



PREFERS TO FM RADIO FOR ENTERTAINMENT: CASE STUDY IN TUMKUR DISTRICT, KARNATAKA, INDIA.

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KEYWORDS :

Radio is the invention of 20th century. It completes a century of transmission since the first radio station was started. It all started accidentally for radio to become a medium of mass communication. When there were attempts to speed up the process of sending telegraph signals wireless was invented. The history of radio dates back to the mid 19th century. It was in 1888 a scientist called Hertz invented radio waves. When the high voltage alternative electric current was passed through two metal balls electrons jumped off this distance and caused sparks in the air. These are said to be Hertz frequencies.

Marconi from Italy conducted series of experiments on the frequencies. He tried to send distant signals by using aërials. He also set out to design instruments required for broadcasting the signals. Marconi then left for England to conduct his experiment. He tried and the wireless radio signals crossed the Atlantic sea and reached Canada. Marconi's historic invention fetched him the prestigious Nobel prize. It is to be noted that Indian scientist Jagadish Chandrabose was already involved in these experiments much before Marconi had arrived on the scene. The recent studies show that the telephone subscriber's mercury coherer used by Marconi is the inventions of Jagadish Chandrabose and it was he who invented the wireless communication.

New FM Radio Channels

The Ministry for Information and Broadcasting considered 6 more channels along with the existing channels for Bangalore during its II Phase sanctioning of finance to establish new FM stations on 6 January, 2006 and allotted to the private companies. There was provision for one more channel during the bid but it was not sanctioned as there was no competent bid from a party. It remained for auctioning once again when there would proposals to open new FM stations in 'B' and 'C' cities. Except Radio Rainbow, a Prasar Bharati channel, all the other channels belong to private companies.

'Radio Mirchi' which belongs to 'The Times of India' group's Entertainment Network India Ltd. Company is the leading channels among these private channels. It has licence to start in 6 metropolis and 7 A grade cities. That means, it has radio stations in all the cities where there is FM network. The auctioning process is not that complex as it was early and it is strictly on income sharing commitment. Earlier the private companies had to pay licence fee which they thought was hefty. But the present system is believed to encourage the growth of radio network. Anil Ambani's *Ad Labs*, BBC sponsored *Radio Mid-Day-West*, Hindustani Times' *HT Media*, and Udaya TV's Call Radio companies started with their licence in Bangalore from 2006. *Ad Labs* got its licence with an entry fees of 13 crore rupees, H.T. Media gave 6 crores for the licence. Through this the Information Ministry earned a total of 530 crores from 85 companies. Besides, they have to share 4% of their income with the government every year. Radio Mir - chi was launched in June 2006 while Radio Mid-Day started its operation in August 2006. According to 2006 report, Radio Mirchi 98.3 was leading metropolis. As in 2007, there are 7 FM channels available in Bangalore. This number

is going to spurt to a whopping 250 soon. The government and private FM channels in Bangalore and Tumkru can be viewed as below.

Radio City (91.1 FM), Radio Rainbow FM, Radio Mirchi 98.3 FM, Radio One 94.3 FM, Big FM 92.7, Radio Indigo 91.9 FM, S FM 93.5, Radio Siddhartha 90.8 FM.

Review of Literature

1. Andrew Boyd, 'Broadcasting journalism Techniques of Radio and Television News', 5th Edition, Focal Press, New Delhi, 2001.
2. K.Agree, 'Introduction to Mass Communication', Oxford and IBH publishing Co, New Delhi, 1979.
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6. Ian Hargreaves, 'Journalism-Truth or Dare', Oxford University Press, 2003.
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9. Under Standing Community Media by Kenin howley, Sage Publications, 2010.

Objectives of Studies

General objectives

1. To understand the phenomena of FM Radio and its properly in the age of TV and online Journals.
2. To find out how and why Radio is important to countries like ours.
3. Comparing FM Radio, effectiveness with that of medium wave radio channels in Tumkur .
4. Suggesting ways and means of community participation, in local development.

Specific Objectives

Studies in general to find out the preferences, tastes and opinions of the audience regarding FM Radio and MW & Community Radio.

Hypothesis: Popularity of Medium wave Radio has decreased in Tumku due to Frequency of Modulation Radio phenomena.

Methodology

Since the study's objective is to find out the preference, tastes and opinion of the audience in Tumkur, Karnataka. it demands time tested method of survey for collection of information. The other method, which could possibly have come in handy, is interview method was disposed of other methods of research are not suitable to this study.

Meaning of Survey

Survey is a fact finding study. It is a method of research

involving collection of data directly from the population or a sample there of particular time. it must not be confused with the more clerical out line of gathering and tabulating figures. It requires exports and imaginative planning, careful analysing interpretation of findings. Data collected by observation of interview of mailing questionnaires. The analysis of data may be made by using simple or complex statically techniques depending on the objectives of study may be make analysis of data.

The Characteristic of survey method

Survey methods in certain characteristic methods are used as below

1. Survey methods always concocted in natural setting in field study.
2. Survey methods seeks response from directly from respondent.
3. In this Can a cover a very large population , thanks to sampling techniques .
4. Survey may involve extensive study covers wide sample. An extensive one cover few samples and trends to 'dig deeper' these two approaches survey different end.
5. A survey covers a definite geographical area: a city or district

The Quality of survey depends upon the thoroughness of the planning, the soundness of the sampling, the adequacy and reliability of data, the quality of analysis and the interpretation of findings.

Steps involving survey

1. Preparation of research design.
2. Sampling for research design.
3. Operationalisation of concept and construction of measuring index and scales.
4. Selection of problem and its formation of research design.
5. Construction of tools for collection of data.
6. Finding work and collection data.
7. Processing of data and tabulating the research designing.
8. Analysing of data for research
9. Reporting writing of research

Sampling

The importance of randomness in sampling need not emphasis, it means securing a representative sample. how can random sample drawn?. The layman tends to think that random sampling means packing out units at 'random' haphazard or hit and miss way.

Sampling procedure Study :

This survey has used simple random sampling method. A respective sample of 120 is chosen for entire Tumkur town. The town was divided into four Zones(South, North, East, West), for the purpose of the study 30 subject per zone were administrated the questionnaire. The efforts put into the it has representative as possible which took note of variables like class (upper, middle, lower meddle, poor) age and occupation.

Questionnaire Design

Study has used closed ended questionnaire. It considered of personal information of the respondents like, income, occupation, caste..etc. and it had hypothesis specific questions, which tried to elicit audience performance regarding FM, MW or kHz Radio and Community radio performance popularity of each medium, how each medium, has affected the other and how the audience like to see them performing.

Limitations of the study

- 1) Study is limited to taking 120 samples of due to the

constraint of time during period only one month.

- 2) In this technique does in it ensure proportionate to various groups constituting the population.
- 3) The uses of samples random sampling is limited because we fail to uses or all the known information about the population.
- 4) The size of the sample required to ensure its representativeness is usually larger under this type of sampling than under other random sampling techniques
- 5) Since it limited to 120 samples there are always scope for error in representation
- 6) Sampling error in this sampling is greater than that in other probability sampling or same size, because it is less precise than other methods.

Content Analysis:

- 1) It would try to pin point the causes for the declining popularity of MW and Community radio in Tumkur.
- 2) The ways and means of improving programme quality in MW & Community Radio.
- 3) How and why FM radio needs to be made more effective in community development programme.
- 4) How FM radio phenomena can be decentralised to the villages of Indian.

Questionnaire Analysis

The present survey Conducted in Tumkur town not only provides important information about the audience and their preference, but also provides vital information FM and MW & Community Radio, its genres format. it's also bring out the differences in tastes and performance among audience based on income occupation and age. The survey also provides important clues, which supports the view the FM and MW & Community Radio in particular and radio in general, is best suitable as an aid in implementing development projects as well as creating awareness about it.

a) Audience Performance

Out of the 120 respondents 100% have preferred FM, MW and Community radio, and FM radio has been popular among the subjects who have answered questionnaire.

b) FM programme and audience performance

Out of the 120 responds 67% have performed Music chat and 33% respondent have performed hourly news bulletin. hourly news bulletin have been reliable among the respondents through the number of negligible.

c) News in Radio:

Out of the 120 respondents 74% have performed MW & Community Radio and 26% respondent have performed News in FM radio. News bulletin like Pradesh samachar and MW & Community Radio have been popular and reliable among the respondents. however audience have held FM news in good esteem.

d) Genres of programs in Radio

Out of selected 120 samples 30% have preferred entertainment programmes, 20% have gone for development programmes. 13% have performed health programmes and 12% have gone education and sports. science programmes have the support of 7% and 6% respondents have performed youth programmes.

e) Programmes in MW and Community Radio

out of selected 120 samples, 45% respondent only for listening music and entertainment, 25% have termed it as a reliable medium especially for news. 25% have respondent termed to the programme as education and information, only 5% respondent boring listing.

f) Programme in FM Radio

Out of selection 120 samples in FM radio, 60% have

respondent said in music entertainment programme, 15% have respondent news and informative medium, 15% have responded said educative. 5% respondent in reliable in the media, 5% have respondent its boring to listening.

d) FM, MW and Community Radio

Out of 120 respondent said 58% music and entertainment programme, 18% have respondent news and informative media, 18% respondent said educative, 6% respondent said boring to listening.

h) Preference diversity of MW & Community Radio programme in FM

Out of 120 respondent said 52% of the respondent would like to see the diversity of programmes like MW & Community Radio, FM radio, 28% of have rejected such idea, 20% of the respondents have failed to make a judgement in this regards.

i) preference of FM Radio based on income

out of the 120 respondent 44% middle class, 46% lower middle class, rest of 10% upper and poor class. However FM radio have been less popular among upper and poor class.

j) Preference of MW & Community Radio based on income

out of the 120 respondent 65% of middle class, 24% of poor class respondents have preferred, 15% upper middle class, 6% represents upper class, responds have preferred Mw & Community Radio.

k) Preference of FM Radio based on Age:

39% of youth and 35% of adolescence have preferred FM radio 20% middle aged persons, 6% old aged persons have preferred FM radio.

l) Preference of MW and Community Radio based on age:

35% of middle age persons and 28% of old age persons, have preferred FM radio, 22% of youth and 15% of adolescents.

m) Preference of FM Radio based on occupation

40% of businessman like shopkeepers, 23% auto driver, 20% daily wage labours, rest of 17% people education sector have preferred FM radio.

n) Preference of MW & Community Radio based on occupation

45% who are education field and 27% business man like shop keeper have preferred MW & Community Radio, 17% daily wage labours 11% have preferred auto driver MW & Community Radio.

o) Respondents opinion about the contribution of FM Radio in community development.

37% of the people are of the view that the contribution of FM Radio in the community development is below average. 30% termed to works negligible. 25% have termed it average. 10% of the people view it as a substantial medium which has done a good work community development.

p) Respondent opinion about the contribution of MW & Community Radio in community development.

44% of the people are of the view that the contribution of MW & Community Radio in community development is substantial. 32% termers to work average. 21% have termers to work below average. 21% have termed it below average. only 4% people negligible medium, which is necessary for community development.

CONCLUSION:

The present survey conducted in Tumkur town, it has provided important information about audience and their performance and their preference of FM and MW & Community Radio, but also provided with vital information regarding FM and MW &

Community Radio. In these Radio format bring out differences in tastes and preferences among the audiences, based on income, occupation and the age.

The survey also provided important clues, which support the view that MW & Community Radio in particular and radio general, is best suitable as an aid in implementing projects as well as creating awareness of it. Audience are for listening radio FM and MW & Community Radio different purposes. For information of agriculture, education, health and other information aspect as well as still performing MW & Community Radio. FM radio through powerful medium for considered entertainment programme.

MW and Community radio listener, maxima listener in community service based on health, education, youth and rural based agriculture programmes and very less listener in entertainment programme.

SUGGESTION

- 1) FM radio service can improve the for community development related programme,
- 2) FM radio produce the programme like education and information is essential,
- 3) FM radio station is need to be decentralised each one district,
- 4) FM radio programme to be modified to medium wave format is require,
- 5) Agriculture and allied programming need to be decentralised local needs of FM,
- 6) Audience research has to be taken up in extensively way to adopt FM services not only to music based programme but also concentrate education, health and agriculture,
- 7) Suppose if not available net work MW & Community Radio it may avails of FM network.

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