**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? | This show is about music that is either on the charts or is new. The show is informal because they are aim at a younger age so they use language that they would understand and relate to. The hold contest with their audience. To asks questions and get questions from their audience. To get song suggestions from their audience. This reflects their target audience because they want to suggest song and take part in contest and Q and A they also can relate because of the language they are using |
| **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? | It is at the beginning talking about the local elections online. It is told at every half an hour it lasts for about 2 minutes long. It says the headline and gives brief information. This reflective to the target audience because it’s brief it doesn’t go into a lot of detail about what is happening. |
| **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? | Her personality is bubbly but chill she is keeping me engaged. Her language is informal I can tell this because of the words she is using is slang and her tone is relaxed. What is unique is that she is funny by using a different tone on certain words. This reflects the target audience because they are aiming at a younger audience so they use words that they would understand and this keeps them engaged. |
| **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? | There is a lot of music being played because it a music show of what is new or what is on the charts. There is speech from the presenter this is when she is announcing a song, a contest winner or ending the show. This has been used to engage the audience. This reflects the target audience because they are do songs they know. |
| **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 use fade in and out to bring in and out the indents that appear between the songs and when she is speaking. There are a whole lot of cross fade throughout when they are playing music this is to give it a smooth transition from one song to another. |
| **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? | They don’t really have an intro because the ident says the presenter name and the stations name. It doesn’t say the frequency we don’t hear from the presenter later on. Straight after the ident you hear a song straight away. The name of the show is not provided. Their isn’t really a rundown because they mainly play music. This reflects the audience because they keep it short and incorporate it with the ident even though they don’t give all the information about the show. |
| **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? | The presenter uses house party advertising meaning that she is advertising the next show this encourages the audience to stay and listen to the next show. They play another song. This reflects the target audience because they keep it short and simple. |
| **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? | It is upbeat keeps me engaged. It tells me the stations name, the presenter’s name which is Yasmin Evans and what time of the day it is. This reflects the target audience because they target a young audience. The music is a beat that is current so it keeps the target audience engaged. |
| **Bed:**   * Has the presenter spoke over audio and where? * How is this reflective of the mode of address, target audience and scheduling time? | The presenter speaks over the music a 2.12.50 onwards this is reflective of the audience because she was talking for a long time and this keeps the audience engaged for longer. |
| **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? | There is ramps being used when the presenter is introducing a song this is so that the audience can hear the singing straight away. It sound s upbeat and fast paced. This reflects the target audience because of the music they would listen to. |
| **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 think that the presenter are improvising. I can tell this because she is speaking on something that has happen before so she could have bullet points that are in front of her. I think this is to keep the audience engaged. |
| **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 does use back announcing this has been done to tell the people that has just tuned in. this is reflective of the audience and mode of address because it informs the people that has tuned in the middle of a song.** |