

## **Chapter Summary – Module Seven**

Radio is everywhere at all times and in all places. There are more than 12,000 commercial and non-commercial broadcast radio stations in the United States. Because radio travels without wires, radio transcends borders, and provides entertainment and propaganda around the world. It reaches specialized audiences in their homes, automobiles, workplaces, where they shop, on cell phones and on the Internet. Radio is often a primary source of news and entertainment, one of the most portable of the mass media, and a common source of music. It is still an important method of reaching listeners with new music, so recording companies and radio are closely tied. Radio began as a medium for live entertainment and short news broadcasts, reaching a mass audience through national radio networks. After television arrived, adopting radio's best programs for itself, radio turned to music, news, and talk, becoming a local, specialized medium. Radio continues to evolve when faced with a multitude of competitive options.