

Impact of Radio on Pakistani Society

¹Dr. Anila Saleem, ²Dr. Wajiha Raza Rizvi, ³Dr. Tauqir Ahmad Khan, ⁴Maria Saleem,

Abstract

This study investigates the role of Pakistan Broadcasting Corporation (PBC), commonly known as Radio Pakistan, in influencing socioeconomic development in Central Punjab (2008-2013). It reviews literature on socioeconomic development through radio in many countries by Stephen Barnard (2000), William Faulder (1984), Shazia Maari (2009) and Mary Myers (2011) and others and the archives of Finance Division of Government of Pakistan (GOP) on socioeconomic development in the country (2008-2019). The first of its kind, the study assumes that Radio Pakistan has substantially contributed in socioeconomic development in Central Punjab, catering to social culture of Pakistani public. The study uses these needs as the indicators of social cultural development (keeping in mind the radio transmission is dependent on independent government/radio policies, topics, budget, expert advice, caller queries for various targeted radio programs) for measuring the role of Radio Pakistan in socioeconomic development in Central Punjab. Listener is dependent on radio while radio independently produces programs to cater to audience's needs. The study uses the agenda building/setting, two-step flow model of communication, and development support communication theories for discussion, considering the radio follows the agenda of Government of Pakistan for socioeconomic development in Central Punjab through two-way communication between programmers and listeners, believing interpersonal communication best shapes the public opinion (Postelnicu, 2016). Radio Pakistan relies on, what WHO calls, the drill of development support communication, a multisectoral process for sharing information about agendas and deliberate actions for development. This medium links beneficiary to the community of planners, implementers and donors of the said action ("Development," 2001). They share information and answer the queries of listeners in radio programs. The articles comprise of two qualitative and quantitative studies based on data collected from 35/35 radio programmers/producers employed at the three stations in Lahore, Faisalabad and Sargodha, and 1000/1M random listeners/callers from Lahore, Faisalabad and Sargodha zones, covering 300 km², 120 km², and 50 km² geographical areas respectively (Punjab: 205,344 km²; Pakistan: 796,095 km²). The author developed two questionnaires: one for in person, in-depth interviews of 35 radio

¹Station Director, Pakistan Broadcasting Corporation, Islamabad, Pakistan.

²Associate Professor, School of Media and Mass Communication, Beacon House National University, Lahore, Punjab, Pakistan.

³Controller Examination, Allama Iqbal Open University, Islamabad, Pakistan

⁴M. Phill, Department of the Business School, University of Central Punjab, Lahore, Pakistan.

programmers and producers (22 males and 13 females), one for closed ended, telephonic interviews of 1000 random listeners/ callers (636 males and 364 females). She collected authentic data with the help of two assistants for the qualitative study, and 55 assistants (30 males and 25 females), for the quantitative without any intervention/prejudice by the Corporation/radio in good faith and analyzed.

The qualitative study analyzed programmers' comments on topics, content, budget, expert opinion, and caller queries and suggestions for the improvement of the programs and finds that the radio meets/strives hard minute by minute to meet the audience expectations by adjusting/upgrading the content concerning 10 indicated socioeconomic domains on daily basis through the exchange of information between the programmers and listeners/callers during 18 hours daily transmission (culture one hour daily). The data collected through interviews showed that radio producers are restricted to the provincial and national agenda and policy. The limited budget, less skilled staff, conventional approach and less interest of high government officials are the hurdles in upgrading medium's capacity to engage a larger audience with more efficient results.

The validity and reliability are ascertained through triangulation of methods and furthered through the quantitative study that relies on correlation, factor analysis and variance tests between certain demographic (age, gender, education) and non-demographic variables (satisfaction with program policies, quality, guest's knowledge of the topic, the topic, and style or format of each of the ten types of radio programs). It finds correlation between different demographic and socioeconomic indicators. Age has significant association with culture.

Overall, this research qualitatively and quantitatively examines the role of Radio Pakistan in socioeconomic development in Central Punjab through the surveys of the programmers and listeners about the radio/government program policies, quality, topics, guests' knowledge of topics (Annexure-I & II) Lahore, Faisalabad and Sargodha stations, and recommends that programs can be made more beneficial through investment in programming and advancement technology in the targeted areas.

Keywords; Pakistan Broadcasting Corporation (PBC); Radio Pakistan; socioeconomic development in Central Punjab through the radio; cultural programs on Pakistani radio.

Introduction

The radio involves in the developmental processes of the society, touching almost all the fields, especially the socio-economic development in the country. Radio Pakistan well addresses the social issues, like religion, health care, education, culture, and politics in its programs. It not only guides the audience about the socio-economic development, but also helps them to understand the complexities of life (Bashir, 2010). The ordinary Pakistanis, who are busy in earning bread and butter all the time, understand these issues better by listening to the radio programs that guide them and then motivate them to cope with socio-economic issues in their lives (Ekong & Sokoya, 1982).

The media plays a meaningful role in a society being an important force in influencing the culture. Radio can be defined as strategic establishment of the information, educational purposes and enjoyment for all kinds of audience (Folarin, 2000, pp. 10-13h). Societies, groups and people are constantly blasted with questions, messages and queries from various sources such as the television, radio, magazines, newspapers, programs last but not the least internet (Fraser & Restrepo-Estrada, 2002). These queries and messages promote the products; attitudes provide the sense of right and wrong. In Nigeria the evolution of radio as well as television serves as a big boost in the socio-economic development (Hussain, 1997). It is strongly supported by (Onabajo, 2001, pp. 64-69) who voiced that radio contains a power in itself to perform within the means of a political system or against it, whichever is right. Radio fosters the economic growth of the developed countries along with the emerging nations. It is very important for the purposes of development. A society accepts the economics programs on aired on radio because it speeds up the process of socio-economic development (Khan & Pembecioğlu, 2015).

Impact of Radio on Pakistani Society

In Pakistan, the major socio-economic development issues include the agriculture, trade and business, small and medium enterprises infrastructure and China Pakistan Economic Corridor projects at present (Naz, 2008). To create understanding about these issues, both the programmers and audiences have to take interest in these subjects. The programmers prepare the programs regarding economic development and focus on their impact on the society. As Pakistan is basically an agricultural country, the Radio Pakistan plays a larger role in its economic development through two hours daily programs on agriculture (Owen, 1970). The programs focus on growing better seasonal crops like wheat, cotton, sugar cane and rice, which are the major crops, and bring a large amount of foreign exchange in the country (Raboy, 1992). For the urban areas the radio programs focus on the economic activities like business and trade, stock exchange, infrastructure, CPEC, and small and medium enterprises. Radio Pakistan motivates the people to take part in these financial activities, and provides them the information on the rules of the business (Bashir, 2010, pp, 11-40).

Development of Rural Areas

As (Davis, 2009, pp, 131-137) suggests that the development of rural areas is a basis for the socio-economic development along with the information provided in the main element of the process. He endorses that public of the rural areas despite their poor literacy rate should have access to all kinds of knowledge and updated information should reach them in the shortest time possible and make them informed citizens of the country (Rogers, Braun, & Vermilion, 1977). There is a greater need for the media to disseminate the knowledge related to the economy with special focus on the programs related to agriculture. According to (Mucavele, 2009, pp. 22-28) the agriculture is known as the basic financial channel between the rural as well as the urban areas, as it provides food, work and services to the urban public. General agricultural growth reduces the poverty in the rural areas and shows amazing improvements (Rogers, Braun, & Vermilion, 1977, pp, 25-28).

The community radio in Malawi encouraged input on developmental projects and addressed the individuals along with the community development goals. (Myers, 2008, pp, 41-45), says broadcasting has proven itself as an evolving device by showing an increase in the rise of the community radio and facilitated significantly the increase in the communication. Broadcasting is used worldwide for to socio economic development. (Milan, 2009, pp, 598-609) identified two ways in which broadcasting channel is used for growth, firstly by promoting the democratic involvement amongst the residents and secondly by empowering the common man to become involved in the identification of solving the community problems (Berrigan, 1979, pp, 35-40) ; (Myers, 2011, pp, 41-45). This is known as the bottom up approach to the evolution as opposed to the top down approach. The NGOs as well as the government also use information diffusion strategy to communicate the news and all types of information about the economy, the receivers' government decisions, agriculture, family planning, health, education to public at large.

Radio is the part of the people's lives. They take advice from the radio. It influences on their lives as an old buddy. Radio broadcasts programs focusing on all the spheres of life in the society including religious, agriculture, economic, children, women, senior citizens, labor, and music. The content and topics of programs are generally decided according to the ongoing socio-economic political as well as cultural events in the society.

The radio has a rich influence on its audiences. For this reason, the Radio Pakistan invites the experts as participants very carefully in order to ensure the excellence of the programs transmitted. Like in the agriculture program, all the participants are from agriculture and livestock departments.

Methodology

4.1 Methodology and research design

The research design is based on the both qualitative and quantitative analysis method. Qualitative analysis has open ended questions which covers the role of radio in socio-economic development by asking open ended questions from the program producers of PBC Lahore, Faisalabad and Sargodha.

Quantitative analysis consists of close ended questions which the researcher asked to the general audience of radio programs in Lahore, Faisalabad and Sargodha. The author collected the information from the respondent and ran it on the statistical tool. She focused on factor analysis, component analysis and correlation to determine the data results. The research design helps to demonstrate the relationship between the variable in effective and efficient manner. The study is based mostly on open ended questions.

4.2 Qualitative analysis

4.2.1 Sampling technique

The qualitative data is collected through in-depth interviews of the producers of the radio programs on social and economic development in Central Punjab. The programs were broadcast by Radio Pakistan Lahore, Faisalabad and Sargodha.

4.2.2 Sample size

For the sampling of qualitative analysis, the author selected 17 programmers/ producers of the Radio Pakistan Lahore, Faisalabad and Sargodha.

4.2.3 Sample distribution

A sample of 17 programmers was taken. The data was collected from the producers of Lahore, Faisalabad and Sargodha. These producers/programmers produced almost all types of programs at their respective stations.

4.2.4 Instrumentation

The author carried out thematic analysis of collected data on the basis of responses of radio program producers, the respondents. The qualitative questionnaire is designed by the author of the study. She discussed the questionnaire in detail with senior professors like Dr. Rashid Khan and the thesis supervisor Dr. Wajiha Raza Rizvi. She shared the questionnaire with the producers. These questionnaires are hand filled by the programmers and producers. The data from Lahore was collected by the author herself while the data from Faisalabad and Sargodha was received by mail.

4.2.5 Unit of analysis

The author compiled an interview guide, comprising open ended questions, keeping in view the indicators of social and economic development such as religious, health care, education, culture, politics, agriculture, trade and business, small and medium Enterprises, infrastructure and China Pakistan Economic Corridor.

4.2.6 Sampling

The author of the study distributed the interview questionnaire to the programmers/ producers and briefed them about the study. The programmers of Radio Pakistan Lahore filled the questionnaire. While the author mailed this questionnaire to Radio Pakistan Faisalabad and Sargodha, where the programmers also filled this qualitative questionnaire and sent it back to the author.

4.3 Quantitative analysis

The author of the study incorporated survey research study design in order to collect the information from the respondents/listeners. To analyze the data, descriptive statistical analysis,

correlation analysis and the factor analysis were performed. The research design helps to demonstrate the relationship between the variables in effective and efficient manner.

4.3.1 Research philosophy. Bellini (2014) denotes the interpretivism research philosophy, which enables the author to compile the results of the study in effective and efficient manner. It emphasizes qualitative analysis over quantitative analysis. Qualitative analysis involves the interviews of the respondents which explains how radio impacts their lives. The quantitative analysis only covers it through close ended questions. It allows the graphical representation of the data that demonstrates findings and results of the study in a suitable manner.

4.3.2 Research strategy. The author focuses on the quantitative data collection through a survey questionnaire consisting of Likert scale. This questionnaire consists of 40 questions, which are designed about social and economic indicators. This questionnaire covers all the aspects of each indicator and shows that the listeners are influenced by the Radio programs and expresses their concerns about the socio-economic development in the central Punjab. It enables the author to complete the research by focusing on the specific pattern. It gave more specific, clear and authentic results. The respondents of Radio Pakistan are dedicated listeners, who belongs to every walk of life, sect, gender, rural, urban or even the special persons. They remain in contact with the producers of their favorite programs and participated in the programs to discuss every point in the program. These diehard listeners even guided the producers about the happenings of their areas. The author remained in contact with the programmers of these three radio stations to know the interests of these audiences among the study. Radio has the pride that its programs fulfill the requirements of the listeners through different programs as entertainment; education and information are the priorities of their programs. These listeners are very well aware of the developmental projects as well as the policies of the government in different areas, due to the fact that Radio Pakistan continuously broadcasts the programs regarding socio-economic development in the Pakistani society. It enabled the listeners to answer the questionnaire of the quantitative research without any problem.

4.3.3 Research procedure. To study the influence of Radio Pakistan in rural and urban areas, a questionnaire is designed on the Likert scale and distributed among the radio listeners in the rural as well as urban areas in order to gather the data regarding the impact of radio programs on the society.

4.3.4 Data collection methods. The collection of data is done by distributing the survey questionnaire among the 1000 respondents/listeners, the author being a director of PBC engaged. The program personnel of Lahore, Faisalabad and Sargodha who selected the respondents from the audience of these three Radio stations. The listeners of these Radio stations remain in contact with the program staff by telephone and letters. The programmers of these radio stations collected the data by selecting the listeners from their lists and with the help of the comperes and announcers of different programs.

4.3.5 Sample. Sampling is the most concerning factor in terms of completing the study. The authenticity and accuracy of the study depend on the process of sampling. The sampling of the study defines the reliability and validity of the data (Humphries, 2017).

The author incorporated the convenient sampling procedure to involve 1000 respondents/listeners. The program personnel helped her in selecting respondents who were good listeners of Radio programs and who gave the feedback in the programs.

The respondents/listeners belong to different socio-economic groups of rural and urban areas of the three cities of central Punjab. The sample is selected without any gender and religious barrier. The selected sample size is 1000 and the respondents are listeners of the Radio Pakistan from Lahore, Faisalabad and Sargodha's urban and rural areas.

4.3.6 Statistical tool. The gathered data is run on the SPSS version 23 in order to determine the results of the study. The descriptive analysis, factor analysis, and correlation analysis techniques are focused to determine the data results. Moreover, descriptive statistics and histograms are presented. The

research design helps to demonstrate the relationship between the variables in effective and efficient manner.

Analysis of cultural programs

The cultural programs of Radio Pakistan are of many types according to the city/province they are broadcasted in. These programs cover almost all the cultural activities of the area/city. Either it is folk music, rituals, customs, dishes, wedding ceremonies, dressing, etc. Radio Pakistan covers 100% area of Pakistan; either it is Interior Sindh, Central Punjab, or Southern Punjab, or the hilly areas of KPK, and deserted Baluchistan or the rural areas of Sindh. Radio Pakistan is with the people and its heart beats with the people. Almost all the folk music stars are discovered and polished by Radio Pakistan. During crop seasons, Radio Pakistan broadcasted special songs according to the crop that was being harvested during that time.

5.4.1 Topic. The topics or the contents of the cultural programs are according to the area they are broadcasted. Their languages are of that area so that people can understand and feel close to the Radio. The programmers research on the rituals, customs, and bolivar, of the concerned area or the city and include it in their programs. In addition to that, the problems of that area are also included in the programs.

In this regard the program managers stated that to introduce people with the local culture and inform them about the other cultures. From the beginning of Radio Pakistan, their program propagates the culture, especially to the rural areas. The basic topics of Radio Pakistan's cultural programs are to promote South Asian music, poetry, literature, and promote Pakistan's culture, rituals, norms, customs, and festivals. Radio Pakistan expresses in our programs our lifestyle, dresses, values, cultural shows, festivals (horse and cattle show), our eating patterns, beauty of the local languages, colors of local nations. The cultural programs represent our cultural lifestyle specially the people who live in villages and towns and all their customs, languages, and festivals. The basic topics of these programs are to introduce our customs, languages, rituals, and festivals, to the new generations to introduce and promote our cultures to them. The cultural programs basic topics are local, national, living styles, our folklores, and stories of past generations. The cultural programs show different aspects of our living style, the effects of local ancient history of the area, Islamic background of the area, and different colors of our culture.

Other producers also stated that to promote our culture, the topics are too crafted to promote our culture, our cultural rituals, local customs, folk music, and to introduce all of these to the young generation. The topics of the cultural programs are local living style, village life, folk music, comparison between old and new music. Radio plays an important role in educating the new generation about our local cultures, folk music, problems of that area. The local cultures, traditions, village life, rituals, and customs are all promoted by Radio Pakistan to build and understanding about the rural areas of Pakistan. The basic topics of cultural programs are different colors of culture, customs, dressing, and living style.

The topics are local languages, dresses, festivals, and rituals. The topics of the programs are to protect the mother languages, our customs, our living styles of the area, and its basic purpose is to promote our culture among new generation and accept the challenges which we have in our local life. The purposes of these cultural programs are to introduce our local culture, and our cultural assets and promotion of local festivals in the areas.

The respondents of the, survey stated that these programs are meant for the promotion of our cultural norms, rituals, ethics and folk music. Radio Pakistan almost cover 100% of the area of Pakistan. So, the programs are a publicity of the local cultural heritage.

5.4.2 Policy. The policy of cultural programs is variable and it is a pride of Radio Pakistan. It enhances the inter station and intercity harmony. Cultural exchange programs also broadcasted from Radio. Especially the music of these areas is broadcasted in other cities.

In this regard female respondents stated that the policy of Radio Pakistan's cultural programs is outstanding in almost all of Pakistan. It creates harmony among different cultures and cities. The policy of Radio Pakistan should be more liberal so that the producer can produce interesting cultural programs. To promote our culture serious steps should be taken by the administration so that the obsolete customs, rituals, folklore, and folk music should be revived. The policy should match with subcultures of different areas of Punjab and all social and cultural sections of Punjab should be given equal chance to uplift Radio programs and to promote culture through Radio. According to Radio Pakistan's policy, all the stations broadcasted different programs on daily basis. This policy should be decorated by more entertaining segments.

Radio Pakistan should increase the cultural programs in collaboration with Folklore Islamabad. Radio Pakistan's policy is according to the National Cultural Policy. Radio Pakistan should discover more rituals, customs, and cultures of the people of Pakistan. All the programs of Radio Pakistan are produced keeping in mind the different social classes and are suitable for all age groups. There should be representation of all areas of Pakistan. There should be more programs on the different languages of different areas of Pakistan. Culture changes with time and programs should change according to that culture. All programs should be according to the culture. Policy of Radio Pakistan should be to propagate culture.

Every person should be proud of their identity and more programs should be broadcast so we can portray a positive image of our identity. All programs of Radio Pakistan are according to the language of that particular area however; all programs should be updated with the constantly changing world and to fulfill the expectations of the people. Cultural Programs should be given specific times and special slots during the day.

All the respondents unanimously stated that Radio Pakistan should increase the number of cultural programs as well as adding pure music and with the help of Folklore Islamabad; the programs will be more popular.

5.4.3 Presentation style. In the success of any program, its presentation style matters. The programmers add different segments to make the program a success. In it, folk rituals, folk stories, and folk music included in the form of features and story-telling.

Program Managers responded that a beautiful voice of compere knits different segments and music. The best compere makes the program a success. Mostly the cultural programs are disc jockey programs and they are promoting the culture. The presentation style of the cultural programs of Radio Pakistan consists of folk songs, feature, disc jockey, and documentaries. Cultural presentations through interviews of public figures, special programs on ladies and children, quiz programs on culture, seminars and discussion programs for e.g., Ravi Rung, Culture of Lahore.

The Producers and managers responded that the cultural programs are broadcasted from morning to evening. In these programs folk music is broadcasted with light comparing to maintain the publicity of the program. Obsolete folk music is also played in these programs. The presentation style consists of drama features and documentary programs. The presentation styles of these programs consist of stock characters, and also feature, documentary and drama. Radio Pakistan's presentation style is documentary, feature, and drama. For the compering of these cultural programs, their strong background is considered. They should have full knowledge of local and national heritage and they should have affiliation with their culture so that they bind the listener with them and people listen to the program right from the beginning to the end.

The cultural program consists of cultural festivals like Radio Mela, folk program, and interviews of the cultural singers. The cultural programs which are popular among the listeners are different festivals like Radio Mela/Kisan Mela, folk music program. Radio Pakistan's cultural programs are very popular in the past 40-50 years back. These programs also have stock characters who discuss the problems of the villages in the program. The style of cultural program is very simple and these

programs are presented in local language especially during harvesting season. These programs consist of cultural events. We broadcast features and documentaries about cultures and interviews of the best growers of the town and sportsmen of the area like Kabaddi, Cattle Race, Donkey Race. Mostly cultural programs are live broadcasted programs in which folk songs included also drama, documentary and feature are broadcasted and especially folklores are discussed.

The presentation style of the cultural program is basically an entertainment program which consists of magazine, feature, stage shows, and interviews. The presentation style of Radio Pakistan's programs is very much aligned to the image it wants to portray to its listeners. The programs cater to individuals of different tastes with different segments ranging from serious discussions to entertaining sessions.

5.4.4 Problems. In this regard the program managers said that the budget of Radio Pakistan is not substantial and to fully utilize the existing budget, financial analysts are not available. Most of the time, finances for the interviewees in cultural programs are refused on the spot which leads to dragged out payments. New technology and better studios are required for the recording of cultural songs. Along with that the budget should also be increased and there should be better utilization of finances. There is the unavailability of transport to visit the remote areas of Punjab and as well as the diminishing phenomenon of cultural value due to rapid urbanization.

Other respondents pointed out that during the production of cultural shows, there are financial problems which lead to delayed payments and as a result, the show is also delayed. There are difficulties in securing payments for the cultural programs. There are no such problems in Radio Pakistan. There should be more programs on regional languages and different cultures. Keeping the youth in mind, it is sometimes difficult to find topics that would interest them too. The interest of people in culture is becoming less and people are migrating to the cities which results in a collective culture.

Another respondent said that it is difficult to showcase the reflection of regional cultures in programs. These are all very entertaining programs and no difficulties in producing it. If we have to go to a rural area for recordings, we face transportation and equipment problems. There are transportation problems, budget problems, and also the lack of new talent.

There are as such no problems in recording process of the cultural programs, minor problems are always there, in which outside recording is difficult as well as to find the person to be interviewed is also very difficult.

5.4.5 Suggestions. The cultural programs of Radio Pakistan are very popular from decades. These programs are the part of the rural population always. These programs are usually discussed in the "bethak" of rural areas because it consists of material which belongs to them. Especially a stock character is a must in these programs, which is usually very popular among villagers, because that character discusses their problems in that program.

The respondents stated that these cultural programs must include young generation as well as older one. The young generation must know their culture and norms, which is in their favor to understand their style of life. New talent should be introduced and a budget increase is very helpful. Establishment of cultural center at district levels. Radio cultural should be held to make effective programs of culture and Radio men should research all cultural material for preservation of cultural assets at Radio stations. An increase in the number of programs is good but the duration must be decreases.

Training programs in this regard is a must, because as time passes the culture becomes obsolete, so to revive cultural rituals we have to take actions. Number of cultural programs should be increased to motivate and inform new generation about them. New trends in cultural programs should be introduced in these programs, new ideas from rural areas. We should promote Pakistan's culture in a way that we teach our younger generation about the culture of Pakistan. The poet, singers, and people having information about the culture, should be invited in the programs. In this era, the young generation

is not fully aware of their culture, so that by the use of their regional languages, they could involve youngsters.

Radio Pakistan always promoted the cultures of Pakistan; it is a very prestigious point for Radio Pakistan. The frequency of cultural programs should be increases, as these days young generation involves in the cultural programs or taking interest in the folk things. The young generation is not taking interest in their culture and not even speaks their regional language so that it is the basic duty of Radio to motivate them. At least these programs should broadcast twice a week; it will increase the attention of audience towards the culture. To prevent our cultural assets these programs are necessary, coverage of cultural events will increase the cultural understanding among people.

The majority of the respondents are convinced that an increase in the number of cultural programs is a necessity of the society. To introduce the cultural aspects of our society Radio can play an important role, also these programs show our identity to the world.

Findings

This chapter discusses the findings of the quantitative data derived through SPSS (statistical package for social sciences). Firstly, it discusses descriptive statistics related to gender education have been discussed followed by correlation histogram, factor analysis, total variance explained, component matrix, and rotated component matrix.

The study assesses the role of Radio Pakistan in influencing socio-economic development in Central Punjab. It has been assessed by conducting a survey-based research in Central Punjab on the basis of indicators of social and economic development. The description of findings is as follows:

6.1 Section-1: Descriptive

6.1.1 Descriptive Statistics of Social and Economic Indicators

| | N | Min | Max | Mean | Std. Deviation |
|---------------------------------------|------|------|------|--------|----------------|
| Religious Indicator | 1000 | 1.25 | 5.00 | 3.8945 | .73308 |
| Health Care Indicator | 1000 | 1.50 | 5.00 | 3.8555 | .75503 |
| Culture Indicator | 1000 | 2.00 | 5.00 | 3.8205 | .67406 |
| Education Indicator | 1000 | 2.50 | 5.00 | 3.9677 | .62222 |
| Politics Indicator | 1000 | 1.50 | 5.00 | 3.9075 | .73518 |
| Business & Trade Indicator | 1000 | 1.25 | 5.00 | 3.8987 | .72506 |
| Agriculture Indicator | 1000 | 1.50 | 5.00 | 3.8163 | .76344 |
| Pak-China Economic Corridor Indicator | 1000 | 2.00 | 5.00 | 3.8575 | .64584 |
| SME Indicator | 1000 | .00 | 5.00 | 3.9655 | .63499 |
| Infrastructure Indicator | 1000 | 1.50 | 5.00 | 3.9207 | .68657 |
| Valid N (list wise) | 1000 | | | | |

The above table shows descriptive statistics of the 10 indicators. Average responses of the 10 indicators are around 3.9 with small standard deviations. This implies that most of the respondents are satisfied with the quality of different socio-economic programs of Radio Pakistan and mostly ticked 'agree' or 'strongly agree' to the questions asked. Further, the author provides two tables given below which show descriptive statistics of all indicators with respect to gender and education of the respondents/ listeners.

6.1.2 Descriptive Statistics of socio-economic indicators

| GENDER | N | Min | Max | Mean | Std. Deviation |
|--------|---|-----|-----|------|----------------|
|--------|---|-----|-----|------|----------------|

| | | | | | | |
|---------------------------------------|---------------------------------------|---------------------|------|------|--------|--------|
| F | Religious Indicator | 364 | 1.25 | 5.00 | 3.8839 | .74233 |
| | Health Care Indicator | 364 | 1.75 | 5.00 | 3.8592 | .77112 |
| | Culture Indicator | 364 | 2.00 | 5.00 | 3.7802 | .66296 |
| | Education Indicator | 364 | 2.50 | 5.00 | 3.9492 | .62227 |
| | Politics Indicator | 364 | 1.50 | 5.00 | 3.9169 | .69937 |
| | Business & Trade Indicator | 364 | 1.25 | 5.00 | 3.8757 | .73820 |
| | Agriculture Indicator | 364 | 1.50 | 5.00 | 3.8022 | .75744 |
| | Pak-China Economic Corridor Indicator | 364 | 2.25 | 5.00 | 3.8201 | .64888 |
| | SME Indicator | 364 | 2.50 | 5.00 | 3.9753 | .59965 |
| | Infrastructure Indicator | 364 | 1.50 | 5.00 | 3.8874 | .68183 |
| | Valid N (listwise) | 364 | | | | |
| | M | Religious Indicator | 636 | 1.50 | 5.00 | 3.9006 |
| Health Care Indicator | | 636 | 1.50 | 5.00 | 3.8534 | .74627 |
| Culture Indicator | | 636 | 2.00 | 5.00 | 3.8436 | .67978 |
| Education Indicator | | 636 | 2.50 | 5.00 | 3.9784 | .62244 |
| Politics Indicator | | 636 | 1.50 | 5.00 | 3.9021 | .75539 |
| Business & Trade Indicator | | 636 | 1.25 | 5.00 | 3.9119 | .71768 |
| Agriculture Indicator | | 636 | 1.50 | 5.00 | 3.8244 | .76732 |
| Pak-China Economic Corridor Indicator | | 636 | 2.00 | 5.00 | 3.8789 | .64363 |
| SME Indicator | | 636 | .00 | 5.00 | 3.9599 | .65476 |
| Infrastructure Indicator | | 636 | 1.50 | 5.00 | 3.9399 | .68907 |
| Valid N (listwise) | | 636 | | | | |

The figures in the above table show that there is no significant difference in average responses of males and females for all the indicators. Both males and females are satisfied with the content of the programs of Radio Pakistan.

6.1.3 Descriptive Statistics of socio-economic indicators

| EDUCATION | | N | Min | Max | Mean | Std. Deviation |
|------------|---------------------------------------|----|------|------|--------|----------------|
| Illiterate | Religious Indicator | 39 | 1.50 | 4.75 | 3.7628 | .74328 |
| | Health Care Indicator | 39 | 2.00 | 4.75 | 3.6282 | .89382 |
| | Culture Indicator | 39 | 2.50 | 4.75 | 3.7115 | .66525 |
| | Education Indicator | 39 | 2.50 | 5.00 | 3.8269 | .61546 |
| | Politics Indicator | 39 | 2.50 | 5.00 | 3.7756 | .72501 |
| | Business & Trade Indicator | 39 | 1.50 | 5.00 | 3.9359 | .76244 |
| | Agriculture Indicator | 39 | 2.00 | 4.75 | 3.7756 | .91730 |
| | Pak-China Economic Corridor Indicator | 39 | 2.50 | 5.00 | 3.8013 | .79509 |
| | SME Indicator | 39 | 2.50 | 5.00 | 3.8141 | .63794 |
| | Infrastructure Indicator | 39 | 2.50 | 5.00 | 3.8526 | .70178 |
| | Valid N (listwise) | 39 | | | | |
| Primary | Religious Indicator | 59 | 1.75 | 5.00 | 3.8941 | .67307 |
| | Health Care Indicator | 59 | 1.75 | 5.00 | 3.8856 | .78141 |
| | Culture Indicator | 59 | 2.50 | 5.00 | 3.8051 | .73412 |
| | Education Indicator | 59 | 2.75 | 5.00 | 4.0297 | .56493 |
| | Politics Indicator | 59 | 2.75 | 5.00 | 3.9915 | .65483 |

Impact of Radio on Pakistani Society

| | | | | | | |
|--------|---------------------------------------|-----|------|------|--------|--------|
| | Business & Trade Indicator | 59 | 2.50 | 5.00 | 4.0508 | .57194 |
| | Agriculture Indicator | 59 | 2.00 | 4.75 | 3.9534 | .61671 |
| | Pak-China Economic Corridor Indicator | 59 | 2.50 | 4.75 | 3.8602 | .55178 |
| | SME Indicator | 59 | 2.50 | 5.00 | 4.0339 | .62190 |
| | Infrastructure Indicator | 59 | 2.75 | 5.00 | 4.0551 | .50657 |
| | Valid N (listwise) | 59 | | | | |
| Middle | Religious Indicator | 102 | 1.50 | 5.00 | 3.8284 | .78820 |
| | Health Care Indicator | 102 | 2.00 | 5.00 | 3.9069 | .65996 |
| | Culture Indicator | 102 | 2.00 | 4.75 | 3.8431 | .66649 |
| | Education Indicator | 102 | 2.50 | 5.00 | 3.9240 | .63009 |
| | Politics Indicator | 102 | 1.50 | 5.00 | 3.8309 | .83114 |
| | Business & Trade Indicator | 102 | 1.75 | 5.00 | 3.8775 | .75759 |
| | Agriculture Indicator | 102 | 1.75 | 5.00 | 3.8137 | .82930 |
| | Pak-China Economic Corridor Indicator | 102 | 2.25 | 5.00 | 3.8260 | .66171 |
| | SME Indicator | 102 | 2.75 | 5.00 | 3.9044 | .61845 |
| | Infrastructure Indicator | 102 | 1.50 | 5.00 | 3.8186 | .69933 |
| | Valid N (listwise) | 102 | | | | |
| Matric | Religious Indicator | 212 | 1.25 | 5.00 | 3.8726 | .73362 |
| | Health Care Indicator | 212 | 1.75 | 5.00 | 3.8243 | .76935 |
| | Culture Indicator | 212 | 2.25 | 5.00 | 3.7653 | .66794 |
| | Education Indicator | 212 | 2.50 | 5.00 | 3.9422 | .64802 |
| | Politics Indicator | 212 | 1.50 | 5.00 | 3.9080 | .72394 |
| | Business & Trade Indicator | 212 | 1.25 | 5.00 | 3.8715 | .70689 |
| | Agriculture Indicator | 212 | 1.50 | 5.00 | 3.7818 | .74536 |
| | Pak-China Economic Corridor Indicator | 212 | 2.25 | 5.00 | 3.8101 | .66227 |
| | SME Indicator | 212 | .00 | 5.00 | 3.9434 | .70399 |
| | Infrastructure Indicator | 212 | 1.75 | 5.00 | 3.9599 | .64547 |
| | Valid N (listwise) | 212 | | | | |
| FA | Religious Indicator | 248 | 1.75 | 5.00 | 3.8982 | .71527 |
| | Health Care Indicator | 248 | 1.50 | 5.00 | 3.8821 | .70204 |
| | Culture Indicator | 248 | 2.00 | 5.00 | 3.8639 | .64488 |
| | Education Indicator | 248 | 2.50 | 5.00 | 3.9597 | .61517 |
| | Politics Indicator | 248 | 1.50 | 5.00 | 3.9123 | .73250 |
| | Business & Trade Indicator | 248 | 1.25 | 5.00 | 3.8337 | .73194 |
| | Agriculture Indicator | 248 | 1.50 | 5.00 | 3.8280 | .75292 |
| | Pak-China Economic Corridor Indicator | 248 | 2.00 | 5.00 | 3.9083 | .61394 |
| | SME Indicator | 248 | 2.50 | 5.00 | 3.9738 | .58604 |
| | Infrastructure Indicator | 248 | 1.50 | 5.00 | 3.8196 | .72335 |
| | Valid N (listwise) | 248 | | | | |
| BA | Religious Indicator | 209 | 1.50 | 5.00 | 3.9641 | .72051 |
| | Health Care Indicator | 209 | 1.75 | 5.00 | 3.8947 | .80469 |
| | Culture Indicator | 209 | 2.25 | 5.00 | 3.8206 | .70590 |
| | Education Indicator | 209 | 2.50 | 5.00 | 4.0108 | .61984 |

| | | | | | | |
|---------|---------------------------------------|-----|------|------|--------|--------|
| | Politics Indicator | 209 | 1.50 | 5.00 | 3.9258 | .71295 |
| | Business & Trade Indicator | 209 | 1.50 | 5.00 | 3.9318 | .72628 |
| | Agriculture Indicator | 209 | 1.75 | 5.00 | 3.8194 | .75438 |
| | Pak-China Economic Corridor Indicator | 209 | 2.00 | 5.00 | 3.8744 | .65281 |
| | SME Indicator | 209 | 2.50 | 5.00 | 3.9246 | .64534 |
| | Infrastructure Indicator | 209 | 1.50 | 5.00 | 3.9797 | .67972 |
| | Valid N (listwise) | 209 | | | | |
| Masters | Religious Indicator | 112 | 1.50 | 5.00 | 3.9286 | .77651 |
| | Health Care Indicator | 112 | 1.75 | 4.75 | 3.8147 | .75914 |
| | Culture Indicator | 112 | 2.25 | 5.00 | 3.8437 | .66790 |
| | Education Indicator | 112 | 2.50 | 5.00 | 4.0022 | .61466 |
| | Politics Indicator | 112 | 1.50 | 5.00 | 3.9286 | .75220 |
| | Business & Trade Indicator | 112 | 1.50 | 5.00 | 3.9085 | .78914 |
| | Agriculture Indicator | 112 | 1.75 | 5.00 | 3.7790 | .81217 |
| | Pak-China Economic Corridor Indicator | 112 | 2.50 | 5.00 | 3.8214 | .65796 |
| | SME Indicator | 112 | 2.50 | 5.00 | 4.1250 | .57637 |
| | Infrastructure Indicator | 112 | 1.50 | 5.00 | 3.9844 | .71682 |
| | Valid N (listwise) | 112 | | | | |
| M.Phil. | Religious Indicator | 15 | 1.50 | 4.50 | 3.6667 | .77152 |
| | Health Care Indicator | 15 | 2.00 | 4.75 | 3.7833 | .80659 |
| | Culture Indicator | 15 | 2.25 | 4.50 | 3.7500 | .69437 |
| | Education Indicator | 15 | 2.50 | 4.75 | 3.8833 | .64688 |
| | Politics Indicator | 15 | 2.75 | 4.75 | 3.8167 | .76454 |
| | Business & Trade Indicator | 15 | 3.25 | 5.00 | 4.1833 | .54663 |
| | Agriculture Indicator | 15 | 2.50 | 4.75 | 3.7833 | .70626 |
| | Pak-China Economic Corridor Indicator | 15 | 2.50 | 4.50 | 3.9833 | .61577 |
| | SME Indicator | 15 | 2.50 | 5.00 | 4.0167 | .66458 |
| | Infrastructure Indicator | 15 | 2.00 | 5.00 | 3.9667 | .85496 |
| | Valid N (listwise) | 15 | | | | |
| PhD | Religious Indicator | 4 | 3.75 | 4.50 | 4.0625 | .37500 |
| | Health Care Indicator | 4 | 3.00 | 4.50 | 3.6875 | .80039 |
| | Culture Indicator | 4 | 3.50 | 5.00 | 4.3750 | .62915 |
| | Education Indicator | 4 | 3.75 | 5.00 | 4.5000 | .54006 |
| | Politics Indicator | 4 | 3.00 | 5.00 | 4.3750 | .94648 |
| | Business & Trade Indicator | 4 | 3.50 | 4.50 | 4.2500 | .50000 |
| | Agriculture Indicator | 4 | 4.25 | 4.50 | 4.3750 | .14434 |
| | Pak-China Economic Corridor Indicator | 4 | 3.50 | 4.75 | 4.1875 | .55434 |
| | SME Indicator | 4 | 3.00 | 5.00 | 4.1250 | .85391 |
| | Infrastructure Indicator | 4 | 4.00 | 4.50 | 4.3750 | .25000 |
| | Valid N (listwise) | 4 | | | | |

Table 6.1.3 shows socio-economic status of the respondents with different levels of education. Mean response of PhD educated respondents is greater than 4.0 for all factors except the health care indicator. Whereas the respondents with education up to MPhil level are comparatively less satisfied with the

socio-economic indicators as compared to their PhD counterparts. Likewise, master degree holders are comparatively less satisfied with socio-economic status than MPhil level graduates. The respondents who were illiterate, have relatively fewer mean responses for all of the indicators named religious, healthcare, culture, education, politics, business and trade, agriculture, pak-china economic corridor, SME, and infrastructure, than those with higher education level.

5.2 Correlations

Correlations

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|---------------------------------------|---|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| AGE | | .005 | -.006 | -.032 | -.058 | -.012 | -.004 | -.026 | .019 | -.049 | .005 |
| Religious Indicator | | | .260** | .080* | .156** | .206** | .140** | .084** | -.031 | .160** | .172** |
| Health Care Indicator | | | | .445** | .158** | .181** | .011 | .161** | .130** | .137** | .021 |
| Culture Indicator | | | | | .256** | -.049 | -.054 | .107** | .136** | .098** | -.046 |
| Education Indicator | | | | | | .240** | .160** | .165** | .121** | .175** | .029 |
| Politics Indicator | | | | | | | .264** | .060 | -.046 | .056 | .107** |
| Business & Trade Indicator | | | | | | | | .269** | .097** | .126** | .225** |
| Agriculture Indicator | | | | | | | | | .415** | .131** | .179** |
| Pak-China Economic Corridor Indicator | | | | | | | | | | .238** | .017 |
| SME Indicator | | | | | | | | | | | .291** |
| Infrastructure Indicator | | | | | | | | | | | |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed)

The table number 5.2 shows correlation analysis among all socio-economic, religious and cultural indicators and the demographic indicator age. The age of the radio listeners has no significant association with all other indicators. Listeners’ satisfaction with religion indicator is significantly associated with their satisfaction with all the indicators except Pak-China economic corridor. Their health care satisfaction has high positive correlation with culture satisfaction but it is not correlated with business and trade and infrastructure indicators. Respondents’ satisfaction with culture indicator is significantly correlated with their satisfaction of education, religion, health care, agriculture, Pak-China economic corridor and SME (small and medium enterprises) indicators. Education is significantly associated with all other indicators except infrastructure. Politics is correlated with business, agriculture, SME and infrastructure. Similarly, business & trade, agriculture, Pak-china economic corridor and SME indicators are also significantly correlated. In general, we conclude that radio listeners’ satisfaction with most of the socio-economic indicators is positively correlated with each other.

Conclusion

The public is basically voiceless because they don’t have anything to say because no one cares to actually listen to them. (Servaes & Malikhao, 2005, pp, 91-103). This is the portrayed developmental work done in the 60s through to 70s, where the recipients of the developmental plans were frequently submissive recipients (Tandon, 2008, pp. 284-296). However, as a tool for growth, “community radio needs to be not only a channel to transmit to people, but also a means of receiving from them: not only an instrument to hear from or about the world, but the people’s voice, to make their voice heard” (Tetty, 2011, pp. 19-35) and (Milan, 2009, pp, 600). This is why involvement is an important trait of radio and it examines the expansion of the means with which the common man can contribute by merging with mobile phones.

References

1. Bashir, A. (2010). Women Empowerment In South Asia; An Empirical Study of The Problems of Pakistani Women Employees. Lahore. *Centre For South Asian Studies, University of The Punjab.*, 11-40.
2. Ekong, E., & Sokoya, K. (1982). Success and Failure in Rural Community Development Efforts: A Study of Two Cases in Southwestern Nigeria. *Community Development Journal*, 17(3), 217-224.
3. Fraser, C., & Restrepo-Estrada, S. (2002). Community Radio For Change And Development. *Development*, 69-73.
4. Hussain, M. (1997). Impact And Potential of Radio. *Electronic Media: Study Guide. Islamabad: Allama Iqbal Open University.*, 16-19.
5. Khan, M., & Pembecioğlu, N. (2015). Destructive Role of Radio In Society: Case Study of Pakistan (Malakand Region). *Mediterranean Journal of Social Sciences.*, 678.
6. Mucavele, F. (2009). True Contribution of Agriculture to the Economic Development of Mozambique. *Food, Agriculture, and Natural Resources Policy Analysis Network (FANRPAN).*
7. Naz, D. (2008). Fm Radio Revolution In Pakistan. *Global Media Journal Pakistan Edition.*, 11-12.
8. Onabajo, O. (2001). Broadcast Management and Programming. *Lagos: Gabi concept limited.*
9. Owen, J. (1970). Social Research In Pakistan A Decade of Progress. *Revista Internacional De Sociología*, 28(113), 73.
10. Raboy, N. (1992). Media Crisis And Democracy. *Sage Publications: London.*, 19-21.
11. Rogers, E., Braun, J., & Vermilion, M. (1977). Radio forums: A strategy for rural development. *Radio for education and development: Case studies*, 2.
12. Tandon, R. (2008). Participation, citizenship and democracy: reflections on 25 years' of PRIA. *Community Development Journal*, 43(3), 284-296.
13. Tettey, W. (2011). Talk radio and politics in Ghana: Exploring civic and (un) civil discourse in the public sphere. *Radio in Africa: Publics, Cultures, Communities.*, 19-35.