

ABSTRACT

Title: Radio in the Digital Age: The Evolution of Radio Culture in A New Media Era

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The aim of this research paper is to examine how the medium of radio has evolved since its conception. It will recount the historical development of radio and the adaptation of one-to-one wireless transmission technology to a one-to-many form of mass media broadcasting communication. This paper will examine the subsequent cultural implications of radio as a mass media communicator, its cultural relevance in society, as well as its ability to adapt when met with competition from emerging technologies in the 20th Century.

This paper will examine the rich history of radio in Ireland, and the role it played in solidifying a sense of national identity in a time of political instability. It will also explore the culture and community of radio in Ireland across varying radio formats. How important is the presence of a listening community for radio in the modern age?

This paper also seeks to investigate if radio can adapt to new emerging digital technologies such as Digital Audio Broadcasting (DAB) and online streaming, as well as the convergence of modes that can occur across technologies today. It will study the impact convergence has on the way radio interacts with its audience, the way it is produced, as well as the relevance of radio culture and community in the digital age.

Finally, this paper will examine which emerging formats are problematic for radio in the digital age. Can radio survive online against competition from music streaming technologies?

Is traditional radio a dying medium? Is it becoming obsolete? Or is it evolving and adapting to a rapidly changing media landscape? Do listening communities still exist in an era of new media? What does this converging media landscape mean for radio culture and its relevance in modern society?