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Around the Day in 80 Worlds. Commercial Radio Formats, Biopower and Everyday Life

The past decade has seen a growing body of work that explores the role of media in the control of subjectivity. Most has concentrated on visual media and digital technologies such as reality television and online communities. But these media are just particular dimensions of what constitutes an ever expanding and far reaching 24-hour matrix that excels at the conduct of conduct and the co-opting of diversity. Sonic media have often been overlooked in research even though the proliferation of iPods, ambient music in commercial spaces and the constant expansion and sophistication of commercial radio are marks of what some scholars call a contemporary intensification of the aural that goes hand in hand with the corporatization of listening. This paper draws on the work of Michael Bull, Jack Bratich and Justine Lloyd to analyze the ways in which commercial radio formats formulate diverse sonic aesthetic proposals based on popular music, sub-culture slang, accents, news and everyday topics that interpellate subjects and allow them to adjust, govern and produce emotions, ideas and identities.