

**Loyola College (Autonomous)**  
**Chennai – 600 034**

**Radio and Digital Journalism:**  
**Report on the Guest Lecture on 1st September 2016**

RJ Shakthi, Radio City, delivered a Guest lecture on 'Radio and Digital Journalism' to the students of B.VOC and M.VOC Digital Journalism in the department of KAUSHAL Kendra, Loyola College, Chennai.

In the Guest-Lecture Programme held on September 1, 2016 at 11.25 AM in the Drawing Studio, KAUSHAL Kendra, Loyola College, the Speaker RJ Shakthi highlighted the role of Radio in the digital era. She elucidated as to how the medium is a passive one which is being actively used by many. Pointing out that Time Spent for Listening (TSL) is just 7 minutes in the case many a listener, she indicated how the work of an RJ is very crucial in grabbing the attention of a listener within those few minutes. She justified the repetition of programmes which is very much required in this medium due to the listening pattern of listeners hailing from various parts of the city who tune in at their convenient timings.

Radio City is concentrating on Web Radio as its wants to cater to the interest of listeners worldwide. According to her, "when Radio was introduced it was dependent on Gramophone and then on Transistor when it evolved further. Now we use mobile phones to listen to Radio programmes. Though the medium remains the same, with the advent of technological advancements the medium is faced with different changes in equipment-use which we witness to-day".



RJ Shakthi, Radio City, interacting with the students of B.VOC and M.VOC Digital Journalism