

## **Abstract**

In relation to radio industry, private broadcasters that seek to make their business model viable pursue strategic plans that ensure significant audiences and attract advertisers. To capture the listener's attention and loyalty to a radio product is the purpose of the offer, with programming being defined, almost always, based on the interpretation of audience ratings and market studies related to the music to be broadcasted. However, the relationship between radio offer and listener involves alternative dimensions of analysis, traditionally undervalued by professional routines, which suggest rethinking the way broadcasters pursue the intention of fostering regular listening habits in their audiences.

We promote the study of the influence of presenter's performance and sound aesthetics in radio listener loyalty process in an integrated way through a qualitative approach with an inductive strategy. Through a case study, based on the interpretation and impact on the target audience of sound elements and oral text spread by the programme Oceano Pacífico (RFM), interviews were conducted with assiduous listeners of the programme, as well as with other qualified informants, in order to explore, describe and understand the factors that influence radio listening.

This thesis proposes to re-signify factors of paralinguistic nature in the oral expression, to redesign the traditional model of radio language and to make the perspectives of the industrial activity developed in the radio sector compatible with the aspects of communicational nature of the radio product. The influence of presenter's performance and aesthetic-sound components in the process of radio listener loyalty opens space for future research, namely for the development of new models that allow broadcasters to structure programming more effectively, freeing themselves from the quantitative and numerical vertigo that has monopolized the studies that support the decisions of managers and programmers.

Keywords: Radio, Audience, Presenter, Sound aesthetics, Radio language, Listener loyalty