

THE PLACE OF MUSIC IN RADIO PROGRAMME PRESENTATION: YOUNG ENTREPRENEURS
ON DIAMOND 101.1FM, IBADAN

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Abstract

Radio is an age long medium of information dissemination in human society as identified across the globe. Over the years, the content of radio broadcasting has been either speaking or playing of music and there is no such a radio show void of at least a signature tune, vocal and or instrumental music. Signature tune is a distinctive piece of music associated with a particular programme or performer on television or radio. Being a symbol, it is an identity; therefore the content of a signature needs to be in line with the focus of the show. From this view, the choice of music for media show begs for scholars' attention. This paper therefore examines the relevance of signature tune used in the radio programme titled Young Entrepreneurs on Diamond 101.1 FM, University of Ibadan. It looks at the content of the music in the context of the radio show. Blumler's symbolic interactionism theory in mass communication and literary theories are engaged. The research employs ethnographical participant- observation method and unstructured interview of guests for its field work. Data was gathered from primary and secondary sources comprising the presenter, the music and guest for analysis. This research affirms the infallibility of music as a signature of every radio programme; music selection for a radio show is key. "Ji Masun" of Gbenga Obagbemi is the signature tune of Young Entrepreneurs, the content of the music is in sync with aim and objectives of the programme and it fits into its synopsis.

Keywords: Radio, Signature tune, "Ji Masun"

A Brief Bio Data

OlaOluwa M. Ayokunmi is a lecturer in the Department of Music, University of Ibadan. He is an academic musician (a multi-instrumentalist) and an On Air Personality (OAP) at Diamond 101.1FM, University of Ibadan and few other radio outlets in Ibadan, Oyo state, Nigeria. He directs Marval City-Choir and Orchestra, Ibadan, Nigeria. His research areas include music composition, music broadcasting, church music, Christian sacred musicology etc.

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Introduction

Donna L. H. (2021) argues that radio broadcasting is an intriguing and intricate domain that has undergone substantial evolution since its inception. It encompasses the dissemination of audio content, occasionally accompanied by relevant metadata, through radio waves to receivers accessible to the general public.

Music has always played a vital role in various aspects of human life, and radio programming is no exception. In the context of university campus radio stations, music serves as a powerful tool for engaging listeners and enhancing the overall presentation of a show. This paper aims to explore the

role of music in radio program presentation, focusing specifically on the *Young Entrepreneurs* show in a university campus radio station.

Establishing an Engaging Atmosphere: One of the primary functions of music in radio programming is to create an engaging atmosphere for the audience. *The Young Entrepreneurs* show, with its focus on entrepreneurial discussions, can leverage music to attract listeners who may not initially have an interest in business-related topics. By carefully selecting tracks that resonate with the target demographic, the show's producers can pique the audience's curiosity and establish a relaxed and enjoyable atmosphere.

Setting the Mood and Tone: Music acts as an emotional cue, helping to set the tone and mood of a radio program. In the context of the *Young Entrepreneurs* show, different tracks can be used to match the specific tone of each segment. For example, lively and upbeat music can be utilized during interviews with successful young entrepreneurs, creating an enthusiastic and inspiring ambiance. On the other hand, soothing or classical music can accompany discussions around business strategies, providing a calm and thoughtful atmosphere that encourages listeners to engage with the content.

Enhancing Transitions and Segments: Smooth transitions between segments are crucial for maintaining the flow and coherence of a radio program. Well-chosen music can serve as a valuable tool in achieving seamless transitions. In the case of the *Young Entrepreneurs* show, musical interludes can be inserted during breaks or commercial spots, helping to sustain listener interest during intermittent pauses. Additionally, background music can be utilized during transitions within the show, masking any technical adjustments and ensuring a seamless transition from one segment to another.

Creating Brand Identity and Recognition: Music also plays a significant role in establishing brand identity and recognition for radio programs. In the case of the *Young Entrepreneurs* show, the selection of a signature theme song or jingle can help in developing a recognizable and memorable brand. When listeners hear this tune, they will instantly associate it with the show, further enhancing brand loyalty and long-term engagement.

Reflecting and Influencing the Audience: Music can be a powerful tool for reflecting and influencing the target audience's tastes, preferences, and aspirations. By selecting music that aligns with the interests of young entrepreneurs and their listeners, the show can create a relatable and enjoyable experience. Moreover, music can be used strategically to introduce new genres, artists, or songs that resonate with the show's themes, thereby broadening the audience's musical horizons.

Theoretical Framework

This research is based on a Greek theory of ethos: '*music-muvt-affectum*' - which attributed ethical powers to music and that music could affect character. Greek philosophers also confirmed that music possessed the power of good and evil and must be carefully controlled. (Olaleye, 2015). This theoretical frameworks portray the relevance and influence of music in human society. Since all is done in broadcasting is speech and music.

In broadcasting, content is crucial. Therefore, every programme has a content to sell to an audience. Broadcasting content is conveyed through the medium of speech and music. Every season, time of the day, days of the week and programme have their specific music. Programme presenter/producers engage music relevant at every point in time because of the immeasurable influence music has over human hearts and in a society at large.

The three main components of music (songs); melody, rhythm and text are usually put into consideration in the selection of music for media broadcasting shows. These three components are put into consideration because of their influence on the tripartite nature of human being. Bob Marley (1990) opined that "when words fail, music speaks". This buttresses the point that music is a very viable instrument of an effective communication and social influence.

Music in Media Broadcasting

Music is an integral part of radio programming. It has the power to grab the attention of listeners, create a specific mood, and enhance the overall presentation. This paper aims to explore the role of music in radio program presentation, with a specific focus on the Young Entrepreneurs show in a university campus radio station. The Young Entrepreneurs show is a program dedicated to highlighting the achievements and experiences of young entrepreneurs.

Music as an Attention Grabber:

One of the main functions of music in radio program presentation is to grab the attention of the listeners. In the Young Entrepreneurs show, carefully selected music is used as an introduction to capture the audience's interest from the very beginning. The show's theme song sets the tone for the program and establishes a connection between the show and its target audience, which primarily consists of students and young entrepreneurs.

Establishing a Mood:

Music plays a crucial role in establishing the mood of the show. The usage of music in different segments of the program helps in creating the desired atmosphere. For example, upbeat and energetic music is played during interviews with successful entrepreneurs or when discussing exciting business opportunities. This creates a positive and motivating atmosphere, encouraging listeners to pursue their entrepreneurial dreams.

Transition and Segmentation:

Effective music selection aids in smooth transitions between segments of the program. Transitions between interviews, discussions, and news updates are often marked by carefully chosen interludes or jingles. These short musical breaks maintain the interest of the listeners and provide a sense of structure to the program.

Additionally, music serves as a tool for segmenting the show. For instance, a specific song may be played as an introduction to the question and answer segment, providing a noticeable distinction between the various parts of the program. Such segmentation helps listeners to identify and understand the program's structure, making it easier for them to follow along.

Enhancing the Content:

Music also enhances the content presented in the show. It can evoke emotions, reinforce messages, and add depth to the discussions. For example, if an interviewee shares a particularly moving or inspiring story, an appropriate song may be played afterwards to reinforce the impact of their words. These musical interludes serve to heighten the emotional connection between the audience and the content being presented.

Engagement and Branding:

Music is an effective tool for audience engagement. In the Young Entrepreneurs show, listeners are encouraged to participate through call-ins or social media interactions. Utilizing music during these interactive segments not only provides an enjoyable experience for the listeners but also creates a stronger brand identity for the show. By associating specific songs or jingles with the show, the audience can easily recognize and remember it when tuning in or discussing it with others.

The Concept of Signature Tune

Collins Dictionary online defines Signature tune as the tune which is always played at the beginning or end of a particular television or radio programme, or which people associate with a particular performer. A signature tune is the tune which is always played at the beginning or end of a particular television or radio programme, or which people associate with a particular performer.

Signature tune is a short tune played at the beginning and end of a particular television or radio programme, or one that is connected with a particular performer. Oxford Learners' Dictionary

Semiology of Signature

Bowcher (2018) in Idowu (2024) explains semiotics in the aspect of context:

"In semiotics, context refers to those aspects in a conversation or interaction that provide relevant and specific meaning to the particular exchange that is occurring. This enables the recipient in the exchange to make proper sense of interaction and derive the intended meaning from it."

The semiology of signature refers to the study of signatures as signs or symbols that convey meaning beyond their literal function of identifying an individual. A signature can be seen as a representation of one's identity, personality, and social status. Here are some aspects of the semiology of signature:

1. **Graphology:** The study of handwriting and signatures to infer personality traits, character, and behavior.
2. **Symbolism:** Signatures can contain symbols, initials, or logos that hold personal significance or represent affiliations.
3. **Aesthetics:** The visual appeal and style of a signature can convey creativity, elegance, or professionalism.
4. **Cultural significance:** Signatures can hold cultural or historical significance, such as the use of seals or stamps in Asian cultures.
5. **Power dynamics:** Signatures can represent authority, consent, or agreement, as in signing a contract or document.
6. **Identity performance:** Signatures can be seen as a performance of identity, conveying confidence, creativity, or individuality.
7. **Authenticity:** Signatures can serve as a proof of authenticity, verifying the identity of the signer.
8. **Digital signatures:** The rise of digital signatures has introduced new forms of signature semiotics, including electronic authentication and encryption.

By examining the semiology of signature, we can gain insights into the ways individuals present themselves, communicate their identity, and negotiate social relationships through this everyday practice.

Young Entrepreneurs' Show: Aim, Objectives and Synopsis

Young entrepreneurs show is a radio programme designed to motivate and encourage young Nigerians in the area of entrepreneurship and vocational practices. The programme features students who are

entrepreneurs. That is, those who aside their academic pursuits, have certain vocation they do or engage in a business to earn a living. The philosophy of the programme includes the following; Nigerian youths are not lazy, not everyone will get job with certificate, it is possible to combine studies with business, you can employ yourself, develop your talent, be a problem solver, learn to make money etc.

Methodology

This qualitative research engaged in-depth interviews and content analysis. This study sheds light on the role of music in enhancing the presentation of radio programmes by engaging listeners in an unstructured interviews, analyzing the programme content and the relevance of the signature tune to the purpose and target of the show.

Textual Analysis Table

Text	English interpretation
<i>Gbe body ole dide, loju orun re,</i>	Wake up from your sleep lazy person
<i>Ji masun gbe body E kode jara E,</i>	Do not sleep, wake up and be smart
<i>Ji masun mase sole kowo le wole</i>	Wake up, don't be lazy so as to make money
<i>Ji masun gbe body E tori ola de,</i>	Wake up, make move for the future is here
<i>Aduke ojo nlo k'a tepa mose,</i>	Aduke, time waits for no man, work hard
<i>Ajao yara o k'ale rise sa,</i>	Ajao, hasten up so as to get work to do
<i>Ole gbo ji masun loju orun re,</i>	Lazy one hear, wake up from your slumber
<i>L'asale k'igbadun le wa falala,</i>	So that you can enjoy in your old age

Observations and Feedbacks

Music plays a significant role in programme presentations in the mass media, especially on radio. The choice of "Ji Masun" by Gbenga Obagbemi for the programme Young Entrepreneurs is such a brilliant choice.

The music is in highlife rhythm with trending socio-linguistic elements that attract the main targeted audience of the show, which is Nigerian youth. The programme is a live discussion show between the presenter of the programme; Ayokunmi OlaOluwa and his guest which is usually a youth of all categories. The music serves as a call for the programme. Once listeners and fans hear the song from the frequency, they know that it is time for the show.

It is an invitation to casual hearers. Many persons started listening to the programme because of the music. The content of the music is functional and relevant to the targeted audience of the show.

A regular listener, Mr Adeyemi Michael said the music itself is enough charge to every listeners.

Miss Aanuoluwatomiwa Opakunbi, an undergraduate student of the University of Ibadan, who was privileged to be guest of the show quickly requested for the music from the programme presenter.

"I need to be listening to it every morning. It will keep me going in times of discouragement"

Mr Richard Olugbenga, a young entrepreneur said it is the music that makes him to develop interest in the show.

Summary, Conclusion and Recommendation

The role of music in radio program presentation is crucial, particularly within the context of the *Young Entrepreneurs' show* in a university campus radio station. By utilizing music effectively, the show can establish an engaging atmosphere, set the tone and mood of discussions, enhance transitions

and segments, create brand identity, and reflect and influence the audience. Understanding the significance of music in radio programming empowers broadcasters to create captivating and memorable experiences for their listeners.

The role of music in the radio program presentation is multifaceted. In the *Young Entrepreneurs* show, music not only grabs the attention of listeners but also establishes the mood, aids in transitions, enhances the content, and promotes engagement and branding. Understanding the significance of music in radio programming is crucial for creating captivating and memorable shows, like the *Young Entrepreneurs* program, that resonate with the target audience and effectively deliver the intended message.

According to research, music has played a significant role in radio programmes as a form of prevention strategy. In particular, it has been used as a tool to promote and support young entrepreneurs. This can be seen in the case of Diamond 101.1 FM in Ibadan, where music has been utilized to engage and inspire young entrepreneurs.

The use of music in this context serves as a way to attract the attention of the youth and create a positive impact on their mindset. By incorporating music into the radio programme, it helps to break the monotony of traditional business discussions and provides a refreshing and entertaining approach to the topic.

The benefits of utilizing music in this manner go beyond simply engaging the audience. Research has shown that music has the power to influence emotions and behavior. By creating a positive and motivating atmosphere through music, young entrepreneurs are more likely to be inspired and driven to take action towards achieving their goals.

Furthermore, the use of music in radio programmes has been found to be an effective way to communicate important messages. It serves as a medium to educate and inform listeners about various aspects of entrepreneurship, such as financial management, branding, marketing, and networking. In conclusion, the role of music in radio programme prevention for young entrepreneurs is undeniable. With the right blend and approach, it can effectively engage and inspire young individuals to pursue their entrepreneurial dreams. As seen in the case of Diamond 101.1 FM in Ibadan, music has the power to make a positive impact and create a supportive environment for young entrepreneurs.

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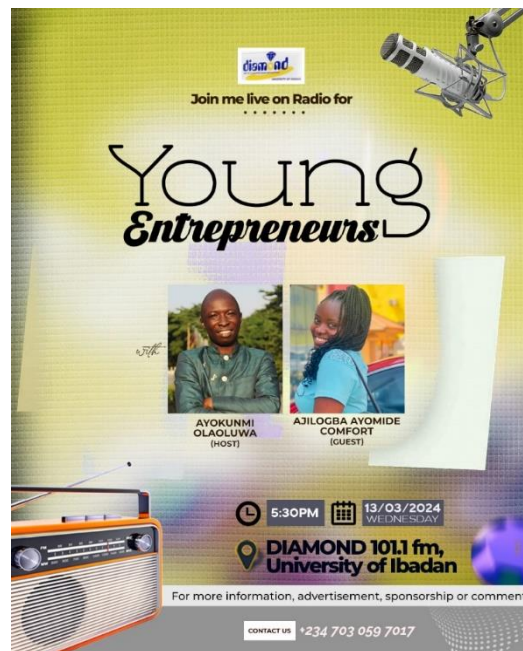
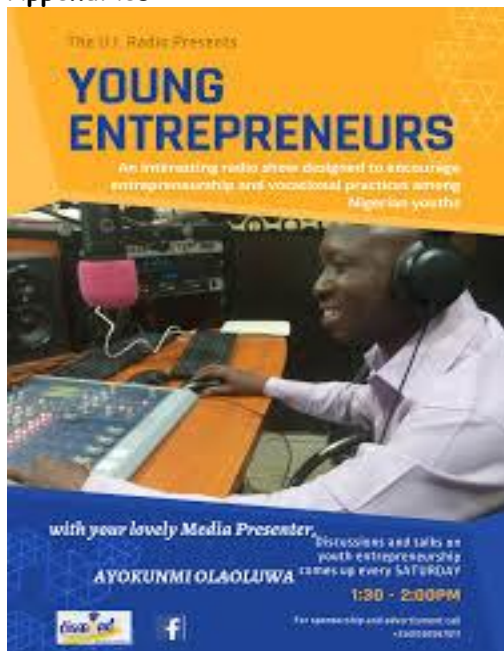
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Appendixes



JI MASUN

Do not LOVE SLEEP or you will GROW POOR;
STAY AWAKE and you will HAVE FOOD to spare.

Prov. xx.xiii

Music by: **Gbenga Obagbemi**

Words by: **'Doyinsola Kayode**

SOPRANO

ALTO

TENOR

BASS

5

Ji ma-sun gbe-bo-dy E, k'o de___ ja-ra E, Ji ma-sun ma se s'o-le k'o-wo le wo-le,

Copyright © 2019. De Emeralds Perfect Expressions. All Rights Reserved.

2
9

Ji-ma-sun gbe bo-dy E to-ri o-la de.

Ji-ma-sun gbe bo-dy E to-ri o-la de.

Gbe bo-dy o-le di-de, lo ju o-run re,

Gbe bo-dy o-le di-de, lo ju o-run re,

13

Ji ma-sun gbe-bo-dy E, k'o de ja-ra E, Ji ma-sun ma se s'o-le k'o-wo le wo-le,

Ji ma-sun gbe-bo-dy E, k'o de ja-ra E, Ji ma-sun ma se s'o-le k'o-wo le wo-le,

17

A - du-ke, o-jo nlo k'a te-'pa mo 'se,

A - du-ke, o-jo nlo k'a te-'pa mo 'se,

Ji-ma-sun gbe bo-dy E to-ri o-la de. A - du-ke, o-jo nlo k'a te-'pa mo 'se,

Ji-ma-sun gbe bo-dy E to-ri o-la de. A - du-ke, o-jo nlo k'a te-'pa mo 'se,

21

A- ja - o! Ya-ra___ o k'a le ri-'se sa, o - le gbo, ji! Ma___sun lo-ju o-run re,

A- ja - o! Ya-ra___ o k'a le ri-'se sa, o - le gbo, ji! Ma___sun lo-ju o-run re,

A- ja - o! Ya-ra___ o k'a le ri-'se sa, o - le gbo, ji! Ma___sun lo-ju o-run re,

A- ja - o! Ya-ra___ o k'a le ri-'se sa, o - le gbo, ji! Ma___sun lo-ju o-run re,

25

l'a - sa - le k'i-gba - dun le wa fa - la - la. l'a - sa - le k'i-gba -

l'a - sa - le k'i-gba - dun le wa fa - la - la. l'a - sa - le k'i-gba -

l'a - sa - le k'i-gba - dun le wa fa - la - la. l'a - sa - le k'i-gba -

l'a - sa - le k'i-gba - dun le wa fa - la - la. l'a - sa - le k'i-gba -

28

dun le wa fa-la-la. l'a-sa-le k'i-gba - dun le wa fa-la-la.

dun le wa fa-la-la. l'a-sa-le k'i-gba - dun le wa fa-la-la.

dun le wa fa-la-la. l'a-sa-le k'i-gba - dun le wa fa-la-la.

dun le wa fa-la-la. l'a-sa-le k'i-gba - dun le wa fa-la-la.