

**A COMPARATIVE STUDY OF COMMUNICATION  
TECHNIQUES USED BY RADIO DJs FROM 101.1 YES! THE  
BEST AND 93.9 IFM TO STIMULATE AUDIENCE  
INTERACTION**

**An Undergraduate Thesis Presented to the Faculty of Communication  
and Journalism Department College of Liberal Arts and  
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### **Abstract**

This study compared the communication techniques of Radio DJs from Radio Mindanao Network's 93.9 iFM and Manila Broadcasting Company's 101.1 Yes! The Best. This qualitative study focused on Philippine Broadcasting, radio as a medium, radio programs in the Philippines, and Radio DJ-Audience Interaction using Classic Rhetorical Theory and Politeness Theory. Interviews were conducted with the Radio DJs of RMN's iFM and MBC's Yes! The Best to seek knowledge of their used communication techniques for their shows which result in the creation of interaction with their audience. The results showed that the DJs used similar communication techniques in stimulating audience interaction. The most common communication techniques were keeping a sense of humor and feedback to respond to their audience therefore creating a two-way live communication.

**Keywords:** Philippine Broadcasting, Communication Techniques, Radio DJ, Politeness Theory, Classical Rhetorical Theory, Audience, DJ-Audience Interaction