

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

Senior citizen etc. AIR provides the national and regional services also. National services include broadcasting of special occasions as addressing of president, vice president and the prime minister to the nation. These services are compulsorily relayed by the regional stations of AIR also.

RESEARCH METHODS

The present study was conducted in Ambedkar Nagar district of Uttar Pradesh. The Ambedkarnagar district was selected because it is the home district of the researchers. This district has 9 blocks in which Tanda block was selected because researcher belongs to this block. The block having 135 Gram sabha in which Malikpur gram sabha was selected which has five villages. From the selected villages, a strata of the adolescent girls who listen radio was made. For the selection of respondents, stratified random sampling method was used. 20 adolescent girls from the strata were randomly selected. For data collection, schedule-cum-questionnaire method was used.

Review of literature :

Chahal (1997) reviewed that radio playing is a vital role in nutrition and immunization programme for youth and creating awareness. Special audience programmes for youth, children and senior citizen are being broadcast.

Chahal (1997) concluded that radio continues to be the most effective medium of mass communication in the rural area of our country in spite of expansion of other media because the radio broadcasts diverse public opinion in a balanced manner.

Balit (1999) stated that radio remains the most powerful and cheapest mass media for reaching large number of people in isolated area. The revolution of the transistor had its access even in the remotest village. Men own the majority of radio receivers, women can listen to programmes at home in the evening when the main chores of the day are finished. Radio is an important tool for the rapid diffusion of important message on new agriculture production ideas and techniques as well as on health, nutrition, family planning and other social and cultural issues.

Balit (1999) suggested that the radio station has brought about a genuine change in the everyday lives of villagers. It has promoted a qualitative change in farming techniques (helping in the selection of the best seed variety, cotton processing and following the farming calendar. It has also brought about a change in attitudes and home improvements has increased as a result of programmes.

Rayudu (2003) reviewed that AIR operations cover a wide range of Indian's various activities relating to music and plays, and feature news and current affairs, external service also Vividh Bhaarti and commercial service and also programmes for social audience. Yuvavani, sports and school

broadcast, audience research, transcription and programme exchange and programme journals.

Rayudu (2003) reviewed that AIR helps out with school programmes. School broadcasting refers to programme for schools which are presently broadcast from Delhi, Chennai, Kolkata and Mumbai and many of the centres.

Dubey and Bishnoi (2008) reviewed that radio is a mass medium of conversation and can reach number of people at any given time. It builds up the attitudes of farmers towards a desired way of life. Every radio station in our country, is broadcasting several useful talks or programmes for different categories of listeners with differing objectives. Often extension specialists and workers are asked to deliver talks in the field of agriculture, animal husbandry etc. for rural people.

RESEARCH FINDINGS AND DISCUSSION

Table 1 shows that 44 per cent girls listen All India Radio regularly. They were very interested in radio listening. They do not miss to listen radio programmes. Radio is a cheap medium of communication. It does not need electricity. 56 per cent girls listen radio but they were not crazy so much. So, they listen radio occasionally when they feel boredom for entertainment, news and information.

Table 1 : Radio listening habits of the adolescent girls

Sr. No.	Radio listening habits of the adolescent girls	Frequency	Percentage (%)
1.	Regularly	44	44
2.	Occasionally	56	56
	Total	100	100

Table 2 shows (30%) that maximum girls preferred to listen radio programme at the evening because at that time they were free. 27 per cent girls listen radio at noon, 25 per cent girls (18%) listen radio at morning and minimum girls listen radio at night because they go to bed early.

Table 2 : Radio listening timing of the adolescent girls

Sr. No.	Radio listening time of the adolescent girls	Frequency	Percentage
1.	Morning	25	25
2.	Noon	27	27
3.	Evening	30	30
4.	Night	18	18
	Total	100	100

Table 3 shows that maximum adolescent girls listen radio in free time. 33 per cent girls listen radio when they were cooking. 15 per cent girls listen radio at the time of studying. Minimum girls listen radio when they were doing other activity like bathing etc.

Table 3 : Work doing at the time of radio listening by the adolescent girls

Sr. No.	Work doing at the time of radio listening by the adolescent girls	Frequency	Percentage
1.	Cooking	33	33
2.	Study	15	15
3.	Other activity	14	14
4.	Only listen radio	38	38
	Total	100	100

Table 4 shows that maximum adolescent girls discuss about the programme of All India Radio with friends. They discuss about the programme with their friends in home and school. Minimum respondents not discuss as they only listen radio programmes.

Table 4 : Adolescent girls discuss with friends about radio programme

Sr. No.	Respondents discuss about radio programme with their friends	Frequency	Percentage
1.	Yes	61	61
2.	No	39	39
	Total	100	100

Table 5 shows that radio listening habits of adolescent girls during examination. Minimum girls listen radio programmes in examination days for refreshment. They refresh their mood with radio programmes. Maximum girls did not listen radio programmes during examination.

Table 5 : Radio listening in examination days by adolescent girls

Sr. No.	Radio listen in examination days by adolescent girls	Frequency	Percentage
1.	Yes	8	8
2.	No	92	92
	Total	100	100

Summary and Conclusion:

The overall study reveals that the listening habits of the All India Radio by adolescent girls. Maximum girls listen radio

occasionally because they were school going girls so they could not listen radio regularly. Most of the girls listen radio at the evening because they were free at that time. Maximum girls at the time of radio listening do not do any other activity they only listen radio with attention. At the time of cooking, only 33 per cent girls listen radio and 14 per cent girls listen radio during doing other activities like bath, dishwashing etc. Maximum girls discussed about radio programmes with their friends. Minimum girls listen radio programmes during examination for refreshing their moods.

Suggestions:

Efforts are needed to broadcast more programmes for the adolescent girls in morning as well as in evening because they were school going. So they could not listen programmes regularly.

There is the need to broadcast the educational programmes as well as programmes which include tips to score maximum marks in examination .

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