

A Study on Community Radio Station FTII: Day-To-Day Mathematic

¹ Mr. Tushar Kshirsagar, ² Mr. Kunal Lanjekar,

¹Assistant Professor, ² Assistant Professor

¹Department of Digital Arts

¹ Tilak Maharashtra Vidyapeeth, Pune, India

ABSTRACT:

There is need for easy way for understanding difficult concepts from subjects such as mathematics. Researchers identified the daily situations where the mathematical concepts are needed. Further, they identified situations and communities where they are needed. Researchers believed that the community radios are to help society to solve their faced and yet to face problems by these communities from literature published. Literature review made researchers to believe that such community programs conducted, most of them were successful.

In this study, researchers identified and targeted a community from Pune region. A drama based on the identified needy daily mathematical concept was scripted. This drama was radio broadcasted through FTII community radio. The success of the program was studied through in-depth interview method and researchers' observation.

Through personal interviews with the sample respondents identified, from the community the program targeted, it was understood that most of the concepts identified and broadcasted through radio were understood. The radio program broadcasted was successful beyond expectations of the program broadcasters and found very much useful for the community it targeted.

KEYWORDS:

Community Radio, Radio Learning, Radio Program in Mathematics, Daily Math, Learning Daily Mathematics

INTRODUCTION:

According to (Community Media Sustainability) "Community media, whether broadcast or online, are crucial to ensuring media pluralism and freedom of expression and are an indicator of a healthy democratic society. As an alternative medium to public and commercial media, as well as social media, they are characterized by their accountability to, and participation of, the communities they serve. They have a greater focus on local issues of concern and facilitate public platforms for debate and discussion."

Researcher (Okello, 2010) mentioned to focus on many points including "Activities and projects that lead students into new areas", while teaching mathematics so that they could understand it in a better manner another point author mentioned is "Encourage creativity so that students remain interested, focused and enthusiastic during College Algebra lessons".

We need mathematics in our daily life (Using maths in everyday life). Mathematics is universal language shared regardless of culture, religion, and gender (Math in everyday life). FTII-radio broadcasted a program related to techniques to learn mathematics that would help in the audience daily life. The mathematical concepts were inculcated in a drama form. It tried to create interest in the minds of the audience about the mathematics. It first identified the concepts that would be helpful in day-to-day life. An attempt is made by author which ears can be used to motivate the learner to learn the subject with interest and enthusiasm (Mahadevan).

FTII created a drama chaining the concepts. As we, all know that people love to listen to the dramas broadcasted through radio but they are reluctant to learn the concepts directly. Researcher identified and concluded that changing habits acquired from birth depends upon one's background as it decides how one will be engaged with radio (Ngomani, 2016). Researcher (Okello, 2010) identified that success in mathematics partially depends upon confidence and hard work. "It is recommended to integrate, as relevant, an understanding of the potential role of community broadcasting into their sectorial programs (such as agriculture, children and so on) without reducing the sector to a purely instrumentalist role" (UNESCO, 2015). The effect of apartheid geography and the concurrent socio-economic divisions are still very much in place today. These divisions are directly linked to the inherent economic imbalances, with the result that township and urban populations consume media, radio in particular, differently. (Ngomani, 2016)

TYPES OF RADIO

The various types of radio present are Conventional FM, MPT1327, Tetra, P25, DMR, NXDN(taitradioacademy) also they are of type AM and FM, Shortwave Radio, Satellite Radio, Ham Radio, Walkie-Talkie (techwalla) whereas (beonair) mentioned types of broadcasting as Analog Radio, Digital Radio, IBOC, DAB, ISDB-TSB, DRM, Sirius XM, Internet Radio. According to (beonair), "broadcasting means the transmission of audio or video content using radio-frequency waves. With the recent advancements in digital technology, radio broadcasting now applies to many different types of content distribution. Today you have the choice of tuning in to more types of radio stations than ever before".

OBJECTIVES:

To find out the effect of radio in developing of society

To identify the success of a hard to understand program when converted and radio broadcasted in a drama form

RESEARCH METHOD

Exploratory research design is used for this research study. FTII created a drama chaining the concepts identified from literature review that would be helpful in daily life. The program broadcasted through radio. The response from identified listeners recorded as well as researcher's observation recorded. Response from listeners was taken through in-depth unstructured questionnaire solely to identify the impact of the mathematical program. (Megwa, 2007)

REVIEW OF LITERATURE

In a study researcher investigated how community radio is conceptualized within and outside of the development frame, as a solution to development problems where the author tried to show that community radio is an essential tool of democratization and democracy outside of the development frame. Where in this study researcher brought the conceptual and structural dimensions of community radio through examples of existing community radios, both those that were independently created and those that have been created as development projects (Tucker, 2013).

In a study titled, "Information needs and information-seeking behavior in developing countries: A review of the research", researcher identified that the information needs and information-seeking behavior of local people in developing countries has been studied. Researcher compared urban and rural residents' information-seeking behavior in the developing world to identify the key factors behind information needs and behavior found. Findings of the study revealed, "while a weak economy has a profound effect on the availability and accessibility of resources, the information and communication divide is not defined as much by the economic status of a geographic location as it is by an individual user's educational background" (Dutta, 2009).

A research article explored how women's community radio can contribute to a "feminist public sphere" and serve as a tool for women's empowerment through the media. This study used empirical data from women's radio stations and projects in different parts of Europe focusing how alternative media can be a tool for women's empowerment. (Mitchell, 1998)

This study investigated the impact of using community radio stations to extend information and communication technology (ICT) benefits to poor communities in South Africa. It concluded that for these stations to realize their full development potential of extending ICTs to poor rural communities' in direct access to these technologies and for that, collaborative innovative strategies would have to be instituted. (Megwa, 2007)

"Modern day Africa, like the rest of the developing world, faces increasing social, economic, political and cultural development challenges, addressing which relies on strategies that have included the use of media and communications toward actively engaging communities in policy formulation and implementation. Radio has borne a huge share of this responsibility, because the medium is pervasive, local, extensive, flexible, available, readily understood personal, portable, speedy, and efficient. This article discusses the challenges of using radio as an instrument of mobilizing and engaging with communities on the African continent" (Manyozo, 2009).

The rural community radios created in El Salvador at the end of the long civil war in the early 1990s have facilitated the growth of what is defined locally as civil society, influenced by a range of international discourses. This paper explores the particular meanings that 'civil society' took on in these regions. It focuses on local organizations that represented many sectors of the public, which had been invisible or marginalized from the public sphere in the past: compassions, women, and rural small business. (Agosta, 2007)

Researcher, (Vuuren, 2002), found that social capital is related to the age composition of volunteers at community radio where researcher attempted to explore the community development function of community broadcasting using a case study of three non-metropolitan community radio stations, and applied concept of social capital to analyze the results.

FINDINGS AND DISCUSSION

From the different studies researcher considered for review in this study, it was hypothesized that the effect of radio in developing of society would be positive which found true with the success in mathematic program broadcasted by community radio station FTII.

Mathematic program which was held by community radio station FTII in a drama form has been helpful to people and children participants. Since, it was planned in such a manner so that participants could understand it easily. Majority of the participants studied through observation and questioning in-depth revealed that the mathematic program helped participants to understand the mathematical concepts, which would help in day-to-day life. The participants learned, "How to use mathematics in their day-to-day life and have started expressing themselves more. A few participants found learnt less of the concepts the FTII drama focused to inculcate. It may be due to the fact identified, "Youth from backgrounds that encouraged and cultivated critical listening by providing them with different points of reference for information attainment, displayed a tendency to analyze critically any kind of information that they encountered. It can be argued that the resulting immunity to unconscious imbibing of information without critically analyzing it first is due to their inherited awareness of the role of media" (Ngomani, 2016). Researcher concludes that FTII community radio mathematic program in the form of a drama found successful.

CONCLUSION

Researchers identified the daily mathematical concepts needed and identified situations and communities where they are needed. In this study, researchers identified and targeted a community from Pune region. Creativity in scripting the drama from the identified concepts needed to broadcast was found to be of utmost importance. FTII community radio found serving its purpose. In-depth interview method and researchers' observation used in this study found helpful to identify the success of the program. Careful automatic attention of human beings towards the entertainment, which researcher identified through personal observation, helped this program to be successful. Further researchers identified that creativity and keen observations are needed before and after broadcasting of such programs. The most of the concepts researchers wanted community to learn for making their daily life involving mathematical concepts found understood.

LIMITATIONS

The researcher tried to cover all the points related to the 'Radio as tool for development of the society with special reference to community radio station of FTII' but there are still a few points, which were not executed. Many of the general people whom the researcher tried to interview were not aware of all the community radio FTII. Some were aware about mathematical program only whereas some never heard even the names of the Radio FTII. There were a very few research papers on the subject because the subject was fresh and new, thus a lot of literature could not be found on the subject. Thus, there were few limitations the researcher came across during the research and thought these could be but moreover it did not affect the research largely as it was mainly observation based.

FUTURE SCOPE OF THE RESEARCH

Radio FTII is one of the best community radios of our times and now is a name globally. This is an inspiration for the youth and is the one they seek for guidance. Most of the researchers have shown interest in understanding the commercial radio programs. There found very less research studies on community radio for developing society with reference to FTII. Researchers can look up to radio as tool for the development of the society through developing new techniques in teaching community, that would help understand the concepts in an easy way.

BIBLIOGRAPHY

(n.d.). Retrieved from <https://www.forbes.com/sites/quora/2017/05/23/will-public-radio-ever-go-extinct/#1f8c54ae1463>

(n.d.). Retrieved from <https://www.tairradioacademy.com/topic/different-types-of-radio-1/>

(n.d.). Retrieved from <https://www.techwalla.com/articles/about-different-types-of-radios>

(n.d.). Retrieved from <https://beonair.com/types-of-radio-broadcasting/>

(n.d.). Retrieved from <http://www.radiocave.com/radio-broadcast-a-brief-introduction-to.html>

Agosta, D. E. (2007, November). Constructing Civil Society, Supporting Local Development A Case Study of Community Radio in Postwar EI Salvador.

Articles. (n.d.). Retrieved June 2019, from Maths Career: <https://www.mathscareers.org.uk/article/use-maths-everyday-life/>

- Dutta, R. (2009). Information needs and information-seeking behavior in developing countries: A review of the research. *International Information & Library Review*, 41(1), 44-51.
- Interactives*. (n.d.). Retrieved 2019, from Learner: <https://www.learner.org/interactives/dailymath/language.html>
- Mahadevan, M. (n.d.). Retrieved 2019, from NCERT: http://www.ncert.nic.in/pdf_files/Mathematics%20in%20Daily%20Life.pdf
- Manyozo, L. (2009). Mobilizing Rural and Community Radio in Africa. *Ecquid Novi: African Journalism Studies*, 30(1), 1-23.
- Megwa, E. R. (2007). Community Radio Stations as Community Technology Centers: An Evaluation of the Development Impact of Technological Hybridization on Stakeholder Communities in South Africa. *Journal of Radio Studies*, 14(1), 49-66.
- Mitchell, C. (1998). Women's (Community) Radio as a Feminist Public Sphere. *Javnost - The Public*, 5(2), 73-85.
- Ngomani, N. (2016). *Radio Convergence: Young People's Radio Listening Habits in Cape Town*. University of Cape Town, Faculty of Humanities. Cape Town: University of Cape Town.
- Okello, N. P. (2010). Learning and Teaching College Algebra at University level: Challenges and Opportunities: A Case Study of USIU. *The Journal of Language, Technology & Entrepreneurship in Africa*, 2(1).
- Themes*. (n.d.). Retrieved 2019, from United Nations Educational, Scientific and Cultural Organization: <https://en.unesco.org/themes/community-media-sustainability/>
- Tucker, E. (2013). Community Radio in Political Theory and Development Practice. *Journal of Development and Communication Studies*, 2(2).
- UNESCO. (2015, September 14-15). *International Seminar on Community Media Sustainability: Strengthening Policies and Funding*. UNESCO. Paris: UNESCO.
- Vuuren, K. v. (2002, May 1). Beyond the Studio: A Case Study of Community Radio and Social Capital. *Media International Australia*, 103(1), 94-108.

