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Report on

Popularizing FM Radio in Bangladesh

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Popularizing FM Radio in Bangladesh

Application for approval of dissertation

Dr. Towfique E Elahi

Assistant Professor Department of Journalism and Mass Communication

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Subject: Application for submission of my dissertation for approval

Dear Sir,

I have accomplished my dissertation **Popularizing FM Radio in Bangladesh** as a course requirement for my under-graduate programmer.

I have tried my best to work with my sincerity and knowledge to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enlarged both my knowledge, idea and my experience. I hope you will assess my report considering the limitation of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is requested

Sincerely

Nahida Akther Upoma

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Department of Journalism and Mass Communication

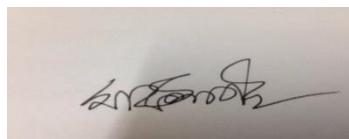
Faculty of Humanities and Social Science

Daffodil International University

Letter of Approval

This is to certify that **Nahida Akther Upoma** with identity number: 163-24-571 has done her Bachelor project titled, '**Popularizing FM Radio in Bangladesh**' under my supervision and guidance. The study has been undertaken in partial fulfilment of the requirements for the degree of Bachelor of Social Science (BSS) in Journalism and Mass Communication at Daffodil International University

The study is expected to enrich research materials in the field of Journalism and Mass Communication and in future studies related to media campaigns.



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Last but not the least, I must express my very profound gratitude to my parents and to my friends Raida Tasnim, Chelsy Veronika Rema for unfailing support, space and encouragement throughout my study and through the process of researching and writing this project. This accomplishment would not have been possible without them.



Declaration

I hereby declare that this report entitled as **Popularizing FM radio in Bangladesh** has been carried out under the Faculty of Humanities and Social Science, Daffodil International University in fulfilment of the requirement for the Degree of Bachelor's in Social science. I have composed this paper based on the researcher's findings from various literature to the best of my knowledge and belief original and the result of my investigations. This has not been submitted in part or full to any other institutions for any other degrees. I even certify that there is no plagiarized content in this dissertation paper.

Sincerely

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Abstract:

The project is on **popularizing FM Radio in Bangladesh**. FM is short for frequency modulation, which refers to the means of encoding the audio signal on the carrier frequency. FM full power, low power, translator and booster stations operate in the 88 – 108 MHz band. There are many classes of radio stations. FM radio is an important phenomenon in Bangladesh media sector. Content of FM radio channels is mostly entertainment and daily news. Most of its audience is young people from different sections of the society. Advertisement play a great role in FM radio. Day by day information revolution throughout the world has poured into its development in Bangladesh. FM Radio is one of the important tools in the media sector and also played a vital role in independence movement. FM radio is very effective communication in our country. But as compared to other media FM radio has been turning into a neglected medium. Beside that FM radios are always influential upon the audience socially & culturally. It is one of the earliest inventions for communication. In country we always wanted connected each and every time. FM radio did this role very well. FM radio is medium where we get so many things at a time. In the past we just only head by FM radio. But now days due to modern technology we can hear and see the live show also. Bangladeshi FM radio and the RJs are very popular. Its not only famous in our country but also all over the world.

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Chapter One:

Introduction

Radio plays a significant role in informing, educating and enlightening the everyday public life. It performs entertainment role through music, drama, talk shows, live sports and so many. Radio was common and cheap medium of information, education and entertainment. Radio is one of the oldest mediums of mass communication. Over a period of time, the media scene has changed drastically. When in the late 1990s and 2000 radio almost lost its appeal to listeners particularly. Now people can simultaneously listen and watch programs live through radio. Radio is a leading media and lively media in rural areas particularly where cable and TV transmission are not easily accessible. Radio is popular among people of all age groups but significantly youth. Radio has raised social and cultural awareness. Radio can cut across geographic, cultural and literacy barriers also.

FM radio is an important phenomenon in Bangladesh media sector. FM radio handlines and easy accessibility its uniqueness can never be mixed-up other tools of communication. Radio is so easy medium that it can be tuned even while driving, studying and so many. In this age of revolution, FM medium has gained tremendous popularity and impression as it operates as community radio.

FM radio are not only entertaining their listeners but also educating them and it is a medium where contributes to raise various social topic. FM radio has always shared the news and important information continuously. Mainly FM used to head music and people love it for that they added so many contain to grab the audience



Figure 1: An old radio station

and fill the target. FM radio is handy medium in promotion of cultural values and issues. It creates impact on the listeners whether living in urban areas. FM radio always pay heed to their content design and quality production. Because listeners always want to listen good content and impressive voice and that is the success of a radio station to attract the listeners and capture their attention for long time.

Aims and Objectives:

The research aims to explore the following objectives:

- ❖ To understand the privately owned FM Radio culture in Bangladesh.
- ❖ The listeners perception about FM Radio in Bangladesh
- ❖ The consumption and popularization of FM Radio in Bangladesh

Research Question:

- ❖ How did the FM Radio emerge in Bangladesh?
- ❖ How has the FM Radio been popularized in Bangladesh?

Methodology:

The research has followed the survey method. A structured questionnaire has been developed and distributed randomly online. The total number of respondents are 50. I have organized this section with some questions. I had created a survey to collect the response of this project to know about the thought of audience. I have organized the questions like this and the samples are in the below...

- Do you listen to FM radio every day?
- How many hours do you use FM radio for a day?
- In which purpose you use the FM radio most?
- Which FM station/channel you use most?
- As per you, in the liberation war 1971, Did radio play the major role?
- As per you, how much FM radio has the importance of today's culture
- Do you think FM radio play a role in the advertisement?
- Do you feel that FM radio does have an impact on reality shows?
- Does FM radio play live shows?
- Except Bangladesh, do you listen others country FM radio?

The collected data I have been analyzed and figures out the information provided by the respondents. FM Radio had much impact on the audience. Nearly 50 people are response the survey in 2days.

Chapter Two:

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. Radio is the most useful medium for mass communication in under-developed countries. Radio is one of the cheapest sources of education and information in underdevelopment countries where



people cannot afford to purchase daily newspapers. Radio programs have been focused on health worker, farmers, youngster, teachers, school children and many other learner groups. The radio sector in Bangladesh is divided into three sections in bold line. Firstly, 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 our country. Day by day FM radio has reached out to almost everywhere across the country and popular also. Different educational and informative programs are communicated on radio for mass awareness. FM radio are observed as more viable handy community media as it can discuss national and community-based issues. FM radios are run commercially, however some kind of social mindfulness information is shared by private FM radios to their audience members such as environment, health, gender issues, education and information ETC. FM radio moderators regularly talk on different social issues and announce public service messages for attention.

FM Radio History:

In 1928 Armstrong turned to FM to solve the problem of static. He soon found it necessary to use a much broader bandwidth than AM stations. Today a FM radio channel occupies 200 kHz, twenty times the bandwidth of an AM channel. In 1933 Armstrong obtained four patents for his FM techniques and set about gaining the support of RCA for his new system. RCA engineers were impressed, but the sales and legal departments saw FM as a threat to RCA's corporate position. David Sarnoff, the head of RCA, had already decided to promote television vigorously and believed the company did not have the resources to develop a new radio medium at the same time. Frequency modulation is a different way of impressing an audio signal on a radio-frequency carrier wave. In the usual technique, known as amplitude modulation (AM), the amplitude of the carrier wave is regulated by the amplitude of the audio signal. With frequency modulation (FM), the frequency of the carrier wave is altered by the audio signal. In other words, the frequency shifts down or up to mirror the changes in amplitude of the audio wave.

Swadhin Bangla Betar Kendra:

Swadhin Bangla Betar Kendra also known as Bangladesh betar. 1970 the worst days of Bangladesh. The time of Liberation war. During that time radio broadcasting establish and play a great job. Every day during the war people were eagerly waiting to listen to the program of Swadhin Bangla Betar Kendra. The famous song “Joy Bangla, Banglar Joy” was broadcast as the introductory music of the station. After 9 months when the war finished Bangladesh betar Stared broadcasting from Dhaka in independent Bangladesh, which had been established as the Dhaka center of Radio Pakistan.

Current culture of FM radio:

Radio became a new form of communication and entertainment. Between the 1920's and 1950's many radio shows were broadcast. There is many reasons to support radio station continued existence rather than put them in jeopardy, especially in the wake of a recession and natural disasters. Radio remains accessible when other modes of communication go down in emergencies. Radio is most important to local communities for more than just emergency announcements and communication during disasters. Now days FM radio is different from the past. Radio contains, programs, themes, patterns, RJs, Live show and so many that full modified FM channel. But still

FM is more and more popular to everyone. The time has changed many things but people still love to hear FM radios. Its like they find their old days and memories. FM radio has very interesting shows where they played the requested songs and some time if someone want to express or shared, they are messages on FM. FM station looks very different. Many people want to get a job in FM radio or as a RJ. FM radio is helpful in many ways and now days without internet this is the one source expect newspaper where we get the news, idea, and information very easily. FM is a very big platform till now. So many inventions, teleology, internet, cable so on are discovery but no one replace the FM radio and its popularity. FM is always a good source of communication. The media or source where we get the things what we want.

Name of privately owned Bangladeshi Radio

The list of Bangladeshi FM Radio which is everyone listen more or less constantly.

Name	Radio Frequencies (MHz)	Name	Radio Frequencies (MHz)	Name	Radio Frequencies (MHz)
Radio Forti	88.0	Radio Dhoni	91.0	Radio Capital FM	94.8
Radio Amar	88.4	Peoples Radio	91.6	Bangla Radio	95.2
Radio Metropolitan	88.8	Radio Shadhin	92.4	City FM	96.0
ABC Radio	89.2	Radio Bhumi	92.8	Spice FM	96.4
Radio Today	89.6	Radio Next	93.2	Times Radio	97.2
Dhaka FM	90.4	Radio Dhol	94.0	Colours FM	101.6
Asian Radio	90.8	Jago FM	94.4	Radio Amber	102.4

Figure: Table of Radio channels

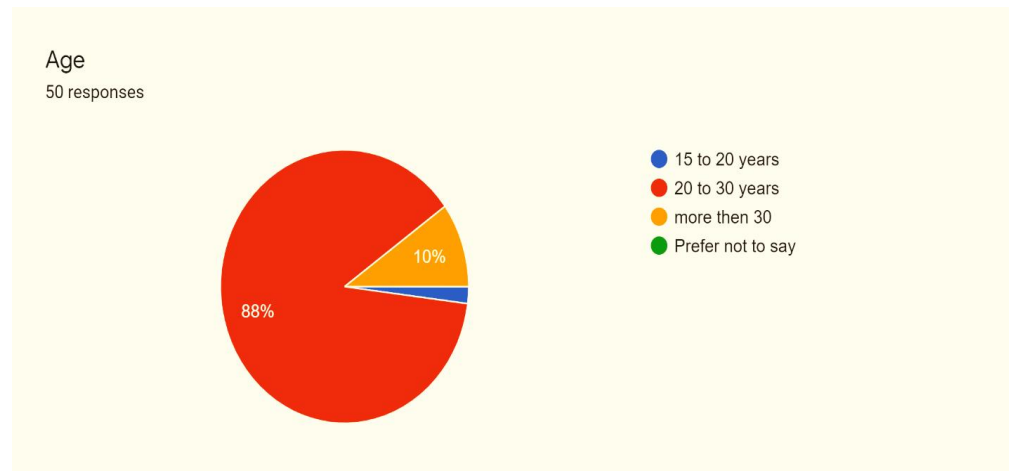
List of Bangladeshi Community radio

NAME	FREQUENCIES	NAME	FREQUENCIES	NAME	FREQUENCIES
RADIO MEGHNA	99.0	Radio Nalta	99.2	Sager Dheep	98.8
RADIO BIKRAMPUR	99.2	Lokebeter	99.2	Radio Mukti	99.2
CHILMARI	99.2	Radio Padma	99.2	Sagor Giri	99.2
RADIO JHINUK	99.2	Pollikontho	99.2	Sarabela	98.8
BORENDORADIO	99.2	Radio Mahananda	99.8	Radio Boral	99.0
RADIO NAF	99.2	Krishi Radio	98.8	Radio Sundarban	98.8

Chapter Three:

Data Analysis

20-30 years old age people listen FM Radio almost every day. So mainly the young generation people are used to FM radio. They enjoy the FM radio show and they are contained regularly.



Do you listen to radio everyday: Almost 58% people listen radio every day? Any how they must connect and listen FM Radio. And it proved that FM radio is most popular media still.

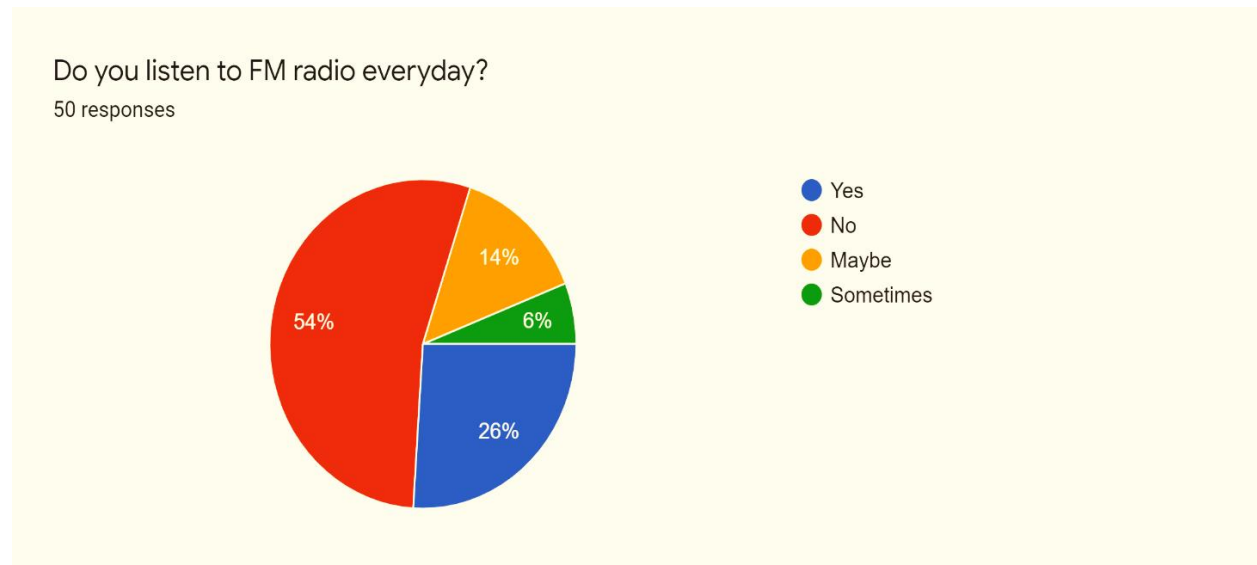


Figure 1: survey

In the liberation war 1971, did radio played the major role: We all known what important role play radio in the war 1971? It is the only entertainment source in that time and get many information for war. Radio turn into most popular in Bangladesh after that time. And people listen radio shows and songs every day.

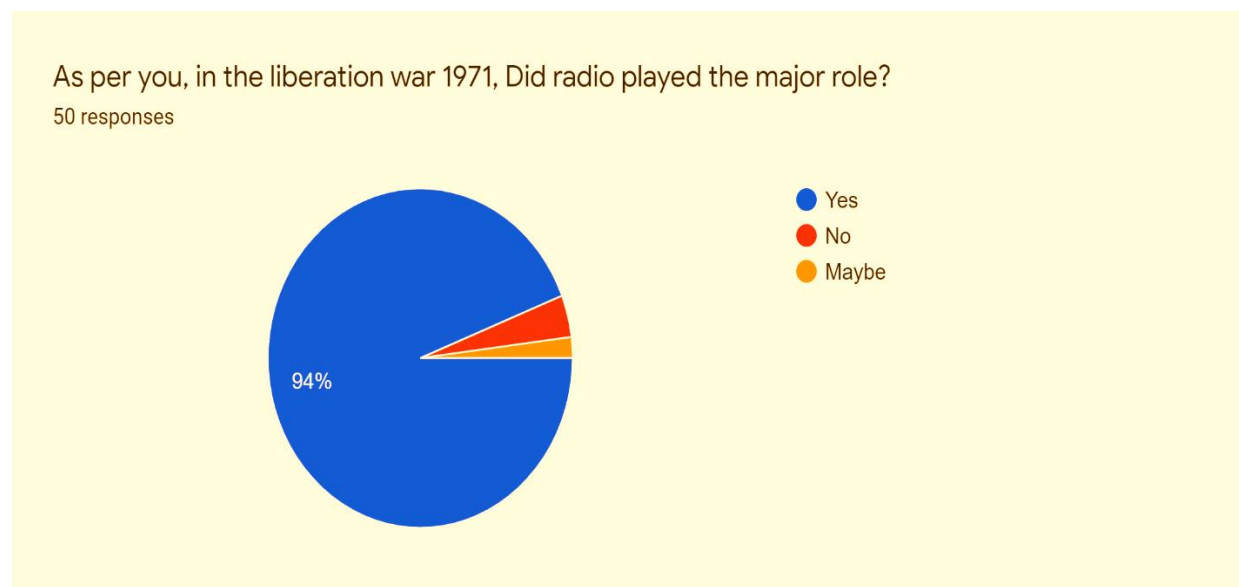


Figure 2

Advertisement is very important in our country. And this sector always thinking how to fulfil the target and FM radio is a big platform for that and the use it very smartly. Almost 84% people think that yes FM radio play a big role in the advertisement.

Do you think FM radio play a role in the advertisement
50 responses

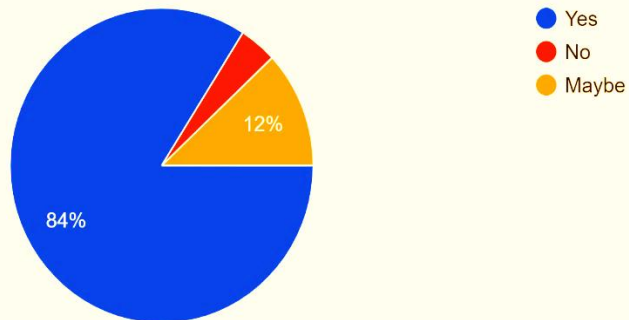


Figure 3

Expect Bangladesh they are lots of listener, listen others country FM radio and the rate is very good. People always want get information others country also and FM much help to get that. For that reason listener also listen FM radio.

Beside Bangladesh do you listen others country FM radio?
50 responses

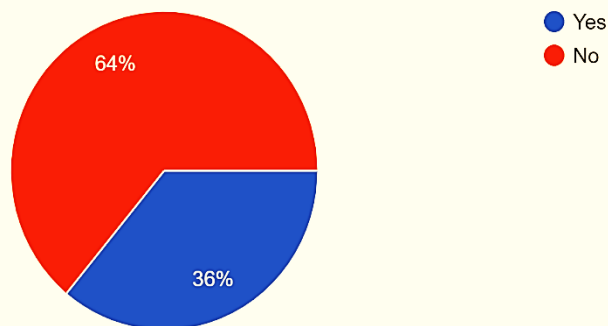


Figure 4

- ❖ Many people in this survey gave their own opinion about the FM radio and its importance of today's culture.
 - We have internet, we have hundred social app. People are interested in visual things, that doesn't mean we don't need radio. It's our tradition, we have to more upgrade radio so that we can grab audience attention.
 - Radio is really important to for today's culture because we need to know what is happening around the world
 - Radio has the ability to reach across borders and can become a valuable source of information where reliable news is scarce so radio has importance of culture
 - Radio known to be first media that people could reach out not only for news. Radio became the way to get entertainment. People used to love hear songs for hour. Radio always try to participate in every mood of our society.
 - Internet is very easy to access and FM radio doesn't impact at all pretty much mainstream.
 - FM radio plays a vital role in modern life. Because its frequency can be found in remote area also and easy to connect a FM channel.
 - For rural people who can't get connected to satellite tv channels or newspaper daily can use radio totally without costing any money. So, from their perspective radio is very important.

Chapter Four:

Result

Radio has always been the main platform of communication since the World War II. That time radio played the major role because in 1945 there wasn't any system of communication or to communicate. After decades, radio became the prime media of entertainment, news delivery and other things.

Now to discuss the importance of radio in Bangladesh in 1971. Mainly, radio arises in our country in 1971 liberation war, because back that time radio played as a philanthropy. Why? In 1971, our country was struggling to win over the from West Pakistan, the war was already on its foundation. So, freedom fighters needed a system to know about the war what is happening around. Back then the radio was only the savior. Not just delivering the news about the war, songs, poem became the assets of inspiration for freedom fighters. Back then the famous songs were launched just to inspire the freedom fighters to continue the war and let them know that everyone is with them. In here the radio played the important roles. So, in the remember of these incidents, I have tried to discuss logically my project.

I will discuss my data and analysis them on the basis of the FM Radio in Bangladesh. The survey response analyzed in the light of content of FM Radios. Analysis data I found many interesting information and updates about FM radio. Day by Day its role of play changed and people still are very found about FM radio. But They are lots of leak idea and data about FM Radio. FM Radio communication sector and source is easy to use for everybody. All over the world commonly FM is very used and popular media. People never tried of FM radio and they get good stuff from it. Now they are lots of FM app in play store. Many variations modern technique. People like this, we all know that we always want some new and fresh ideas and FM Radio do this very well and always connected everywhere every time.

Conclusion

FM radio is persuasive and effective communication medium. FM radios relies upon airing musical and entertaining stuff instead of airing informative and constructive stuff. People listen to FM radio for acquiring knowledge, information and to satisfy the cognitive needs. Radio has brought sociological in the society of its varsity and simplicity in program and undoubtedly it is a device for social change. FM radio is persuasive and effective communication medium. Audience members use to listen FM radio to get latest information. FM radio programs are socially and culturally

impacting
Medium of
rapidly
up and the
popularity
radio is
increasing
day. Users
their ways
expand the
enjoy the



Figure 5: Radio channels

to others.
radio is
grown
of FM
day by
have
to
ability to
leisure

time with the music of FM radio. But they also get the information of the recent situation from all over the world. FM radio to the listener's limit of their daily life. FM radio has reached to a large number of disconnected and isolated communities also. The FM Radio uses FM waves to send sound. FM radio can complement more traditional forms of educational delivery. FM radio is playing significant role in development of society by keeping the audience well aware of their surroundings. Radio medium was and still is exceptional compelling very effective communication mode in the country. Radio has been the most powerful and useful informative. FM radio provides a platform to introduce new talent. Teenager learn many good things through FM radio programs as it enhances vocabulary and increases knowledge. FM radio helps individuals to exchange of information and its social mobilizer, creating mass awareness and raising culture on social issues. Its undoubtedly, radio is a magical tool box. After all this discussion and at end we all known the

present situation all over the world. Everyone having a very bad and tough time. And all this circumstance radio doing a very brave and good job. That they running various programs and shows to aware and be coming careful about this pandemic situation. For that Bangladesh NGOs network for Radio and Communication has been mobilizing all community radios for developing and broadcasting awareness building programs on COVID-19. People can simultaneously listen everyday live show on radio and get connected.

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