

## Listening Behavior and Programmes' Preferences of Community Radio Listeners of CCS HAU, Hisar-91.2 MHz

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Received: 20.05.2017 | Revised: 22.05.2017 | Accepted: 23.05.2017

### ABSTRACT

Most scholars agree with the fact that the condition of the poorest of the poor can be improved by providing them with the most basic information by involving them so that sustainable development can be achieved. One such Information and Communication Technology (ICT) is Community Radio Station (CRS) which caters to the need of rural community by involving them in every aspect of operationalization and management. Community radio is a type of radio service that offers a third model of radio broadcasting beyond commercial and public service. For over 80 years, radio has been seen as a global tool for participatory communication and development. But participation of the community was lacking, thus a new concept of Community Radio was introduced. Community radio caters the need of rural community hence giving way to the bottom up approach, and providing a voice to the voiceless. In a country like India, where the printed words cannot go very far because of wide spread illiteracy, the community radio can play a significant role in revamping extension network not only for the purpose of dissemination of views and information, but also for education, advertisement and entertainment. This study was conducted in Hisar district of Haryana to assess the Listening Behavior and Programmes' Preferences of Community Radio Listeners of farming community of district Hisar (Haryana). The Community Radio Station (CRS, CCSHAU, Hisar-91.2 MHz) covers the area of approximately 15 Kilometers radius around the university. Therefore, four villages from the coverage area in all four directions were selected. Forty farmers who were listening CRS, CCSHAU, Hisar-91.2 MHz were selected randomly from each village. Observations related to Listening Behavior and Programmes' Preferences of Community Radio Listeners were recorded of total number of 160 CRS listeners.

**Key words:** Community radio station, ICT, Farming community, Programme quality, Assessment

### INTRODUCTION

Radio is gaining importance everyday especially in a country like India, where the printed word cannot go very far because of widespread illiteracy; the radio is a significant

medium of mass communication<sup>2</sup>. The radio can carry information from the remotest corner of the country and thus can also help for raising the cultural level of people<sup>1</sup>.

**Cite this article:** Yadav, K., Kumar, A., Kumar, R. and Kumar, R., Listening Behavior and Programmes' Preferences of Community Radio Listeners of CCS HAU, Hisar-91.2 MHz, *Int. J. Pure App. Biosci.* 5(3): 518-521 (2017). doi: <http://dx.doi.org/10.18782/2320-7051.2998>

For over 80 years, radio has been seen as a key global tool for participatory communication and development. But participation of civil society is somewhat lacking thus a new concept of “Community Radio Station” (CRS) took place<sup>5</sup>. Modern day Community Radio Stations (CRS) offers the service to the listeners by offering the verity of the content that is not necessarily provided by the commercial FMs. It makes major contribution to agricultural extension by utilizing reach of radio and disseminating information and knowledge produced locally and having relevance for specific community<sup>4</sup>.

Community radio is a type of radio service that offers a third model of radio broadcasting beyond commercial and public service. Community Radio Stations are operated, owned, and driven by the communities they serve. CRS has many advantages over government and commercial radio like; they are always in the local languages with local issues involving ordinary people so that villagers and semi-urban people understand what they are about<sup>6</sup>.

#### MATERIAL AND METHODS

But to know the most prefer time of farming community, their purpose of listening CRS programmes and their program preferences the present study was conducted in Hisar district of Haryana state. The Community Radio Station (CRS, CCSHAU, Hisar-91.2 MHz) of CCS Haryana Agricultural University covers the area of approximately 15 Kilometers radius around the university. Four villages from the coverage area in all four directions were selected purposively as maximum feedback through phone calls/ letters or personal contacts received from these four villages by the CRS, CCSHAU, Hisar-91.2 MHz. Thus, it was presumed that required number of listeners will be available in these four villages viz. *Satro Khurd* (East), *Arya Nagar* (West), *Raipur* (North) and *Kamiri* (South). Forty

farmers who were listening CRS, CCSHAU, Hisar-91.2 MHz were selected randomly from each village. A total of 160 farmers listening CRS, CCSHAU, Hisar-91.2 MHz were studied and observations were recorded of total number of 160 CRS listeners by a well designed and pre-tested questionnaire.

#### RESULTS AND DISCUSSION

##### Listening Behavior of Community Radio Listeners:

Table no-1 depicts that most preferred FM channel by the CR listeners was All India Radio with 25.62 per cent, followed by Big FM (20.00%), CRS, CCS HAU, Hisar-91.2 MHz (19.38%), Radio *Dhammal* (18.75%) and Radio *Mantra* (16.25%). It concludes that rural listeners most preferred listening All India Radio and CCS HAU, CRS-91.2 MHz is not far behind. Results further shows that more than one third of the listeners (35.00%) preferred to listen Community Radio in the ‘morning’ and one fourth of listeners (26.25%) preferred in ‘evening’. Whereas, 25.00% of CR listeners have ‘no specific choice of time’ and they listen whenever they got the time.

It further indicated that majority of the listeners (28.76%) have ‘no specific choice’ of listening pattern, 23.12% CR listeners prefer to listen CRS ‘while working at their farms’, 18.12% were listening CRS ‘with their family’, with not much difference (16.25%) were listening it ‘with friends/ fellow farmers’. Results further shows that almost half of the listeners (46.87%) were ‘casual listeners’, whereas 37.50 per cent were ‘occasional’ and only 15.63 per cent were ‘frequent listeners’. The results in the table No-3 revealed that almost one third of the listeners (32.50%) were listening the programmes to receive ‘latest information’, followed by ‘entertainment purpose’ (23.75%), ‘updating existing knowledge’ (16.25%) and ‘for time pass’ (13.75%).

Table-1: Listening behavior of Community Radio Listeners

n=160

Sr. No	Variables	Chotti Satrod n=40		Arya Nagar n=40		Raipur n=40		Kamiri n=40		Total n=160	
		f	%	f	%	f	%	f	%	f	%
<b>A. Most Preferred FM station</b>											
a.	Big FM (92.7MHz.)	06	15.00	07	17.50	11	27.50	08	20.00	<b>32</b>	<b>20.00</b>
b.	Radio <i>Dharmal</i> (91.2MHz.)	08	20.00	08	20.00	06	15.00	08	20.00	<b>30</b>	<b>18.75</b>
c.	Radio <i>Mantra</i> (91.9MHz.)	08	20.00	06	15.00	04	10.00	08	20.00	<b>26</b>	<b>16.25</b>
d.	All India Radio (AIR) (102.3MHz.)	08	20.00	12	30.00	11	27.50	10	25.00	<b>41</b>	<b>25.62</b>
e.	CRS, CCS HAU, Hisar (91.2 MHz)	10	25.00	07	17.50	08	20.00	06	15.00	<b>31</b>	<b>19.38</b>
<b>B. Preferred time for listening CRS, CCS HAU, Hisar-91.2 MHz</b>											
a.	Morning	17	42.50	13	32.50	14	35.00	12	30.00	<b>56</b>	<b>35.00</b>
b.	Evening	08	20.00	12	30.00	11	27.50	11	27.50	<b>42</b>	<b>26.25</b>
c.	Both time	06	15.00	07	17.50	05	12.50	04	10.00	<b>22</b>	<b>13.75</b>
D.	No specific choice	09	22.50	08	20.00	10	25.00	13	32.50	<b>40</b>	<b>25.00</b>
<b>C. Listening Pattern</b>											
a.	While working at farm	09	22.50	08	20.00	11	27.50	09	22.50	<b>37</b>	<b>23.12</b>
b.	Have leisure time/ Alone	07	17.50	06	15.00	03	07.50	06	15.00	<b>22</b>	<b>13.75</b>
c.	With friends/ Fellow farmers	06	15.00	07	17.50	05	12.50	08	20.00	<b>26</b>	<b>16.25</b>
d.	With family	07	17.50	06	15.00	09	22.50	07	17.50	<b>29</b>	<b>18.12</b>
e.	No specific preference	11	27.50	13	32.50	12	30.00	10	25.00	<b>46</b>	<b>28.76</b>
<b>D. Listening Frequency</b>											
a.	Casual listener (<1 hrs.)	18	45.00	21	52.50	17	42.50	19	47.50	<b>75</b>	<b>46.87</b>
b.	Occasional listener (1-2 hrs.)	13	32.50	17	42.50	18	45.00	12	30.00	<b>60</b>	<b>37.50</b>
c.	Frequent listener (2-3 hrs.)	09	22.50	02	05.00	05	12.50	09	22.50	<b>25</b>	<b>15.63</b>
<b>E. Listening Purpose</b>											
a.	For Entertainment	10	25.00	06	15.00	11	27.50	11	27.50	<b>38</b>	<b>23.75</b>
b.	To receive latest information	14	35.00	14	35.00	10	25.00	14	35.00	<b>52</b>	<b>32.50</b>
c.	To update existing knowledge	05	12.50	07	17.50	08	20.00	06	15.00	<b>26</b>	<b>16.25</b>
d.	For time pass	07	17.50	05	12.50	03	07.50	07	17.50	<b>22</b>	<b>13.75</b>
e.	To remove tiredness / stress	02	05.00	04	10.00	05	12.50	02	05.00	<b>13</b>	<b>08.12</b>
f.	Any other purpose	02	05.00	04	10.00	03	07.50	00	00.00	<b>09</b>	<b>05.63</b>

### Programmes' preferences on CRS, CCS HAU, Hisar-91.2 MHz:

Table no. 2 shows that out of three types of programmes broadcasted by CRS, CCS HAU, Hisar 91.2- MHz (Educational/information, Skill and Entertainment), listeners prefer programmes which are based on 'Skill up-gradation' (M.S- 2.13) the most, followed by 'Educational/ Information based' (M.S- 2.05)

and 'Entertainment based' (M.S- 1.44). Within the 'skills up-gradation programmes', the 'Home Sciences based programmes' top the ranking (M.S-2.30), 'Agriculture based programmes' top among educational /information based programmes (M.S-2.45) and 'Haryanvi ragani' among the entertainment based programmes (M.S-2.38).

Table-2: Programmes' preferences on CRS, CCS HAU, Hisar-91.2 MHz

n=160

Sr. no.	Programmes	Most Preferred (3)	Preferred (2)	Least Preferred (1)	M.S	Rank
<b>A. Knowledge/ Information based Programmes</b>					<b>2.05</b>	<b>II</b>
a.	<b>Agriculture based</b>	<b>88</b>	<b>56</b>	<b>16</b>	<b>2.45</b>	I
b.	Animal and Veterinary Science based	58	69	33	2.15	II
c.	Agricultural Engineering based	52	60	48	2.02	III
d.	Home Science based	34	45	81	1.70	V
e.	Social Issues based	55	45	60	1.96	IV
<b>B. Skill based Programmes</b>					<b>2.13</b>	<b>I</b>
a.	Agriculture based	38	66	56	1.88	V
b.	Animal and Veterinary Science based	59	67	34	2.15	III
c.	Agricultural Engineering based	71	56	33	2.21	II
d.	<b>Home Science based</b>	<b>68</b>	<b>72</b>	<b>20</b>	<b>2.30</b>	I
e.	Social Issues based	59	61	40	2.11	IV
<b>C. Entertainment based Programmes</b>					<b>1.82</b>	<b>III</b>
a.	<b>Haryanvi Ragani</b>	<b>78</b>	<b>66</b>	<b>16</b>	<b>2.38</b>	I
b.	Haryanvi <i>Kissa</i>	22	60	78	1.45	VI
c.	Haryanvi <i>Makhool/Jokes</i>	45	59	56	1.93	III
d.	Folk Songs	34	46	80	1.71	IV
e.	<i>Bhakti</i> Songs	56	68	36	2.12	II
f.	Kids stories	22	44	94	1.55	VI
g.	Any other	34	31	95	1.61	V

### CONCLUSION

From above finding it is very much clear that CRS is a powerful medium of participatory extension and all the sectors of society in general and farming community in particular can be benefited by it if handled and managed properly with its true spirit i.e. "of the community, by the community and for the community". If listeners' are involved in all the aspects of broadcasting starting from selection of programmes, language, content to be broadcasted, timing and needs of the listener at centre of focus, it can revamp the extension network of the country. This can overcome some of these most challenging issues related to extension like; accessibility, literacy and language barriers, local focus and participatory approach.

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