THE MEDIATING FUNCTION OF college radio programming in the city of MONTERREY, NUEVO LEÓN

RESEARCH
This article refers to research on the social function of university radio in Mexico, which is registered under the context of research in university media.

THEORETICAL APPROACH
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OBJECTIVE
Analyze the communicative mediation associated with the radio programming of three university radio stations.

TOOLS
A quantitative methodology was implemented choosing “duration time” as an impact variable for measuring daily programming time.

ANALYSIS

COMMUNICATIVE
PRODUCT
ANALYSIS

RESULTS
A commitment to the diversification of programming and a communicative practice based on the offer of cult entertainment.

BETWEEN
60%- 67%
OCCUPIES MUSICAL THEME

RADIO STATIONS
Radio UANL
89.7
Frecuencia TEC
94.9
Radio UDEM
90.5

60%- 67%

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