READING

A PREDICT Look at the title of the article and answer the questions.

1 What do you think radio has to offer that other forms of media don't?

2 Have music streaming platforms made the radio redundant?

3 Are news broadcasts on radio more or less reliable than on other media?

B READ FOR DETAIL Read *Does radio have a place in the digital age?* and answer the questions.

1 What role did radio use to play in traditional households?

2 What does the writer think the statistic for daily listeners would be?

3 What comparison does the writer make between the radio and print media?

4 How has radio adapted to the digital age?

5 According to the writer, what five qualities attract listeners to the radio?

C SUBSTITUTION Read the article again. Match the words in bold (1–5) to the ideas they refer to (a–e).

a of the qualities ___

b broadcasting live / intimacy ___

c listen to the radio ___

d listeners ___

e radio ___

D REFLECT Think about the answers to these questions.

1 Do you think live broadcasting, on the radio or TV, still has a place in modern society? Why/Why not?

2 Which forms of media do you think may die out over the next decade? Why?

Does radio have a place in the digital age?

There was a time when the radio was at the heart of the living room. Families would gather around the polished walnut cabinet to listen to everything from the news headlines to the latest jazz records. But is there still a place for the radio in the age of podcasts and Spotify? Does anyone still listen to the radio?

Well, as it turns out, many of us [1]**do**. According to a recent survey, 89% of respondents said they listen to the radio at least once a week. I imagine a similar percentage tune in every day. Some listen while they're doing the housework, others use the [2]**one** in their car. Builders sing along to stereos as they work. We listen to music, interviews, weather forecasts, traffic updates – the list just goes on and on. Yet since the dawn of television, people have been saying that the age of radio is over, just as they have long said that print is dead.

Like all other media, radio has had to adapt – and fast – to the digital revolution. For example, most mainstream radio broadcasts are available online and many programmes can now be downloaded. The move online has allowed traditional broadcasters to reach a wider audience, yet I'd argue it is some of the qualities that radio has had from the start that has sustained its popularity. [3]**One** is that it is far more intimate than other media. We listen so regularly that the presenters have become familiar to us – we trust their judgement and taste. We also see them as reliable sources of information – a rare quality in the era of fake news. Many of the programmes are also broadcast live, which makes us feel more involved in the discussion.

Another aspect of [4]**this** is that radio can be just as interactive as social media, if not more so. Listeners can phone in, tweet or text, joining the conversation with politicians, film stars, musicians and celebrities. In fact, I'm sure for [5]**some** this is one of its big attractions. Radio also has a wider reach in the moment than other media; it can be local, national or international. You can tune in to the latest news from your home town, what your Prime Minister or President is up to or a cricket match in the Caribbean. What's more, with the arrival of digital radio, not only is sound quality hugely improved, but listeners can also use the LCD screen to receive information about what song's currently playing, phone numbers for the ads they're listening to, album art and much more. And if you take a look at just a single day's listing of programmes, you'll be surprised at how much more radio has to offer.



LIVEWORKSHEETS