A Descriptive Study on
Advising Styles and Approaches of
Radio DJs from 90.7 Love Radio and 101.1 Yes FM

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by

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ABSTRACT

The study is about the styles and approaches of Radio DJs of Manila Broadcasting Company’s 90.7 Love Radio and 101.1 Yes FM which have advice-giving programs. This qualitative study contains facts about radio as a medium, radio development and radio programs in the Philippines. It also contains Dramatism, Communication Style, and Social Style as a framework of this study. This study also includes related literatures with different theories and studies as supporting documents. The researchers conducted an unstructured interview with the radio DJs of Manila Broadcasting Company namely: DJ Nicole Hyala, DJ Chris Tsuper, and DJ Papa Jack from 90.7 Love Radio, and Chico Loco from 101.1 YES FM to find out their unique styles and different approaches when it comes to giving advice. The researchers also used methodology such as coding sheets for one week observation to these radio DJs who give advice and an interview for scrutiny of the data.
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