

GCSE Media Studies: Radio and Careers in Radio

The only area of the curriculum that we missed, owing to remote learning, was radio. Digital radio and its commercial stations, which meet the needs of diverse audiences, have secured the longevity of radio as a media form. Consequently, the BBC (public broadcasting) has had to change rapidly in order to maintain listening numbers, especially when faced with large independent commercial competition such as Virgin Radio. Here are some study tasks that will ensure that you are ready for any learning about radio at A Level and have knowledge of potential careers in radio.

Task 1 – Explore BBC Radio

- Visit the BBC Sounds websites and apply your knowledge of demographics and psychographics; which audiences can you identify when exploring the BBC Sounds webpage and the individual station pages?
<https://www.bbc.co.uk/sounds/stations>
- Apply Blumler and Katz's 'Uses and Gratifications' theory to this website. Why do different audiences engage with radio? Give examples of what will attract different groups.
- Put BBC radio today in context by visiting the Science Museum website and finding out the answers to each of these questions:
 - What was radio broadcasting like before the BBC?
 - When was the first public broadcast in the UK?
 - When was the BBC founded?
 - What types of programme could you hear in the early days of radio?
 - When did the BBC lose its monopoly?<https://www.sciencemuseum.org.uk/objects-and-stories/2lo-calling-birth-british-public-radio>

Task 2 - Read the article about Chris Evans' Breakfast Show moving from BBC Radio 2 to Virgin

- <https://www.news.co.uk/2018/12/chris-evans-breakfast-show-on-virgin-radio-announces-groundbreaking-partnership-with-sky-launching-monday-21-january/>
- What is ground-breaking about this show as a commercial radio product? Why might it be in Chris Evans' interest to leave the BBC (public broadcasting that is beholden to the licence payer) and create links with Sky?
- Listen to the Chris Evans Breakfast Show on Virgin radio, create a list of examples as to how the company's relationship with Sky affects the format and narrative of this programme?
<https://virginradio.co.uk/the-chris-evans-breakfast-show-sky>

Task 3 – Explore careers in radio

- Read pages 6- 9 of the Media Centre magazine about the Radio 1 Breakfast Show and about careers in radio.
<https://www.englishandmedia.co.uk/assets/uploads/documents/MM62web.pdf>
- Find out about the different roles that exist in radio creation and production.
<https://www.radiocentre.org/radio-jobs/>
- Watch the 'BBC Weekend Connects' session on getting a job in radio. In this video young people who have a job in radio talk about how they approached securing their success.
https://www.youtube.com/watch?v=KHbk5Q6z3_s