

Research exercise: document analysis

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Document analysis Trends and development in radio and television broadcasting Part The subsequent half of the 21st century witnessed an increase in the use of media. Radio and television remain among the most famous traditional media that can trace their development to the period. Radio broadcasting became popular in the 1960s for example. The upsurge in the use of radio as a preferred media was attributable to the rising need for information coupled with the advancement in broadcasting technologies. Key among the trends that enhanced the development of radio in the United States was the development of community radios. Such radios targeted particular audience groups and addressed specific topics. The rise in the number of community radios in the 1960s enhanced the infiltration of radios. This influenced the future of radio broadcasting as subsequent radios including those in the society today strive to target specific audience groups by playing specific types of music and in equally unique programming. Television broadcasting grew as well in the period. Television was an elitist media that offered diversity, a feature that enhanced the growth of the mode of broadcasting throughout the country. Televisions conveyed motion pictures and therefore offered more exciting entertainment than the radio did. Additionally, televisions enlivened news thereby enhancing the growth of journalism as a profession. However, just as any other media television targeted youthful population that could identify with most of the content. The effectiveness of television in reaching its targeted audience enhanced the introduction of advertisements as media content. Through lively adverts, commerce grew and so did radio and television among other forms of motion pictures.

Part 2

The two documents, Motion picture news and Broadcasting: The businesses weekly of television and radio are effective in their own unique ways. The two documents target different audiences that identify with the topical issues they discuss. The uniqueness of the target audience for each document is evident in the type of vocabulary used in each of the documents and the type of illustrations. However, any media enthusiast and historian would easily understand both documents owing to the similarity in most of the vocabularies. The two documents seek to enlighten on the development of respective medium. The authors of the documents therefore use clear and descriptive language in providing a chronological flow of ideas and concepts in the two documents. Additionally, the authors use appropriate illustrations to substantiate the arguments, a feature that helps validate some of the claims in both documents.

Motion picture news analyses the development of motion picture while Broadcasting: The businesses weekly of television and radio analyses the factors that enhanced the growth of both media. In doing this, both documents address specific questions in a manner, that targets specific audiences. The two documents raise various research questions such as, what is the correlation between the growth of motion pictures and the growth of television? What is the significance of the target audience in the growth of both media? How did the various media institutions in the country strive to obtain profitable audience for their products?

Works cited

Broadcasting: The businesses weekly of television and radio. Oct-Dec 1963.

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“ Theater building and equipment buyers guide”. Motion picture news, the complete service journal of the industry. Jan-Jun 1954. Vol 62