

ABSTRACT

This Thesis is an evaluation of audience response to “Science Serving Us”, a radio programme for the popularization of science. The evaluation is conducted in the context of : the nature, functions, development and capabilities of mass media, with particular reference to radio; the nature and development of science and technology as an integral part of modern society, including Jamaica; culture; education; development, and the public understanding of science as an issue of concern and of academic study internationally. The design, development, production and delivery of the programme is also discussed. Audience response was evaluated from the data of annual media surveys and from the correspondence received from listeners. The media surveys indicate audience size and differentiation with respect to age, socioeconomic status and gender. From 2,000 letters received, a sample of one-tenth (200) was drawn by selecting every tenth letter from the chronological sequence. Letters provide data on the geographical distribution of audience and on audience response and interest. The evaluation has confirmed a substantial real market and a considerably larger latent market among radio listeners in Jamaica for the pedagogic transmission of “hard data” scientific information in “soft packaging”. Audience spans all age groups from pre-teen to post-retirement, all socio-economic groups and both genders, with a geographical distribution roughly matching population distribution by Parish. Both content and format of Science Serving Us have been consistently commended by correspondents.