**Analysing a radio show: Conventions**

You must consider how conventions are used in different radio shows. The application of conventions will depend on:

1. Scheduling

2. Target audience

3. Mode of address/house style/brand

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| **Conventions** | **Analysis** |
| **Mode of address:** How does a radio programme talk and deliver content to its audience?   * What is the show about? What is coming up on the show? * Do you think the show is formal/informal and how do we know this? * How can the audience interact with the show? Social media accounts etc. * How is this reflective of the target audience and scheduling time? | The show has a certain topic which is duos and what coming up on the show is the different songs and different topics. I think the show is informal because they are trying to aim at a young age group as their target audience. They hosts different things on social media like contests, Q and A and suggests songs. This reflects target audience because this keeps them interested and engaged with the show. |
| **News Bulletin:**   * How often is the news delivered? * What is the duration of the news bulletin? * How is the news structured? * How is this reflective of the target audience and scheduling time? | They have a news bulletin of the topic they are talking about it lasts for about a 1minute.they keep it short and simple. This reflects the target audience because they don’t give a lot of detail so it keeps the audience interested. |
| **Studio Presenter:**   * How is their personality presented? How does this link to the mode of address? * Is their language formal/informal? How does this link to the mode of address? * What is unique about them? * How is their style reflective of the target audience and scheduling time? | Their personality is good they are chilled and relaxed. They are keeping the audience engaged very well. Their language is informal and because it is informal their tone is very calm. What is unique is that they are bouncing off each other throughout the show. This reflects their target audience because of that they are using words that the target audience understands. |
| **Audio Clip:**   * Are there any audio clips used i.e. music, speech, a film or television soundtrack), which has been inserted into programme? * Why have they been used? * How is this reflective of the target audience and scheduling time? | They play a lot of music throughout the show they do this to gain the audiences interest and engage them in the show. This reflects the target audience because they play current and trending songs that are in the chart. |
| **Fade:**   * Where have fade in’s been used and why? * Where have fade outs been used and why? * Have any cross fades been applied and why? | They fade in and out to a song after the introduction this is to give a smooth transition between the song and what comes next. They use cross fade to go to the next song smoothly without there being a gap between the everything |
| **Intro:**   * How is the show introduced? * Is the tuning frequencies or platforms at which the station is accessible provided? * Is the name of the show and its presenters provided? * Is there rundown of what listeners can expect to hear (Signposting) provided? * Does it incorporate an identifying ident/stinger of some kind, or another signifying sound effect? * How is this reflective of the mode of address, target audience and scheduling time? | The show that are introduced by both of the hosts. They announce the say title and the name of the presenters and what time they are on until. They encourage the audience to contact them. They give a rundown of the show to the listeners. The ident is incorporate in the introduction This reflects the mode of address and target audience that they introduce the show with all the information to the target audience. |
| **Outro:**   * How has the show concluded? * Is there a reminder of the name of the show and its presenters? * Is there a series of thanks to any contributing guests who have appeared on the programme * Are there references to what will be featured in the radio segment immediately following the outro, or the next episode of the same show? * How is this reflective of the mode of address, target audience and scheduling time? | They invite them to come back the next day and listen. They promote what is coming up next. They tell the audience the time and they finish with a song. This reflects the mode of address and the target audience because they are telling the audience what’s happening next and saying when they will be back. |
| **Ident/Stinger:**   * Is a short piece of sound or music used to punctuate certain points in a radio broadcast, such as the opening intro or the headlines in a news programme? * How is this reflective of the mode of address, target audience and scheduling time? | The ident is upbeat it announces the shows presenters names and the stations name. They used it as at the beginning of the programme. They use it as a transition to go to the next song. This reflects the mode of address of what they are saying and how they are saying. |
| **Bed:**   * Has the presenter spoke over audio and where? * How is this reflective of the mode of address, target audience and scheduling time? | They both speak over the music when they are going to be talking for a long time they did this so that the audience don’t get bored listening to them. This reflects the target audience because it keeps them interested and the music is upbeat. |
| **Ramps:**   * When a presenter is introducing a song etc has a ‘ramp’ or instrumental been used? * Where have they been used and why? * What does it sound like? * How is this reflective of the mode of address, target audience and scheduling time? | They use ramps when the presenter is introducing songs. They do this so that the audience doesn’t have to listen to the intro of the song. The ramps sound upbeat they encourage the audience to keep engaged. This reflects the target audience a lot because they use current beats. |
| **Ad-Lib:**   * Do you think the presenter is improvising? * How can you tell? * Why do you think this has been done? * How is this reflective of the mode of address, target audience and scheduling time? | I that they are because they start having Banta because they start talking about something about themselves. I think this is to keep the audience listening. This represents the target audience because they are to tell joke that they as the target audience would get. |
| **Back Announce:**   * Does the presenter use back announcing? * Why do you think this has been done? * How is this reflective of the mode of address, target audience and scheduling time? | The presenter uses back announcing. They did this because when people tune in the middle of the song they can find out what they are playing. This reflects mode of address and target audience because of how they say it and that the target audience can find out what song they are playing. |