

제 9주 강의 자료

제9주 강의 Radio (라디오)

<제9주 강의 학습목표>

1. 라디오매체의 장점과 단점 토의
2. 광고주가 라디오 시간대를 활용하는 3가지 방법 숙지
3. 현지라디오방송과 광고 시간대 라디오광고 차이 설명

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제9주 강의 Radio

Objectives: After completing this assignment, the student will **be able to**

1. discuss the advantages and disadvantages of the medium of radio;
2. **name** three ways an advertiser may use radio time; and
3. explain the difference between **spot radio** and **spot commercials**.

* **name**: 열거하다; 말하다. **spot**: specific position as in a sequence;

spot radio: 현지 방송

spot commercials: 광고시간 대에 하는 상업광고

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Radio

When Marconi transmitted his first wireless message in 1895, he **initiated** the electronic age of communication. By 1923, there were two million radios in use. People were fascinated with hearing lectures, music, news, and sports events as they **happened**. Commercialization **accompanied** this growth. The growth of radio continued throughout the 1920s and 1930s.

- * **initiate**: 시작하다, 소개하다(begin; originate; introduce)
- fascinate**: 매혹되다 **happen**: 발생하다(take place; occur)
- accompanied**: 동반하다, 참여하다, 호위하다(attend; convoy; escort)
go along with

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Radio (계속, 40쪽 좌 중)

During the **Depression** and World War II, radio was one of the most important communications media in the country. Many people **kept** their radios **on** all day and night to hear the latest war news. In the early 1950s television was introduced to the public. Radio **suffered**, but it did survive! Radio **took advantage of** what it had to offer, **adapted to** the changing times, and went local instead of national. Today, network radio plays a secondary role to that of local radio.

- * **kept on**: 계속해서 ~하다 **suffer**: 고통을 겪다(undergo; feel pain)
- take advantage of**: ~을 활용하다(make use of; exploit)
- adapted to**: ~에 맞추다, 적합하게 하다(make suitable to; adjust; fit)

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Radio (계속, 40쪽 우 상)

The growth of radio has continued **despite** television. In 1945, there were fewer than 1,000 radio stations in the entire country. Now there are 4,500 commercial **AM** stations and 2,900 **FM** stations. In 1967, over 260 million radios **were in use**. Today 98.6 percent of all U.S. homes have **at least** one set, with the average being 5.5 sets per home, and most automobiles have radios. Radio reaches nine out of every ten people in this country every week. These figures show the strength of the medium of radio.

* **despite**: **of가 없음에 주의**(~에도 불구하고; **in spite of**)

AM: 진폭변조(**amplitude modulation**)

FM: 주파수변조 (**frequency modulation**)

be in use: 사용 중이다 **at least**: 적어도

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Advantage of the Medium (라디오매체의 장점)

Many have said that radio is the most personal medium. Listeners come to **identify with** certain stations or personalities. Ideas can be presented rapidly and in good continuity. Listeners hear a radio voice on a **one-to-one** basis. Radio uses sound effects **in** which the listener's imagination **is involved**. A listener can actually see the "door" open or the "something" behind the door.

* **identify with**: 동질감을 느끼다, 일체감을 갖다.

one-to-one: 일대 일을 바탕으로 한 (**personal medium**과 일맥상통)

be involved in: 관여하다, 개입하다

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Advantage of the Medium (계속, 41쪽 좌상 중)

Another advantage of radio is that the *voice* of the announcer can make the copywriter's message **come to life**. The voice can make the listener take action, stop, listen, or **be convinced**. The announcer may make listeners feel that they are being spoken to personally. The announcer may also address the listener as one of a group. Good copy is just **as important as** a good announcer. When the two are combined, the selling potential is great.

* **come to life**: 생동감을 주다(revival: reanimation)

be convinced: 확신시키다

as important as~: ~만큼 중요한

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Advantage of the Medium (계속, 41쪽 좌 중)

Radio also **offers** the advertiser the advantages of audience selection and low cost. There are 8,600 commercial radio stations, but only 730 commercial TV stations. When radio went local in order to **compete with** television, many small stations were **created** to appeal directly to specialized groups. Today, for example, some stations (directed at the teenage market) play all rock music.

* **offer**: 제공하다(provide: give) **compete with**: ~와 경쟁하다

created: 창조되다, 설립되다(set: established)

(): 앞에 which are가 생략됨, 즉 앞의 station을 꾸미는 절

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Advantage of the Medium (계속, 41쪽 좌중 하)

There are all **country-western music** stations, **farm-ranch** news stations, and **ethnic** appeal stations. Most radio stations specialize, meaning that they produce a program for a narrow audience. Advertisers may choose the station that will best reach their market of potential consumers. Radio also has a low **cost-per-thousand** figure. Radio reaches more people at a lower cost than many of the other media.

- * **country-western music**: 시골 풍의 서구음악 **farm-ranch**: 농장
- ethnic**: (언어 종교, 문화, 인종)민족의, 민족전통적인
- cost-per-thousand**: 천명당 비용 (**cost per mille**: **CPM**)

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Advantage of the Medium (계속, 41쪽 좌하)

The lower **cost-per-thousand** makes a radio very **valuable** medium for the advertiser **with** a low advertising budget. Radio is also a very flexible medium. Copy for a radio commercial is usually given to the radio station several days before broadcast. The advertiser can, however, make changes in the message just minutes before it **goes on the air**. Changes of this type are possible with television, but they are more difficult to make.

- * **valuable**: 가치 있는(**precious**: useful ↔ **worthless**)
- with**: who has와 같음 (~을 가지고 있는)
- goes on the air**: 방송하다(**broadcast**)

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Advantage of the Medium (계속, 41쪽 우상)

With television, printed ads are almost impossible to change after the deadline for the advertisement has passed. Radio is also **flexible** geographically. Advertisers may determine where they think the market is best, then use radio stations that broadcast only to those areas. They do not have to cover a large **section** of the nation in order to reach the market.

* **with**: ~와 함께, 더불어 (together with)

flexible: 유연한, 융통성 있는

section: 구역, 구간, 지역

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Advantage of the Medium (계속, 41쪽 우하)

Mobility is another advantage of the medium. Radios go everywhere. Transistor radios may be taken to stores, on camping trips, to a football game, or anywhere listeners want. Radio is a **unique** advertising medium **in that** people can listen to it **while** doing other things. A person (who **is engaged in** some activity, such as studying, painting the house, or working in the yard), can be reached by radio.

* **unique**: 독특한, 유일한(single; solitary; incomparable; peerless)

in that: 왜냐하면(since; because) **while**: when they are

is engaged in: ~에 개입하다, 관여하다(be involved with)

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Disadvantages of the Medium (라디오매체의 단점)

One of the main **limitations** of radio is its short-lived quality. After an advertising message is broadcast, it is gone. There is nothing to **reinforce** the selling message unless it is rebroadcast. The advertisement is not available for **reference** or rereading, as it would be in a print medium.

- * **limitation**: 제한점 (restriction; confinement; boundary; border)
- * **reinforce**: 강화하다, 증가하다 (strengthen; augment; increase)
- * **reference**: 참고, 인용 (note; citation; consideration; concern)

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Disadvantages of the Medium (42쪽 좌 상)

The radio advertiser also **faces** the problem of audience **fragmentation**. Most radio users can choose from ten or more stations. The advertiser may have to use many radio stations to cover a particular market. Radio stations themselves must **compete** for their audiences, so advertisers must make their media selections carefully.

- * **face**: 대면하다, 직면하다 (confront)
- * **fragmentation**: 파편, 세분화 (segmentation; disintegration; collapse; break down; disunified)
- * **compete**: 경쟁하다

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Using Radio Time (라디오 시간대의 활용)

Once an advertiser decides to buy radio time, it must be decided how to use it. Basically, advertisers have three choices – network radio, national spot radio, or local radio. If the advertiser's products are widely distributed, the advertiser would **probably** use either network radio or national spot radio. In *network radio*, the advertiser would broadcast the programs and commercials from a studio over a number of **affiliated** stations.

* **probably**: 아마도 (perhaps; maybe; possibly)

network radio: 전국 라디오방송

affiliated: 연결된, 연결된(close associated; connected; attached)

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Using Radio Time (라디오 시간대의 활용, 42쪽, 좌 중)

In *national spot radio*, the advertiser would broadcast the programs and commercials from specific individual sections in selected market areas. A business person whose distribution is limited to one area – for example, a retailer – would probably use *local radio*. The retailer would broadcast the program and commercials **over** a radio station located within the market area.

* **national spot radio**: 전국적인 현지 라디오방송(예컨대, 대전 공주권 신록 방송)

over: ~에 의해서, ~을 통해서(by means of; through)

local radio: 지역 라디오방송

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Using Radio Time (계속, 42쪽, 좌 하)

In making decisions about radio time, it is important to understand the difference between spot commercials (spot announcements) and **spot radio**. Spot radio **concerns** geography, and **spot commercials** concern time. In spot radio, the geography or locations of individual stations are the important things to consider. A commercial broadcast over spot radio may be long or short – time is not a factor.

- * **spot radio**: 현지 라디오방송
- concern**: 관심을 갖다, 관여하다(care; worry; touch; involve)
- spot commercials**: 광고시간대에 하는 광고

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Using Radio Time (계속, 42쪽, 우 상)

The advertiser uses spot radio to cover a geographical area with the advertising message. The advertiser should **visualize** a map of the market area and think of the best ways of reach the **potential** buyers when considering spot radio. In **contrast**, spot commercials **deal with** time. They are advertising messages of one minute or less that are broadcast without sponsoring a program. The time purchased is the important factor, not the location of the broadcast. Spot commercials may **make use of** either network or spot radio.

- * **visualize**: 시각화하다, 심상을 그리다(form a mental image of)
- potential**: 잠재적인, 가능성이 있는(possible; latent; capacity)
- contrast**: 대조적으로, 다르게(differentiate; distinguish)
- deal with**: 다루다, 관심을 갖다(treat; handle; be concerned with)

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