

ANALOG TO DIGITAL 90TH YEAR OF RADIO BROADCAST IN TURKEY

The mass communication devices have been important and valuable to all societies throughout the history. The effectiveness of mass communication devices cannot be ignored for individuals to access knowledge and news, and for the government or for some institutions to create public opinion.

With the improvements and changes in technology, although social media is placed in the most preferred way of communication, mass communication devices still preserve their importance and effectiveness today. Their easiness in reaching the target group and sending the message at the same time, are some of the reasons that these devices still continue their effectiveness.

Among mass communication devices radio was the one that has been used first and spread out across the globe fast. When it was used in the U.S.A in the beginning of the 20th century, it was understood how effective this magical box was. After commercials had broadcasted in the U.S.A in 1922, the European countries also wanted to take the advantage of this amazing invention and they began radio broadcasts.

Broadcasting, on which governments has a monopoly in Europe in the first half of the 20th century, turned into a mass communication device for individuals and for other institutions to express themselves, tell their thoughts and create public opinion after the changes in technology and also the changes in social and political conditions.

When we compare Turkey with other countries, radio broadcast didn't start much later than them. The Young Republic and Atatürk realized the importance of this mass communication tool and did the necessary initiatives to start radio broadcasting. Radio broadcasting in Turkey started in İstanbul in 6th May 1927. 2017 is the 90th anniversary year of radio broadcasting in Turkey. For 90 years radios enriched the lives of the audience with broadcasting news, educational, cultural and arts, music and entertainment contents.

The development of technology provided radio broadcast to be stronger and extensive. With the analog technology the radio broadcast could be done in limited time via one channel whereas with digital technology today it can be done in many platforms. Digital technology enables everybody to express their feelings and thoughts via radio broadcasting. The magical box of the early 20th century is now available in our computers, mobile phones, on our fingers tips at any time and in anywhere.

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