

Radio advert. The potential of radio advertising encouraged large corporations to buy up stations to form networks. As an ~~effect~~ ^{part of the advertising} ~~effect~~ ^{advertising}, including Canada, were increasingly consuming news advertisements and by a few distant authors. Entertainment made by a few distant authors. No longer were people entertained by gossip or the village fair. The public sphere was increasingly controlled by the major radio players, which tended to establish a public norm for people to adhere to which many people wanted to adhere. Critics worried that this was a "dumbing down" of culture. They had hoped for educating lectures to be broadcast + instead (ot Amos + Andy). Many worried that this was a ~~of~~ ^{of} a mass culture rather than ~~people's~~ ^{people's} becoming consumers rather than creators of culture. For example, games, music, art, once meant creating music together - now, might mean just listening to it.

There was a serious fear in some that a culture of radio would ensure (particularly if radio were used in education) that we would evolve as passive listeners rather than active participants (Phyllis)

Radio Ad. Radio enabled what we now recognize as a modern form of consumerism through commercial broadcasts and enabled politicians to communicate with the public like never before. It had many other effects in N.A., including

IN 1922, AT&T a major player in early radio
saw "total broadcasts. That is
in exchange for ~~sp~~ paying for
a production, your business name will
be mentioned. This became the
favourite advertising method of the
golden age of radio ^{that is} ~~the~~ WW II and
~~pre~~ television.

- Advertisers expanded until most
shows were products of advertiser
agencies wishing to showcase a sponsor.

For example we have the
Champion Spark Plug Hour of musical
the
And the Voice of Firestone
classical music show.

IN 1934 legislation in the US
cemented the relationship between
advertising & radio, excluding any
notion of a government funded
broadcaster.

The Roaring Twenties brought many changes, expanding the boundaries of people's lives

- Cars + railroads ^{had} expanded travel ~~beyond~~ walking distances - over commercial flights became available
- people moved in large numbers to cities bringing them in contact w/ a greater diversity of population

- economies of mass production ~~brought~~ ^{made} less expensive and uniform foods available to many

In this period, radio brought entertainment, and advertising, into into the ~~reach~~ ^{reach} of many people. The home of those that had one.

However, the advertising model meant that programs were designed more to maximize profit for sponsors than for the benefit of the public - more listeners meant more ears on your ~~product~~ ^{sponsor's product}. People soon came to associate particular programs + programs with the products they conveyed, and the popularity of the program could determine the popularity of a product

What of Canadian Radio.
Early radio broadcasters ran cheap,
live productions involving music, plays,
religion, and ~~at~~ anything else that came
around. It was an entirely private
for profit proposal (except, Canadians
had to pay for annual radio licences).
As a result of the ~~#~~ limited Canadian
options, in the 1920s, 80% of
programs listened to were American.
To deal w/ this problem, a Royal
Commission was struck in 1929
it recommended the end of private
broadcasting in Canada. The
Canadian Radio Broadcast Com
was created in 1932 but largely failed.
licensing fees were not enough to pay
for the infrastructure + programming ~~that~~
needed. In the end CBC was
created in 1936 as ^{Canada's national broadcast source} which co-exists, now ^{an}
as then, with private stations, American
programming, and a good deal of
advertising.

Radios rise in North America pre WW2

Burns wrote"

It's impossible to explain the impact that radio had on the world to anyone who didn't live through that time. Before radio, to people had to wait for the newspaper to learn what was happening in the world. Before read, the only way to see a performer was to see a performer. And maybe most important, before radio there was no such thing as a commercial. (as quoted in Taylor p/239)

Invention

Marconi invented the Radio based on the work of Hertz, Tesla, and others patented it in 1897

Between 1897, when Guglielmo Marconi built on the work of other scientists and patented his wireless telegraph in England, and the 1920s, scientific advances came furiously and different interests struggled to shape the use of those advances. World War I jump-started a process of consolidating the control of radio in the hands of the government and a few businesses, but at that moment both those groups still conceived of the medium as a vehicle for point-to-point communication. Radio as a means of reaching a wide audience remained in the future; indeed, only the persistence of individual amateur radio operators revealed the possibilities in deliberately sending signals to a general audience.¹³

Wireless Telegraph

Marconi's (there were others at the time) wireless telegraph, which came to rely on the code Mr. Morse invented in 1837, became indispensable for ship to ship and ship to shore communication. Marconi's invention is widely heralded for saving the 700 survivors of the Titanic disaster in 1912.

Where an earlier telegraph inventor failed to impress the British Navy (semaphore was doing the job just fine thank you) Marconi succeeded ~~x~~ years later due to the proliferation of iron-clad ships. These large, bulky ships did not manoeuvre easily and could not travel close enough for semaphore to be an effective means of communication...especially when a fleet that was disbursed over several kilometers. The admiral simply could not communicate to them with flags and thus Marconi succeeded. The wireless played a huge part in WW1; without it, the naval battles especially might have turned out much differently.

Outside of the maritime realm, Marconi established a transmitter in St. John's Newfoundland in and was able to transmit to Cornwall, establishing long-distance wireless communication. While a transatlantic telegraph cable had been successfully laid in 1866, it use lay in a few hands and messages were sent to a particular receiver. Marconi's signal could be heard by anyone listening on that wavelength. One would think this would have generated a great deal of interest, but it didn't. Most people hadn't yet found a reason to think that broadcasting to the