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Radio : Laboratoire d'action psychologique de masses
Radio : A Laboratory of Psychological Action on the Masses

Abstract: This paper examines the role of the Radio from its arrival in 1925, its extremely powerful propaganda effect helping political leaders. Several important themes are dealt with in this article : Radio and politics: is this the perfect couple ? (Two important models are analysed : the American and the French ones), the effects of the voice, how to measure the influence of the voice on the radio, the role and the influence of the mass media in contemporary France.