

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 Manuel Martín Serrano

OBJECTIVE

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

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RADIO STATIONS

Radio UANL
89.7

Frecuencia
TEC
94.9

Radio
UDEM
90.5

TOOLS

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

COMMUNICATIVE PRODUCT ANALYSIS



RESULTS

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

**BETWEEN
60%- 67%
OCCUPIES MUSICAL
THEME**



Carlos Villanueva Valadez