PREFACE

India is a country with utmost diversities in terms of Geographical distributions, Culture, Caste, religion, Language and Beliefs. Looking to the diversities of the country, it is a challenge to fulfil the communication needs of the people through a single and conventional system. It is worthwhile to mention here that mass media has a significant role to play in the process of Development. Mass Media can directly lead to economic improvements of the country.

This aspect of mass media has generated vast interest to view it as a subject of study. Many branches of this vast subject have been developed according to the needs of people, community and nation from which Community Radio is picked for this particular study. Radio Broadcasting in its more than 80 years of journey in India has passed through many cycles of growth. It has been used for information, education and then wholesome entertainment. Initially, it carried the character of public broadcasting and later turned to commercial broadcasting. In recent times, it is taking shape to narrowcasting also.

Accordingly, the studies conducted on this subject were foregrounded on one of the central concerns of contemporary issue i.e. the issue of media ownership and control. Working under the rubric of political economy, scholars have demonstrated how methods of financing, organizational structures and regulatory environment in which media institutions operate have important and far reaching consequences on media behaviours and performance.

Community Radio operate in sharp contract to their corporate counterparts. In terms of Financing Community Radio rely on donations, underwriting
and limited advertising, grant funding, in-kind contributions and other non-commercial forms of support. Likewise, the organisational structure of Community Radio is far less hierarchical than corporate or public service media.

This contract has created interest among the scholars and studies have been done on various aspects of this form of narrowcasting. In India, the voices started to raise in favour of Community Radio and finally Government had to come forward with specific guidelines for establishing Community Radio Stations. Another peculiar aspect is that unlike conventional media system, Community Radio has an importance for “place”. It is vary much place oriented, as it works for a particular community and their specific needs. Although studies have been conducted on Community Radio, these are generally limitised to analyse the success rate of generation of primary level of awareness in narrowcast area. When these outcomes are compared with the outcomes of broadcast area, hardly any difference is seen.

This fact has inspired the researcher to conduct a deeper study and to explore the secondary level of awareness of the narrowcasting area. In this study, it is evident that this level of awareness has a significant improvement rate in the narrowcast area, which has a better environmental, mental and economic growth for the community.

This study aims to discuss the basic shift from broadcasting to narrowcasting system, it’s dimensions, Government policies viz-a-viz to analyse the various impacts and outcomes in the narrowcasting area’s target community to produce an overall picture of this comparatively new and non-conventional medium.
ABSTRACT OF THE STUDY

The present study ‘Community radio as a tool of development communication—with special reference to Radio Banasthali’ is pertaining to the idea to find alternative media which belong to people and actually cater to their information as well as identity needs. Community radio has shown a significant growth in a period of last 20 years. The study throws light on the role of community radio in the target area.

Chaper-1 ‘Introduction’ underlines the requirement of other voices to come on surface as India is growing at a very fast pace. Development is taking place in each and every sphere of life. A change can be noticed in every walk of life as far as urban and privileged population is concerned. Growth rate in the field of media also corresponds with the facts above mentioned. The only concern among all good news is Whether our communication system is sufficient to cater information needs of each and every section of the society. When a question regarding communication policy system come in light, whole debate revolve around a false dichotomy between state owned public broadcasting system and market oriented profit governed private media. Eventually both the systems have their own limitations to serve the public interests. Whole programming has been designed centrally at one centre for such a country. A structural reform of existing media system is required in the given circumstances. Here, Community Media represent a “third way”. Community radio is an important tool of community media which can play a significant role in narrowing down the distance between the audience and the broadcaster.