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## FROM PROPAGANDA to AGENDA SETTING RADIO: THE CHANGING FUNCTION OF RADIO WITH CHR FORMAT

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### Abstract

Radio which is one of the most popular media in the first half of the 20<sup>th</sup> century has now changed its role in the society. The medium which was a powerful news and propaganda tool in media now has transformed to a music box. Radio was the biggest agenda setting tool in the Second World War. Hitler and many other leader used this medium for making the propaganda of their ideology. After the invention of television, this medium lost its ideological propaganda power against television and change its role in the society. The growing popularity of television caused radio to create new types of broadcasting strategies. This was the beginning of “formatting”. Radio start to use more music than talk in its content after 1960s. This format strategy took high demand from the audience and caused a music format called as CHR (Contemporary Hit Radio – Top 40) to be popular in the market. As television and other media growth in media industry, the demand to music in radio increased more. The CHR format which turned radio to a music box start effecting the entertainment and music agenda of the audience. With CHR format, radio use its propaganda function in the music and entertainment industry. This cause radio to lose its ideological or politic propaganda role and to be positioned as a music agenda setting medium. Now radio is again used as a propaganda medium, but the role is different. Radio now serves with CHR format new challenges to music industry and creates agenda in the music industry. The aim of this paper is to express the radio format CHR and its features of setting the music agenda for radio. In the first part of the paper there is a historical research for the propaganda function of radio and how this changed today. The paper illustrates radio’s today’s new propaganda role according to Chomsky’s propaganda model. In the paper there is a brief explanation of CHR format, and its agenda setting role. In the second part of the study there is a survey applied to radio audience exploring the function of radio. The survey gives results explaining that today the audience prefer to listen more music in the radio and more CHR formatted radio in the industry. In the conclusion part there is a discussion for the demand of the radio audience to CHR formatted radio and how the features of this format creates the music and entertainment agenda of music industry. The paper makes a determination how the CHR format killed “radio star” and “talk radio” in terms its features and today how it uses Chomsky’s propaganda model.

**Keywords:** Radio Broadcasting, Radio and Propaganda, CHR Radio, Radio Formats, Agenda Setting and Radio, Chomsky Propaganda Model.

### 1. INTRODUCTION

Radio which is one of the most important media of 20<sup>th</sup> century is actually one of the auditorial media which has the highest propaganda characteristics. Radio expanding with regular broadcasts started in 1920’s and succeeding to become a medium spreading across vast geography in short time of period. Radio had a big popularity and a great power especially in the first half of the last century as social media has today. Radio which has been used for marketing of products and services with commercial broadcasts in America continent was also used to market ideologies and ideas. Radio has succeeded to become an active propaganda medium especially in 2nd World War and still an important propaganda medium today.

Radio is the technology which transmits a message coming from a source to multiple receivers without using any means or process. Along with radio, a new reproduction technology has been emerged. This is the multiplying distribution of message through broadcast. As of the first half of 1900’s, radio started to show its importance to the world as a mass communication medium and become a medium sending swift and continuous message to individuals inside the vast geographies. Another important feature of radio is that, it



may provide messages of present time. Before 1920's when radio started to be popular, radio started to provide more updated messages while mediums like newspapers, telegraphs, books and cinema provided messages prepared in past.

Radio provides friendly interactions between people. It provides a speechless communication world between the speaker and audience. Radio is a special, individual experience. In one word, tradition of radio reminds an emotion like hearing the entire history "now". (Erdoğan and Alemdar, 2010, p.151). This feature made radio special and caused it to be used as an important propaganda medium.

McLuhan divided media into two categories as 'hot' and 'cold'. Basic principle differing hot media from cold media is that: If the medium appeals one sense and does not leave much for audience to complete, it is a hot medium (radio, cinema, and photograph). If it provides less and requires more from audience, it is a cold medium (television, telephone). Hot medium is low in terms of audience participation and cold medium is high in terms of audience participation and completing. Television is cold medium; because it provides less information, therefore audience should actively participate for completing the message (McLuhan, 1969). Hot medium radio appeals one sense only and prevents message-receiver to participate. Especially in its first fifty years, radio has been a hot communication medium transmitting single-sided messages. This feature made radio an aggressive propaganda medium and therefore it has been used to dictate ideological thoughts.

Radio has changed its propaganda function especially after the invention of television. After being used as propaganda medium of liberals and communists in cold war until 1990's, radio become a medium making the propaganda of liberal system which has won the cold war especially in the 21<sup>st</sup> Century

According to Chomsky, things achieved in totaliter systems by using force are succeeded with propaganda in democracy. Therefore, media, education system and popular culture should work for manufacturing consent in accordance with wishes of dominant forces (Muratoğlu, 2011:9). Particularly in developing third world countries, this model applies radio step of interaction between media and capital with the radio format named as CHR. The aim of this study is to represent how Chomsky's applied propaganda model in radio through CHR format by setting Turkey as example. Questions to be asked in study and suggested arguments are as follows:

- Do radio audiences prefer listening more music-oriented programs or talk-oriented programs?
- At what rate does the radio audience embrace the features of CHR format transforming the radio medium into a juke box?
- How do features of CHR format and propaganda model referred by Chomsky get along?
- CHR format transforms radio medium into a music and lifestyle agenda setting device.
- Radio audience embraces the propaganda function of radio medium by accepting CHR format.

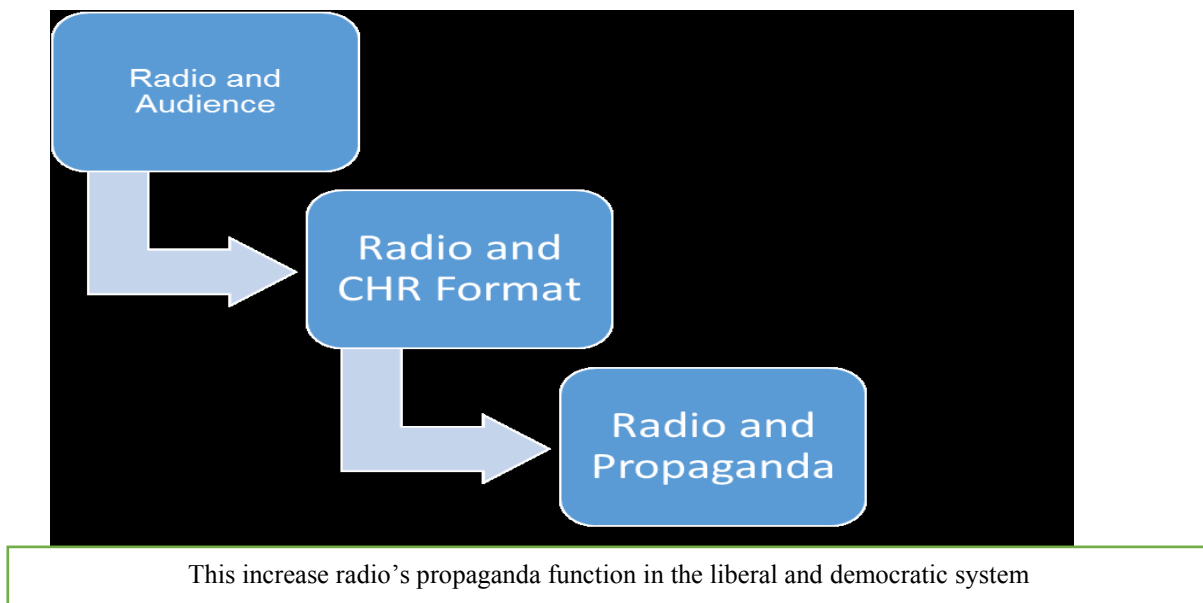


Fig. 1 The Propaganda Function of CHR Format (Model of the Research)

## 2. Propaganda

History of attempt of changing thoughts and opinions of others is as old as mankind. Assumed that propaganda started with the evolution of talking. Propaganda creates opportunity to convince people without using physical power and makes this systematical.

According to Domanach (1969, p.17), propaganda is an attempt of influencing thoughts and behavior of people in a way that make them adopt certain opinion or certain behavior. In a different definition, propaganda has been evaluated as controlling the thoughts of individuals and groups upon their request through communication means (Özsoy, 1998, p. 5). As is also understood from those definitions, changing and controlling the thoughts and behaviors remain at the forefront of propaganda.

The first thing coming to mind when it is said propaganda is "distribution". Most characteristic feature of propaganda is that it tries to distribute some thoughts and opinions. Propaganda is a message and there is a receiver of this message.

As a single-sided activity, propaganda uses one-sided "message" rather than reciprocal "communication". Purpose of propaganda is to manipulate the public opinion, create an opinion alteration amongst its target group in its favor and actively drag individuals and masses into action if necessary.

### 2.1 Types of Propaganda

Methods used in propaganda vary according to type of propaganda (Mutlu, 2003, p.116). Types of propaganda have been grouped into two different categories. First category is coverage area and second category is propaganda made according to function-subject.

#### 2.1.1 Propaganda in terms of its coverage

**General propaganda:** Aims large public masses, big crowds. Mass communication means, books, brochures, pictures, caricatures are actively used. Besides that, orators appealing the society try to exhilarate and manipulate people with their speeches. Mics are used for expanding the area of distribution of sound and enhancing the effects of it.

**Limited propaganda:** Propaganda style used for eliminating dissatisfaction experienced in certain area of the related country or for manipulating residents towards desired direction.

**Individual propaganda:** Propaganda style made by talking to individuals one-by-one, convincing the respondents or going from door to door. For instance, a candidate of internal politics asking for vote by visiting electors one-by-one is an example of individual propaganda. Activities conducted with mutual communications between diplomats, attempts of gaining friendships also are classified as individual propaganda.

#### 2.1.2 Propaganda In terms of Its Content

**Political Propaganda:** Greatest purpose of people being engaged in politics is to come into power. In order to do that, drawing attention of government and public opinion and providing support of them is required. Extremely hard and challenging political propagandas have been organized for coming into power in both our country and USA and other democratic countries.

**Economical Propaganda:** Propaganda type aiming to enable a country to fulfill its economical and general benefits in international relationships. It is the propaganda example reflecting the policy to be followed during development phase of countries and after war. "Domestic Goods Weeks" which were previously celebrated in Turkey would have given an example to this purpose.

**Cultural Propaganda:** Attempt of a nation to gain sympathy of other nation by means of distributing its own culture and making it admirable to others. It is the most sneaky and least doubtful one amongst the methods of propaganda. It includes mostly the activities conducted under the name of culture, art and education events by opening schools, universities, culture centers and providing scholarships. Nowadays, western mass communication means have been making cultural propaganda by constantly repeating the myth that their culture is "higher" and more "civilized".

**Military Propaganda:** Propaganda that is followed by a government to show neighboring countries that it is more powerful in terms of military. March pasts, military exercises and manoeuvres, air shows may actually be shown as examples of military propaganda. (Mutlu, 2003, p.118)

Propaganda may be evaluated under different types according to used medium, technique and effect. For instance, propaganda in terms of safety and accuracy of source; is categorized in three headings as white clear propaganda, grey and blur propaganda and black and sneaky propaganda. White propaganda defends the legitimate right. Source is official and reliable; target accepts the source without hesitation, follows the truth and is nearly semi-official. As for black and sneaky propaganda; it is a propaganda type based on lies, fake proofs and slanders in which source is always hidden and news are shown as if they are coming from another source. Between these two, propaganda type mixing truths and lies together is reminded with grey or blur propaganda names (Özsoy, 1998, p. 20–22). Tarhan (2002, p.43) has described general features of black propaganda as follows:

- Influence of counter propaganda of respondent is limited because the source is hidden.
- It paves the way for after-occupation because it operates in hinterland of respondent's homeland.
- It breaks resistance force of people by arousing feeling of fear. Thus, it makes people to feel as if they need to seek a safe harbour.
- It arouses a feeling that their opponents have traitor elements inside their bodies. Therefore, respondents experience demotivation and it resulted with an increase in mistrust.

### 3. Radio and Propaganda

It is widely recognized that mass communication means have important effects on individuals, institutions, society and culture. Most important factor accelerating social, political and financial alterations seen in world culture is technological developments. Thanks to these technological developments, media like articles, printing, radio and television have been invented and this lead world to change in both economical and cultural way.

For people seeking historical, political and economical power, supervision of these technological communications means provided very important advantages. Attention of masses may be drawn to certain issues with mass communication means, solutions may be provided and people may be manipulated by diverting their attention towards particular direction. Favoring the ones having power and tending towards opponent individual or groups may be prevented.

Radio was one of the most effective mass communication mediums (Kuruoğlu, 2006, p.8) in era when television did not much occupy people's daily life yet. Literacy ratio was not so much common and printing and distributing newspapers were not as easy as today.

As Göksel (1993: p.82–83) indicates; radio has become the most powerful broadcasting medium in terms of geographical area by broadcasting to all countries especially in the first half of 20<sup>th</sup> Century. Interregional broadcasting may be provided and advertisements may be made according to desired region. Establishment of radio stations is relatively easy and cheap; cost of receivers is affordable to almost every budget.

Although it has been invented after newspapers, coming into people's lives as a new medium in auditory communication enhanced the efficiency of radio. Since radio is a communication tool appealing audial senses, it also was influential on imagination. Along with advancing technology, using various sound effects has created an artificial reality thought on audience.

In audial propaganda methods, means are naturally based on sense of hearing. Means for propaganda taking over the audial method are; conversation, discussion, conference, gossip etc. social speak needs, expressions for information transfer or education, radio broadcasts similar to news, theater, concert, entertainment program, live broadcast, meeting, press conference and music concerts. Issue subject to propaganda not only may be transferred directly and explicitly through these means but also may be provided indirectly or in a completely covered way. During this presentation, psychological, biological and chemical features of mankind are exploited. Usually scientific methods stimulating and indoctrinating subconscious are followed when a hidden way is wanted to be used (Kargın, 2011, p. 8).

In order to achieve success in audial propaganda, scientific features of mankind should be optimally analyzed and how well are these in harmony with the means preferred for reaching aforesaid environment or target should be noted. Therefore, audial propaganda usually concentrates upon wish, desire, dreams,



humanist values and youth. Another effective method for an efficient auidial propaganda is making people or corporations considered/deemed as important by target audience ready for cooperation voluntarily or forcefully (Kargin, 2011: 8).

In comparison with magazine and newspapers, radio has the opportunity to reach more people. Radio is defined as mass communication means in which message can be transmitted via music or sound. As a hot medium radio appealing single sense of individual may be used ubiquitously. Thanks to this feature, it may be more effective by establishing one-by-one relation with people (Uztuğ, 2004, p. 23).

### 3.1 History of Using Radio for Propaganda

Radio being one of the most popular and effective mass communication means in first half of 20<sup>th</sup> Century, has been used as a propaganda tool especially during Second World War. In this time period, West and Third Reich has started to radio wars (Odyakmaz, 2002, p. 320).

First attempt for making political propaganda through radio has started with invention of radio itself. English Labor Party has used radio as propaganda tool in 1923 elections and achieved an important success (Özsoy 1998, p.348). In 1930's, "chimney corner conversations" directly broadcasted to people of America by President of United States Franklin Roosevelt, program named "War of Worlds" broadcasted by Orson Welles in 1938 are considered as the best examples to figure out the influence of radio on people in those years (Bektaş, 2002, p.107). First person who has started the propaganda war on radio is being considered as William Joyce. Joyce arriving to Germany in the first days of wars with all the hatred he nourished against Jewish people. He has become famous in England as the Star Radiobroadcaster of Germany in a short time period (Odyakmaz, 2002, p.321).

Radio Humanite founded in 1938 is considered as the first radio starting to broadcast illegal propaganda. Founder of the radio was actually a German pretending to be a French communist broadcaster in order to get right of broadcasting (Ulutaş, 2009, p. 12).

In Third Reich leading the way for using radio as a propaganda tool, Informing the Public and Propaganda Imperial Ministry has been organized in March 13 of 1933 and Joseph Gobbels has been assigned as the leader of ministry. All 50 political speeches have been broadcasted on radio with the ruler ship of Hitler. Broadcasting Berlin Olympiads on radio has increased the sales of radio devices (Kasım, 2011, p.67). Besides other war methods, propaganda has claimed its place in history as an active weapon in Third Reich. People receiving special education have been assigned for propaganda activities conducted for spreading out national socialist ideology and making public to believe. These propaganda activities have been carried out mostly face to face and mainly by using the radio (Kuruoğlu, 2006, p.21).

In Third Reich, receivers named as folk-receivers receiving only their own channels have been produced and they reached to 9.5 million audiences in 1939. Germans not only reached their own society but also reached abroad by broadcasting in 53 different languages. Nazi ideology has been explained to public and foreigners through radio and keeping the motivation of society high has been aimed. After the outbreak of Second World War, especially radio has been continued to be used as an active propaganda tool in Third Reich. Since broadcasting of decisions about war and developments in favor or Nazi Army kept motivation of society high, it has been used by Hitler intensively. Besides that, Hitler himself frequently spoken to society through radio broadcasts (Bektaş, 2002, p.44).

Hitler has used radio continuously and towards large masses and consequently took possession of power with a large support of society. Although radio itself was not the only reason of government changeover in that period of time, Hitler knowing German politics and expectations of masses well and using the radio in this time period made a tremendous effect. It is know that, Hitler said "...if we didn't have radio broadcasts, we couldn't have won this war." in time when the war was in favor of Germany. (Aziz, 2003, p. 44).

In Third Reich, radios have made mainly white propaganda. According to that the idea of 'Germans are more superior to every other races' was continuously imposed and policymakers have been successful in convincing people to believe that.

Radio has not been used only by offensive countries during years of war. Although they didn't have

sufficiently strong technical equipment like offensive countries, attacked countries have also used radio broadcasts in order to gain their independence. Those countries have taken the advantages of this important mass communication tool in order to keep motivation level of people higher and provide them morale and support during reconstruction of their country even after they have gained their independence (Kasım, 2011, p.69).

After Second World War, USSR has become one of the countries using radio for propaganda purposes with the outbreak of the Cold War. Soviet Union has started to broadcast abroad through short waves in 17 different languages during that period (Akarcalı, 2003, p.214).

In the end of 20<sup>th</sup> Century, radio has already demonstrated its advantage as a propaganda tool in all kind of struggles in terms of political power. Especially during cold war, radio has become an important propaganda weapon effecting political equilibrium of the world. A new radio giant has emerged when the communists in China have taken the possession of power in 1949. Again in these years, Soviet Union being afraid of possible disintegrations which may occur inside Soviet Block has had to rapidly increase the duration of broadcasts and number of languages of broadcasts (Akarcalı 2003, p.110).

Radio has been used by USA and USSR for making both counter propaganda and their own propaganda during the Cuba crisis which was one of the most important events of cold war years. During this crisis, leaders of two countries have sent their messages to each other through radio. Two super power leaders have managed their diplomacies directly with each other through radio and used the speed of radio.

During World War I, United States has tried to influence people for going to war by assigning Lippmann and Bernays who were experts of propaganda theories and has taken the advantages of radio for this convincing struggle. Third Reich has lead the way for propaganda and radios have become an active propaganda tool. In fact, cheap receivers have been produced for people in order to expand the domain of radio. During the war, Third Reich also made programs for Turkish public opinion. German radio stations have made 15 minutes programs in Turkish language 7 times a day and tried to influence the public opinion with programs which were listened clearly (Glasneck, 1966, p.7).

One of the best examples of radio being used for propaganda purposes during cold war, was Free Hungary Radio Case (Bektaş 2002, pp. 36–37);

*“In 1956, When Russians sent their tanks to Budapest in order to crush civil rebellion aiming to oust Communist regime, this radio station drawn attention and gained sympathy of entire world. Eager calls for help of Free Hungary Radio to USA aroused feeling of compassion across the world. On broadcasts of this radio, Russian atrocity was explained with its most disgusting details and very foul language has been used against Russians on almost every broadcast. In fact, this radio stations was an evil trick of Soviet Intelligence Service KGB and its purpose was to a shame United States. Although “Free European Radio” making the propaganda of Americans has made a broadcast suggesting ‘a civil rebellion would be supported by USA’, possibility of USA sending troops to Hungary was impossible. Soviet Union has used Free Hungary Radio to show that USA is not a power to rely on during a revolution. Radio was so effective that American Central Investigation Agency (CIA) could not have understood that was a Soviet propaganda means even after aforesaid station went off the air.”*

Another example of radio being used with propaganda aim has been experienced after Cyprus Peace Operation. In this time, Greek Cypriot casted aspersions upon Turkish Army by sending a report to European Council saying that army is making operations against human rights. Human Rights Commission of European Council has also prepared a report blaming Turkish army about that matter. Greek Cypriot Government has officially applied European Commission of Human Rights in September of 1974, renewed its applications about the same matter in March 21 of 1975 and claimed that Turkish army violated the human rights during the operation with attempts like racism, raping, homicide, torture and dispossession by using force. Their application has been evaluated by commission and a report has been started to be prepared. Commission has sent its report to Standing Delegate Committees; and Greek delegates sent this classified report to BBC Radio (Türsan, 1987, p.137).

Table 1. The Radio Stations of Propaganda Era in 20. Century

<b>Voice of America</b>
Voice of America has the position as official public speaker of US Government in short wave radio frequency. During the Second World War radio was used to fight against communism that has been considered as a new and more powerful enemy along with cold war era (Uttaro, 1982, p. 103). Programs on Voice of America have been prepared by NBC and CBS until 1948. As of 1953, radio has been linked to United States Information Agency. Voice of America Radio has entered the strong castle of communism Cuba in May 20 of 1985 with the name Radio Seagull. The radio having 13.3 million dollars of budget and 108 employees has been following a news- and comment-based broadcasting policy aiming to expand the freedom of Cuba. Radio has tried to be the voice of opposition whose absence was felt in Cuba (Odyakmaz, 2002, p.322).
<b>Voice of Russia</b>
Radio Moscow which than has named named as 'Voice of Russia' has been founded in 1922. It has continued its broadcasts as the official international broadcaster of Soviet Union during the Second World War and Cold War. It was mostly kept under control of governments as an external politics tool.
<b>Deutsche Welle</b>
International radio broadcaster of Germany Deutsche Welle which is currently broadcasting in nearly 30 different languages is also known as Voice of Germany. It became a very important tool of German propaganda especially after Second World War (1953 and afterwards) and during Cold War.
<b>Radio Free Europe/ Radio Liberty</b>
Radio Free Europe and its sister station Radio Liberty are the products of Cold War. Although center of these radios starting to broadcast in 4th of July of 1950 in Bulgaria, Czechoslovakia, Hungary, Poland and Romania and in their languages were Munchen, place of transmitters kept hidden in the first years (Uttaro, 1982: 105). Focus of Radio Free Europe and Radio Liberty has been positioned different from Voice of America. In programs mainly focusing home affairs of countries which have been minions of Soviet Union and Eastern Europe reforms have been encouraged. With this design, great majority of employees of radio have been selected from migrants coming from target countries (Uttaro, 1982, p. 106).
<b>BBC</b>
BBC has started to broadcast in different languages in 1938. It responded the propaganda against England continuing in Germany, Italy and Soviet Union through radio. European broadcast of BBC in foreign languages has been prepared for influencing German Race and people living in regions invaded by Germans. Besides that, BBC has initiated America, India and Japan service at the same time. (Ulutaş, 2009,p. 12).
<b>CRI</b>
China Radio International starting to broadcast in 3 <sup>rd</sup> December of 1941, has been broadcasting daily in 43 languages and over 200 countries and regions across the globe. CRI still has representatives in 29 countries and regions across the world. ( <a href="http://turkish.cri.cn/105/2007/08/01/1@76389.htm">http://turkish.cri.cn/105/2007/08/01/1@76389.htm</a> , 29.05.2014). The English service started on September 11, 1947. The station moved from the Taihang Mountains to Beijing, when The People's Republic of China was formed in 1949. Its name was changed as Radio Peking on April 10, 1950 and as Radio Beijing in 1983. On January 1, 1993 the name of the station was again changed, this time as China Radio International in order to avoid any confusion with local Beijing radio broadcasting. CRI adopts the PRC Government's stance on political issues.

Although multi-language international radio broadcasting has been discussed in very different studies, general opinion suggests that these radio stations have continued to broadcast for propaganda purposes. Before and after the 2<sup>nd</sup> World War, these broadcasting organizations which have been used as propaganda tools were owned and financially supported by notably Soviet Union and nations of Europe and United States. After the end of 2<sup>nd</sup> World War, this understanding has continued through Cold War. In 1990's when the Cold War was over, satellite broadcasting gained importance by virtue of technological developments. After that period a new era which had competition between global broadcasting media companies has started to develop.

In 2000's, private radio stations starting to broadcast caused radio broadcasting to become widespread around the world. Along with globalization and technological developments, propaganda techniques are continued to be used by governments to remain as leader and gain reputation in intense global competition environment experienced both in political and economical areas.

Technological developments especially emerged in 2000's, appearance of digital satellite technologies; internet and social media have increased the means of which consumers may get information and material. As the natural result of these developments, persuasiveness of radio having only audial features stayed limited. These developments caused the function of radio to change into "entertainment" more than political propaganda function. The mission of radio change to agenda setting. Particularly in that period of time, radio has been positioned as a music jukebox and been an agenda creator of music – entertainment world. Radio transformed its function from informing to entertaining. Along with this period, propaganda of entertainment contents have been started to be done instead propaganda of political ideologies. Entertaining function of radio which has gained importance has been accelerated with popularization of radio format named CHR which is applied on radios and based on consumption of society lifestyle.

#### 4. CHR Format and Radio

Format in radio refers to the overall content broadcasting over a radio station (Kuyucu, 2014, p.875). A radio format shouldn't be confused with broadcast programming, the main difference of format from program is the overall content broadcasted in a radio station. When discussing radio formats, it is interesting to notice how many different types of formats there are. Radio has been excellent at carving out a distinct niche based on listeners' needs and wants. That in turn has helped advertisers target their messages to narrow demographic audiences (Stein and Evans, 2009, p.82).

CHR stands for Contemporary Hits Radio and focuses on the Top40, these are the stations where a listener would currently hear things like Eminem, Lady Gaga, Bruno Mars, Rihanna and Ketty Perry. These stations are usually play music targeted to a certain demographic group in order to gain listeners and attract advertisers interested in that market (Mack and Reilly, 2010). CHR radios play pop and dance and sometimes urban, alternative, rock and country crossover as well. Often referred as "Top40" in terms of incorporating a variety of genres of music (<http://encyclopedia.thefreedictionary.com/Contemporary+Hit+Radio>, 15.06.2014). The radio format was called in the previous as "Top40", the name 'CHR' started to be used after 1980s. This format has some sub formats according to the type of the music it used.

Table 2. Sub-formats of CHR Format

CHR Pop	This is the main stream CHR format.
CHR Rhythmic	Top40 stations that has a higher concentration of rap, hip-hop and R&B music
CHR Dance	Leans more towards remixes and other dance songs.
CHR Rock	Plays more modern rock and lighter rock music.
Adult CHR	A little bit softer and aimed at a slightly older crowd and plays less hip pop, rap and heavy rock.

CHR Format which was called as 'Top40' radio format in the ages. It was found when TV began to dominate radio. During that period radio stations turned away from Radio Theater programs toward recorded music formats. The format exactly gives the top 40 hit songs of the day, targeted to a local audience (Ford,2008).

Top40 Radio can be traced back to 1935 and NBC Radio's 'Your Hit Parade' totaling sales of albums and frequency of radio play. This was the beginning of milestones for Top40 radio. Hit Parade compiled a list of the week's hits, which are performed live (Keller, 2010). 'Hit Parade' used live performances of the most popular songs of the week, as determined by sales of sheet music, records, jukeboxes and radio airplay. In 23th July of 1941 the term 'disc jockey' appeared in variety replacing 'record jockey'. Lucky Lager offered a nightly of hit records and a 'Lucky Ten' countdown show on Saturdays on radio KFAC. In 1949 KDWH introduced a playlist format of popular records (Torres, 2001, p.22). Most of the radio programming prior to the fifties was block programming, meaning lots of different types of shows scheduled on the same station. This programming was a mix of national network feeds, radio dramas, local bandleaders and news/talk shows. Many famous people of the thirties and forties, such as Bing Crosby, rose to popularity through radio shows (Cosper, 2012).

The history of Top40 format starts with a radio owner called as Todd Storz. According to Cosper Storz owned an AM station in Ohama. In the early of fifties he observed at night clubs how people reacted to songs on jukeboxes. He noticed that some songs came up often than others. It gave him the idea to create playlists based on song popularity that focused on the most popular hits. This was done before by 'Your Hit Parade' but



the main difference of Storz was to play the most popular 40 songs over and over. So the most important specification of CHR which was 'high repetition of songs' was created by Storz. He applied this format to all the stations he bought in USA and had good feedbacks from both the audience and advertising agencies. The success of Storz, lead another radio pioneer Gordon McLendon refining the format. McLendon believed that music and news were two things that gave radio an edge over television. He was the first radio owner who played weekly charts of the most popular songs which were mostly distributed in public events. McLendon made a package to the advertisers and listeners and put inside a combination of top 40 and jingles which became a key to success of the CHR format. Not only were the same records played on different stations across America, but so were the same jingle music beds whose lyrics were used repetitively for each station to create individual station identity. To this basic mix were added contests, games and disc jockey pate (Eberly and Philip, 1982:45). A jingle create a strong 'musical theme' to the station (Crissel, 1986, p.38). Jingles inform the beginning and end of a program. In CHR format jingles create an integrity between the radio station and music.

CHR deejays have undergone several shifts in status format in the 1950s. In the mid and late 1970s the deejay's role on hit stations began to regain its former prominence, but in the 1980s the format underwent o further renovation that resulted in a narrowing of its playlist and a decrease in deejay presence (Keith, 2007, pp.93- 94).

It was the 'Hot Hits' format, with a focus more on the music and less on personality, that would become a comer stone of Top40 Radio's transformation to Contemporary Hit Radio (CHR) in 1980s. During that period, Mike Joseph with his "Hot Hits" format at the radio called as 'WTIC Hartford' was one of the first programmers to test the CHR waters. His formula included all current song titles, no oldies, and hard-hitting, fast-talking, jingles and jocks (Ford, 2008). This was the last historical contribution to CHR format coming to 2000s.

Keith expressed the basic concept of CHR format as 'confine the playlist to those songs that are currently the fastest selling and most popular (sales is a barometer of popularity)' (1987, p.59).

In the journal of Radio Studies (1995-1996), Ed Shane observed that the format 'was a statistical loser in the 1990s. Futurist Alvin Toffler called CHR as 'the demassification of media' (Keith, 2007, p.94).

Table 3. Main Characteristics of CHR Format (Keith, Kuyucu et al)

<b>Music</b>	The main aim of CHR radio is to concentrate on the hits. Playlists include new cutting edge music, current hits and popular hits of the last 6 to 12 months.
	Stations who use this format base their playlists on what is selling and what is popular in the market. Another goal of the format is to be mainstream.
	The repetition of the songs is very high. Less songs and high repetition is preferred. This repetition is like brainwashing.
	It plays the music that is on the agenda of the market.
	It has narrow play lists. A hit song can be played every two hours.
	The music source is Billboard Charts, Album selling lists. In the recent years some CHR radios start making music research through testing the new music on their target audience. If this new song is accepted from this measurement than it deserves to get on the rotation.
<b>DJ Talk</b>	There is no program producer in that format.
	The DJs often did more than read liner cards. The way of DJs language use is an important factor. DJs must use language properly according to its rules in pronunciation and grammar.
	CHR is the vice versa of Talk radio. Talk is the biggest enemy of the format.
	The DJs do not talk long and can't make comments of politics, sports. The DJ talk time is limited with seconds (sometimes 20 to 40 seconds).
	Some radios do not use the personality of the DJs and use only their voice.
<b>News</b>	CHR Radios often consider news to be turn off.
	News is limited to drive times and it's limited with 1 to 3 minutes hourly.
	The content of news mostly use lifestyle approach and not serious topics.
<b>Content</b>	CHR format use only 'music' in content.



	The DJ talks consist of music talks and talks about events.
	The programs used in that format are mostly 'Music News', 'Top 40 Countdown', 'Request Shows', 'Top Songs of the Day', 'The Top Singer/ Group of the Day', 'Request and Dedications' 'Traffic Reports', "Weather Reports",
<b>Contests and Promotion</b>	Contests and promotions are a vital part of CHR.
	CHR's audience expects contest and promotions. The contests can include ticket giveaways to films, cinemas and concerts.
	Bumper stickers and T-Shirts or anything related with the station's logo on is an important gift to the audience.
	These stations participate to music events and show itself in the concerts with its flags and logos.
<b>Advertising</b>	CHR Stations mostly use well produced spots as slick as the hits the station plays.
	Both the ads and songs and jingles combined in a pocket and go in rapid succession.
<b>Jingles</b>	CHR is the most associated format with jingles.
	Radio tries to produce memorable jingles and versions of these jingles.
	Jingle is regarded as part of the content and high quality jingles and sweepers are produced within the production department of the radio station.
	Stations usually produce their jingles in professional studios with production companies such as Top Format / Netherlands.
<b>Marketing</b>	Marketing is the most important issue for CHR radios. These format gives private importance to brand marketing. Radio is marketed with its brand and image more than its content.
	Its a marketing oriented format rather than content

Today CHR radio is one of the most popular radio formats of Europe and USA. CHR formatted radio stations have a reach of 8, 2 % in USA. This makes the format the third most preferred format in the audience of USA. When we look at Turkey, CHR is the most preferred format in the radio industry with its 34, 58% of reach for the year 2013 (Kuyucu, 2014, pp.880-881). In Turkey CHR format was first used in 2000 by Powerturk Radio. This radio was the first radio which introduced the format officially. Until that period the strength of talk radios were very high in the market. Powerturk having introduced the CHR format succeeded in a short period of time and became the number one pop music radio station of Turkey in 2008 and it's still the most listening local pop music radio station of Turkey.

## 5. CHR Format and Propaganda

Nowadays, radio has been making propaganda of consumption society with its entertaining function. Medium using CHR format while doing that has been transformed into a passivized "music box". While radio was making propaganda of consumption society, it also functions as an agenda setter in entertainment and music industry.

In his research named "Public Opinion" in 1922, Lippmann stated that the dominant factors in media images, become dominant or preferential images on the minds of people who watch that media. Afterwards, these quotes of Bernard Cohen published in 1963 has also defined a similar idea: "Most of the time, press may not be successful to say people what they think, however it is remarkably successful in saying readers what they should think about." (Dearing and Rogers, 1996:12; Yüksel, 2001:34). The matter wanted to be defined with agenda setting notion, is an explanation about influences of media on people. Since then, certain phases should be remembered when influences of media on people is discussed. First phase is "awareness" or "recognition/realization" level. Afterwards, second phase "knowledge acquisition" is mentioned. In third phase, "behavior" progress phase is reached. The phase regarding the influences mostly mentioned about communication is consisted of phase four. "Behavioral change" means the last and fourth phase of communication influences. (McCombs and Shaw, 1980:74).

In Turkey, radio stations whose numbers have reached over thousand along with private radio stations starting to broadcast in 1992 made contributions to determine music agenda in 1990's. In that period, radio stations contributed to change music listening habits of music listeners. While arabesque was the mostly listened music genre until 1990's, private radio channels starting to broadcast and broadcasting more pop music provided a serious demand in that music genre. Radio held an important function for transforming Turkish style culture into pop culture. Radio stations which their numbers increased in 1990's, first enabled consumers to realize Turkish pop music genre by broadcasting it. This genre was forgotten until that day. Radio which has informed the society about productions made in that music genre created a decennium that the music consumer listened more pop music instead of Turkish style (alaturca) music. In this decennium, radio lead a behavioral change to consumer in listening pop and rock music by getting further away from Turkish Style and Arabesque music. When it comes to 2000's, this agenda setting showed its final effect and sales of Turkish style music albums has fallen in Turkey and serious consumption boom in pop music genre has been experienced. In 2010's, sales of Turkish style and arabesque music has come to a standstill. %95 of music industry is consisted of albums produced in Pop and Rock music genres.

According to Propaganda Model of Herman and Chomsky, media took the mission of inspiration of certain values and beliefs and therefore applied a systematic propaganda (Herman, E. and Chomsky, N., 2006, p. 81). Herman and Chomsky suggested that media sets the agenda according to benefits of elite and dominant class and protects these benefits. Media content distracts public opinion from the really significant news and directs them to other news. The passivated radio has been transformed into a jukebox and is still transforming into an entertainment tool by removing its informative function may be shown as examples of that theory. Radio which has been used as an aggressive political propaganda tool in the first half of 20<sup>th</sup> Century, nowadays has been making the propaganda of life style imposed by liberal and global world. The CHR format created a radio broadcasting system in Turkey corresponding with propaganda model of Chomsky and Herman.

The model mentions 5 filters preventing media to transmit us pure and objective truth. These filters determines what carrying news value is and what is not. Media employees may be moved objectively inside these filters, however real limitations are so powerful that they become involved in this system unwittingly and could not think any different news choice (Herman, E. and Chomsky 2006, p. 82). These five filters and reflections of them between CHR format and radio medium may be described as follows:

**Filter 1: Size, Ownership and Profit Orientation of the Mass Media:** Media companies are enterprises organized under large holdings. These large holdings operate in different sectors as well. Therefore, media is supervised by market-oriented, profit-minded rich administrators. Thus, media gets not to be able to act independently from market conditions and the profits of holding in other sectors. The owners of media groups in Turkey are under control and inspection of businessmen who also make investments in areas other than media. Media owners are also active in sectors such as energy, construction and finance. In these sectors, there are media owners who make investments in music and entertainment industry. These media bosses consider their radio channels as a promotion network of those investments as well. The largest media group in Turkey, Dogan Media Group also operates in music industry with its investment in music field, DMC (Dogan Music Company). Radio channels' being in the hands of media owners who make different investments within the oligopolistic structure has contributed radio's transformation into "a music box under control". The operation of this transformation into music box was provided with CHR format. Radio ownership and property relation in music industry have acted in accordance with this filter. When the companies, which have been market leaders in music industry from 1990 until today, examined, it can be seen that almost all of them have property connection with a radio directly or indirectly. Market leadership race in music industry in Turkey was between Sahin Ozer Music and Raks Muzik between 1990 and 2000, Universal-Raks and Europe Music between 2000-2005 and Europe Music and DMC from 2005 until today (Kuyucu, 2005, pp. 158-183). Sahin Ozer Music has bought Radio İlaç. Again in the 1990s, the company named RAKS Music which was the biggest music cassette (MC) manufacturer and music producer of Turkey bought Genç Radio and Metropol FM and established a partnership with Number One TV, Number One FM, Radio Klas and Genç TV. In 2000s, Avrupa Music which was the market leader in music industry had bought the radio channel named Radio Mega. DMC which was the market leader in music industry from 2005 until today operates as a subcompany of Dogan Media Group which is a cross media group incorporating radio, television and newspapers. CHR which has high rotation in music is an important tool to market the music of these producers.

**Filter 2: The Advertising License to Do Business:** Advertisers are the greatest pecuniary resources of the media organizations. Advertisers provide support to media. When viewed from this

perspective, advertiser are like the secret boss of the media. Because they affect the capital flow of the media directly, the opinions of advertiser are of vital importance. CHR radios which are programmed to attract the attention of advertisers and youngsters is of great importance in this aspect. Being demanded (getting rating) of this product packaged for the youth triggers the advertiser brings advertise which it means money.

**Filter 3: Sourcing Mass Media News:** Media organizations need to appear reliable and objective. Therefore, they need the opinions of experts and official news sources. Government and business environment are official news sources and they make the job easier for journalists in order to maintain their power; they organize press conferences, allow photo shoots and prepare press releases. This situation reduces the news costs of media organizations. Media avoids criticism on some issues not to hurt news sources, and the news sources use this power to control the media. CHR format produce two different news feeds: Mass news and music news. It feeds on secondary sources in news production in both. CHR radios acquire music news from PR institutions which prepare press releases. The source of general news is the official news agencies controlling the media.

**Filter 4: Flak and The Enforces:** If media organization makes an unwelcome news, it may face negative reactions. These reactions may be through telephone, letters, petitions and litigations. In some cases, the cost of these reactions are high from the point of media. Government has a great role in the production of these reactions. Radios broadcasting in CHR format have no political functions. Politics are not talked, political comments cannot be made. Their main function is directing the music consumption and contributing the shaping of entertainment life. CHR format does not broadcast what would result in driving the wedge between the media owner and the governments. It helps to their relations by not preparing political content.

**Filter 5: Anti-Communism as a Control Mechanism:** Everything that threatened the profits of the governments which defended capitalism have been accused of communism or being not enough anti-communist and the unwanted thoughts have been labeled as communist throughout the history. This situation has affected the news choices and comments of the media. In the 1990s, firstly the collapse of Soviet Block and then the opening of the powerful communist regimes such as China to the world have led further strengthening of the liberal system. Today, the liberal system supports "individual" and "consumption-based" lifestyle and standardizes it with the way of globalization. This standardization is carried out under the control and inspection of USA which is the homeland of liberal economy. This control mechanism aims a "standard" and "consumption-based" lifestyle. CHR radio format makes the propaganda of this consumption society with its possessed format properties used in global environment. Format properties of CHR radio are so solid and whatever the distinct is - Africa, China, Turkey, France, USA and etc. – it works in the same way. CHR radio format which makes the propaganda of a lifestyle based on entertainment and consumption has created a passive music box destroying its active functions such as "informing" and "educating". This passive medium which is easily controlled both directs the consumption habits of the youth and controls them by taking the youngsters within its target audience.

## 6. A Research On CHR Radio Format Use in Turkey

### 6.1 The Aim of The Research

The aim of this research is to determine the state about the function of the radio in Turkey today and investigate the validity of CHR format on Turkish radio audience. 21 expressions generated in accordance with the five likerd system for the research had been prepared within descriptive method. In this scale the properties of CHR format are tested over radio audience. Alongside scaled questions, two demographic and a closed-ended question about "the function of radio" were added to the survey. Finally, an open-ended question was located in the prepared survey. The aim of this question was to find out 'what type of programs' do the radio audience prefer to listen.

The sample in the survey was selected from Istanbul province which has the largest population in Turkey. The survey applied to 520 radio listeners living in Istanbul but a pre-questionnaire was applied to 600 people. In this preliminary examination, it was asked to the target if they listen to radio or not. 573 people stated that they listen to radio at least one hour a day. The Survey was applied to 520 people who accepted to participate the questionnaire among 573 people. The sample of the study consists of people who live within the provincial borders of Istanbul and listen to radio at least an hour a day. The population of the study is the radio listeners in Turkey and the study is limited to radio listeners living in Istanbul.

### 6.1.2. Findings

%52,9 of the surveyed people are males, %47,1 are females.%28,3 of the respondents are under the age of 18, %39,7 are between the age range of 19 and 30, %24,8 are between 31 and 40, %7,2 are 40 and older.

Table 4. Demographic Features of the Respondents

Gender	Frequency (n)	(%)	Age	Frequency (n)	(%)
Male	275	52,9	Under 18	147	28,3
Female	245	47,1	19-30	207	39,7
<b>Total</b>	<b>520</b>	<b>100</b>	31-40	128	24,8
			40 and Older	38	7,2
			<b>Total</b>	<b>520</b>	<b>100</b>

### 6.1.3. Analysis for the Functions of the Radio

The main function of the radio was asked to the respondents and they were asked to mark maximum two options from four options. Because the freedom of giving more than one answer was provided, the responses given to the question are more than the number of total participants. According to this, it was observed that the respondents chose music and entertainment mostly as the main function of the radio. While the aim of giving information ranked third, being educational tool function was stated extremely limited. 77, 9 percent of the respondents stated that music programs on radio are important. Verbal programs are more important for 22, 1 percent.

Table 5. Preferred Program Types on Radio

	Frequency (n)	(%)
Verbal Program Listeners	115	22,1
Music Program Listeners	405	77,9
<b>Total</b>	<b>520</b>	<b>100</b>

Table 6. Analysis For the Function of Radio

	Frequency (n)	(%)
Music	390	37,5
Entertainment	320	30,77
Giving Information	255	24,52
Educating	20	1,92
Did Not Answer Second Option	55	5,29
<b>Total</b>	<b>1.040</b>	<b>100</b>

In the questionnaire, radio listeners were asked what kind of programs they would want to listen on the radio. The answers to this open-ended question were grouped and compiled in Table 7.

Table 7. Opinions of Respondents about Broadcasting Policy of the Radio

	Comment	Frequency (n)
<b>Verbal Content is More Important</b>	There should be information relaying programs (informative programs)	20
	Music is listened to anyway, the important thing is conversation-talk	10
	It is possible to relay information and educate through radio	5
	There should be radio theatre	3
	Radio is not only a musical instrument. It should give information as well.	7
	Just music is boring	11
	Radio is a massive information relaying instrument	6
	It should be conversation-talk oriented but there should be music, too	13
	Conversation attracts the listener to the radio	12

<b>Verbal Content Should Be Much More TOTAL</b>		<b>87</b>
<b>There Should Be Much More Music Content</b>	Radio is a music listening tool. There is no need to have talk	155
	Radio is listened to entertain people	70
	Radio is listened to relax people in the traffic.	45
	The aim of the radio is only to relax people	22
	Audio quality increased, so, music is more listened from radios.	6
	There should be music broadcasting for advertisement income	4
	We already are exposed to verbal communication within the day in pur lifes, there should be more music in radio	5
There should be less talk even it is music oriented	45	
<b>Musical Content Should Be Much More TOTAL</b>		<b>352</b>
<b>Verbalism and Music Should Be Common</b>	There should neither be completely music nor chat, it should be balanced	76
	Radio should not only be all about music	5
<b>Verbalism and Music Should Be Balanced TOTAL</b>		<b>81</b>
<b>Total</b>		<b>520</b>

#### 6.1.4. Reliability Analysis

As a result of the reliability analysis, Cronbach's Alpha coefficient was found to be 0,858 and the questionnaire was found to be highly reliable with this state. In addition, it was determined that the removal of any expression did not increase the reliability of the questionnaire.

Table 8. Reliability Coefficient

Cronbach's Alpha	N
,858	21

Table 9. Frequency Analyses of the Expressions Used in the Questionnaire

	<b>STRONGLY DISAGREE</b>	<b>DISAGREE</b>	<b>NEITHER AGREE NOR DISAGREE</b>	<b>AGREE</b>	<b>STRONGLY AGREE</b>
I want to hear the songs I like/love on the radio every time	1	5,8	6,7	31,7	54,8
I don't like the DJ to talk for a long time	2,9	19,2	14,4	25	38,5
I prefer radio channels which broadcast music	1,9	8,7	12,5	29,8	47,1
I enjoy listening to current/hit songs on the radio	1,9	4,8	21,2	30,8	41,3
I like rock music being aired on the radio	9,6	10,6	34,6	25	20,2
I like my hit songs to be repeated on the radio very often	2,9	14,4	25	26,9	30,8
I get bored when news take a long time on the rad	3,8	9,6	20,2	36,5	29,8
I change/zap that radio channel when I hear a song that I don't like	1,9	4,8	15,4	38,5	39,4
I don't enjoy listening talk-programs	10,6	12,5	14,4	25	37,5
I would like the radio that I listen to announce the concert and event news of the artists I like	1	2,9	13,5	44,2	38,5
Meteorology news on the radio attracts my attention	3,8	12,5	24	40,4	19,2
Broadcasting of remixes on the radio attracts my attention	9,6	14,4	24	24	27,9
Listening a song requested by me on the radio makes me happy	2,9	3,8	18,3	34,6	40,4



I prefer listening to current – hit songs instead of old songs	6,7	23,1	34,6	14,4	21,2
It is not important for me that who is the DJ on the radio that I listen to	9,6	27,9	26,9	23,1	12,5
I prefer the DJ to make announce about music on the radio	10,6	18,3	22,1	25	24
I am mindful of the DJ to talk nice Turkish on the radio I listen to	1,9	1	6,7	34,6	55,8
It attracts my attention when the radio gives current music news	1,9	3,8	15,4	44,2	34,6
Political conversations on the radio do not attract my attention	9,6	20,2	21,2	26	23,1
Radio is a valuable music box for me	0	5,8	18,3	32,7	43,3
On the radio I listen to, radio's name and identity is more important for me rather than the DJ	5,8	20,2	37,5	21,2	15,4

### 6.1.5. Statistical Analyses

In this part of the research, results of the analyses carried out about if the opinions of the respondents about CHR radio format change pursuant to their genders, ages and the program types on the radio which they deem important.

#### 6.1.5.1. T Test Pursuant to Gender and Age

As a result of t test carried out in order to determine if the opinions of questionnaire respondents about CHR radio format show difference pursuant to their genders, it was observed that the opinions of females about CHR Format are more positive than that of males ( $P=0,02 < 0,05$ ). As a result of Anova analysis carried out in order to determine if the opinions of the respondents about radio show difference pursuant to their ages, it was observed that the opinions of the respondents about radio did not show difference pursuant to their ages ( $p=0,162 > 0,05$ ).

Table 10. T Test In Accordance With the Gender

	(n)	Mean	St. Deviation	t	p		Sum of Squares	df	Mean Square	F	Sig.
Male	275	3,6294	0,59868	-2,367	0,02	Inter Groups	1,645	3	0,548	1,748	0,162
Female	245	3,8844	0,49924			Intragroup	31,358	100	0,314		
						Total	33,002	103			

Chi-square analysis was utilized in order to determine if there was a relation between the program preferences of the participants and their genders. In consequence of the analysis, it was observed that the preferences of the participants varied in accordance with their genders ( $p=0,001 < 0,05$ ). According to this, while the males prefer verbal programs more, the females mainly prefer music programs. CHR is preferred more by female audience.

Table 11. Chi Square Analysis

	Verbal Program Preferrers	Music Program Preferrers	Total	Pearson Chi Square Coefficient	P
Male	95	180	275	10,471	,001
Female	20	225	245		
Total	115	405	520		

#### 6.1.5.2. T Test In Accordance With Program Type

As a result of the t test carried out to determine if the opinions of the radio listeners about CHR format change pursuant to the program type they prefer, its seen that the opinions about CHR format change in that level. The

ones who prefer music programs on the radio are more positive to CHR format than the ones who prefer verbal programs ( $p=0,000 < 0,05$ ).

Table 12. T Test In Accordance With the Preference of Program Type

	N	Mean	St. Deviation	t	p
<b>Verbal Program Fonds</b>	115	3,1222	,45828	-7,447	,000
<b>Music Program Fonds</b>	405	3,9277	,45768		

### 6.1.6. Hypothesis Testing

In consequence of the t test carried out to determine if the respondents consider the CHR format as a tool to set a musical agenda, it was determined that the participants consider the CHR formatted radios as a tool to set musical agenda ( $p=0,000 < 0,05$ ).

Table 13. Hypothesis Testing

	(n)	Mean	St. Deviation	t	p
<b>Hypothesis</b>	520	3,8297	,74990	11,283	,000

## Conclusion

Radio, whose auditory aspect is a strong medium, has been used as a propaganda tool throughout its history. The propaganda feature of radio medium which had been used in promotion of political ideologies before has changed in parallel with technological and political developments.

Radio, which was the most important propaganda instrument of Hitler during Second World War, propagates the consumption society which is tried to be imposed by the liberal system today. In addition to the end of the years of Cold War, the disintegration of Soviet Union and concomitantly the loss of power of communist regime, wide spreading of new media and social media has made changes in functions of radio medium. Today, radio has turned into a medium where music is listened in order to have fun rather than a medium where the news are listened as in the World War 2 period. With the emergence of new media, radio has lost its popularity and it has shifted its function to entertainment without giving information in order to compete with the rival media, particularly the television. With its entertainment function, radio started to make the propaganda of consumption society.

Radio becoming a music box and its entertainment function to come into the front especially took place with the format called CHR. With the format called "Top40" which was founded in 1950s, the radio channels started to broadcast more airplay. After 1980 where "Top40" format started to be called as CHR, radio became a course which comes into front with its music content more than an oral content. The CHR format caused radio talk shows to decrease and music content to increase with the features it has. CHR which took the young ones as its target group transformed radio into a passive course by numbing the young ones via music. CHR has updated the propaganda feature of radio by performing the propaganda theory mentioned by Chomsky. The radio which propagandized communist and opposed ideologies in the past, started to propagandize global consumption society supported by liberal system with the CHR. Today, CHR performs the five filters which Chomsky mentioned, therefore the propagandize function of the radio is still continues today.

According to Kargin, one of the main factors that makes the aural propaganda useful is, making the individuals and corporations which considered to be important for the target group forcibly or willingly ready (2011: 8). Radio audience consent to the propaganda they support through CHR and the audience and course collaborate. In the survey performed to determine this feature of the radio audience, it has been revealed that radio audience in Istanbul Turkey sample has accepted the CHR concept and is enjoying listening to the radios which has the features of this format. Access of the radios which broadcast in the CHR format in 2013 in Turkey was 34.58 %. This rate shows that CHR format is the most common format in Turkey. This situation shows that the radio audience has accepted this format and let CHR format to make propaganda on radio

using music function. This propaganda made with the audience's own consent shows the new role of radio in media-competence-capital relations in the globalizing world. The application of this propaganda model causes radio loose its independent, free and democratic participation features with the supply demand excuse. With this application, while the global liberal economy offers a new mission to radio as a propaganda device, it also represents the function of radio in 21st century. In this role radio has neither informant nor educator mission. Radio in its new role, has become a course where it's trying to adapt the young ones to consumption society and contribute to young people's music and life style which takes its shape with the globalizing capital powers' request. This new role of radio gained with CHR format gives important hints on which matters need taking precautions in future:

- Radio has lost its informant function completely and turned into an entertainment media completely. This has brought radio into a passive course.
- The radio course which has become passive turned them into worthless units of media groups ruled by liberal economies.
- Politicians and the protectors of the global system took the course under control and started to threaten radio's contribution to democracy.
- Radio has used the music as content while it propagandized the entertainment and consumption culture. This content provides support to global music industry. It creates a standardized music culture in a globalizing world and causes the music industry to be ruled by global powers.
- Radio turning only to music content with the CHR format has destroyed the broadcast production. Radio channels are destroying the value of radio works by broadcasting the music contents prepared with low costs.
- Disappearance of the broadcast producers and individuality of DJs in CHR radios have created a central control based radio mechanism. In this radio type, the control is only on the owner of the media. There is no editorial freedom. Media owner and an administrator who s/he assigned manage the radio with a central system and put the course at interest groups' disposal.
- The turn of radio into a music device affects the music industry negatively. Music consumer listens to the music from radio which they can easily reach, instead of buying the music from physical or digital environments. Use of music so intensely by radio causes music to be consumed more rapidly. For the reason of the function of this propaganda model of radio is to make consumption society's propaganda, it can be seen that it's fulfilling this feature thoroughly.
- Turning radio into a music box that is passive and making the propaganda of consumption society causes loss of its ex power. It can be seen a serious decline when looking at the shares that radio media have from advertisement expenses in either world or Turkey. Especially in Turkey, the share radio gets from advertisement expenses at the end of 1990s was around 5% whereas in 2014 it has go down to around 2.5 %.

Broadcasting within the rules of CHR format which determined on a global frame creates radio channels that are similar to each other. Radio employers who invest on this format in accordance with demand of advertiser and audience causes thousands of radio channels with similar features. This format causes the market to become oligopoly as well as creating a product analogy.

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