

Social and political changes have given rise to new models on the radio: Nationwide public broadcasting (RNE); autonomous public broadcasting; local public broadcasting; nationwide private broadcasting; independent stations. Broadcasting companies are joining forces. Some of them are part of great communications groups. In Catalonia, the radio has been a pioneer in linguistic standardisation. The author argues that it is a radio immersed in a globalizing communicative reality which does not escape the trends from beyond our borders.

158 **The future of radio**

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The author considers two interpretative schools of thought concerning the future of radio. One of these predicts a long and brilliant life for the medium. The other ventures to predict the demise of radio every time a new medium comes onto the scene.

Prado shares the same opinion as the first group, believing that radio must "earn" its future. He states that until now, no medium has brought about the replacement of a preceding one. Radio did not kill off the press, television did not eliminate radio, cinema did not substitute the theatre, teletext did not take the place of the newspaper.

Having considered the main features of radio (speed, mobility, appeal to the imagination), the author analyses the overall listening figures for radio following the appearance of private television stations, as well as the new outlook for radio: digitization, multicompression, interactions, integrated services, etc.

In the text, Prado discusses the new broadcasting structures in the United States and Canada. The great number of innovations bring with them important transformations in the radio receiver which is increasingly becoming a multifunctional terminal. All indicators point to a large-scale personalized audience in the near future.