

# Assessment of senior high school student-listeners' preferences to radio talk show

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## ABSTRACT

*This study aimed to gather information for the creation of Kapampangan youth radio talk show. It assessed the University of the Assumption Senior High School (SHS) student-listeners' preferences to radio talk shows. Descriptive and cross-sectional research designs were utilized. The participants for the study are 760 students. They were selected through purposive sampling.*

*The instrument used is researcher-made and was face and content-validated by three experts in the fields of mass communication, language, and research. Descriptive statistics such as frequency, percentage, and weighted mean were utilized to present the data on the profile description of the respondents. Statistical Package for Social Sciences (SPSS) was also used. The majority of the respondents chose a musical program, and almost half of the total number of respondents prefer pop music. Three in every four of the respondents chose talk show, which provides entertainment. Most of the respondents want a moderate tone, followed by a light tone. They want a topic about family, love, and relationship. The most preferred time is before 8 am and after 8 pm. During weekdays, the most favored time is between 5:00 and 6:59 pm. The researchers recommend to still consider radio in communicating to the mass because of its advantages, especially its immediate impact on the public. They also suggested continuing to create a radio program for the youth.*

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**Key words:** preference, radio talk show, assessment

## INTRODUCTION

*"Video killed the radio star."* This smash hit of the Buggles is critically-acclaimed and is included in the top 40 of the VH1's 100 Greatest One-Hit Wonders of the '80s (Ali, 2013). The mentioned popular song pertains to the advancement of modern technology on television, which resulted in decreased popularity of the radio. The Limousines even adopted it in 2010 with their version *"Internet killed the video."* This time, the updated version of the song emphasizes the dependency of people on the new media, which overshadows the traditional forms of media.

Both songs invoke the message of adhering to the fast-paced innovations brought about by the advent of technology. This is manifested by the surge of influx for newer gadgets available to the buying market. However, this, in turn, contribute to the demise of the earlier type of mass communication. Specifically, it negatively affects the broadcast, viewership, and utilization of the radio.

Radio is considered to be among the most readily available and most budget-friendly mass communication (Fitzgerald, 2006). It continues to be an essential tool for non-formal education and community development in many developing countries because of its accessibility and cost-effective way of sending information even in the rural areas compared to the other types of media (Hoipkemier, 2014). This explains why it has a vast target audience and is commonly used for its easy and immediate effect on the public (Hausman, Benoit, Messere & O'Donnell, 2004).

Radio broadcasting is classified to be one of the contemporary media for mass communication, alongside the print, film, and television industry. It is a traditional format that plays a vital role in society and even has been part of history. According to Hausman et al. (2004), radio, as a wide-stream medium, has appealed with its audience because of the format, selection, and arrangement of the program elements. This needs specific techniques and creativity.

Based on the format, a radio has two classifications, namely: Amplitude Modulation (AM) for news and drama and Frequency Modulation (FM) for music. A.M. radio includes news programs that can immediately provide essential information to the public. Usually, a news program on the radio is from three to seven minutes. This is just a short time but is utilized to the last minute. According to Geller (2011), listeners feel the importance of both the news talk show and its elements despite their financial and restrictive formats.

It is also in AM Radio that a media talk show can proliferate and show a significant role to target listeners through activities (Tolson, 2015). A talk show can cover different topics for the public. Hausman et al. (2004) enumerated the different types of talk shows used, which are the one-on-one show, call-in show, and the panel discussion. Among the three, radio is known for the call-in show wherein a specific topic will be presented, and the audience will

share their opinion about it via on air. This is important because it is participative or interactive with callers and are even classified into anonymous, regular, returning, a first-time, and unmarked standard caller (Dori-Hacohen, 2012). Hence, the broadcasters of a media talk show utilize mobile technology to increase this variety of audiences (Rosales, 2013) and use effective announcers' speech, language, and linguistics to be able to relate with them (Cutillas-Espinoza & Hernandez-Campoy (2007).

A radio talk show has impacted mass communication, which started without the idea of its role in today's digital world (Hausman, 2003). According to Siemering (2000), this show format is a platform to reflect listeners' economic, political, and sociocultural views. Even music, which is a staple in FM radio, is essential in a talk show program (Hausman et al., 2004). Music has been categorized into the major styles of music to make the selection easy. Some of these are rock, jazz, urban, and pop. Rock music's rhythm is created with the use of drums and electric guitars, while jazz is characterized by its characterization of the weak beats rather than the strong beats of the sound. Urban music includes rap, hip-hop, soul, and R&B, which are identified by their repetitive beat. On the other hand, pop music is most commonly used in radio production.

According to Hausman et al. (2004), in creating a radio program, it is important to cater to the public interest or the audience because, after all, radio is still a business. The primary purpose of good programming is to get listeners and make them stay tuned to the program being aired. This can be done by selecting and familiarizing the audience. This is the way radio stations target their listeners and also considering their listening preferences (Winchester & Lees, 2013).

Concerning this, a study was conducted as an input to the creation of a Kapampangan Youth Radio Talk show. The study aims to assess the University of the Assumption Senior High School (SHS) student-listeners' preferences to radio talk shows. Specifically, it purports to identify the students' radio listening preference in terms of the:

1. Type of program
2. Determine the students' kind of songs and music they preferred in a musical program;
3. Identify the students' preferences to talk shows in terms of the:
  - 3.1 Type
  - 3.2 Tone
  - 3.3 Themes
  - 3.4 Schedule/time

In general, the results of this study will be useful for both the media and the youth. For the media, specifically those in radio, the study can help in conceptualizing new ideas for programs that would cater to youth's interest. For the youth, it can offer a new medium for

information, specifically for the researchers in crafting suggestions to the creation and development of a Kapampangan Radio Talk Show.

## METHOD

The methods of research utilized are descriptive and cross-sectional. It is descriptive because it was intended to determine the students' kind of songs and music they preferred in a radio program and identify the students' preferences to talk shows in terms of type, tone, themes, and schedule, or time. It also used a cross-sectional design because it involved the analysis of data collected from the respondents at one specific point in time.

The participants for the study are 760 students. They were selected through purposive sampling. The inclusion criteria for the research are 1.) senior high school students and 2.) with an age range of 16-19. On the other hand, the setting of the study is at a private Catholic university, specifically at the senior high school department. The return rate of questionnaires is 95 %. Of the 800 instruments, 760 were accomplished and retrieved.

The instrument used is researcher-made. It faced and content-validated by three experts in the fields of mass communication, language, and research. A letter of intent was prepared addressed to the principal. Approval was sought to survey the students after the validation of the instrument. Once permission was granted, sampling was done in doing the survey.

There were two methods used in the data collection. First is by an in-person distribution of the instruments. Second is through teachers who served as intermediaries for the distribution of the questionnaires. The first contact was for the distribution of the instruments. The second contact was for the retrieval of the answered forms.

The researchers ensured that the respondents were adequately notified about the paper's overall purpose through a cover letter. The voluntary nature of participation in the study was observed through the attached informed consent before the actual instrument. Respondent's freedom to refuse or withdraw at any time was included in the consents. The anonymity of the respondents for this study was strictly followed.

Descriptive statistics such as frequency, percentage, and weighted mean were utilized to present the data on the profile description of the respondents. Statistical Package for Social Sciences was also used.

## RESULTS

**Table 1**  
***Profile of the respondents***

<b>Demographic Profile</b>	<b>F</b>	<b>%</b>	<b>Demographic Profile</b>	<b>F</b>	<b>%</b>
<b>Sex</b>			<b>Grade Level</b>		
Male	314	41	11	399	53
Female	446	59	12	361	47
<b>Age</b>			<b>Strands</b>		
16-17	624	82	ABM	308	41
18-19	127	17	STEM	257	34
Others	9	1	GAS	79	10
			HUMMS	116	15

Based on the demographic data, females outnumber males by 6:4. An overwhelming majority of the respondents are between the ages of 16 and 17. More than half of them are in grades 11. There were more student respondents on the strands of ABM and STEM compared to HUMMS and GAS.

**Table 2**  
***Preferred type of radio program***

<b>Type of Radio Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
Musical	570	75.0
Talk Show	204	26.8
News/Commentaries	189	24.9
Drama/Romance	214	28.2
Others	14	1.8

Table 2 shows the preferences of the respondents in terms of the type of radio program. The majority of the respondents chose a musical program. This was followed by drama/romance, talk show, and news/commentaries in this order.

**Table 3**  
**Genres of songs to listen in a musical program**

Genres of Songs	Frequency	Percentage (%)
Pop	456	60.0
Ballad	205	27.0
R&B	326	42.9
Religious/Gospel	182	23.9
Rock/Heavy Metal	175	23.0
Love	379	49.9
Jazz	157	20.7
Rap	174	22.9
Instrumental	151	19.9
Others	16	2.1

Table 3 shows the different genres of songs to listen to in a musical program. Almost half of the total number of respondents prefer pop music, followed by love songs and R&B. Twenty-seven percent of the respondents chose ballad. The same percentage selected religious/gospel songs and rock/heavy metal. Some chose rap, jazz, instrumental and other genres of songs.

**Table 4**  
**Preferred talk show formats**

Talk Show Formats	Frequency	Percentage (%)
Entertainment	565	74.3
Guidance and advising	225	29.6
Educational	239	31.4
Religious	170	22.4
Socio-political	125	16.4
Others	15	2.0

Table 4 shows the preferred talk show format of the respondents. Three in every four of the respondents chose talk show, which provides entertainment. This is followed by educational, guidance, and advising and religious format. The talk show format with the least number of percentage is socio-political.

**Table 5**  
***Tone of talk show***

<b>Tone of Talk Show</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Light	319	42.0
Moderate	432	56.8
Serious	136	17.9

Table 5 shows the types of tone used in a talk show, which are light, moderate, and serious. Most of the respondents want a moderate tone, followed by a light tone. Only a few preferred a serious talk show.

**Table 6**  
***Themes or topics in a talk show***

<b>Themes/Topics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Showbiz	281	37.0
Family, love, and relationship	426	56.1
Science and technology	201	26.4
Culture and religion	183	24.1
Sports	281	37.0
Fashion and lifestyle	291	38.3
Current issues	226	29.7
Others	14	1.8

Table 6 shows the different themes or topics in a talk show. As the respondents chose, 56.1% of them want a topic about family, love, and relationship followed by fashion and lifestyle, showbiz, and sports. Among the choices presented, culture and religion have the least percentage.

**Table 7**  
***Preferred time of the day during weekends in listening to the radio***

<b>Time of the Day</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Before 8:00 am	158	20.8
8:00-9:59 am	133	17.5
10:00-11:59 am	75	9.9
12:00-1:59 pm	64	8.4
2:00-3:59 pm	82	10.8
4:00-5:59 pm	54	8.4
6:00-8:00 pm	54	7.1
After 8:00 pm	140	18.4

Table 7 shows the respondents' preferred time of the day during weekends in listening to the radio. The two highest percentages are before 8 am and after 8 pm, followed by 8:00-9:59 in the morning. There are significant numbers who chose time slots from 10:00–8:00 pm. The time slot with the lowest percentage is from 6:00–8:00 pm.

**Table 8**

***Preferred time of the day during weekdays in listening to the radio***

<b>Time of the Day</b>	<b>Frequency</b>	<b>Percentage (%)</b>
5:00-6:59 P.M.	302	39.7
7:00-8:59 P.M.	237	31.2
After 9:00 P.M.	211	27.8

Table 8 shows the preferred time of the day during weekdays in listening to the radio. Of the three choices given, most of the respondents chose the time slot from 5:00–6:59 pm and is followed by 7:00-8:59 and after 9 pm.

## **DISCUSSION**

On the creation of a radio program, it is imperative to choose the audience and know their preferences. This will serve as a significant foundation in this specific form of mass communication. Without the target or captured audience, a radio program would deem to fail in terms of viewership. This is relative to the study of Wincester and Lees (2013), where radio stations also target their listeners by considering their listening preferences. Radio stations research in order to decide on their playlist (Heller, 2009).

An overwhelming majority of radio listeners prefer music-oriented radio shows. Filipinos are naturally-born to be musical and usually sing-along upon hearing their favorite tunes on the radio. Most of the radio programs in Frequency Modulation (FM) cater to both old or vintage songs and current tunes. This result is relative to the study of Hausman et al. (2004), where music is a hit among radio program listeners.

Pop and Rhythm & Blues (R & B) top the genres of songs to listen in a musical program. Since the target audience for the new radio program is mostly students, these are their current preferred themes. Pop icons and R & B singers continue to dominate the FM bandwagon nowadays.

The most favored talk show format is entertainment. This is not new since the target audience tries to veer away from what is considered to be very serious such as politically-themed mass communication. Entertainment comes in different forms and always amuse the listeners with up-to-date news from their favorite artists in showbiz. This is congruent with the

study of Reyes et al. (2012), where the respondents tuned in or listened to radio programs because of the entertainment factor.

The tone of the talk show is moderate. This is because the students tend to find common ground between light and serious. Most probably, new listeners will gravitate on substantial radio programs but not compensate for the overall content of the show. This gives the listeners a balance that will most likely catch their attention and learn from the information elicited by the program.

The preferred central theme in a talk show is family life and relationships. This is since students are still in ties with their families as they support them. By this stage of their lives, they develop relationships that foster love and intimacy.

The favored time of the day during weekdays in listening to the radio is 5:00–6:59 pm. Listeners such as students tend to go home by this time. They are yet to prepare themselves before household chores or academic reviews at home. This may also be the time when they are about to go home as they travel on the way. However, before 8 am and after 8 pm are preferred during weekends. This may be due to the fact it is their free day, and they have the luxury of time to spend day and night.

In conclusion, the preference of the student-listeners is music-oriented radio shows with the genre of pop, and R & B. The most favored talk show format is entertainment with moderate tone and tackles on family life and relationships. The preferred time during weekdays is before 8 am and after 8 pm while the favored time during weekdays is between 5:00 and 6:59 in the evening.

It is recommended that the radio be considered a very favorable platform for mass communication. This is due to its numerous advantages to its target audiences. Concrete examples of these positive attributes include its accessibility and flexibility to impart salient messages to its listeners.

It is also suggested that a radio talk show be created for the youth. They are considered to be captured audiences because they are willing to learn and absorb insightful information from the knowledgeable hosts and guests. The youth are excellent radio listeners since they can also be participative during the live shows.

Lastly, it is imperative that the radio talk show also is aired through the internet or online. At present, this is highly-observable because mass media is multi-platform. The primary audience for the radio talk show, which happened to be the youth, which includes the teenagers or adolescents, are visually attracted and prefer an internet-based show as well. The target listeners are frequently multi-tasking; hence, they can both listen and view the radio show simultaneously.

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