Communication Strategies & Radio Talk Shows:
Presentations and Experiences among University Students in Eldoret City, Kenya

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Abstract
The majority of the consumers of radio stations' programming are the youth, most of whom are students in high schools, colleges, and universities. The findings revealed that majority of the respondents agreed that radio talk show presenters have effectively analysed their respective audiences so as to communicate effectively. In view of this, the research article seeks to determine the communication strategies that are employed in presenting radio talk shows, as observed, through listening, by university students in the city of Eldoret. Uses and Gratifications theory guided this study. The study utilized a mixed method research approach that made use of both quantitative and qualitative methods of data collection and analysis. The target population of the study were students from university campuses within Eldoret, and the sample size was 300. The researcher adopted a stratified sampling and simple random sampling technique to arrive at the sample that would best fit or present the intended purpose of the research. Data was collected using a questionnaire and Focus Group Discussion. The collected data was analysed using descriptive statistical techniques that included frequencies, percentages. The study established that effective communication strategies by presenters are crucial in engaging university students. Radio talk show presenters should analyse their audience effectively and employ communication strategies that foster engagement, such as active listening and utilizing multiple modes of communication.
Keywords: Communication strategies, radio talk shows, university students

I.0 Introduction
Communication has become an integral component of many academic programs in higher education. Its significance is widely acknowledged, leading to numerous undergraduate courses to incorporate communication skills into their curriculum. Universities prioritize effective communication among students to enhance their verbal abilities and the articulation of ideas. In today's world, honing communication skills is crucial, as students who master these abilities can reap various benefits and positively influence the attitudes and behaviours of others. Sanchis-Giménez et al. (2023) emphasize that strong communication skills enable students to convey complex concepts and information in a way that is easily comprehensible to their audience, further impacting how others perceive and react to those ideas.

The broadcast media, including television and radio, are not merely devices for creating illusions, but rather avenues for generating new knowledge and powers of expression. These expressive powers influence the communication of those who interact with them for an extended period (Raupovna, 2019). In an attempt to mobilize the public for action or a change in attitude, programs are packaged and presented to reach both rural and urban dwellers. However, this approach has led to the emergence of a generation of children and learners who struggle to express themselves clearly and speak confidently.

Ubiquity as a characteristic of mass media explains the fact that the media are pervasive sources of information. The media being pervasive sources of information means that the media is everywhere. This implies that individuals consume media either consciously or subconsciously every day of their lives, wherever they are. Therefore, the media, to a certain degree, has a direct influence on their presentation expertise. The media is also a pervasive medium that enhances personal communication, access to information and freedom of communication. Based on the above views, the media is indeed very powerful in shaping the way people communicate. Nevertheless, there is a dearth of studies on the communication strategies employed in presenting radio talk shows as listened by university students.

1.1 Statement to the Problem

In Eldoret City, Kenya, university students face significant challenges in effective communication, which manifests in various forms including poor articulation of ideas, limited engagement in discussions, and a lack of confidence in public speaking. This inadequacy in communication ability is particularly visible during interactive platforms such as FM radio talk shows, which are designed to foster dialogue and exchange of ideas. The communication strategies employed in presenting radio talk shows do not adequately address the communication needs of students, leading to a disconnect between the intended educational purpose of these broadcasts and the actual outcomes for the audience. This study aims to explore the communication strategies employed in presenting radio talk shows as listened by university students in Eldoret City identifying specific gaps that hinder effective communication.

1.2 Research Objective

The research objective of this study was to determine the communication strategies employed in presenting radio talk shows as listened by university students in Eldoret City.

2.0 Literature Review
2.1 Theoretical review

This study was based on Uses and Gratifications theory by Blumer and Katz (1974). This theory posits that audience members have certain needs or drives that are satisfied by using both non-media and media sources. The actual needs satisfied by the media are called media gratifications. Uses and Gratifications theory has been classified into a fourfold category system (Dominic, 1999). In this study, Cognition of Issues was picked.

Cognition means the act of coming to know something. When a person uses a mass medium to obtain information about something, they are using the medium in a cognitive way. At the individual level, there are two different types of cognitive functions performed. One has to do with using the media to learn about things in general or things that relate to a person's general curiosity. For instance, "I want to learn how to do things I've never done before" and the other has to do with using the media to keep up with information on current events. For example; "I want to know what political leaders are doing".

Psychologists and sociologists like Halolen and Santrock (1999) point out that using the media in this fashion seems to address a person's cognitive needs. These needs are related to strengthening our knowledge in regard to this study; the youth gain knowledge and understanding of the world they live in and, more so, the desire to explore and master communication through the media. The desire to know what and how other people do or handle issues is the desire of every youth, especially those who are new to the term adolescence. They would therefore choose to listen to the radio just to be able to 'know' what happens outside their world and how people communicate.

2.2 Empirical Review
Communication Strategies Employed by the Radio Talk Show Presenters

In the ever-evolving landscape of media, radio talk shows continue to captivate and engage audiences with their unique blend of information and entertainment (Hutchinson, 2017). The communication strategies employed by the radio talk

show presenters of selected FM radio stations play a vital role in shaping the listener's experience. From their choice of language to their delivery style, these presenters have mastered the art of captivating an audience through the airwaves. The airwaves are flooded with a multitude of FM radio stations, each vying for listeners' attention (Okumbe, 2016). Within this competitive realm, it becomes imperative for talk show hosts to employ effective communication strategies that not only inform but also entertain their audience. These strategies involve crafting an engaging opening statement that entices listener's right from the start, capturing their attention and holding it throughout. Background information reveals how these skilled communicators draw upon various techniques to engage and connect with listeners on an emotional level. By incorporating elements such as storytelling or humour into their narratives, they create personal connections that keep audiences tuned in.

Humour and personal anecdotes have long been recognized as effective communication strategies, and this holds for radio talk show presenters. According to a study by Okumbe *et al.*, (2017), the use of these techniques can help enhance listeners' engagement with programs, particularly in FM radio stations where competition is high. The study found that presenting content with a touch of humour or sharing personal stories creates an emotional connection between the presenter and their audience, leading to increased loyalty among listeners. This strategy is in line with social responsibility theory, which emphasizes media accountability to society, especially when it comes to providing relevant information while also keeping audiences entertained. In fact, interviews conducted by the researchers revealed that presenters who used humour and personal anecdotes were able to draw larger crowds at public events such as roadshows hosted by their respective radio stations.

FM radio stations around the globe utilize various strategies to communicate effectively with their audiences. A primary approach involves differentiation and focus, where each station targets a specific market segment (Yaprak et al., 2018). To engage listeners, stations often host live discussions, allowing audience participation on topical issues. Additionally, the inclusion of comedic elements, particularly through morning shows featuring clowns, enhances listener enjoyment (Balestrin et al., 2016).

The differentiation strategy can manifest in various forms, such as catering to international, regional, national, or local audiences. Some stations focus on specific demographics, like youth or middle-aged listeners, while others may target particular religious groups. Additionally, stations may position themselves as entertainment-centric or offer a mix of programming, including specific music genres (Goian et al., 2020).

The FM radio industry has seen a surge in new entrants, intensifying competition. Only those with effective communication strategies are likely to thrive in this environment (Schueth & Lees, 2019). In Kenya, for instance, over 40 FM stations are now available, broadcasting in multiple languages, including Kiswahili and English (Fakhry et al., 2017). While radio stations typically operate as part of larger media houses, many also engage in television and print media (Bhattacharjee & Agrawal, 2018). Comprehensive analyses of radio stations in Kenya are provided by Kenya Media Diaries, which assess reach based on a national sample of listening habits over the past week (Pranata et al., 2022).

FM talk shows increasingly adopt differentiation and focus strategies to secure a competitive edge (Rizki et al., 2021). This competitive landscape necessitates that stations find unique ways to attract and retain loyal audiences. The Kenyan government, through the Communications Commission of Kenya (CCK), plays a regulatory role in the industry, prompting some stations to innovate continually to meet customer demands (Ertemel & Ammoura, 2016).

In this modern era of radio broadcasting, promoting audience participation by creating a sense of community has become increasingly important. Radio presenters have evolved to become more than just announcers; they are now influencers who can sway the opinions and decisions of their listeners. According to Perelló-Oliver and Muela-Molina (2017), one strategy that radio personalities use to build a sense of community is through listener call-ins and social media engagement. By allowing listeners to engage with the show in real-time, either via phone or social media channels such as Twitter or Facebook, hosts can create an immersive experience that makes the listener feel like part of the program. This type of approach provides value not only to the listener but also to advertisers looking for new ways to reach audiences. The importance of using these strategies cannot be overstated since they provide multiple benefits for both broadcasters and advertisers. By fostering a strong relationship between hosts and listeners, trust is built, which can lead to increased loyalty from consumers towards products advertised on air (Perelló-Oliver & Muela-Molina, 2017). Thus, it becomes apparent how strategic use by broadcasters can drive them ahead in terms of audience engagement while benefiting businesses advertising their services on-air simultaneously.

The delivery of news updates and breaking stories has become increasingly important in our fast-paced world. However, it is not just the speed at which the news is reported that makes a difference but also how it is presented to the

public. Clear and concise language is crucial when delivering such information as it enables news to be reported quickly and accurately, making it accessible to a wide range of listeners (Okumbe, 2016). As noted in "The Power of Radio - Basic Skills Manual," radio represents immediacy, inclusivity, and accessibility; however, presenters must take extra care to speak distinctly, while reporters should write reports that are easy to understand. By utilizing transparent and concise language, reporters can provide their audience with an accurate depiction of events without losing their trust or credibility due to confusion caused by overly complex or convoluted wording. In fact, research shows that audiences tend to respond more favourable towards professionals who use simple language because they perceive them as being more trustworthy. Therefore, when reporting on current events or breaking stories, journalists should prioritize using plain language so as not to risk alienating their listeners.

3.0 Methodology

This study employed a mixed-methods approach, integrating both quantitative and qualitative data collection and analysis techniques. This design is particularly suitable as it captures both detailed insights and broader perceptions of the population regarding the study's variables. The design was chosen because the target population is too large for direct observation, making it economically viable to sample from the population and generalize findings, resulting in comprehensive and meaningful research outcomes. Eldoret City was specifically chosen the study and it served as the primary field for data collection and analysis. Eldoret covers approximately 1,903 square Kilometres. Eldoret is the administrative headquarters of Uasin Gishu County. Though it is an agricultural City, there has been a growth in the number of academic institutions such Moi University, University of Eldoret, Mt Kenya University, Kisii University and the Catholic University of East Africa. The population provided a good sample that was used in the study.

4.0 Findings and Discussions
4.1 Response Rate

The study administered 300 semi-structured questionnaires for data collection. However, 224 questionnaires were correctly filled and returned. This represented 74.7 percent overall successful response rates. The 74.7 percent response rate was attributed to the use of a self-administered questionnaire.

Gender of Respondents
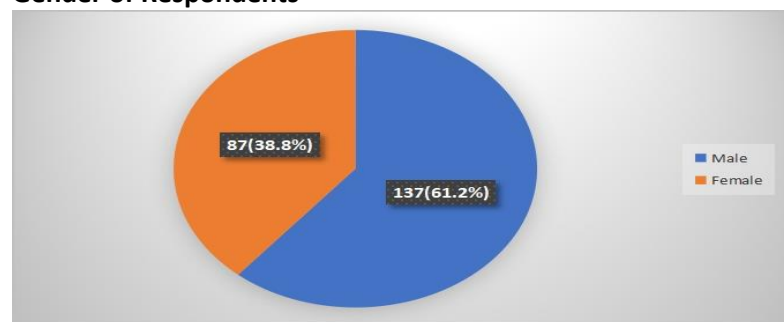
The study sought to establish the gender of the respondents.
The findings are presented in Figure 4.1.

Figure 4.1 Gender of the Respondents
These results in Figure 4.1 indicated that a majority, 137(61.2%) of respondents, were female, while 87(38.8%) were male respondents. This was considered a fair distribution (within the 1/3rd and/3rds Kenya constitutional requirement) as it accommodated the opinions and views of both genders.

Communication Strategies Employed by the Radio Talk Show Presenters of Selected FM Radio Stations
The respondents were asked to indicate communication strategies employed by the radio talk show presenters of selected FM radio stations. Table 4.4 presents the study results.

Table 4.4 Communication Strategies Employed by the radio talk show presenters of selected FM radio stations

Statements		SA	A	UD	D	SD
1. Radio talk show presenters have analysed their audience well to in order to communicate effectively	F	56	125	10	9	24
	%	25.0	55.8	4.5	4.0	10.7
2. Radio talk show presenters encourages active listening among the audience	F	83	93	7	11	30
	%	37.1	41.5	3.1	4.9	13.4
3. Radio talk show presenters give more emphasis on clarity	F	66	95	11	31	21
	%	29.5	42.4	4.9	13.8	9.4
4. Radio talk show presenters take feedback from audience	F	14	139	16	18	37
	%	6.3	62.1	7.1	8.0	16.5
5. Radio talk show presenters use the art of persuasion by presenting one's ideas and thoughts to influence the listener.	F	62	112	13	11	26
	%	27.7	50.0	5.8	4.9	11.6
6. Radio talk show presenters focuses on Interpersonal skills to build the rapport with audience	F	81	123	6	9	5
	%	36.2	54.9	2.7	4.0	2.2
7. Radio talk show presenters are mindful of their tone during presentation	F	18	145	16	27	18
	%	8.0	64.7	7.1	12.1	8.0
8. Radio talk show presenters uses multiple modes of communication like twitter	F	60	116	10	9	29
	%	26.8	51.8	4.5	4.0	12.9
9. FM Radio stations uses known celebrities to attract audience	F	17	172	10	4	21
	%	7.6	76.8	4.5	1.8	9.4
Total number of respondents (n=224)						

The study results in Table 4.4 showed that majority 181(80.8%) of the respondents agreed that Radio talk show presenters have analysed their audience well to in order to communicate effectively. On contrary, 33(14.7%) of the respondents disagreed that Radio talk show presenters have analysed their audience well to in order to communicate effectively. In a study conducted by Musimbi (2023), it was found that Radio talk show presenters have indeed demonstrated a strong ability to analyse their audience in order to effectively communicate. This understanding allowed the presenters to tailor their content, tone, and style to match the preferences and interests of their audience. The findings support the notion that radio talk show presenters invest time and effort in analysing their audience, leading to effective communication and enhanced listener satisfaction.

Also, the study findings noted that 176(78.6%) of the respondents agreed and 41(18.8%) disagreed Radio talk show presenters encourages active listening among the audience. Encourage interaction: Encourage listeners to tweet or message the show live, and consider getting a call-in number so listeners can speak to the presenter directly. Share and engage on social media: Share content on social media platforms and engage with listeners in real-time. This can help determine the interests of the audience, allowing presenters to craft content that they enjoy (Moe, 2023). Use active listening skills: Active listening is a crucial tool for establishing good communication (McKenna *et al.*, 2020). It involves using verbal and non-verbal techniques to show and keep attention on the speaker. This not only supports the ability to focus but also helps ensure the speaker can see that the listener is focused and engaged5. Provide accessibility: Accessibility of segments and programs on demand encourages listeners to consume additional and new content by spill over (Mawdsley & Somaya, 2016). Practice empathic listening: Empathic listening is a type of listening that involves understanding the speaker's perspective and feelings according to the study by Andolina and Conklin (2021). It can help establish strong relationships with others, at home, socially, in education, and in the workplace. Respond with feedback: Responding by giving observable verbal and nonverbal feedback to the speaker, thereby encouraging them to keep talking (Johansson *et al.*, 2016). By using these techniques, radio talk show presenters can encourage active listening among the audience and keep them engaged (Talhouk *et al.*, 2017).

The study further revealed that, 172(76.8%) of the participants agreed that Radio talk show presenters give more emphasis on clarity. On contrary to that, 52 (23.2%) of the respondents disagreed that Radio talk show presenters give more emphasis on clarity. Avoid talking over one another: Whether you're broadcasting with another presenter or a guest, make sure that you're not talking over one another (Bingham, 2020). It makes it difficult for your listeners to follow the conversation when more than one person is speaking at the same time. Know when to talk and when not to: Great radio

presenters know when to talk and when not to. They understand that talking over the music that they're broadcasting can be annoying to their listeners (O'Connell, 2017). Use emphasis, volume, and pauses.

Emphasis tells the listener what's important in the sentence and brings clarity of meaning (Nasiba, 2020). Varying volume can also be used to give some energy and excitement to the communication. Pauses can be used to give the audience time to process the information and to add emphasis to certain points. Connect with your audience: According to Taylor and Thomass (2017), the bond between radio presenter and audience is super important, and if your listeners are able to connect with you, the chances are they will be loyal to your show. Overall, radio presenters should aim to be well-prepared, friendly, and casual. They should also try to engage their audience in a meaningful way to reduce stress and anxiety (Goldman, 2018).

According to a study conducted by Bôtošová (2023), found that presenter's interview expressed a strong commitment to conveying information clearly and concisely to their audience. The study found that clarity is crucial in order to effectively engage listeners and ensure that their messages are understood. These findings align with the notion that radio talk show presenters indeed give significant importance to clarity in their broadcasts, as indicated by the majority of participants in the study conducted by Smith *et al.* (2019).

The study nonetheless showed that 152(68.4%) of the participants agreed that Radio talk show presenters take feedback from audience. On contrary to those findings 55(24.5%) of the respondents disagreed that Radio talk show presenters take feedback from audience. Announce contact information: Presenters can announce at the end of each program or in-between segments that listeners can contact or provide feedback to the station (Nikoi & Avle, 2022). If the station has a website, social media pages, or newsletters, information about feedback can also be included there. Use voting, polls, or surveys: If presenters are looking to get feedback on a particular aspect of their radio station, such as music choices, host performances, or the programming schedule, they can use voting, polls, or surveys with their listeners (Yost *et al.*, 2016).

These methods allow presenters to ask specific questions to their listeners. Conduct live polls: Presenters can use polling apps, devices, and plugins to conduct live polls during their presentations (Stover *et al.*, 2016). Different polling tools provide different options, including some which enable presenters to continuously gather audience feedback and view brief statistics as they present their slides. Encourage audience interaction: Presenters can encourage their audience to tweet them live, respond to their messages, and consider getting a call-in number so listeners can speak to them directly (Bombaci *et al.*, 2016). Inviting the audience to become part of the show has been a staple of mainstream broadcasters such as the BBC for decades because it draws in those who want to have their voices heard and makes them part of the experience.

According to the study by Srinivasan and Diepeveen (2018), when interacting directly with the audience, it pays to be candid; sharing personal stories will not only build a connection between the presenter and the caller but encourage further listener interaction by showing themselves as authentic and relatable. Avoid certain behaviours: Presenters should avoid certain behaviours that can drive their listeners crazy, such as talking over one another or talking over the music that they're broadcasting (Murali *et al.*, 2021).

The bond between radio presenter and audience is super important, and it is what will keep them coming back for more. If listeners are able to connect with the presenter, the chances are they will be loyal to the show6. Overall, taking feedback from the audience is an important piece of understanding how a radio station is performing (Isaac *et al.*, 2017). It is also a way to test listener loyalty and receive great ideas to enhance the station that presenters may not have already thought of. According to a study conducted by Migiro Onsarigo, (2020), revealed that these presenters valued the opinions and insights shared by their listeners and often incorporated their feedback into future episodes, thereby highlighting the significance of audience engagement in the radio talk show format.

On top of the above findings another, 174(77.7%) agreed that Radio talk show presenters use the art of persuasion by presenting one's ideas and thoughts to influence the listener. However, 37(16.5%) of the respondents disagreed that Radio talk show presenters use the art of persuasion by presenting one's ideas and thoughts to influence the listener. The Fine Art of Persuasion: Television and Advertising: This resource discusses the persuasive techniques developed to capture a viewer's attention in order to promote a product or idea (Mhaidli & Schaub, 2021).

This video provides tips on how to persuade and influence others. The Age of Persuasion: This Canadian radio series explores the sociological and cultural impact of advertising on modern life (Mhaidli & Schaub, 2017). Each episode uses humour and numerous excerpts from historical radio broadcasts and commercials to make its point. One study that concurs with the finding that radio talk show presenters use the art of persuasion to influence listeners is conducted by Mukwevho

(2022). Their findings revealed that radio talk show presenters effectively utilize persuasive strategies such as emotional appeals, rhetorical devices, and expert testimonies to influence listeners' opinions and actions. The study highlighted the influential role played by radio talk show hosts in shaping public discourse and fostering social and political change through the art of persuasion.

On top of the above findings another, 204(91.1%) agreed that Radio talk show presenters focuses on Interpersonal skills to build the rapport with audience. However, 14(6.2%) of the respondents disagreed that Radio talk show presenters focuses on Interpersonal skills to build the rapport with audience. Radio talk show presenters focus on interpersonal skills to build rapport with their audience. Here are some ways they can do that: Be candid and authentic: When interacting directly with the audience, it pays to be candid (Kosba *et al.*, 2016). Sharing personal stories will not only build a connection between the presenter and the caller but also encourage further listener interaction by showing the presenter as authentic and relatable1. Be honest and open: Showing the vulnerable side of oneself once in a while will help the audience relate to the presenter and strengthen trust (Molloy & Bearman, 2019).

This kind of transparency goes a long way in building rapport1. Establish rapport: Establishing rapport with the audience is key to a successful presentation. Rapport is the trust and connection between the presenter and the audience (Kalogeropoulos *et al.*, 2019). Rapport-building questions connect people on a personal level and evoke unique, memorable, and appropriate answers, kicking off a conversation. These are more engaging than surface-level questions that may prompt a short back-and-forth but would not lead to a meaningful connection.

Radio requires verbal and nonverbal cues even though it is an aural form of media (Ferguson & Greer, 2018). People not used to speaking on the radio should prepare for the possibility of experiencing. Aside from reading over words without stumbling and ad-libbing content as needed, speaking on the radio requires communicators to interpret and emphasize using their voice. Even though radio is sound only, nonverbal communication is still important (Purnell, 2018). The audience cannot see your gestures and facial expressions, but using them makes the verbal delivery more engaging and effective.

Be relatable: Presenters should be relatable to their audience. For example, they can highlight their strong interpersonal skills, which would show that they have established rapport with show listeners and callers (Ting *et al.*, 2018). By using these techniques, radio talk show presenters can build rapport with their audience, keep them engaged, and create better shows overall1. One finding that concurs with the importance of interpersonal skills for radio talk show presenters is a study conducted by Ndavula and Lidubwi (2022).

Their research revealed that successful radio talk show presenters who are able to establish a strong connection with their listeners consistently displayed excellent interpersonal skills. These skills include active listening, empathetic communication, and the ability to engage in meaningful conversations with callers.

On top of the above findings another, 163(72.7%) agreed that Radio talk show presenters are mindful of their tone during presentation. However, 45(20.1%) of the respondents disagreed that Radio talk show presenters are mindful of their tone during presentation. Radio talk show presenters are indeed mindful of their tone during presentations (Kroon & Eriksson, 2019). The tone of their voice plays a crucial role in engaging the audience and conveying their message effectively. Here are some key points about the importance of tone in radio talk show presentations: Professionalism and Expertise.

According to the study done by Lehtomäki *et al.* (2016), the tone of a presenter's voice can reflect their professional experiences and expertise, making a difference in how their message is received1.Engagement and Interest: An energetic and enthusiastic voice creates a positive vibe of energy and interest in the audience. It helps captivate listeners and keeps them engaged throughout the presentation. Clear Communication: A clear and even tone helps ensure that the audience can hear and understand the presenter's message2. It avoids distractions caused by filled pauses like "um" or "uh" and emphasizes the importance of starting with real words (Cingi *et al.*, 2016).

Presence and Impact: Presenting with presence and impact is the key to success for any speaker5. The tone of voice contributes to the overall impression and effectiveness of the presentation (Lindgren, 2016). To improve their tone during presentations, radio talk show presenters can consider the following tips:

Practice speaking with an even tone and pace. Be aware of the psychological effect of their voice on the audience and aim to create a positive vibe3. Rest the voice and collect thoughts before a presentation3. Be enthusiastic about the content and message being delivered. Incorporate techniques one at a time to improve the overall delivery. By being mindful of their tone and continuously working on improving their presentation skills, radio talk show presenters can enhance their ability to connect with their audience and deliver impactful presentations (Kedrowicz & Taylor, 2016).

One study conducted by Zattu, (2022) revealed findings that concur with the notion that radio talk show presenters are mindful of their tone during presentation. Their research found demonstrated a high level of awareness and consideration for their tone while engaging with their audience. Also, their emphasized the importance of maintaining a respectful and balanced tone to ensure effective communication and engagement with their listeners. These findings align with the previously mentioned survey results, where a significant majority agreed that radio talk show presenters are mindful of their tone during presentation.

Furthermore, it was noted from the study that 176(78.6%) of the participants agreed, however, 38(16.9%) of the respondents disagreed that Radio talk show presenters uses multiple modes of communication like twitter. Radio talk show presenters use multiple modes of communication to engage with their audience, and Twitter is one of them (Jackson *et al.*, 2020).

Here are some points about how radio talk show presenters use Twitter: Promotion: Radio talk show presenters use Twitter to promote their show and increase their reach (Adolphson, 2018). They can share information about upcoming shows, guests, and topics to generate interest and attract more listeners. Interaction: Twitter allows radio talk show presenters to interact with their audience in real-time1. They can respond to listener comments, questions, and feedback, creating a sense of community and engagement (Wirfs-Brock, 2022).

Content Sharing: Radio talk show presenters can share content related to their show on Twitter (Karttunen, 2017). They can share links to articles, videos, and other resources that are relevant to their audience. Feedback: Twitter provides radio talk show presenters with a platform to receive feedback from their audience1. They can use this feedback to improve their show and tailor it to their audience's interests and preferences. By using Twitter, radio talk show presenters can enhance their communication with their audience and create a more engaging and interactive experience for their listeners (Jackson & Lilleker, 2020).

Finally, it was noted from the study that 189(84.4%) of the participants agreed, however, 25(11.2%) of the respondents disagreed that FM Radio stations uses known celebrities to attract audience. Radio talk show stations often use known celebrities to attract audiences. Here are some points about how FM radio stations use celebrities to attract audiences: Celebrity Disc Jockeys: In the early days of radio, celebrity disc jockeys became national stars, and playing recorded music became the focus of many broadcasts (Bainbridge, 2020).

This trend continues today, with many FM radio stations hiring well-known celebrities to host their shows. Increased Reach: By hiring celebrities, FM radio stations can increase their reach and attract more listeners4. Celebrities have a built-in fan base that can help promote the station and attract new listeners (Singarimbun *et al.*, 2019). Expertise and Professionalism: Celebrities often bring a level of expertise and professionalism to their radio shows, which can help attract and retain listeners (Xu *et al.*, 2022). They can also provide unique insights and perspectives on various topics, making their shows more interesting and engaging. Promotion: FM radio stations can use celebrities to promote their shows and increase their visibility1. Celebrities can use their social media platforms to promote their radio shows, attracting more listeners and increasing the station's reach (Laor, 2019).

Using celebrities is a common strategy for FM radio stations to attract audiences and increase their reach (Casado *et al.*, 2022). By hiring well-known personalities, stations can provide unique content and perspectives that keep listeners engaged and interested. A study conducted by Egbokhare and Idowu (2022) concurred with the aforementioned study's observation that radio talk show presenters use multiple modes of communication like Twitter. This aligns with the notion that radio talk show presenters employ various communication channels, including social media, to enhance their reach and interaction with listeners.

The focus group discussion among university students regarding the communication strategies employed in presenting radio talk shows on FM radio stations in Eldoret City revealed several key insights based on the guiding questions. Participants noted that hosts utilize a variety of communication techniques to facilitate effective discussions and maintain audience engagement.

These techniques include active listening where hosts demonstrate active listening by responding thoughtfully to audience comments and questions, which fosters a sense of community and encourages participation. Conversational tone which is a friendly and informal tone is often adopted, making the discussions feel relatable and accessible to the audience. Use of rhetorical questions which encourages listeners to think critically about the topics being discussed, enhancing engagement.

The students highlighted the importance of humour and personal anecdotes in connecting with the audience: Hosts often incorporate light-hearted jokes or funny stories, which help to break the ice and create a relaxed atmosphere.

Engaging the audience emotionally through storytelling or sharing personal experiences allows hosts to resonate with listeners on a deeper level. By discussing common challenges or experiences faced by university students, hosts can create a sense of shared understanding and connection. To ensure the content is accessible and relevant, hosts employ specific language strategies: The use of clear and straightforward language helps to convey complex ideas effectively, making the content more understandable for the audience. Some hosts use local expressions or slang, which enhances relatability and ensures that the content resonates with the target audience. By using inclusive terms, hosts make all listeners feel welcome and valued, which is crucial for maintaining audience interest.

The discussion revealed that audience interaction is a critical component of the communication experience: Many talk shows actively encourage listeners to call in or engage via social media platforms, allowing for real-time feedback and interaction. Hosts often conduct polls or solicit questions from the audience, which not only involves listeners but also informs the direction of the discussion. Some stations have established listener clubs that facilitate ongoing interaction and feedback, helping to shape future content based on audience preferences.

Participants observed notable differences in the communication strategies employed by various FM stations and individual hosts: Different stations favour certain formats, such as interviews, debates, or roundtable discussions, which can affect audience engagement levels. Individual hosts have unique styles that influence their effectiveness; some may be more charismatic or engaging than others, impacting listener retention. Stations that tailor their content specifically to university students tend to have more successful engagement, as they address relevant issues and interests.

5.0 Conclusions and Recommendations
5.1 Conclusions
Effective communication strategies employed by radio talk show presenters are crucial in engaging university students. Presenters who demonstrate audience analysis, encourage active listening, emphasize clarity, seek feedback, utilize persuasive techniques, focus on interpersonal skills, and are mindful of their tone during presentation are more likely to connect with the student audience.

5.2 Recommendations
Radio talk show presenters should continue to analyse their audience effectively and employ communication strategies that foster active listening, clarity, feedback incorporation, persuasive techniques, interpersonal skills, and mindful presentation tone. They should also explore utilizing multiple modes of communication, such as integrating social media platforms, to enhance audience engagement.

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Ethical pledge
The researchers confirm that the all data collected was responsibly handled and accurately documented without manipulation of any kind or bias.

Competing interest
The authors affirm that this research was conducted without impartially competing interests of any kind financially, professionally and personally that may have influenced the outcome of biased results or interpretation.

Author's contribution
The researchers are the sole authors of this article.

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Ethical consideration
Ethical guidelines relating to respect, honesty, anonymity and confidentiality of the participants were observed. The proposal was approved by Masinde Muliro University of science and Technology's Postgraduates' committee and the research permit was obtained from the National Commission for Science, Technology and Innovation (NACOSTI).