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An Analysis of Audience Perceptions of the Music Programs by FM Radio Dilber: A Case Study of Swabi and Charsadda

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Abstract: *FM technology has the quality to be operated easily by the operators and easily accessible to the audience. The radio is an important tool of media which had played a vital role in every society since its invention. This media tool helped in an ideological objective and cultural exchanges for different nations in different eras. The last twelve to fifteen years have witnessed rapid growth in the broadcasting industry of Pakistan. In Pakistan, FM operations are mainly funded by advertising. This study analyzes the perception of the public about Radio Dilbar content for Internally Displaced Persons during the crises of Swat, Bajur and Bunir by the FATA Capacity Building Project (CBP). The main theme of the programs was messaged emphasizing on peace, love & brotherhood. Music was on-air for IDPs, a population of 2.6 million approximately in the affected areas of swat, Bunir, and Bajaur, which all were according to the needs of those days.*

Key Words: Radio, Perception, FATA, FM, IDPs

Introduction

Media play a powerful role in people's lives nowadays. They further play roles in the formulation of images and beliefs of the people calls the social and political images created by media as "pictures in our heads." Media images enable people to have frequent and meaningful interactions with society. All types of media function as socialization agents and different media individually and collectively work to shape a person's perceptions and communication directly or indirectly. However, among the different types of media, scholars spent time researching the impact that television has had on personal and societal perceptions. This is largely due to the rapid growth of the television industry and its pervasiveness in everyday life (Croteau & Hoynes, 2013). The potential power of the media can transform and manipulate the whole nation,

especially in developing countries it can be used as a 'Weapon of Mass Destruction'. According to UNESCO, the most important use of media is to educate people about basic human rights. The dilemma of developing countries is that people do not have knowledge of their basic rights, even if they don't know what to do and where to go to find solutions for their problems.

FM technology has the quality to be operated easily by the operators and easily accessible to the audience. The radio is an important tool of media which had played a vital role in every society since its invention. This media tool helped in an ideological objective and cultural exchanges for different nations in different eras (Khan, 2015). The last twelve to fifteen years have witnessed rapid growth in the broadcasting industry of Pakistan. The trend is mainly a result of the forces of globalization,

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chiefly liberalization, privatization, and the free market economy.

Radio has proved itself as a powerful medium in all over the world where it has become a tool for disaster management. Likewise in Ghana, it was used for educational purposes after the tsunami. But the Regular feedback from the listening public is essential in order to identify listeners' preferences. The taste of various listeners (youth, women, men, aged, etc) should be taken into consideration.(Seidu Al-Hassan, *The Role of Community Radio in Livelihood*, 2011). As compared to other areas of the country the people of Charsadda and Swabi are more religious and the majority of residents are Sunni Muslims. Traditionally the people of this area are so simple and have all the traditional characteristics of Pashtoon society.

The inhabitants of the area are famous in hospitality, sincerity, simplicity, and loyalty. Farming and laboring in foreign countries especially in KSA, UAE, and Malaysia are the main sources of the economy of the people of Charsadda and Swabi. But unfortunately, sources of education are less in the area compared to the other areas of the country, FM broadcasting is a very effective instrument of mass communication due to its locality, closeness, quickness, easy access, easy operation, cheap, and infinite reach. An independent corporate body PEMRA was established on 1st March, 2002 with the four major objectives to improve the standard of information, education, and entertainment. It was started to enlarge the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama, and other subjects of public and national interest (PEMRA:2008:8). Airwaves in Pakistan were privatized and FM radio stations are allowed in all provinces.

FM Radios History and FM Radios Start in Pakistan

Frequency Modulation (FM) was first introduced in the 1930s but launched until 1960s, because few radio sets could receive FM and few homes had high-fidelity sound systems that could take advantage of FM's improved sound quality. There are about 7,700 FM stations in the United States. FM100 was established in the year 1994 and started broadcasting its regular transmission from March 23, 1995, it is the first radio channel in Pakistan to provide live entertainment programs

round the clock and promote Pakistan music among the population.

After the birth of private and commercial FM stations, they generated motivation and awareness in people. It also nurtured positive attitude and behaviors among common people and got an influential impact that even educated and senior citizens began to listen to it. Commercial radio station throughout Pakistan is the fastest way of transmitting news. Thus we can say that FM stations provide first and shorthand information to local people. Pakistan Broadcasting Corporation (PBC) started the first set up of FM as 'FM Gold' in 1994. PBC used its own studios and staff for FM Gold. In Lahore, Karachi and Islamabad from 7:00 AM till 1:00 PM. as experimental transmissions. After this, in 1996, PBC started FM 101, as an independent FM channel. In the private sector, FM radio channels were introduced in the second regime of Prime Minister Benazir Bhutto.(Chudhry, 2007)

Later on, in fact, it was Syed Anwar Mahmood, the then Director General PBC, who launched regular transmissions of over FM waves from Islamabad, Lahore, and Karachi in 1998 under the umbrella of the Ministry of Information and Broadcasting, Govt. of Pakistan and soon after there were half a dozen FM outlets across Pakistan. The number now (till 2017) is manifold (20), this number is equal to that of AM Stations and it is the biggest FM network providing infotainment to the listeners and catering the need of the vast majority of the country.

Youth is considered a distinctive social and consumption force in the music industry since music itself is the essence of several subcultures and lifestyles promoted in young audiences. Nevertheless, most communication and social studies related to music have been conducted on teenage subjects, perhaps ignoring the relevance of youth sub-groups and in the study of music and its social meaning. The purpose of this study is to identify the uses and gratifications that music provides for young adults, with a special focus on their subcultural norms.(Chaffee, 1971)

Radio Dilbar FM-93 Swabi and FM-94 Charsadda

Radio Dilbar was established on 18th May 2009, by the name of Radio Dilbar (FM 94 Charsadda and FM 93 Swabi) for the Internally Displaced Persons during the crises of Swat, Bajur and Bunir FATA Capacity Building Project (CBP). The main theme of the programs was messaged emphasizing peace,

love & brotherhood. Musicon aired for IDP,s population of 2.6 million approximately in the affected areas of swat, Bunir, and Bajaur, which all these were according to the needs of those days.

Problem Statement

Radio is an important tool of media to play a role in the construction or destruction of a society. Social change has been a social science researcher's subject of interest for a long time. Media scholars have been studying upon special effects of mass media in bringing social change. The debate on the impact of mass media started even before the arrival of screen media. Radio itself is not a recent trend but FM radio is a new influx principally in underdeveloped countries.

Any FM Radio is considered the best community radio which fulfills the needs of its audience and have positive effects over its community, these positive effects of FM radios are the improvement in health and education stopping corruption, empowerment of women, solve social issues, stopping child laboring, to promote the local and national culture and to play a role of a bridge amongst the audience and government. In this research, it will be examined what FM Radio Dilbar is playing what kind of role to entertain the listeners. And what changes have been brought in the life of its listeners?

The Objective of the Study

The main objectives of the study are:

- To explore the consumption patterns of FM Radio Dilbar Music entertainment programs by rural viewers.
- To explore the purpose of listening of FM Radio Dilbar Music entertainment program
- To determine the extent of liking in the FM Radio Dilbar music entertainment program by the rural viewers.
- To explore the effects of the FM Radio Dilbar music entertainment program on the rural youth and their daily routine activities.

Significance of Study

The study will be a benefit for the readers and will also be good for those people who are researchers, practitioners, and students of media. The aim of the study is the exposure of FM Radio Dilbar music programs. In this study, we will find out the role of FM Radio Dilbar to entertain the audience and to

explore what kind of changes has been brought in the life of its listeners.

This study is also of great importance for the policymakers of media especially government to improve its mechanism regarding FM radios and to take positive steps and actions. After this study it will be highlighted that what are the basic needs of listeners from media and what are their main problems which the audience wishes to be highlighted by the FM radios, so this study will provide a policy guideline for government media organizations, the private sector and all other stakeholders including the district and local level administration that how they can disseminate their information using FM media and get fruitful results.

Literature Review

The advancements and arrangement of radio for distance learning and training in Canada, starting in the mid-1920s. Antedating the latest inventiveness of public-private businesses, the impetus, structure, and preliminary plans were provided by a large business. The portrayal of the structure, its resolution, whom it served, and the complications faced during its expansion are termed and debated. The explanations behind the end of this framework during the 1930s and the impact of this early advancement on the further improvement of radio separation instruction in Canada are illustrated (George, 2006).

The Online Learning Series is a gathering of works by specialists also, researchers effectively working in the field of long-distance education. The content has been composed when the field is experiencing major change. Despite the fact that not an old control by scholarly principles, separate instruction practice, and hypotheses have developed through five ages in its 150 years of presence (Taylor, 2001). For most of this time, distance education was a discrete search distinct by occasional postal communication between student and teacher.

The result of that research concludes that males were great respondents to the programs. Most of the participants were illiterate of aged 41-50 years old stating that radio programs were effective if broadcast in a regional language. Research visibly specifies that radio works effectively and improves the awareness of farmers. Radio remains a vigorous part of improvement and farming structures; agricultural tutoring interference programs will be more productive if they are transferred via radio.

Such programs must result in amplified farmer awareness (M. Reza & Hasbullah, 2010).

The study concentrated on the crowd's apparent requirement for a radio channel committed solely to instructive programming; it likewise gave a chance to respondents to recommend conceivable program content and feedback. Respondents, as a rule, demonstrated that they looked towards the system GyanVani to satisfy individual and instructive objectives by offering affirmed professional courses, training for entrance exams, updated information on vocations, courses, and so forth (Usha& Ramesh, 2003).

In this research, the researcher collects data through five annual surveys which consist of 2750 houses where the effects of the radio soap opera were assessed in comparison and the treatment areas and from a sample of new family planning adopters in 79 health clinics. The soap opera had resilient social effects on family planning adoption; it enlarged radio listeners' personal efficiency concerning family planning adoption and inclined listeners to have a conversation with their partners and aristocracies about contraception (Rogers, 1999).

The examination of the information demonstrates that TV showed up generally more noticeable than radio as agri. data source. It was uncovered from the examination that sound/video tapes and the internet have a minimal job in the scattering of horticultural data at the grass root level. The mix cropping zone of agri. data were domesticated animals part and real harvests both in radio and TV communications. Inside the real classifications, the weakest side was the promoting angle. With respect to like intrigue, viability, helpfulness, and practicability "Khaitharyali" trailed by "SandhalDharti" gave off an impression of being more well-known than other radio communicates. In the event of TV, short messages and notices were more prominent among agriculturists than "Kisan Time" and "Haryali" (S. Muhammad, 2012).

This paper will concentrate on HIV/AIDS radio projects in Malawi, Zambia, furthermore, different nations of Sub-Saharan Africa. It will break down these projects' broadcast appointments, group of onlookers, introduction style, and content, and recognize how these factors affected conduct changes in the groups of onlookers. Furthermore, this paper proposes promising systems to guarantee the achievement of future crusades dependent on past discoveries. Given these audits of

communications of the past and their qualities and shortcomings, radio stations can better comprehend the purposes for the projects' separate effects on the target populace. Further, this strategy can be connected when considering new radio projects for well-being instruction for HIV/AIDS and the past (Schroeder, 2016).

To explore the utilization of different data channels, awareness of the presence of information sources, routes utilized for circulating information and utilization of libraries among media experts in Karachi. A survey was utilized as an instrument for data gathering for the research. A survey was accumulated from 185 media experts who had a place with three sorts of media houses (T.V, radio, and paper). Research shows that the library is the most utilized station among paper experts and TV experts. Reference benefits and news cut-out administration are the best data benefits in the library. Media experts become more acquainted with the data sources through regular information and audit articles. The web is the channel, which is being utilized progressively by media experts; anyway use of the Internet among paper experts is high when contrasted with radio and TV professionals. Surprisingly, the utilization of libraries among radio experts was observed to be especially low. All gatherings of the experts referenced perusing of book audits distributed in papers to know the presence of a data source. This examination would be useful for administrators and data masters, who are working in media house libraries for library arranging and structuring of library benefits in their parent association (Ansari, 2017).

Theoretical Framework

I will use the Uses and Gratification theory to discuss the effects of radio dilber music program on young adult. Katz, Blumler, and Gurevitch pioneered the Uses and Gratification Theory in 1974. But according to McQuail (2010), the theory could be traced from the early 1940s when researchers started investigating why people listen to popular radio programs and why they read newspapers daily. Therefore, the theory emerged in response to the needs for an explanation to why people use certain media and the benefit they get from them. Mass communication researchers are using the U & G Theory to examine, explain, and provide answers to why people use certain media and what benefits or gratifications they get after that. The basic assumption of this theory is that people use mass media for different reasons and seek to derive

various gratifications. (Gallion, 2010). However, the emergence of social media technologies changes the way people use mass media as they differ in form and context. Therefore, people who use social networks and other computer-mediated communications are quite different from the mainstream media audiences who relied on specific media content (Li, 2005). That people use social media to satisfy their needs which include cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs, and medium appeal needs. For this, social media become a fertile research field demonstrating the direct relevance of the U & G Theory and its participants (Matei, 2010). My main focus will be to check out that Radio dilbar through its music program has created what kind of entertainment in the audience.(Gallion, 2010)

Research Question

- RQ1:** To what extent does music satisfies young adults?
- RQ2:** What are the contents utilized by FM Radio Dilbar music program rather than other media for the common array of audience uses and they are presumed?
- RQ3:** What are the public opinion about the FM Radio Dilbar, about its effectiveness?
- RQ4:** What are the characteristics of the listeners (Male, Female) of the FM Radio Dilbar

Research Methodology

Research Design

A survey method is used for this study or research. As indicated by Nwodu (2006), the survey research technique permits the researcher to gauge attributes, feelings and practices of a given populace, and this works on the reason that the populace is excessively enormous for analysts to reasonably watch the elements in the populace. The survey was utilized to create information considering its capacity to accommodate an enormous populace. A qualitative method is a form of social science research that gathers and works with non-numerical data and that pursues understanding connotations from these records that support us recognize social life through the research of targeted populaces or places. Inside human science, qualitative research is normally centered around the small-scale dimension of social collaboration that creates regular daily existence, while quantitative research commonly centers

around macro-level developments and phenomena. Qualitative research has a long history in human science and has been utilized inside it for whatever length of time that the field itself has existed.

This sort of research has since quite a while ago engaged social researchers since it enables the examination to explore the implications that trait to their actions, activities, and communications with others. Qualitative researchers explore connotations, understandings, signs, methods, and associations of social life. Whereas quantitative research is a sorted out strategy for a social event and separating data got from different sources. Quantitative Research incorporates the use of computational, quantifiable, and numerical devices to induce results. It is unquestionable in its inspiration as it attempts to gauge the issue and perceive how unavoidable it is via hunting down projectable results to a greater population. One of the main dissimilarities in the two forms of studies is the dissimilarity in the data collection process. Data gathering is one of the most essential features of the quantitative research procedure. Data collection implicates the scholar to arrange and attain the obligatory data from the target audience.

In this research researcher selected the survey method of quantitative methodology where the researcher explores the opinion, attitude, and knowledge of the respondents regarding the issue, problem and phenomenon. The researcher will use the content analysis along with survey research methodology from the listeners of FM Radio Dilbar Content analysis is a research method for studying documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner while survey research method is a commonly used method of collecting information about a population of interest. This study is planned to find out the awareness and perception of RadioDilbar listeners about the entertainment provided by Radio Dilbar.The questionnaire will be used as a source of data collection. For finding the result of the hypotheses the survey methodology will be used to collect the information from the audience for data analysis.

Population

In this study the population is the residents of Swabi&Charsadda both gender and educated as well as uneducated. According to the (Chudhry, 2007, p.

p.15) "Population is the total set of interest that researcher wants to observe, the unit of analysis of this study is the different people of different age, occupation and different education and income level of Swabi&Charsaddadistrict who are the listeners of FM Radio Dilbar. Through different age (between 18 & 22), occupations, education, and income level have easily found out the content of radios, public perceptions about the awareness of government education initiative and views of different people of the selected area.

Sampling Frame

In this research, the sampling frame will be the urban area of Swabi&Charsadda, and then the samples will be selected from the sample frame.

Sample

"Sample is the subset of the population". The researcher of this study wants to approach and collect data through a survey from all populations to strengthen the study but practically it is impossible to conduct the whole population of the area, due to these impossibilities he goes for a sample.

Sample Size

Due to limitations of time, resources and financial facilities it is not possible to meet every person in the population for data collection. To get the desired results within these limitations the researcher will collect the information through a questionnaire from 300 of people of the total population according to the census 2017 (Pakistan Bureau of Statistics, 2017) the Charsaddadistrict total population is 1,616,198 in which 1,346,023 is rural and 270,175 is urban and the swabi district total population is 1,624,616 in which 1,348,691 is rural and 275,925 is urban. Through the survey the researcher will make sure to get reach to both male and female of age between 18 & 22, occupation and education level, during the survey only listeners of radios will be targeted for data collection.

Sampling Method

A multistage cluster sampling technique will be used by the researcher for data collection and those people will be selected for a survey which is the listeners of FM Radio Dilbar. For getting correct information and ideas some questions will be asked for proving their listenership, if yes then the detail of

the questionnaire will be shared with him or her for data collection.

In the whole population, a sample of 300 participants of age between 18 & 22, occupation education, and income level will be selected for the purpose of data collection.

Data Analysis

The researcher has three research questions in the research study the hypotheses statistical analysis will be carried out using SPSS software (Statistical Package for Social Science) the investigation will be comprised of frequency distribution, percentage, and proportions in tables. The result/outcome of the study will be presented in table charts. In the table the representation will be of gender, age, occupation, education and income level of the listeners of the FM Radio Dilbar s in the area of Swabi&Charsadda. The main focus will be to find out that what role has been played by Radio FM Dilbar in the entertainment of its audience.

During the survey, information will be collected from 300 listeners. The questionnaire will be designed to collect the most relevant information from all FM radio listeners giving coverage to every age, occupation and education level.

Data Analysis and Interpretation

In this chapter, the researcher explained the results of the study using SPSS software. As in the previous chapter, we discussed that our data collection take place in Charsadda and Swabi. This chapter consist of analysing empirical evidence regarding. An Analysis of audience Perceptions about the Music Programs by FM Radio Dilber in Swabi and Charsadda. The chapter is divided in two parts. Part I describes the sampling of data. In Part II, the data is analyzed. In Part first, the field survey was conducted which focussed on two cities i.e Swabi&Charsadda of Khyber Pakhtunkhwa. In this research close-ended questionnaire / interview Schedule was used as a tool of data collection. Responses were solicited from as many as 300 People at age of 18years and above from swabi and Charsadda. In order to have views of different segments of the target geographical area of Khyber Pakhtunkhwa efforts were made to ensure diversity in the target population. Samples of 300 people were selected among whom the questionnaires/Interview Schedule were distributed. For those who were unable to understand the Interview Schedule was used instead of the questionnaire, we asked them

questions in Pashto and take their response. Most of the respondents were educated majority of them, graduates. Opinions were taken personally from the residents of Khyber Pakhtunkhwa. The major themes which reflected the questions are:

- Source of Medium of Entertainment.
- Attachment of Pakhtun women in plastics.
- Wishing of women to join politics in Pakhtun society.
- Permission to participate in politics.
- Hurdles in the way of women to participate in politics in Khyber Pakhtunkhwa.
- Right of vote costing.

- Right of inheritance.
- Protection of women political and economic rights.

The second part of this chapter presents an analysis of collecting data. In this part, the responses of the targeted people and the key themes mentioned above are analyzed one by one. The data is then transformed into the Microsoft Excel workbook and arranged in a way to calculate the %age of responses from different questions. A detailed analysis of the figures provided by this survey is provided in this chapter.

Table 1. Distribution of the Respondents Regarding their Age

Age of the Respondent	No of Respondent	%
18-20	156	52
21-above	144	48
Total	300	100.0

Table 1. illustrates the distribution of the respondents regarding their age that 52 of them were aged 18 to 20 years old, 48 were 21 and above. The table showed the difference of age of the

respondents which disclosed that most youth is the listener of the FM radio dilbar in charsadda and swabi.

Table 2. Gender distribution of the Respondents

Gender	No. of Respondents	%
Male	188	62.9
Female	111	37.1
Total	299	100

Table 2 shows the gender distribution of the respondents among them 55.5% were males, while 44.5% were females who listening the Pakhtunkhwa radio in the area. The proportion revealed that

somehow both gender exposes to radio for information, education, awareness or entertainment in the area.

Table 3. Education Qualification of th Respondent

Qualification	No. of Respondent	Percent
SSC	26	8.7
Intermediate	101	33.8
Bachelors	113	37.8
Master	51	17.1
Other	8	2.7
Total	299	100

The qualification of the participants plays a key role in this research. So when we asked participants about their education then we 8.7% of participants those get an education at the Matriculation level. 33.8% of participants did Intermediate, 37.8 % of

did Bachelors, and lastly people who own any other 0 %. From these 300 people, 37.8 % of people did Bachelors which mean the majority is qualified and do have a sense of awareness.

Table 4. Marital Status o of the Respondents

Marital Status of Respondents	No. of Respondents	%
Married	89	29.7
Unmarried	211	70.3
Total	300	100.0

Marital Status play a key role in one's life. Table No. 3.4 shows the marital status where 29% of the respondent are Married and 70.3 % of the people

are unmarried. So this means that unmarried people have more focus on music.

Table 5. Occupation of the Respondents

Occupation	No. of Respondents	Percent
Student	81	27.2 %
Employee	107	35.9 %
Un-employee	110	36.9%
Total	300	100.0

We have 27.2% of people those are a student and 35.9 % of people are professionals. Now the professional category means people those doing job, or businesses or are self-employed. Whereas the rest

of 36.9% of the respondent are unemployed. Whereas the result shows we have less number of students in the section of occupation.

Table 6. City of the Respondent

City of the Respondent	No of Respondent	%
Swaabi	180	60.8%
Charsadda	116	39.2%
Total	300	100.0

The table no. 4.6 show the respondent city or the residence of the respondents. Where 60.8% of the despondence belongs to Swabi while 39.2% of the respondent are of residence of Charsadda.

Table 7. Source of Medium for Entertainment

Source	No. Of Respondents	Percent (%)
Radio	120	40.1%
Television	104	34.8%
Social Media	122	40.8%
All of the above	61	20.4%
Total	299	100.0%

As we all know that having knowledge or information is a prior need of any society, same is entertainment is very important of for the development of any nation. KP is a province of Pakistan. Here in tow twin sister cities of KP Charsadda and Swabiwe asked how people of Charsadda and Swabi get entertainment. In the

answer, participants respond by saying 40.1% of people listen to the radio and getting entertainment. 34.8% of people watch television to get entertainment, 40.8% of people use social media to get entertainment and last the respondent which listen all the sources of entertainment are of 20.4 within the country and out of the country.

Table 8. Where Mostly listening the Entertainment Programs

Area	No. of Respondent	Percent
At home	121	40.5%
In the car	40	23.1%

At work	50	26.1%
During Walk	35	25.4
All the above	53	4.3%
Total	299	100.0

Table no. 4.8 shows the response of the respondent where he/she listening to the music entertainment programs. Here we asked people about where they used to listen to radio. In responding, 40.5% percent of people said they listen to the radio at home. 23.1% of the respondent respond that they listened

to the radio in the car while driving. 26.1% of participants said they listen to the radio at work or while doing work. The last 4.3% of participants gave an unspecified answer by saying all the sources. Usually, people listen to the radio while at home.

Table 9. How many time listen the Radio?

No. of time	No. of Respondents	Percent %
Once a day	67	22.4%
Twice a day	158	52.8%
Other	74	24.7%
Total	299	100.0%

Table No. 4.9 shows the no of time did the respondents did listening the music entertainment program. Further, we asked how frequently our participants listen to the radio. Then 22.4% of people said they listen to the music entertainment

program on radiodilbar on once's a day ondaily basis. Then 52.8% said they listen radio weekly. 24.7% of participants said that they listen rarely listen radio, which mean no interest in radio.

Table 10. Type of Radio Chennal Used by the Respondents

Radio Channel	No. of Respondent	Percent
National Radio	91	30.4%
Local Community Radio	208	69.6
Total	299	100.0

Table 4.10 shows the use of radio channel used by the respondents. Researchers asked here about the type of radio used by the respondents. 30.4% of the

participants listen to national radio. While 69.6% of participants said they listen to local radio whereas a small group of people.

Table 11. What is the name of the radio Chennal you listen to most?

Name of Radio Channel	No. of Respondent	Percent %
Radio Dilbar	138	46.2
FM 97	92	30.8
FM99	114	38.1
FM 100	69	23.1
Other	47	15.7
Total	300	100.0

The above table and graph show the radio channels listening by the respondent. As there are many radio stations working in KP and here we questioned from the respondent about what radio stations they listen most. Respondentswithwith a high percentage46.2% stated that they listen FM Radio Dilbar. Whereas

people with 30.8% of the respondent listen FM 97 and respondent with 38.1% of view that they listen FM99, while 23.1% of the respondent mention FM 100 and the rest of the respondents i.e 15.7% mention other channel of Radio.

Table 12. Preference of Radio Dilbar

Contents	No of Respondents	Percent %
Local Entertainment	85	28.5%
National Entertainment	133	44.6%
Other	80	26.8%%
Total	298	100.0

Table No. 4.12 and graph no. 12 show the preference of the respondents of the listening radio channel. Here we want to know what are the reasons that people listen radiodilbar. 28.5% of the respondents of the view that they listen radio dilbar

because of the local entertainment program. While 44.6% of the respondents preference due to national entertainment program and the rest of 26.8% mentioned other reason of listening of Radio Dilbar.

Table 13. Radio dilbar provides entertainment to the audience

Contents	No of Respondents	Percent %
Strongly agree	77	25.8%
Agree	108	36.1%
Strongly disagree	68	22.7%
Disagree	29	9.7%
Neither Agree nor Disagree	17	0
Total	299	100.0

In the above table and graph we asked from the respondents about their opinion regarding the entertainment provided by the radio dilbar, where 24.1% of the respondents give their opinion that they strongly agree while 36.8% of the respondents are agree with entertainment of radio

dilbar. Also 19.1% give their opinion that they strongly disagree with this statement while 20.1% of the respondents are disagree with the statement that the radio dilbar provide entertainment program to the audience.

Table 14. Radio Dilbar Entertainment Program Beneficiary for the Audience

Contents	No of Respondents	Percent %
Strongly agree	72	24.1%
Agree	110	36.8%
Strongly disagree	57	19.1%
Disagree	34	11.4%
Neither Agree nor Disagree	26	8.7% _s
Total	299	100.0

In the above table and graph is to know the perception of the people about the beneficiary of radio dilbar entertainment program. The researcher asked the respondents about their opinion regarding the benefits of the radio dilbar entertainment program, where 24.1% of the respondents give their opinion that they strongly agree while 36.8% of the

respondents are agree with entertainment of radio dilbar. Also 19.1% give their opinion that they strongly disagree with this statement while 11.4% of the respondents are disagree with the statement that the radio dilbar provide an entertainment program to the audience, while 8.7% of the respondents neither agree nor disagree.

Table 15. Radio Dilbar Entertainment program is filling the rural entertainment gap

Contents	No of Respondents	Percent %
Strongly agree	51	17.1%
Agree	85	28.4%
Strongly disagree	65	21.7%

Disagree	60	20.1%
Neither Agree nor Disagree	38	12.7%
Total	299	100.0

In the above table and graph is to know the perception of the people about the radio dilbar entertainment program is filling the entertainment in rural areas. The researcher asked from the respondent about their opinion regarding filling the entertainment graph of the radio dilbar entertainment program, where 17.1% of the respondent give their opinion that are strongly agree while 28.4% of the

respondent are agree with the entertainment of the radio dilbar. Also 21.7% give their opinion that they are strongly disagree with this statement while 20.1% of the respondent are disagree with the statement that the radio dilbar provide an entertainment program to the audience, while 12.7% of respondent neither agree nor disagree.

Table 16. Radio Dilbar Entertainment Program is Used for Education Purpose

Contents	No of Respondents	Percent %
Strongly agree	48	16.1%
Agree	87	29.1%
Strongly disagree	79	28.4%
Disagree	48	16.1%
Neither Agree nor Disagree	37	12.4%
Total	299	100.0

In the above table and graph is to know the perception of the people about the radio dilbar entertainment program is used for education purpose. The researcher asked from the respondent about their opinion regarding the education purpose of radio dilbar entertainment program, where 16.1% of the respondent give their opinion that are strongly agree while 29.1% of the respondent are agree with

the entertainment of radio dilbar. Also 26.4% give their opinion that they are strongly disagree with this statement while 16.1% of the respondent are disagree with the statement that the radio dilbar provide an entertainment program to the audience, while 12.4% of the respondent neither agree nor disagree.

Table 17. Radio Dilbar Entertainment Program Effective in Society

Contents	No of Respondents	Percent %
Strongly agree	43	14.4%
Agree	100	33.4%
Strongly disagree	68	22.7%
Disagree	41	13.7%
Neither Agree nor Disagree	47	15.7%
Total	299	100.0

In the above table and graph is to know the perception of the people about the radio dilbar entertainment program is used for education purpose. The researcher asked from the respondent about their opinion regarding the education purpose of the radio dilbar entertainment program, where 14.4% of the respondent give their opinion that are strongly agree while 33.4% of the

respondent are agree with the entertainment of the radio dilbar. Also 22.7% give their opinion that they are strongly disagree with this statement while 13.7% of the respondent are disagree with the statement that the radio dilbar provide an entertainment program to the audience, while 15.7% of the respondent neither agree nor disagree.

Table 18. Radio Dilbar Entertainment Program Helps to Improve Healthy Habits, Social and Emotional Health

Contents	No of Respondents	Percent %
Strongly agree	49	16.4%
Agree	72	24.4%
Strongly disagree	72	24.1%
Disagree	60	.20.1%
Neither Agree nor Disagree	46	15.4%
Total	299	100.0

In the above table and graph is to know the perception of the people about the radio dilbar entertainment program is used for health habits, social and emotional health. The researcher asked from the respondent about their opinion regarding the health habits, social and emotional health purpose of the radio dilbar entertainment program, where 16.4% of the respondent give their opinion

that are strongly agree while 24.1% of the respondent agrees with entertainment of the radio dilbar. Also 24.1% give their opinion that they are strongly disagree with this statement while 20.1% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience, while 15.4% of the respondent neither agree nor disagree.

Table 19. People get the Relief from the other daily activities

Contents	No of Respondents	Percent %
Strongly agree	36	12%
Agree	72	24.1%
Strongly disagree	72	24.1%
Disagree	71	.23.7%
Neither Agree nor Disagree	48	16.1%
Total	299	100.0

In the above table and graph is to know the perception of the people about the radio dilbar entertainment program is used for health habits, social and emotional health. The researcher asked from the respondent about their opinion regarding the health habits, social and emotional health purpose of radio dilbar entertainment program, where 12% of the respondent give their opinion that

are strongly agree while 24.1% of the respondent are agree with entertainment of radio dilbar. Also 24.1% give their opinion that they are strongly disagree with this statement while 23.1% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience, while 16.1% of the respondent neither agree nor disagree.

Table 20. Radio Dilbar bring Change in KP

Contents	No of Respondents	Percent %
Strongly agree	38	12.8%
Agree	77	25.8%
Strongly disagree	72	24.2%
Disagree	59	.19.8%
Neither Agree nor Disagree	52	17.4%
Total	298	100.0

In the above table and graph is to know the perception of the people about the radio dilbar entertainment program bring changes in KP. The researcher asked from the respondent about their opinion regarding the changes in KP, where 12.8% of the respondent give their opinion that are strongly agree while 25.8% of the respondent are agree with

entertainment of radio dilbar. Also 24.2% give their opinion that they are strongly disagree with this statement while 18.8% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience, while 12.8% of the respondent neither agree nor disagree.

Conclusions and Recommendations

Findings of the Study

The major findings of the study are:

1. This research illustrates that most of the respondents regarding their age i.e. 52% of them were aged 18 to 20 years old, and the rest i.e. 48% were 21 and above. This shows the difference of age of the respondents which disclosed that mostly youth is the listener of the FM radio dilbar in Charsadda and Swabi.
2. Most of the respondents i.e. 55.5% were males, while 44.5% were females who listening the Radio Dilbar Entertainment Program in the area. The proportion revealed that somehow both gender expose to radio for information, education, awareness or entertainment in the area.
3. Qualification of the participants plays a key role in this research. Most of the respondent i.e. 33.8% of participants did Intermediate, 37.8% of did Bachelor's degree which mean the majority is qualified and do have a sense of awareness.
4. Marital Status play a key role in one's life. In this research 29% of the respondent are Married and 70.3% of the respondents are unmarried. So, this means that the unmarried people have more focus on music.
5. As for as the occupation of the respondents are concerned so that it found that 27.2% of respondents those are a student and 35.9% of people are professional. Now the professional category means people those doing job, business or self-employed. Whereas the rest of 36.9% of the respondent are unemployed. Whereas the result shows we have a smaller number of students in the section of occupation.
6. As we all know that having knowledge or information is prior need of any society, same is the entertainment is very important of for the development of any nation. It found that most of the respondent i.e. 40.1% of people listening the radio and getting entertainment. 34.8% of people watch television to get entertainment, 40.8% of people use social media to get entertainment and last the respondent which listening all the sources of entertainments are of 20.4 within the country and out of the country.
7. Mostly response of the respondent 40.5% percent of people listen to radio at home. 23.1% of the respondent listened to radio in the car while driving. 26.1% of the respondent listen to radio at work or while doing work. 4.3% of the respondent gave an unspecified answer by saying all the sources. Usually, people listen to the radio while at home.
8. Most of the respondents did listening the music entertainment program i.e. 52.8% weekly. 22.4% of people said they listen to the music entertainment program on radio dilbar on once's a day on daily basis. while 24.7% of participants said that they listen rarely listen radio, which mean no interest in radio.
9. Table 4.10 shows the use of radio channel used by the respondents. Researchers asked here about the type of radio used by the respondents. 30.4% of the participants listen to national radio. While 69.6% of participants said they listen to local radio whereas a small group of people
10. Most of the respondents with high percentage 46.2% stated that they listen FM Radio Dilbar. Whereas people with 30.8% of the respondent listen FM 97 and respondent with 38.1% of the view that they listen FM99, while 23.1% of the respondent mention FM 100 and the rest of the respondent i.e. 15.7% mention the other channel of Radio.
11. It is find out that 28.5% of the respondent of the view that they listen radio dilbar because of local entertainment program. While 44.6% of the respondent preference due to national entertainment program and the rest of 26.8% mentioned other reason of listening of Radio Dilbar.
12. Most of the respondent i.e. 24.1% of the respondent give their opinion that are strongly agree while 36.8% of the respondent are agree with entertainment of radio dilbar. Also 19.1% give their opinion that they are strongly disagree with this statement while 20.1% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience.
13. Regarding to know the perception of the people about the beneficiary of radio dilbar entertainment program. 24.1% of the respondent give their opinion that are

strongly agree while 36.8% of the respondent are agree with entertainment of radio dilbar. Also 19.1% give their opinion that they are strongly disagree with this statement while 11.4% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience, while 8.7% of the respondent neither agree nor disagree.

14. To find out the perception of the people about the radio dilbar entertainment program where it is used for education purpose, where 14.4% of the respondent give their opinion that are strongly agree while 33.4% of the respondent are agree with entertainment of radio dilbar. Also 22.7% give their opinion that they are strongly disagree with this statement while 13.7% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience, while 15.7% of the respondent neither agree nor disagree.
15. To know the perception of the people about the radio dilbar entertainment program where changes in KP. Where 12.8% of the respondent give their opinion that are strongly agree while 25.8% of the respondent are agree with entertainment of radio dilbar. Also 24.2% give their opinion that they are strongly disagree with this statement while 18.8% of the respondent are disagree with the statement that the radio dilbar provide entertainment program to the audience, while 12.8% of the respondent neither agree nor disagree.

Conclusion

The potential power of the media can transform and manipulate the whole nation especially in the developing countries it can be used as a 'Weapon of Mass Destruction'. Most of the residents of the developing countries are not aware about their communal strength. FM broadcasting also called Community radio, which is a type of radio that offers a third model of radio broadcasting beyond commercial and public service. Community stations can serve geographic communities and communities of interest. In Pakistan FM broadcasting is a popular and vital tool of media, which plays an important role in vast area of the country. Because of its locality it is getting much popularity in the country. Due to its easy access and cheap operation it can be

very easily installed in any area of the country. This technology has the quality to attract and connect the local residents of the community which can be used for the advancement, development, education and entertainment of the local communities. FM technology has the quality to be operated easily by the operators and easily accessible to the audience. Radio is an important tool of media which had played a vital role in every society since its invention. This media's tool helped in ideological objective and cultural exchanges for different nations in different eras. The last twelve to fifteen years have been witnessed a rapid growth in the broadcasting industry of Pakistan. The trend is mainly a result of the forces of globalization, chiefly liberalization, privatization and the free market economy.

Radio is an important tool of media to play a role in the construction or destruction of a society. Social change has been a social science researcher's subject of interest for a long time. The media scholars have been studying upon special effects of mass media in bringing social change. The debate on the impact of mass media started even before the arrival of screen media. Radio itself is not a recent trend but FM radio is a new influx principally in underdeveloped countries.

Radio Dilbar was established on 18th May 2009, by the name of Radio Dilbar (FM 94 Charsadda and FM 93 Swabi) for the Internally Displaced Persons during the crises of Swat, Bajur and Bunir by FATA Capacity Building Project (CBP). The main theme of the programs was messages emphasizing on peace, love & brotherhood. Musicon aired for IDP,s population of 2.6 million approximately in the affected areas of swat, Bunir, and Bajaur, which all these were according to the needs of those days.

It Concluded that as we all know that having knowledge or information is prior need of any society, same is the entertainment is very important for the development of any nation. KP is the province of Pakistan. In the research targeted population in Charsadda and Swabi people of get entertainment from Radio Dilbar. It further concluded that radio dilbar entertainment program is filling the entertainment in rural areas. radio dilbar entertainment program is used for education purpose and most of the people of the targeted are beneficiary from the radio dilbar entertainment program.

Recommendations

1. A policy should be made so that in future researchers can assess the quality of education delivered through radio transmission.
2. Such Radio channel should be stated so that the researchers can evaluate lectures that are designed for radio broadcasting.
3. Such program should be started in radio channel so that people should listen with family and get entertained.
4. In future researchers can suggest this method on education in other provinces as well.
5. Such policy should be made so that researchers can assess the budget suggested for this program.
6. Such program should be stated in radio channel so that the researchers can analyze the improvement in literacy rate in KP before and after this program.

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