



The Computers and Radio Broadcasters' Politeness

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Abstract: With the technological advances of the 21st century, radio broadcasting has become more dependent on computers than ever before. Computers are used in radio broadcasting for a number of different tasks, including automation, control, monitoring, and logging. Automation is the most common use of computers in radio broadcasting. Automation software is used to control the playback of music and other audio content. This allows radio stations to operate without a live DJ or presenter. But in this case the presenter still needs to deliver the talk show program. The article studies the radio broadcasters' language politeness, as part of the strategies in attracting the listeners. It aims to reveal the politeness principles used during the conversations of the radio programs. It deployed a Content Analysis combined with recording technique for the data collecting technique. Meanwhile, the analysis applied a Pragmatics Matching method through a Contextual Approach. The finding revealed the speaker's compliance and violation of the politeness principles.

Keywords: Computers; Radio Broadcasters'; Politeness

Introduction

The development of communication media is increasingly significant with the sophistication of technology around the world (Haleem et al., 2022). Communication is fundamental in human life. Humans interact and socialise using communication in the form of spoken and written language (Irwin, 2020). Communication is familiar among living things because not only humans can interact but living things such as animals and plants can also interact (Nirwana & Purnamasari, 2020).

Today, the development of technology is rapid and unstoppable. Digitalisation has started to enter the cracks of our daily lives (Dentico et al., 2021). These technological advances are then widely utilised by the private sector. Many companies and even small creative industries use digital technology to develop their businesses. For example, Gojek, Uber and Grab are companies that concentrate on providing transport services through an online system (Subandriyo, 2020).

Radio broadcasters, in performing their duties, are limited by a code of ethics that they should comply with, considering the function of their presence to present not only entertaining materials but also educating values (Devi et al., 2022; Pievtsov et al., 2020). Radio broadcasters are required to fulfill the objectives of each broadcast program they deliver (Bottomley, 2020). To achieve the goal, a broadcaster is permitted to ignore politeness. This study considers that the politeness of the radio broadcasters will affect the quality and quantity of listeners participating in the radio visitation program.

The computer can be programmed to play a wide variety of content, including commercials, jingles, and pre-recorded shows (Parkita, 2021; Razlogova & Bottomley, 2023). Control systems are used to manage the audio equipment in a radio studio (Ngoasheng et al., 2022). This includes mixing consoles, microphones, and other devices. The control system is usually operated by a computer that is connected to the equipment. This allows the operator to control the audio levels, EQ, and other settings from a central location.

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Monitoring systems are used to keep track of the audio signal in a radio station (Al-Emadi & Al-Senaid, 2020). This includes monitoring the levels of the signal, as well as the quality of the audio. The monitoring system is usually connected to the computer, which allows the operator to see the levels and quality of the signal in real-time. Logging systems are used to keep track of the radio station's schedule. This includes the time, date, and duration of each show. The logging system is usually connected to the computer, which allows the operator to see the schedule in real-time. As a means of communication, radio offers a variety of programs, including talk shows or also known as talk radio programs that involve broadcasters, informants, and listeners through interactive calls (Sitorus, 2023). The talk show program is led by a radio broadcaster who acts as a speaker or first person together with the informants or second persons who act as speech partners and listeners as participants or third persons.

The familiarity between broadcasters, informants, and listeners has been sustaining radio popularity up to nowadays, as radio broadcast programs still attract loyal listeners, including talk radio listeners (Atmadja et al., 2021). The radio broadcasters' ability to express themselves through language aims to influence listeners to follow the broadcasters' ideas. Talk radio broadcasters are responsible for guiding the course of the conversation, providing information, offering entertainment, and inviting listeners to participate through phone calls or other means of communication during the live programs. Digital radio transmitted over the Internet has a major appeal (Hastjarjo, 2007).

Method

The computers and applies artificial intelligence technology to supervision methods and means, and improves the degree of supervision automation and intelligence (Wang et al., 2023). In this section of the article, we review some of the research in areas which are closely related to the topic of this article and need to be tied in more closely.

Politeness of radio broadcasters is one of the strategies to attract listeners and improve the quality of broadcast programs. This research aims to discover the implementation of politeness principles used in the conversations during the radio visitation program. The study utilized observation and note-taking for collecting the data, together with a number of advanced techniques, including recording, non-involved listening, and interview techniques. A pragmatic equivalent method was adopted for the data analysis through a contextual approach.

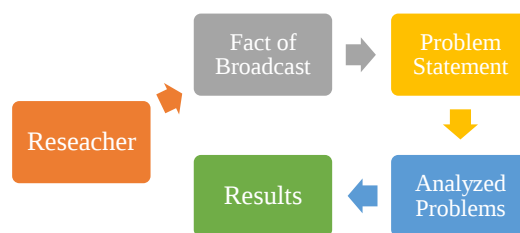


Figure 1. Research Flow Logic

Leech (2014) explains the politeness principles with several maxims, consisting of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim, apology maxim, forgiveness maxim, opinion maxim, and emotion maxim. These politeness principles relate to two conversation participants, including the speakers and listeners.

Result and Discussion

Digital Broadcaster and Human Broadcaster

New technologies, such as social media and web services, are becoming increasingly common and important tools for community radio stations (Rådelius, 2015). Radio technology has been in use for more than a century. By sending them a message, you can stay in touch with people who are far away. Aside from listening to radio, you can also hear new music. New music is frequently played on radio stations before being released on CD. Recent advances in digital technology have led to certain devices in the broadcasting industry that work with analogue technology gradually being replaced with digital devices, such as recording devices, video, and editing equipment (Gultom, 2015). Competition in the digital era encourages radios to find ways to maintain their existence in order to stay alive (Nirwana & Purnamasari, 2020).

This revolution is influencing the perception of the value-added by human resource in broadcast (Fenech, 2022). People can now find new music without having to buy a CD by using this method. Noone further stresses that radio needs to utilize these new technologies to strengthen and nurture its existing community, whilst maintaining its tradition of information and entertainment content to ensure a place for itself in a competitive digital world (Francisco, 2022). The discussion signposts that the conversations performed by the speakers/broadcasters and speech partners/listeners in radio talk show programs have several politeness strategies following the politeness principles formulated by Leech referring to several maxims, including: tact maxim; generosity maxim; approbation maxim; modesty maxim; agreement maxim; sympathy maxim; apology maxim; forgiveness maxim; opinion maxim and; emotion maxim. These politeness principles relate to two conversation

participants, including the speakers and listeners. The analyses conclude that radio broadcasters in Surakarta tend to comply with the politeness principles with only a few violations of the maxims. This finding is expected to contribute to furthering research development for the academic sector and providing inputs to radio practitioners to improve broadcast quality.

A radio is a device that uses electromagnetic waves to communicate with other radios (Ado et al., 2020; Islam & Jin, 2019). It can be used to communicate with people or with computers. Radio is defined as any device that can generate or respond to radio waves. If all radio waves were made to respond or respond to radio waves, it would be a fascinating scientific investigation. Radio has evolved to allow communications, making it one of the most important tools in modern society. Radio transmitters convert data into radio waves that can be transmitted both inside and outside of the Earth. At a different location, a radio receiver takes advantage of the radio waves and generates new information. Two-way radio communications (two-way radio) are as simple as two-way transmitter and receiver. In 1903, an inventor developed a method of converting letters on a typewriter to radio waves. That is reflection of science in the internet (Tokar et al., 2012).

At the same time, another person developed a way to send moving pictures through the air. We are more likely to pull television pictures out of the air by wire (rather than plucking them from the air) than by plucking them from the air like we did in the good old days. The play-by-play radiocaster's voice travels through the air until it reaches the microphone, which is first used. Before reaching a transmitter, the microphone converts sound waves into electrical signals (not yet radio waves). Signals travel at the speed of light when they are launched into space. An electromagnetic radiation known as a radio wave is a type of electromagnetic radiation (Narayanan et al., 2019). An electromagnetic wave is one that travels through the air and other materials (Rabinskiy et al., 2020). When an electric field interacts with a magnetic field, waves form. Wavelengths can be used in a wide range of electronic devices, including cell phones and radio frequency devices. Radio waves have a significant impact on the Earth, despite their small size. Their ability to travel through the air and through other materials is why they are used in radio communication systems. In some cases, a cell phone or other device can also emit radio waves. Radio waves have been used for a long time in a variety of devices today, including cell phones and radio waves (Miller et al., 2019).

Broadcaster Language

The existence of mass media, especially radio is still famous in the community. The nature of broadcast radio

can reach listeners from various backgrounds and education, offering listeners an effective choice to access the latest information and interesting entertainment without disturbing their activities. Radio broadcast is a means of electronic communication used by the public to obtain information, send information, and obtain auditive entertainment. Beyond the issue of new media replacing the old media (courtesy of non-traditional skills and tactics), the use of non-traditional skills and tactics in today's media has opened up the media landscape (Olubunmi, 2019). Radio is an inexpensive medium, with comparatively simple technology, and more suitable for illiterate and peasant communities and societies characterized by oral and folk traditions (Wabwire, 2013).

Talk show becomes one of the most enjoyable radio programs that many listeners favor. The talk show program is led by a radio broadcaster who acts as a speaker or first person together with the informants or second persons who act as speech partners and listeners as participants or third persons. The familiarity between broadcasters, informants, and listeners has been sustaining radio popularity up to nowadays, as radio broadcast programs still attract loyal listeners, including talk radio listeners. This is evident from the radio talk show programs which are still popular for providing information access, facilitating visits, and offering interaction through text messages and phone calls. The radio broadcasters' ability to express themselves through language aims to influence listeners to follow the broadcasters' ideas. Talk radio broadcasters are responsible for guiding the course of the conversation, providing information, offering entertainment, and inviting listeners to participate through phone calls or other means of communication during live programs.

Radio talk show program is a daily broadcast program that presents conversations between informants and broadcasters. Levinson said conversation happens through the involvement of two or more participants and they take turn to talk. Conversation is a form of language studied in various disciplines, in line with Marcellino who states that conversation is a form of language that can be studied based on a variety of angles. Speech uttered by the broadcaster marks an act of disobedience to the tact maxim, as the speech partner (caller) was in a disadvantage of communication. The principle of the tact maxim is to make the speech partner's disadvantage as small as possible and the listener's advantage as large as possible, yet it is not visible in speech. Instructing the speech partner to turn down the volume of the radio means making the listener in a great disadvantage and the speaker in a large advantage. Speech is more polite compared to speech, because the speaker offered a song request that the listener wanted to listen to. Speech

shows that the advantage of the speech partner is greater with a smaller disadvantage compared to speech. Speech shows that the informant offered the advantage to the caller by inviting her to ask a question, marking that the speech partner got more advantage in communication.

Impact of Digital Technology on Radio Broadcasting

Basically, the purpose of information dissemination is more emphasised on "informing" (information) or at least with this information the communicant can change attitudes (Hidayat, 2020). The impact of digital technology on radio broadcasting has been huge. It has allowed radio stations to offer a much wider range of programming and has made it easier for listeners to find the stations they want to listen to. It has also made it possible for radio stations to offer more interactive features, such as allowing listeners to vote on songs or request songs to be played.

The best computer to use for your internet broadcasting software and resource-intensive programs, such as digital audio workstations, is one with a high performance of processor. For a good computer, an Intel Core 5 or similar processor, a 256 SSD drive, and 2.5 GHz processor are all required. These specifications allow you to reduce the resources hoggers Google Chrome and Windows 10., as well as the system requirements of popular Internet broadcasting programs. It is perfectly acceptable to use a 14- or 15-inch laptop screen. A larger monitor is well worth the investment, as a 24-inch screen can support up to four windows side by side. The aftermarket sound cards improve the audio quality and increase the number of inputs and outputs (americanradio.com).

An SSD can be twice as fast as a standard hard disk, but the price is slightly higher. A wired connection, in addition to providing faster internet, also provides stable internet. The performance of a Windows or Mac computer is comparable. You should consider installing an HD webcam and microphone if you plan to use your computer for broadcasting or recording. In newer laptops, standard USB ports, display ports, and HDMI ports are being replaced by USB-C, USB 4, Mini DisplayPort, and mini HDMI ports. There is no perfect computer; instead, choose a system that is both fast and compliant with your preferred program specifications (americanradio.com).

Conclusion

The politeness principles highlighted in this study relate to two conversation participants in five private radio stations in Surakarta during the radio talk show programs. From the results of the analysis, radio broadcasters demonstrated both compliance and

violations. Followings are the findings of compliance and violations of the broadcasters in using the language for conversations, which were observed during the radio visitation program in the Surakarta region. Based on the findings, the frequency of compliance with the politeness principles is more than the frequency of maxim violations.

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Conflicts of Interest

There is no interest conflict in this research. In this research.

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