

A study on listening habits of (AIR) All India Radio

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■ **ABSTRACT** : Communication is very essential in our life. It is a two way process. One person understands other persons feelings or wishes or interests through communication. It plays very important role for the progress of the people. Communication can be either verbal, written or through gestures. All India Radio (AIR) is verbal and electronic medium of communication. AIR provides information, education and entertainment. This study was conducted in Malikpur gram sabha of Tanda block of Ambedkarnagar district of Uttar Pradesh. For the selection of respondents stratified random sampling was used and percentage was calculated. The objective of this study was to analyse listening habits of radio by adolescent girls. Mostly girls listen radio occasionally on holidays because they were school going. At the evening mostly girls listen radio.

■ **KEY WORDS** : AIR (All India Radio), Listening habit

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Radio is the channel for mass communication. A channel is the medium or vehicle which carries the message. It is the physical bridge between the sender and receivers of the message. As we know that communication is a process by which two or more people exchange their knowledge skills and attitudes. Thus, communication is very important in our life. One person understands another through communication. It is essential for all human activities. It plays very important role for progress of people. Function of the communication is to provide the information to the people. The information is in any form as information, facts, news stories etc. Communication besides providing information to the individual also is a source of entertainment. The forms of communication are verbal, non-verbal and written communication. Mass communication can be done through print media, public address system, radio or television. Radio is a spoken, audio or oral means of electronic communication. Earlier radio is means of one way communication but presently it is a two way communication e.g. phone-in-programmes. Radio as a propaganda value also. We can communicate certainly ideas through this medium which can help in raising the general standard of public life, to help change the attitudes of people, to make them understand, to persuade them through

reasonable arguments. All India Radio includes programmes such as talks, discussions, interviews, success stories, features, plays, skits, songs etc. In emergency radio plays a very useful role for quick dissemination of the information. In India broadcasting was introduced as an art by four radio clubs they were in Calcutta, Bombay, Madras and Lahore. The first of such clubs was the Madras presidency radio club which was formed on 16 May, 1924. It began broadcasting on July 31, 1924.

The government broadcasting set up was called the Indian state Broadcasting Service (ISBS). Lionel Fielden was the first controller of broadcasting in India. ISBS was renamed as AIR in June 1936. AIR cannot attack on any religion or cannot broadcast anything against the integrity of the president, governor and judiciary. The main objective of AIR is to provide information, education and entertainment. The motto of All India Radio is 'Bahujan Hitaya Bahujan Sukhaya' its meaning the good and happiness of largest numbers of people. All India Radio broadcasts many programmes. The programmes are according to the suitability of the listeners as occupation, age, gender etc. As programmes like Krishijagat for farmers, Majdoor Mandal for labours, Grih Laxmi for women, Baljagat for children, Yuvavani for youth, Akshayvat for