



POPULARITY OF FM RADIO AMONG TEENAGERS IN HYDERABAD

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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 provides varieties of songs 24x7 with a secure internet connection. 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 metro city like Hyderabad, where there are so many private FM 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. Hyderabad has different radio channels like Red FM, Big FM etc. 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.

Keywords: *FM Radio, Hyderabad, traditional media, Live Mint.*

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 government 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 program 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

Radio is a significant 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 to 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 in Chennai followed by 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 Hyderabad

Hyderabad has a variety of AM and FM radio stations. Two AM broadcasting|AM and two FM broadcasting FM stations in Hyderabad are operated by All India Radio (AIR), officially known as *Akashvani*. The first FM radio station to broadcast in the city was AIR's Vividh Bharati in the early 1990s. In 2006, Commercial broadcasting|commercial FM radio stations were launched in Hyderabad. These stations are broadcast 24 hours a day, seven days a week with programming in Telugu language, English and Hindi.

The FM radio stations in the city are:

- Bol Radio 90.4 MHz
- Radio City 91.1 MHz
- AIR Rainbow 101.9 MHz
- AIR Vividh Bharati 102.8 MHz
- BIG FM 92.7 92.7 MHz
- IGNOU Gyan Vani 105.6 MHz (educational station, on air from 18.00 to 22.00 hours)
- Deccan Radio 107.8 MHz
- RED FM 93.5 MHz
- Fever 94.3 FM Hindi Channel
- Radio Mirchi 95 MHz Hindi Channel, Known as Mirchi95.
- Radio Mirchi 98.3 FM Telugu Channel.
- KOOL 104 – (from the Radio Mirchi group) airs both Ryan Seacrest and Casey Kasem's AT40 – 104 FM
- Radio Charminar 107.8 MHz Urdu Channel
- Magic FM (India) 106.4 MHz



AM radio stations in the city are

1. Hyderabad-A 737 kHz
2. Hyderabad-B 1377 kHz

Internet Radio

1. Radio Tulip (24/7 Non-Stop Telugu live radio)
2. Deccan Radio (24/7 South Indian internet radio)
3. Radio Archana (24/7 devotional station: Radio Archana Sravanam Bhakthi Ki Sopanam)
4. Radio Khushi (24/7 Telugu online radio) .
5. Telangana Radio (24/7 Telugu live radio) TeluguOne Radio (24/7 Telugu live radio .
6. Tharangamedia

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 Hyderabad.

Objectives

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

Scope of the Study

This study explores how many teenagers in Hyderabad 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.

Review of Literature

Fm 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). 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). Radio is the most democratic of media both in providing easy access to citizen participation and in being widely available (William Siemering 2009). 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) .



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.

This indicates that radio can be an effective medium in reaching out quality education and training to the needy ones (R V Vyas 2002) .Radio influences the lives of people in many ways. It has an important role in public media (Altaf Ullah Khan and Rahman Ullah 2017). 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).

FM Radio in India

FM radio sector is the most significant contemporary development in Indian radio (Neha and Kashyap 2008). 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 Culcutta. All India Radio is the government owned FM radio which had all the information and policies of the government. After this 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).

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 stated to setup FM stations in many localities. FM Radio was widely accept FM Radio and all sectors of people relied on the radio 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 (Yesudasan 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 anywhere 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).

Teenagers and FM Radio

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.



Conclusion

According to the information gathered, 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. 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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