

# RADIO BROADCASTING – A JOURNEY TOWARDS CENTURY

Dr. Chandra Shekhar Ghanta  
Assistant Professor,  
Dept. Of Mass Communication,  
Telangana University, Nizamabad, India.

**Abstract :** Media playing a major role in the development of any nation as media informs, educate, persuade, motivate, aware and decide national agenda. Radio is one of the oldest mass media surviving since 100 years with the same objectives. Radio broadcasting serves the world with programmed information and music, which is one of the most widespread electronic mass media. After a long journey it is surviving still with a new kind of glamour. Public and private sector broadcasting companies are moving on their own way to reach the audience. This paper aims study the origin and growth of radio and research based high-level keen observation and comparison in all aspects of radio industry. This paper also focused on various radio stations and its dedication to wards various programs.

**IndexTerms – All India Radio, FM stations, community radio, privatization, vividh bharathi**

## I. INTRODUCTION

Radio is one of the most powerful and oldest mass media in the world. It is available throughout globe and can be easily accessed. It is a medium exclusively sound and where a performer cannot see his/her audience. Radio is the one and only media which is available all types of audiences. Radio broadcasting operates throughout the world imparting programmed information and entertainment. Recent past day's globalization has brought up lot of changes in radio broadcasting. Nowadays, with the emergence of technological, economical, regulatory, global and social modifications radio brought a new glamour of entertainment, education, and informative tool in the present scenario.

At the same time the incumbent radio stations are encountering extreme competition that challenges their existence. To overcome these challenges radio giving a new shape in broadcasting technology. Now a day's radio become very close to the common man. In present scenario, the mobile phone become a necessary tool to the people radio taken a digital space and easy to carry to anywhere. The vast usage of mobile phones even in the small cities has significantly contributed to increased radio usage. Radio has been a very useful medium to save great hazards like natural disasters by timely intimation of prospective dangers. After print media, radio has emerged as a powerful and influential means of mass communication tool. It has successfully penetrated to every nook and corner of the country and been able to impact human culture. While television has come up in a big way, the popularity of radio still remains intact.

Radio waves were first identified and studied by German physicist Heinrich Hertz in 1886. The first practical radio transmitters and receivers were developed around 1895–1896 by Italian Guglielmo Marconi, and radio began to be used commercially around 1900. Since 1920 it came in to existence in the world.

## II. OBJECTIVES OF THE STUDY

This paper aims to study changing scenario of the radio industry in the country, and discussed various transition periods of radio in India. Based on the secondary data this paper also comparatively analyzed variation between AIR and private FM stations in the country.

## III. EARLY STAGE OF RADIO

Radio have such a long and interesting history, its earliest stages are still quite controversial and lot of complications including its invention. Whatever the arguments, discussions are but Guglielmo Marconi is the person most often credited as the father and inventor of the radio. In the year 1896 Marconi was awarded the very first wireless telegraphy patent in England it securing his remarkable spot in history of radio. Prior 1920s radio restricted to use only to contact ships that were out at sea. After signal rectifications the radio expanded slowly in the British dominated countries as well as other western countries. Before World War I (1914-21) there is no such medium of mass communication to reach out people or soldiers. There is no inter-connectivity and information sharing between the controlling points to soldiers. It leads to communication gap within the war field. This lacking

leads to invention of wireless telegraphy to made telecommunication possible finally led to the invention of radio broadcasting. This is a significant milestone in development of mass communication.

After 27 years of its invention, in 1923 radio entered in Indian sub continent. Earlier it was under control of the British Government. Government intervened in all aspects of radio broadcastings till 1936. When the government allows to privatization and deregulation to establish radio stations, these reforms opened doors for private radio stations to reach masses. With these reforms, various radio clubs were started in Bombay, Calcutta, Madras clubs which marked the beginning of Broadcasting in India. Radio club of Bombay started its broadcasting services in June 1923. In November 1923 the Calcutta radio club started its programs. Madras presidency radio club started its operations in July 1924. This is the first radio broadcasting service in the south India.

#### **IV. EMERGENCE OF ALL INDIA RADIO**

While the expansions are going on the British Government decided to regulate the broadcasting services. In this regard Indian Broadcasting Company inaugurated by Lord Irvin on 23<sup>rd</sup> July 1927; with this the first news bulletin in the country went on the air from the Bombay Station. Later on Calcutta station inaugurated IBC on 26<sup>th</sup> August 1927, another bulletin in Bengali was started from the Calcutta Station. Until 1935, two bulletins, one each in English and Hindustani were broadcast from Bombay and a bulletin in Bengali was broadcast from Calcutta. The Indian Broadcasting Company went into liquidation in March, 1930 following which broadcasting came under the direct control of the Government of India.

The service was designated as the Indian State Broadcasting Service. It was renamed All India Radio (AIR) on June 8, 1936. AIR laid the strong foundation for a broadcasting wave in India. At that time there were only six radio stations in the country; those are Delhi, Madras, Bombay, Calcutta, Lucknow and Tiruchirapalle. AIR concentrated on its expansion at a very rapid space. The starting of the commercial channel 'Vividh Bharti' in October 3, 1959 was one of the main reasons which led to the increased popularity of Radio in India. All India Radio also popularly known as 'Akashvani'(voice from the sky). It became exclusively national radio broadcaster in the entire country with Delhi headquarter. The AIR spread over entire country with 420 radio stations, reaching nearly 92 percent of the country's geographical area and 99.19 percent of the total population. AIR originates programming in 23 languages and 179 dialects.

#### **V. PRIVATISATION: BOOM FOR FM STATIONS**

The frequency modulation (FM) based broadcasting paved a new innovation in radio industry. All India Radio had monopoly on Radio Broadcast till 2000. In May 2000, the Government of India opened the Sector for participation by the private FM broadcasters. The advantage of privatization in the radio industry was a game changer in India. Radio industry until 1993 did not cater to the private players. The first FM broadcasting station began on 23<sup>rd</sup> July 1977 in Madras (Now it is renamed as Chennai). Subsequently, Government of India experimented on private FM broadcasts mainly focused large metro cities Delhi, Kolkatha, Mumbai, Chennai, and tourist destination of Goa. Later on another three centres Bengaluru, Hyderabad, Jaipur were added.

As on today the number reached to very high. As per the Ministry of Information and Broadcasting as on today, there are more than 381 operational private radio stations in India covering more than 101 cities and towns. The Government of India owned All India Radio has about 497 FM stations covering 39% of the area and 52% of the population of entire the country. The Government of India, Ministry of Information & Broadcasting has formulated a policy on expansion of FM radio broadcasting services through private agencies. Now the phase wise expansions are going on in the country.

#### **VI. CONCEPT OF COMMUNITY RADIO**

Community radio is a type of radio service that caters to the interests of a specific area of the people. It's broadcasting material that has relevance to a specified local audience. The Community Radio was not legal in India till 2002. The concept of free speech leads to get legalization of community radio in India.

Community Radio is a radio service for geographically bound communities, where infrastructure is poor and mainstream national and regional media may not reach. The service is usually run and managed by local people and addresses issues relating to the community in the local language.

Free speech advocates, academicians and community members across the country to get the community radio legalized. The honorable Supreme Court's 1995 ruling is a turning point to emerge community radio in the country. The Supreme Court clearly stated in its judgment that the "airwaves are public property and must be used for the public good" and also said that the airwaves are limited, they should be used with reasonable restrictions. The Court's ruling also asserted that the right to receive and impart information is enshrined in Article 19 of the Universal Declaration of Human Rights which describes the fundamental right to freedom of speech and expression.

The Union Government approved a policy for the grant of licenses for setting up of Community Radio Stations in December 2002. Earlier it was restricted to only for well established educational institutions including IITs/IIMs. Anna University has launched community radio on February 1, 2004 for its students. This was the first campus community radio in India. However, by that time, the marginalized and voiceless communities remained outside of the community radios. Civil society raised their voice to convincing the government to expand community radio for remote rural people of the country. In 2006, the government released a new community radio policy which allowed the agricultural universities, educational institutions and civil society institutions such as NGOs to apply for a community radio broadcasting license under the FM band 88–108 MHz.

Community radio created a boom in the rural and remote hilly areas. Within a short time of period, by 2008, nearly 40 Community Radio Stations started owned either by the educational institutions or by the NGOs in the country. First NGO operated community Radio was the Sangham Radio, licensed to Deccan Development Society, in Pastapur village, Medak district, Telangana. Presently nearly 251 community radios station operating there services across the country.

## VII. CONTENT WISE ANALYSIS

**All India Radio:** Only All India Radio is broadcasting News services in the country. Along with news the AIR broadcasting Government of India initiatives related to labour, farmer, youth employment, any new policies by the government and other development activities. The day to day updates programme current affairs, sports news AIR news bulletin cover all the major headlines every day. All Public Interest programmes and useful information is broadcasted by the AIR since its inception. Majority of programmes broadcasted on AIR include talk, discussions, Radio Plays, News, weather forecasts etc.,

Regional stations of AIR broadcasts regional music programmes in order to promote and preserve our moral and cultural heritage. Interviews of prominent cine personalities carrying with their porgrammes also one of the interesting factor.

**Private Radio FMs:** As Hindi is a national language, In India, almost all FM stations broadcast film music which mostly Hindi (Bollywood hits). Regional songs and music is not very popular with Private FMs. The Government of India restricted the private stations in broad casting various developmental activities carried out by the government. As per the 2017 order by The I&B ministry, it does not allow Private FM channels to air any political decisions outside the AIR broadcasts. Private FMs completely dedicated to entertain the audience with music and other funny programmes and entertainment related information. FM stations on the other hand have music programs mostly and are very conversational and casual in nature. Interviews, talk shows raising social awareness on topics like mental health etc. are rarely addressed.

## VIII. WOMEN CENTRIC

AIRS as well as private FMs are mainly focusing on women issues and women empowerment related programmes in there chart. Be it common stories of artist women, vendors to inspiring tales of businesswomen who defy all odds to rise to great heights are interviewed in various programmes on AIR. These talks or stories mainly cater to women empowerment and how women are taking the front seat in all walks of life. Radio Jockeys who host these programs are also women mostly.

In recent past private FM stations also concentrating on women centric issues. The radio Jockeys might mention bits and parts about such issues. Interviews, Talks, carried out by the FM stations across the country.

## IX. CONCLUSION

In India radio industry showing a rapid growth with their strategic programmes. In India, day to day radio becoming very glamour and necessary communication tool the people. Radio has always been a constant companion to everyone, both in good and tough times. It is one medium that has a PAN India reach right from the grass-root level to the metros. According to Indian Radio Audience Measurement (IRAM) in fact, the radio industry witnesses a listenership of 51 million people, which is nearly as much as television's reach of 56 million and social media's reach of 57 million. A few more noteworthy highlights of the research include radio's at home listenership which has increased by 22 percent and has grown from 64 to 86 percent. This shows the tremendous change in the radio industry.

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