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Research Article

Socioeconomic Development through radio: An in-depth analysis of public education among rural listeners of Pakistan

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Abstract

This study investigates the role of Pakistan Broadcasting Corporation (PBC) in influencing socioeconomic development in Central Punjab (2008-2013). The study assumes that Radio Pakistan has substantially contributed in socioeconomic development in Central Punjab, catering to education. The study used development support communication theory as the theoretical framework and focused on two-way communication between programmers and listeners, believing interpersonal communication best shapes the public opinion. In addition, it allows programmers to improve the quality of the radio programs regularly. The study checked the efficacy of programs through the interviews of programmers and an audience satisfaction survey. Radio links beneficiary to the community of planners, implementers and donors of the said action. This article comprises qualitative study based on data collected from 35 radio programmers/producers employed at the three stations in Lahore, Faisalabad and Sargodha via In-depth interviews (22 males and 13 females). The qualitative study analyzed programmers' comments on the bases of; topics, content, budget, expert opinion, 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 indicated socioeconomic domain on daily basis through the exchange of information between the programmers and listeners/callers during 18 hours daily transmission.

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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.

Keywords; Pakistan Broadcasting Corporation (PBC); socioeconomic development; Central Punjab; education in Pakistan.

INTRODUCTION

Pakistan, an agriculture-based economy, is heavily relying on Pakistan Broadcasting Corporation (PBC) for socioeconomic development in the country since the Independence. It has not only entertained people through cultural programs, songs and dramas, it has also educated peasants through two hours daily transmission on agriculture and seasonal crops. The radio has been the only medium for communicating information about multifarious governmental support programs to the masses on socioeconomic matters, and for educating, grooming, and entertaining them throughout the country like a family member. Its best example was seen during the times of the Covid-19 pandemic and the motorway rape case when government immediately announced solutions for the problems through healthcare programs and information about the new women protection bill and technology/applications/Apps for reaching the police through the radio in 2020. Radio Pakistan claims nearly 18 million listeners throughout the country and approximately one million in Central Punjab seek information from its comperes and guests during the broadcast of programs from various stations.

This study assumes the listeners relied on radio to seek answers to their queries on socioeconomic education from the period of 2008-2013. Radio Pakistan collects information and invites experts in various live programs to answer questions of listeners/callers on social and economic development issues in the country/region. It fulfils listener cum governmental needs for socioeconomic development in Central Punjab and answers queries of callers on various above said topics through programs aired from Lahore, Faisalabad and Sargodha stations that cover 300km², 120km², and 50km² areas respectively.

Statement of the Problem

According to Pakistan Economic Survey (2008-2009), major financial inflows dried up in Pakistan during the July-November 2008 (Finance, 2009). Growth in Gross Domestic Product (GDP) for 2009/10, on an inflation-adjusted basis, has been recorded at a provisional 4.1% (Finance, 2010). While the world economy was expected to contract by 1.3% in 2009 and 3.8% in developing countries (2009), Pakistan's account balance showed an impact due to snappy increase in oil prices and import of 1.2 million metric tons of fertilizer in 2011 (Finance, 2012). Irrespective of global decrease, Pakistan succeeded in maintaining the impressive growth in its rate of exports in 2011 and 2012. Remittances also showed a buoyant 16% increase at near thirteen billion dollars (Finance, 2012). The economy showed some signs of improvement in 2013 (Finance, 2013). Giving an overview of the economy, the Finance Division of Government of Pakistan (GOP) reported an overall growth in many sectors including the commodity producing and agriculture sectors in the fiscal year 2011-2012 as opposed to the year before—GDP 3.7% as opposed to

3.0%; agriculture 3.1% against 2.4%; the 'Large-Scale Manufacturing (LSM)' 1.1% against 1.0%; the Services sector 4.0% (Finance, 2013).

In the end, the researcher has command over every aspect of broadcasting through her lifelong experience while serving the Radio Pakistan as Program Producer (1987-1996), Senior Producer (1996-2007), Program Manager (2007-2014), Deputy Controller (2014-2020) and Station Director (2020 to date). It gives her the insider's knowledge and access to (confidential) information about the organizational structure, budget, and policies. To control subjectivity, the Radio Pakistan helped her in independently collecting data without any intervention in the research process and encouraged every member of the production staff, announcer, compere and listener to provide information about the programs without prejudice in their own and organization interest.

The Role of Radio Pakistan

The Radio Pakistan has a close relationship with the audience as it always focuses on the needs of the society. Its core responsibility is to show the growth in the socioeconomic sector. The programmers are fully aware with the knowledge of the needs of the listeners and they try to fulfill all the requirements of the audience. The canvas of the Radio Pakistan's programs is as wide in addition to being varied as the nation itself. The Radio Pakistan, being the main and fastest influencing mass medium in the country, is assigned with the job of educating as well as cultivating the people on the government's strategies on socioeconomic development and enlightening them of related events at domestic level as well as foreign level. It provides information to the people about contemporary debates on their social issues.

LITERATURE REVIEW

This part of the study reviews the available literature on the impact of radio on different socioeconomic aspects of life from across the world, including a little from Pakistan.

Radio and Public Opinion Formation

The Radio Pakistan's programs generally have positive impact on the psychology of the public. The positive contribution is towards generating the rights, consciousness amongst the general public especially the rural areas (Hussain, 1997). Radio has put forth a positive psychological impact and the urban class has more exposure to the media. Urban people have begun to dislike the dictatorship and began voting for democratic leadership in the country, and influence the socioeconomic sector, this is a sign of awareness. While in the rural areas people understands the socioeconomic development in their areas as well as understands the local and national politics. This shows that leaders focus on the issues of the urban as well as rural class and they accept the freedom of speech and listen to divergent opinions (Ekong & Sokoya, 1982).

Radio has influenced a sense of accountability in the public and put their performance under strict scrutiny. Radio is a very vital tool which has played an important role in every society ever since it was invented. This tool has helped in meeting the moral objectives as well as during the cultural exchanges that took place between diverse states in distinctive periods. In the Second World War, Nazis exploited it as a broadcast tool whereas the United States and the Soviet Union also heavily used it. The first used radio as a medium of broadcast in Afghanistan against the Soviet Union when fighting capitalism with communism (Bogart & Andrew, 2000). In Pakistan it is of great significance because of its vicinity and the cheap approach to the largest population of the country. It is important to mention here that radio has a robust influence on the rural areas of Pakistan and strives to develop this part of the society and enhances the good values among the listeners (Myers, 2008).

Radio and Youth

FM is now the craze of youth in Pakistan. FM 96.4, FM 100, FM 103, FM 106.2 and a number of channels of these frequencies are seemed to have given open license by the government because their majority programs are not good for young minds. The above-mentioned channels especially FM 106.2 airs songs the whole day. FM stations give 70% of their whole time to music, 10% time to talk shows, and 10% to advertising and remaining 5% to the news. From these facts, it is now not difficult to understand that how much responsible role radio is playing to educate the youth. The programs that are mostly broadcasted from these radio stations do not match with Pakistani culture and traditions. Their content is mostly other than the needs of the youngsters but whose target is feelings of people (Naqvi & Baloch, 2011). The most discussed topic in these programs is searching of love, or broken hearts, in the educational institutions instead of guidance about their careers, moral values etc., which is their basic requirements (Nakabugu, 2001). Youth listens to them and influenced greatly by these programs because the element of reality is involved in them. But the Radio Pakistan's target is to educate our youth. The youth mostly listen to FM radio stations. FM 101 is owned by Pakistan Broadcasting Corporation and the content of this channel are designed to motivate youngsters towards the ethics of the society and guide them about the avenues in education to improve their understanding in this field (Naqvi & Baloch, 2011).

In regard to destructive and constructive impacts of Radio on the society, discussion on radio-youth relationship is very important. Birsén says Youth is influenced by radio more than any other communication media (Birsén, 2012). Almost 90% of Pakistani youth, especially from age groups of 18 to 20 (college and university newcomers), have easy access to radios on their mobile phones. Due to study pressure and long hours at colleges and universities, they don't have time to watch television. They often rely on radio as every mobile phone is radio compatible, no matter how expensive or cheap mobile phone is. Our youth is mobile savvy. In their leisure time, they listen to the radio and often involve in the healthy debates regarding student matters (Hanif, 2010). The media's effect on affairs of public interest is measurable (Bosch, 2010). Besley, Burgess and Prat reinforced these ideas stating radio helps in creating an informed society, and it clarifies complexities around public affairs at the national and local levels, and helps to form public opinion in regards to various civic problems (Besley, Burgess, & Prat, 2002). Radio can develop a better understanding of prevalent issues and their solutions (Besley, Burgess, & Prat, 2002). It has played significant role in socioeconomic development and forming public opinion across the world.

Radio and Development

Ebenezer Oludayo Soola says that development programs aim at bringing a better change, reordering process of socioeconomic development in such a manner that may eradicate gross level poverty, improve poor health and living standards for general public (2003). Radio is not only used to entertain people but it assists in the development of the general public. It is used all around the globe for instructional commitments. There is absolutely no doubt at all that the broadcast of radio in Pakistan is run efficiently (Curran, & Gurevitch, 1993). In Senegal, the establishment of the radio for rural education integrated with the program for development in 1968. The same model was relaunched in Burkina Faso in 1969 which increased knowledge of agriculture, health, livestock, news and culture (Berger, 1998). This diversity of their phases, methods as well as objectives and their styles of the rural radios was good. The communication strategy was the main issue the broadcasters had fixed schedules but still they were not able to measure the impact of their message on the listeners. The scheduling constraints as well pose issues as the managers

and broadcasters refuse to give important time slots to education (Berger, 1998). In the end there were four phases of radio, the first one was sensitization of the rural public to the radio and then it followed to encouraging the people in the second phase by informing them about the new techniques. Then there was the third phase in which radio allowed the farmers to speak for themselves thus causing a positive impact on the agricultural policies. Then comes the fourth phase in which there is the test of democratization, given the propensity of the radio medium to enable the demanding goal of democracy (Barnard, 2000). This phase is wisely used to converse upon the indigenous radio and to perform as an anesthetic that can open up new perspectives for the farmers' self-improvement (Barnard, 2000). Radio Pakistan emphasizes on farmer's benefit at all times.

THEORETICAL FRAMEWORK

The study on the Radio Pakistan's role in influencing socioeconomic development in Central Punjab is conducted in the light of agenda building/setting, two-step flow model of communication, development support communication and political economy theories with the following assumptions:

Development Support Communication

Community-based, integrated and cost-effective social service systems have escorted the latest expression to decrease the part of federal government or state programs and to localize socioeconomic growth (Milan, 2009). While social planners focus on social development of community in their programs in developing economies, the community work did not develop as a profession even in America. Though there are some notable exclusions, many countries found it difficult to conceptualize or implement (Rogers, Braun, & Vermilion, 1977). There is a small number of academic community labor programs in the America that draw up students for activity in their local communities that encourage people to organizing community services for betterment within the context of economic growth (Sharma, 2011). The theory works in the case of Pakistan.

Majority of Pakistani rural regions still rely on radio as a mode of communication if one researcher is to gain news or information for recreation. Radio's largest number of listeners are in Sindh 60%, Baluchistan 53%, KPK 52% and Punjab 19% follow. It shows that there are still very many radio listeners in this world of technological innovation (Soola, E. O., 2003). Easy access, installation and the cost effectiveness are the key reasons for radio being the mode of communication in all Pakistani provinces; the farmers have tremendously benefited from information that the government provides on the radio to protect various crops (Khan & Joseph, 2008).

The inactivity of social work training encourages critics to see the radio as a profession of protectors of our socioeconomic world rather than as pro-activists for advancing social development programs. There hardly exists any agreement, policy or practice method of social advancement that one may use to develop effective strategies for directing the requirements of socioeconomically underprivileged people population (Hanif, 2010). Truly, the idea of social advancement via radio is the subject of much dissent and debate (Mohammed, 2013). James Midgley major contributes theory for advancing knowledge of the theory of social advancement and applications (1996).

The conceptual framework to the economic theories of Veblen, Keynes and Galbraith; the pragmatism of Dewey and James; and the welfare of Beveridge and Titmuss. It surrounds a perspective that mobilize an assorted number of social institutions including the state, community and market to promote welfare of people using organized pluralism (Mahmood, 2005). Midgley asserts that growing nations show distortions in development when they do not concurrently coincide economic progress with social privileges

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for the entire population (Buren, 2000). He advises coordination in communal and economic progression in three main parts: 1) the institutionalized official by co-joining economic and social policies, 2) employment based on economic investment, and/or chances for self-employment, and 3) schemes and policies for producing and sustaining human capital, through supporting better services for mother and child, housing, health, education (Midgely, 1999). Midgely's appeal for encouraging the broader perspective of social advancement puts it in harmony with the uprising focus on delivery of community and interdisciplinary services, particularly in socioeconomic structures of underdeveloped nations or regions (Waisbord, 2002), similar to the systems put in place in certain regions of the United States.

RESEARCH DESIGN

The study examines the role of radio in socioeconomic development in Central Punjab in 2008-2013. It comprises of qualitative study based on data collected from 35/35 radio programmers/producers employed at the three stations in Lahore, Faisalabad and Sargodha stations of Radio Pakistan. The study uses survey questionnaires by asking 40 demographic and specific information questions (SED 1-40) from the programmers and listeners each respectively.

The researcher included the Station Managers and 35 programmers/producers at Lahore, Faisalabad and Sargodha stations in the study. Researcher trained the Station Managers at the two stations for conducting the two surveys, highlighting researcher was collecting anonymous data from the producers, programmers and listeners in the three cities with support yet non-intervention commitment by the PBC. Researcher provided hard and soft copies of the questionnaires to the Station Managers/management at Radio Pakistan Faisalabad and Sargodha stations, where the Station Manager conducted the first survey of producers/programmers who had no idea about the information being sought by the researcher in person, in in-depth interviews at the Lahore station. The researcher and Station Managers trained the programmers at the three stations for conducting the second survey without any prejudice and conducted.

Qualitative Study

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 indicated socioeconomic domains on daily basis through the exchange of information between the programmers and listeners/callers during 18 hours daily transmission education one hour daily. The data collected through interviews examined responses of radio producers/programmers regarding the provincial and national agenda and program policy and efficacy, format, budget, skilled staff, approach (conventional/liberal and/or restrictions), hurdles/interest of high government officials in upgrading medium's capacity to engage a larger audience with more efficient results.

Sampling

The researcher included 35 programmers/producers at Lahore, Faisalabad and Sargodha stations in the study. Researcher trained the Station Managers at the two stations for conducting two surveys, highlighting researcher was collecting anonymous data from the producers, programmers and listeners in the three cities with support yet non-intervention commitment by the PBC.

Sampling technique

The qualitative data is collected through in-depth interviews of the producers of the radio programs at Lahore, Faisalabad and Sargodha stations through purposive sampling, which is moreover known as judgmental, selective or subjective sampling in which the researcher relies on her own judgment when choosing members of the population in the study. Purposive sampling is a non-probability sampling method and it occurs when elements selected for the sample are chosen by the judgement of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgement, which will result in saving time and money (Black, 2010). The researcher selected the most suitable people for the interviews, who produce these programs broadcast by Radio Pakistan Lahore, Faisalabad and Sargodha stations.

Population

There are 35 programmers/producers at the three radio stations in Central Punjab while there are 85 working at nine radio stations in Punjab and 230 working at 32 radio stations in the four provinces of Pakistan.

Sample distribution

The data was collected through in-depth interviews of 35 programmers and producers working at Lahore, Faisalabad and Sargodha stations of Radio Pakistan in Central Punjab.

Sample size

The researcher included the 35 programmers/producers working at Radio Pakistan Lahore, Faisalabad and Sargodha stations in the study for the purpose of qualitative data collection.

Table: Programmers/Producers in Central Punjab

	Male	Female
Lahore	13	9
Faisalabad	6	5
Sargodha	2	0

Unit of analysis

The unit of analysis comprises a respondent (with an interview questionnaire duly filled by a producer/programmer).

Instrumentation

The researcher carried out thematic analysis of collected data based on responses of radio program producers (respondents). The questions check list based on open-ended questions was designed by the researcher for the study. Researcher distributed the questionnaires among the programmers/producers directly or through the station managers at Faisalabad and Sargodha. Researcher conducted in depth interview of the producers and programmers in person, or distributed hard copies of questionnaires among them through the station managers for filling the forms. Researcher personally collected data from producers in Lahore while the data from Faisalabad and Sargodha was received by mail.

QUALITATIVE STUDY:

PROGRAMMERS' RESPONSE

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This chapter discusses, analyzes and concludes the findings of the qualitative study based on the in-depth interviews of programmers about the role of Radio Pakistan in socioeconomic development in Central Punjab. Radio plays an important role in socioeconomic development across the world especially in far off areas of the developing countries (Bosch, 2010). Globalization, liberalization, socioeconomic expansion and denationalization of markets in financial arrangement further it (Berger, 1998). Their effect was well felt in Pakistan. Arthur Asa Berger says the last ten years have observed a rapid development in the broadcasting business of Pakistan. The Radio Pakistan has played an important role in development sectors in the country through programs that have positive impact on the psychology of the public. Its positive contribution is towards generating consciousness of the rights amongst the general public (Hussain, 1997). Radio put forth a positive psychological impact on people about their voting rights not only in urban areas but also rural during the 2008 elections despite the difference in their exposure to the media. People began to support and vote for democratic leadership against any kind of dictatorship in the country. It reflects radio's influence in the socioeconomic sectors or public awareness. Radio Pakistan prepares and presents different programs for the people and tries hard to involve responsible experts, personalities and civil society members in these programs. These programs are produced according to the needs of the audience that makes them very popular among the listeners. This chapter qualitatively examines the role of Radio Pakistan in socioeconomic development in Central Punjab through programs during 2008-2013.

Method

This qualitative study is based on thematic analysis of open-ended interviews of 35 radio program producers. The researcher examined how Radio Pakistan contributed in the social and economic development in Central Punjab through radio programs from 2008 to 2013. The researcher adopted the purposive sampling technique to and selected all producers/programs working at the three stations in Central Punjab. The researcher created an interview guide and a checklist for asking the open-ended questions. This questionnaire focused on the requirements for the production of different programs in different categories in the light of education indicator.

The researcher collected authentic data with the help of two assistants (Station Directors at Faisalabad and Sargodha) for the qualitative study without any prejudice, or intervention by the PBC in good faith and analyzed. The qualitative study used content analysis method to analyze programmers' comments on topics, content, budget, expert opinion, and caller queries and suggestions for the improvement of the programs and found that the radio meets/strives hard minute by minute to meet the audience expectations by adjusting/ upgrading the content concerning the 10 indicated socioeconomic domains on daily basis through the exchange of information between the programmers and listeners/callers. The researcher analyses and discusses the findings of programmers' interviews about the topics, policies and budgets of various radio programs on socioeconomic development in Central Punjab in sections here below.

Educational Programs

As Radio Pakistan is a public medium, it is its prime duty to broadcast the programs which consists of material that fulfills the requirements of our society, our customs, our norms, our rituals, our feelings, our religious beliefs and our culture. All the programs are well conceived, well planned and well produced according to all our needs. Most important thing is feedback mechanism of this feedback; listeners write

letters, send messages through mobile or participate in the studio-based programs to express their concern, that constant monitoring makes the program a success.

Topics of educational programs

The topics of educational programs are basically chosen to provide academic support for students and teachers. They include information about new areas in research, government policies for education, training, and higher study options, interviews with successful students and scholarship opportunities. Kashif Ghori, Program Producer, PBC Lahore says all the government acts, steps and provision of facilities highlight importance of education and include the interviews of best teachers and students in programs for the betterment of educational institutions (2018). The radio is included, considering that mass media plays an important role in development in all societies, and is a significant force to entertain, educate and inform any society, considering what Folarin calls, knowledge, learning as well as amusement for all kinds of listeners (2000). Radio Pakistan is a strategic establishment for disseminating academic information in a similar fashion.

Respondents said educational program should focus on career counseling, fields of higher education, importance of education, character building, contemporary challenges, the role of students in social life as well as in promoting new trends in education, importance of education in daily life, and motivation for higher studies. All topics cover the student activities and new researches; thus, these programs are popular for their contents. A program titled *University magazine* is usually broadcast from all stations, and it schedules career counseling for students to motivate them for both education and careers. All the programs are planned for the betterment of students, covers educational policies, mannerism, career counseling and job hunting, keeping in mind that education is a basic right of everyone in society. Educational programs address problems of the new generation. There are career guide programs, motivational talks, discussions, workshops on various types of educational topics, types of scholarship and ways forward for achieving them, important dates for students and new technologies. The topics of the educational programs are decided according to foreseen requirements of students and they are career oriented. The goal of these programs is to produce awareness among students about the latest technologies and researches in all the fields. The programmers unanimously stated that the interviews and their stories of the position holding students enhance interest and the understanding of the subjects.

Policy of educational programs

The policy of the educational programs is to improve the understanding of the opportunities students have in the market. Most students belong to the rural areas and they do not plan careers or have goals; these programs not only help them to understand the era of the new technology but also help them to maintain their path to success. Sidra Ahmad, Program Producer PBC Lahore says the policy [of educational programs] should be relaxed because we have to invite the people from both government and private institutions; there must be more liberty to talk on different issues, increase the numbers of students participated in these programs so that they can have pocket money for their spending (2017).

Radio Pakistan not only highlights the government institutions but also the private institutions in its programs. Programmers said PBC should improve the quality of educational programs as well as increase the number of programs/weeks. Radio Pakistan's educational programs are rich in content; especially *Bazm-e- talaba* (Student congregation; magazine) program is the pride of radio and popular throughout the country. Policy of radio is already very good and it gives equal opportunities to the outstanding students, it fulfills educational as well as entertaining needs of the student. Radio Pakistan promotes the launch of central educational policy for students, challenges uneven raise in fee structures of different universities; offers educational conferences, and collaborates with multinational companies for

producing and broadcasting educational programs. In these educational programs, not only positive aspects of educational reforms are discussed, negative points are also highlighted to inform and educate students about the flaws in the system of education.

Presentation style of educational programs

The presentation style of the educational programs is very easy and understandable. The students themselves produce these programs that these programs are very popular among the students. The time of broadcast for these programs are not that much suitable for the students. In these programs different segments are broadcasted according to the liking of students, songs are included in these programs. Career counseling and quiz programs is a segment of the student in these programs. The educational program usually consists of talk, discussion, interviews, radio report, documentary programs and features. All these formats contain information about the student activities. All the student programs are very friendly that the students get information from these programs more and more and discuss their problems freely.

In the light of topics and contents of the program the students easily participated in these programs and inspired by the position holder students. The presentation style of student programs is different from the other programs as in these programs' interviews, talks; discussions, debates and quiz programs are included. The presentation style of educational programs consists of talks, discussions, interviews, disc jockey programs and seminars for the betterment of the students. Interviews of educationists, presentation of career counselors, seminars on different contemporary topics and quizzes for students are part of these programs. Shahrukh Fakhar says, these programs are very lively and comforting for students who take part in these programs. Radio Pakistan producers plan different programs for the students of different levels, aiming to guide them in their studies (Fakhar, Program Producer, PBC Lahore, 2017). The educational programs of Radio Pakistan are very informative. They consist of features, interviews, talks. Career counseling is a very difficult subject, and to choose a counselor for a radio program very complicated. Radio Pakistan's talks on student issues are highly appreciated. It broadcasts students' programs as magazines that include talks, interviews and discussions.

In students' programs in our stations along with talks, discussions, interviews, we produced a 5-minute drama which used to be a creativity of the students and its story is on any of the student. Almost all the above respondents stated that the student program is a type of magazine program in which all the formats practiced. These programs are planned and prepared by the students in which talks and discussions on any current issue are produced while interviews are of the position holder students, for the entertainment purpose music and drama are a part of these programs.

Problems of educational programs

At times during the production of educational program students are busy in the exams or some other activities in their institution, and then it is very difficult to arrange and produce the program. Fewer budgets are a problem as burden on the studios is too much, especially on special days, at that time usually live program broadcasted instead of recorded. In this regard a female respondent stated that budget problems affect the quality of the students' program, and the timings of the students create difficulty because every student has different timing for their universities, colleges and schools. The data provided by the institutions are mostly old and outdated, and then it is very difficult to use that in the program. Due to less budget students are not very much interested in the programs.

It is usually very difficult to invite or motivate the students to participate in these programs, they have their own activities and the budget is very less that is why they are not very much interested to participate. So only few students used to come and then they arrange the recordings. The policy of Radio Pakistan is very clear as far as educational programs concerned, there is no big problem practiced. A senior producer stated that in fact we do not face any problem. The outdoor programs of the students are recorded in any of the college or university; sometimes it is very difficult to record a program because of the policies of the institutions.

Suggestions for educational programs

All the producers are undergoing a process of production every day and very well aware about the abnormal or difficult situations. The selection of the host is the most important step of the production because in case of absence of participants and a guest with little talking ability, it is the host who saves the program by covering the time. Another suggestion is that increase in the budget, which will develop the interest of the students in the program. The program managers responded that with the program in the studio, these programs should be recorded outside the studio or in different universities that fewer budgets involve in it and more talent hunts. There is a suggestion that teachers, students, and parents should sit together and talk about the betterment of the students and institutions. To bind all the students to participate in the student program at least once in a month; all the minor problems will be solved by this. Seminars on the problems of the students are very much needed, and private institutions must be invited to these seminars, that a better solution comes out. In their opinion suggestion from the students will be good and better.

The producers said that these programs are supposed to be only for the students, but actually an equal time must be awarded to the teachers, that they can be helpful to solve the problems of the students. Recording of the program in the educational institutions will be more helpful and increases the listening of the program. Maximum participation of the students in the programs increases the quality of the program, Fee rates should be increased which will develop an attraction towards the program. Radio Pakistan should be in liaison to the educational institutions, that their important functions will be covered. Another female respondent expressed: Seminars on the problems of the students is very much needed, also private institutions must invite to these seminars, so that a better solution comes out (Alvi, Program Producer).

Conclusion

Educational programs

Radio Pakistan considers it its prime duty to broadcast educational programs to meets the needs of the audience. As the majority of the students belong to rural or underdeveloped areas, the educational programs are scheduled to provide them with free career planning and to inform them about the various educational opportunities. Senior education officials and professors are invited in radio programs to speak to students about the latest technologies and trends in the educational sector (Naz, 2008). The educational programs are very attractive for almost all the participants who are students of different universities. Radio Pakistan plans and produces these programs according to the latest trends in the educational sector, provides information regarding new subjects, scholarships, toppers of the universities, extracurricular activities at educational institutions, and interviews successful students. It uses different formats e.g., talks, discussions, documentaries, features, seminars and entertainment for the production of the programs (Mohammed, 2013).

The main problem in these programs is that the students are usually busy in their classes, projects, theses and curricula and sometimes they are not available for the recording of the programs. Outdoor

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programs though are very informative, interesting and entertaining, transportation is usually unavailable for staff for visiting the universities. The professors and teachers are normally very busy in their schedule and they are often not punctual when invited to attend educational programs. The lack of budget is one of the most significant problems for the production of educational programs. The radio staff believes that the incorporation of these suggestions may add value to the quality of these programs. The recordings at the educational institutions would allow more and more students in very informative and interesting programs. The topics of these programs must be selected by the students and teachers. Students of private universities should be made a part of, what Siemering calls, educational programs (2007).

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