

Iben Have: Radio Hosts as Music Mediators

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The aim of this project is to study the development in music-host relations in programmes broadcasted on P3 in the period 1984 to 2014. The 1983 end of radio monopoly increased demand for a more distinct profiling of the music as well as the hosts at P3, the leading popular music channel in Denmark. The period is also chosen because continuous audio recordings of Danish radio programmes are available from 1984 on. This longitudinal study will analyse four aspects: 1) the development from hosts' musical autonomy (deciding themselves what to play) to the use of playlists from 1992; 2) the development from one to several hosts from 2003; 3) the growing commercialization of Danish radio in general challenging the profile of P3; 4) a media ecological approach to the changes of the general media matrix in the period, extending radio to new digital platforms and to even more individualised and mobile audio media technologies and more intimate radio listening.

The project's empirical material will consist of six morning radio programmes broadcasted first Wednesday in November 1984, 1990, 1996, 2002, 2008 and 2014 (from 1990 named "Go'Morgen P3"). The methodological approach is phenomenological and the analysis will be guided by questions of sociability and mood in the programmes (Scannell 1996) and by questions of what is being said and how, how is that related to the music played and which role does the persona (Horton & Wohl 1956) and the entertainment qualities of the host(s) play? To what extent is it the role of the host to present the music and does he or she perform a close or distanced relationship to the music played. Which non-music-related features do also appear in the programmes (e.g. quizzes, guests, gossip, news) etc.? The detailed studies of the six programmes will be the basis of a descriptive study of the general development of programmes, music and hosts (types and constellations) in relation to the four analytical approaches above.