



Development through Community Radio- In Sociological Perspective

Social Science

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ABSTRACT

In the present situation, it is very difficult to meet each other. The study in this area shows that Community Radio plays an important role to connect the members of the community. It spreads awareness among the people and serves as a medium of education. It also preserves and promotes indigenous culture, language, literature, music and art of some vanishing communities. Community Radio helps in addressing social evils, crime and human rights issues. It also provides a platform for the local talent and develops unity and confidence in the community. In the real sense our study shows that Community Radio plays an important role in making the masses aware about their basic rights and duties. Besides solving social problems as well as information, Community Radio acts as an intermediary between the government and the local masses. Studies revealed that Community Radio is the best medium of communication at the grass root level of the society. This paper is based on secondary data. The secondary sources such as books and reports which reveal about the social development. The overall impact of community radio indicated that more changes have occurred in society. This kind of research would help the researchers to understand how the community radio plays an important role in social development.

KEYWORDS:

Community Radio, sociological, development

Introduction :

From the macro point of view, development refers to the change from simple form of organization and production to modern ones. Development does not matter only the economic growth but also the social, spiritual and moral development of the entire society or nation.

In Sociology the concept of community means a group of people who show common characteristics or interests such as sharing a single geographical location that is specific town, village or neighborhood. Sociologists also use the word to refer to a group that is organized around common values and is attributed with social cohesion within a shared geographical location. An eminent German Social Scientist and a major social contributor to Sociological theory and practices, Ferdinand Tonnies distinguished between two types of human association *Gemeinschaft* and *Gesellschaft*. In this work Tonnies argued that *Gemeinschaft* is perceived to be tighter and more cohesive social entity, due to the presence of a 'unity of will'.

Community radio is generally the best tool for getting information to illiterate and poor communities. It provides the opportunity of reaching powerless community and giving them a voice.

The member of a community felt the need of a specific medium which would help them to share their own interest in their own way. Community radio is a broadcasting system established by the efforts of a specific community, operated for the purpose of community welfare. Now a days government is spending million of rupees in the name of rural development but still it is not getting the desired results. But the first and foremost reason behind this is the communication gap between government devised policies and common masses. Common people remain ignorant regarding the policies because of lack of information, proper guidance and lack of training. Community radio proved most effective as it can easily cover a wider range of audience. The voice of people their culture and aspirations are reflected through Community Radio and this in turn leads to larger listenership.

Review of Literature: Noam Chomsky (2003) stated that communication is the culture and culture is the communication. According to Chomsky, development is an integrated social change and it is closely related with traditional structure of society, that is language, caste, religion, food, clothing etc within the society. It varies from society to society. So communication strategies or tools also change accordingly. He argues that community based culture is one of the wealthy forms of communication strategy in the developing countries especially in their rural public sphere where percentage of literacy and use of mass media are low. Noam Chomsky quoted the statement of The World Cultural Report, *Culture and Development*, Our Creative Diversity 1998, by

UNESCO. Report says that culture is both the context of development as well as the missing factor of policies in development. Noam Chomsky also refers their second report, *Cultural Diversity, Conflict and Pluralism*, 2000. It uses a phrase 'rich of social capital' where local culture is retained and practiced for their incorporated development. Application of community based local culture and knowledge systems are being examined by academicians, development project planners, and contributors as alternative approaches of development. The purpose of the community media is to develop a practical framework for utilizing traditional or indigenous agricultural education to promote sustainable rural development. Community media is a colourful package of local knowledge that is a unique to every culture or society. This media is the basis for local-level decision making in different fields like, agriculture, health, food, education, natural-resources and other activities in communities.

Figure No1: Community radio interview with women labourers.



Omonhinmin Gabriel (2012) reveals in his research that the Community Radio eager to achieve the ideal of making a good local community and a better place to live in. He says that it has the goal to increase the awareness among its listeners to participate actively in their social, economic and cultural development activities. Omonhinmin Gabriel opines that Community Radio aims to improve the people's standard of living and finding solutions to their local problems.

Communities able to collectively strengthen their capacity to respond to the needs of development and social change only through participation. Reflection, analysis, learning from each other, problem solving and empowerment is essential for development.

Successful examples of Community radio stations in Karnataka:

Radio Sarang , Mangalore: Radio Sarang 107.8 is the Community radio station run by St.Aloysius College, Mangalore, a coastal town. 'Sarang' means harmony of colours. As the name suggests this Community radio station looks at spreading harmony among the people while educating and promoting their religion, intercultural and interlingual harmony through its programmes.

The entire community of Mangalore irrespective of their caste, creed and religion has been very generous to share their culture and tradition, not to forget the age old passed over from generation to generation.

Radio Siddhartha, Tumkur: Radio Siddhartha 90.8 Community radio station is run by Sri Siddhartha Center for Media Studies works to provide education to the rural-urban masses through inspiring thought provoking programmes related to education, health, culture, agriculture, women and children and entertainment.

The programmes are well received by the general public and their positive responses are received through letters, telephone calls and by the physical presence at the Community radio station. The most appreciated programme series are 'Shikshanavani', 'Janapada Jagathu' and 'English Time'. The programmes are very useful to the students and general public as well as they concentrate on the structure of modern education communication skills. The 'Shikshanavani' programme is completed more than thousand episodes and for this achievement resource person of this programme, a government school teacher Mr.Rizwan Basha is recorded his name in the Inian Book of Records.

Radio Siddhartha has given a platform to the marginalized sections of the society and the rural masses to voice their feelings, emotions and problems..

Figure No.2: Community radio interview with government school children



Krusha CR, Dharwad: Krushi Community radio station is dedicated to the agriculturists and to the rural community. It creates the platform for the farmers and also preserving local culture of the farmers. This Community radio is established by The University of Agricultural Sciences, Dharwad to empower farmers by providing them information on scientific cultivation and solution to the problems, documenting the best practices of farmers and self help groups. It plays a vital role in disseminating knowledge through which people can easily acquire knowledge. It has also empowered rural youth, students and dropouts, farmers, community members, self help group leaders and officers of input agencies and non governmental organizations.

There has been a lot of impact in terms of information for women in the community programmes on childcare, food and nutrition, health programmes, income generating activities and so on.

Radio Active, Bangalore It was established by the Jain Group of Institutions. This community radio station also looks at working with socially committed groups, educational institutions and corporate bodies to promote community learning. It broadcasts programmes on health and nutrition, gender issues, women and children, right to education, waste management, animal welfare, food security, governance, social awareness, disability, art etc.Only because of partnership and networks this station running smoothly.Through their partnership approach this community radio station is the part of the

solid waste management roundtable, the right to education task force and waste pickers collective.

Conclusion:

In Sociological perspective we can conclude that Community radio is the voice of the poor and marginalized, effective in poverty reduction, ensuring proper governance and development goals, effective in empowering women . In the real sense community radio plays a pivotal role in making the masses aware about their basic rights and duties. It provides a strong platform for exhibit their talents and ideas. Community radio is an important instrument in strengthening 'Right to Freedom of Speech and Expression'

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