

## **Role of FM Radio in Education (A Case Study of FM Radio in Peshawar)**

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### **ABSTRACT**

The study was conducted to determine the role of FM radio in the provide education through different programs in their daily broadcasting. To achieve objectives of this study survey method has been used for data collection. A questionnaire was distributed among 300 respondents in Peshawar city. The findings of the study show that eight FM radio stations working in Peshawar, which cover most of KP and FATA, each of the FM radio stations have their own objective of broadcast, like education, information and entertainment. The study shows that number of designed programs broadcast for FM radio stations for the purposes of education which fulfil the needs of the audiences in Peshawar. This research study has also shown compatibility with the uses and gratification theory in the light of research findings. In the final analysis the community broadcasting, known as FM broadcasting due to the use of cheap and easily manageable technology, is already contributing to informal and formal education. It has a future potential to play a larger role in helping education and informed decision making process in the society.

**KEYWORDS:** FM Radio, Peshawar, Education, Information, Formal Education, Informal Education  
**JEL classification.** L82, I20, I29

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### **INTRODUCTION**

Radio plays a significant role in informing, educating and enlightening the everyday public life. it also performs entertainment role through music, drama, talk shows, live sports and other soft angles that appeal to such societies. Thus, Ezeokoli (1984) says “broadcasting involves a systematic dissemination of entertainment, information, educational programmes and other features for simultaneous reception by a scattered and mass audience which receives the programmes individually or in relatively small groups.”

In 1947, Radio Pakistan was established after the independence from All India Radio. It provided services in few cities. Radio was common and cheap medium of information, education and entertainment in both rural and urban areas for the people at that time. According to Pakistan Press Foundation, the only source of news and information until 1960s was Radio Pakistan. Later on, television was introduced (Friedrich, 2009).

Radio in Pakistan grew rapidly in a very short time. In 1947, there were only two working radio stations, one in Peshawar (first Radio station of the Sub-continent) and the other in Lahore. In 1948 two more radio stations were established, one in Karachi and the second in Rawalpindi. however, by 2011, 31 radio stations were airing programs under Pakistan Broadcasting Corporation throughout the country (Infopak, 2011).

The 1990s saw a revolution in broadcasting with introduction of FM channels in Pakistan. The first FM Radio station was established in Karachi by Pakistan broadcasting corporation as a music channel. First, FM Radio rapidly grew due to high sound quality. Secondly, it broadcast programmes in local languages and dialects which attracted a large number of audience (Pakistan, 2015). Third, according to international Media Support (IMS), radio is the dominant media in Pakistan, especially in rural areas because of excessive power outages (locally called load shedding) and lack of TV transmission signals. Finally, It is also popular in urban areas due to airing latest songs and music (Support, 2009).

According to a survey conducted by a private sector research entity Group in Pakistan from FM stations in 25 cities. Radio listenership increased up to 13 to 14 percent over a 2013 Listenership is high amongst lower and elite upper strata of the society. An overwhelming majority of 87% listen radio through mobile phones (pakobserver, 2014).

After the establishment of Pakistan Electronic Media Regulatory Authority (PEMRA) in 2002, private FM Radio stations were launched as licenses were issued to them. PEMRA granted total 138 radio licenses out of which 114 were for commercial and 24 were for non-commercial or academic purpose (PEMRA, 2010). Key purpose of the establishment was to improve the standard of information, education and entertainment. It was established to enlarge the choices available to people of Pakistan (PEMRA, 2008).

In Khyber Pukhtunkhwa, there were more than 100 illegal FM radio channels operated by extremist religious leaders. They were used for disseminating their radical religious ideas. These channels have been used in spreading specific propaganda throughout the province. These FM channels were spreading propaganda against polio drops, health care, government policies and Pakistan army. The reason is that there limited sources of information and rampant illiteracy. Therefore people believe in whatever they listen through media channels. It was a great hurdle, obstructing development in KPK (Society, 2014). The main idea behind the whole religious broadcasting rested on an Islamisation drive. This was due to the belief “that the religious beliefs of the people have become impure through the modernization drive of secular (anti Islamic) governments (Khan, 2007)”.

This study has been designed to find out role of legal FM radio stations in education, information and entertainment, with special focus on in Peshawar. Peshawar is the capital city of KP. Peshawar has a strategic importance in terms of broadcasting, since any broadcast from this city will cover the whole of KP, FATA, and also overlap into the bordering Afghanistan.

### **Statement of the Problem**

The purpose of the study is to investigate the role of FM Radio stations in Education, broadcasting from Peshawar city the among the audience in Peshawar.

### **Significance of the Study**

The area of study is very important because Peshawar is located in very important position on the globe. Secondly, FM Radio stations got popularity in a very short span of time. It has an Impacts on the lives of its listeners. There are also a lot of of FM Radio (9 FM Radio station) working in Peshawar. The study will serve as a baseline for researchers and also guide the FM Radio stations' owners/managers, government, policy makers, producers, RJs, and advertisers to evaluate the audience needs. The study will also help in making decisions by the stakeholders to make good use of FM Radio broadcasting for development, youth and women empowerment, skill development, education. Information, and counter extremism and terrorism in KP and FATA.

### **Objective of the Study**

To explore to what extent the educational contents of FM Radio channels satisfy the needs of audience in Peshawar.

## **LITERATURE REVIEW**

A Literature review is a comprehensive summary of the researches previously done on the topic or issue at hand. Literature review is the critical analysis of a part of work done by the researchers in the concerned field or a portion of the published body of knowledge available through summaries, classifications, and comparisons of previous research studies, reviews of literature by others, journal articles, scholarly articles, books and other sources relevant to a particular area of research. The review should enumerate, describe, evaluate objectively and relate the previous researches to the one being carried on. The literature review acknowledges the work that other researchers have already done and accordingly assures the concerned authors that your work has been well conceived. It is assumed that, by mentioning previous work in the field of study, the author has read, evaluated and assimilated that work into his own (bloomu, 2014))

This study aims to find out the audience satisfaction with FM radio channels. The previously done research in connection with the topic at hand have also been discussed in detail and critical view is given thereof. The accepted response of radio listeners was the provision of local news and information. The role of entertainment was also cited by some station managers\_(Forde et al., 2001).

Radio is the most useful medium for mass communication in under-developed countries. The government and non-governmental organizations consider that radio is important source of education, information, and entertainment, which easily reach to a larger audience both in urban and rural areas in the country. Broadcasting, mainly the radio, reaches to most of the population in Pakistan, both literate and illiterate; more than other sources of information like TV, Print Media or internet (Ababa, 2008).

Radio has been used widely as a medium for education in developing countries like India, Sri Lanka, Thailand, South Korea, Mali, Guatemala, Zambia, Uganda, Mexico, Botswana, South Africa, Philippines and also proved its impact and efficiency in health, agriculture and other development issues. Radio can play an essential role in achieving universal primary education.

Radio is widely used to facilitate formal and informal learning in many countries like, India, Zambia, Ghana, Canada and Australia. Radio programs have been focused on health worker, farmers, youngster, teachers, school children and many other learners groups. Radio has demonstrated to be a sources that is cost-efficient and academically effective.

Radio is one of the cheapest sources of education and information in underdevelopment countries where people cannot afford to purchase daily newspapers (UNFPA, 2002). The content produced for radio is also cheap to produce and cheap to broadcast (Madamombe, 2005). Educational programme production cost for radio is one tenth of the costs of producing Television programme, which is having less exposure and more expensive to access (O'Shea and Richmond, 2008).

In the countries with high illiteracy rate and where listener speak local languages, FM radio has great importance because ability of reading or writing is not necessary for understanding radio content (Madamombe, 2005). According to Department for International Development, radio is most cost effective information communication technology (ICT) for improving the quality of education (O'Shea and Richmond, 2008). Radio has been used for teaching English language as a second language (ESL) in Karnataka, Jharkhand, Madhya Pradesh, Chhattisgarh regions of India, the number of students reached near to 15 million in 200,000 schools (O'Shea and Richmond, 2008). Civic education is important for community development. Beside other sources of information, FM radio are playing a significant role in spreading civic education (Prah, 2004). Radio is the most effective educational medium, which is used for transferring information regarding agriculture to farmers. Radio is used as a tool for quick delivery of information in promoting agriculture production, particularly in rural areas (Nazari and Hasbullah, 2010). Educational programmes about new interventions in agriculture will be more fruitful if they are broadcasted through radio and the performers in these programmes are to be chosen among local experts speaking in their native language (Nazari and Hasbullah, 2010).

### **Theoretical Framework**

Elihu Katz in 1959 presented the uses and gratification approach, which involves "a shift of focus from the communicator's purpose to the receiver's purpose. It determines what functions mass communication is serving for mass media audience" (Tankard, 1992).

Uses and gratifications theory suggests that why and how media users actively find out specific media to satisfy desired needs (Severin and Tankard Jr, 1997). Besides, the other media effect theories or Mass Communication theories that question of "what do media do to people?" uses and gratifications theory focuses on "what do people do with media?" (Katz, 1959). This theory is a positivistic approach, meaning research is based on knowledge taken from 'positive' verification of observable experience, which focuses on communication at the mass communication level (West and Turner, 2007).

The main question of the theory is, why do people use specific media and what do they use them for? Theory also highlights that a media consumer takes an active part in finding out a source that fulfils and satisfies his/her desired needs and gives support to increase knowledge, education, social interactions, and escape from tension (Severin and Tankard, 2010).

It considers that audience are active consumers of mass media. Unlike other theoretical perspectives, the theory holds that audiences are responsible for selection and utilization of mass media to fulfil their desires and certain needs to achieve gratification. This theory also suggests that the media compete against other information sources for viewers' gratification (Katz et al., 1973). Uses and gratification theory has an empirical value today because it gives an idea to mass communication research scholars, a "viewpoint through which a number of theories and ideas regarding mass communication or mass media is selected, utilization, and also impact can be observed" (Baran et al., 2012).

Number of researchers discovered selection patterns and motives of audiences for the new mass media. Examples include (Cantril and Allport, 1935) research work on uses and gratifications approach of radio audience; (Waples et al., 1940) on reading newspapers; (Herzog, 1940) A gratification study on radio quiz programs. (Stanton and Lazarsfeld, 1944) on selection of different mass media genres. Katz, Gurevitch and Haas (1973) opinion that people connect or disconnect themselves with others people using mass media as a medium. People satisfy their social and psychological needs. (Cantril, 1942).

Hass (1973) identify 35 needs which put into five large categories. (West et al., 2010)

1. Cognitive Needs
2. Affective Needs
3. Personal Integrative Needs
4. Social Integrative Needs
5. Tension Release Needs

**1. Cognitive Needs:** Acquiring information, knowledge, and understanding

People listen to FM radio for acquiring knowledge and information etc., to satisfy the cognitive needs. Each listener has a different need for it e.g., Local News, National News, Sports, Educational News and other educational information programs. In order to get knowledge and information they listen to Radio to satisfy the cognitive need.

*Examples:* Radio news, Educational and Informational Programmes, in-depth interviews documentaries, etc.

Assumption of use and gratification Theory

The researcher has used uses and gratification theory to explore the role of FM Radio in education, information and entertainment. People or audience use media for fulfil their desired needs like, Cognitive Needs, Affective Needs, Personal Integrative Needs, Social Integrative Needs, Tension Release Needs presented by Hass (1973).

## **RESEARCH METHODOLOGY**

In this study, the researcher used survey method of data gathering, content of FM radio stations, and in-depth interviews.

The chapter discusses the...

- data collection technique,
- instrument used in the research,
- sampling frame (which consists of sample population, sample size, sample area)
- method of data analysis and
- The use of interpretation in the research as dictated by the phenomena in question.

### **Survey Research Method**

Surveys research method is one of the most common used in quantitative research in the field of social science. In this method, the researcher selects a sample of target population and manages a standardized questionnaire to that sample of target population. The questionnaire, or survey, can be a written document that is complete by the person being surveyed during research, it should be a telephone interview, a face-to-face interview, social media or an online questionnaire.

The researcher used the Survey technique to find out the possible answers or results of the hypothesis of the problem and objectives because this method is mostly commonly used to get the opinion of the target population of the research. For this purpose, a questionnaire was developed by the researcher, which is informative, comprehensive and standardize research technique to get the possible answers of the research questions and objectives of the study

### **Research Tool**

The researcher developed a questionnaire and used it as a tool for the data collection from the target audience.

The questionnaire was prepared in the according to the objectives and hypotheses as well as according to the previous research studies background.

A total of 10 questions were prepared to study i.e.,

- Duration,
- purpose of listening,
- radio stations,
- favourite FM Radio Channel,
- resounded for favourite, and
- Satisfaction of the education, information and entertainment contents of the audience in Peshawar region.

As a pilot study the same questionnaire was distributed among the 6 subject experts and 30 people of Peshawar. The questionnaire was re-designed after valuable comments and suggestions from the subject population.

For the distribution of the questionnaire the researcher used statistical method according to proportion of the population of the area and ratio of literacy in the region. The technique was not only beneficial for the distribution of questionnaire but it also helped out in the time of data analysis.

### **Universe of the Study**

Universe of the study is defined the entire group of people, observation or objects to which the researcher wishes to generalize the research study findings. Universe of this study is the entire detail because the results of the study would be generalized, if the same situation is found such the researcher's problem in all over the world.

### **Population**

Population is the total number of all individuals who have certain characteristics and are of interest to a researcher. The research was limited to Peshawar city, the capital city of Khyber Pakhtunkhwa (KPK) that comprises 11 districts including...

- PK-01 (Peshawar 1)
- PK-02 (Peshawar 2)
- PK-03 (Peshawar 3)
- PK-04 (Peshawar 4)
- PK-05 (Peshawar 5)
- PK-06 (Peshawar 6)
- PK-07 (Peshawar 7)
- PK-08 (Peshawar 8)
- PK-09 (Peshawar 9)
- PK-10 (Peshawar 10)
- PK-11 (Peshawar 11)

### **Sampling**

Sampling is a process of selecting small group of observations or values or subjects for a study in which every individual represent whole population. This representative portion of a population is called a sample.

### **Sampling size & Sampling procedure**

Sample size is defined as the total number of possible observations or values in a sample (Evans *et al.* 2000, p. 16). Due to the wide nature of the study area and limited resources and time period, the researcher surveyed data from the 300 respondents through simple random sample, while for the contents analysis the researcher proposed purposive sampling technique. This was sub-divided into two more categories. One is male and second one female. In which both male and female categories comprised 150 equal figures.

### **Data Collection tool Questionnaire**

For survey, the researcher developed questionnaire comprises 10 quaries as tool for the data collection. Data was collected by intra-personal communication system in order to avoid any sort of error, mistake or confusion. To reduce the ambiguity or doubts in the minds of the respondents, researcher explained the purpose and aim of the research comprehensively while the population filled the questionnaire.

### **Classification & Analysis of Data**

Researcher used IBM SPSS (Statistical Package for Social Sciences version-19) for quantitative classification of Data. All the questionnaires were fed in SPSS.

- **SPSS Statistics** is a software package used for statistical analysis for social sciences research. It was developed by IBM in 2009.
- Microsoft Excel 2013 (formerly **MS Excel 15**) was used for designing tables, charts and graphs.
- Microsoft Word 2013(formerly **MS Word 15**) composing the thesis script. Similarly, it was also use for composing and design the questionnaire.

Reposes of respondents acquired from questionnaire and interviews are with analyzed in the light of content of FM Radios in order to draw a conclusion from different types of contents.

**Variables**

Variables are quantities or characteristics that change from one situation to another. It could be empirical properties that take two or more variable. Variable can be independent or dependent variable.

**Independent variables**

Independent variables are the conditions or characteristics that the researcher manipulates in order to determine their relationship with the observed state of affairs (ndagi, 1984). The independent variable is either a stimulus or treatment for the study.

It is the cause of the effect (dependent). In this case study fm radios are the independent variables.

**Dependent variable**

These are variables whose characteristics are being predicted when statement of hypothesis are made. They change as the researcher manipulates the independent variables (Ndaogi 1984). It is a response variable. They solely depend on the independent variables.

That is, it is the effects of the independent variables. For this study the dependent variable in Satisfy of the audience.

“Satisfaction of Audience” as the independent variable which is explained below:

Educational Contents

**Information Content Broadcasting for FM Radio in Peshawar**

**Table 1. Chi-square Test for Association:  
Educational Content broadcasting for FM Radio station**

Test Statistics					
	Variables	Chi-square	D.F	p-value	Conclusion
Educational Contents	Skill Development	163.899 <sup>b</sup>	4	.000	Significant
	formal Education	72.412 <sup>b</sup>	4	.000	significant
	Informal Education	55.486 <sup>b</sup>	4	.000	significant
	Awareness regarding social problem	121.061 <sup>b</sup>	4	.000	significant
	regalious education	25.453 <sup>b</sup>	4	.000	significant
	<b>Total Respondents</b>	300	-	-	

**Table 2. Group Data of the Educational Contents**

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
<b>Skill Development</b>	34	145	55	38	24	296
<b>formal Education</b>	46	102	80	51	17	296
<b>Informal Education</b>	69	95	67	47	18	296
<b>Awareness regarding social problem</b>	71	125	46	42	12	296
<b>religious education</b>	63	74	76	55	28	296
	283	541	324	233	99	1480

The Table shows the all chi-square value that null hypothesis is rejected at 5% level of significance. As a result, an alternative hypothesis of a significant.

The Table shows that High value of frequency of respondents had agree overall Educational Content included (Skill Development, formal Education, Informal Education, Awareness regarding social problem, religious education) broadcasted for FM Radio station in Peshawar were satisfy the need of the audience. So It is confirmed.

It’s also verifies that FM Radio stations in significant role in the promotion of educational in Peshawar.

**Finding**

- The study shows that majority (59 percent) of the listeners overall think that skill development issues are generally covered by these FM channels.

- The study shows that majority (49 percent) of the listeners overall think that Formal Education programmes or the content which support formal education are generally covered by these FM channels. Through different programmes FM Radio Station cover at. Like, career counselling, Special Interview, talent hint, research Corner, etc. beside that the main aim of FM 107.4 to support formal and informal education through their broadcasting. FM 92.2, Mizan Radio is being aired from the platform of Judicial Complex Peshawar which aims at airing issues regarding judiciary.
- The study shows that majority (54 percent) of the listeners overall think that informal Education programmes or the content which support informal education are generally covered by these FM channels. Through different programmes FM Radio Station cover at. Like, career counselling, Special Interview, talent hint, research Corner, etc. beside that the main aim of FM 107.4 to support formal and informal education through their broadcasting.
- The study shows that majority (64 percent) of the listeners overall think that FM Radio stations create Awareness regarding social problems. Numbers of Issues highlighted during the Live Musical Show, Special Transmissions, in-depth interviews, PSM, and Dramas,
- The study shows that majority (45 percent) of the listeners overall think that Provided Religious Education is generally covered by these FM channels. Daily one to two hours transmission of Holy Quran broadcasted for majority FM Radio. Beside that there are many special design programmes, like, Dan-no-Danish, etc, which support the religious education.

### Conclusion

Radio clearly influences the lives of people of all ages in many ways. It has an even a more important role in public education. The FM radio broadcasters in Peshawar, who are actually supposed to be called community broadcasters, produce different programs formats to be gratify the needs of the Peshawarites. Educational community broadcasting enhances learning and provides information on various issues to help the audiences in informed decision-making ranging from skill development, formal education, informal education, awareness regarding social problems, religious education, and many other areas. The FM, community broadcasting in Peshawar even has the potential to be used for entertainment purposes. And because it does not have the visual distractions of television, which requires both one's eyes and ears to be engaged, low-cost educational programming can form an informational/ educational background that can complement household, manual, and academic work. In short, FM radio can complement more traditional forms of educational delivery.

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