful attempts to improve the studies of Maxwell and Herts. In 1895, Guglielmo Marconi- a student from Bologne University- succeeded in transmitting Mors telegram codes in the space through electromagnetic waves upon reviewing the studies of Herts and Branly and he laid the foundations of wireless telegram (Bay, 2007; 30)

The first known radio program was broadcasted in 1906 on Christmas Eve. Regular radio broadcasting was initiated in Pittsburgh on the 2nd November, 1920. It did not take long until this technology was introduced in Turkey. Radio broadcasting was initiated in Turkey in 1921-1922 for testing purposes. Following the first radio broadcasting in Istanbul, the first regular program broadcasting started on the 6th May, 1927 however, the efforts of establishing the first radio station of Istanbul date back to 8 September 1926. Telegram and Telephone Law No. 406 was enacted in 1924 upon foundation of the Republic, the authority of radio broadcasting was given to the General Directorate of PTT and the right to broadcast radio programs for the General Directorate of PTT was given to Turkish Telsiz Telefon Anonim Sirketi for a period of 10 years. Upon expiry of the aforementioned 10-year period, the agreement with TTTAS was not extended and the bro-

adcasting activities were continued directly by the General Directorate of PTT (Cakur, 2010; 6). The development of radio broadcasting in the world can be addressed in five periods: Accordingly (Bay, 2007: 32-33):

1. The First Period until the year 1927: This period is also known as the amateur radios period. As the radio was a new invention, radio broadcasting activities were performed under amateur conditions.

2. The Second Period in 1927-1945: Investments were limited because a part of this period, also known as maturity period, corresponds to the Second World War. In this period, the contents of the radio programs were mostly used for the purpose of propaganda.

3. The Third Period in 1945-1960: It is known as the competition period. The radio that went through a revision process upon invention of television in order to compete with the television started losing its popularity during this period.

4. The Fourth Period in 1960-1990: The radio shrunk in size with the introduction of transistor radios that can even go into pockets and it found listeners from target groups other than the television viewers and went through an improvement process.

5. The Fifth Period after 1990: In this period, the radio showed presence out of the television's shadow and the number of thematic radio stations increased with the increase in private radio channels. Thus a different listener group emerged.

2.1 Characteristics of Radio Broadcasting

Radio broadcasts have certain characteristics and they address the listeners with the help of such characteristic aspects. The following are the characteristics of radio broadcasting (Aziz, 2013): 83-84):

- *Microphone is the main element of the radio broadcasting:* In a radio station, audio signals are sent via microphone.

Radio and microphone form an inseparable duo. Properties of the microphone vary based on the certain aspects of broadcasting. There are different types of microphones such as unidirectional, bidirectional, cardioid, omnidirectional or lip-ribbon microphone that are selected based on monaural, binaural or multi-aural broadcast or size of the room.

- *There are no visible objects in the radio broadcasts:* Radio is considered like a blind tool. The broadcasts performed verbally and musically are based on the perception of the listeners, therefore the listeners show a reaction as a result of the effect created by the speech or music. Radio broadcasts do not provide any information on the physical appearance of the person talking to the microphone. In other words, there is nothing to see in a radio program. If the person addressing the listeners is unsuccessful, the radio station will also be unsuccessful.

- *Radio requires silence:* The most remarkable aspect of radio stations is the prevailing silence. Sounds in the natural flow of life- sneezing, coughing, fast breathing, paper sounds, walking sounds, etc. - create higher effects in a radio studio. Therefore, silence is the rule of thumb and it is very important for the success of the broadcasts. The breaks between the programs are calculated at seconds level and effort is displayed to prevent such sounds during broadcasts.

- *Time is crucial in a radio:* A radio is full of sound in every moment. Each second is taken into consideration in order to prevent the interference of other sounds with the broadcast sounds. Therefore, time is crucial for radio programmers. So there are so many clocks in the radio buildings. Program presenters always check the time.

- *Previously written texts are read in radio programs:* In general, the speeches in a radio program are based on a

text. However this reading action should give listeners the feel of a speech. Therefore, the radio programmers read a text and adjust voice and accentuation to make listeners think they are talking to them or chatting with them.

- **Effect is an auxiliary production element:** Each sound broadcast from a radio station appeals to ears so effect elements are used to complement the main elements- words and music. The time, place and ambience are described particularly in the dramatized programs by using various live or computerized effects in order to create the influence. For example, door opening effect relays the idea of opening a door in the radio.

- **The content is designed based on expectations:** Listeners perceive and interpret the messages given in a radio program according to their own imagination. As the radio addresses listeners through the sense of hearing, the imagination of listeners is triggered more.

According to Eryilmaz, radio has the following characteristics (Eryilmaz, 2005: 101-103):

- ✓ **Radio is popular because it is cheap:** Radio is extremely cheap for both broadcasters and listeners. For the radio that is so cheap to compare with a television, magazine or newspaper when considered from the point of view of a broadcaster, the only challenge is to have a radio frequency. Likewise, owning a radio is very cheap for listeners. Transistor radios introduced in the beginning of the 1960s made it easier for everyone to have access to radio broadcasts.

- ✓ **Radio is fast:** Neither television nor newspapers are in a position to compete with the radio in terms of relaying news and information. It is possible to know about an earthquake that happens in Japan within 10-15 minutes.

- ✓ **Radio is flexible:** Radio does not face with challenges such as waiting for the

printing hours or completing the montage. It is possible to listen to the radio whilst dealing with other things so it offers flexibility.

- ✓ **Radio knows no borders:** Printed news resources struggle to go beyond territorial borders but radio makes inter-continental broadcasting possible.

- ✓ **Radio is simple:** The main elements for a radio are people and a receiver. Therefore, light, decoration or camera is not needed. Even an unprofessional individual has a chance to make his/her voice heard all over the world.

- ✓ **Radio is about sound:** Radio does not use images or texts like televisions and newspapers do. Radio uses only sounds. Radio does not put barriers to limit the imagination.

- ✓ **Radio is personal companion.** Nothing goes between the radio programs and the listeners. It is possible to listen to radio broadcasts in any place and without having anybody around.

- ✓ **Radio educates:** Radio served towards maintaining the transition or order during its early years particularly in the developing countries. The aforementioned role was performed through giving priority to its education function.

3. THE FUNCTIONS OF RADIO

In general, functions of the radio are classified in five groups as: "news"- "information", "education", "advertisement of good and services", "entertainment and persuasion" and "actuation".

Each radio station gives weight to one of the aforementioned functions based on the selected format. All radios have the aforementioned functions. Even the radios that broadcast only music have new bulletins for 1-2 minutes every hour. The time spared for music broadcasting by radios giving weight to speaking cannot be underestimated. All of the aforementioned functions are aimed at affecting the behaviours

of the listeners. Such efforts may be direct or indirect (Eryilmaz, 2005: 103)

3.1. News & Information

Function of the Radio

"News" and "information" is not a function specific to the radio, it applies to all mass media channels. News is the reason of existence for the mass media. Method and technique of getting news underwent some developments and changes in parallel with the social development. Particularly rapid developments encountered in the communication technology carried methods used for getting news to the highest level in terms of both scope and speed. Radio technology provided the opportunity to make news heard instantly even in the remotest corners of the country thanks to the airwaves (Aziz, 2012:73).

As a news platform, radio is different from the newspapers and television. Naturally, text is essential for the newspapers. And image is important for televisions. Radio is the platform of sound. The sacred elements of the radio is sound. In other words, in a radio, it is required to express almost everything with sounds. Therefore, imagination gains importance as the radio is not visual. Efforts should be displayed to use the original sounds of the news in the news programs of the radio channels, thus the role of journalist or presenter should be minimized. Instead of journalists, radios should even use the voices of real persons who are actually in the news itself. Radio brings the victims of an incident and listeners together while giving the news (Duran, 2005: 125)

Freedom of obtaining information, one of the most fundamental rights of the today's societies, is protected by laws particularly in the countries with democratic order. The importance of radio's news function in the developing and underdeveloped countries is higher when compared with the other mass media. Low level of educa-

tion in the underdeveloped countries means that the literacy rate is low. Therefore, people use their sense of hearing in order to get information. Radio stations should fulfil their news and information function objectively (Aziz, 2012: 74).

News function of the radio is used in public relations practices. Corporate broadcasts lead the way. Corporate broadcasts with content prepared by public relations specialists are used to give news and information and techniques such as mail, fax, and telephone are used for receiving feedback from the public in order to determine whether public relations practices satisfied the required objectives. Radio is preferred by people intensively particularly during the working hours because of its advantages such as simplicity and low cost and the ability to deal with other things while listening to the radio. Thus, it is possible to address the target group at any time. Therefore radio maintains its superior position in news and public relations (Atik and Tascioglu, 2009: 163)

News function of the radios remains under the pressure of commercial interests with the impact of technological evolution and economic challenges brought about by the popularization of the private radios. News personnel of the radios also got their share from the commercial concerns and radios reduced the number of personnel. Therefore, in radio stations, one person is required to assume the role of technician, animator and journalist. In our day, almost all of the private radios stopped making authentic news programs. Radio news are the joint broadcast of the news programs of television channels in media groups or news are read from the newspapers (Aydın, 2005: 126-127)

Commercial concerns also slowly destroy the news and information function of the radio. At present, radio stations broadcast a "news bulletin" once in every ho-

urs and it lasts only 1-2 minutes, and news function of the radio is almost never used.

3.2. Propaganda Function of the Radio

Propaganda is another function of the radio that can be considered within the scope the news function. Propaganda described as imposing an idea, attitude and behaviour to an individual, group or the entire society by using certain techniques and methods. It is something between news and education functions. Media, an important actor of the political communication, is used frequently by political powers for spreading and multiplying the effect of political messages. Particularly the radio has been used frequently. Radio maintained its dominance in propaganda until the start of television broadcasting.

New Dal Plan, one of the measures taken to overcome the Great Depression experienced in 1929, was announced to the public through radio by the U.S.A. President Franklin Roosevelt as a part of his speech for Addressing the Public. That speech was one of the first examples of using the radio for political purposes. Radio was used for propaganda extensively during the Second World War. During the war, radio was used by the Nazi Germany for the purpose of direct propaganda. Other functions of the radio was almost never used during that period. German Propaganda Minister Josef Goebbels used German radio stations intensively in order to reassure the public, reassure the soldiers and give fear to enemy soldiers and enemy nations (Aziz, 2012; 78).

William Joyce, son of an Anglo-Irish family living in New York, is the first person who initiated propaganda wars by using radio for propaganda purposes. Joyce moved from England to Germany in the beginning of the war because he hated Jews and he built a career in the English division of the German Media Organization. Joyce was accused with traitorism after the war

and he was executed in 1946 (Odyakmaz, 2002: 321).

France, England and United States also took their part in the propaganda war initiated by the Nazi Germany. "Voice of America" founded in the United States in 1942 broadcast against communism favoured by the East Europe, Soviet Union and People's Republic of China. In 1985, it started broadcasting as "Radio Marti" in Cuba. Radio Free Europe founded in Munich in 1951 broadcast in 25 different languages within the framework of its role announced as "spreading true information and ideas in order to promote democratic values and institutions". Radio Free Europe went over the borders and contributed to the destruction of walls and a polarized world by fighting towards destruction of the ideologies.

3.3. Education Function of Radio

The purpose of education is to make individuals attain new forms of behaviours they never had before and make them stop with the unacceptable behaviours. There are two types of education- formal and informal. Informal education is provided within the family, as a result of apprentice-master relationship or within the friend groups. Formal education encompasses the systematic and planned activities carried out in schools. As a mass media channel, radio can also be used for education (MEB, 2007; 8).

The most important function of the radio is education function after the news function. Particularly in the developed countries, there are radios and televisions founded for the purpose of educational broadcasts. The education function is maintained extensively in countries such as USA, Canada and England. In general education function of the radio broadcasts are categorized in two groups- formal education- education at school and informal education- adult education / common education (Aziz, 2012; 75)

➤ **Formal education** involves broadcasts aimed at complementing the studies at school. TRT School Television and TRT School Radio and Eskisehir University Open Education Faculty broadcast programs that can be shown as an example to such programs in Turkey.

➤ **Informal education** involves programs with contents that are prepared differently for each country. The objective is the education of people who did not get or complete school education. Such programs are included in the general broadcast plans at different hours.

Everybody who can meet certain minimum conditions benefit from the radio programs without any discrimination based on age, language, religion, gender etc. as the radio offers advantages such as addressing large masses in the most cost-effective way. In the regions with insufficient education services, radio plays an important role in enlightening the individuals and achieving the national integrity. For example, education programs prepared for farmers contribute increase the yield in agriculture and livestock farming (MEB, 2007; 9).

Certain inequalities in education are eliminated as a natural result of addressing large masses through the radio. Radio eliminates all factors such as gender, differences between the regions, differences between the villages and cities, equipment and transportation means that may lead to inequalities. Only a receiver is needed to

listen to radio broadcasts. Using the radio is advantageous as it does not require to be present in a certain location like in the formal education. It becomes possible to benefit from cheap education through the radio. (MEB, 2007: 9).

Education has some additional objectives such as adaptation of an individual to the environment, changing the environment, relaying and improving the cultural values of the society, Education is a life-long process. Increased number of inventions brought about by technological advancements, changes experienced in the society and social roles assumed by individuals turn education into a life-long process. Therefore, the radio assumes important roles in the field of education. In terms of education, radio:

- Complements the national education system.
- Helps implementing the planned development actions.
- Contributes to the national unity (Geray, 1971; 39).

In the 60s and 70s, education was the most important function after music in the radio programs monopolized by TRT. This function was given place extensively in consideration of the rate. During those years, women's, farming and school radio programs were prepared by the education division and programs intended for improving the culture were prepared by the cultural division (Geray, 1971; 54).

Table 1. Contents and Durations of TRT Programs in 1969 (Geray, 1971: 54)

Program Type	Broadcast Rate Based on Duration (%)
News- Actuality	11.2
Education - Culture	17.1
Game	1.3
Advertising	5.4
Music	61.5
Other	3.5
Total	100.0

Common-public education was also given place in 60s and 70s within the scope of education and culture function of the radio.

Table 2 shows the types of common-public education offered by TRT radios in Turkey.

Table 2. Public Education Programs (Geray, 1971: 56).

			TYPE OF EDUCATION AND CULTURE PROGRAM	TARGET LISTENERS	TOTAL DURATION (Minutes)
PROGRAMS SUPPLEMENTARY TO FORMAL EDUCATION		School Radio	Education Programs	Primary and secondary school students and teachers	136 thousand-197 thousand
			Secondary Education Programs		
PROGRAMS SUPPLEMENTARY TO INFORMAL EDUCATION	Programs Prepared by Education Divisions	Children Education	Storytelling programs	Preschool children, School children	43thousand950
			Children's hour programs (General Culture, children's theatre, music education, etc.)		
		Adult Education	Programs for Rural Areas (Good Morning, Village Chamber)	Villagers and farmers	
			Work and Worker Education Programs (Village Chamber)	Workers and employers	223 thousand560-291thousand720
	Women- Family Programs (Homes)		Women	56thousand180-68thousand640	
		Other education programs (Political, Social, Legal)	General listeners	27 thousand230	
Programs Prepared by Cultural Divisions		Book hour, Literature, Arts, Folklore, Ideas	General listeners	64thousand882	

Although music broadcast-a part of the radio's entertainment function- had a high rate in terms of broadcast duration in the early years of the radio, broadcasts within the scope of education and culture also have a remarkable place in the broadcast stream.

"Gunaydın" (Goodmorning) and "Köy Odası" (Village Chamber) contributed to the education of farmers on subjects such as agriculture, livestock farming, aquaculture, health, leisure time activities, handicrafts, social development, cooperatives and

credits, citizenship, folklore, religion and ethics.

"İş Dünyası" (Business World) and "İş Dönüşü" (On the Way Back From Work) within the stream "Yine Ocakbaşı" broadcast programs within the scope of work and worker education by provided information on minimum wages, week holidays, workers' unions, workers' accommodation, harmony at work and occupational health and safety and social security.

Programs on mother and child education, childcare and health, home and fa-

mily care, healthy diet, house management, problems of women and children, time management and cultural education of women were broadcast as a part of the "Ev Icin (For Homes)" stream within the scope of "Women-Family" broadcasts.

Cultural divisions broadcast programs such as book hour, literature, arts, folklore, ideas and philosophy, science, actuality, Turkish history, economy, problems in Turkey, national-political education, religion and TSK (Turkish Armed Forces).

3.4. Radio's Function of Promoting Goods and Services

The function of promoting goods and services is particularly important for radio stations that were founded for commercial purposes. In consideration of the fact that private radios pursue the aim of generating profits, advertisement revenues represent the sole income source of private radios. This function forming a substantial part of advertising exists for the purpose of promoting goods and services and increasing the sales. However, indirect promotions are made through indirect promotional statements used in the programs even in the stations that do not give place to advertising. For example, a hit song that will be performed in a concert is played and then an announcement is made saying "this song will be performed in the concert this evening" and an indirect advertisement of the concert is made (Aziz,2013: 94).

Radios can establish direct communication with the listeners. Interaction possibilities in all types of programs and advantage of listening while dealing with other things bring advantages to the radio when compared with other platforms. In addition, there is a possibility to listen to the radio unintentionally as it appeal to the sense of hearing. All you have to do is to close your eyes if you do not want to see something but you would have to block

your ears with something for not hearing and this is not something practical. Therefore, radio is important for the advertisement of goods and services.

There are four different types of advertisements used in the radio programs for promoting goods and services. They can be summarized as follows (Elden, 2013:220-221):

1. **Commercials and Public Service Advertisements:** It is a promotional announcement read by a presenter.

2. **Musical and Dramatic Advertisements (Spot Advertisements):** Advertisements with musical and dramatic elements that are prepared by radio stations or advertising companies in units with certain durations.

3. **Program Advertisements:** They are the programs with educational, entertaining contents as well as advertisements that are prepared by the radio stations or advertising agencies. There are two types of these programs that are broadcast within the advertisement streams. Programs prepared or outsourced by the radio stations for the sole purpose of promoting the product or service produced and/or marketed by the relevant company and programs with advertisements of multiple companies that are prepared by the advertising agencies.

4. **Special Promotional Advertising Programs (Sponsorship):** Programs that are prepared for cultural, educational and even tourism services or for the purpose of promoting goods and services. There are two types of such programs; one type consists of programs that are broadcast for once and the entire program is intended for promoting the goods and services produced or marketed by a company and the second type represents the programs in which promotional announcements are made for the advertiser in the beginning and in the end of the program.

Function of promoting goods and services bring about various advantages and disadvantages for the advertisers. The biggest advantage of radio as an advertisement platform is the cost-effectiveness when compared with other advertisement platforms. The budget required for the production and broadcasting of the radio advertisements is very low. Another advantage offered by radios in promoting goods and services is the opportunity to address the target group at any time during the day. Radio can reach to people who are busy with other things such as working, walking, cooking, reading, etc. In brief, radio promotes goods and services regardless of what people are engaged with (Elden, 2013; 222)

Function of promoting goods and services bring about certain disadvantages for the advertisers. The biggest disadvantage is the inability to use visual elements. Another disadvantage is the short duration of radio advertisements. In addition, listeners are distracted as high number of advertisements are broadcast one after each other. Therefore, advertisements are broadcast more than once and effort is made to make the goods and services permanent in the minds of listeners. The signal power of the radios is distorted in certain conditions as the distance from the centre increases and therefore interference may prevent effective transmission of the advertisement message making it hard to hear clearly.

3.5. Entertainment Function of the Radio

Radio has an entertainment function that allows people to spend enjoyable time. This function offers entertainment service to individual in the cheapest way possible. In addition, it is important in terms of motivating towards cultural programs. Therefore, slogans have been generated such as "educating while entertaining" or "entertaining while education".

People feel the need of entertain-

ment in order to get away from the tiring and stressing rhythm of their busy daily life. Entertainment in big cities is an activity based on time and financial power, therefore mass media channels can satisfy this need of people. Radio offers an opportunity to listen to the performance of many singers that can be seen under financially challenging conditions in the entertainment venues (MEB, 2007; 11).

The rate of entertainment function varies for each radio station based on the management systems. Entertainment function must be attached higher importance in the private radio stations that generate income through advertisements. Programs give weight to entertainment-show programs attended by famous actors and performers thanks to the support provided by the sponsor companies (Aziz, 2013; 93).

"Information", "education" and "entertainment" functions were prominent in the programs produced based on the conventional Western Europe public broadcasting model until the end of 1980s. However, in the recent years, "entertainment" function took precedence over other functions of the radio stations due to the rating concerns brought about by the development of private radio broadcasting. Therefore radio stations broadcasting music became dominant in the radio market (Cankaya et al, 2004; 31).

A substantial part of the entertainment function of the radios is performed by broadcasting music. Most of the programs broadcast as a part of the entertainment function are music programs. Such programs are categorized in two groups, namely Turkish Music Programs and Foreign Music Programs. Radio and music became an inseparable duo and music has become the most important major element starting from the 2000s in Turkey. Two important factors should be mentioned in connection with the dominance of music programs in the radios as an important element of their

entertainment function. These are (Kuyucu, 2013): 383):

1. Technological developments: The music industry started producing high quality audio bands upon introduction of the stereo broadcasting and the use of FM band by the radios.

2. Popularity of Television: Increased popularity of television made particularly speaking intensive programs to shift from radio platform to TV platform. For instance, Beyazit Ozturk, one of the most popular TV showman of Turkey, was a radio program presenter and he has been transferred to the television sector with "Beyaz Show" that he originally made for the radios. The showman maintained his career on television for almost 20 years.

4. THE RESEARCH

4.1. The Aim and Importance of the Study:

The aim of this study is to analyse the functions of radio in the new radio broadcasting market of the 2000s in Turkey. In the historical background the initial function of the radio was giving news and information. However, radio broadcasting in Turkey followed the global trend and underwent a series of changes upon emergence of the television and new communication technologies. This transformation had an impact on the role of radio on social life and caused changes in the radio listening habits of the radio listeners. Changes in the radio listening habits altered the order of importance for the functions used by the radio broadcasters. The present study provides information on the opinions of radio listeners on the current functions of the radio. Data collected in the present study are important for:

- ✓ Analysing the functions of radio from past to the present day,
- ✓ Pointing out the level of importance that will be attached by the radio

listeners to certain functions of the radio based on the expectations of the listeners,

- ✓ Contributing to the studies conducted by researchers in connection with the radio.

4.2 Problem Addressed in the Study:

Which functions of the radio have been brought to the forefront due to radio listening preferences of the radio listeners in the last years? Radio listeners played an active role in turning radio into a music box, what has been the extent of the influence created by such attitude of radio listeners on the functions of the radio?

Sub-Problems Addressed in the Study:

- What are the characteristics of the radio broadcasting?
- What are the functions of the radio? What are the conceptual meanings of these functions?
- How did functions of the radio evolve in the course of radio broadcasting history?
- What are the preferences of the radio listeners in terms of functions used in the programs?
- What type of changes occurred in the use of radio's functions from the past till the present day? What will be the reflections of this in the future?
- Which functions of the radio are important for radio listeners and which functions they want radio programmers to implement?
- Which function will be important in the future's radio broadcasting? How should we interpret future expectations of radio listeners in connection with functions of the radio? Which functions of the radio do listeners consider as the active functions of the future?
- Which function of the radio will be important in the future's radio broadcast-

ting, how it will affect the future of radio broadcasting?

4.3 The Method of the Study

In the present study which is a quantitative study a descriptive analysis method- has been used to determine the reflections of ever-changing radio broadcasting of today on functions of the radio. Thus a questionnaire has been prepared on functions of the radio and it has been applied to the radio listeners.

The fundamental aim of the questionnaires is the gather systematically information from a sample target (Bir,1999:81). The questionnaires are applied for the following purposes: What does the relevant person know?, What do people think?, What are the attitudes of individuals on certain matters?, What are the opinions of individuals? (Berger,2000:187). In the present study, the questionnaire has been implemented for the purpose of determining the opinions of the target group on the function of the radios included in the study group.

The questionnaire was applied to 502 persons stating that they listen to the radio for at least two hours a day. So the questionnaire covers the radio listeners as study group and reflects the views of actual radio listeners. The questionnaire has been applied to a target group consisting of individuals in the age of 15-65 who stated that they listen to the radio for at least two hours a day. A preliminary questionnaire was applied to 790 persons in order to identify the members of target group who listen to the radio for at least two hours a day. Among 790 participants, 250 persons stated that they listen to the radio for at least 2 hours a day, thus the questionnaire was applied to 520 persons. The target group was selected through random sampling method. Questionnaire designed for the

purpose of this study has been applied on 01 December – 30 December 2015.. The questionnaire was applied through face to face interviews, participants were selected randomly and the survey was limited with the residents of Istanbul who listen to the radio for at least two hours a day.

A Questionnaire generally consists of two groups of questions. The demographic questions and the questions who are created related to the content of the research (Taşkıran & Yılmaz, 2014:55). The questionnaire of this research consists of two main parts. Demographic questions are asked in the first part and questions exploring the functions of radio are asked in the second part. All of the questions were open-end questions. The second part of the questionnaire consists of three sections. The first section is intended to determine which function of the radio is more important in the period when the questionnaire was applied to the radio listeners. Therefore the question "Which function of the radio is more important in our day?" was asked. In the second section, the question "in your opinion, why this function of the radio is more important" was asked to determine the reason of selecting a specific function. In the third section, the question "which function of the radio will be more important in the future?" was asked and predictions of the radio listeners were collected on the future functions of the radios. The data collected through the questionnaire were analysed with SPSS statistics programs and the answers were interpreted.

5. FINDINGS The findings of the research are mentioned as below

5.1. Demographic Analysis

48.4 percent of the participants were male and 51.5 percent were female.

Table 3. Demographic Characteristics of the Participants

		n	%
Gender	Male	252	48.46
	Female	268	51.54
	Total	520	100
Age		(n)	(%)
	18-30	122	23.46
	31-40	180	34.61
	41-50	118	22.69
	Age of 51 and Above	100	19.24
	Total	520	100

5.2. Views on Functions of the Radio

Substantial part of the participants stated that "entertainment" function of the radio is more important in the present day.

Another remarkable finding of the survey is that there is no single person thinking that education function of the radio is important.

Table 4: Answers Given to the Question "Which Function of the Radio Is More Important?"

Radio's Function	n	%
Advertisement Promotion	5	0.97
Entertainment	435	83.65
Education	0	0
News & Information	80	15.38
Total	520	100

Radio's Function	Male (n)	Female (n)	Total
Advertisement Promotion	3	2	5
Entertainment	250	185	435
Education	0	0	0
News & Information	55	25	80
Total	308	212	520

15.38 percent of the participants think that news/ information is the most important function of the radio in the present day. Radio listeners attaching importance to new- information function of the radio stated that they think this way because radio can be listened while driving, they can follow the news while listening and it gives opportunity to follow the daily developments, they can be aware of the developments instantly and they find radio mo-

re reliable than the social media.

The most important reason suggested by individuals thinking "news- information" function of the radio is more important was the fact that it can be listened while driving. Participants think that radio is the most important news source particularly for individuals who "drive" for the most part of their day.

Another important reason is the ability to follow the daily developments.

Those favouring the view of "following the news" stated that radio offers advantages about the speed of getting news when compared with the television. At this point, "televisions have to prepare images for broadcasting" while there is no requirement for the radios so only sound is enough for the presenter to relay the news. Individuals who emphasized the requirement of following the daily developments also stated that the society is unaware of the events and developments and they are not even interested in the events and developments as a result of the depoliticization of the country particularly after the 1980s. Persons who expressed opinions on this matter were over the age of 40. According to this group, young individuals are not interested in news and information functions of the radio. According to this age, news/ information should be the most important function of the radio.

Approximately half of the individuals who think entertainment is the most important function of the radio argues that other functions can be accessed easily through the new media platforms. According to these individuals, people follow the internet and social media for quick access to newsfeed. Social media is used as a news and information source. According to the participants, "not only the radios, but also televisions are unreliable sources of news" because of the "non-objective attitude of the mainstream television channels". The group arguing that the social media took over the news function of radio mostly consists of radio listeners within the age group of 18-30.

According to the individual seeing entertainment as the most important function of the radio, the second reason is that the music is already the original purpose of the radio. This groups listens to the radio for music. Most of the radio stations are corporations acting based on commercial objectives and therefore, they give place to the hit music frequently in their program streams due to rating concerns. Participants think that each radio has turned into a "music box" as a result of this broadcasting policy implemented in parallel with the "market demand".

Individuals seeing entertainment function of the radio more important stated that they listen to the radio for relieving the stress and emptying their minds. According to the participants, they fix their emotional state by listening to their favourite songs when they are alone, after work or when they feel down or sad. They supported this idea stating that the social life of the present day is full of stress sources, people are already stressed and worried because of the intensive agenda and negative developments and they listen to the radio in order to relieve the stress and empty their minds. In addition, they stated that they listen to the radio to find a little relaxation in the stressful traffic.

Individuals who stated that the radio does offer any visual elements, they can easily listen to the radio in the traffic or while exercising also mentioned that they listen to the radio for music rather than news. Table 5 shows the reasons of the views on the current functions of the radio.

Table 5. Reasons of the Views on the Most Important Current Functions of the Radio

	ADVERTISMENT MOTION	ENTERTAINMENT	NEWS/ INFORMATION	TOTAL
USING THE INTERNET FOR OTHER FUNCTIONS	0	316	0	316
RADIO IS LISTENED FOR MUSIC	0	20	0	20
RELIEVING THE STRESS AND RESTING THE MIND	0	14	0	14
RADIO IS LISTENED WHILE DRIVING	3	16	16	35
INDIVIDUALS WITH NO CLEAR REASONS	0	3	2	5
DAILY NEWS CAN BE FOLLOWED WHILE LISTENING TO THE RADIO	0	0	3	3
DAILY NEWS SHOULD BE FOLLOWED WHILE LISTENING TO THE RADIO	0	0	3	3
IT IS AN EFFECTIVE TOOL FOR ADVERTISEMENT	1	1	0	2
IT CAN BE LISTENED WHEN THERE IS NO NEED TO SEE. TRAFFIC, SPORTS, ETC.	0	12	0	12
MUSIC AND SHOW PROGRAMS ARE INTERESTING	0	1	0	1
I CAN GET NEWS INSTANTLY BY LISTENING TO THE RADIO	0	0	27	27
IT GIVES INFORMATION BUT PEOPLE LISTEN TO THE RADIO FOR MUSIC	0	51	23	74
RADIO IS SAFER COMPARED TO THE SOCIAL MEDIA	1	0	1	2
THERE IS ONLY MUSIC BROADCAST, THIS IS A DEFICIENCY	0	1	5	6
TOTAL	5	435	80	520

5.3. Future of the Radio Broadcasting: Which Function Should be More Important?

"Entertainment" should be the most important function of the radio according to more than half of the participants. There are significant number of individuals thin-

king that "news and information" function of the radio should be prominent. 1.92 percent thinks that education function of the radio should be attached more importance in the future. However, 8.28 percent thinks that all functions of the radio should be fulfilled in a balanced manner.

Table 6. What should be the functions of the radio in the future:

Functions	n	%
Education	10	1.92
Entertainment	265	50.90
News-Information	202	38.90
Advertisement Promotion	0	0
All Functions	43	8.28
Total	520	100.0

Participants of the survey who think that the most important function of the radio should be education supported this view with the fact that it is the cheapest mass communication channel. Expensive devices, technical equipment are not needed for listening to the radio. Broadcasts can be listened even with the oldest radio receiver that has the most basic properties. Therefore people without access to education opportunities may contribute to their personal development process.

No reason was shown by the individuals who argued that all functions of the radio should be given place in the broadcast stream in a balanced manner. However, in general, they based this view on the fact that the time changes. They mentioned that the most important function of the radio was propaganda particularly during the Second World War and in time this function has diminished. Individuals who stated that the radio was used to "listen to news" before television broadcasting started in Turkey also said that this function of the radio is no longer in use in the present day.

Those who stated that the most important function of the radio should be "news/ information" in the future supported this view with the ability to get the news instantly. Participants stated that the radio is the fastest platform giving news when compared with the other platforms. According to the individual favouring this

opinion, televisions are required to prepare images in order to broadcast certain news, internet is not accessible everywhere, therefore radio is still the fastest source of news. Individuals thinking that "news and information" function of the radio should be more important in the future stated that they listen to the radio mostly while driving. These participants stated that radios should give information to drivers on road and weather conditions. According to participants, music can be listened through devices such as mp3 players or other devices with internet access. According to this group arguing that music will be accessible through increased number of mobile platforms in the future, radio's "news/ information" function should be more prominent.

According to the individuals attaching more importance to the news and information functions of the radio, radio is the cheapest mass communication tool. Radio allows everyone to get access to news equally. In addition, radio can be listened when the sight is not required. In addition, there were some individuals stating that a balance should be established between the music and news.

Individuals thinking that "entertainment" should be the most important function of the radio base this opinion on the new media devices that are used for other basic functions. Individuals supporting this view think that internet and social media and television are the alternative platforms

for the "news / information" or "education" functions of the radio. Therefore, radio is not required for such functions. Radio fell behind when compared with the new media platforms in terms of using such functions and lost them in time. There is no possibility for the radio to regain such function in the future.

Radio is for relieving the stress according to the participants who argue that the most important function of the radio will be "entertainment" in the future. Radio steps in when it comes to escaping from the daily stress, personal problems and depression. Therefore radio is used to relieve the stress. There is no need to give place to daily stress sources, news, daily developments in the radio programs. Because people encounter such stressing elements frequently in the course of daily activities. Listening to the radio make people get away from such stress sources.

Individuals thinking that "entertainment" should be the most important function of the radio state that it already turned into a "music box" and therefore it is used only for listening to the music. In addition, music and show programs attract the interest of listeners. According to these individuals, the radio is used for listening to the music and it will be used for the same purpose in the future, too.

A substantial part of the people cannot spare money for the entertainment as they face challenges while providing their living. People listen to the radio for entertainment purposes as it is the cheapest mass communication platform. According to the individuals favouring this view, people with limited financial sources can satisfy their entertainment needs by listening to the radio.

5.CONCLUSION

Extensive use of the television platform added new functions to the radio that

initially challenged the news function of the newspapers and threatened the printed media as the fastest new platform of the world. Radio that had the basic function of giving information during the Second World War enriched its functions with the spreading of FM band and stereo broadcasts. Radio started to use music more in order to success in the competition with the television that started after this period. Entertainment function took over the place of news and education functions in the radios that started to use more music starting from the 1960s.

Radio platforms in Turkey provided services with information and education functions upon emergence of the private radios until the 1990s. Radio broadcasts monopolized by TRT attached high importance to education and information. However, despite the presence of different basic functions, music has always been in the forefront for all radios. Radios in Turkey continue their functions of education and information until the 1980s. Although foreign language courses and Turkish courses were provided by radios particularly after the military coup on 12 September 1980, education function of the radio has been replaced by the entertainment function in 1990s. Private radio channels that emerged in 1990s used entertainment function of the radio extensively in order to get bigger slice from the share of advertisements. Therefore, the time allocated for music increased substantially and radios pursued the strategy of entertaining through music. This trend turned the radio into a music box particularly in the period after the 2000s. Conversion of the radio into a music box eliminated the education function of the platform and minimized the news and information functions. In 1990s, increased importance was attached to the radio's function of promoting goods and services. Radio stations trying to get higher

shares from the budgets allocated to advertisements benefited from income generating activities such as advertising- sponsorship- direct sales and radio's function of "promoting goods and services" superseded information and education functions.

Private radio broadcasting left twenty-five years behind in 2015. In the survey designed to investigate the value of the radio functions in the eye of the radio listeners for the last half a century period, the results showed that entertainment function of the radio is the most important function. In the survey applied to 520 persons from various age groups, it was found that 83.65 percent of the radio listeners attach importance to the "entertainment" function of the radio among other functions. Listeners defended the idea that entertainment function of the radio should be used more frequently. 15.38 percent of the listeners argued that news and education functions of the radio are more important. Radio listeners opposed to the function of radio for promoting products and services. 0.97 percent stated that advertising- promotion function of the radio should be prominent.

Those seeing entertainment as the most important function of the radio showed internet as an address for other functions. Radio listeners state that they use the internet and social media for news and radio does not have any function in such matters. Individuals arguing that entertainment function of the radio should be attached higher importance stated that they listen to the radio in the traffic to relax and relieve the stress. They said that radio can give information but it should give weight to music. The group seeing news and education functions of the radio more important stated that the radio gives news and information instantly.

The individuals who participated in the survey were asked to provide their predictions on the future status of the radio's functions. For this purpose, they were as-

ked the question "which functions should radio have in the future?" 50.9 percent of the participants stated that they think "entertainment" function of the radio will be prominent in the future. 38.9 percent stated that "news and information" function will be important in the future. 1.92 percent of the survey participants stated that they think "education" function of the radio will be prominent in the future. 8.28 percent argued that radio should use all of its functions.

Both this survey and the practices in the sector indicate that the "entertainment" function of the radio is superior to any other functions. Similar to other platforms, listeners of the radio also prefer to "have fun" instead of "getting information". Companies trying to get higher shares from the advertisement budgets offer programs in parallel with such demands and shape their contents accordingly. The prominence of entertainment function of the radio positioned the radio differently in the 21st century. However, the radio is no longer seen as a news platform, it turned into a music platform. The radio became a platform that relays emotions to people instead of information. "Entertainment" function of the radio converted it into a music box. Although this transformation is criticized by certain groups, both this survey and previous private and academic public opinion surveys indicated that this situation arose as a result of demand. It is not likely that this demand will change in the future. Yet, both this survey and trends in the sector show that radio is clearly an "entertainment" platform. Therefore, it would not be wrong to say that radio will be positioned as an "entertainment platform" and "music box" in the future. Finally radio broadcasting that is dependent on demand will keep "entertainment" function in the forefront in the future, too.

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