

# Radio

## GCSE MEDIA STUDIES (AQA) Year 11 Revision Pack



*Radio 1 (Tony Blackburn) & Beats 1  
(Julie Adenuga)*

**Product:**

**Radio – Radio 1 Launch Day. Tony Blackburn's breakfast show. Sept 1967 (excerpts)**

[http://www.radiorewind.co.uk/radio1/radio\\_1\\_launch\\_day.htm](http://www.radiorewind.co.uk/radio1/radio_1_launch_day.htm)

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Industries

Media Audiences

You will need to listen to excerpts from the Tony Blackburn Show on Radio 1 launch day but the main focus of your study should be a historical investigation into Radio 1. You will need to be aware of historical developments in **music radio**; more specifically, radio designed to cater for the music tastes of a youth audience.

**Selection Criteria**

The launch of Radio 1 was an event of historical and social significance and an important turning point in the history of radio. This is a product with which students would not normally engage but it provides a useful point of contrast with contemporary developments in youth-oriented radio.

**What do I need to study? Key Questions and Issues**

This radio product relates to the theoretical framework by providing a focus for the study of:

- **Media Industries** How was the BBC funded at the time and why was the decision made to make big changes in their radio provision? How was Radio 1 influenced by the BBC's role as a public service provider? Who worked for Radio 1 as presenters and how did they influence the style and musical approach of the station? You should also consider the success of Radio 1 at **launch** and in the following decades. You will need to discuss the rules, regulations and constraints that limited the scope of Radio 1 in 1967 for example the restrictions on 'needletime' and the requirement to provide information and education as well as entertainment.
- **Media Audiences** What audience was the BBC hoping to capture with newly launched Radio 1 and how did the *Tony Blackburn Breakfast Show* position this audience? What was the preferred reading of the show? How did the BBC perceive the youth audience's needs and tastes? How were young people able to gain access to their music in 1967 and how is the consumption and use of music different today?
- **Historical, political social and cultural contexts** This product invites further study of the role and relevance of radio in an online landscape by drawing comparisons with Apple Beats 1 Radio and other streaming services. How has Radio 1 coped with changing demands and pressures since 1967? An investigation into the role of pirate radio and its suppression by the government in the period immediately before the launch of Radio 1 will provide a **political context**.

**Product:****Radio – Julie Adenuga Beats 1 Radio**

<http://www.julieadenuga.com/>

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Industries

Media Audiences

You will need to listen to excerpts from Julie Adenuga's show on Apple Beats 1 Radio but the main focus of your study should be an investigation of Apple Beats 1 Radio as an example of modern trends and developments in radio. You will need to be aware of trends and developments in **music radio**; more specifically, radio designed to cater for the music tastes of a youth audience.

**Selection Criteria**

Beats 1 is wholly owned by Apple and launched in 2015 as a subscription based streaming service with a focus on indie and rap music. It has a global audience with Julie Adunega concentrating on UK music. Beats 1 demonstrates emerging, future developments in the media and provides an opportunity to study issues linked to ownership, globalisation and convergence.

**What do I need to study? Key Questions and Issues**

This radio product relates to the theoretical framework by providing a focus for the study of:

- **Media Industries.** You will need to discuss the reasons for Apple getting involved in radio. Why is Apple keen to diversify into the provision of content as well as the manufacture of hardware? How have their decisions been influenced by cultural and technological developments? You will need to investigate the constraints placed on Beats 1 presenters for example in terms of the freedom they are given to select their own music choices. How much of a threat is Beats 1 (and similar music sources) to traditional media industries?
- **Media Audiences.** How does Beats 1 target its audience and what is the appeal of the shows (including Julie Adunuga's) that they offer. How does Beats 1 fulfil the needs of listeners and contribute to their sense of identity? Is the audience passive or does Beats 1 provide opportunities for the audience to engage actively? You should discuss the usefulness of Uses and Gratifications theory in understanding the Beats 1 audience.
- **Social and cultural contexts** This product invites further study of the role and relevance of radio in an online landscape. Contrasts with the launch of Radio 1 will help to develop an understanding of the historical development of radio.

# Practice questions

## Shorter, Knowledge-based Questions

Briefly explain what is meant by:

- Demographics
- Target audience
- Mode of address
- Negotiated reading
- Oppositional reading

[2 Marks each]

## Longer, Analysis Questions [8-12 markers]

- Explain why BBC Radio 1 was set up and give some indication of factors that influenced the creation of the station. [8 marks]
- Explain who the target audiences are for Radio 1 Radio and Beats 1 and provide suggestions as to how the stations are designed to be appealing [8marks]
- Explain how young people would have gained access to music in 1967 and explain how this consumption of music is different today. [10 marks]

## One 20 Mark Question per focus subject (Ind/Aud/Con)

- Explain the ways in the ways in which listeners can have a range of readings of a radio show. Make reference to Stewart Hall's Reception theory. [20 marks]
- Analyse the different reasons for why an audience might listen to Radio 1 or Beats 1 Radio. [20 marks]
- Explain how production practices have changed to reflect the production contexts of the CSPs you've studied. [20 marks]