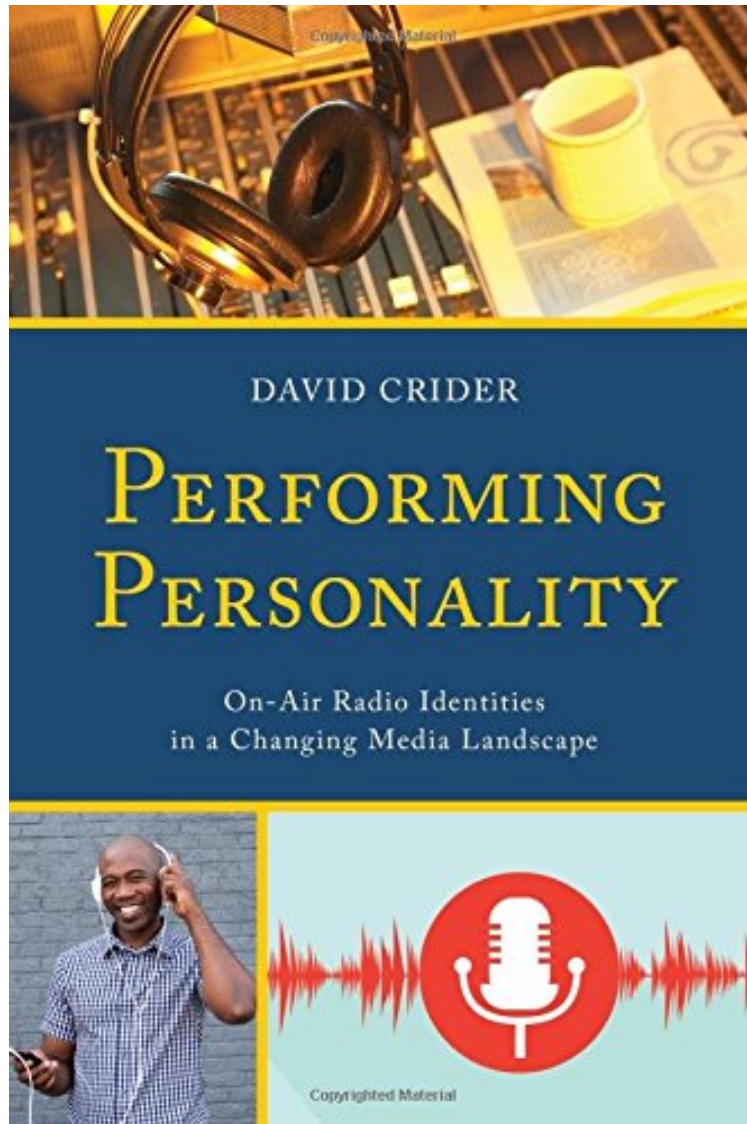


[Download free pdf] Performing Personality: On-Air Radio Identities in a Changing Media Landscape

Performing Personality: On-Air Radio Identities in a Changing Media Landscape

David Crider

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David Crider : Performing Personality: On-Air Radio Identities in a Changing Media Landscape before purchasing it in order to gage whether or not it would be worth my time, and all praised Performing Personality: On-Air Radio Identities in a Changing Media Landscape:

This book examines how radio announcers construct, prepare, and perform their on-air personalities during a time when the radio industry is fighting to stay relevant amid expanding media options. Crider conducted interviews with key on-air personnel at eleven broadcast stations in order to analyze how each individual created a narrative on-air personality, conducted conversations outside of their performance, were affected by the setting and situation, embraced the role of the listening audience, and reduced the social distance between them and listener. Crider argues that the successful deployment of on-air identity across multiple channels (in-person, online, and through social media as well as broadcast) provides assurance that a space for radio will remain despite the expanding number of media options.

Crider's ethnographic study of how radio announcers, newsreaders, DJs, and other performers create their on-air personalities is a fascinating read. Combining theoretical analysis with practical applications, *Performing Personality* brings fresh insight into everyday practices of identity formation. It's useful for those interested in studies of performance, broadcasting and podcasting, and also for those who would like to make more successful connections with local audiences. (Kathy Fuller-Seeley, University of Texas at Austin) About the Author David Crider is adjunct professor for the School of Communication, Media, and the Arts at the State University of New York at Oswego.