



Problems Faced by Community Radio Listeners In Medak District of Andhra Pradesh

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ABSTRACT

The study was carried out to determine the problems of community radio listeners in Medak district of Andhra Pradesh. The problems were categorized mainly two types. Under the listening to community radio programmes the problems were due to lack of sound clarity respondents were unable to listen the programmes, duration of community radio programmes was inadequate, information on important points was not repeated at the end of the programme, many alternatives were given. So, it was difficult to choose the best one, much information was covered in short time, information with regard to inputs was not given, and information was given in hurried manner. Under the development of community radio programmes the problems were less remuneration for participants, lack of transport facility to reach the community radio station, due to illiteracy they were facing the problem at the time of broadcasting, proper planning and preparation of the programme was not there due to lack of time, and co-ordination of the respondents was not there in group programmes.

Keywords :

INTRODUCTION

Among the various mass media communication, radio is one, which possesses a quality of conveying the information in advance, quickly and promptly. It can be used effectively to reach large number of people in expansively in a short time, to reach unreached by any other means; to build enthusiasm and maintain interest. Broadcasting, in its significance, reaches wide range of masses and its impact constitutes the most powerful medium of communication in India. Its importance as a medium of information and education is particularly great in vast and developing country like India where the reach of the print word is not wide or deep of the problem of illiteracy can not effect its use.

Community radio is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to local audience. Modern day community radio stations serve their listeners by offering a variety of location specific

content that is not provided by the larger commercial radio stations. Community radio outlets may carry news and information geared towards the local area, particularly immigrant or minority groups that are poorly served by other major media outlets.

METHODOLOGY

This study was conducted in Medak district of Andhra Pradesh state. All the four mandals (Zaheerabad, Zarasangam, Raikode and Nyalkal) covered, because the community radio is covering only these four mandals. From each mandal three villages were selected at random by following sequential systematic random sampling method. Thus a total of twelve villages were selected for the study. Ten respondents from each village was selected randomly using lottery method thus making a total of 120 respondents. A comprehensive schedule was developed and pre-tested. The data were collected, coded and tabulated. Statistical measures like frequency and percentage were used to analyse the data and interpret the results.

FINDINGS AND DISCUSSION

Table.1: Problems faced by the community radio listeners

S.No	Problems	Frequency	Percentage	Rank
I Listening to community radio programmes				
1.	Due to lack of sound clarity respondents were unable to listen the programmes	54	45.00	I
2.	Duration of community radio programmes was inadequate	46	38.33	II
3.	Information on important points was not repeated at the end of the programme	42	35.00	III
4.	Many alternatives were given. So, it was difficult to choose the best one	34	28.33	IV
5.	Much information was covered in short time	31	25.83	V
6.	Information with regard to inputs was not given	26	21.67	VI
7.	Information was given in hurried manner	8	6.67	VII
II Development of community radio programmes				
1.	Less remuneration for participants,	44	36.67	I
2.	Lack of transport facility to reach the community radio station	40	33.33	II
3.	Due to illiteracy they were facing the problem at the time of broadcasting	29	24.16	III
4.	Proper planning and preparation of the programme was not there due to lack of time	25	20.83	IV
5.	Co-ordination of the respondents was not there in group programmes.	19	15.68	V

It could be observed from Table 1 it was noticed that the problems namely; respondents felt lack of sound clarity in the programmes, which might be due to non availability of signal. Duration of community radio programmes was inadequate as they cover more information in short duration (Bhosle et al., 2006 and Agwu et al., 2008).

Important points were not repeated at the end of the programmes as a majority of the listeners forget the important points in due course of time. The reason for this may be lack of knowledge and skills in preparing the script or content to be broadcasted in various programmes and different radio formats. Besides this many alternatives were given in the programme without indicating the best. So, most of the respondents are confused with many alternatives and are unable to choose the best alternative among the many alternatives.

Another problem is information with regard to inputs was not given. Generally they are giving information about cultivation of practices. But, not providing information about cost and availability of inputs.

Information was given in hurried manner by some of the participants. It is also one of the problem expressed by some of the respondents. This may be due to lack of skill presenting information suited to the needs and interests of the listeners.

Less remuneration for participants when they participate in community radio programmes is another problem expressed by majority of the participants. They are getting less remuneration (Rs.50) compared to labour wage (Rs.80) for farm activities etc.

Lack of transport facility to reach the community radio station is another problem. Some of the villages are located away from the radio station, they are facing problem with transport facilities.

Due to illiteracy they were facing the problem at the time of broadcasting. Due to illiteracy the participants faced problem at all stages of development of community radio programmes and they have to rely on their memory to present information as they can not read and write.

Proper planning and preparation of the programme was not there due to lack of time and transport facility. Some of the villages located away from radio station, they are taking more time to reach the radio station.

Another problem expressed by majority of the participants is lack of co-ordination of the respondents was in group programmes. This may be due to lack of knowledge and skill in presenting information through group formats.

CONCLUSION

It could be concluded that, lack of sound clarity, less remuneration, lack of transport facility and illiteracy were the major problems in listening and development of community radio programmes faced by the respondents. Hence, these problems should be addressed by the extension personnel and Deccan Development Society (DDS) to improve listening behavior and participation of the respondents. Hence by solving these problems respondents may benefit.

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