



“IMPACT OF FM RADIO ON THE AUDIENCE IN SMALL CITY”

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Abstract

Mass media is immensely dominating the life in the 21st century. With the passage of time, the role mass media has diversified; from being a mere tool for disseminating news, mass media has become a watchdog and opinion-makers. It has become a powerful agent of inducing social change. Globalization, the greater connectivity, cultural exchange over continents and the pacing up of social development in the Third World countries are some of the consequences of the application of mass media. Pakistan, among the Third World countries, has greatly employed mass media to facilitate the development and growth in its far-flung remote areas. Mass media has played an evident role in beefing up the social developments in small-town, remote cities that suffer from inaccessibility often due to weather, landscape or political turbulence. The city of Quetta, the capital of the province of Balochistan is one such where FM radio, the cheapest and easiest source of communication enjoys vast popularity. This study is conducted to explore the aspects in which FM radio as a source of communication has facilitated the people of Quetta. It also studies the utilities of FM radio in Quetta and hence what factors have caused the FM radio's popularity in Quetta to surpass the popularity of other mediums of communication. A survey with a close-ended questionnaire was conducted in which the respondents were asked about their reasons for listening radio and how many hours of the day they listen to the radio. The results concluded from the study showed that radio is equally popular in people of every age group but each age group has different utilities attached to the radio. Young people listen for entertainment purpose while people from middle age groups listen to the radio for news and current affairs programs. The housewives too listen to the radio for daily household tips. It was also ascertained that its easy availability on mobile phones, free of cost and less dependence on electricity for operation are the reasons behind its popularity in Quetta city. I hope that my research work on this particular topic will be helpful upcoming media studies students. It will also be a humble contribution from my side.

Keywords: FM radio, Social Change, Community Radio, Globalization, Third World.

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INTRODUCTION

Radio is an important source of communication and is considered a systematic means of entertainment, information, instruction, guidance, and education. Since the invention of the radio, advancements in the radio industry have taken place that has increased its importance manifold. Radio is amongst the oldest modes of communication through electrical means. It has shortened the far-flung distances of the world. Radio has some un-paralleled attribution as a source of communication. Radio is a popular source of broadcasting news, information and entertainment in a country like Pakistan with low literacy rate. Radio programs have been pivotal in educating farmers on the latest agricultural methods and techniques to help them meet the challenges of the present day. Music programs is a major reason for popularity on the radio. Since people want to enjoy the songs of their favorite singers to relax.

In Quetta, the radio is without a doubt the most effective medium of communication because of its cheap availability, freedom from dependence on electric power for operation, easy access and deep penetration. Though it is not possible to find out the accurate number of people in Quetta to be facilitated with radio transmissions it is estimated that 70 percent population listen to the radio in one way or another and 45 percent are regular listeners. It is anticipated that the audience of radio expands with the rise in the education level of the masses. Moreover, there exists a direct correlation between radio listening and cell phone users. As the use of cell phone increases the quantity and quality of listening also increases. In Quetta, the radio plays an important role in three fields: audio entertainment, information, and education. The entertainment programs are high on demand and next comes the programs combined with information with entertainment. Current affairs program is ranked third while religious programs are the least in demand. Communication means sending message, ideas, knowledge and values from one place or person to another. Three elements are essential for successful communication which is the source, the message and the destination. If the source is not conveyed clearly or the encoding process of information is not done properly through signs of transmission and on the other hand transmission is not done timely and with desired speed and in case the decoding process of message is not handled by destination so it is for sure that the system is not working on the desired or expected level. Then we realize that all these steps must be accomplished with relatively high efficiency if any communication is to be successful.

The radio and its audience relations is based on trust as radio is not aware properly about its audience. Radio delivers effective programs on social issues and aware, informs its audience despite the stranger relation with its audience. (Bonini, 2014). Anything that is spoken by Radio announcer or icon guest on the social issues in radio comes under the social initiatives started by that particular FM radio station (Castells, 2000).

FM radio is the cheapest source of communication that is comparatively readily available. The radio system was established in Pakistan in 1970 and later FM broadcast penetrated rapidly in Pakistani youth (Safi and Iqbal, 2015). There is vital

change brought with the passage of time and it has been found that in last 10 years there is an exponential increase in the broadcasting industry in Pakistan as compared to the era before that; this change in trend is brought due to the privatization and globalization; most important aspect is the free economy market. With the advent of such trend, the government is trying to introduce certain ethical codes for the broadcasting media, which has to be regulated and followed (Mohammad et al., 2011).

There are about six different radio stations in the province of Baluchistan, whereas in Quetta there are multiple radio broadcasting stations that include Hot FM 105, Chiltan FM 88, FM 101, FM 93 and Sky FM 89. These FM radio stations broadcast programs on social issues and health issues, social information, local and global news, general knowledge, on-air call and public opinion regarding certain topics. Besides this, popular figures in Quetta and Baluchistan are invited as guests to enlighten the listeners on various aspects of life. According to previous studies, 61% of people in Pakistan tune to FM channel for music to listen to the latest music. In another survey, it was found that mostly people at home or at workplaces tuned to FM (Safi and Iqbal, 2015). But with the passage of time, the trend has changed now people are aware of this tool and they are taking the privilege to transmit knowledge that would bring positive change in society.

In spite of many TV channels radio is still highly popular among the youngsters; keeping in mind that according to the demographics Pakistani population comprises 68% of the youth. It is noteworthy that radio has become an important medium of communication in our daily lives. It can be predicted if this platform is used in a proper way to its full potential then it produces fruitful results in the transfer of valuable information that can bring awareness to our new generation.

Profile of Quetta City

Quetta is the administrative capital city of Baluchistan. It is situated close to the Afghan border and according to 2017 census and the population was estimated 1.001 million. Quetta is not only among the few architect pre- designed cities, but geographically it is situated at the high- altitude positioned 1,680 meters above the sea level. Quetta derives its name from the work kwatta which in Pashto means castle. Earlier Quetta was also named as Shal or Shalkot. In the past, Quetta people resided inside a fortress and the remains of this fort still exist, the boundaries of Quetta city have extended much beyond the walls of the fortress. The city is surrounded by four magnificent hills like Koh-e-Chiltan, Mardar, Takatu and Zarghoon and giving a natural valley appearance to the city. Quetta division is also well known for its beautiful fana and flora. Pistachio and Juniper trees are extensively found. Quetta is known as the fruit basket of the country and its fruit are in great demand across the country. (Paracha Shahid, 2012)

Quetta initiated its settlement inside the fort boundary walls locally named as Miri and its remains still exists inside cantonment area of the city. People lived and passed through this fort before this fort was built. The remains of Indus Valley Civilization were found in the form of gold bulls during the construction of the famous Quetta Serena Hotel. The ancient archeological objects like beads, clay

figurines, pottery, and blades have earlier been found in various areas across the Quetta city. The history of Indus Valley Civilization dated back to 3,200 BC. Pishin which is located in close proximity of Quetta earlier was part of Kandahar which is now the southern province of Afghanistan. (Baig, 2003)

Quetta earlier was a part of Afghan administration but in the 19th century, it became part of British Raj. Quetta population mainly comprises of Pashtun ethnics besides Baloch, Hazaras, Punjabi, and other Minority Groups. Average residents of Quetta city speak languages spoken including Hazaragi, Balochi, Brahvi, Urdu, Punjabi, and Sindh. The Quetta city area is 2,653 km², surrounded by four mountains giving appearance of a natural fort. Importance of Quetta cannot be denied due to its important strategic position as it is a key trade route between Pakistan and Afghanistan. The famous Bolan Pass is also situated here serving as the gate way to South Asia (Abdullah, 2006).

The traditional Pashtun cuisine are Kudi kebab and Namkeen (salty) Roash and traditional Suji is very delicious cuisines are in great demand across the city. The tribal Pashtun food “Roash” known as “Namkin” in local language is in high demand for visiting tourists as well as local people. Quetta is also famous for Landhi which is drying meet for winter season and has salty taste. The Landhi is not only supplied to other parts of the country but also the most consumable food in winter. (Abdullah, 2006)

Problem Statement

Radio is one of the cheapest modes of communication that is available to layman, through which person gets in contact with the rest of the world irrespective of the geographical location. It’s a source of transfer knowledge, and a source of entertainment. That’s just the least because during certain hazard it can be used as source through which person can connect with the citizens and tell them about the happenings in their surrounding and plus guide them in that situation. That is how social change initiatives by FM radio manipulate the audience for some response and action.

The impact of FM radio is immense in Quetta city where I have grown up. I always appreciate smart ideas aiming to enhance the utility of FM radio as a tool of communication. This research answers the following questions.

RQ 1: How the FM radio industry flourishes in the presence of the latest sources of entertainment, news?

RQ 2: How FM radio is playing its role in creating a positive social change in society?

RQ 3: How FM radio is influencing the youth?

Objective

The key objectives of this research are stated as below.

- Learn and identify the diverse social change effects on the population due to the change in the content by the various FM radio stations.
- Learn and identify the impact of the FM radio on the social and communication

exchange among the audience.

- Learn identify the positive aspects that can be used to bring positive change in society using FM Radio.
- Understand the relation between FM radio and social awareness.

SCOPE OF THE ARTICLE:

The scope of this research study is very broad. It will be useful for the future research scholars and research fraternity . And for those who are going to conduct research on any small community which has limited resources and does not have latest gadgets and equipments and of course high tech media technologies.

Justification and Benefits

The study will help us determine the factors that give radio a leverage over other mediums of communications. Radio is one of the oldest media industries and FM radio has great significance in the daily lives of the audience. It is a medium that enables the exchange of knowledge and information among individuals situated at longer distances. Since the study specifically focuses on the communication scape in Quetta, the study can explore how FM radio stations can facilitate the assimilation of Quetta city in a national loop. With the availability of new technologies such as cell phones and other communication devices, people can easily access the FM radio of any country using the internet. Basically media is a key medium to inform public about things happening in the world, especially to those ones that don't have direct access to the knowledge. It's not only task is to transfer the world updates but along with that it provides an opportunity of entertainment to its audience (Happer and Philo, 2013). At the beginning it was taught by the early development communication theorists that the simple exposure to radio communication was sufficient to origin social changes to facilitate development. This certainty caused the beginning of several Radios for development projects (Dagron and Tufte, 2008).

Historical background of Radio

Radio was invented in the first decade of the 19th century but came to the Indo-Pak subcontinent in the 20th century. Its use, moreover, was limited to only those urban areas that had electricity. The invention of the transistor radio in 1947 brought about a technological improvement in that the radio set was no longer dependent on the availability of electricity, but could be powered by dry battery cells.

Like radio, the transistor also came late to Pakistan. It was put to commercial use in this part of the world in the early 1960s. The transistor set came as a wonderful invention of science for the rural people. It entertained them with all sorts of audio arts and opened the floodgates of information for them.

AM AND FM Radio

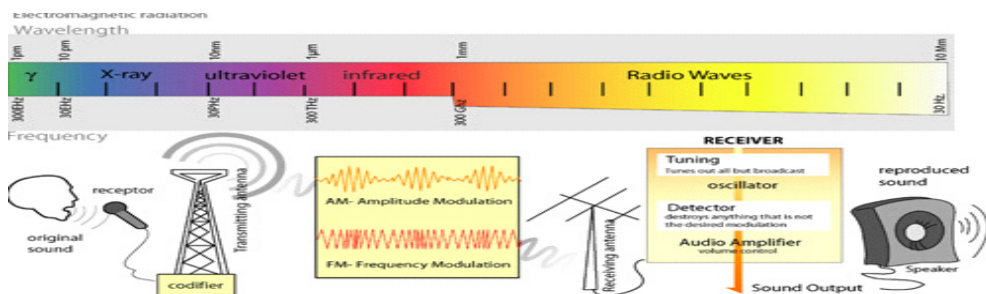
1: AM Radio

The word AM abbreviation stands for Amplitude Modulation (AM) and sound is transmitted

Properties	AM	FM
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Abbreviation elaborated	Amplitude Modulation	Frequency Modulation
Transmission	Frequency is constant, amplitude varies	Amplitude is constant, frequency varies
Invented by	Reginald Fessenden	Edwin Howard Armstrong
Invented in year	1906	1933
Frequency bands		
	Long wave is 153–279 kHz, Medium wave is 531–1,611kHz, Short wave is approximately 2.3–26.1 MHz	87.5 to 108.0 MHz
Used for	Mainly talk radio and news programming	Music radio and public radio
World Radio Stations	16,265 AM stations	28,693 FM stations

through variation of signal strength. AM uses Amplitude modulation for transmission of sound in which the signal strength and amplitude is changed for transmission purpose. This entire process enables the person to hear the transmitted message. On the other hand, if the signal does not carry However, if the signal does not carry strong waves, it is not audible properly and only hear the static.



The transfer of the FM and AM radio waves form the receptor to the receiver.

FM Radio

FM stands for the Frequency Modulation (FM), in which the sound waves are transmitted through variation of signal frequency. it the waves of sounds are transmitted by changing the signal frequency. FM signal quality is much better compared to that of AM, but a far reduced range. The range of FM signal is quite small in comparison with AM and therefor it uses many transmitters to transmit the

message in the area equally covered by AM transmitter covers.

Profile of Chiltan FM88.(QUETTA)

Chiltan FM88 is an interactive radio station with broadcast coverage ranging across Quetta, Pakistan. It provides a variety of segments with core focus on education, political news, interactive talk shows and musical entertainment. Launched in October 2008, Chiltan broadcasts its radio shows in multiple languages and provides a diverse genre of music to its listeners.

Station Name	Frequency	Name of coverage area of location	
Chiltan FM	FM 88	Quetta	Mastung
		Kuchlak	Sheela Bagh
		Pashin	Dasht
		Yaro	Kolpur
		Gulistan	Mian Ghundi
		Qilla Abdullah	Hazar Ganji (Lak Pass)

Table 2: showing the list of the area covered by the Chiltan FM 88

Broadcasting languages	Baluchi, Brahui, Pashto, Persian, Sindhi, Urdu, English
Music genres	Pakistani Pop, Indian Pop, Indian and English Chart toppers, Ghazal and Folk

Table 3: shows the different broadcasts in different languages and music genres in FM88

Staff Category	Number
Program Producer	1
Marketing Manager	1
Engineers	3
Radio Jockeys (RJs)	24
Volunteers	2
Blue-collared Staff	2

Table 4: Representing the list and number of staff for each category in FM88

SMS service	Text to 4471
SMS Frequency	1000+ SMS/day
Caller Frequency	400+ Calls/day
Transmission Timings	24
Transmitter Power	100 Watts (Italian)
Antenna System	100 Feet with audio process for the radio

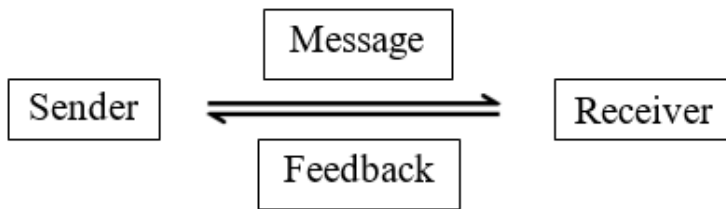
Table 5: showing the frequency of daily users taking active part in giving the feedback.

Day	08am-09am	09am-10pm	10am-12pm	12pm-02pm	02pm - 04pm	04pm - 06pm	06pm - 08pm	08pm - 10pm	10pm - 12am
Monday	Remix Hit Music	Broadcaste Class (Kids Education Show)	(Entertainment)	(Balochi Music)	(Sindhi Show)	(Brahui)	(Pashto)	(Entertainment)	(Kinbeen Bolti hain)
Tuesday	Remix Hit Music	Broadcaste Class (Kids Education Show)	(Music 90)	(Current affair)	(Brahui)	(Entertainment)	(Music Hit)	(Entertainment)	(Career Counselling)
Wednesday	Remix Hit Music	Broadcaste Class (Kids Education Show)	(Remix Music)	(Balochi)	(Brahui)	(Entertainment)	(Entertainment)	(Social Issue)	(Music information)
Thursday	Remix Hit Music	Broadcaste Class (Kids Education Show)	(Entertainment)	(Sindhi Show)	(Entertainment)	(Brahui)	(islamic Spech)	Babar Yousuf	(Old is Gold)
Friday	Naat hamd	Naat hamd	Arfana Qalam	Namaz Brak	Namaz Break	Asif shahwani (Entertainment)	Zahir Durrani (Pashto Music)	Jamrooz (Entertainment)	Musawir shah (Entertainment)
Saturday	Remix Hit Music	Broadcaste Class (Kids Education Show)	(Entertainment)	(Social issue)	(music)	(Pashto)	(Entertainment)	(Career Counselling)	(Comedy Night)
Sunday	Remix Hit Music	Broadcaste Class (Kids Education Show)	(Pashto)	(entertainment)	(Comedy show)	(Brahui)	(Entertainment)	(Education Show)	URDU ADAB

Theories and Social Change Perspective

According to the August Comte’s theory there are three main stages, in 1st stage it was taught that there some super natural powers that controlled human behavior; in stage 2 these supernatural power changes as God intellection power comes, in 3rd stage through which our society is going is the one in which things are going in the cyclical manner and things are studied in the empirical form (Fadעי and Oduwole, 2016).

In the Karl Marx’s theory, it states that economical factor plays an important role in the change of society. There are some stronger forces in the economy which are controlling the social change, if society gives up from these forces then and only society can change, else it would follow the same old path (McLellan, 1996).



Transactional Model of Communication Theory

Public opinion is the key source of social change and democracy flourishing in society. Though the public officials are chosen through the voting process to run the government business and public entrust upon them the power to make decisions that affects the public lives. The way public leaders exercise their power is quite different from dictatorship. Their decisions are much influenced by public opinion which is the key instrument to elect them into their office. News media is the primary source to transmit the public opinion Al (Noelle-Neumann 1989).

LITERATURE REVIEW

Radio is considered one of the effective ways to easily access the people and transfer the new information (Safi and Iqbal, 2015). Even though the listener and the speaker don't know each other but there is a mutual faith between them. For a longer period of time people would just listen to radio without sending any feedback because there was no fastest mean of communication between the listener and the speaker (Levinson, 1999). Secondly the FM radio usually doesn't reach a long area but it can be specified to particular geographical area or a certain population (Madamombe, 2005). Therefore there are particular numbers of people from certain area that listen to it. Most important the only mean to communicate in the older time was to send mail and this was time consuming process. Therefore during that period there were fewer participants to speak for a particular topic. Later in 1969 in Italy, the phone call system was introduced in radio program named "programme Chiamate Roma 3131" as to get the feedback from the listener. With passage of time now portable phones, email, blogs, Internet streaming and other social media pages have reduced the communication gap and it has reestablished a favorable environment for the public to communicate and share their precious ideas. With the addition of the social networking sites (SNS) the audience is becoming the real part of the radio (Levinson, 1999).

There are different historical phases for the radio, in which the first phase started from 1920-1945. It is also known as the "An invisible medium for an invisible public" as it's the start of the radio phase which was used for the political point of view for propaganda, educational and "spread consumer culture". There was no contribution of the public so you can say that the speaker was invisible and therefore it was one to many communication models.

Through mutual relationship between the different FM radio stations the radio policy and programs are much more improved. This relationship is only possible through the networking, as through it various programs from different radio stations with in the country can be shared and on aired in another city. This can be used as the joint strategy in sharing research, experience, and training staff. It's not only useful in the development but also in the emergency situation so as to get support. Networking has provided a mutual understanding through this it can make polices, even PEMRA has relaxed in certain situation so there can be a joint current affair program in which journalist from different cities can take active role and share their view on a certain topic, plus along with that the listener can take part in it by using the text messaging call or email as source to share their opinions. In this way FM radio is improving the standard of their current affair program and the news (PPF, 2009).

RESEARCH METHODOLOGY

This research was conducted to study entire Quetta city. A quantitative method of a cross section of the population was taken. The questionnaires' was designed keeping in mind the diversity of the demographic. The questionnaire asked its respondent their viewpoint on the role of FM radio in spreading the community awareness in Quetta. As this is classified as Quantitative Research because here we focus on the counting and classifying features related to the topics. Participants willingly took part in the survey program. Since different FM radio stations such as HOT FM 105, Chiltan FM 88, FM 101, FM 93 and Noori FM 96 (with no proper set up) are being broadcasted in Quetta at the moment the questions were asked related to these channels.

Survey

Survey is the most widely used method as it is ideal for studying large numbers of people.

Forms of Survey

The two main form of survey are

- **Interview**

The information is obtained through either in person or through telephonic conversation and questioning.

Questionnaire

The researcher obtains information from the respondent either in printed or written form. To carry this survey, prepared close ended direct questions were asked from the participants. The questionnaires were circulated among the respondents by the researcher in personal. Filled in questionnaire were collected afterward and the total number were confirmed. In my research the participant age was grouped in between age 15-50. Data collection was carried out for both male and female equally so that it remains rational.

Place of Data Collection

Individuals from the Quetta population were selected and data was randomly selected from the participants from different age. Individuals data was taken from people that were in school, colleges (Government Girls College Quetta Cant, Science college Quetta, Tamera-e-Nau college Quetta), universities (Sardar Bahadur Khan Women University (SBKWU), Balochistan University (UOB), Baluchistan University of Information and technology Engineering and Management Sciences (BUIITEMS), Bolan Medical College (BMC) Quetta), offices and at home.

FINDINGS

This survey was carried out in Quetta in which 200 individuals were taken into account for being part of it. Questionnaire was filled by groups of people aged between 15-50. Where keeping in mind the data was taken from both male and female with equal ratio 1:1. In this survey not only students (school, college and university) took active part but those people were also included that were either working in offices, shop or were at home.

There were about 32 close-ended questions. The result for the survey is mentioned below in the table 1, which shows the percentage for each and every option for a given question. This percentage was calculated for each option depending upon individuals selecting it from 200 individuals.

1	Do you spare time for radio listening?	Yes 70%	No 30%		
2	Do you spare time for FM radio listening?	Yes 70%	No 30%		
3	Which FM radio station do you listen from the given list? (Eg: Hot FM 105, Chiltan FM 88, FM 89, FM 101, FM 93 and FM 96)				
4	Do you listen any other radio station?	Yes 30%	No 70%		

5	If you listen another radio station please mention name.	BBC urdu 10% SAMA FM Radio Pakistan regional Radio Pakistan Quetta BBC London			
6	Are you a regular listener of FM Radio?	Yes 60%	No 30%	Neutral 10%	
7	How many hours do you spare for FM radio in a day?	3hours 65%	3> and >4 hours 20%	More than 4hours 15%	
8	What are your favorite programs in FM transmission?	News and current affairs 10%	Music or entertainment 72%	On-air caller program 13%	Other 5%
9	Do the broadcast of FM radio reach to almost every sector?	Yes 80%	No 10%	Don't know 10%	
10	Do you think the current affairs and news program present bias free picture of real social issues of society?	Yes 33%	No 52%	Don't know 15%	
11	Which time you listen FM radio?	Morning 10%	Afternoon 20%	Evening 45%	Night 15%
12	Where do you listen FM radio mostly?	Home 46%	Work place 10%	college/uni 15%	Automobile 29%
13	Do you listen regional programs on the FM radio?	Yes 68%	No 33%		

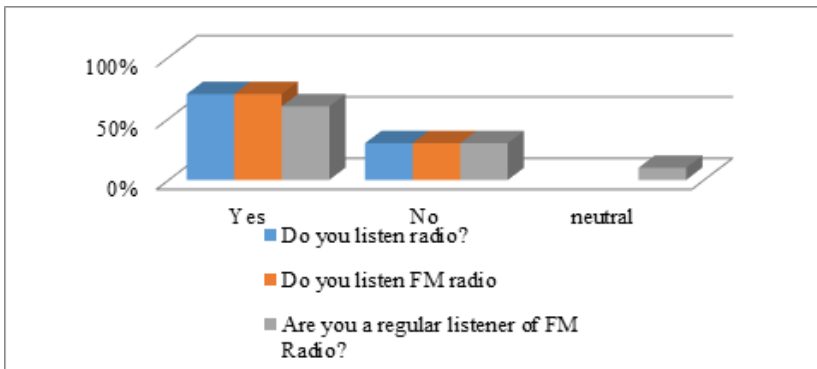
14	What is your satisfaction level with FM radio broadcast?	Highly Satisfied 23%	Satisfied 53%	Neutral 15%	Dis Satisfied 9%
15	How much you are satisfied with quality of regional cultural programs in FM transmission?	70-80% 30%	80-90% 60%	90-100% 10%	Not at all
16	In regional program what aspect is mostly shared?	Music/ entertainment 55%	News 25%	Celebrity interview 15%	Current affair 5%
17	Do you think program present in local languages help in creating harmony among different ethnic segment of society?	Yes 75%	No 10%	Don't know 15%	
18	What is your preferred medium to listen FM radio?	Online 5%	Digital radio 9%	Mobile device 70%	Radio 16%
19	How much advantage in term of learning and entertainment you attain from your favorite FM radio programs?	You are up to date on issue related to the daily routine 22%	Vigorous source of entertainment 68%	A misuse of time 7%	No effect 3%
20	Is the FM radio broadcast easily accessible to the public?	Yes 82%	No 12%	Don't know 6%	

21	Is FM radio program promoting positive social change in the society?	Yes 73%	No 22%	Do not know 5%	
22	Does RJ way of communication has influenced your fluency of Urdu language?	Yes 55%	No 30%	Don't Know 15%	
23	Do you feel your language fluency has enhanced due to the RJ's method of Communication?	Yes 70%	No 20%	Don't Know 10%	
24	The approach of DJs towards social life is frequent?	Practical 30%	Optimist 50%	Cynic 10%	Don't Know 10%
25	What is the effect of the FM radio programs on the Baluchistan youth?	Positive 81%	Negative 9%	Neutral 10%	Don't know
26	Do you listen to the regional program on aired on the FM?	Yes 70%	No 30%		
27	What is your best music choice to be on aired on FM radio station?	Regional music 10%	Pakistani Music 15%	International music 50%	All types 25%

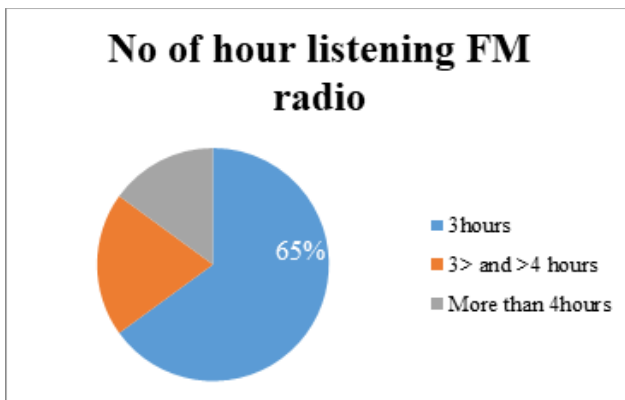
28	In international music which one you prefer please mention.	English Indian Arabic Turkish Persian Italian French			
29	Does RJ share any research or scientific information on FM radio	Yes 25%	No 40%	Neutral 20%	Don't know 15%
30	What type of entertainment program do you like on the FM radio	Music and dedication 60%	Cooking and tips 20%	On-air live call session 10%	Celebrity interview 10%
31	Is there any program on aired for precautionary measure during any disaster or before any critical situation?	Yes 30%	No 60%	Neutral 50%	Don't know 5%
32	Have you ever participated on live call and shared your idea or talked related to any topic?	Yes 62%	No 48%		
33	Have you ever emailed or send text message to share your idea or send feedback regarding topic or related to program?	Yes 85%	No 15%		

Table 7: showing the questioner result along with the percentage for each option selected by the individuals taking part in the survey

Graph1: showing the individuals either listening radio; FM radio or being regular listener.

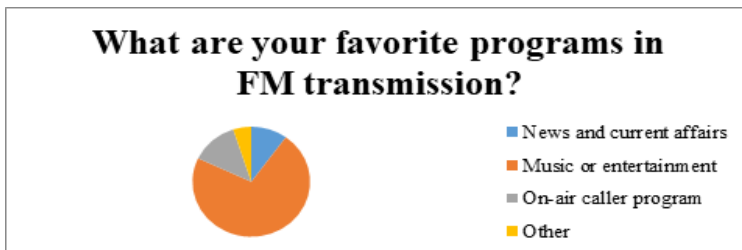


In the above graph it shows the percentage of each consequence on y-axis, where on x axis each consequence is given. The blue bar represents the individuals that listens to the radio, red represents the individuals either listening radio or not; green bar represents the regularity of the listening FM radio. Graph2: represents the no of hours listeners listen the FM radio

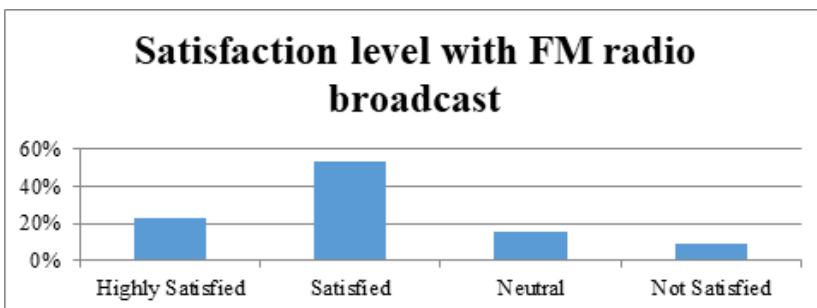


The pie represents the individuals that listen the FM radio and each color in the pie represents the total no of hours they listen. Blue color represents 3h listening FM radio; red shows between 3-4h and green represents those listeners that listen FM radio more than 4h.

Graph3: illustrates the participants liking the programs being broad casted on FM radio

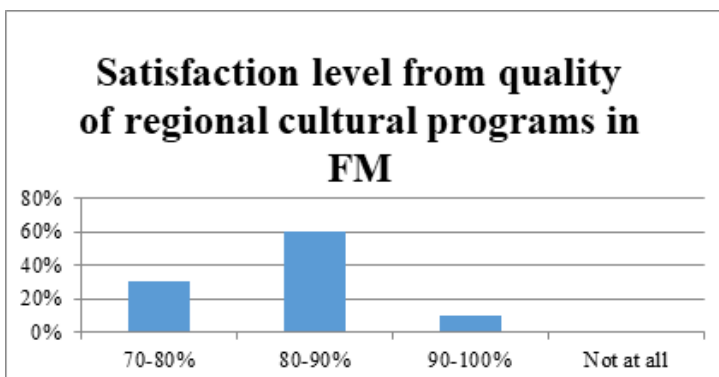


In the above graph it shows the major categories of programs being broadcasted on the FM radio. Each pie represents various categories and the percentage liked by the participants or the listeners. Graph 4: Shows the level of satisfaction of listeners listening FM radio programs.



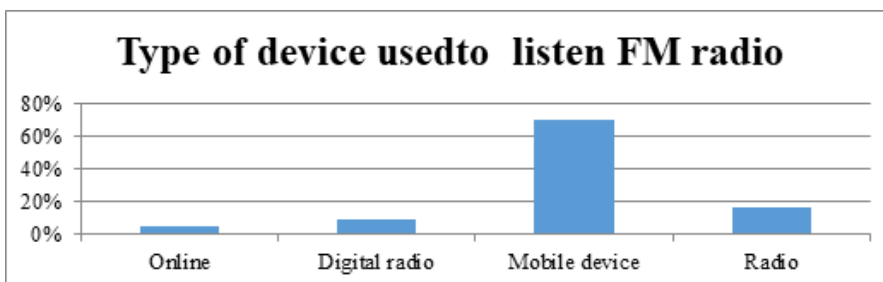
The above graph illustrates the satisfaction level of the participants that is represented in the form of bars. Each bar represents the percentage between the highly satisfied level, satisfied neutral and not satisfied level.

Graph 5: Shows the satisfaction level obtained from the regional program



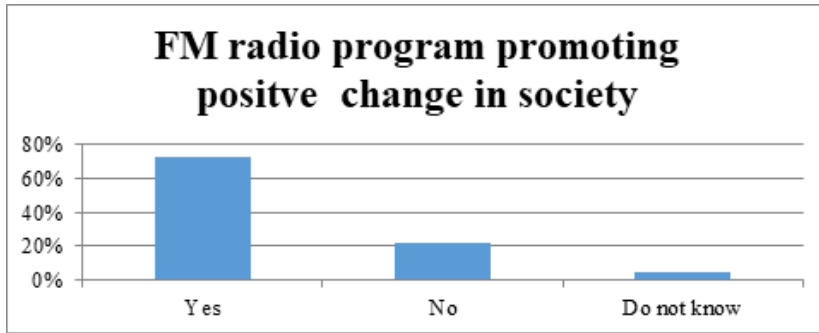
In the above graph it shows the percentage of the satisfaction level obtained by individuals from the regional programs that are broadcasted on the FM radio. Satisfaction level is categories on bases of non or in between 70-100% percent

Graph 6: illustrating the device used by listeners to listen the radio programs



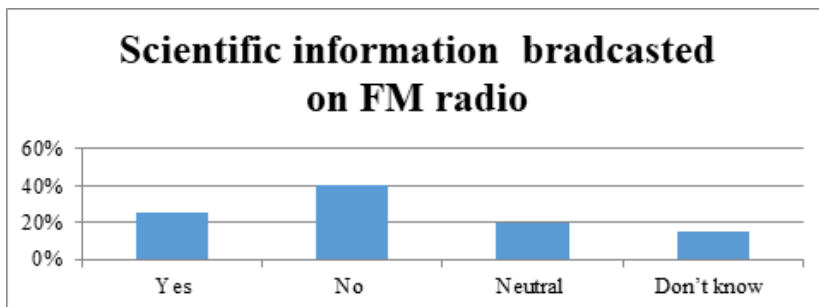
In above graph it shows the various devices used by the listeners to listen the FM radio and each bar shows the percentage of individuals using the particular kind of the electronic device.

Graph 7: showing the participant’s opinion regarding the promotion of positive change in the society



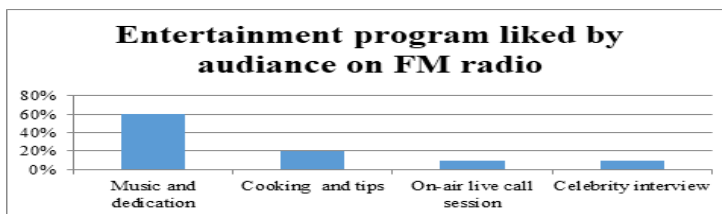
The above graph illustrates the percentage of the opinion of the individual participants regarding the FM radio programs. Each bar represents satisfaction level in form of percentage for the categories yes, no or don’t know.

Graph 8: illustrating the participates opinion regarding the scientific programs broadcasted on FM radio



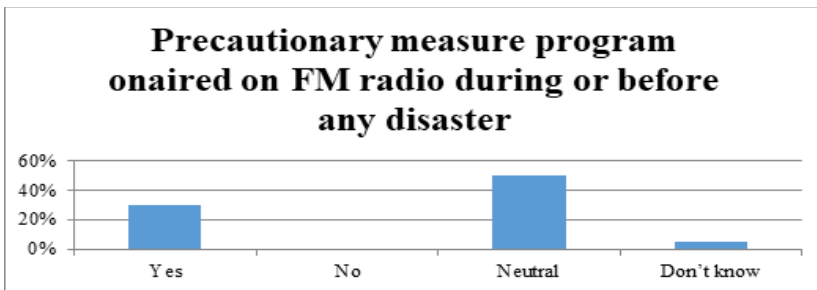
Above graph shows the individuals opinion regarding the scientific program being on aired on the FM radio. Blue bar represents the category that includes yes, no neutral or don’t know.

Graph 9: Shows the entertainment program liked by the audience



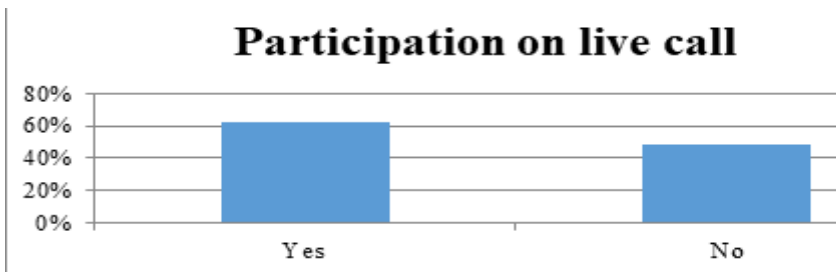
In the above graph different entertainment programs are shows on the axis that are on aired on FM radio. On y-axis it shows the percentage for each program liked by the participants. Blue bar represents each individual choice of program liked by them that is broadcasted by the FM radio station

Graph 10: Shows awareness of the people to the Precautionary measure program on aired on FM radio during or before any disaster



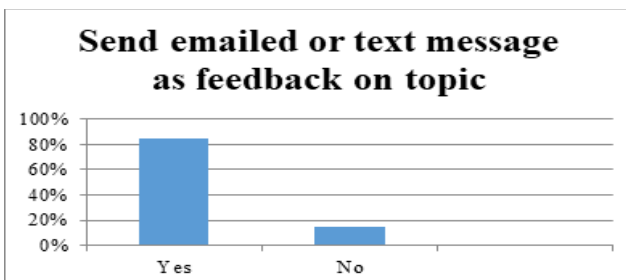
The above graph shows the awareness of the programs that on aired on the FM radio station for the precautionary measure during or before any disaster. On x axis it represents the opinion of the individual participants to be either aware of the program or not or they don't know at all.

Graph 11: Represents the active role played by the listener in participating on live call



Above graph illustrates the participation level of the individuals on the live call based on the topic being discussed on the FM radio

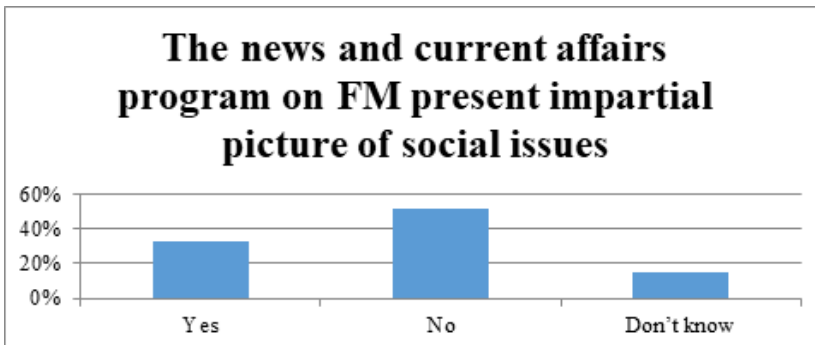
Graph 12: Represents the other mean of communication used to send feedback on particular topic on aired on FM radio



Above graphs depicts the individual's percentage using the email or text message

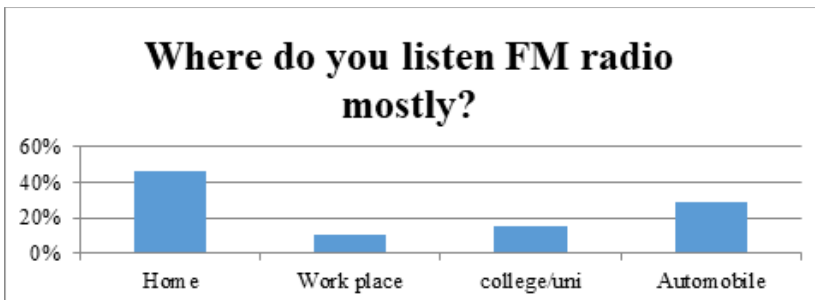
as source to send the feedback on the topic broadcasted by FM radio station

Graph 13: Shows the opinion of people regarding the current affair programs on aired on the FM radio



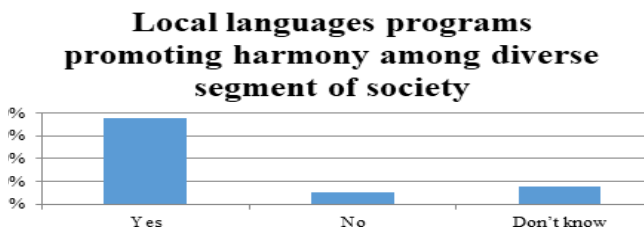
The above graph represents the opinion of the participants that either agree or disagree with the point that the FM radio programs originally depicts the social issues in a given societ

Graph 14: Shows the opinion of people regarding the current affair programs on aired on the FM radio



In this graph its shows the place where mostly listener prefer to listen the FM radio programs. For each category on x axis there is specific percent of the individuals preferring the place to listen.

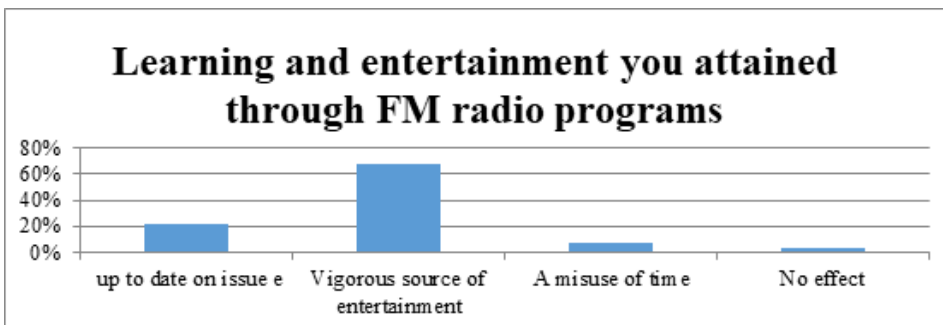
Graph 15: illustrates the opinion of people regarding the promotion of harmony among the society on base of the local language programs



In this graph its shows the opinion of participants that to see if according to the

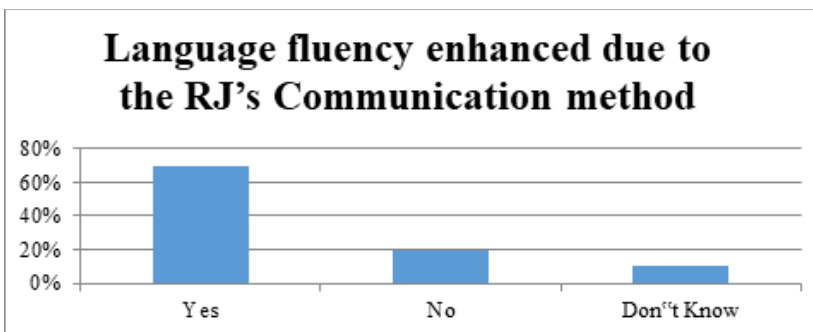
local language program are initiating harmony among the society

Graph 16: Shows the opinion of the listener regarding the programs that in which individual learns or gets entertained



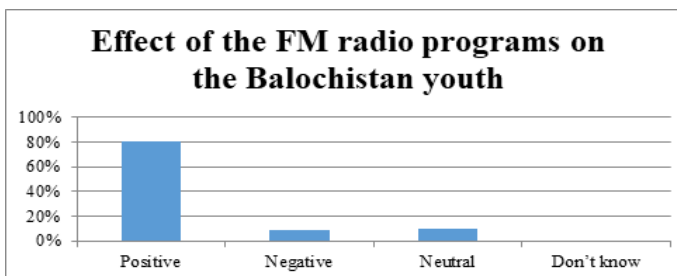
The graph illustrates the opinion of the listener on base of selection of the various categories liked to the programs that either are entertaining, and source of knowledge or just wastage of time.

Graph 17: Represents the enhancement of the language proficiency of individuals on base of the RJ communication during the program



In above graph it shows the participants opinion on base of the enhancement in the language fluency is due to the RJ methodology used during the communication

Graph 18: illustrates the opinion of people regarding the promotion of harmony among the society on base of the local language programs



In the graph its shows the opinion of the participants regarding the effect of the FM

radio program on the youth of Baluchistan. In the graph it is represented in bar if the programs have brought a positive, negative or no change in the society.

DISCUSSIONS

Radio is encoding and decoding electromagnetic sound waves of different frequency especially those carrying sound messages (Friedrich, 2009; Anonymous, 2012). It is used to transfer or broadcast using the radio tool as to negotiate (Happer and Philo, 2013). The cheapest source of the media transfer in Pakistan is the FM broadcast between the listener and the speaker. Even they are far apart but the speaker has full opportunity to transfer the knowledge.

If we talk about Pakistan so, in 1970 Radio Pakistan was established as corporation and later FM broadcast penetrated rapidly in Pakistani youth (Safi and Iqbal, 2015). There are about six different radio stations in Baluchistan, whereas in Quetta there are different radio broadcasting stations that include Sachal FM 105, Chiltan FM 88, FM 101, FM 93 and Noori FM 96. These FM radio stations broadcast different content which includes social issues and health issues, social information, local and global news, general knowledge, on-air call and public opinion regarding certain topics. Along with all certain guests are invited related to different field on which they exchange the knowledge to the listener. This survey was carried out to see, that either FM radio broadcast does bring social change and awareness among the listener's, especially among the youngsters. What are the positive aspects that can bring the change in the society? This survey was carried out in Quetta and 200 people selected depending upon different age groups. Questionnaires were filled by the individuals. According to them the result was compiled and it was found that found that 70 % of the people listen to the radio and mostly the individuals that were listening to the radio were between the age of 18-40. It was also found that 72% audience listen to the programs that were related to the entertainment and most of them were the youngsters because they preferred to listen music and other entertaining programs; Similar results were observed previously and it was estimated that 61% of people in Pakistan tune to FM channel for music and the reason is that it on air new songs in another survey it's found that mostly people at home or at workplaces tune FM (Safi and Iqbal, 2015).

It was also perceived that some of the youngsters liked program that were related to scientific information and current affair, but there were very less audience for it and the reason behind this was due to the lack of scientific program being on aired. This conclusion is based on the result of the questioners because there were 40 % people didn't fond the RJs were sharing any scientific program.

Usually the preferred time for the audience to listen FM is evening and there were 65 % audience that listened FM for 3h per day. The most preferred way to listen FM was on mobile phone. It was also concluded from the result that mostly people listened FM while they were driving or were at home. On the base of results, it was witnessed that there were about 30% individuals that were listening to other radio stations. There were 10% that were listening to the current affairs programs and news and most of them were between age 40-50. These individuals not only

listed to the programs that were on aired on FM radio but they preferred other radio stations that were on airing news such as BBC new, Radio Pakistan, Sama News, BBC London, Pashto London etc.

There were about 70% listeners that were listening to the local / regional programs and it was found that 60% people were satisfied from the regional program. It was observed that mostly the RJs in the regional program shared both music, news and along with some information that was somehow helping people that can understand the local language.

CONCLUSION

It can be concluded from the current survey that FM radio is liked by many youngsters for entertainment but FM radio at some point is also playing a role in social awareness depending upon the RJs program and if RJ start to play an active role by sharing more informational stuff along with the entertainment and blending these together this will not only help our new generation in updating themselves but will also help in generating social awareness among them. FM radio is fulfilling the needs of young people by broadcasting the programs of their needs and taste. By giving interesting programs, the graph of radio popularity has increased among youth. The availability of FM radio is possible for youth due to radio application in mobile phone. FM radio is readily available as youth on wheels are active radio listeners.

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