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A Popularity graph of radio in Mardan district

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Abstract	Keywords
<p>This study attempts to find out if FM radio is still a popular medium in Mardan district in the present digital age. It is based on the Uses and Gratification Theory, which explains how audiences use a particular kind of media to gratify and satisfy their needs. Using a quantitative method, the researchers collected data from 100 people in Mardan city through a questionnaire. The study found out that FM radio is still relevant and popular in Mardan due to ease of its use being a portable device, low cost and a good source of localized information, education and entertainment. The study answered the question: Is radio still a popular medium in Mardan in the present-day era? The researchers found that 76% of the respondents in Mardan city believed that radio is still relevant in current digital age.</p>	<ul style="list-style-type: none"> • Radio, • Mardan, • Popularity, • Localized News, • Information, • Education, • Entertainment

Introduction:

This study attempts to explore the popularity graph of radio in Mardan district in the present age of the digital media technologies. The radio came from a series of discoveries and inventions in the late 1800s and early 1900s. The first contributor, the one responsible for opening the door to all radio, is Heinrich Hertz. The German physicist studied radio waves and proved signals could be transmitted wirelessly. You might recall that radio wave frequencies are still measured in Hertz today (Moulton, 2017).

The first inventor of the radio, however, is a well-debated topic. Guglielmo Marconi, an Italian inventor and businessman, often receives credit based on his 1894 device capable of ringing a bell from 30 feet away. On the other hand, Nikola Tesla, a Serbian immigrant to the United States, demonstrated a wireless radio to audiences in St. Louis the year before Marconi's demonstration. Although Tesla came first, Marconi patented his invention in 1896 while Tesla patented his in 1900. One year later, in 1901, Marconi transmitted the first signal to cross the

Atlantic from Europe to America. Other inventors helped advance the technology. Swedish-born inventor Ernst Alexanderson invented the first alternator capable of transmitting speech, which Reginald Fessenden used to combine radio waves and sound for the first long-range transmission of a human voice. Finally, Edwin Armstrong introduced the continuous-wave transmitter and amplifying receiver, making FM radio possible for the first time. (Moulton, 2017).

Radio simply refers to an audio form of communication, and using radio waves, an electromagnetic radiation to broadcast from a transmitter to a receiving antenna. In order to transmit the same kind of programming, stations are connected to all the radio networks. A radio is a piece of equipment that is used for sending and receiving messages. A radio is something which can carry around, require neither data, even electricity is not necessary, reaching consumers on-air online and on-demand either they are at home, at work or in everywhere. The foremost aim of radio is to convey information from one place to another. It provides programming, entertainment and the needs of people according to their demography, geography, ethnography and their choices etc. Radio is serving and informing people worldwide. When the world went digital, many believed that the radio is going to lose its importance, but with digital age, the radio also went digital and now it is available online too. A few advantages of the medium are low cost, portability, accessibility, no subscription, localized information, live radio feature, local language, radio through internet, etc.

Rationale of the study:

Mardan is the second largest city of Khyber Pakhtunkhwa. When Radio Pakhtunkhwa FM 92.6 was launched in the area, it became quite popular, prompting the researchers to conduct this study to find out if radio is still attracting audience and has listeners in the modern age when Internet and online media have been on the rise. The study attempts to analyse in which aspects radio is being used in the area. Also, there has been no study of this nature in specifically Mardan district so far.

Research question:

Is radio a popular medium in Mardan in the present-day era?

Objectives:

1. To find out if radio is still relevant in the modern digital age among people of Mardan.
2. To find out various dimensions about the use of radio among people of Mardan.

Literature review:

Literature review is a survey of scholarly sources that provides an overview of a particular topic. In a study, Shejuti (2018) discussed the popularity of the FM radio advertisements among the people and how the marketing managers assess it. The author proves that radio advertisements have an impact on the audience as well as influence their choice. FM radio is the one and only live media nowadays. People from all walks of life listen to radio because it is the most affordable media. If a company wants them to be heard in the fastest and effective way, then radio is the number one choice for them. In the age and era of Internet, radio is still surviving with full force because it's affordable and portable. Many people want music listening to a passive experience, and they may play music in the background while they cook and clean and do the rest of the things that want to do. Overwhelmed by options, they would prefer to sit back and have somebody else a DJ, a charts-based hits list, any trustworthy authority take control (Wang, 2017). Though the world went digital, the era of radio does not seem to be ending because radio has also become digital and now one can listen to it on the Internet, in the cars and other vehicles, etc. The BBC started digital audio broadcasting (DAB)

in 1995 because the world renowned media organization launched the digital broadcasting services after realizing that it is the time to adapt itself to the changes in the technology in the modern era (Schofield, 2017).

A survey regarding the popularity of FM radio stations in Chonburi (Thailand) and nearby provinces found that around 55% of the samples listened to the radio every day. The samples usually listened to the modern Thai songs program. Comparing the listeners, it appeared that the samples were more gratified with sunshine radios programs, especially its Thai song programs, the program with listener's participations, and the occidental song program, than any other station's programs. It was based on the Uses and Gratifications concept of theoretical framework. Another study attempted to find out the FM radio trends in Bangladesh. This study shows the upcoming threats for traditional radio industry and also tried to find out the way to overcome the threats in this digital era. The researcher said the radio was still popular medium although the online media affected its listenership (Jubayer, 2010). Another study on the FM language was conducted in Bangladesh and it said there is a style of language in the country called 'Banglish'. Here the researcher tried to find out the impact of that kind of pronunciation on the audience. At the same time, he tried to point out the audience attitude about the FM language and the impact of the Banglish on the Bangla literature (Basu, 2009). Another study explored the dominant actors that influenced the agenda for the community radio. Comparing to other broadcasting policies in Bangladesh community radio policies 2008 is unique in terms of the policy process, the government has to declare the draft and call an open opinion and discourse from civil society and professionals. The actors and factors of community radio policy 2008 demonstrate a new trend in broadcasting policy in Bangladesh and to analyze that trend with policy approach is the main focus of the study (Suhrawardy, 2010).

Theoretical framework:

A theoretical framework is a key part of a study and here a researcher explains a theory and links it to his or her research. A theory is an idea that explains something. This study is based on the Uses and Gratification theory. Gratification refers to a feeling of happiness and satisfaction when one gets a desire fulfilled. This theory suggests that audiences have an upper hand when it comes to choosing and using any kind of media. The Uses and Gratification Theory explains what people or audiences do to media, instead of what the media do to the audience. According to this theory, the audience or users are active, and not passive, because they can decide which media to choose for information. Active users also mean that not all the audience interpret media messages in the same ways, but that it depends on someone's knowledge and education level to interpret a media message. Gratification of needs is the most important role of media for humans. People get knowledge, awareness, and entertainment from the media, which they may also use for their interpersonal communication. Herzog (1944) and McGuire (1974) state that the theory has explained the behaviors of consumers in the context of traditional media and this theory has also been applied to the new media.

The theory discusses how users choose media to satisfy their needs or enable themselves to gain knowledge, entertainment or other purposes. It says the audiences have power regarding how to consume media content and they decide how to interpret media content and how to integrate the media into their lives. The Uses and Gratification theory describes how people use the media for their own need and get satisfied when their needs are gratified. In other words, it can be said that the theory argues what people do with media rather than what media does to people. Also, this theory is opposite to the Magic Bullet theory, which states that the audience is passive and are deeply influenced by the media content. The U&G theory has a user-centered approach. People even approach the media to receive knowledge on a particular

topic before discussing it with one another; this means that media helps them in their interpersonal communication as well, because media gives them knowledge and exposure to the world. This study is based on the theory because people attempt to use radio for a number of reasons: it is portable, and also it has gone digital, thus adapting itself to the modern digital age.

Research methodology:

The nature of our topic required us to use a quantitative method for collecting data, ie survey. Quantitative research is a systematic approach to collect data through sampling method like online polls, online surveys and also it can be through print questionnaire. The main strength of quantitative methods is in their usefulness in producing more reliable outcome data. The researchers used quantitative method for data collection. Due to the COVID-19 pandemic situation, an online survey was conducted and data was collected by sharing a questionnaire via social networking sites and also face to face encounters with respondents in Mardan city. The respondents included only the people living in Mardan city. The questionnaire included 11 questions. Three questions were personal about age, gender and education and the remaining questions were specifically about the radio and its use. Convenience sampling because it was not possible for use to use another sample. Convenience sampling allows researchers to approach those respondents that are conveniently available for the purpose of data collection. The researchers collected data online and also distributed questionnaires face to face to those available. The data was collected in Mardan city. Once the respondents completed their answers and the researchers got the data, they did the data analysis while using SPSS. Then, the data were analyzed descriptively. The results are also shown in figures, tables, pie charts, and bar charts. Conclusions were derived from the findings afterwards.

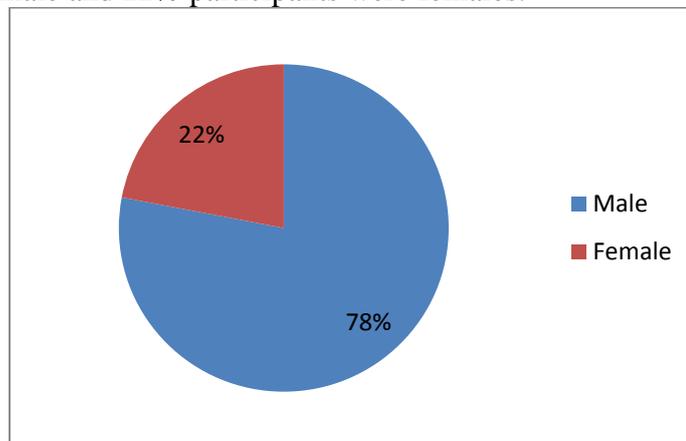
Data analysis:

Analysis of the data from the questionnaire:

In the survey, the researchers tried to find out the popularity of Radio from the people of Mardan. We have prepared the questionnaire on the basis of the habit of people’s radio listening, timing, place and purpose of listening, etc. The questionnaire included 11 questions, including 3 personal questions about age, gender and education. Here, we will explain each and every question from the survey that played a vital role in our research.

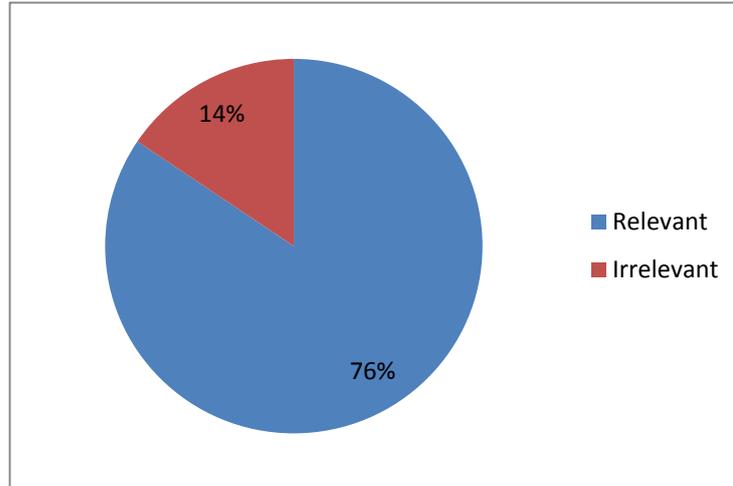
Gender

78% participants were male and 22% participants were females.



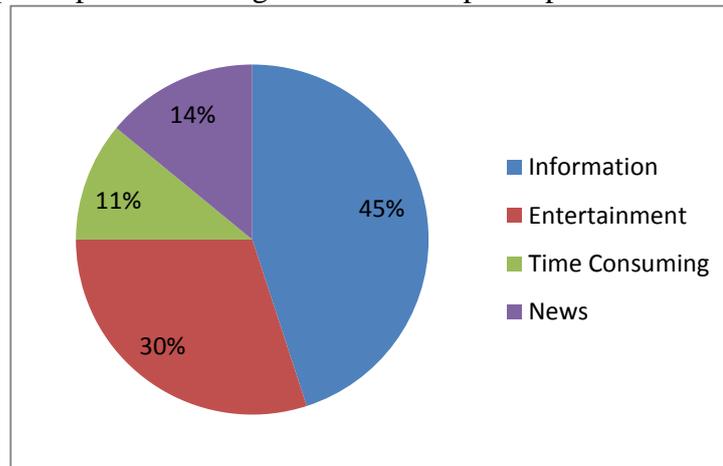
1.1 What do you think; is radio still relevant?

Question number one is about the relevance of radio. Almost 76% of people thought radio is still relevant and 14% of people thought radio is not relevant in the present age.



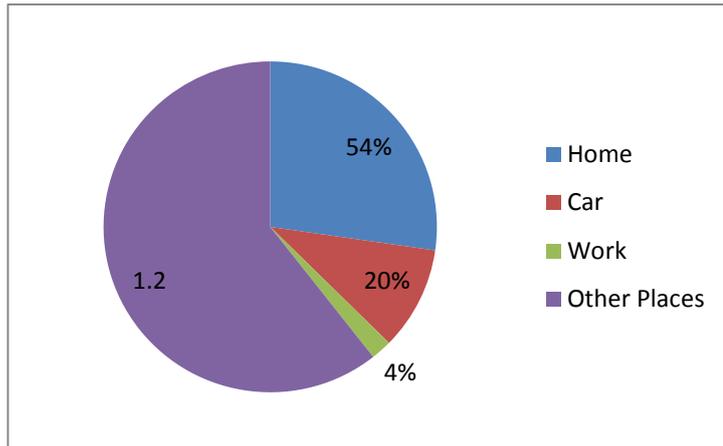
1.2 What is the purpose of your listening to radio?

Question number two is the basic question of the report because it clarifies the purpose of radio listening. About 45% participants listen to radio for information, 30% participant for entertainment, 11% participant for killing time and 14% participants for news.



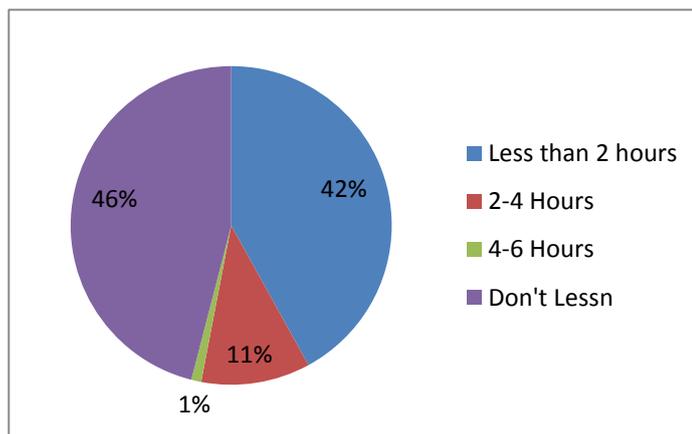
1.3 Where you mostly listen to Radio?

This is the very important question which identify that where participant listen to Radio the most. From the report it is cleared that 54% participant listen radio at Home, 20% in car, 4% at work and 22% participant listen to radio in other places.



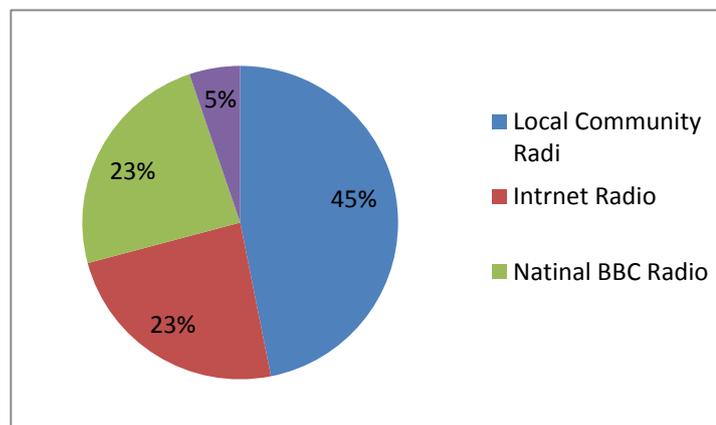
1.4 On average daily basis, how much time you spend using radio?

This question is very necessary in the report because this question identify the time which participant give in a day to radio listening. A total of 42% participants listen radio less than 2 hours, 11% participant listen radio 2-4 hours, and 1% participant don't listen to radio because they said we have no time for radio listening.



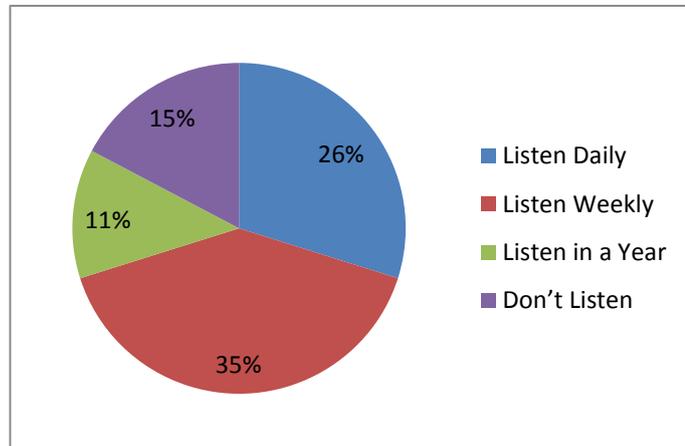
1.5 Which type of radio station will you prefer?

This Question in the report means that from the participant that which radio station they listen the most. From the report it is cleared that 45% participant prefer to Local Community Radio, 23% prefer Internet Radio, also 23% prefer National BBC radio and 5% prefer to Local BBC radio.



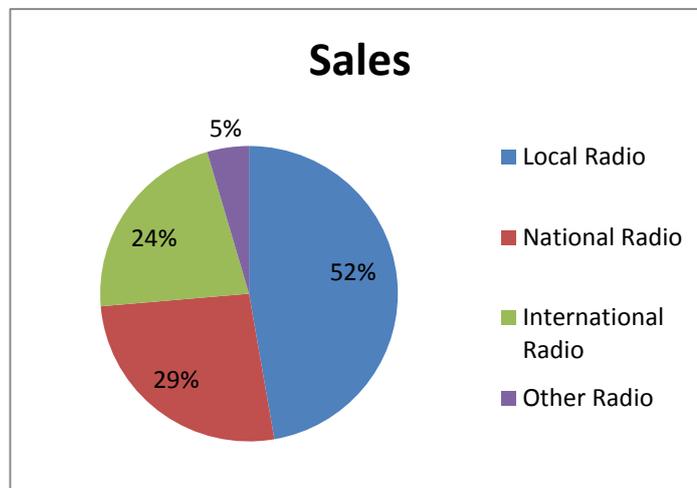
1.6 How often do you listen to Community Radio?

Question number Six is also the part of the report this question prefers the time frame to Community Radio and also identify time schedule they spend on Community Radio listening. From the report 26% participant listen to Community Radio in a weekly base, 11% participant listen to Community Radio once in a year .While 15% participant don't listen to Community Radio.



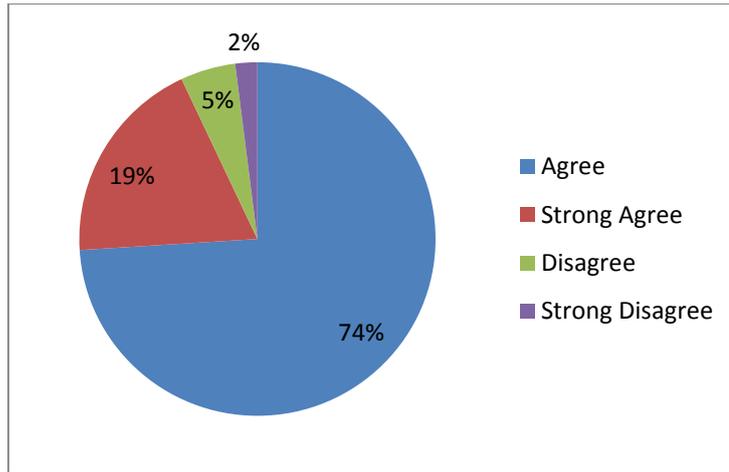
1.7 Mostly which type of radio channels you listen?

This Question analyzes the participant's choice about listening to radio. Are they like to listen to Local Radio? Are they like to listen to National or International Radio or they agree to listen to other radio? The report shows that 52% participant listen to local radio, 24% participant prefer to International radio. While 5% participant prefer to other radio.



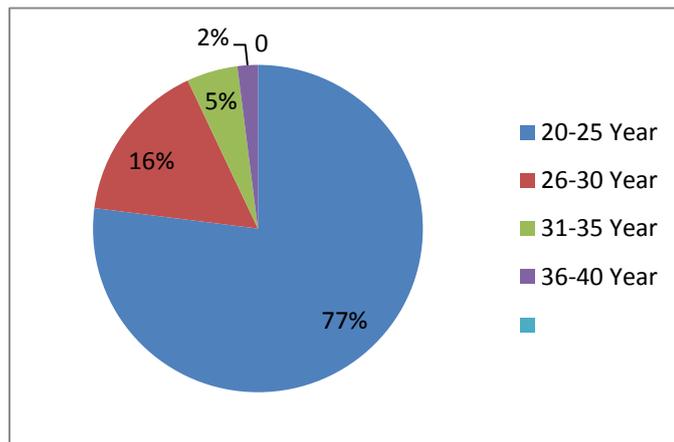
1.8 Do you think local radio perform its role in society?

This is the most important question in the report. This question whole idea revolves around the society. Are Local Radios is necessary for the betterment of Society?. 74% participants agree, 19% participant strongly agree, 5% participant disagree and 2% participant strongly agree.



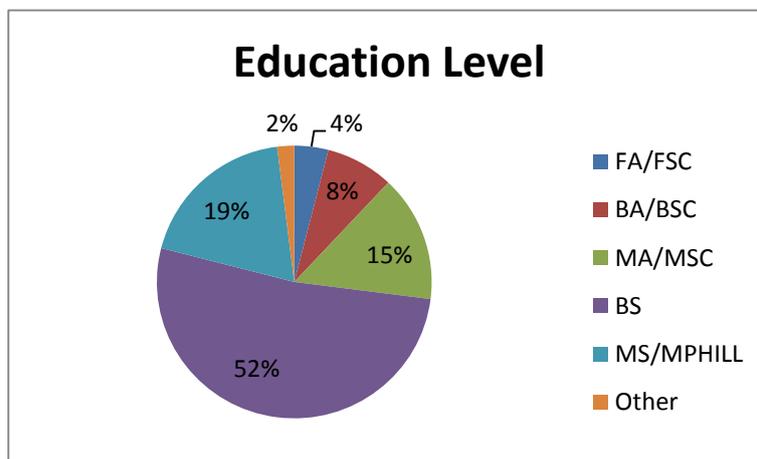
1.9 How old are you? Age range?

The age range of the people who participated in the survey. 77% participant age were 20-25-year, 16% participant age were 26-30, 5% participant age were 31-35 year and 2% age were 36-40.



1.10 Education level

This is the basic question of the report, which counts the literacy skills of the participant. 52% participant were BS (Hons) degree holders, 15% participant were MA/MSC degree holders, 19% participant belong to MS/M.PHILL, 8% belong to BA/BSC, 4% belong to FA/FSC and 2% from others.



Conclusion:

FM radio is easily an affordable accessible device. The whole study revolves around the popularity and relevancy of FM radio in Mardan. The study answered the question: Is radio still a popular medium in Mardan in the present-day era? The researchers found that 76% of the respondents in Mardan city believed that radio is still relevant in current digital age.

Also, the study achieved the objectives of finding various dimensions of the use of radio among people. A total of 45% participants said they listened to radio for information, 30% participants said they used radio for entertainment, 11% heard radio because they just want to kill time and 14% participants said that they listened to radio for coming to know about the news of the day.

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