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Current Tendency of Listening FM Radio of Journalism Students in DIU

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Daffodil International University

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Dissertation (Course Code: JMC 520)

Topic: Current Tendency of Listening FM Radio of Journalism Students in DIU

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Date of Submission: 11 October, 2014

Letter of Submission

11 October, 2014

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Subject: Submission of Dissertation.

Dear Sir,

This is the dissertation that is considered for the fulfillment of two-year Masters Program in Journalism and Mass Communication on the topic of "Current Tendency of Listening FM Radio of Journalism Students in Daffodil International University (DIU)".

I have tried my best to prepare this dissertation to be as informative and relevant as possible. For preparing this paper, I have collected both the hard and soft materials and other particulars related with the research topic.

I will be available for further query and clarification regarding this dissertation whenever necessary.

Sincerely yours,



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Acknowledgement

I, the student from the Department of Journalism & Mass Communication of Daffodil International University, would like to take the opportunity to thank all those people who helped me at the time of preparing this Dissertation (JMC 520) for the fulfillment of two-year Masters Program.

Particularly, I am very grateful to my supervisor, Professor Sakhawat Ali Khan with whom I have shared my idea and knowledge time to time. I am grateful to the resource personnel and faculty members of Journalism & Mass Communication department for their effort. I would like to thank my classmates and those students of Journalism and Mass Communication department who have cooperated with me during my survey. I am also thankful to the staffs of DIU library, computer lab and my own department who helped me a lot from their end.

I am really indebt to them for their tremendous co-operation which was very necessary for me.

Thanking you,

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Dedication

This effort is dedicated to my mother, Rownaq Ara Khatun. She is the one who taught me how to ask a valid and accurate question instead of making the best answer, because a question is the basic source to find out the real knowledge. I, Shahriar, is the person is now at this position today where my mother is my only inspiration.

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October, 2014

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Abstract

There are three kinds of electronic media have been broadcasting program and news namely, public service broadcasters, commercial broadcasters and international broadcasters in Bangladesh. Radio is one of the important tools in the whole media sector. Bangladesh Betar is the public service broadcasters owned by the state. The commercial broadcasters are private FM radios. Apart from this, BBC World Service, VOA, DW, NHK etc. are international broadcasters. These three kinds of electronic media have different objectives. It is high time to know that which channels are grabbed how much audience particularly in FM radio sector. This study is conducted on the basis of this issue.

In this research, a brief scenario of FM radio culture and tendency in Bangladesh has been discussed along with the topic. This research is the combination of qualitative and quantitative data with the help of primary and secondary sources regarding FM radio channels, its broadcasting nature, programs, operational strategies, audience demand and their FM listening tendency. For conducting this academic research, random sampling is followed to the Journalism students in Daffodil International University. The focus of this study was to analyze the tendency to listen FM radio as journalism students as well as the young generation. Four hypotheses were formed to develop a structured questionnaire. In some cases, result is not due to small sample size and time constraints.

According to the findings, it can be interpreted that private FM channels are more popular than public FM channels. Mobile Phones are broadly used for listening FM channels. Young listeners spend one to two hours in a day and late night is their preferable time to listen this. Radio Foorti is the popular FM station for songs related programs which are mostly heard. People send SMS mostly for song request. ABC Radio is the popular station for news purpose. One of the parameter is to measure the tendency of consuming the advertisements. In that case, it is found that most listeners change the radio stations during commercial break. But they allow when RJ goes with mentioning duration of the break. Distorted linguistic approach is a common phenomenon in FM radios. There are lot of complains against the RJs' speeches. As per the findings of the study, most students like standard Bangla speech but very few students like the mixture of English and Bangla.

Finally, it is seen from the beginning to end of this research, FM radio related study is not adequate in Bangladesh. FM radio is a booming sector right now. It starts its journey from 2006 and there are number of channels are running their operations successfully where all private stations are doing this commercially. That's why; this is the high time to make a nurtured shape of this industry. As a result, it will be worthy to both public and private sectors in the future.

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Chapter 1: Introduction

In this introductory chapter, it will be tried to find out the trends of listening FM radio as important media tools within the students of Daffodil International University and understood the logical reasons behind the recent tendency.

1.1: Background of the Research

This dissertation is originated as a requirement for completing the Two-Year Masters Program under the Faculty of Humanities & Social Science in Daffodil International University. Prof. Sakhawat Ali Khan, the supervisor of Department of Journalism & Mass Communication, has selected the research topic titled as "Current Tendency of Listening FM Radio of Journalism Students in Daffodil International University (DIU)". Under his supervision, this dissertation is prepared and submitted as an academic research.

1.2: Hypothesis and Research Questions

In the research, it is to focus on some general issue that what is the necessity of the audience of FM radios and what actually the stations provide to them. According to the selected sample, there are four major areas are identified for the study such as favorite channels and its programs, news, advertisement and FM speech accent. On this basis, the hypotheses and research questions as well were formed.

In terms of favorite channels and its programs, the hypotheses were: Private FM channels are more popular than Public FM channels. Normally, Cell Phone are broadly used for listening FM channels especially song related programs and one to two hours are spent in a day on average.

The second hypothesis was: BBC Bangla is most-heard radio channel for news. Based on this hypothesis, the research question was which channel is mostly listened for news.

The third hypothesis was: Most listeners change the radio stations during commercial break. The related research question was whether they change the channels during advertisement or not and what is their preferable approach.

The fourth hypothesis was: Listeners prefer simple Bengali speech to any mixing of other languages. The research question was like which type of linguistic accent is preferable.

1.3: Limitation of the Research

While working on this topic, a lot of problems are considered as the limitation. Some of those are:

- The collection of information may seem insufficient.
- There was no access on some related websites in the internet.
- There was no assurance that this information is currently updated.
- Still FM radio based research is not adequate which could be utilized as strong references.
- Every time lower speed of data transfer problem caused the wastage of big span of time.

Chapter 2: Literature Review

Radio is a very powerful technology that can allow information to reach large sectors of the population quickly and economically. Yet, due to national broadcast regulations in many countries, this potential could not be realized fully in the past and community radio stations did not develop as they should have (Sharma, 2003, p. 3). In addition, the cost of transmitters, infrastructures and equipment, placed most potential community broadcasters at a disadvantage, especially those in the remote rural areas. The result was a distinct information gap to the rural corners of some countries due to lack of service by national broadcasters who in some cases have weak or non-existent signal coverage.

Radio can cut across geographic, cultural and literacy barriers. Given its availability, accessibility, cost-effectiveness and power, radio represents a practical and creative medium for facilitating mass education in urban/rural settings. However, radio still continues to be an under-utilized technology in education (http://en.wikipedia.org/wiki/Media_of_Bangladesh). This is especially surprising, because from a learner's point of view, radio is user friendly, accessible and a well-established medium. From an educational provider's point of view it is easy to set up, produce and broadcast programs. After almost one hundred years of broadcasting history, most nations possess more than a respectable level of engineering skills and broadcasting talent needed to apply the technology in education.

For the last few years, privately-owned FM radio is an important phenomenon in Bangladesh media sector. Emergence of an entertainment-seeking middle class, decline of public radio and above all, information revolution throughout the world has transferred into its development in Bangladesh. Nowadays, it is a profit-making industry. Content of these radio channels is mostly entertainment though sometimes it is questionable for its lowly presentation style. Most of its audience is young people from different sections of the society. Advertisement from commercial organizations is the main earning-source of these channels. Though the number of FM radio channels is increasing every year, the lack of an appropriate guiding policy has been affecting its optimum development. In this chapter of literature review, it is to focus on the brief early history of radio in Bangladesh, Starting period of FM radio, Fm radio policy, currently operated FM radio stations and recent FM trends in Bangladesh.

The radio sector in Bangladesh is divided into three sections in bold line. Firstly, is government owned radio stations; secondly, privately owned FM radio stations and thirdly, community radio stations. Though this study is on FM radio listening tendency but for the better understanding of radio sector in this country, it is very important to know about other radio patterns. (<http://banglamusic.com/articles/bangla-fm-radio-revolution-in-bangladesh-1947.html>)

Bangladesh Betar a public service broadcaster has been broadcasting 220 hours 25 minutes program daily from its 11 regional stations using 27 transmitters. It also broadcasts its program from six FM transmitters to educate, inform, entertain and motivate listeners. The types of the program are song, drama, interview, discussion, talk show, magazine, feature, jingle, spot, reporting, traffic reporting, composite program, musical program, answer to the letters, news, news commentary etc. External service of Bangladesh Betar broadcasts program in six languages namely Bengali, English, Urdu, Hindi, Nepalese and Arabic. Every day the Central News Organization (CNO) of Bangladesh Betar transmits as many as 22 national news bulletins of various duration once every hours starting at 7.00 am in the morning till midnight. (<http://www.moi.gov.bd/about.php>)

Besides this, Community radio as the citizens' media is capable of harnessing its unique nature for upholding the surpass voices because of its participatory ownership pattern (<http://www.ipsnews.net/2008/05/media-bangladesh-making-waves-over-community-radio/>). Bangladesh is going to initiate community radio broadcasting with its new policy through providing guarantees the access to information, free expression and increases participation, ensures democracy and governance, protects the rights, facilitates the poverty alleviation process and to secure people's interest with their active participation (<http://connection.ebscohost.com/c/articles/60949005/community-radio-movement-bangladesh-will-they-work-as-citizens-media>). Considering some significant benefits, demand for community radio has also been augmented among various civil society activists, right groups and NGOs in Bangladesh (<http://www.slideshare.net/bnnrc/bnnrc-dam?related=1>)

Past few years, FM radio has reached out to almost everywhere across the country. It is in the posh areas or remote sub-urban, it is everywhere and as time passes, these private radio stations have introduced a brand new life style for the city dwellers. Gone are the days when a CD or cassette are the only means of entertainment, tune into the radio and you have it all (<http://connection.ebscohost.com/c/articles/86873653/private-fm-radio-bangladesh>). The FM channels have certainly managed to capture the attention of the people all over and have certainly injected an element of thrill and excitement into their daily lives.

| S/N | FM Stations | Radio Frequency | Type of Ownership |
|------------|--------------------|------------------------|--------------------------|
| 1 | Radio Foorti | 88.00 FM | Private |
| 2 | Radio Amar | 88.40 FM | Private |
| 3 | Radio Metropolitan | 88.80 FM | Public |
| 4 | ABC Radio | 89.20 FM | Private |
| 5 | Radio Today | 89.60 FM | Private |
| 6 | Dhaka FM | 90.40 FM | Private |
| 7 | Asian Radio | 90.80 FM | Private |
| 8 | Peoples Radio | 91.60 FM | Private |
| 9 | Radio Shadhin | 92.40 FM | Private |
| 10 | Radio Bhumi | 92.80 FM | Private |
| 11 | City FM | 96.00 FM | Private |
| 12 | Radio Metrowave | 97.60 FM | Public |
| 13 | BBC / BBC Bangla | 100.00 FM | Public + Private |
| 14 | Colors FM | 101.60 FM | Private |

Table 2.1: List of FM stations in Bangladesh (Only Dhaka based)

(Source: http://en.wikipedia.org/wiki/List_of_Bangladeshi_television_and_radio_channels)

People living in the urban areas now have a friend who is their constant companion. They can share their emotions and feelings, views and problems, with the new stars on the horizon, the RJs (radio jockeys). The listeners have problems which they do not or cannot share even with family members. On such occasions, the RJs, via the station, step up and try to come up with a solution. Such elements were missing in our society. Live interaction is an underlining attribute of FM stations. Through radio, the listeners can express their state of mind or their suggestions in a blink of an eye, as the RJs are just a sms away from them. (Suhrawardy, 2010)

Nowadays, people are having fun through their radio- it is the best thing to have while you are on the move. If one is watching television one needs to devote his or her full attention towards it, but in the case of radio, it is totally different, you can just listen to the radio irrespective of what you are doing (http://ifets.ieee.org/discussions/discuss_june2003.html).

The FM industry is growing at a rapid rate. Stations are stretching beyond the boundaries of the capital city and taking their broadcast to outside of Dhaka city. Radio stations add the much needed velocity into the listeners' lives; it acts as a soothing agent and can change the mood of an individual who is feeling blue just via a song or a joke cracked by the RJ (<http://www.assignmentpoint.com/business/finance/assignment-on-swot-analysis-and-target-market-analysis-of-radio-foorti.html>). It injects an element of much needed wit into our lives and is a medium through which one can relate with people.

Chapter 3: Significance of the Research

In this study, the researcher tries to focus on several buzzing issues regarding FM radio sector in Bangladesh. By following the survey method, researcher emphasizes on most-heard FM radio station among journalism students in Daffodil International University.

The journalism students of Daffodil International University use cell phone due to its mobility. Late night is the prime time for listening FM radio but they don't prefer morning hours for it. The journalism students spend minimum one to two hours for listening FM radio and they prefer song related programs to other programs.

As journalism students, it is really need to build up a habit of listening current news and for this issue; they prefer ABC radio rather than other stations, because it broadcast their news at every hour. In Bangladesh, FM stations always push the listeners to send SMS for share their comments or demands as their opinion. Most journalism students do not send SMS for participating. But those who do this, they send SMS for either song requests or for other life-style show and educational programs to know something.

Advertising plays a very important role to run a FM station and there is a huge program plan to air this. In terms of advertising, researcher was curious to know that whether they change the station while starting the commercial break or not. Most of the students change the station at that time and they prefer that type of advertising when RJ mention the duration that when he/she will be back after commercial break.

Finally, linguistic accent is very debatable issue regarding FM radio channel. It is assumed that general people do not like the distorted pronunciation on FM stations. Mixture of Bengali and unnecessary English is a big complain from starting journey of FM culture. Through the survey, it is seen that most students prefer standard Bangla speech on radio and they don't prefer the mixture of Bangla and English. By using the random sampling and following a structured questionnaire, these are the significant result of the whole study.

Chapter 4: Scope of the Research

The research is aimed to find out the dominant actors and factors on FM radio listening tendency in Bangladesh specifically in journalism students. This study is conducted basically on three aspects: impacts on daily life of listening FM radio on journalism students, news and program listening tendency with participation among them and advertise consuming tendency. All of these issues helped a lot to complete the study on it. It does not mean that the only group who will be benefited from this study, others will be benefited too.

Due to time constraints, this study area was very limited. But this study can be extended at various strata. For the future purpose, this topic can be modified in terms of gender based study, other discipline (for example: Bangla, English, Mathematics, even Bangla medium, English medium students, students of urban and rural area and so on), profession based study, only news content based study of FM radio, only advertise based study on FM radio. Even this study can be transformed into other media, like television or website etc.

Mobile application (Apps) is very popular in current generation. It is useful too. In many works and for instant information, apps works like a tonic. This study idea can be used of using mobile apps to young generation also. In terms of mobile apps, the idea can be more specified. The selected topic can be program based, news based, service based, e-commerce based and many more.

Media analysts, researchers and government can use this reserach for their own help. Here they will get several explanations related to FM radio listening tendency in Bangladesh. So this is not important that how to conduct the study rather it is very important that what should be research topic and topic will guide automatically that which research tool is appropriate for data collection and its findings. Students who want to do study on FM industry in Bangladesh will be benefited by using this academic research.

Policy makers at government level and FM stations owners in media may also be benefited if they use this research in future. Here they will get information about some specific problems and regarding to those issues they can make policies. Also several recommendations were mentioned which are very much practical. So if the government make policies regarding to that issues and implement those policies then the condition of FM radios in Bangladesh will be changed and improved in future.

Chapter 5: Methodology

In the chapter of methodology, it is to mention that random sampling is used. For proving the hypothesis and the nature of sampling, survey method is applied to find out the logical reasons behind the recent tendency of listening FM radio as important media tool.

5.1: Sampling Method and Sample Size

According to the nature of the listeners, researcher has selected the students of Journalism and Mass Communication Department of Daffodil International University. Random sampling is followed for sampling. There are near about 200 to 250 students are studying in this department up to summer semester in 2014. Among all of these, 30 students were selected as sample size where 20 students are from undergraduate level and 10 students are from graduate level.

5.2: Preparation of Survey

According to the research questions, survey method is selected to collect the data. Primary source is very important to know the opinion of the targeted sample to fulfill the general queries. For this purpose, a questionnaire is developed to do the survey within a short period of time. To avoid the biasness and gender issue, no name or identification were included into the questionnaire, so that students can fill up the questionnaire freely.

5.3: Data Collection and Processing

The data collection and its processing activities were done under a sequential process. For the questionnaire, there were 11 questions were prepared in which question number 1, 2, 3, 5, 6, 8, 10 and 11 were containing such options which can be tick marked with more than one options by the targeted sample. Beside these, 4, 7 and 9 were containing such options which will be marked once.

After collecting the data, they are calculated based on the frequency. The researcher has calculated the whole survey by using the following formula:

$$\text{Tendency of the option} = (\text{Number of frequency} / \text{Sample Size}) \times 100$$

Here, the tick mark by the targeted sample is considered as "Number of frequency"; sample size was 30 and to make it a percentage form, the result is multiplied by 100. Since, there were some questions have the options to put tick mark for more than one, in that case, the whole result may be exceed 100%.

After the calculation, the results are shown by using bar diagram. Those diagrams will help to compare among the options in detail. It gives us the total scenario to measure the current trend of listening FM radio by number and percentage simultaneously.

Chapter 6: Findings of the Study

In the findings chapter, it is compared that the hypothesis was correct or not with the calculated result. There are four issues were studied due to survey method by using a structured questionnaire. Those are: favorite channels and its programs, news, advertisement and linguistic accent. Every hypothesis contains several sub-questions in the main questionnaire during the survey. In the graphical figure, F denotes the frequency and % sign symbolizes the Percentage of the calculation.

The first hypothesis was: Private FM channels are more popular than Public FM channels. Normally, Cell Phone are broadly used for listening FM channels especially song related programs and one to two hours are spent in a day on average. The findings are represented in tables and bar diagrams.

According to the questionnaire, the first question was “Which one is your favorite FM radio channel?” The responses from the audience were:

| Options | Short Code | Frequency (F) | Percentage (%) |
|-------------------------------|-------------------|----------------------|-----------------------|
| Radio Foorti - 88.00 FM | Foorti | 18 | 60.00 |
| Radio Amar - 88.40 FM | Aamar | 2 | 6.67 |
| Radio Metropolitan - 88.80 FM | Metro | 0 | 0.00 |
| ABC Radio - 89.20 FM | ABC | 4 | 13.33 |
| Radio Today - 89.60 FM | Today | 10 | 33.33 |
| Dhaka FM - 90.40 FM | Dhaka | 2 | 6.67 |
| Asian Radio - 90.80 FM | Asian | 0 | 0.00 |
| Peoples Radio - 91.60 FM | Ppls | 2 | 6.67 |
| Radio Shadhin - 92.40 FM | Shadhin | 0 | 0.00 |
| Radio Bhumi - 92.80 FM | Bhumi | 0 | 0.00 |
| City FM - 96.00 FM | City | 0 | 0.00 |
| Radio Metrowave - 97.60 FM | MW | 0 | 0.00 |
| BBC / BBC Bangla - 100.00 FM | BBC | 5 | 16.67 |
| Colors FM - 101.60 FM | Colors | 1 | 3.33 |

Table 6.1: Favorite FM radio stations of Journalism students in DIU

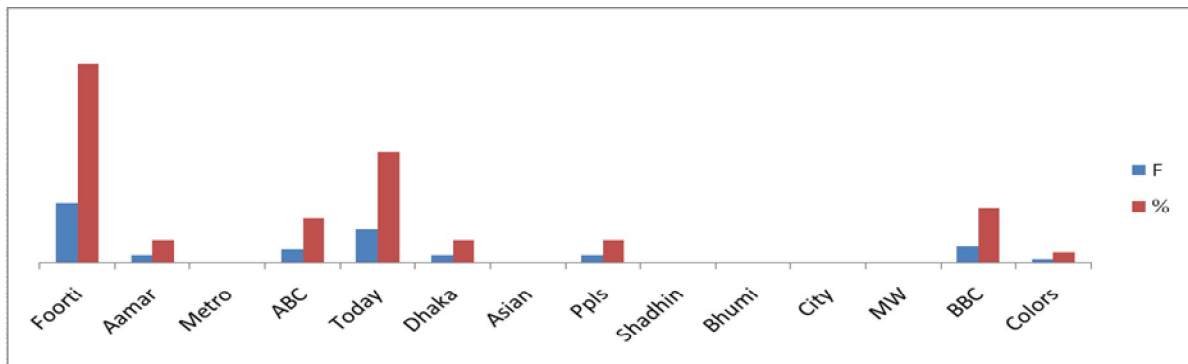


Figure 6.1: Favorite FM radio stations of Journalism students in DIU

The second question was “Which tools/devices you use for listening FM radio?” The responses from the audience were:

| Options | Frequency (F) | Percentage (%) |
|---------------|---------------|----------------|
| Battery Radio | 2 | 6.67 |
| Cell Phone | 29 | 96.67 |
| Website | 0 | 0.00 |

Table 6.2: Mostly used tools/devices for listening FM radio

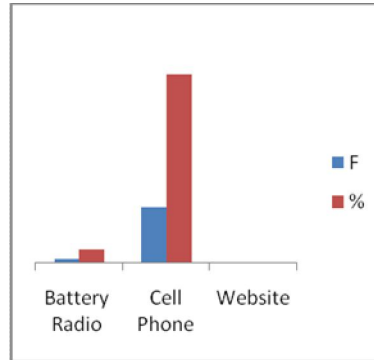


Figure 6.2: Mostly used tools/devices for listening FM radio

The third question was “At which time of the day normally you listen FM radio?” The responses from the audience were:

| Options | Short Code | Frequency (F) | Percentage (%) |
|----------------------------------|------------|---------------|----------------|
| Morning (8 am to 12 pm) | Morn | 0 | 0.00 |
| Noon / Lunch time (12 pm – 3 pm) | Noon/LT | 2 | 6.67 |
| Afternoon (3 pm – 6 pm) | AN | 3 | 10.00 |
| Evening (6 pm – 9 pm) | Eve | 2 | 6.67 |
| Night (9 pm – 12 am) | Night | 9 | 30.00 |
| Late Night (12 am – 3 am) | LN | 18 | 60.00 |

Table 6.3: Time of the day to listen FM radio

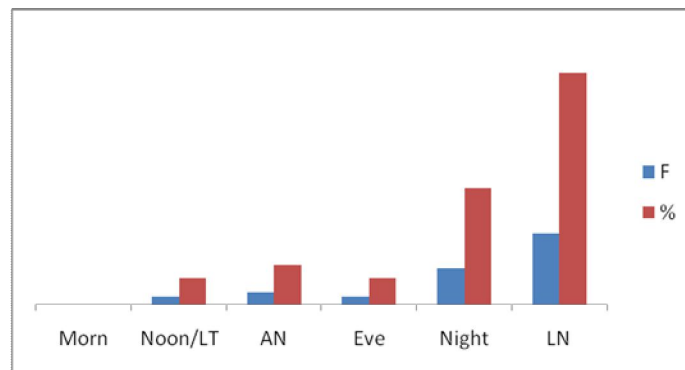


Figure 6.3: Time of the day to listen FM radio

The fourth question was “How long do you spend for listening FM radio?” The responses from the audience were:

| Options | Short Code | Frequency (F) | Percentage (%) |
|-----------------------------------|------------|---------------|----------------|
| At best 30 minutes / half an hour | <=30 min | 9 | 30.00 |
| 1 – 2 hours | 1 – 2 hr | 13 | 43.33 |
| 2 – 3 hours | 2 – 3 hr | 2 | 6.67 |
| 3 – 6 hours | 3 – 6 hr | 1 | 3.33 |
| Always listening the FM channels | Free time | 6 | 20.00 |

Table 6.4: Duration to listen FM radio in a day

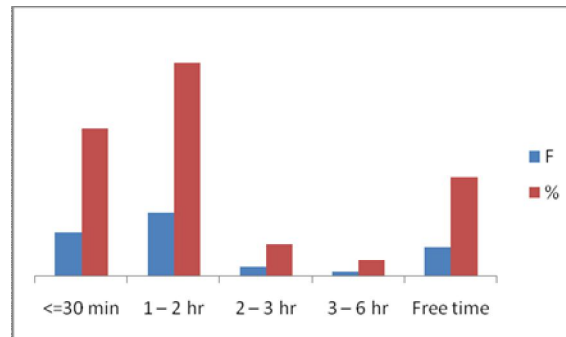


Figure 6.4: Duration to listen FM radio in a day

The fifth question was “Which types of programs do you listen most in FM radio?” The responses from the audience were:

| Options | Short Code | Frequency (F) | Percentage (%) |
|------------------|------------|---------------|----------------|
| Songs | Songs | 18 | 60.00 |
| Educational show | Edu | 3 | 10.00 |
| Sports show | Sports | 1 | 3.33 |
| News | News | 5 | 16.67 |
| Celebrity show | CS | 5 | 16.67 |
| Life-style show | LS | 3 | 10.00 |
| Radio drama | Drama | 1 | 3.33 |

Table 6.5: Mostly heard programs in FM radio

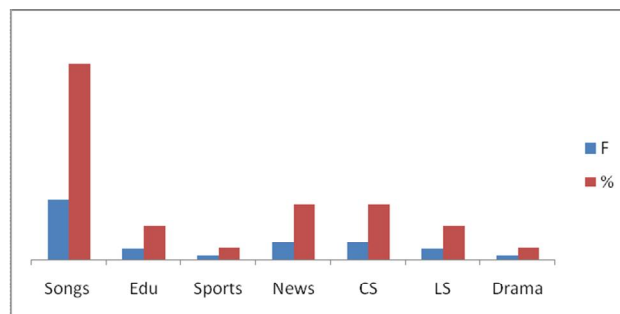


Figure 6.5: Mostly heard programs in FM radio

The second hypothesis was: BBC Bangla is most-heard radio channel for news. Based on this hypothesis, the research question was which channel is mostly listened for news. The sixth question was “Which FM channels you prefer most to listen news?” The responses from the audience were:

| Options | Short Code | Frequency (F) | Percentage (%) |
|-------------------------------|------------|---------------|----------------|
| Radio Amar - 88.40 FM | Aamar | 2 | 6.67 |
| Radio Metropolitan - 88.80 FM | Metro | 0 | 0.00 |
| ABC Radio - 89.20 FM | ABC | 13 | 43.33 |
| Radio Today - 89.60 FM | Today | 12 | 40.00 |
| Asian Radio - 90.80 FM | Asian | 1 | 3.33 |
| Radio Bhumi - 92.80 FM | Bhumi | 0 | 0.00 |
| Radio Metrowave - 97.60 FM | MW | 1 | 3.33 |
| BBC / BBC Bangla - 100.00 FM | BBC | 7 | 23.33 |

Table 6.6: Most preferable FM channels for listening news

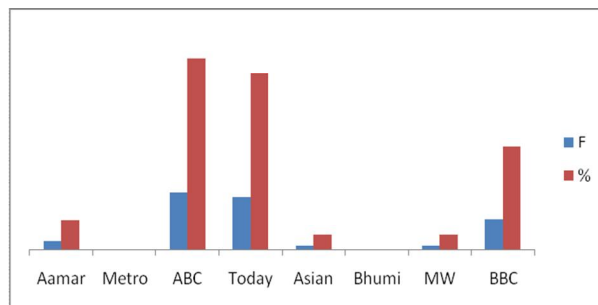


Figure 6.6: Most preferable FM channels for listening news

Though this is not the part of hypothesis but researcher included two questions to measure the SMS sending tendency to radio. The seventh question was “Do you participate through sending message in FM programs?” The responses from the audience were:

| Options | Frequency (F) | Percentage (%) |
|-----------|---------------|----------------|
| Yes | 7 | 23.33 |
| No | 15 | 50.00 |
| Sometimes | 8 | 26.67 |

Table 6.7: Tendency to send SMS in FM programs

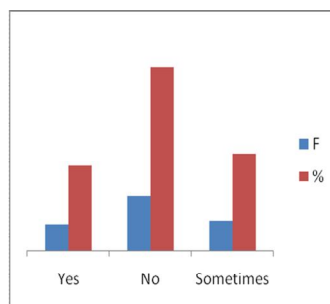


Figure 6.7: Tendency to send SMS in FM programs

The eighth question was "In which type of program, you participate through sending SMS?" The responses from the audience were:

| Options | Short Code | Frequency (F) | Percentage (%) |
|------------------|------------|---------------|----------------|
| Songs | Songs | 10 | 33.33 |
| Educational show | Edu | 3 | 10.00 |
| Sports show | Sports | 1 | 3.33 |
| News | News | 2 | 6.67 |
| Celebrity show | CS | 1 | 3.33 |
| Life-style show | LS | 3 | 10.00 |
| Radio drama | Drama | 0 | 0.00 |

Table 6.8: Tendency to participate by sending SMS in FM programs

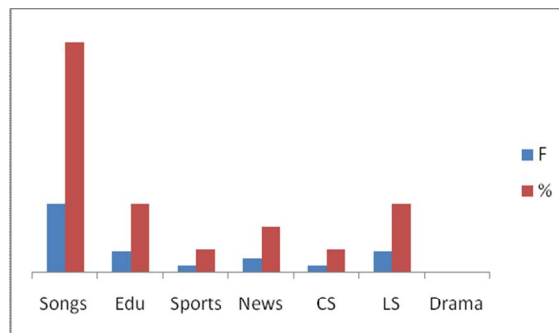


Figure 6.8: Tendency to participate by sending SMS in FM programs

The third hypothesis was: Most listeners change the radio stations during commercial break. The related research question was whether they change the channels during advertisement or not and what is their preferable approach. The ninth question was "Do you change channel while starting commercial ad / break?" The responses from the audience were:

| Options | Frequency (F) | Percentage (%) |
|-----------|---------------|----------------|
| Yes | 19 | 63.33 |
| No | 5 | 16.67 |
| Sometimes | 6 | 20.00 |

Table 6.9: Tendency to change the FM channel during commercial break

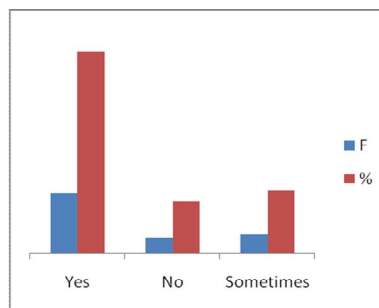


Figure 6.9: Tendency to change the FM channel during commercial break

The tenth question was “Which type of ad / break do you like during programs or news?” The responses from the audience were:

| Options | Frequency (F) | Percentage (%) |
|-------------------------------|---------------|----------------|
| Mentioning break duration | 17 | 56.67 |
| Not mentioning break duration | 2 | 6.67 |
| Storytelling ad by RJ | 4 | 13.33 |
| Sponsored ad before news | 4 | 13.33 |
| Do not like any ad | 3 | 10.00 |

Table 6.10: Preferable approach during commercial break in FM radio

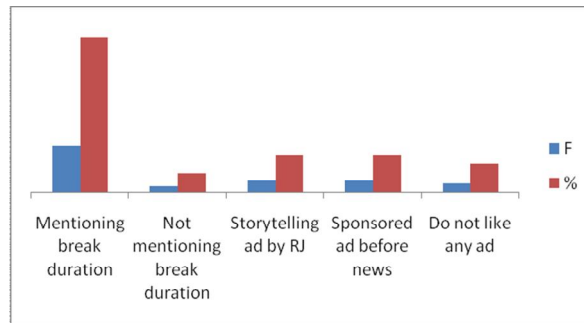


Figure 6.10: Preferable approach during commercial break in FM radio

The fourth hypothesis was: Listeners prefer simple Bengali speech to any mixing of other languages. The research question was like which type of linguistic accent is preferable. On the basis of this, the eleventh question was “Which type of linguistic accent do you prefer for FM channels?” The responses from the audience were:

| Options | Frequency (F) | Percentage (%) |
|--|---------------|----------------|
| Standard Bangla speech | 18 | 60.00 |
| Standard English speech | 2 | 6.67 |
| Mixture of English and Bangla | 0 | 0.00 |
| Bangla, English and other languages' mixture | 4 | 13.33 |
| Do not prefer any mixture with Bangla | 10 | 33.33 |

Table 6.11: Preferable linguistic accent of FM radio

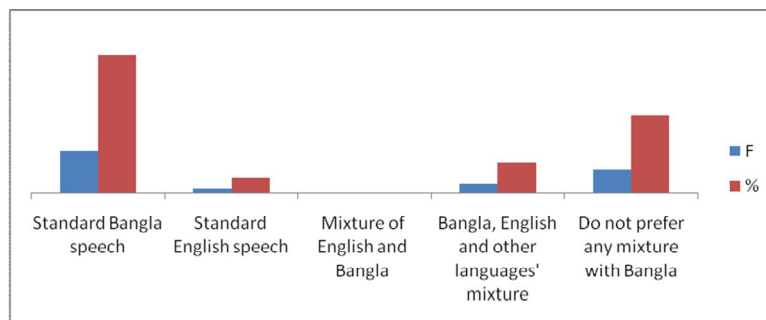


Figure 6.11: Preferable linguistic accent of FM radio

Chapter 7: Analysis of the Study

By analyzing all the tables and graphical bar presentation based on the survey, it is now found that the current tendency of listening FM radio at highest and lowest percentage basis. Here, it is shown in a parallel way that the highest tendency and the lowest tendency of the total study.

| <u>S/N</u> | <u>Factors Studied through Survey</u> | <u>Highest Tendency</u> | <u>Lowest Tendency</u> |
|-------------------|--|---|---|
| 1 | Favorite FM radio station | Radio Foorti: 60% | Radio Metropolitan: 0% Asian Radio: 0% Radio Shadhin: 0% Radio Bhumi: 0% City FM: 0% Radio Metrowave: 0% |
| 2 | Mostly used tools / devices to listen FM radio | Cell Phone: 96.67% | Website: 0% |
| 3 | Time of the day to listen FM radio | Late Night (12 am – 3 am): 60% | Morning (8 am to 12 pm): 0% |
| 4 | Time spending duration for FM radio | 1 – 2 hours: 43.33% | 3 – 6 hours: 3.33% |
| 5 | Favorite program type | Songs: 60% | Sports show and Radio drama: 3.33% |
| 6 | Favorite FM station for listening news | ABC Radio: 43.33% | Radio Bhumi: 0% |
| 7 | Sending SMS for participating in FM radio program | No: 50% | Sometimes: 26.67% |
| 8 | Preferable program type to send SMS | Songs: 33.33% | Radio drama: 0% |
| 9 | Changing the station for commercial break | Yes: 63.33% | No: 16.67% |
| 10 | Preferable type of commercial break | Mentioning break duration by RJ: 56.67% | Not mentioning any break duration by RJ: 6.67% |
| 11 | Preferable linguistic accent | Standard Bangla speech: 60% | Mixture of English and Bangla: 0% |

Table 7.1: Summary of findings from the survey

As per hypothesis, it was assumed that private FM channels are more popular than public FM channels. Normally, Cell Phone are broadly used for listening FM channels especially song related programs and one to two hours are spent in a day on average. According to the first finding from the questionnaire by following survey method within the selected sample, it can be interpreted that most students in DIU particularly in JMC department, their favorite FM radio station is Radio Foorti. Beside this, the other FM stations are mostly fewer favorites like Radio Metropolitan, Asian Radio, Radio Shadhin, Radio Bhumi, City FM and Radio Metrowave.

The JMC students use cell phone widely whether they don't use websites of the FM stations at all. Late night (normally determined for the research purpose from 12 am – 3 am) is the prime time for students but morning time (8 am to 12 pm) is completely odd time for listening FM radio to them. This may be happened for their class time at morning hour or they might be late riser in the morning.

They mostly spend one to two hours for listening FM radio in a day but very few spend three to six hours. The favorite program to JMC students is songs but very less number of people listen sports show and radio drama. As per the calculation, the first hypothesis is correct.

The second hypothesis was: BBC Bangla is most-heard radio channel for news. As per the findings, it is seen that ABC radio is most preferable for news but students don't like Radio Bhumi for news purpose. The reason may be that BBC Bangla is on air only four times in a day. In morning, their air time are 6.30 am and 7.30 am, and at night their airing time are 7.30 pm and 10.30 pm. Except these timing, from 6 am to 12 pm in the morning and from 5 pm to 11 pm; they broadcast under BBC World Service based news and programs in English. Probably, JMC students in DIU are not comfortable with this set up. Meanwhile, ABC radio is airing their news at every hour in Bangla which is much convenient to be updated. ABC radio is also airing traffic update every after half an hour. In that case, the second hypothesis was not correct.

Though this is not a part of hypothesis but due to analyze the tendency of sending SMS to the FM programs, it is also a part of the study. From the findings, it is figured out that most of the students do not send SMS to participate in the radio programs but very few students send SMS and songs related programs normally get most SMS where radio drama do not get any SMS.

The third hypothesis was: Most listeners change the radio stations during commercial break. As per findings, most students change FM station while commercial break starts and they prefer while RJ goes with mentioning duration of the break. The reason is that the audience is always surrounded by the advertisement in newspaper, on television or over internet. So when commercial breaks start, they also try to change the repetitive information. But when RJs mention break time, it is preferable to them and there is a scope to get back to the program again. This hypothesis was correct.

The fourth hypothesis was: Listeners prefer simple Bengali speech to any mixing of other languages. And finally, it is found that most students like standard Bangla speech but very few students like the mixture of English and Bangla. It is a common complain to the FM industry that RJs are mixing the Bangla with unnecessary English. Sometimes they distort the bangle pronunciation. The cause may be that the early trainers of RJs were from India and they introduce the trends. Most of the corporate companies and the advertisers also force the radio producers and design their advertisements by clicking on this point. The last hypothesis was also correct.

At last, it can be said that these analytical interpretation gives a clear scenario of the hypotheses on FM programs, news, commercial breaks and linguistic accent on FM radios based on the targeted sample of journalism students in Daffodil International University.

Chapter 8: Recommendations and Conclusion

Recommendations:

1. Radio stations need to do proper market research to determine their target listeners and design the programs accordingly.
2. Cell phone is the mostly used device for listening FM radio. But sonar system of frequency is harmful for the human body. So battery radio should be promoted to listen it. For example, radio listeners club may be formed.
3. Program should be designed in such a way that listeners will listen that at their available time.
4. FM stations should emphasize on the content and timing of news appropriately.
5. The SMS based activities in the stations should be more participative and constructive as well. It helps to know what the opinion of people is.
6. The FM radio plays advertisement of many companies for making profit. For this reason, the listeners make feel so bored. So they should air it not to hamper people's attention.
7. Most of the FM stations are mostly Dhaka-based. FM radio stations should expand their coverage out of Dhaka city.
8. A great market awaits radio owners and the advertisers through the radio channel. Installing radios in the CNG auto-rickshaws might open up avenues for all and the passengers can enjoy the music and news too.
9. All FM stations should participate into a healthy competition for their professional development to present competitive and quality programs to the listeners.
10. FM stations should make a policy about using proper Bangla language during the program. Because it impacts on the life-style and attitude of the listeners, especially to the teenage listeners. Mixture of other languages with Bangla should strictly be prohibited.

Conclusion:

For the time duration, this is a very brief research indeed. The findings suggest that some surveys can be extended this topic on the basis of gender, profession, behavior, content, news consuming time etc. The findings also suggest that future this topic can be concentrated on young generation, adult attitude and professional trend over using any particular tools.

By analyzing the collected data, it is found that the popularity of FM radio is increasing day by day. Users have their ways to expand the ability to enjoy the leisure time with the music of FM radio. But they also get the information of the recent situation from all over the world. Thus capability brings the FM radio to the listener's limit of their daily life. For this reason, FM radio should have to struggle for being more productive and informative as well for playing a big role of the development of society.

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Appendices
(Questionnaire in Bengali for Survey Purpose)

Topic: Current Tendency of Listening FM Radio of Journalism Students in DIU

অনুগ্রহ করে সকল প্রশ্ন পূরন করুন। প্রয়োজনে একটির বেশি উত্তরে টিকচিহ্ন দিতে পারেন।

১। আপনার পছন্দের এফএম রেডিও চ্যানেল কোনটি?

| | | | |
|------------------------|----------------|----------------------|----------------------|
| a. রেডিও ফুর্টি | b. রেডিও আমার | c. রেডিও মেট্রোপলিটন | d. এবিসি রেডিও |
| e. রেডিও টুডে | f. ঢাকা এফএম | g. এশিয়ান রেডিও | h. পিপলস রেডিও |
| i. রেডিও স্বাধীন | j. রেডিও ভূমি | k. সিটি এফএম | l. রেডিও মেট্রোওয়েভ |
| m. বিবিসি/বিবিসি বাংলা | n. কালারস এফএম | | |

২। রেডিও শোনার জন্য কোন যন্ত্রটি আপনি ব্যবহার করেন?

| | | |
|-------------------|---------------|---------------------|
| a. ব্যাটারি রেডিও | b. মোবাইল ফোন | c. রেডিওর ওয়েবসাইট |
|-------------------|---------------|---------------------|

৩। দিনের কোন সময়ে আপনি রেডিও শোনেন?

| | | |
|-------------------------------|-----------------------------|--------------------------------|
| a. সকালে (৮ টা থেকে ১২ টা) | b. দুপুরে (১২ টা থেকে ৩ টা) | c. বিকালে (৩ টা থেকে ৬ টা) |
| d. সন্ধ্যায় (৬ টা থেকে ৯ টা) | e. রাতে (৯ টা থেকে ১২ টা) | f. গভীর রাতে (১২ টা থেকে ৩ টা) |

৪। আপনি কতক্ষণ রেডিও শোনেন?

| | | | |
|--------------------------------------|--------------|--------------|--------------|
| a. বড়জোর আধঘণ্টা | b. ১-২ ঘণ্টা | c. ২-৩ ঘণ্টা | d. ৩-৬ ঘণ্টা |
| e. যখন সময় পাই তখনই এফএম রেডিও শুনি | | | |

৫। এফএম রেডিওর কোন ধরণের অনুষ্ঠান আপনি সবচেয়ে বেশি শোনেন?

| | | | |
|--------------------------------|---------------------------------|-----------------------|----------|
| a. গানের অনুষ্ঠান | b. শিক্ষামূলক অনুষ্ঠান | c. খেলাধুলার অনুষ্ঠান | d. সংবাদ |
| e. সেলিব্রিটি ভিত্তিক অনুষ্ঠান | f. লাইফ-স্টাইল ভিত্তিক অনুষ্ঠান | g. রেডিওর নাটক | |

৬। সংবাদ শোনার জন্য কোন এফএম চ্যানেলটি আপনার পছন্দের?

| | | | |
|------------------|----------------------|----------------------|------------------------|
| a. রেডিও আমার | b. রেডিও মেট্রোপলিটন | c. এবিসি রেডিও | d. রেডিও টুডে |
| e. এশিয়ান রেডিও | f. রেডিও ভূমি | g. রেডিও মেট্রোওয়েভ | h. বিবিসি/বিবিসি বাংলা |

অপর পৃষ্ঠার প্রশ্নগুলো পূরণ করুন

৭। আপনি কি এসএমএসের মাধ্যমে এফএম রেডিওর অনুষ্ঠানগুলোতে অংশ নেন?

| | | |
|----------|-------|--------------|
| a. হ্যাঁ | b. না | c. মাঝে মাঝে |
|----------|-------|--------------|

৮। যদি আপনি এসএমএসের মাধ্যমে এফএম রেডিওর অনুষ্ঠানগুলোতে অংশ নিয়ে থাকেন, তবে কোন ধরণের অনুষ্ঠানে এসএমএস পাঠিয়ে থাকেন?

| | | | |
|--------------------------------|---------------------------------|-----------------------|----------|
| a. গানের অনুষ্ঠান | b. শিক্ষামূলক অনুষ্ঠান | c. খেলাধুলার অনুষ্ঠান | d. সংবাদ |
| e. সেলিব্রিটি ভিত্তিক অনুষ্ঠান | f. লাইফ-স্টাইল ভিত্তিক অনুষ্ঠান | g. রেডিওর নাটক | |

৯। বিজ্ঞাপন বিরতির সময় আপনি কি এফএম রেডিওর চ্যানেল পরিবর্তন করেন?

| | | |
|----------|-------|--------------|
| a. হ্যাঁ | b. না | c. মাঝে মাঝে |
|----------|-------|--------------|

১০। নিচের কোন ধরণের বিজ্ঞাপন রীতি আপনার পছন্দ?

| | | |
|--|--|--|
| a. আরজে যখন শ্রোতাদের নির্দিষ্ট সময়সীমা জানিয়ে বিজ্ঞাপন বিরতিতে যায় | b. অনুষ্ঠানের মাঝে আরজে যখন গল্পের ছলে বিজ্ঞাপনের খবরটি জানায় | c. সংবাদের শুরুতে শিরোনাম ভিত্তিক বিজ্ঞাপন |
| d. আরজে যখন শ্রোতাদের নির্দিষ্ট সময়সীমা না জানিয়েই বিজ্ঞাপন বিরতিতে যায় | e. এফএম রেডিওতে প্রচারিত কোন বিজ্ঞাপন রীতি আমার পছন্দ নয় | |

১১। নিচে উল্লেখিত এফএম রেডিওর কোন ভাষারীতি আপনি সমর্থন করেন?

| |
|---|
| a. বাংলা প্রমিত ভাষায় মার্জিত বক্তব্য |
| b. পুরোপুরি ইংরেজি ভাষার বক্তব্য |
| c. বাংলার সাথে ইংরেজি ভাষার ব্যবহার |
| d. বাংলা এবং ইংরেজিসহ অন্য বিদেশি ভাষার ব্যবহার |
| e. বাংলার সাথে অন্য কোন ভাষার মিশ্রণ পছন্দ নয় |

Appendices

(Questionnaire in English for Report Purpose)

Topic: Current Tendency of Listening FM Radio of Journalism Students in DIU

PLEASE FILL UP ALL THE QUESTIONS OF THE SURVEY. IF NECESSARY, GIVE TICK MARKS FOR MORE THAN ONE OPTION.

1. Which one is your favorite FM radio channel?

| | | | |
|---------------------------------|---------------------------|----------------------------------|-------------------------------|
| d. Radio Foorti - 88.00 FM | e. Radio Amar - 88.40 FM | f. Radio Metropolitan - 88.80 FM | o. ABC Radio - 89.20 FM |
| p. Radio Today - 89.60 FM | q. Dhaka FM - 90.40 FM | r. Asian Radio - 90.80 FM | s. Peoples Radio - 91.60 FM |
| t. Radio Shadhin - 92.40 FM | u. Radio Bhumi - 92.80 FM | v. City FM - 96.00 FM | w. Radio Metrowave - 97.60 FM |
| x. BBC / BBC Bangla - 100.00 FM | y. Colors FM - 101.60 FM | | |

2. Which tools / devices you use for listening FM radio?

| | | |
|------------------|-----------------|------------|
| d. Battery Radio | e. Mobile Phone | f. Website |
|------------------|-----------------|------------|

3. At which time of the day normally you listen FM radio?

| | | |
|----------------------------|-------------------------------------|------------------------------|
| g. Morning (8 am to 12 pm) | h. Noon / Lunch time (12 pm – 3 pm) | i. Afternoon (3 pm – 6 pm) |
| j. Evening (6 pm – 9 pm) | k. Night (9 pm – 12 am) | l. Late Night (12 am – 3 am) |

4. How long do you spend for listening FM radio?

| | | | |
|--------------------------------------|----------------|----------------|----------------|
| f. At best 30 minutes / half an hour | g. 1 – 2 hours | h. 2 – 3 hours | i. 3 – 6 hours |
| j. Always listening the FM channels | | | |

5. Which types of programs do you listen most in FM radio?

| | |
|--------------------|---------------------|
| a. Songs | d. Educational show |
| b. Celebrity show | e. Radio drama |
| c. Life-style show | f. Sports show |

6. Which FM channels you prefer most to listen news?

| | |
|----------------------------------|---------------------------------|
| a. Radio Amar - 88.40 FM | e. Asian Radio - 90.80 FM |
| b. Radio Metropolitan - 88.80 FM | f. Radio Bhumi - 92.80 FM |
| c. ABC Radio - 89.20 FM | g. Radio Metrowave - 97.60 FM |
| d. Radio Today - 89.60 FM | h. BBC / BBC Bangla - 100.00 FM |

7. Do you participate through sending message in FM programs?

| | | |
|--------|-------|--------------|
| a. Yes | b. No | c. Sometimes |
|--------|-------|--------------|

8. In which type of program, you participate through sending SMS?

| | | |
|----------------|---------------------|--------------------|
| a. Songs | b. Educational show | c. Sports show |
| d. News | e. Celebrity show | f. Life-style show |
| g. Radio drama | | |

9. Do you change channel while starting commercial ad / break?

| | | |
|--------|-------|--------------|
| a. Yes | b. No | c. Sometimes |
|--------|-------|--------------|

10. Which type of ad / break do you like during programs or news?

| |
|---|
| a. When RJ goes to take break with mentioning the specific time duration |
| b. When RJ goes to take break without mentioning the specific time duration |
| c. When RJ gives the information of any product/offer through storytelling |
| d. The sponsored ad before starting the news |
| e. Do not like any ad during programs or news |

11. Which type of linguistic accent do you prefer for FM channels?

| |
|---|
| a. Standard Bangla Pronunciation based speech |
| b. Standard English Pronunciation based speech |
| c. Mixture of English within Bangla |
| d. Mixture of Bangla, English and other languages |
| e. Do not prefer any mixture with Bangla |