

A STUDY ON THE REACH OF FM RADIO AMONG THE TEENAGERS IN CALICUT

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ABSTRACT

Radio was invented in the 1900's by Guglielmo Marconi. FM broadcasting was invented by Edwin Armstrong in the year 1933. It is mainly used to listen to music as it has a great sound quality. Earlier radio was used as a source of news, to know what is happening around them, mainly at the time of wars. Radio is the cheapest form of media and is easily available. The people in the rural area still rely on radio for information and entertainment.

The AZ research report conducted in states like Ahmedabad, Pune, Hyderabad, Chennai, Jaipur, Lucknow and Bangalore, on August 2016 states that over 64% of population in India of age group 14-50 years still listen to FM Radio. According to Live Mint radio has become the second most accessed media. It says in the metro cities almost 86% prefer radio over social media. Today there are many audio streaming channels like Saavan, Gana, Spotify etc, which gives you varieties of songs any time you need. You only require internet connection for the same. But in FM radio one cannot chose the song they want and also while travelling there are chances to lose frequency and may experience disturbances. Even though such disadvantages are there for radio the live mint report says that an average of 64% people still depend on radio for music and only 6% use other audio streaming channels.

In a district like Calicut, where there are only radio stations, it is important to learn the reach and effectiveness of FM radio especially among the teenagers who have access to all kinds of technology and devices. Calicut has three radio channels, Red FM, Radio mango and Club FM. It is important to know about the reach of FM radio among the teenagers as they are the future of our country and radio being one among the traditional media it should sustain for years to come. In this research survey is the research methodology used and a sample size of 50 is selected.

CHAPTER 1

INTRODUCTION

RADIO has been one of the most significant and traditional forms of medium. It has been in existence from the 1900's. It was invented by Guglielmo Marconi who was an Italian and was commercially used across the globe. Radio were used as a source of communication during the world wars. When all the other forms of media like television, Newspapers were all stopped radio was the only source of information during the war. Even the soldiers communicated through radio. From then, radio found its importance and fame. Later radio became a significant means of communication in Maritime stations.

Radio then was used by the government as a channel to communicate to the public. They introduced their propagandas and plans through the radio. In India the ALL India Radio (AIR) is a governments owned FM radio station. They put forward all their new agendas and plans through the All India Radio.

Later a new form of Radio called the Frequency Modulation Radio (FM Radio) was started. In the frequency modulation was used to provide high quality of sound and broadcasting of each station. Many private FM station started to arise and found its fame pretty soon. It was widely accepted and enjoyed for its performance. Music could be now heard through radio

After the private FM Stations a new programme called the Community Radio was formed. It dealt with issues and problems within a community and the members belonging to that particular community could only listen to them. It was like a public service commission were the public of a community was made aware of everything happening around them

Significance of FM Radio

An radio is a very important form of media. It is one among the cheapest form of medium. Even the poorest of all can afford a radio is set. It ranges from Rs50 and above and it is free of subscription. In the rural areas almost all houses has a radio set and is used by them for all kinds of purposes like entertainment, education and information.

The main importance of FM Radio is during the time of a war or a disaster. At times of a calamity proper distribution of news might not happen through television or newspaper. At such situations radio plays a very significant role in informing the people about the situation and also help them stay safe from such catastrophes. The necessity of radio can only be understood at such instances and so it is very important the make sure that the radio prevails in the future.

FM Radio India

In India the first FM Radio broadcasting was started in the year 1977, that too in Chennai. Followed Chennai any other states like Delhi, Kolkata, Punjab, Bangalore, Hyderabad also started their private radio stations. Till 1933 it was just the All India Radio and later the government decided to do privatisation of radio broadcasting. The first private radio station of India was launched in the year 2001 at Bangalore as Radio City.

FM Radio in Kerala

In a country like Kerala FM Radio has immense role to play. The All India Radio had its base at Kerala's capital. Trivandrum in their own language Malayalam. The first community radio "Alakal", was also established at Trivandrum. Radio Mango with frequency range of 91.9 is the first private FM station to start in Kerala. It had its station in Calicut in the year 2006. It was widely accepted and enjoyed by the people. Currently there are more than 60 private radio channels spread across different regions of Kerala.

FM Radio in Calicut

Calicut being the second most developed district in Kerala after Cochin, saw the first FM Station in Kerala in the year 2006. Radio Mango was the first radio station to start in Kerala. Apart from Radio Mango Calicut has 2 more private FM Stations, Red FM and Club FM.

Radio Mango was established in the year 2001 in Calicut but has its headquarters at Cochin. It is owned by one among the most prominent media company Malayala Manoram. It has frequency ranges of 91.9 MHz, 96.2 MHz and 92.7 MHz. It is broadcasted in areas Calicut, Thrissur, Kannur, Cochin, Alappuzha and also UAE.

Red FM owned by Sun Network It. was introduced in the year 2009. Hindi, Punjabi, Bengali, Telugu, Tamil and Malayalam are the main languages they provide. It has a frequency range of 93.5 in almost all cities.

Club FM is yet another prominent radio station in Calicut. It is owned by the Mathrubhumi which is one of the largest newspaper company in Kerala. It is mainly broadcasted around Thrissur, Kannur, Cochin, Trivandrum, Alappuzha and also Calicut. 94.3 MHz and 104.8 MHz are the frequency ranges of Club FM.

RESEARCH AIM

Radio is a very significant form of media which has been in existence for more than one century. It has been undergoing many changes as the technology evolved and it is important to know about the reach of FM radio today as it is important to sustain the popularity of such a traditional medium. This study aims to find out the reach of FM Radio among the teenagers of Calicut. A quantitative method and an interview ss conducted to find out whether the objectives can be found.

RESEARCH OBJECTIVES

1. To find out the reach of FM radio among the teenagers in Calicut city.

SCOPE OF RESEARCH

This research will help us find how many teenagers in Calicut are still relying on FM Radio nowadays. This will be helpful to bring in new developments or changes in the radio sector. If the popularity of radio has decreased then it is necessary to do a detailed study on the reasons why such a decrease is prominent and thus make necessary alterations in bringing back its popularity as radio is one among the most important traditional medium and it has to remain in the coming years. It is important to educate the coming generations about the significance of FM Radio and its relevance in the coming years. The duration of this study in from October 2019 to February 2020. Questionnaire study would contain 19 questions in total and options will be given for the responders to choose from. This study covers people from Calicut alone because it would make it easy to come to a conclusion with the objectives assigned.

RESEARCH LIMITATIONS

1. People who listen to FM Radio can answer the questions.
2. People in Calicut are mainly the potential responders.
3. Questionnaire is distributed among 50 responders.

CHAPTER 2REVIEW OF LITERATUREFM RADIO

Radio has found its origin from 1900's and is still one among the most important traditional medium. When technology developed and many new forms of media like TV, internet was introduced radio did face a threat. Radio no longer occupies an exclusive positions as the only home based electronic mass medium(Micheal and Jason 2002).¹ Though sometimes over shadowed by TV, radio represents a medium capable of reaching a wide geographic audience at a low production cost (Couch L 1997)² Radio is the most democratic of media both in providing easy access to citizen participation and in being widely available (William Siemering 2009)³. It is one among the cheapest form of media making it easy for the least privileged to have access to it. In India besides traditional radio stations FM radio is the main crowd puller. FM channel has picked up ubiquity over the years. The expanded number of FM channels and 24 hours service has helped the audience with variety and efficiency. Not just in numbers and timings however this established medium has rebuilt its substance too to suit the modern times.(subhash kumar)⁴.

RADIO AS A MEDIUM

Radio just like any other medium plays a major role is information, education and entertainment. Although many of the viewers are using television or internet for information, entertainment, and education, efforts are still on in using radio. Various agencies at the level of conventional and distance universities are making use of radio for broadcasting their educational content as a cheap local supplementary alternative.

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This indicates that radio can be an effective medium in reaching out quality education and training to the needy ones (R V Vyas 2002)⁵.Radio influences the lives of people in many ways. It has an important role in public media.(Altaf Ullah Khan and Rahman Ullah 2017)⁶ .In countries that do not see much development relies in FM radio as the most efficient means of mass communication. The government and other authorities find radio as the most effective tool for information, education and entertainment in both rural and urban areas (Ababa 2008)⁷.

1. Essays in the cultural history of radio or radio reader - Micheal Hilmes and Jason Loviglio (2002)

2. Digital and Analog Communication system – Couch L (1997)

3. Radio, democracy and development: Evolving models of community radio – William Siemering (2009)

4.FM channels in India: Issues and Challenges – Subhash Kumar and Romica (2015)

FM RADIO IN INDIA

FM radio sector is the most significant contemporary development in Indian radio (Neha and Kashyap 2008)⁸. India saw its first private sector radio in 1924 in Madras. Later British gave them the license to the Indian Broadcasting Company to start radio stations in Bombay and Calcutta. All India Radio is the government owned FM radio which had all the information and policies of the government. After this² many private FM channels like Red FM, Club FM etc started to arise. Radio broadcasting in free India endeavoured to shape up in the moulding of Public Service Broadcasting. (Kanchan Kumar 2003)⁹

FM RADIO IN SOUTH INDIA

The first state in South India to set up a private FM station was Chennai. It was inaugurated in 1924 by the Madras Presidency Radio Club. After this all the states in South India started to setup FM stations in many localities. FM Radio was widely accepted and all sectors of people relied on it for all major purposes and information. Men seem to be more inclined towards agricultural programmes relevant to local conditions; women listen to Christian programmes and ignore entertainment programmes; and children consider radio to be a companion and an intimate medium of entertainment and information (Yesudas Thomas Jayaprakash 2000)¹⁰.

FM RADIO IN KERALA

The All India Radio reached Kerala, Trivandrum in the year 1937. This was widely utilised and accepted by the Keralites as it was a Malayalam medium broadcaster. The first Radio channel in Kerala was launched in Calicut in the year 2007, called Radio Mango. Today Kerala has numerous FM stations that has gained lot of influence from the people.

FM RADIO IN CALICUT

Calicut is the first district in Kerala to have a private FM radio station. It was highly accepted and favoured by majority. Now Calicut has FM radio stations – Red FM, Radio Mango, All India Radio and Club FM.

5. Educational Radio in India – Professor R V Vyas (2002)

6. Role of FM radio in education – Altaf Ullan Khan and Rahman Ullah (2017)

7. Underdeveloped audience survey conducted on “Dwell” radio programme – Ababa (2008)

8. An analysis of the factors affecting the functioning of community radio stations – Neha Arya and S K Kashyap (2019)

9. Radio broadcasting policy in India – Kanchan Kumar (2003)

10. Remote audiences beyond 2000 : everyday life and development in South India – Yesudas Thomas Jayaprakash (2000)

AUDIO STREAMING APPLICATIONS

Music was one among the essential programme of FM Radio. Today many audio streaming application like saavan, Gana etc have been introduced that people can listen to music anytime and anywhere³ with a good internet connection. This is a huge threat to the existence of radio in the coming years. Digitalisation and the surge of new intermediaries in audio media market have been reshaping record and radio industries (Marulo and Leonardo 2016)¹¹.

RESEARCH GAP

Many researches regarding the listening practices and new systems in radio has been conducted. This research differs from all of them as this study deals with reach or popularity of FM Radio within Calicut city. Most of the research studies concentrated on the adults of age 18 and above while this study survey is conducted among the teenagers of age 13 to 19 years.

CHAPTER 3

RESEARCH DESIGN

It is the combination of methods through which a researcher analyses their study, it uses a set of frameworks, techniques and methods to bring a logical solution for the problem in the study. How a researcher should conduct the study is known through the research design. Every market research is studied after the research design has been put in use. The type of research is found through research design, data collection, analysis and measurement. There are two types of research designs which are

1. *Qualitative* – to find out the relation between observation and the collected data's Qualitative research design is used.
2. *Quantitative* – to get statistical data out of the collected insights Quantitative research design is used.

In this study Quantitative and Qualitative research design is implemented so that a statistical data on how much reach the FM radio has among the teenagers on Calicut city could be found and also an elaborated understanding on the advancements or the importance of radio among the teenagers could be studied.

11.Expanded radio : Rearrangements in Brazilian audio media markets – Marulo Kischinhevsky and Leonardo de Marchi (2016)

RESEARCH METHODOLOGY

To identify, select, process and analyse topics research methodology technique is used, how the data was collected and how it is analysed is processed through research methodology. The validity and reliability is assessed by evaluating the whole study using the methodology that is put in use. The different types of methodology are:

1. In-depth Interview
2. Content Analysis
3. Survey
4. Census
5. Focus Group
6. Case Study

The methodology used in this study are the Survey method. Survey from the age group 13 to 19 will be done in order to find out the result of the objective specified. Along with Survey method, an In-depth Interview is also conducted to understand the significance and changes the FM radio has gone through and also to know about the importance to educate the teenagers about the use of FM Radio.

RESEARCH TOOL

External evaluation, self-evaluation and performance assessment are collected using Research tool, according to the nature of the study there are different tools that can be put into use to get the desired results. To gather the data's needed for the assessment of the result tools have to be used. There are two types of tools that are commonly used:

1. Questionnaire
2. Schedule

The tool used for this study is the Questionnaire, it will help in getting the relative data on this study. 19 questions will be present in the Questionnaire which would have different related options, which the desired set of people will chose from. 50 forms of questionnaire will be circulated around the target group in Calicut.

RESEARCH SAMPLING

By the Sampling technique the individuals for the study are decided, these individuals represent a larger group of the whole lot a population. The whole population cannot be used for the study so the number has to be reduced to a smaller number from which target population is use for the study. There are two types of samples

1. *Probabilistic* – elements of the population have a chance of being a part of the sample.
2. *Non Probabilistic* – elements of the population have both chance of being chosen or of not being chosen for the sample.

This study uses Non Probabilistic sampling and under that simple random sampling was used and 50 samples were chosen.

JETIR
CHAPTER 4

IN- DEPTH INTERVIEW

Mr Jaisakthivel Thangavel is a professor in Journalism and mass communication at Madras University. He has done multiple research papers and has published many of them in the field of radio. He owns a private WhatsApp FM station called “Tamil Seru Kathaikal” exclusively for Tamil short stories .

Q: Is FM Radio relevant today?

A: Radio as you know is one among the traditional medium which has been in existence for more than 100 years now. It is different from any other forms of medium and is mainly in demand for its audio quality and portability. During the time of an electric shutdown or a natural calamity the radio plays a very major role. Any new media in those time might drain out of power or might not get network for that matter. While radio would be the only medium that could come for our aid. The major positive of radio is that it is a onetime investment. You pay for the hardware once and that will serve you a lifetime while you will have to pay monthly or more for all other forms of medium.

In countries like US, UK, Japan all house carries at least one radio set. They even provide people with license for radio which will become a huge favour to them during the time of a war or calamities when there is an internet black out.

He believes that the younger generations are unaware of the advancements that the FM Radio has undergone in all these years. A Proper education or awareness on it might help them more to understand the significance and importance a radio has in our everyday lives.

Q: Are you satisfied with the current FM Radio programmes?

A: The way in which the FM Radio in India works is not the right procedure or format to conduct a radio channel. Here, FM channels mainly targets in entertainment in particular and that is not the only use of an FM Radio. They have to educate as well as inform the people, which the present day FM Radio channels lacks. Abroad especially on UK there each FM channels specialise in a particular function, There are FM channels that educate, entertain as well as inform the people on everything that happens around them. The format they follow has made FM Radio still a predominant form of medium . Even the Air does not have a roper content as it had before. They just restricted themselves in entertaining the audience with music rather than giving them more than that. In India all the FM radio channels follows the same format . Years back radio used to cover the general issues like the problems faced by the agricultural sector or any other parts of the society while now they do not touch any of it and simply plays different music and sometimes even repeat the same song a multiple number of times. The presentation of the current FM Radio channels must change.

Q: Do you think the audio streaming applications may replace FM radio?

A:Audio streaming applications do have a great influence on the younger generations today as each and every one owns a mobile phone with internet package. They can listen to their favourite songs anytime, anywhere. But Radio has undergone many changes which they have never known or heard of. One among such advancement is Whatsapp Radio, Whatsapp radio is anew content started by few active listeners where they continuously upload their interest and talents. Tamilnadu has at least 5 -8 Whatsapp radio with more than 5000 active listeners who actively stream into them and give their feedbacks on regular basis. Even some famous RJ's requests for prime time slots to conduct a show in Whatsapp radio. They prerecord their contents long with dedication of music.

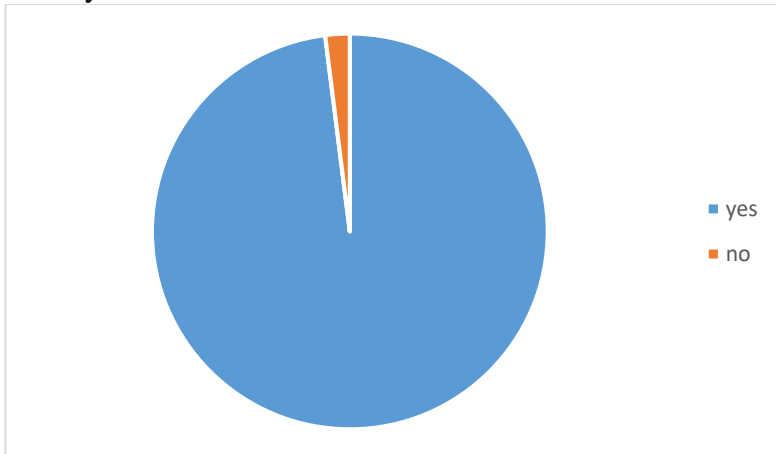
I own a watsApp radio channel called "Tamil Serukathaikal" (Tamil short stories) which is exclusively for short stories. My followers make sure they listen to them all and give me feedback regarding them. Similarly many other Whatsapp radio channels are there which most of them are not aware of and this should reach the larger public. There are many radio channels that are owned by individuals and if their effort is widespread then it can tackle over all the audio streaming applications.

Q. Do you think the current teenagers will be interested in FM Radio?

A. The teenagers of today are open to many technological developments and are more addicted to most of these technologies and forgets about our traditional values Even though radio is one medium that has its popularity still existing. The duration of listening might have reduced but they are still used by most of the teenagers. They have to be given proper education and awareness on the importance and significance of FM Radio for them to value it. Since the teenagers are the future, it is necessary for them to know the value of radio. So if proper education is given, radio will remain as one among the widely used medium.

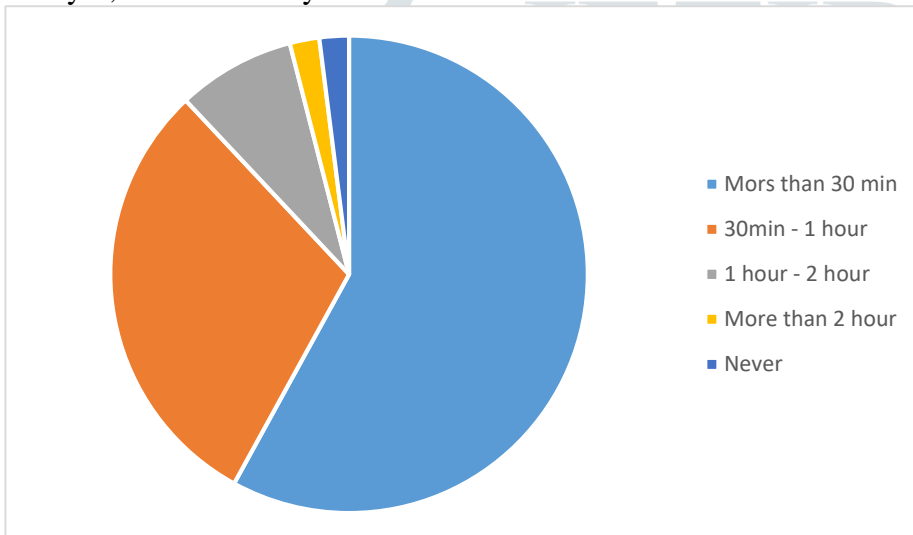
ANALYSIS AND INTERPRETATION

1. Do you listen to FM Radio?



According to the data 98% of teenagers still listen to FM Radio while just 2 % don't use FM Radio.

2. If yes, how often do you listen to FM Radio?



Out of the 50 responders 58% (29 responders) listens to FM Radio less than 30 minutes

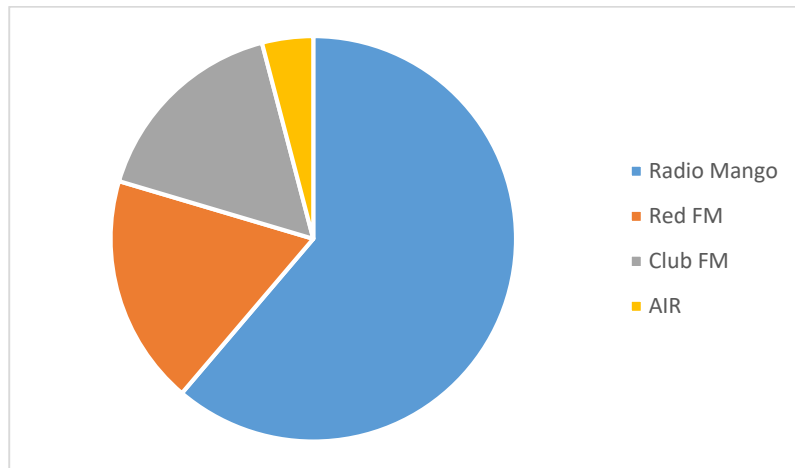
30% (15 responders) listen to FM Radio for 30 minutes to 1 hour

8% (4 responders) listen to FM Radio for 1 hour to 2 hour

2% (1 responder) listen to FM Radio for more than 2 hour

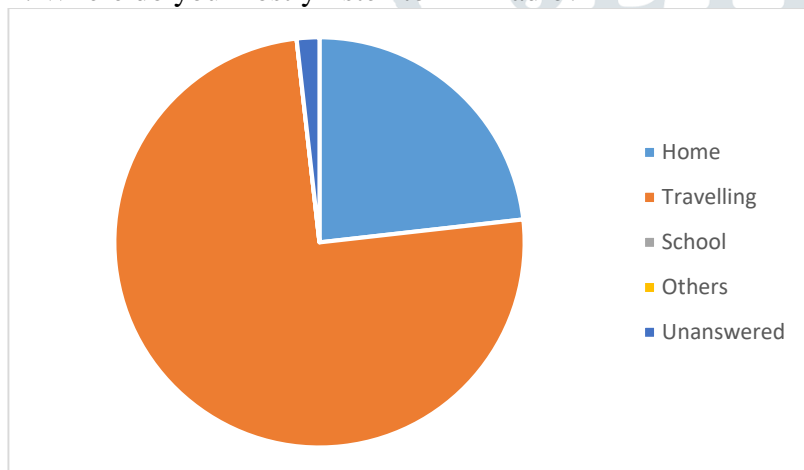
2% (1 responder) never listens to FM Radio.

3. Which FM Channel do you mostly tune into ?



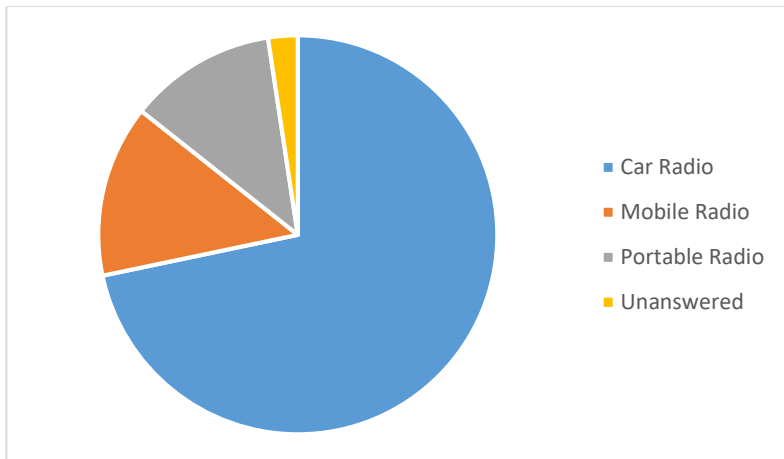
According to the data out of the 50 responders, 60% responders listen to Radio Mango, 18% responders listen to Red FM, 8% listens to Club FM, 2% listen to AI India Radio and 2% never listens to FM Radio at all.

4. Where do you mostly listen to FM Radio?



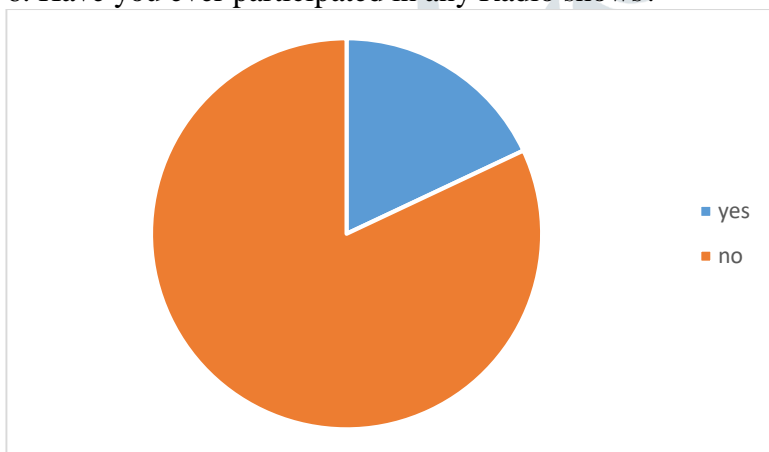
Out of the 50 responders, 75% responders says that they listen to FM Radio while they Travel, 23% responders says that they listens to FM Radio at Home and the rest 2% Do not listen to FM radio at all.

5. What kind of radio do you use?



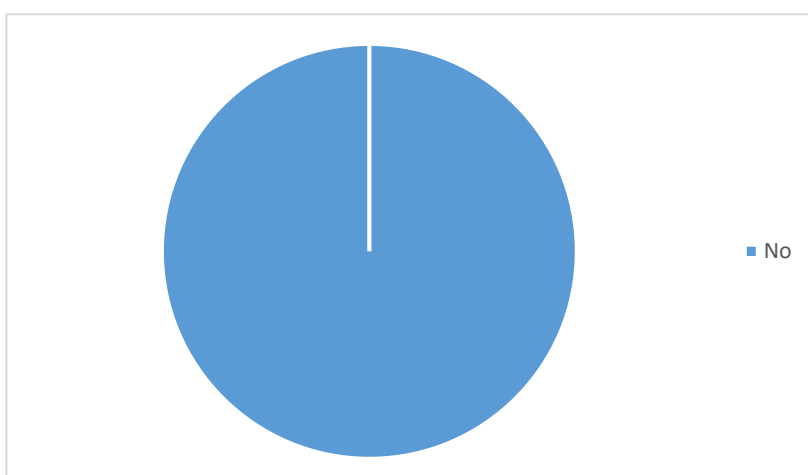
The data says that out of 50 responders 72% (36 responders) listen to FM Radio through Car Radio 14% (7 responders) listens through Mobile Radio 12% (6 responders) listens through Portable Radio set 2% (responder) didn't answer to the question.

6. Have you ever participated in any Radio shows?



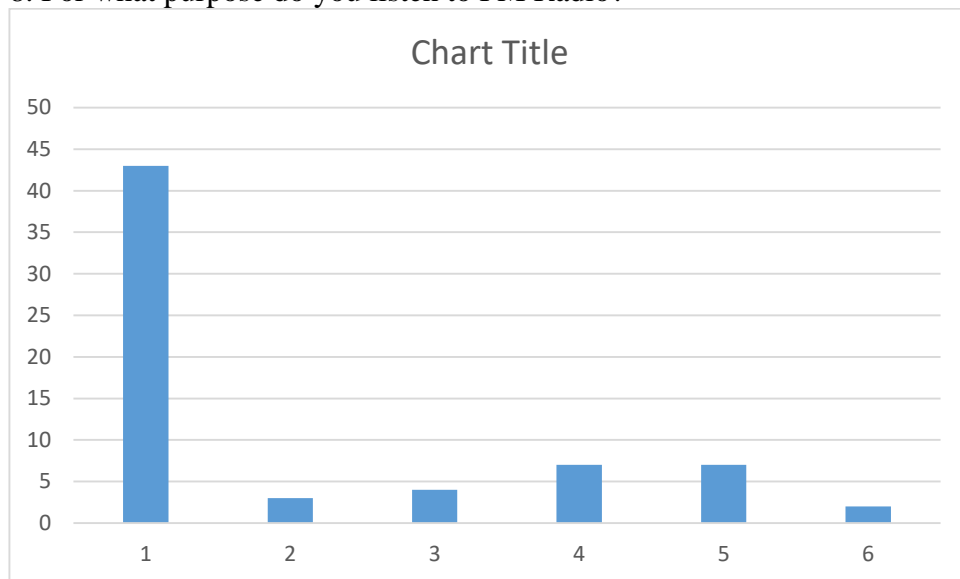
According to the data 82 % never participated in any radio shows while 18 % has participated in few shows. They mainly participated in interactive question answer shows.

7. Have you won any prizes through FM Radio?



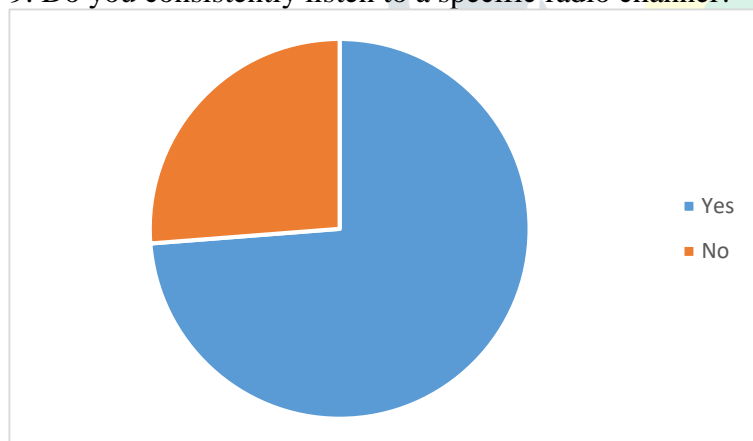
No one has ever won any prizes through FM Radio according to the data.

8. For what purpose do you listen to FM Radio?



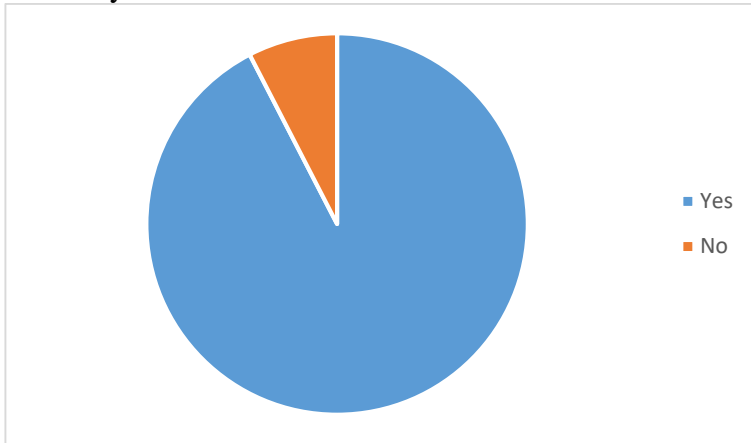
According to the data 46responders use FM Radio to listen to music,
 3 responders uses FM Radio to listen to News,
 3 responders uses FM Radio to listen to Talk Shows,
 7 responders uses FM Radio to listen to Humour Shows,
 7 responders uses FM Radio to listen to Prank Shows,
 And the rest use it for other purposes.
 Many responders uses FM Radio to listen to multiple programmes and not just one purpose.

9. Do you consistently listen to a specific radio channel?



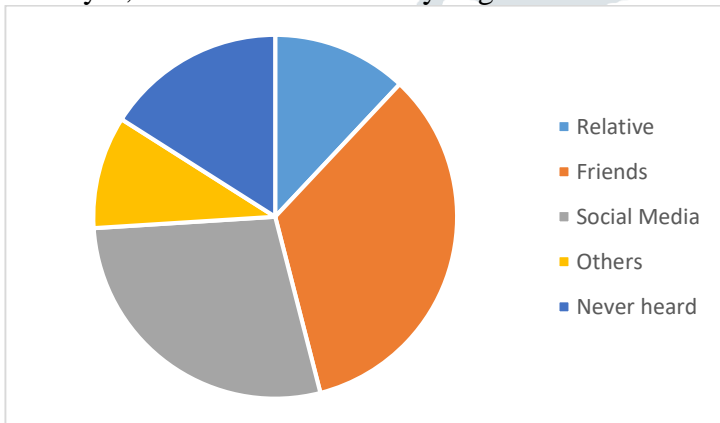
Out of the data 82% switches to different radio channels while just 18% listens consistently to a particular radio channel.

10. Are you aware of Internet Radio?



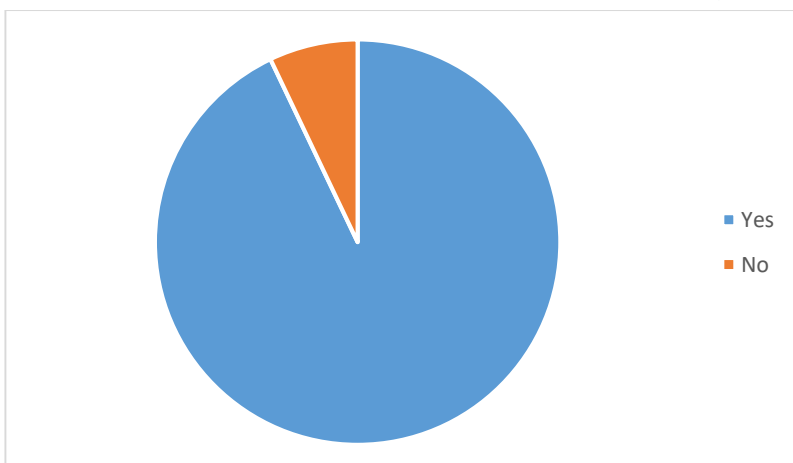
According to the data, 78% (39 responders) are aware of Internet Radio while just 22% (11 responders) do not know or haven't heard of Internet Radio.

11. If yes, from what source did you get to know about Internet Radio?



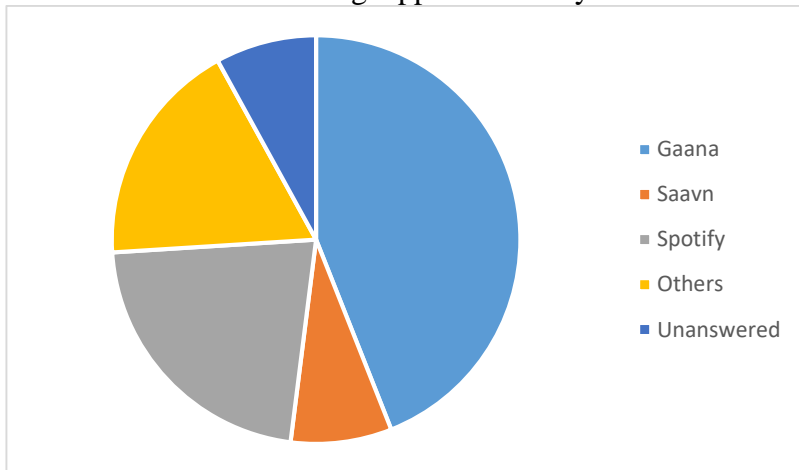
Through the data it is clear that 12% (6 responders) got to know about Internet Radio through Relatives, 34% (17 responders) got to know through Friends, 28% (14 responders) got to know through Social Media, 10% (5 responders) got to know through other means, And the rest 16% (8 responders) have never heard of Internet Radio at all.

12. Do you listen to any Audio Streaming Applications?



Almost 84% listens to Audio Streaming Applications and just 8% do not listen to them.

13. Which Audio Streaming Application do you use?



According to the data 84% (42 responders) listens to Gaana,

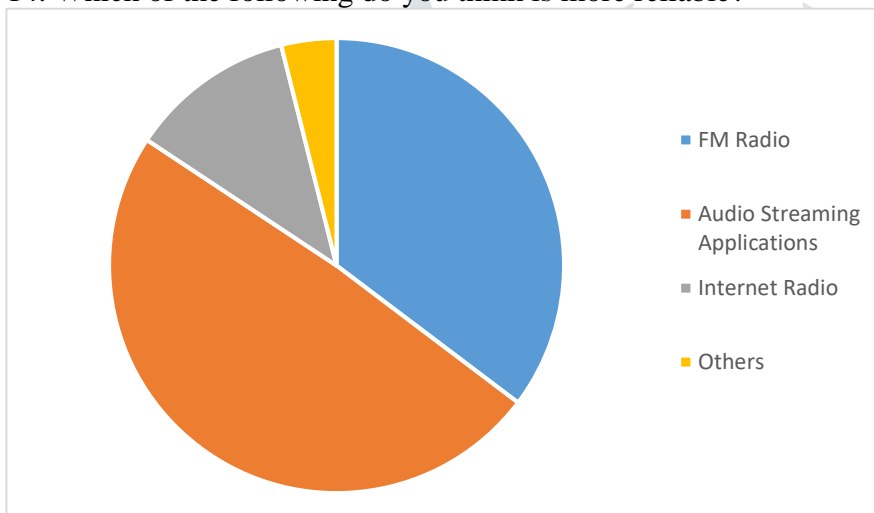
8% (4 responders) listens to Saavn,

22% (11 responders) listens to Spotify,

18% (9 responders) listens to other Audio streaming applicatons and

8% (4 responders) have unanswered to the question since they don't use any Audio Streaming Applications.

14. Which of the following do you think is more reliable?



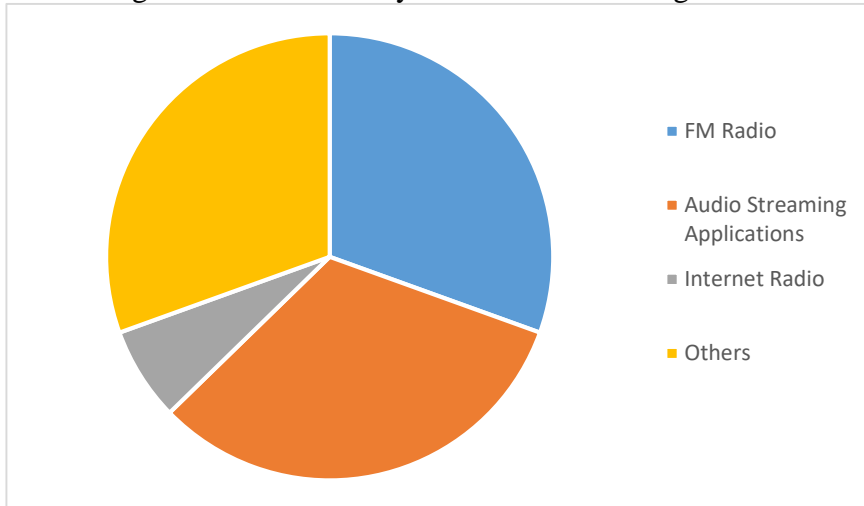
Data's are recorded as 36% thinks FM Radio is reliable,

50% thinks that Audio Streaming Applications are more reliable,

12% thinks that Internet Radio are more reliable and

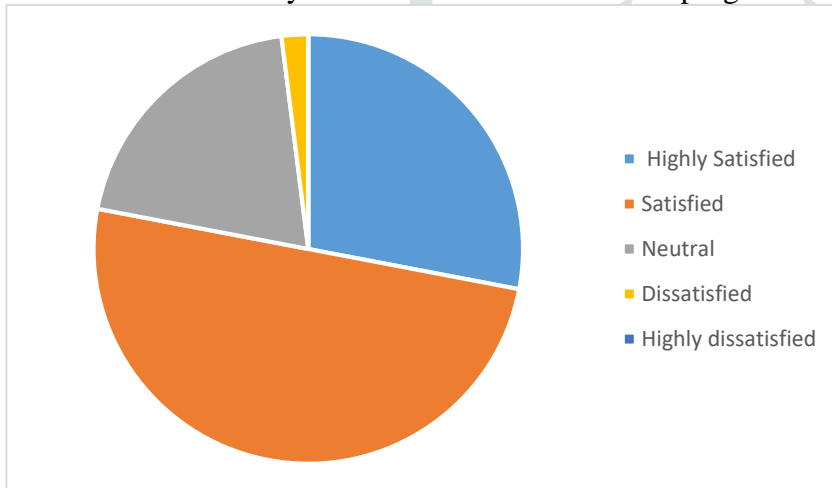
Just 2% thinks that other modes like Youtube are more reliable .

15. Through what medium do you discover new songs?



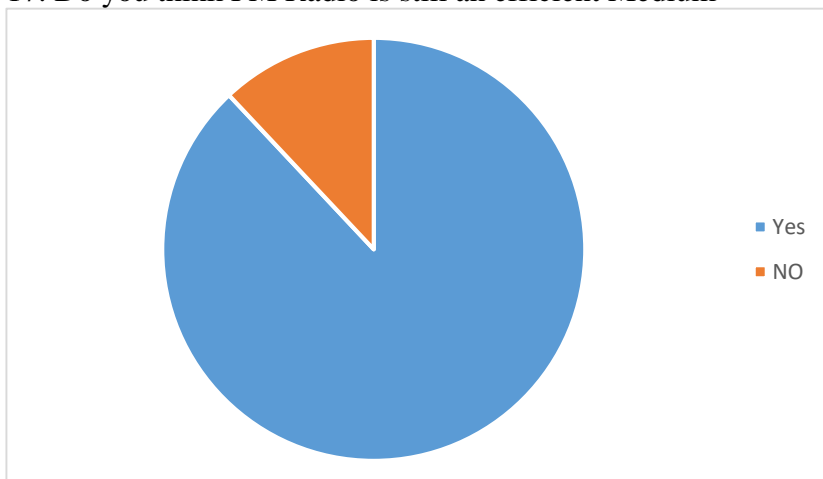
According to the data 18% (9 responders) discovers new songs through FM Radio, 8% (4 responders) discover new songs through Internet Radio, 38% (19 responders) discovers new songs through Audio Streaming Applications, And 36% (18 responders) discovers new songs through other means.

16. How satisfied are you with the current FM radio programmes?



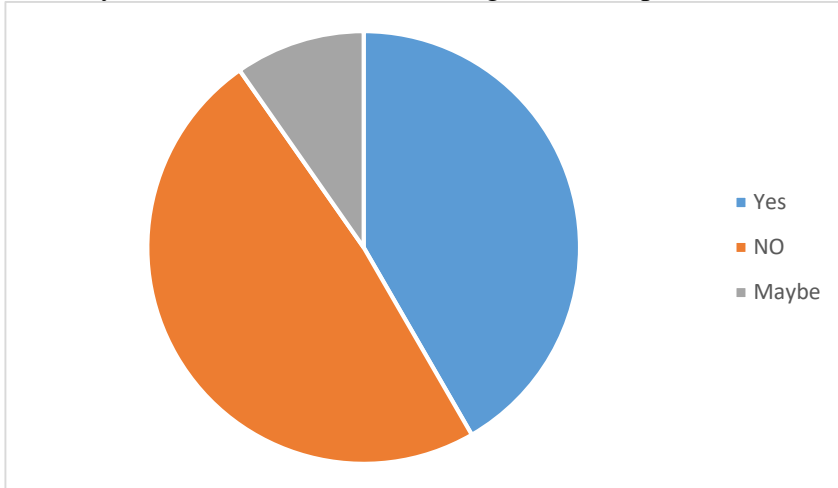
Data collected from 50 responders says that 50% are Satisfied with the current FM Radio programmes, 28% are satisfied, 10% are neutral and 2% are dissatisfied with the current FM Radio programmes.

17. Do you think FM Radio is still an efficient Medium



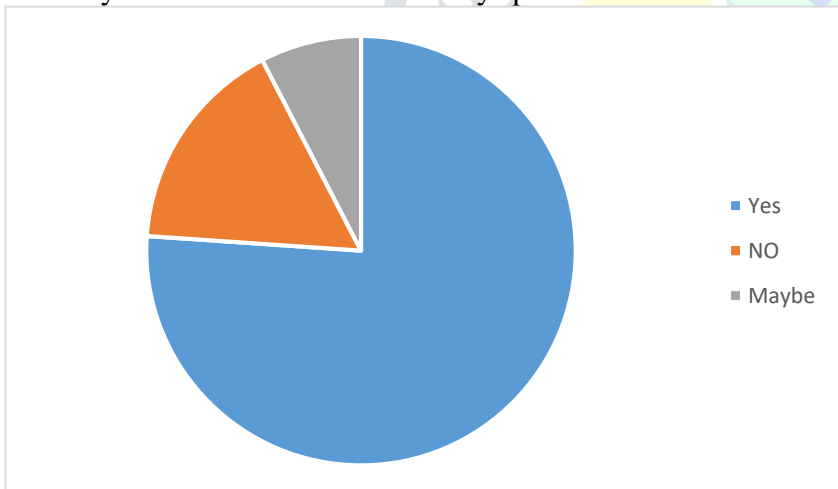
50 responders data say that 88% thinks that FM Radio is still an efficient medium while the rest 12% thinks that it is not an efficient medium.

18. Do you think the current technological developments are a threat to FM Radio?



The data shows 12% listeners thinks that the technological developments can be a threat to FM radio, 14% do not think that the technological developments are a threat while the rest 37% listeners says that it may be a threat to FM radio.

19. Do you think FM radio will always prevail in the future?



According to the data 28% says that they are sure that FM Radio will prevail in the future, 6% says that it will not prevail in the future while the rest 66% says it may prevail it the future.

CHAPTER 5

FINDINGS

This study aims at finding the reach of FM radio among the teenagers and have specified the area Calicut. Both Quantitative and Qualitative study was conducted to complete this study. In- depth Interview along with Survey method, a questionnaire containing 19 questions was used in this study.

Random teenagers of age group 13 to 19 years was chosen as samples for this study, out of which 98% listens to FM Radio while just 2% said that they don't listen to FM Radio. A total of 50 samples were taken for this study.

To carry on with the survey it was important to know about the minimum duration a teenager would listen to FM Radio per day. Out of the 50 responders, the majority, that is 58%, listens to FM Radio for less than just 30 minutes, 30% listens for about 30 minutes to 1 hour, 4 % listens for about 1hour to 2 hour and just 2 % listens to FM Radio for more than 2 hours. This shows that even though many listens to FM radio the duration of hours they tune into FM radio is less than 30 min while only a very few listens too it for more than a hour.

In Calicut there are just 3 private FM Stations apart from the AIR, out of which, 60% tunes into Radio Mango, which was the first private FM station to be started in Kerala and it still has its popularity. The rest 18% tunes into Red FM, 16% tunes into Club FM and only 2 % listen to the All India Radio. And also majority listens to Radio while traveling (75%), than while they are at home(23%). So it was evident that most of them would use Car Radio for tuning into any radio stations rather than any other form. 72% listens to Car Radio, 14% listens to Mobile Radio, and just 12% uses portable radio sets to listen to FM Radio. This shows that the amount of radio sets at homes are very less compared to any other forms.

The next question was asked mainly to know about the participation of the listeners in radio, and it was just 18% who participated in any radio programmes and the rest 82% never participated in any radio programmes rather they just used radio to listen to the contents and programmes. This shows that the participation of audience in Radio is very less and they use radio only for listening purposes.

The following question was to analyse the listening practices of the audience in FM Radio. FM Radio today provides a wide range programmes, and man y uses radio for more than pone purpose and not just a single programme. Out of the 50 responders, almost 64.6% uses FM Radio to listen to music, just 4.6% uses FM radio to listen to the current updates that in the news, 6.5% uses FM Radio to listen to Talk shows pf celebrities, 10. 7% listens to pranks shows and 10.6% uses FM Radio to listen to humour shows. This shows

that the main purpose why teenagers use FM radio is to listen to Music. Entertainment is the main purpose of FM Radio for the teenagers.

In the further questions it was necessary to know whether the audience were aware of the new technological developments that has been happening. Internet Radio and Audio Streaming Applications are the two most important rivals chosen in this study for FM radio. Out of the 50 responders, 78% knows what an Internet Radio is and the rest 22% are not aware of it. And in case of Audio streaming Applications, 84% uses them while just 16% are not aware of them or do not use them. Out of the 84%, 22% uses Gaana, 8% uses Saavn, 22% uses Spotify and 18% uses other Audio Streaming Applications.

The following questions were asked to know about the popularity of other applications over FM Radio. Almost half the responders that is 50% of them says that Audio Streaming Applications are more reliable than FM radio or Internet Radio. Only 36% thinks that FM Radio is more reliable and the rest thinks that Internet radio are more reliable. Since music was the main reason why teenagers use FM Radio, it was important to know whether they use FM Radio over other applications. Only 18% discovers new songs through FM Radio while 38% discovers new songs through Audio Streaming Applications and the rest discovers new songs through Internet Radio and some through You Tube. So it is clear that the audio streaming applications have created a huge impact on the teenagers over FM Radio.

The next few questions were asked to know about the relevance of FM Radio in today's generation. Almost 25% were just satisfied with the current programmes of FM Radio, 25% are highly satisfied. But the rest 20% stays neutral and 2% are dissatisfied with the current programmes. This shows that the majority are actually happy with the current way the FM Radio is conducting their programmes.

Since technology has been advancing day by day, it is very significant to know whether these technological advancements are becoming a threat to FM Radio. Out of the 50 responders, 74% says that it may become a threat to FM Radio, 12% are so sure that it is a threat. But the rest 14% strongly believe that the technological developments can never be a threat to FM Radio. This shows that most of them are not completely sure if the technological developments will take over FM Radio.

It is very necessary to know if the teenagers think that the FM Radio will prevail in the future as they are the coming generations. Almost 66% says that FM Radio may prevail in the future. They are not that sure. But 28% says that it will definitely prevail in the future while just 6% says that FM Radio don't have a future. Through this we can understand that the future of radio cannot be certain.

CONCLUSION

According to the survey conducted it is clear that the majority of the teenagers still listen to FM Radio and is still alive even though the duration they listen to FM Radio is less. The main purpose they use FM Radio is for entertainment, mainly to listen to music and for humour or prank shows. The main purpose of radio, education and entertainment are not the significantly visible is today's generation. Many other developments like the Audio Streaming Applications have taken over the FM Radio as they provide music anywhere and everywhere and the only thing they need is the internet, while FM Radio frequency might get lost in certain areas. Most of the teenagers when asked were not sure about the future of FM Radio. They say that FM radio may prevail in the future, while only very few are sure that it will stay.

In the In-depth interview conducted, Shaktivel sir clearly says that it is important to educate the coming generations about the significance and importance of FM Radio. Lack of proper education about radio is the main reason for other technological developments to take over the FM Radio.

This study proves that how much ever the world has evolved or the technology has advanced FM Radio is still prevailing today and will prevail if proper education is imparted to the coming generation about the value of FM Radio and its significance during the time of war or disaster. Radio being one among the traditional medium have to be taken over for generations and will prevail for centuries here after.

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APPENDIX

Questionnaire –

1. Do you listen to FM Radio?

Options- * Yes, * No

2. If yes, how often do you listen to FM Radio?

Options- * Less than 30 minutes, * 30 minutes to 1 hour, * 1 hour to 2 hour, * More than 2 hour, * Never

3. Which FM Channel do you mostly tune into?

Options- * Radio Mango, * Red FM, * Club FM, * AIR, * None

4. Where do you mostly listen to FM Radio?

Options- * Home, * Travelling, * School, * Others, Specify:

5. What kind of Radio do you use?

Options- * Portable radio set, * Mobile Radio, * Car Radio, * Internet Radio

6. Have you participated in any FM Radio shows?

Option- * Yes, * No, Specify:

7. Have won any prizes through FM Radio?

Options- * Yes, * No

8. For what purpose do you listen to FM Radio?

Option- * Music, * News, * Talk Shows, * Humour Shows, * Prank Shows, * others, Specify:

9. Do you consistently listen to a specific Radio Channel?

Option- * Yes, * No

10. Are you aware of Internet Radio?

Option- * Yes, * No

11. If yes, from what source did you get to know about FM Radio?

Options- * Relatives, * Friends, * Social Media, * Others, Specify:

12. Do you listen to any Audio Streaming Applications?

Options- * Yes, * No

13. Which Audio Streaming Applications do you use?

Option- * Gaana, * Saavn, * Spotify, * Others, Specify

14. Which of the following do you think is more reliable?

Options- * FM Radio, * Audio Streaming Applications, * Internet Radio, * Others

15. Through what medium do you discover new songs?

Options- * FM Radio, * Internet Radio, * Audio Streaming Applications, * Others

16. How satisfied are you with the current FM Radio programmes?

Options- * Highly Satisfied, * Satisfied, * Neutral, * Dissatisfied, * Highly dissatisfied.

17. Do you think FM Radio is still an efficient medium?

Options- * yes, * No, Specify

18. Do you think the current technological developments are a threat to FM Radio?

Options- * Yes, * No, * Maybe

19. Do you think FM Radio will always prevail in the future?

Options- * Yes, * No, * Maybe