

CHARACTERISTICS OF RADIO

Definition of radio

Guglielmo (1897) defines radio as the wireless transmission of signals through free space by electromagnetic radiation of a frequency significantly below that of visible light in the radio frequency range from about 3KHz to 300GHz. These waves are called radio waves.

Characteristics of radio

In regard to the nature and characteristics of radio as well as strengths of the radio, different scholars tried to discuss the nature of radio. Brosseau (1998) says that, a radio creates picture into people's minds, it speaks to a single person, its portable, less costing, easy to prepare program and cheap.

Characteristics of radio

Stead (2005) argues that the nature and characteristics of radio includes, simplicity, transient that means the message is irreversible, selective where by audience cannot select what to list to and finally, it lacks space that means no/idle free time in the radio. Generally, the strengths and characteristics of radio differ from one scholar to another. But the best ones are **cheap, portability, selective, simplicity, it speaks to a single person and imaginative.**