



## **A Study On Social Initiative Activities Given By FM Radio Stations**

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***Abstract:***

*The present study is undertaken to establish the social awareness initiative information shared by the FM radio's to the listeners. We all think that the private FM is commercial based but there is also some social awareness information is shared to their listeners. The information's like health, environment, safety measurement, education, gender issues and so on. The people adoption and education level of the social awareness information shared by radio in Chennai. There are two methodology have been used to get the result, one is the survey from the FM radio listeners and other one is an interview.*

## **1.General**

Media plays an important role in development communication through many ways like circulation of knowledge through their content, providing forum for discussion of issues, skills for a better life and create a base of consensus for stability of the state. From the early stages of introduction of media in India various attempts were made to exploit their potential for development purposes. The history of development communication in India can be traced to 1940's when radio broadcast was done in different languages to promote development communication through various programmes, like the Programs for Rural Audience, Educational Programs, environment programs and Family Welfare Programs.

## **2.Introduction**

Maynard James Keenan says that comparing to the school the kids of our country get's most of their knowledge from the radio, newspaper and television.

In the post-independence era the media had huge role to play towards the development of society in India. In 1947 when India attained independence, the country was facing many socio-political-economic challenges. Therefore, at that time media's role towards society was highly critical and challenging. The main goals set by the government for media to perform were to inform and educate the Indian population.

In today's world Communication media is really more in numbers. Radio is one of the early emerged communication medium. In the early day's radio have given the information's in the form of news, radio dramas and in the other ways. But because of the communication development the radio listeners are interested to listen different kinds of radio programmes.

The private FM radio channels in India have given radio a new lease of life and expanded the listener base. An auction of three dozen FM licenses in India in the year 2000 started what is now being called India's "radio boom." Then the Times FM, Mid-day, were some of the early FM radio players followed by other FM Radios came , Once these stations went on air, the listeners found some new friends in the FM Radios. Celebrity hosts, jazzy jingles and big prizes as gratification for the listeners is changing the face of FM radio in India. As the number of listeners kept increasing, new FM radios began come so the each radio has to be in different in their programmes, information and all. Though there are some Programmes which attained peak listenership at some hours of the transmission of each FM, there is also some social information to the public.

### **3.FM Broadcasting In India**

FM was introduced in 1977 but was activated in 1992. The launch of FM stations in the metros (other than in Mumbai where private FM is already on air) has been fraught with implementation issues.. The process was further delayed when the Government refused to relax stipulations regarding the payment of the license fee. Since all this took a lot of time, the launch of services in the various metros got delayed. The other hassle was the Government stipulation regarding a single tower for all FM players. Delhi, Mumbai, Kolkata and Chennai have a 24 hours FM service.

Times FM, Mid-day was some of the earliest players on the Indian FM scene and once they went on air the listeners could not believe their ears. They could hear vibrant and bright voices of RJ s, their favourite celebrities being interviewed on the shows, get the latest traffic updates of their cities, talk shows, music countdowns and of course the immensely popular dial-in shows. It was nothing short of a mini revolution. Listeners could request their favourite songs and listen to them too.

### **4.Social Initiatives By Radio**

Media is the most powerful tool in impact, influence, inform and educate people in our country. Radio is one of the medium which can reach everyone from literate to illiterate easily with less productive cost. Radio stations nowadays doing with many different social initiatives to educate and inform the public.

This kind of initiatives are done in radio in the form of having tie up with any organisations, institutions, Non government organisations to do campaign on social issues. And in the form of doing events on particular issue, giving sponsors for any event related to social issues, playing the Public Service Announcements, celebrating special day's like World AIDS day, the RJ interviewing any personality related to the issues, and doing contest on social issues in phone in programmes to check the listener's awareness about particular social issues. Anything that is spoken by Radio Jockey or celebrity on the social problems in radio that and all comes under the social initiatives taken by that particular radio station.

### **5.Aim**

To study and understand the different social initiative activities done by FM Radio stations.

## **6.Objectives**

- To find the perception of the listeners about the social initiatives by radio station.

## **7.Need For The Study**

Radio industry is one of the oldest media industries. As we all know that Indian radio industry is just 2%. There was only All India Radio (AIR) before the phase I. After that, the private FM stations emerged and they were in the need to compete with the other fm stations that already exists in order to have high reach among others. Since News is not permitted on private FM they took different strategies to become in the top. In that the RJ's speaking the social issues, playing the public service announcement and health related information is one of the tools they took to become one of the top most FM radio station.

## **8.Statement Of The Problem**

As we all know the radio is the one medium which gives us all kind of information related to our day today life and issues which happening in and around us. So does this kind of social initiatives influence the public for some action or response.

## **9.Literature Review From Books & Journals**

Communication for social change is a way of thinking and practice that puts people in control of the means and content of communication process.( Alfonso Gumucio- Dagron and Thomas Tufte, communication for social change anthology: Historical and contemporary readings, denise gray-felder 2008).

Early development communication theorists believed that mere exposure to radio messages was enough to cause social changes that would lead to development. This belief led to the launching of numerous Radios for development projects. .( Alfonso Gumucio- Dagron and Thomas Tufte, communication for social change anthology: Historical and contemporary readings, denise gray-felder 2008).

The private FM radio stations target to achieve the market and more urban radio listeners. The private channel also delivers to their listeners and that is not a vehicle for delivering new ideas, information and education to the listeners. Thus, for citizens of the country who need to be informed and educated about aspects like opportunities in various work, development in technologies, or accessibility and growth in various sectors, and these channels have little to offer to their audience. Content on those

channels may have found more entertaining value with the mass audiences that today reaches the small towns and villages, but this information simply does not provide the kind of dedicated education and information to the people in this stratum of society require.

Even if commercial broadcasting channels do offer some content that is of significance and relevance to the people in the far and remote corners of India, the low purchasing power of these citizens make this content inaccessible to them.(Anuradha Prasad, managing director and chairperson, BAG films & media limited,)

In many countries the commercial FM broadcasting does not meet the full needs of inform, educate, and entertain the vast sections of population in any nation, especially the people who living in remote corners of towns and villages. ( Rajina chhetri, Public service broadcasting: Indian scenario 2000)

Community Radio in India is not about playing music, it is a source of strength for poor people for addressing their basic needs.(Seemi Naghmana Tahir, Community radio a tool of social change: still a far cry in Pakistan 2007)

Radio and other broadcast media are considered to be the important agents of change. Especially in societies where almost all the social indicators portray a negative picture, the role of media in bringing social change becomes immensely important. Even television was introduced in Pakistan with the objectives; to promote awareness, to develop a consciousness about the cultural heritage, social and economic growth of the Country, and to provide a direct linkage with the world around.(Seemi Naghmana Tahir, Community radio a tool of social change: still a far cry in Pakistan 2007).

Commercial FM radio stations seemed to be a hit among the FM radio listeners with the highest listenership recorded within the first few months of its launch and was considerably higher among those into business and housewives with a majority of the respondents in these two audience segments tuning in.( k. Padmakumar, Fm radio resurgence in india -an audience reception analysis)

Thus, commercial FM radio is yet another medium for those people seeking information and entertainment and has already become a part of every household.( k. Padmakumar, Fm radio resurgence in india -an audience reception analysis)

FM with slots such as live traffic rules and updates of traffic in the city, farming tips, health tips, weather reports, program's reduce the audience of their individual life stress through touching content in the form of songs movie bits, employment notices are

having high impact on the audience as audience friendly programmes. ( k. Padmakumar, Fm radio resurgence in india -an audience reception analysis)

Radio still remains the main source of news and entertainment for most parts of India. Apart from All India Radio, the public service broadcaster, there are private FM radio channels which are imparting information and entertainment.(Soumya dutta, Community radio: revenue structure and possibilities in india, ).

Programs with music, comic, drama and other forms bring entertainment into the kitchen, bedroom, office, department store, and car - even the paddy field— inexpensively. Communications practitioners in health promotion and community development know that if their key message is wrapped with a layer of entertainment, listeners pay greater attention to it and are more likely to act ahead it. Development communicators use education, entertainment or information announcement techniques, where entertainment and education or information is blended in a radio program. (Frank gray, Radio programming Roles: FEBC perspectives)

## **10.Research Methodology**

This study was an attempt to study the social awareness initiative by radio in Chennai. This specific aspect taken up for the study include amount of time spent, various social awareness information shared by radio, effective tool for giving social awareness information and so on. The data was collected through a survey in Chennai.

### *10.1.Sample Selection*

The sample for the study consisted of the radio listeners in the age group of 18-35 years. This targeted sample was selected by purposive sampling method. The places of data collection were selected in and around Chennai, considering researcher's easy access and convenience. However, in order to get the information about 100 respondents in Chennai.

### *10.2.Data Collection*

A structured questionnaire with close- ended questions was the main data collection tool in the present study to obtain the data pertaining to the following aspects:

- Radio listening
- Perception of the listeners

- Remember & recall
- Change in approach
- Adopts and educate

The questionnaires were distributed among the respondents by the researcher in person. Filled in questionnaire were collected later and were check for completeness. Thus the effective sample used for the study was 100.

### 10.3. Findings And Suggestions

- 35% of the listeners are listening to radio daily.
- 29% of the listeners listening to Fm radio more than 45 min.
- Listenership was high in the morning is 31% (7am-10am) as well as late night 30% (after 10 pm)
- Radio listenership was high during travel time and home.
- 51% of the listeners says that they listen health, environment, traffic updates, safety measurement (safe driving, diwali celebration etc..), gender issues related social information in radio.

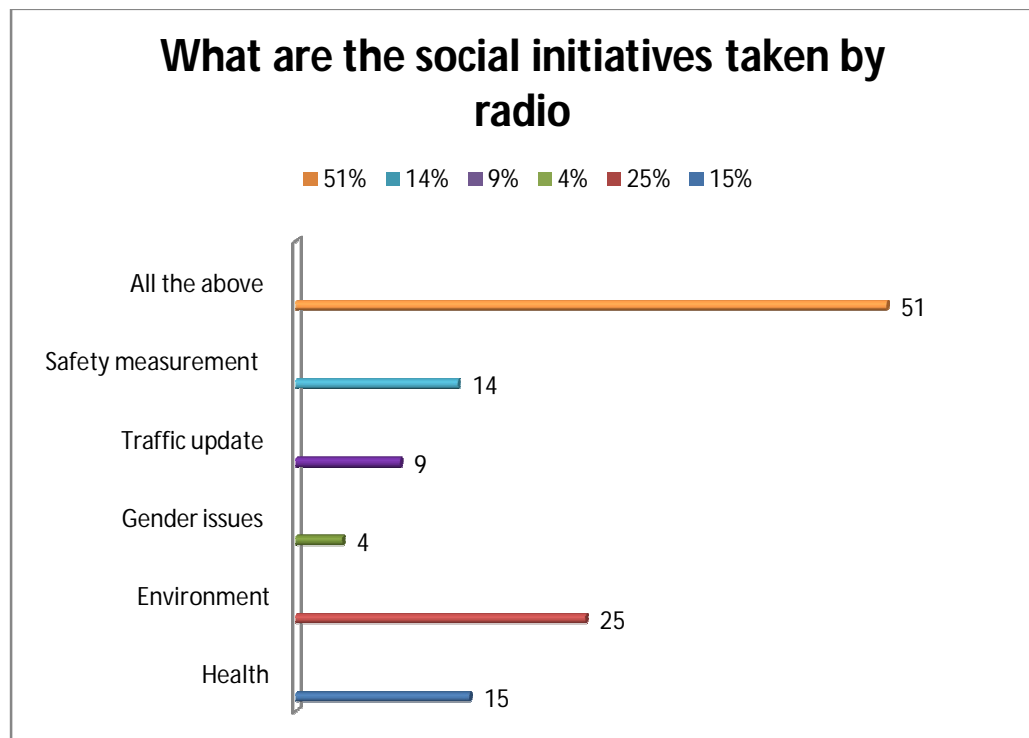
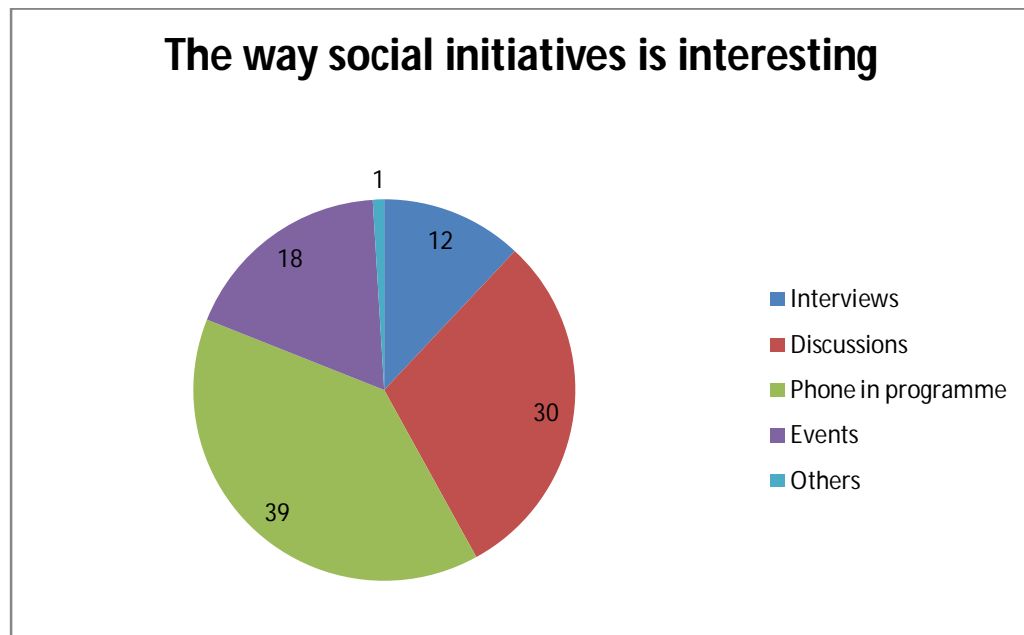


Figure 1

- The listeners are saying that phone in programmes and discussion kind of programme is interesting for conveying social awareness information.



*Figure 2*

### **11. Conclusion**

The listeners are listening to radio during morning 7am to 10 am as well as after 10 pm so the social initiative information has been communicated to listeners about education, health, environment, and agriculture. And the information given in the form of phone in programmes and discussions is creating more interest in the audience. So we can say that the radio also having many social responsibility towards the public, and commercial Fm radio doing their level best whether there is any change in the society or not.



**12.Reference**

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