

COMMUNITY RADIO AND ITS ROLE IN AWARENESS AND DEVELOPMENT OF PEOPLE A CROSS SECTIONAL STUDY

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ABSTRACT

The utilisation of community radio as an effective medium can be of tremendous assistance in the dissemination of information and the cultivation of consciousness within communities. The purpose of this experimental and cross-sectional research was to learn more about the ways in which listening to community radio can help its listeners grow as individuals and become more conscious. This investigation gathered both quantitative and qualitative data through the use of a mixed-methods approach from a population that was intended to be representative of Indian community radio listeners and listeners. According to the findings, community radio may be a significant component in increasing people's awareness of topics relating to public health, education, and societal issues. In addition, community radio serves as a forum for participation in the surrounding area, which can facilitate the expansion process and contribute to the establishment of authority. According to the findings of the research, community radio should have more financial resources, its technological underpinning should be upgraded, and more local participation should be encouraged in radio broadcasting. The findings of the research, taken together, offer significant new insights into the ways in which community radio helps to foster consciousness and development. These findings from the research have implications for improving the effectiveness of community radio programmes in India and other underdeveloped countries.

Keywords: Community Radio, Education and Radio. Awareness

INTRODUCTION

Community radio is a separate form of radio transmission that places an emphasis on the desires and needs of a specific group. It is a powerful tool for broadening people's perspectives and encouraging the expansion of communities. Community radio has been utilised to a large extent in a number of developing countries in order to support societal, health, and instructional considerations. The purpose of this study is to investigate the role that community radio plays in fostering personal and collective development by increasing general awareness. The research will collect quantifiable and qualitative data from a sample

of individuals who listen to Indian community radio using a technique known as mixed-method research. The findings of the study will provide in-depth information about the ways in which community radio impacts a person's consciousness and development (Rajan, 2015). This information can be utilised to improve the efficiency of community radio initiatives in India and other developing nations. Community radio is a form of radio transmission that is owned by locals, operated by locals, and controlled by locals. Its purpose is to fulfil the instructional and communicational needs of the community. The purpose of this study is to investigate the ways in which community radio in India influences the growth and consciousness of its listeners. The findings of the research will provide valuable information about the role that community radio plays in promoting sustainable development, and this radio initiatives in India and other developing countries information can be used to improve the effectiveness of community (Kumar, & Singh, 2017). In general, community radio has the potential to be an effective tool for promoting social and economic development as well as bringing about positive change in local communities. This is something that can be said about community radio in general. Community radio provides listeners with a platform from which they can voice their viewpoints, relate personal experiences, and discuss issues that are relevant to their everyday lives. This makes it possible for information that is relevant to the desires and objectives of the community to be disseminated, which may lead to an increase in understanding and provide individuals with more agency. People are able to feel more confident of who they are and where they fit in the world when they listen to community radio because it can also support regional traditions, languages, and cultures. In this overview of the relevant literature, we will investigate how community radio can assist listeners in maturing and becoming more self-aware (Baksh, 2015).

LITERATURE REVIEW

Over the course of the past few years, community radio has garnered an increasing amount of attention for its role as a medium that promotes self-awareness and development within local communities. Numerous studies have been conducted to investigate the ways in which community radio can influence different aspects of community development, including women's rights, agricultural, health, and education, amongst others (Banerjee, & Dutta, 2008).

Education: In many developing nations, community radio has been used to support educational initiatives, particularly in more remote areas with more limited access to

educational opportunities. Community radio stations have recently sprung up across India's more remote areas, and they are using their airwaves to disseminate educational programming in local languages (Reddy, 2016). Acquiring knowledge and gaining independence Community radio has the potential to significantly contribute to the education and well-being of the people living in the surrounding area. Community radio stations are typically established for one of two reasons: either there is a lack of information that is readily available or there is an inadequate representation of the community's interests and points of view in conventional media. Because of this, community radio sources have the potential to fill a void in the information environment by providing important regional news, information, and points of view (Boafo, & Abukari, 2015).

In their study investigated the role that community radio plays in Pakistan's outlying regions for the purpose of fostering greater awareness. The findings of the study indicate that local community radio can be an effective medium for disseminating information regarding farming, schools, and medical care. Community radio stations were not only easily accessible but also able to broadcast in the local language. As a direct result of this, the members of the community were better educated and more adequately equipped to make decisions that would have an impact on their lives (Chakraborty, 2017).

The role that local media played in increasing awareness of climate change in Nigeria as part of a separate investigation. According to the findings of the research, local radio stations are an effective medium for disseminating information about the impacts of climate change and inspiring people to embrace more environmentally conscious behaviours. In addition, the study found that conventional extension services, which frequently had limited resources and breadth, could not reach as large of a population as community radio stations could. The encouragement of individuals is yet another essential aspect of community broadcasting. It is possible for community radio to provide inhabitants with a platform in which they can voice their viewpoints and take part in the process of decision-making. By doing so, community radio can inspire locals to relocate, which in turn will bring about positive changes in their respective neighbourhoods (Duggal, 2015).

The study conducted investigated the role that community radio plays for India's underserved populations. The findings of the research indicate that disadvantaged communities can successfully voice their concerns and participate in decision-making processes when they use community radio stations as a platform. According to the findings of the study, listening to

broadcasts broadcast on local radio can not only foster a sense of social integration but also a sense of community pride and identification (Farnsworth, 2016).

Development Community broadcasting has the potential to make a sizeable contribution to the advancement of human development. The process of improving people's conditions of living, both independently and collectively, is what we mean when we talk about development. Community radio can be a good source of information on a variety of subjects relating to personal development, including health, education, agribusiness, and others. It is possible that the standard of life of community members will increase as a direct consequence of this information because it will make them more knowledgeable and better equipped to make decisions that will have an impact on their lives (Gunawickrama & Anderson, 2016).

The research that was conducted investigated the role that community radio plays in promoting development in rural regions of India. According to the findings of the research, community radio served an important role in the dissemination of information in the fields of agriculture, health, and education, which contributed to the improvement of practises in those fields. According to the findings of the study, listening to broadcasts broadcast on local radio can not only foster a sense of social integration but also a sense of community pride and identification (Singh, 2018). In a separate piece of research, investigated the role that community radio plays in promoting forward movement of development in Nigeria. According to the findings of the study, community radio stations are an effective means of disseminating information on subjects related to development, such as agriculture and healthcare. The study also discovered that individuals could be encouraged to embrace more environmentally friendly lifestyles by listening to local radio stations (Huesca, 2015).

Objective: To find the role of community radio in awareness and development of people

Methodology: This study is descriptive in nature in which the data were obtained from the 185 respondents. A checklist question was used to analyse and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

Data Analysis and Interpretations:

Table 1 Role of community radio in awareness and development of people

SL No.	Role of community radio in awareness and development of people	Yes	% Yes	No	% No	Total
1	To support societal, health and	158	85.41	27	14.59	185

	instructional considerations					
2	Helps in promoting self-awareness and development within local communities	161	87.03	24	12.97	185
3	To support educational initiatives particularly in more remote areas	155	83.78	30	16.22	185
4	Providing important regional news, information and points of view	163	88.11	22	11.89	185
5	Disseminating information regarding farming, schools and medical care	148	80.00	37	20.00	185
6	Disseminating information about the impacts of climate change and inspiring people to embrace more environmentally conscious behaviours	150	81.08	35	18.92	185
7	Dissemination of information in the fields of agriculture, health and education	138	74.59	47	25.41	185

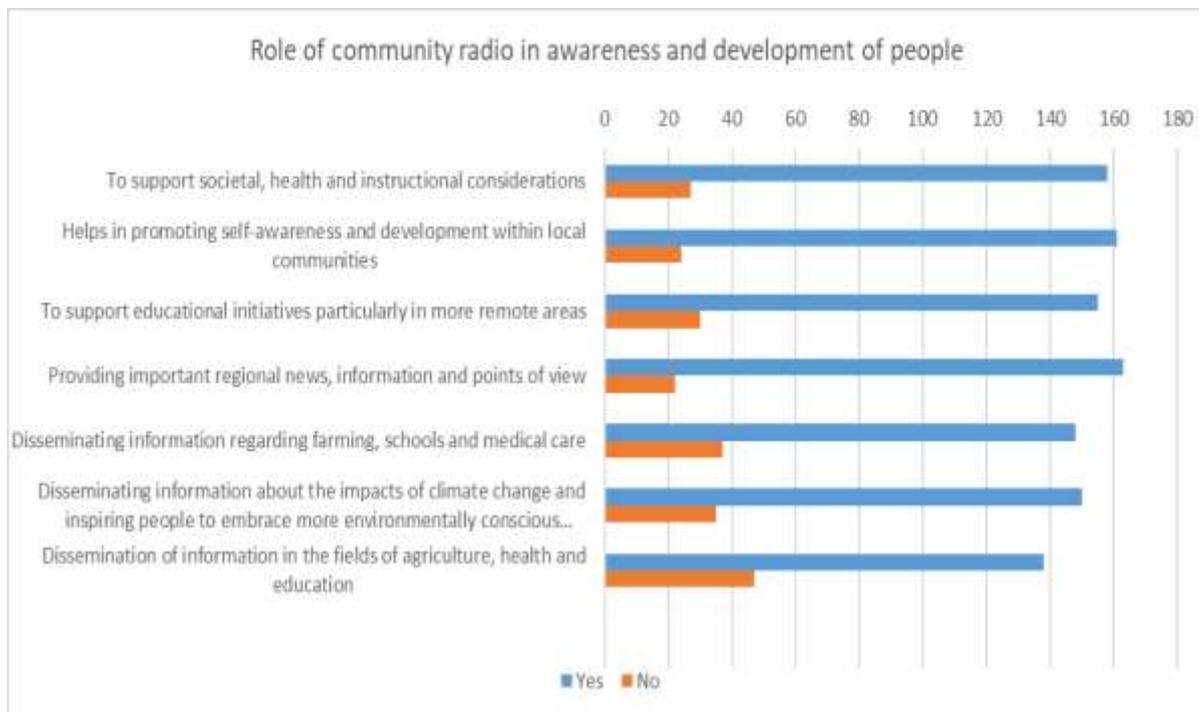


Figure 1 Role of community radio in awareness and development of people

Table and Figure 1 show the role of community radio in awareness and development of people. It was found that around 88.1% respondents accept that providing important regional news, information and points of view, helps in promoting self-awareness and development within local communities (87.0%), to support societal, health and instructional considerations (85.4%), to support educational initiatives particularly in more remote areas (83.7%), disseminating information about the impacts of climate change and inspiring people to embrace more environmentally conscious behaviours (81.0%), disseminating information regarding farming, schools and medical care (80.0%) and dissemination of information in the fields of agriculture, health and education (74.5%).

CONCLUSION

In a nutshell, the findings of this research highlight the importance of community radio in terms of promoting general awareness and development. According to the findings of the study of the relevant literature, community radio has been put to productive use in a variety of fields, including agribusiness, health care, education, and the fight for women's rights. Community radio has a significant potential to assist listeners in maturing and becoming more self-aware. On community radio stations, individuals of the community are encouraged to discuss topics that are relevant to their lives, air their concerns, share their experiences, and speak about their experiences. This makes it possible for information that is relevant to the desires and objectives of the community to be disseminated, which may lead to an increase in understanding and provide individuals with more agency. People are able to feel more confident of who they are and where they fit in the world when they listen to community radio because it can also support regional traditions, languages, and cultures (Kondlo, 2015). This literature analysis examined previous research to demonstrate that community radio can successfully progress consciousness and development in a variety of contexts. In conclusion, the findings of the research shed light on the significance of community radio as an effective medium for fostering greater consciousness and personal development among those who listen to it. After reviewing the relevant published material, it became clear that community radio has been put to productive use in a variety of fields, including education, healthcare, agriculture, and the liberation of women. The purpose of this research is to determine whether there is a correlation between Indians' levels of development and understanding and their exposure to community radio. The findings of this research will provide significant new insights into how community radio can promote the development of an area over the long term. With the assistance of these findings, the efficiency of community radio initiatives in

India and other developing nations can also be increased. Community radio has the potential to develop into a powerful instrument that can not only support societal and economic development but also bring about beneficial change in the places that it serves. When all aspects are taken into consideration, this potential exists (Kgomongwe, 2015).

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