

(Download pdf ebook) On Air: Methods and Meanings of Radio

## On Air: Methods and Meanings of Radio

*Martin Shingler, Cindy Wieringa*  
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**Martin Shingler, Cindy Wieringa : On Air: Methods and Meanings of Radio** before purchasing it in order to gage whether or not it would be worth my time, and all praised On Air: Methods and Meanings of Radio:

Surpassed by television as the primary source of entertainment and information, radio still has a unique place in the mass media spectrum. At once powerfully pervasive and totally invisible, it's a fascinating subject for study. This wide-

ranging theoretical and critical approach provides an in-depth examination of radio's codes (speech, music, noise, and silence), the conventions of using these codes, and the dominant modes of reception. The text offers a vocabulary and methodology for analyzing radio programs, drawing on work by both media theorists and professional broadcasters in Britain, Australia, and North America. Written by an academic and a practitioner, *On Air* provides a critical overview of radio for media students, as well as suggestions for practical activities, a time-line of major events in the history of radio, and a glossary of key terms.