

For presentation



The person I interviewed was 65 years old. He had many interesting comments on what these various forms of media were like when he was young. In some ways I could really relate to this gentleman, because music and media is very important to me in my life and I could tell that it was important to him in his life as well.

We started talking about the kinds of records he listened to. He related that he liked to listen to singers like Frankie Vali and the Four Seasons and Bobby Avalon. This was mostly because that was the kind of music his girlfriends liked to listen to. For this man, music and dating girls was very closely connected. As he got older, his tastes did change and he found that his desire to buy records changed as well. By the time he was in his 20's, he felt that records were more for kids, not adults. By this time he was married and had a family, so most of his media consumption switched to radio.

He remembers that he has a small transistor radio that he would listen to at work. I would pick-up a local radio station that played a lot of country and western music, so he started to enjoy this type of music more, especially Johnny Cash and Roy Orbison. The radio also became his main source of hearing news reports. He said that he rarely had time to sit down to read the newspaper while his kids were at home, so he would listen to news over his transistor radio. He still remembered the first car he had that had a radio. He said that that was a very big, exciting purchase for him.

I was amazed at how little he had to do with television. He says that it had never appealed to him, even in the early days when everyone was going crazy for it. He said, “ There wasn't anything worth watching on television fifty years ago and the last time I checked, nothing has changed!” Even

though he is less active now, he still chooses to listen to the radio instead of watching television, only now he listens to radio stations over the internet.