

# Critical communication event on radio

[Literature](#), [Russian Literature](#)



Critical Communication Event on Radio No: Critical Communication Event on Radio Radio communication or voice communication is a better way of communication than many other communication techniques but it lacks certain aspects of video communication and interpersonal communication involving face-to-face communication. In the first few years of radio communication, the broadcast is utilized for pure entertainment but as the time passed, people realized the worth of radio broadcasting as for conveying political agenda and for similar other reasons.

In our critical event, a person named Emery Orto who was refused to board the Southwest Airline by the Airline personal due to his weight (Netter, 2009; eTurboNews Inc., 2010). Media covered the event as the lack of communication between the Airline personal and the Orto but some people believed that Airline personal must let the Orto to board the plane, however, Airline personal have the idea that a person with such size may be a problem for the neighbor passenger. In fact, the rude attitude of Orto led him to be refused to board the plane.

The event caught the attention of many newspaper and news agencies, where most of the reporters have the view that it was the impolite attitude of Orto that made the authorities to deny him from boarding the plane. As the communication event, the event sounds a communication gap between Orto and the Airline personnel but history is full of the events that made people to think in the manner that a authority wants. It could be beneficent for the people to have knowledge about the rules of the Southwest Airline. However, it could be worse for the people who are targeted to spend extra money to buy extra seat as per their size. As the radio communication lacks to target

certain audience, the messages are conveyed to all the people irrespective that the messages could harm the mind of a person or a group of people.

#### References

eTurboNews Inc. (2010). Passenger not allowed to board the plane because hes " too large to fly". eTN. Retrieved October 28, 2011, from <http://www.eturbonews.com/11537/passenger-not-allowed-board-plane-because-hes-too-large-fly>