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8<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Science Communication on Argentine University Radio Stations

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# 8<sup>th</sup> PROCEEDINGS BOOK

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### ABSTRACT

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Scientific dissemination is important to bring science closer to society and promote understanding of complex scientific issues. These proposals should be natural on university radio to publicize what these research centers with public funds do for society. Science on the radio interests' audiences.

After a historical journey of radio in Argentina, from its beginnings in 1920 to the present, its role as a powerful, influential and attractive means of communication for audiences is highlighted. We briefly address the impact of the Military Dictatorship in the 1970s, during which the radio was heavily controlled and used as a propaganda tool. With the transition to democracy in 1983, radio underwent a transformation towards greater freedom of expression and diversity of opinions. The Audiovisual Communication Services Act (LSCA) of 2009 is mentioned, designed to avoid media concentration and promote plurality of voices.

We focus on the role of university radio, highlighting its potential as a platform for scientific communication. Various strategies are suggested, such as science educational programs, interviews with scientists, student participation, scientific dissemination, and academic collaborations. In addition, the importance of using technology and social networks to reach broader audiences is emphasized and university radio and its potential for scientific dissemination are recognized.

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## Science communication on Argentine university radio stations

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This research study university radio and science communication in the Argentinean context during 2023 year, in special the universities radios in San Luis province, Argentina. The purpose of this research is to know the programming and content of two university radio stations in San Luis. This analysis has been based on the study of the programming and content of the two university radio stations in the province of San Luis. Furthermore, scientific journalism and social communication of science in Argentina on radio has little development and even less on university radio stations. Radio continues to be a powerful and effective mass media for communicating news, cultural, educational and entertainment information, although it is underutilized in Argentine universities. Although there are radio programs dedicated to the dissemination and analysis of scientific topics, the general format of the radio stations resembles commercial radio stations.

In Argentina, radio has its beginnings on August 27, 1920, when a group of enthusiasts known as "the crazy people on the roof" made one of the first radio broadcasts in the world. This media became a technological instrument that introduced new forms of perception and subjectivities, linking political, economic, cultural and social aspects. Since its creation, radio has had a great attraction for audiences, being the scene of concerts, radio soap operas, live broadcasts and creative advertising. The study of radio and its programs reflects the social dynamics of different historical periods, revealing actors, conceptions of radio programs, advertising and news.

### **Web Communication Paradigm**

With the development of the Internet, radio production without the high signal distribution costs of conventional broadcasts and without the limitation of frequency allocations necessary in traditional radio. The explosion of stations that began to operate throughout

the first decade of this century, many stations were born oriented exclusively to the Internet, without any type of legal complications and with the maximum use of ICT.

Orihuela (2021) states that the Internet has modified many of the paradigms that until now helped us understand public communication processes in mass media. He points out that there are ten paradigm shifts that give rise to e-Communication, the new media landscape that emerges with the Internet: the user as the axis of the communication process, content as a vector of media identity, the universalization of multimedia language, the demand for real time, the management of information abundance, the disintermediation of communication processes, the emphasis on access to systems, the various dimensions of interactivity, hypertext as a grammar of the digital world and the revaluation of knowledge above of the information. Interaction with technologies becomes interactive. Communication, semiotic convergence (Scolari, 2009) with its contamination processes and hybridization that occurs at the level of consumption. and production of media ecology. Our environment has been transforming and we live daily in a society where there is an abundance of new information. Technologies (ICT) offer several possibilities. transmission and generation of information, crossing geographical and cultural barriers, and traveling the world in times previously unthinkable. The digital revolution has not finished (it has only begun) and as a consequence the media ecosystem is far from stabilizing. The increase in the media and the use of ICT put traditional the media system in crisis in the context of transformation (Avogadro Thome & Quiroga, 2016). The culture of our time proposes recent advances in Information and Communication technologies (ICT) have allowed people to create content and publish in different media, generally through the Internet. They allow new forms of expression and participation in public discourse; the participatory. Quiroga (2023) describes the main characteristics of the communication model proposed by Francesco Fattorello seventy years ago in Italy and exposes the particularities of Fattorello's thought with the culture of participation, the almost web communication model and the role of the public in the communicative process. Furthermore, Fattorello's (1969) model is very similar today to the Web communication paradigm.

### **Universities Radio Stations**

The Association of Argentine National University Radio Stations (ARUNA) was founded on July 7, 1998, within the growing framework of the phenomenon of low-power radio

stations that were born and spread rapidly throughout the Argentine territory. It is a non-profit entity based in the city of Buenos Aires that brings together the different National Universities that have radio broadcasting stations to collaborate with their activities and defend their interests. In Argentina, there are 63 university radio stations grouped in the Association of National University Radio Stations. In San Luis province there are 3 national universities and two radios. Our analysis will focus on the two university radio stations in the province of San Luis belonging to the National University of San Luis and the National University of Villa Mercedes. Our analysis has been based on the study of the programming and content of the two university radio stations in the province of San Luis.

### **The Media Law**

The Audiovisual Communication Services Law (LSCA) in Argentina was approved in 2009 during the presidency of Cristina Fernández de Kirchner. This law aimed to regulate the media market in Argentina, limiting the concentration of ownership in the sector (Segura and other, 2019). Some of the key points of the Media Law include the restriction of the number of licenses that the same company or business group could have, in order to promote the diversity of voices in the media. It also established limits on cross-ownership between different types of media (television, radio, written press) to avoid a monopoly on information (Espada and Quiroga, 2023). Radio plays a key role in the university as a socio-political actor in the democratization of communication and the validation of diverse knowledge. University radio, as part of this dynamic, questions its role and political communication project in the context of the university and the community. Radio interaction, marked by immediacy, the power of suggestion and the feeling of permanent company.

### **Administration of University Radios**

University radio administration involves a unique combination of business management and academic commitment. We must take into account the following points:

- **Clear Mission and Objectives:** Clearly defines the mission and objectives of university radio. Is it primarily educational, informational, cultural, or a combination? This will guide all decisions and activities.

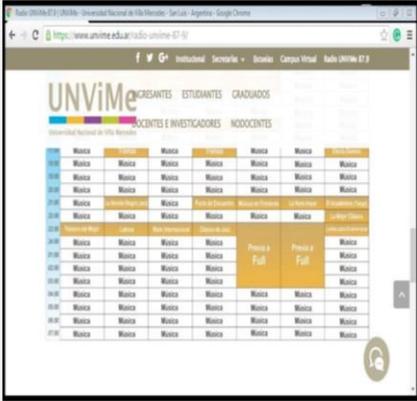
- **Student Participation:** Since it is a university radio station, student participation is essential. Create opportunities for students to get involved in all facets, from production to management and programming.
- **Human Resources:** Develop a diverse and talented team that includes students, teachers and radio professionals. Provides ongoing training and development to foster relevant skills.
- **Varied Programming:** Offers varied programming that reflects the interests of the university community. You can include educational programs, interviews, music, and campus events.
- **Technical Infrastructure:** The necessary technical equipment must be available to operate the station. This includes recording studios, broadcast equipment, and trained technical personnel.
- **Sustainable Financing:** Explore various sources of financing. You can consider local sponsorships, fundraising events, and collaboration with other university departments.
- **Collaborations:** Foster collaborations with other academic departments, student organizations and local media. These partnerships can enrich programming and increase visibility.
- **Technology and Social Networks:** Take advantage of social networks and digital platforms to reach a broader audience. Consider streaming online to reach students who are not on campus.
- **Performance Measurement:** Establish metrics to evaluate the performance of the radio. This may include audience measurements, student participation, and community feedback.
- **Regulatory Compliance:** Ensure compliance with all regulations and legal requirements related to radio transmissions. This includes broadcast licenses and regulatory compliance.

### **Programming Grid**

There are no studies on the audiences of university radio stations in San Luis. The bulk of the programming on some radio stations is mostly music, in the absence of science, cultural and/or educational communication proposals. A first glance indicates that the university

radio stations in San Luis are more similar to commercial radio stations. The purpose of creating university radio stations is abstract; they aim, first of all, to communicate university news.

### Radio UNVIME Grid



According to the Secretary of Strategic Communication of UNVIME, as obtained on the institutional website ([www.unvime.edu.ar](http://www.unvime.edu.ar)), it is the task of designing, planning, directing, developing and evaluating the institutional communication strategies of the Universidad Nacional de Villa Mercedes, and intervene in the development and execution of policies, programs, projects and communication actions linked to management, teaching, research and university extension activities.

### Radio UNSL Grid

Radio Universidad Nacional de San Luis									
Día Hora	DOMINGO	Día Hora	LUNES	MARTES	MIÉRCOLES	JUEVES	VIERNES	Día Hora	SABADO
6:00 a 7:00	Música	6:00 a 7:00	Música					6:00 a 7:00	Música
7:00 a 9:30		7:00 a 9:30	Nada Secreto					7:00 a 10:00	Música
9:30 a 9:45		9:30 a 9:45	Noticias Universitarias						Música
9:45 a 12:00		9:45 a 12:00	Sonido Urbano					10:00 a 11:00	Memoria de Abg Yala
12:00 a 12:30		12:00 a 12:30	Frecuencia Informativa Edición Central					11:00 a 13	El Calidoscopio
12:30 a 13:00		12:30 a 13:00	Frecuencia Universitaria					13 a 14:00	Maestro de Campo
13:00 a 14:00	Música	13:00 a 14:00	Folclore					14:00 a 15:00	
14:00 a 15:00		14:00 a 15:00	Ciencia Ambiental	Música	Música	Música	Música	14:00 a 15:00	
15:00 a 16:00		15:00 a 16:00	Música	Línea de Trez	Encuentro Natural	Cartografías	15:00 a 16:00	Música	
16:00 a 18:00		16:00 a 18:00	La Locomotora					16:00 a 18:00	
18:00 a 19:00		18:00 a 19:00	Música	Música	Música	Línea de trez	El Fuente Sec. Est.	18:00 a 19:00	
19:00 a 20:00		19:00 a 20:00	El Escuchado					19:00 a 20:00	Música
20:00 a 21:00	Música	20:00 a 21:00	La ciudad da gritos	Nuestro Teatro por gente de teatro	Memoria de Abga Yala	La ciudad da gritos	20:00 a 21:00	La Ultima Tentación	
21:00 a 22:00		21:00 a 22:00	Frecuencia Informativa Segunda Edición					21:00 a 22:00	
22:00 a 23:00		22:00 a 23:00	Rock del país	El cántaro y la fuente			Rock del país	22:00 a 23:00	Música
23:00 a 24:00		23:00 a 24:00	Música					23:00 a 24:00	

Universities in general do not have institutionalized programs for the social communication of science or the mobilization of knowledge aimed at local communities. In the same sense, the absence of radio proposals for social communication of science, coverage of scientific events, cultural programs, permanent interviews with researchers, etc. is perceived.

### The relation between Universities Radios and Scientific Journalism

Scientific journalism in Argentina on radio has little development and even less on university radio stations. Radio remains a powerful and effective media for communicating

news, cultural, educational and entertainment information. The ability to captivate the audience and stimulate the imagination makes her unique. Furthermore, radio has the advantage of being accessible to a wide variety of people, as it does not require sophisticated devices or an Internet connection, making it an inclusive media. Educational programs that could be on university radio, but are not present in the radio programs. University radio can play a crucial role in providing an educational, cultural and entertainment platform that enriches the university experience and contributes to the development of the broader community. According to our analysis, university radio stations in San Luis do not deploy their full potential. Their contents are in many cases similar to those of commercial radio stations and do not reveal what universities are doing for their societies. They could have this type of content that is now absent.

### **The promotion of science on university radio**

#### **Science Educational Programs**

- Offer regular programs that explain scientific concepts in an accessible and attractive way.
- Invite professors and scientists to discuss their research and projects.

#### **Interviews with Scientists**

- Conduct interviews with leading scientists to talk about their discoveries and experiences.

Include segments that highlight the life and work of influential scientists.

#### **Student Participation**

- Allow science students to create and present programs on topics of interest.
- Cover student research projects and scientific competitions.

#### **Scientific News**

- Keep the audience informed about the latest scientific advances and discoveries.
- Develop regular segments that highlight scientific news.

#### **Scientific Dissemination**

- Develop programs that demystify complex scientific concepts.
- Explain how science affects people's daily lives.

#### **Scientific Events**

- Cover local and international conferences, symposiums and scientific events.

- Transmit interviews with participants and organizers of scientific events.

### **Academic Collaborations**

- Collaborate with academic science departments to obtain content and guests.
- Establish partnerships with local scientific institutions.

### **Thematic Programs**

- Create thematic programs focused on specific areas of science (biology, physics, chemistry, etc.).
- Explore the history of great scientific discoveries.

### **Scientific Podcasts**

- Develop scientific podcasts that delve into specific topics.
- Offer on-demand content so that listeners can access it at any time.

### **Environmental education**

- Highlight issues related to the environment and sustainability.
- Report on scientific initiatives to address environmental challenges.

### **Scientific Contests and Games**

- Organize contests in which listeners can participate and learn.
- Create game segments that challenge the audience's scientific knowledge.

### **Social Networks and Online Community**

- Use online platforms and social networks to share scientific content.
- Encourage audience participation through questions, polls and online discussions.

These strategies can help university radio become a valuable resource for scientific dissemination and contribute to public appreciation and understanding of science.

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