URN etd-0407109-183706-460
Author Chen gwu wei
Author's Email Address No Public.
Statistics This thesis had been viewed 42 times. Download 0 times.
Department
Year 2004
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Non-profit Radio Station’s Lasting Management and Management Strategy in Digital Era
Date of Defense 0000-00-00
Page Count 136

Keyword
No Any Keyword Information.

Abstract
Due to increasing population in using internet, it has brought all types of communication technology into a digital network, which leads to more diversified, more efficient, and more convenient standards to human cultures. Amongst them, digital on-line radio has made new definition to sight of hearing compared to traditional radio; and digital on-line radio not only is equipped with hearing feature, it also is broadcasting to every corner in the world and providing more diversified services without restraint of locations. In addition, online radio not only brings ultimate business opportunities, it also combines network to expand this business to the world.

However, with so many business opportunities behind this business, will management of non-profit on-line radio be limited due to insufficient advertising incomes or lack of participations of huge amounts of capitals? Or, will the management of non-profit on-line radio be fallen into bureaucratic and long-lasting public business? Therefore, The case study target is “National Education Radio Station” in this research. This is to verify that, if non-profit industry and organization is able to perform these five types of functions, including “service pioneer”, “value guardian”, “the improver role and advocacy”, “the public educator role”, and “service provider role”. this study aims at “Radio National Education” as object for this study, along with relevant media reports and information of other types of non-profit on-line radio as auxiliary analysis information, this study also combines information based on in-depth interviews with three managers from Radio National Education and further discovers management methods and service content of “Non-Profit On-Line Radio”.

This study shows that, due to present on-line radio in the country is still at the trail broadcasting stage, it is hard to compare with service contents of other on-line radio in the other countries. Currently, national on-line radio is still managed traditionally; however, digitalization to these traditional radios will bring most abundant profits to listeners and build most solid foundation. The most urgent issue for management of these on-line radios will be their future, upcoming management problems, and already existed problems.
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2005-02-03