

FROM PROPAGANDA to AGENDA SETTING RADIO: THE CHANGING FUNCTION OF RADIO WITH CHR FORMAT

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Abstract

Radio which is one of the most popular media in the first half of the 20th century has now changed its role in the society. The medium which was a powerful news and propaganda tool in media now has transformed to a music box. Radio was the biggest agenda setting tool in the Second World War. Hitler and many other leader used this medium for making the propaganda of their ideology. After the invention of television, this medium lost its ideological propaganda power against television and change its role in the society. The growing popularity of television caused radio to create new types of broadcasting strategies. This was the beginning of “formatting”. Radio start to use more music than talk in its content after 1960s. This format strategy took high demand from the audience and caused a music format called as CHR (Contemporary Hit Radio – Top 40) to be popular in the market. As television and other media growth in media industry, the demand to music in radio increased more. The CHR format which turned radio to a music box start effecting the entertainment and music agenda of the audience. With CHR format, radio use its propaganda function in the music and entertainment industry. This cause radio to lose its ideological or politic propaganda role and to be positioned as a music agenda setting medium. Now radio is again used as a propaganda medium, but the role is different. Radio now serves with CHR format new challenges to music industry and creates agenda in the music industry. The aim of this paper is to express the radio format CHR and its features of setting the music agenda for radio. In the first part of the paper there is a historical research for the propaganda function of radio and how this changed today. The paper illustrates radio’s today’s new propaganda role according to Chomsky’s propaganda model In the paper there is a brief explanation of CHR format, and its agenda setting role. In the second part of the study there is a survey applied to radio audience exploring the function of radio. The survey gives results explaining that today the audience prefer to listen more music in the radio and more CHR formatted radio in the industry. In the conclusion part there is a discussion for the demand of the radio audience to CHR formatted radio and how the features of this format creates the music and entertainment agenda of music industry. The paper makes a determination how the CHR format killed “radio star” and “talk radio” in terms its features and today how it uses Chomsky’s propaganda model.

Keywords: Radio Broadcasting, Radio and Propaganda, CHR Radio, Radio Formats, Agenda Setting and Radio, Chomsky Propaganda Model.