

How radio has influenced our lives

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Impact of Radio on Society The advancements in technology have led to a situation where people have a constant need for information. The mass media therefore provides a way for people to satisfy their need for information. One way through which the mass media is used is through the use of radio. The radio has had a positive impact on the population as it has eased the way that information is shared and passed on. The radio can therefore be seen to be an important invention in the present day society. The society today is completely dependent on information for survival. The radio is able to transmit the information in real time. This information plays an important role in the decisions that people make regarding different aspects of their lives. Such decisions include decisions on travel plans through the traffic updates that the radio is able to give, decisions on entertainment choices through the various options that can be given on radio and other important aspects such as healthcare and education. The public depends on the information on the radio to know the choices that they have in regards to important decisions such as healthcare plans and the best available education (Biagi 113).

The radio is also an important source of information on controversial subjects. Through the educational programs that are aired on radio, the mass can get more information on the controversial subjects. The radio also has an important role to play on the buying decisions that are made by the different listeners. By giving the listeners information on different products available, the listener is able to make an informed choice or decision regarding the product that is most suitable for them. The radio has therefore has a positive impact on the lives of the public because of the ability that it has to pass across information for public consumption.

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Works cited

Biagi, Shirley. Media Impact: An Introduction to Mass Media. Boston, MA:
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