Campus Radio as Process of Broadcast Communication: Across-Sectional Survey

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Abstract

This paper discusses the campus radio and students’ perception. It also examines the Gomal University students’ broadcast communication and the listening situation of campus radio. It is the medium of education, information and entertainment. It provides information and education in an effective way. In the present day the electronic media have become very forceful. FM radio is playing a very important role in making students’ perception. Never before have journalism and mass communication departments of Pakistani universities felt more challenged and pressured to change than now. The methodology is survey. Data was collected through a standardized questionnaire. Descriptive & inferential statistics especially frequency distribution, graphs and tables have been used for analysis.

1. Introduction

Campus radio is a type of radio station that is run by the students of a college, university or other educational institution. Campus radio stations are generally licensed and regulated by national governments, and so have very different characteristics from one country to the next. One commonality between many radio stations regardless of their physical location is willingness or, in some countries, evens a licensing requirement to broadcast musical selections that are not categorized as commercial hits. Radio is the world of sounds. It is the medium of education, information and entertainment. It provides information and education in a very effective way. In the present day the electronic media have become very forceful. FM radio is playing a very important role in the whole world. It is a most powerful and also a very attractive medium. FM radio is still more important and effective medium with the invention of Television. FM radio has an important role in communication. It disseminates news very speedily after happening of event. FM radio broadcast news and other programs in a various languages of target audience, so each and every listener can understand it. FM radio broadcast information in easy and understandable language for listeners. FM radio is playing a big role in socio-economic and development of the city. We can use FM radio to indicate the social evils with the dissemination of construe program. FM radio is established for producing talent broadcasters. The FM radio is the purposed to broadcast programs about current affairs. FM radio should also broadcast various entertainment programs such as comedy, dramas, songs and theatre programmes etc. FM radio should also broadcast environmental programmes for environmental awareness. As we can see from the graph, FM radio not only climbed out of the cellar of popularity after Armstrong's death, but today it leads AM radio in both number of stations and listeners. The green line represents the growth of noncommercial and National Public Radio (NPR) stations. (www.cybercollege.com)

FM Radio broadcasting uses frequency modulation of the radio waves to provide high quality sound. FM broadcast band is 88 -108 MHz; area of coverage is generally 40 - 50 kms (www.pemra.com.pk).

1.2 Background
Pakistan
Starting its transmission in April 2004, from stations at Karachi, Lahore, Faisalabad and Multan, Trade Serve International Pvt. Ltd. added to its programming, the BBC World Service's Urdu hourly news
bulletin, of five minutes each. PEMRA swung into action and served a Notice dated September 03, 2004 to Mast FM-103, wherein the licensee was directed to stop airing BBC Urdu news besides some objections on playing of Indian songs. The Authority referred to its earlier Notification dated June 10, 2004 wherein re-broadcasting of foreign channels by FM radio stations was prohibited. The Licensee in its reply defended its action as being within the parameters of the Laws and precedents. The Licensee referred, as an example, to the fact that FM 101, a state owned radio station, signed an exclusive deal with Voice of America (VOA) whose programs were to be aired in Pakistan (recently that deal has been revoked by VOA). FM-103 wanted a level playing field for all stakeholders in the emerging FM radio sector. It was at this stage that FM-103 had approached Lahore High Court.

Research Fellows can be seen below:
1. Getting Broadcasters out of Universities – Improving Journalism Education in Pakistan, Qamber Raza
2. Grassroots Media and Good Governance. Maria Ahmed
3. Media in Pakistan's Tribal Areas -Journalism for a New Age. Muhammad Shafiq

1.3 Mastering radio journalism in newsroom environment

Encouraging students to produce responsible journalism to meet high editorial standards

This is just what the students who produce the radio program “Da Nan Khabara” (Talk of the Day) has on their minds: To learn and inform fellow students and the campus community about issues having a bearing on their lives. “The program has given me the confidence to research and package information not only for my use (as a journalist) but for our listeners in a professional way”, says Ahmadullah Habibi, one of the five students working on the program.

1.4 LIST OF CAMPUS RADIO LICENCES ISSUED BY PEMRA IN PAKISTAN

<table>
<thead>
<tr>
<th>S #</th>
<th>FM Station</th>
<th>Radio Name</th>
<th>Name of the Company with Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Campus Radio (FM 104.6)</td>
<td>Department of Mass Communication, University of the Punjab, Lahore</td>
<td>Dr. Mugees-ud-Din Sheikh, Chairman</td>
</tr>
<tr>
<td>2</td>
<td>Campus Radio (FM 90.6)</td>
<td>Dawah Academy, International Islamic University, Islamabad</td>
<td>Dr. Khalid Alavi, Director General</td>
</tr>
<tr>
<td>3</td>
<td>Campus Radio (FM 104.6)</td>
<td>Mass Communication Department</td>
<td>Mr. Sajjad Ahmed Paracha</td>
</tr>
<tr>
<td>4</td>
<td>Campus Radio (FM 92.6)</td>
<td>Islamia University, Bahalwalpur</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Campus Radio (FM 96.6)</td>
<td>Lahore College for Women University, Lahore Ph: 042-9203801-09, 9201950, 9203072 Fax: 042-9203077</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Karachi University, Karachi</td>
<td></td>
</tr>
</tbody>
</table>
1.5 Early community radio

Media scholars, Steinberg (1995) and Johnson (2001) note that community radio stations were often established as a response to different kinds of struggle about social, economic or cultural issues. This is corroborated by Freire (1993) who notes and points to a strategy that involves traditional participants looking for ways and platforms to deliberate on issues that are of great importance to them. For instance, Radio Freedom, then the voice of the African National Congress (A.N.C) played a pivotal role in the fight against apartheid regime. In places where freedom of speech was restricted, community radio station was chosen as a way of giving a voice to the voiceless or those who were silenced and to help make information available (Wayande, 1996; Teer Tomaselli & De Villiers, 1998). Referring to the concept of participatory radio, Freire (1993) observed that as people are allowed to participate in developmental processes and nation building, they will be able to seek for their liberation and empowerment.

1.6 The aims of community radio

Various research studies have been conducted over the years by media scholars to know what the aims of community radio stations should be. Media scholars like Sinha (1976), Ramaphosa (1992), Ziegler & Asante (1992), Freire (1993), Croteau & Hoynes (1997), Johnson (2001) Jankowski & Prehn (2002) and Fitzpatrick (2003) all observed that the aim of community radio is to serve particular communities, informing, educating and entertaining them. They also assert that community radio stations should allow for active participation of the listeners in the radio stations with the aim of giving them the opportunity to identify their felt needs and offer solutions to various problems in the society.

2. Statement of problem

The general belief worldwide is that any campus based community radio station is a mere juke box. However, recent research studies have shown that some of these stations are actually contributing to community development. The impact of campus based radio stations as agents of social change. To
meet the challenge of improving journalistic skills in the Pakistani media Internews Pakistan has a team of professional journalist trainers. However there is another kind of challenge that faces the Pakistani media, revolving around the three dimensional policy level challenges confronting the emerging private FM radio sector. To meet this challenge Internews Pakistan has a team of media law experts, who strive for better media law environment in the country. The statement of the present study is “Campus Radio: Audience-building & Talkback Participation”.

3. Significance of the study

Campus radio remains the underlying communication and information sharing source which is essential to ensure community participation in driving social reconstruction and development. The vision of Gomal university Campus radio will to equip journalism students with practical skills to bring a voice and identity to the campus community as well as to the surrounding area of D.I.Khan. Campus radio will promote academic and research activities on the campus and be recognized as the best among the campus radios in the country. The mission of the campus radio is that it will promote educational and research activities on the campus. It will encourage the talent and promote the expertise of the campus community.

This particular study is very important because it describes the Listening Habit of Campus Radio among the people of D.I.Khan in the light of the results. This study provides a ground for further investigation in the area pattern. It would also provide the valuable guidelines for the organizers and producers of Campus Radio. They can review, revise their policy and change the pattern of their programs in the light of this study.

4. Objectives

1. To find out what kind of programs people like more to listen.
2. To find out what extend this Radio Channel is popular among listeners.
3. To know attention level of the listeners towards Campus Radio

5. Literature Review

Radio is dying, still 95% report to listening to AM-FM radio. Music driven Fm radio has become a jukebox with voice tracking and generic weather, traffic. Unlike other jukeboxes the listeners have no control over what selections are played. Other devices now do a much better job than radio. Radio has lost touch with its listeners and community. Its total focus is targeted demographics that can be sold to advertisers and has become an ad revenue model with contour borders. Radio forgot it's in the entertainment business. (Fiona Morgan, 2004)

A number of parameters regarding the radio stations and their programs, the preference of listeners for various kinds of music etc were evaluated across the different age groups and analyzed using statistical methods. This analysis would help the prospective advertisers in understanding the listening habits of the youth better and thereby to make a wise decision in planning their media mix. An examination of the literature on satellite radio research uncovered a dearth of sources; it is useful to review the literature addressing radio research in general. Early studies conducted by Cantril (1940) as well as by Cantril and Allport (1935) took a "direct effects" approach before and after Orson Welles's War of the Worlds broadcast. Since that time, the limited literature base has by and large investigated radio use via the uses and gratifications perspective. Similarly, because there is a scarcity of literature on listener "interaction" with the listening process, a review of the "audience activity construct" in the television-viewing literature will be used to discuss how audiences "behave" during radio listening.

The uses and gratifications paradigm conceptualizes the audience member as a goal-oriented individual who is motivated by a set of cognitive and affective needs when consuming media (Blumler &
Talk radio was also studied as a counseling and political information source. For example, Raviv, Raviv, and Arnon (1991) surveyed callers to a psychological counseling show and identified social comparison (i.e., curiosity, closeness, and comparison with others) and instrumental utility (i.e., seeking psychological knowledge and help) as key listening motivations. Hollander (1996) contended that political talk radio listening was related to such motives as political involvement, information, and participation. Hofstetter, et al (1999) discovered that political talk radio listeners tended to be a more active audience about what they had heard than were nonlisteners, as they engaged in more social interaction with either the talk show hosts or others.

The nascent literature on new radio technologies also underscores the importance of listener motivations as predictors of adoption, alongside social locators (e.g., see Klopfenstein & Sedman, 1990; Reagan, 2002). This also mirrors work on HDTV adoption, which finds that adoption is driven by social locators (e.g., social status) as well as audience need for stimulation (e.g., Atkin, Neuendorf, Jeffres, & Skalski, 2003; Dupagne, 2002).

In the media-use process, audience activities involving cognitive and behavioral factors that may occur before, during, and after media use are said to help dictate the media use selection and gratification outcome (Blumler, 1979). Levy (1983) framed these audience activities in three temporal dimensions--selectivity (program selection before exposure), involvement (attention during exposure), and use (discussion post exposure)--and found inconsistent "activeness" levels across the three. Other researchers have also explored the audience activity construct. These include Heeter's (1985) "choice process" model, in which "planning" prior to viewing encompasses television-guide use; "orienting search," which involves channel surfing when the set is on; and "reevaluation" during viewing, which encompasses viewing option reselection, multichannel viewing, and/or commercial zapping. Perse (1990), building on her past work (Rubin & Perse, 1987), linked ritualistic and
instrumental gratifications of TV viewing to an audience activity construct that was operationalized with two temporal dimensions: (a) "selectivity" via the use of eight information sources before exposure, and channel changing during exposure; and (b) involvement via intentionality (or viewing planning) before exposure, and elaboration (thinking about program content) and distractions during exposure (Lin, 2006).

6. Theoretical Frame Work

Joseph Klapper (1960) asserts that mass communication does not directly influence people, but just reinforces people’s predispositions. Mass communications play a role as a mediator in persuasive communication. The following are Klapper's five mediating factors and conditions to affect people:

- Predispositions and the related processes of selective exposure, selective perception, and selective retention.
- The groups and the norms of groups, to which the audience members belong.
- Interpersonal dissemination of the content of communication
- The exercise of opinion leadership
- The nature of mass media in a free enterprise society.

6.1 Process of Communication (Joseph, 2008)

Communication as a process is dynamic, recursive, on-going, continuous and cyclical. There is no recognizable beginning and end, neither is there a rigid sequence of interaction. But we may try to identify how the process begins.

- **Stimulation**
  This is the point at which the source sees the need to communicate. He receives stimulus that triggers him to communicate.

- **Encoding**
  The source processes the message he want to communicate into a form that will be understandable to the receivers. This may be a feeling, opinion, experiment etc.

- **Transmission**
  The message is passed across to the receiver through a chosen medium or channel.

- **Reception**
  The receiver gets the message that is sent from the source

- **Decoding**
  The message is processed, understood and interpreted by the receiver.

- **Response**
  This is the reaction of the receiver to the message received, in form of feedback.

6.2 Conceptual & operational framework

The Campus Radio 104.6 is an independent variable and feedback was the dependent variable of the study. Operationalization stands for measurement the main concept employed in the conceptual definition through suitable instruments which have helped the researcher to investigate the opinions of the listeners about the phenomena.

6.3 Hypotheses of the study

1. Greater is stimulation, greater will be the encoding process
2. Greater is the transmission level, greater will be the reception of the messages
3. Decoding is more likely to form feedback
7. METHOD

Research Design
This research used a field study approach to data collection. The methodology used in this study is basically exploratory but the results are explanatory in nature for evaluating media role related to political awareness of the voters. Survey research is one of the most important areas of measurement as applied. Quantitative research is used to test the given hypotheses. Therefore, face-to-face interview for the study in hand was found preferable. This interview is fit for obtaining information related to the design of the study.

7.1 Procedure
The scope of the project is to understand the campus radio listening habits of the respondents and the study was carried out in Gomal University only. The research design adopted by the researcher is descriptive in nature. Primary data was collected based on the objective for analysis purpose. The sampling technique adopted was non-probability, judgment sampling. The sample includes 100 campus radio listeners in Mass communication and all class of students from various departments.
Research design of this empirical study is the explanatory and exploratory. In this study research views cross-sectional survey design, the basic purpose of this design is to explore the phenomenon of Students’ Perception towards Broadcast Communication.

7.2 Sampling Techniques
The researcher adopted the purposive sampling method which is as appropriate technique for collecting the required data through this method of sampling. The sample size of the study was 100 respondents out of the outskirts of district D.I.Khan. After preparing the questionnaire a pilot study was conducted. A closed-ended questionnaire of multiple choices were validated and codified in mini tab software of computer.

8. Data Preparation and Analysis
A codebook is developed and data has been analyzed through the statistics package especially mini-tab because it is a comprehensive and flexible statistical analysis and data management software program that allow for simple creation of frequency tables, graphs descriptive, and inferential statistics.

Table 1.1: Radio listening experience & Timing of listening

<table>
<thead>
<tr>
<th>Test Value</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>95% Confidence Interval of the Difference Lower</th>
<th>95% Confidence Interval of the Difference Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Listening experience</td>
<td>2.207</td>
<td>.114</td>
<td>12.5000</td>
<td>-5.5261</td>
</tr>
<tr>
<td>Timing of listening</td>
<td>3.236</td>
<td>.048</td>
<td>12.5000</td>
<td>.2087</td>
</tr>
</tbody>
</table>

Finding has shown that the t-test value was =0. The significant level of radio listening experience was .114 and timing was found .048. Both the variable was supportive for campus radio importance.
Table 5.5: Receiving transmission of Campus radio 104.6 daily

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmission of campus radio</td>
<td>35</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>20.83</td>
<td>24.17</td>
</tr>
<tr>
<td>Listen to campus radio daily</td>
<td>15</td>
<td>48</td>
</tr>
<tr>
<td></td>
<td>29.17</td>
<td>33.83</td>
</tr>
</tbody>
</table>

Result showed that transmission and daily listening was P< 0.000. It can be concluded that campus radio was popular among the target sample.

Table 5. Weekly listening

<table>
<thead>
<tr>
<th>x</th>
<th>y</th>
<th>Percentage %</th>
<th>Valid %</th>
<th>Cumulative%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twice a weekly</td>
<td>8</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Thrice a weekly</td>
<td>28</td>
<td>70%</td>
<td>70%</td>
<td>90%</td>
</tr>
<tr>
<td>Weekly</td>
<td>4</td>
<td>10%</td>
<td>10%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>40</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Result have been shown that 70% of target sample listens to campus radio thrice a week,

Figure 1.1: Purpose of listening

Table 5. Perform other task during listening

<table>
<thead>
<tr>
<th>x</th>
<th>y</th>
<th>Percentage %</th>
<th>Valid %</th>
<th>Cumulative%</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>44</td>
<td>88%</td>
<td>88%</td>
<td>88%</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
<td>12%</td>
<td>12%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

The result of the study indicated that majority (88%) of the respondents was found performing other task and only 12% do nothing during the time of listening campus radio.

Table 5. Tell us the task

<table>
<thead>
<tr>
<th>x</th>
<th>y</th>
<th>Percentage %</th>
<th>Valid %</th>
<th>Cumulative%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking</td>
<td>2</td>
<td>4.5%</td>
<td>4.5%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Eating</td>
<td>1</td>
<td>2.25%</td>
<td>2.25%</td>
<td>6.75%</td>
</tr>
<tr>
<td>Reading</td>
<td>10</td>
<td>22.72%</td>
<td>22.72%</td>
<td>29.47%</td>
</tr>
<tr>
<td>Talking</td>
<td>30</td>
<td>68.28%</td>
<td>68.28%</td>
<td>97.75%</td>
</tr>
<tr>
<td>Anything else</td>
<td>1</td>
<td>2.25%</td>
<td>2.25%</td>
<td>100%</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Listener of radio campus were of the opinion that a huge majority (68.28%) of the target sample found busy in discussion, 22.72% found busy in reading and, 4.5% was favored cooking.

![Languages Mostly Like](image1)

**Figure 1.2: Languages mostly like**

![Best Program](image2)

**Figure 1.3: Programs**

<table>
<thead>
<tr>
<th>x</th>
<th>y</th>
<th>Percentage %</th>
<th>Valid %</th>
<th>Cumulative%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idrees</td>
<td>9</td>
<td>20.45%</td>
<td>20.45%</td>
<td>20.45%</td>
</tr>
<tr>
<td>Waseem</td>
<td>5</td>
<td>11.36%</td>
<td>11.36%</td>
<td>32.05%</td>
</tr>
<tr>
<td>Imran aziz</td>
<td>4</td>
<td>9.1%</td>
<td>9.1%</td>
<td>41.15%</td>
</tr>
<tr>
<td>Ikram ullah</td>
<td>8</td>
<td>18.18%</td>
<td>18.18%</td>
<td>59.33%</td>
</tr>
<tr>
<td>Adeela</td>
<td>5</td>
<td>11.36%</td>
<td>11.36%</td>
<td>70.69%</td>
</tr>
<tr>
<td>Yasir khan</td>
<td>2</td>
<td>4.31%</td>
<td>4.31%</td>
<td>75%</td>
</tr>
<tr>
<td>Qurat-ul-ain</td>
<td>11</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Mehran</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Result prescribed that (25%) of the respondents opined that Qurat-ul-Ain was the best host, 20.45% were in the favor of Idress while 18.18% votes for Ikram ullah.
9. Conclusion

This study was conducted on campus radio 104.6 department of mass communication Gomal University D.I.Khan as electronic audience measurement. On this campus radio research and experimentation in “wireless” led to successful transmissions of voice and the beginning of broadcasting on a scheduled basis in 2008. It was a descriptive and survey study. This study has explored the listeners’ views regarding campus radio 104.6.

Findings of the study revealed that a huge number of respondents very frequently listen to campus radio. Listeners appreciated campus radio primarily for its attractive programming. Most listeners were familiar with the term “Campus Radio”. Many listeners of campus radio was the sum of a number of positive qualities like the qualities which make campus radio important to them and qualities which campus radio must foster. The present study supported the hypothesis that “more the exposure more will be the frequency of listening campus radio”.

Result described the time devoted to listening campus radio. It was observed that majority of the respondents listen to radio for 1 hour. It was also noticed that students have taken a lot of interest because they got to spend very much time on listening campus radio. Beat was found a favorite program among other of the students.

Result has been shown that respondents took less interest in Campus (live news inclusive of Vox Pop and feature documentary) broadcasted by campus radio. It was also observed that the target sample have shown likeness to listen to campus beat music programs & they were found fond of Campus “good morning” broadcasted by campus radio. Feedback is sole way of good communication and understanding the version of one another. Result of the study revealed that feedback was the most important campus beat program broadcasted by FM radio 104.6. Urdu, Sariaki and Pashto were ranked as 1st, 2nd and 3rd the favorite languages respectively. Findings indicated that students have paid much attention to students programs & also to the debate of anchor persons. It was observed that the behavior of staff is very much friendly and cooperative. As whole the respondents were found very much satisfied with programs broadcasted by campus radio 104.6 of mass communication department, Gomal University.

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