

The Announcer for the Electronic Media The term announcer" refers to one who communicates over the public airwaves, as on radio–television–broadcasts– through online video or audio streaming, over cable channels–or–by–electronic amplification, auditorium, stadium, arena, or theaters. as in an Think of the spectrum of newsworthy events that reach us daily through modern media. Radio, television, and the Internet reach vast audiences scattered over thousands of miles, and all possess instantaneousness. Radio made it possible for the first time history to describe events to millions as they occurred. As far back as the 1920s, radio presented "real time" communication and, because it was a "blind" medium, listeners could only receive news reports, interviews, and other communications from announcers. Television added pictures and experiences, bringing audiences into theaters, concert halls, SuperBowls and World Series, and jazz and rock concerts, taking them to faraway places, and giving them a visual sense that they are right there, participating in the televised program.