

# Instructional design the radio essay

[Sociology](#), [Communication](#)



## **Instructional design: The radio**

The radio is one of the most useful objects ever invented. This is a device that is used to receive radio signals which are transmitted from a radio transmitter. The signals are classified in terms of strength. There are long wave signals and short wave signals. The signals are transmitted by way of modulation of the electromagnetic waves, which have frequencies found to be below the frequencies of the visible light. The radiations that are electromagnetic in nature are known to travel by way of oscillating electromagnetic fields, which go through the air and vacuum space. The radio has been there for a long time and it has been designed in various shapes. It has undergone a lot of alterations and designs.

The radio was designed to address the issue of communication. There was the need to communicate to the masses. This has been addressed because the radio broadcasts information from a central point to any person who can access the signal and who has the radio. Communication has been effective with the use of this device. Many people can now get to know what the authorities are saying and act accordingly. The radio has been used to save multitudes from looming disasters.

The goal of the radio was to inform the masses. Vital information is passed on to the masses by use of the radio. Another use of the radio is to educate. Educational programs have been passed to students by making use of the radio. The radio is also used to entertain. The possible users of the radio are the politicians and the low-end people who have no other means of accessing information. Other users of the radio are educators and

companies. Radio is also used to advertise and sell some given brand. It has become a major wave in advertisement. It is also used to pass vital information like shortages of water and electricity in some given location.

One characteristic of the radio is that it creates pictures. The pictures are out of the descriptions and details that come from the radio and the listeners can make pictures out of the details. Another characteristic is that it is portable. One can move the radio around. Other characteristics include the fact that they can be used by illiterate people, simple to use, fast in transmission, and not expensive.

Radios are made out of transistors and electronic components. There are wires that are used to carry current from one place to another. The outer part can be made out of wood, metal and plastic.

One of the limitations of the radio is that it is a one chance medium. This is so because once the presenter gives information, there is no other chance to retrieve the information. Another limitation of the radio is that the listeners have little or no control of the presenters. If they do not like the content that is presented, they have no choice but to switch it off.

In my own evaluation, the radio has fulfilled the purposes, which was designed to do. The masses are getting informed and education and advertising is extensively being done from the radio.

Object analysis process relates to systematic approach to design. By following the steps outlined above, the designers are able to get the requirements of the users. The object analysis process gives the designers

the requirements that they need to undertake in order to fulfill the requirements and the need.

## **Bibliography**

Crisell, A. (1994). Understanding radio. New York: Routledge.