

# Radio Community and their Effective Contribution on Development of Society

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## ABSTRACT

*Community radio has a pivotal impact in the correspondences of a country. Community radio for the most part serves a clear community and it is a sort of open service broadcasting. It reflects the way of life, thoughts and belief system, qualities and standards of a particular community. Utilizing the engaging expository plan, the examination estimated the impact of the demographic attributes 'Age' 'Gender', 'Instructive Qualification', 'Social Grouping', 'occupation', and 'Salary' of the community radio audience members and their impression of community radio capacities. t-tests and ANOVA will utilized for demonstrating the relationship between Demographic profiles of the respondents and Social Capital regarding Social Participation, Social Support, Social Networks and Civic Participation. An understanding of community radio exercises is essential at this intersection where offering voice to the voiceless is being considered as an obvious stimulus to achieve improvement targets in India.*

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## 1. Introduction

Community radio plays a crucial part in the communications of a nation. Community radio mostly serves a definite community and it is a kind of public-service broadcasting. It mirrors the culture, ideas and ideology, values and norms of a specific community. Community radio as the media of citizens of a specific community is now new and popular chance for both media practitioner as well as grassroots other people.(King, G. 2017)[1] Community radio helps you to avail utilities as well as amenities for several advancement elements of the society of ours as education, health, sanitation and water, defense from natural catastrophes, address community problems in the community level & link countryside population together with the authorities. It can easily be helpful for the improvement of a specific target group such as elderly, kids as well as females.

Community radio is able to play a major role at the grass roots level for rural development. For example, problems of poverty, education, gender inequality, agriculture, social issues among others may be the focus for programming. In exploring the benefits of sharing info locally and the opening up of wider info networks for farmers in Northern Ghana with reference to vernacular radio programmes, AnowarulArif Khan (2017)[2] discovered that rural radio is actually good at improving the sharing of agricultural info by remote rural farming communities. Radio in this regard offers a set of participatory communication methods that support agricultural extension projects by utilizing community languages to talk directly with farmers and listeners' groups. Using the Most Significant Change (MSC) procedure, (Chetna Bhatia 2016) [3] assessed the effect of community radio in Indonesia and

concluded that highly effective radio things are able to make a major change in a community's existence. The MSC strategy has the roots of its in community health development debates. It's just recently been put on to community radio impact evaluation. By the MSC process, community members offer feedback in the form of accounts describing the desirable change in the life of theirs as a consequence of the activities of the radio.

## 2. Literature of review

**NEHA Arya (2019)[4]**Community radio station is actually a promising ICT program in various developing nations for the rural development. Among the various other community media, community radio station has the potential to empower the grassroots folks and reinforce the democracy in its operation. These radio stations work on the basic principle of participatory interaction and are actually the medium of probably the poorest of the poor. The future of the marginalized and poor segment of the society is determined by how efficiently and efficiently the community media are now being used to handle their specific growth and informational needs. The presented paper has a comprehensive review of the accessible literature about the factors impacting the performance of the CRS. The organizational aspects, community aspects and roles played by the CRS in the community development impacts the functioning of the stations in the long haul. These 3 elements are actually interrelated to each other, without taking all the 3 elements; it's not feasible to get the total picture of CRS functioning.

**Madeleine C (2019)[5]** rural females in South Africa are actually role players that are crucial in community development; to withhold info from them is actually holding back the possibility for rural development. Nevertheless, obstacles such as poverty, illiteracy, fear, poor access to public agencies, and lack of information about the right to info and where or how to ask for it's deprived females of access to info. Since post apartheid South Africa, government has made progress toward empowering females. Community radio is actually the only accessible and readily affordable medium within the rural community and certainly will perform a major role in rural development of females.

**Siyasanga M Tyali (2019)[6]**the push of this dissertation is worried about examining recipient communities' participation in HIV/AIDS communication through community radio broadcasts. The point is to understand the nearness and access of focused community voices in the exchange against HIV/AIDS. The exploration concentrated on a solitary contextual investigation of a community radio broadcast that is situated in Platfontein, Kimberley in the Republic of South Africa. X-K FM is a community radio broadcast under the protection of the South African Broadcasting Corporation (SABC) and its essential objective crowds are Xun and Khwe communities of Platfontein. It is the main proper communication channel that objectifies these San community individuals in their particular native languages. The examination approaches communication at a subtlety level in that it assesses participation potential outcomes among communicators and the conveyed. In its third decade, the Human Immunodeficiency Virus is one of numerous difficulties confronting sub-Saharan Africa and the Republic of South Africa is no exemption. This dissertation endeavors to understand participation and access of common voices in the procedures of avoidance, care, backing and treatment of HIV/AIDS. On a more extensive level, the dissertation tries to understand the conceivable outcomes of base up approaches in imparting about HIV/AIDS. In breaking down the recipient community participation at X-K FM, the exploration was underpinned by the theory of JurgenHabermas: The Structural Transformation of the Public Sphere – An Inquiry into a Category of Bourgeois Society. The information was assembled utilizing semi-organized interviews, as well as straightforward and incomplete member perception. The examination infers that the radio broadcast has given a few roads to encourage the procedure of recipient community participation in HIV/AIDS communication content.

**Mohammed Faisal Amadu (2018)[7]**this research paper draws on the concept of development communication to check out the connection between community radio broadcast and community development in Northern Ghana It traces the story of growth communication practice in Ghana and the application of its in Ghana's rural development efforts. The study draws attention to the specific job of radio in development work by analyzing community's development

drive. The newspaper even explored areas of community problem most addressed by radio Gaakii broadcast. The study adopted the qualitative approach in its style and used in one significant findings of this study is actually that, the common programming design and format of Radio Gaakii's broadcast contents are basically aimed at responding to the felt requirements of the communities it serve.

**GoswamyPragya and Kashyap S.K (2018)[8]**Agriculture Extension functions as a linkage between farming communities and research program It's been making constant effort s in transfer of technology to the grassroots but owing to its limitations fails to do it. Also looking in context of rural development, agriculture extension and transfer of technology has been a crucial matter. So, sequence of work has been created to enhance the structure and function of agriculture extension setup through innovations. Information and communication technology has emerged as a relevant tool to help this process. The idea of community radio which emerged on 1995 in India; is actually such an innovation, which tends to deliver the community through need-based and localized radio broadcast

### 3. Research Methodology

A research methodology is generally a system of broad principles or rules from which specific methods or procedures may be derived to interpret the objectives of research. The specialist set out on the examination "Saw Effects of Developmental Functions of Community Radio among Listeners in Delhi", with an expansive based point of understanding the idea of community radio listenership and surveying the nature of cooperation among the audience members of community radio stations in Delhi. (Bahaeldin Ibrahim 2016)[9]

#### Research Design

This study need for a triangulation method of design. Thus questionnaire survey technique was framed supplemented by focus group posts dependent on SWOT analysis to reach the outcomes. At first focus group talks with all the volunteers as well as employees of in depth interviews and the CRS with the listeners of the CRS had been done because of the research which helped the researcher to frame the Interview Schedule.

#### Sample Size

A total of 325 respondents will be selected from the coverage location of 2 participating stations namely Delhi Faculty Community Radio & Federation of Community Radio Station from the Delhi region.

#### Statistical Methods

For the analysis of this study Chi-square test will using to showing the association between demographic profiles of the respondents and participation in CRS. t-tests and

ANOVA will be used for showing the association between Demographic profiles of the respondents and Social Capital in terms of Social Participation, Social Support, Social Networks and Civic Participation. Further Linear Regression & Bivariate Correlations will also be used to reach the conclusion

### Objectives

1. To analyze the impact of community radio on development
2. To identify the role of community radio stations in encouraging the participation of the community members
3. To understand the effect of demographic variables on listeners of community radio stations

### 4. Results and analysis

This section shows the after effects of the analysis of information. The main area of this part displays the dissemination of respondents as far as their 'Age', 'Gender', 'Instructive Qualification', 'Social Grouping', 'Occupation', 'Pay', 'Responsibility for radio sets', and 'Places of Community Radio Listenership'. (YalalaNirmala 2015)[10]

#### 4.1 Classification of Respondents Based On 'Gender'

Table No. 1: Classification of Respondents Based On 'Gender'

Gender	Frequency
Male	150
Female	175
Total	325

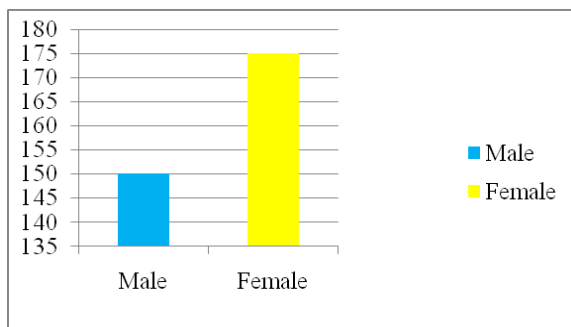


Figure No. 1: Classification of Respondents Based On 'Gender'

As appeared in Table 2 identifying with the dissemination of respondents dependent on 'Gender', 52.3% of the respondents tuning in to community radio stations were females and 47.8% of the respondents were males.

It might be surmised that a dominant part of female respondents tuned in to community radio stations than male respondents.

### 5. Conclusion

Radio as a medium is an ally for rustic and minimized networks. It is an individual non-meddling correspondence medium satisfying the correspondence needs of the ordinary citizens. (Abiya P. Ochola 2015)[10] The medium with its gigantic potential for intuitiveness assists with advancing advancement and majority rules system. The Radio can possibly contact individuals far and wide so proficiently for spread of data, training, culture and diversion. (Lei Guo 2015)[11] The aural medium is experiencing a captivating change by adjusting to the states of the new data and correspondence innovations. Diversion channels, increasingly computerized radio stations with various frequencies are coming up. The 21st century has seen different progressive improvements regarding the media advances. (Gretchen King 2015)[12] The electronic media has transformed into a united medium and has seen an uncommon development of its area. The media advancements like the TV, VCP, VCR, Cable TV, Dish TV, IP TV have made their essence felt rapidly. (Gretchen King 2015)[13] Right now media union, the Radio which has endured the invasion of every single new medium advancement have an undeniably progressively significant task to carry out in our general public. (Moina Khan 2014)[14] The need to contemplate the job of media in impacting the general public is unmistakable and very fundamental. Nevertheless, the media researchers all through the world have reasoned that the investigation of media is dynamic, intuitive and defenseless against the changing social setting. (Bonnie-Jeanne 2014)[15]

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