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Subject: The radio as a social medium

Posted by [mamoss](#) on Sun, 30 Jul 2017 07:10:20 GMT

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Do you agree that the role of the radio has, in the recent past, seen a paradigm shift from just being a content distributor to say, a social medium? It looks like the radio has had an effect of transforming the public's relation to culture and politics, among others.

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Subject: Re: The radio as a social medium

Posted by [Wayne Parham](#) on Sun, 30 Jul 2017 14:21:09 GMT

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It has always been that. Radio was the first electronic social media. There were call-in talk shows and request lines for music. Television was second, and probably still has the most penetration.

Printed newspaper was the media that influenced most people before radio was invented. If you had some money, you could own a newspaper publishing company and promote your own agenda. Even if you didn't have much money, as long as you were passionate and articulate, you could be in the business and write articles for the paper. Columns like "Dear Abby" had a mechanism for reader involvement.

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