

**FM BROADCAST IN BANGLADESH: A COMPARISON  
BETWEEN BANGLADESH BETAR FM 88.8 AND RADIO  
TODAY FM 89.6 IN DHAKA CITY**

By

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A thesis submitted to the Department of BRAC Institute of Governance and Development  
in partial fulfillment of the requirements for the degree of  
MA in Governance and Development

BRAC Institute of Governance and Development  
BRAC University  
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## **Declaration**

It is hereby declared that

1. The thesis submitted is my own original work while completing degree at Brac University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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## Approval

The Thesis Titled “ FM Broadcast In Bangladesh: A Comparison Between Bangladesh Betar Traffic Broadcast FM 88.8 And Radio Today FM 89.6 In Dhaka City” submitted by **Md. Aziz Ahmed Rubayet Morshed** Student ID: 19372004 of Spring, 2020 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of MA in Governance and Development.

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## **Ethics Statement**

A number of important ethical issues were considered in the study for the preservation and protection of rights of respondents. Firstly, there was no enforcement to participate in the interviews. Voluntary participation of the participants was ensured for the study. Hence, prior consent from the respondent before starting an interview was ensured. The research participants were made aware of the objectives of the study. It was also ensured so that no harm could arise. Finally, confidentiality and anonymity will be strictly maintained throughout the study.

## **Abstract**

FM broadcast has become popular in Bangladesh especially in Dhaka. Availability of FM radios in easy device makes it possible. So, they become a vital factor in creating listeners. The study tried to address this issue as it raised inquisitiveness among researchers and media specialists through comparison between a private and a public FM. Hence, the objectives are directed to assess the program content for the target listeners and to propose recommendations on FM radio broadcast. Thus in accordance with the issues the study tried to answer what the dominant factors are for popularizing FM broadcast in Dhaka city by following qualitative and quantitative method. Data was collected from primary sources. The digital approach and infotainment make the major differences in broadcasting. Co-production and unified research can be performed in audio media. The city based FM stations regardless of public or private must have responsible platform for uplifting the country.

## **Acknowledgement**

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## List of Acronyms

AM	Amplitude Modulated
FM	Frequency Modulated
MHz	Megahertz
KW	Kilowatt
BTRC	Bangladesh Telecommunication Regulatory Commission
AIR	All India Radio
VOA	Voice of America
DW	Deutsche Welle
ABU	Asia-Pacific Broadcasting Union
AIBD	Asia-Pacific Institute for Broadcasting Development
USAID	United States Agency for International Development
UNICEF	United Nations Children`s Fund
RJ	Radio Jokey
CSR	Corporate social responsibility
MoI	Ministry of Information

## **Glossary**

Betar	Radio
Fixed Point	Fixed programs throughout the year after each six month
Chunk	Duration of a program time
Infotainment	Information and entertainment
Break down	Interruption in radio transmission

# **Chapter 1**

## **Introduction**

FM broadcast is a much talked about issue as it raised question and confusion among the researchers and media specialists. People were not habituated to listening to radio in easy device like cellphone or online earlier. As the rapid change in listening pattern the content and target listeners have shifted a lot. In the introductory chapter the researcher will be trying to know the situation of FM broadcast in Bangladesh focusing on the radio boom in the capital city Dhaka. It is also a narrowing down of the FM broadcasting with a view to comparing a public FM channel Bangladesh Betar FM 88.8, popularly known as Traffic Broadcast with a Private one, Radio Today FM 89.6. Thus, this chapter conversed background, rationale, problem statement, objective, research question which would accelerate the further discussion of FM broadcast.

In Bangladesh commercials FM radios is on rise in remarkable number but traditional broadcasters and listeners have found some freak of broadcasting nature especially in using language. Even then, there is no doubt that these private commercial radios added some contribution in the revival of radio. The target listeners belong to an age group more evidently young star. For the competition the variation in content is not the prime concern of the stations. The public FM channels are abiding by the obligation of the policies as accountability is a major concern for them and the purpose is nonprofit at the end. There is much variation in content but other relative matters like sound quality, transmission hour, lack of branding, break down restricts their exposure.

### **1.1 Background of the Study**

Frequency Modulation is the core technology of FM broadcast. It inaugurated its first journey with the invention of an American engineer Edwin Armstrong. Though with a limited range of

coverage area it to some extent offers noiseless sound and preferred by music stations. In Bangladesh FM broadcast has become vibrant for advanced technology and receiver like cell phone. Besides, the monopoly of public FM broadcast came to an end with the installation of some private FM in the country especially in Dhaka city. So, it becomes a matter of great concern how private FM shared the zenith of the popularity of the public sector FM broadcasting. Hence, a comparison between the two would give some idea about the status of popularity and the requirements to be added in addition to the ongoing planning and broadcasting of programs for the city dwellers like Dhaka.

*Figure 1 Map of Dhaka City*



Source: <https://www.google.com/maps/place/Dhaka/@23.7899981,90.0904124,10z/data=!4m5!3m4!1s0x3755b8b087026b81:0x8fa563bbdd5904c2!8m2!3d23.810332!4d90.4125181>

Before forming government for the second time` of the present government Bangladesh Betar had only few FM stations. After 2009, 32 public FM transmitter were installed all over the country. Later some other projects were taken to install two FM channels for individual stations in Gopalganj and Maymansing. Traffic broadcast, Bangladesh Betar started its journey meant



for the awareness building through traffic related messages for the Dhaka city dwellers. The then frequency was 103 (MHz). Now the frequency is 88.8(MHz)

*Table 1 Bangladesh Betar FM channels of Dhaka city*

<b>Center</b>	<b>Frequency (MHz)</b>	<b>Meter</b>	<b>Power (KW)</b>	<b>Broadcast Time (Local Time)</b>
FM100 (Dhaka)	100	3.00	3	0600-1200, 1300-1500 & 1700-2300, 2300 2315, 2315-0000,0000-0300
FM97.6 (Dhaka)	97.6	3.07	5	1930-2300
<b>FM 88.8 (Traffic, Dhaka)</b>	<b>88.8</b>	<b>3.38</b>	<b>10</b>	<b>0700-1200 &amp; 1600-2100</b>
FM90.0 (Dhaka)	90.0	3.33	5	1830-0200
FM103.2 (Dhaka)	103.2	2.90	5	-----
FM102 (Dhaka)	102	2.94	10	0600-2400
FM104 (Dhaka)	104	2.88	10	0600-0830,0900-1900 & 2100-2145
FM106 (Dhaka)	106	2.88	10	0630-1200 & 1415-2330

Source: <http://www.betar.gov.bd>

The above channels broadcasts programs in different form. Traffic broadcast through individual identity as a separate unit. Others have some specialized programs and parallel relay is conducted by the frequencies.

Apart from public sector FM channels commercial private FM radios are broadcasting around Dhaka. The main focus is on entertainment and commercial purpose. It also targeted listeners of some specific age group that contributed to the revival of a number of FM radio stations.

Table 2 Private FM radios in Dhaka city

SL	Name	Frequency
1	Radio Foorti Limited	88.8
2	Uniwave Broadcasting Limited (Radio Amar)	88.4
3	Ayna Broadcasting Corporation Limited (ABC Radio)	89.2
4	Radio Broadcasting FM Limited (Radio Today)	89.6
5	Dhaka FM Limited (Dhaka FM)	90.4
6	Asian Radio Limited (Asian Radio)	90.8
7	Radio Dhoni Limited (Radio Dhoni)	90.2
8	Peoples Radio Limited (Peoples Radio)	91.6
9	Asiatic Marketing Communication Limited (Radio Shadhin)	92.4
10	Ganchill Media Limited (Radio Bhumi)	92.8
11	Enrich Net (Pvt)Limited (Radio Next)	93.2
12	Vision Technologies Limited (Radio Din-Rat)	93.6
13	Araf Apparels (Radio Dhol)	94.0
14	AKC(Ptv) Limited (Jago FM)	94.4
15	Bangla Radio	95.2
16	Innovation (Radio Edge)	95.6
17	Media City Limited (City FM)	96.0
18	Radio Masala Limited (Spice FM)	96.4
19	CIUS Ptv. Limited (Radio Prime)	96.8
20	Broadcast World Bangladesh Limited (Times Radio)	97.2
21	Ratul Media and Communication Limited (Desh Radio)	98.0
22	Radio 71 Limited (Raio 71)	98.4
23	Media Today Limited (Radio City)	99.6
24	Dhansiri Communication Ltd. (Radio Active)	100.4
25	Tune Bangladesh (Colours FM)	101.6
26	East West Media Group Ltd. (Radio Capital)	94.8
27	Radio Masti (Radio Amber)	102.4
28	Gold FM (Sufi FM)	102.8

Source: BTRC Annual Report-2017-2018

Recently, it was observed by the Spectrum Monitoring Directorate that some FM radio stations were using extra frequency beyond their assignment. Therefore, warning was issued to those non-complaint FM radio stations. Even after issuing the warning letter, 08 (Eight) organizations kept on using extra frequency and after identifying this extra usage, BTRC sent show cause letters to those organizations. Those organizations have also been restrained from using frequency for an interim period. In spite of this restriction order, 04 (Four) organizations were found using spectrum to whom ‘Administrative Fines’ was imposed. As a result of regular spectrum monitoring, it is possible by all FM radio broadcasters to broadcast according to their frequency assignment. (BTRC, 2017-2018).

Radio Today FM89.6 is the first private radio station in Bangladesh. The FM radio channel was launched in 2006 with station broadcasts in Dhaka and Chattagram. The following is the profile of the station at a glance

*Table 3 Radio Today at a glance*

Radio Today FM 89.6	
Company name	Radio Broadcasting FM (Bangladesh) co. Ltd.
Type	Private Limited Company
Station name	Radio Today
Year in crop	2005
Business	FM Radio Broadcasting
Frequency	FM 89.6
Trial broadcasting	May 2006
Commercial launching	October 15,2006
Station format	Infotainment
Cities covered	Dhaka, Chiagong, Sylhet, Khulna, Barishal, Bogura, Mymensingh, Cox’s Bazar
Number of station	10
Total man power	+150
Capacity	FM Transmission 10KW
ERP (effecting radiating power)	40KW
Coverage area	+100km Radius
equipment’s	USA, Europe, Japan, Australia
Software	Audio Vault (Radio Automation), News Boss, Traffic 2000, Music Master& AV Longer
Affiliation	VOA, DW, ABU, AIBD, John Hopkins Centre FM Connection, USAID, UNICEF, Water Aid.

Source: <https://www.radiotodaybd.fm>

With the above state of the revival of private FM radio, it is ardent to know about the prospect and content of different types of programs which are broadcast by the FM radios through a comparison. The technology disruption being experienced by broadcasters currently are only challenges that must be turned into opportunities to overcome even more challenges to come. (AAMR, p-37). The limitation of information and data will put constraints against it. Even then research is made for adding value to audio media.

## **1.2 Rationale of the Study**

From British India to till now radio has a glorious past in the sub-continent. From Dhoni Bister Kenra to Bangladesh Betar everywhere it tells us the glorious past and the changes on the passage of time. Initially Radio transmission started from the British India. Then it was not as wide spread as it is we see now. Radio Madras Presidency Amateur Radio Club came forward for broadcasting in British India but after few years of their launching in 1927 IBC popularly known then as Indian Broadcasting Company in the shape of private initiative installed two 1.5 KW transmitters After three years it was absorbed by government ISBS which was renamed as All India Radio in 1936.

“With the outbreak of World War II in 1939, the British government set up six more stations including Dhaka. The first and oldest station of Bangladesh Betar went on air on 16 December 1939 in Dhaka. Known as the Dhaka Dhawani Bistar Kendra (Dhaka Audio Broadcasting Station). It was established in a rented house in Nazimuddin Road, now Sheikh Borhanuddin College and its 5 KW medium-wave transmitter was installed at Kallayanpur. Its range was 20-25 miles by night and 30-45 miles by day. Bangladesh Betar preserves this oldest transmitter in their museum. Later naming as AIR Dhaka station it turned into the main cultural center of eastern Bengal.” <http://en.banglapedia.org/index.php?title=Radio>

At the advent of the limited broadcasting hour was not so very long even then the renowned artists of different types and musicians used to visit Dhaka radio. Most prominent of them was the national poet of Bangladesh Kazi Nazrul Islam. During his time two popular programs named Purbani and Devdas , a drama, was broadcast. Gradually it became an aesthetic arena of writers, poets, singers, musicians, journalists, presenters.

After the end of British rule in 1947 the broadcasting house of Dhaka radio became Radio Pakistan. To receive the signals clearly government of Pakistan established Technical Monitoring-cum-Research and Receiving Centre at Board Bazar, Technical Monitoring-cum-Research and Receiving Centre was set up at Board Bazar, Gazipur. With the passage of time some low power trans mitters were installed in other regions of then East Pkistan. In 1954 to 1960 MW, Short wave and trans mitters were set up and Shahbag which was made the Head Quarters with six modern studio aired programs. In other parts of East Pkistan such as Chittagong, Rajshahi, Sylhet, radio became available on air.

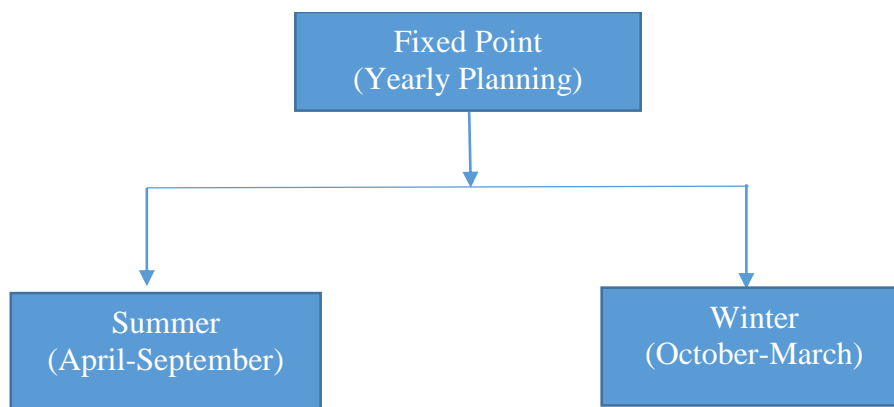
When the genocide started by Pakistan army against the innocent Bangali in 1971 at midnight of 25<sup>th</sup> March , the radio broadcasters especially of Chittagong station played a glorious role. The call of Independence on behalf of Bangabandu Sheikh Mujibur Rahman was broadcast next day from Chittagong station terming itself as the Swadhin Bangla Biplobi Betar Kendra (Revolutionary Radio Centre of Independent Bangladesh).

Radio Pakistan was named after independence as Bangladesh Betar. As the demand was very high from the newly independent country, varied program through specialized came forward. As a result, units like External Service, Transcription service, Farm Broadcast, Commercial Service, Education, Liaison and Audience Research came into being. Another big attempts were to include Health and Nutrition matters in awareness building through health department under the mutual project of Ministry of health.

With the rapid urbanization and growth of population the capital city Dhaka became gradually densely populated. The traffic congestion and road accidents became a matter of great concern for city dwellers. As a public media Bangladesh Betar attempted to build awareness in the citizens through traffic messages. So, Bangladesh Betar launched a traffic channel from Thursday in a bid to curb the city's traffic snarl. The channel is broadcasting in 88.8 megahertz (MHZ) of FM band in different shifts- 7:00 am to 9.00 pm. (MoI, 2018-2019)

The private commercial radios no doubt contributed the revival of radio through targeting specific listeners of a certain target group. Thus they modified the mode of delivering their content with sugar coated manner. The planning process of program of public FM like FM 88.8 is approved by planning section of Head office. It is as follows:

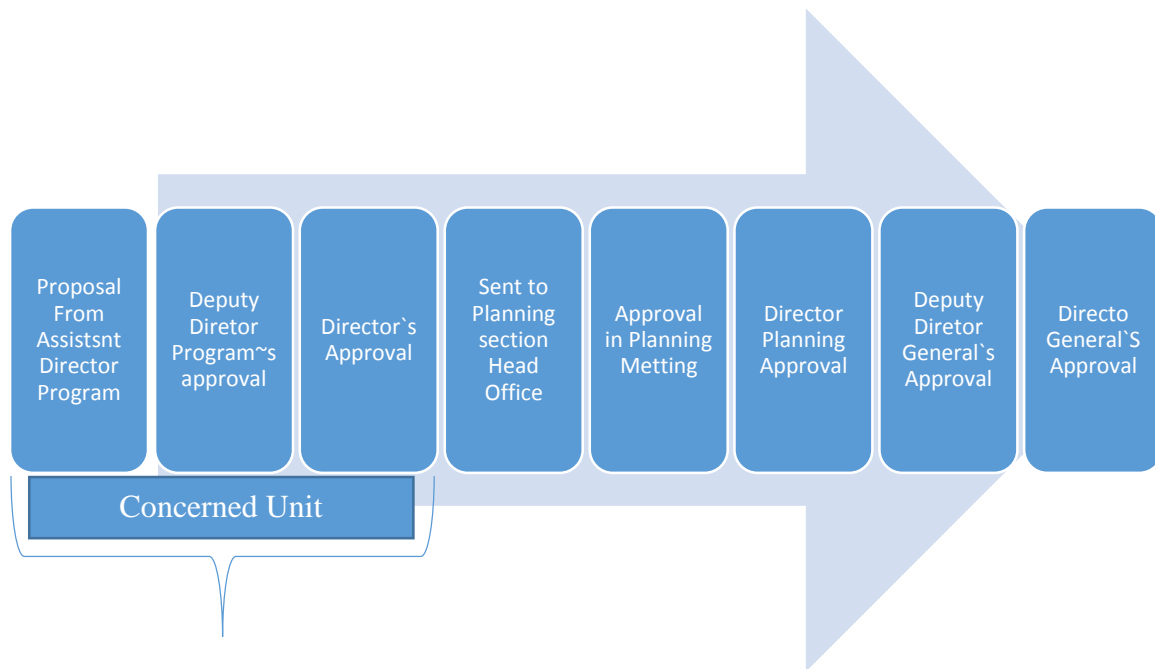
Figure 2 Yearly Planning



Source: Adapted from Bangladesh Betar website

On special occasion planning the planning is approved by a meeting headed by Deputy Director General and finally approved by Director General

Figure 3 Planning Approval Process



Source: Adapted from Planning section Bangladesh Betar

From the planning process the contents under goes a number of reviews. So the overnight modification of a program is not easy for a public FM station. Still the situational demand of the listeners is addressed in alternative ways in the live programs and instant decisions.

The content of the program of FM 88.8 was divided into two sections The major contents were full of varied programs and some news bulletins (Betar, 2019).

Table 4 Yearly Planning Of FM 88.8

Session	Broadcasting hour	Contents
First	7 am – 11.56 am (for winter)	Announcement, hadith recitation from the holy Quran, patriotic song,
Second session	3.58 pm- 9.00	recitation of poem, conversation, popular song, traffic messages/ updates, rules, discussion from

		newspaper on previous road accidents, traffic slogan, weather forecast, special day related song, news updates, news relay from Dhaka radio station, Amar Joto Gan(Myown song): songs of the same singer
--	--	--

*Source: Betar Bangla*

Besides this content FM 88.8 broadcast national and international matches of cricket and football.

To reach the target listeners the content of the FM radios started to change. The private commercial FM stations like Radio today addressed the listeners of comparatively young age through long duration programs with **RJs** or presenters in a week.

*Table 5 Radio Today FM 89.6 Weekly Planning*

	6am -10am	10am- 2pm	2pm-6pm	6pm-10pm	10pm-2am
Saturday	<b>Morning crush</b>	<b>89.6 FM hit mix</b>	<b>Osthir</b>	<b>FM Mama</b>	<b>Rat Vor Gan</b>
- Thursday	Related topics with school, college, university and office going people	All hit songs including national and international, gossiping about those songs	Talking about friendship, love, journey, different class people	Evening Adda	Listeners Engagement
Friday	6am -12.30pm	2pm-6pm	6pm-10pm	10pm- 2pm	
	<b>Super Friday</b>	<b>Tabloid</b>	<b>Hot FM</b>	<b>Imrans Live</b>	
	Almost regular show with different RJ	Talking about movie, movie somgs, new	Gossip about all international	Live show with singer Imran	



		released movie, upcoming movie and songs, Box office hits of local and international and sometimes interview	songs and playing them	
--	--	--	------------------------	--

*Source: Radio Today program section*

Some special segments were found in the program design that added variation to broadcasting.

*Table 6 Special programs FM 89.6*

<b>Program Name</b>	<b>Description</b>
Radio Ganbuzz	Introducing new comer brand, solo artist
Young time	Program focused on adolescent to familiarize them with different issues
Traffic Updates	For Dhaka city
Weather Updates	Latest weather updates
Natural Disaster	Package program in times of natural disaster
CSR Activities	CSR activities in different season and time

*Source: Source: Radio Today Program Section*

Radio today broadcast news of the prime relayed from Bangladesh Betar and they have their own news too.

*Table 7 News of Radio Today*

<b>News Everyday</b>	
<b>News</b>	<b>Time</b>
Bngladesh Betar news (relay)	7.00am, 8.30pm
Radio Today prime news	8.45am, 1.45pm, 6.45pm, 11.45pm
Radio Today hourly news	8am, 10am, 5pm, 6pm, 9pm

*Source: Radio Today News Section*

It is marked by the study that there are some common as well as different programs with varied items were included in private and public FM radios. So it was very much logical to examine acutely how the both broadcasting house were working and thereby the comparison is by far the best tool to point out each other's acceptance to the listeners and position as a broadcasting FM channel.

### **1.3 Problem statement**

FM broadcast is facing a wave of technological change with the digitalized life style in the megacities like Dhaka. That is why the listening pattern has also under gone a change. As a result, the FM radios segmented the target groups and broadcasting program according to the target listeners demand. As such the way of presentation, length of program, purpose of the program varies a lot. The traditional AM broadcasters also is airing program with a wide range of target listeners but accessibility of the program in easy device is not yet possible.

The pattern of Broadcasting changed in 2006 in Bangladesh when there came a number of private FM radios. Though the public owned radio frequencies were there, the main focus was not on a specific listener. Only FM 88.8 was meant for the car users, pedestrians, drivers and general people to make them aware of the traffic rules and regulations with a view to minimize accidents and traffic jam. This limited motto was not enough for the vast population of the capital city. So the variation in program was a crying need. The Private commercial FM radios could guess the opportunity set programs with varied approach. So the situation needed a comparison from where both public and private FM radios could be benefitted. It had long been out of screen so the combined effort of development became a matter of great attention which raise question to the study.

#### **1.4 Objective of the Study**

The major objectives of the research component are given below:

- a) Assess the program content set for the target city dwellers
- b) Propose specific recommendations on FM radio programs.

#### **1.5 Research Question**

What are the dominant contents of programs for popularizing FM broadcast in Dhaka city?

## Chapter 2

### Literature Review

FM Radio Broadcast has found its root apart from AM broadcast through the broadcasting policy 2014 and Private-owned radio station setting and management policy-2010. Though Bangladesh Betar started FM broadcast Long earlier through limited coverage transmitter of 5 kw, It did not focused extended duration broadcasting. There is obviously no way to ignore that the spring of FM radio broadcast has changed the listening pattern and listeners' expectation. Further variation was added by new media which gave birth to on-line radios adopting social media. As the listeners now have easy access to radio through Cell Phone, Traditional image of radio as a big box has become obsolete.

There are two available base line surveys on audience; one was conducted by Bangladesh Betar (1989) and another was carried out by Bangladesh Institute of Social Research (2009). The first one showed that the national media are not addressing the local need properly. The second survey demonstrated that the audience of both national radio and TV are declining in the rural area, and on the other hand they are not covered by the private media. So, the media dark population is increasing. A gap between center and periphery is increasing alarmingly. As an alternative media Private radio could be a solution to address this problem. (Suhrawardy 2010, p-8)

There are some sporadic researches on the private radios in Bangladesh which includes various areas. Akter, (2019) wrote Private FM Radio and Broadcasting Policy in Bangladesh: An Assessment of Contradiction and Compliance. It tried to examine cultural norms of FM, its contribution to cultural development and their abidance of broadcasting policy.

Code-mixing in the FM Radio in Bangladesh: A Sociolinguistic Observation by Md Iqbal (Hosain, 2014). The aim and objective of the study is to have a survey on code-mixing in the languages of the anchors and the callers of the FM stations of the country and at the same time to analyze the reasons and patterns of the code-mixing. He came to the conclusion that “this mixing..... controversy will go on and at the same time code-mixing will also move on until and unless the conflict is synthesized by the judgment of time” (Ibid). The methods followed to conduct the research were Recording Method, Data Collecting Procedure. To conduct the research, data were collected from the four main FMs of Bangladesh. To collect the data, the target groups were supplied with questionnaire. The target groups were the Radio Jockeys and the FM listeners. The questionnaire for RJs comprises five questions and the questionnaire for the listeners comprises seven questions on the related subject. Apart from this, some scholarly persons were asked to express their opinions on the code-mixing. Instrument like mobile phone having recording option was used to record the programs. Questionnaire.

Haque, (2018) contributed that Popularity of FM radio advertisements in Bangladesh: Current Attractiveness and the Future. The objective of the study includes finding out the charm of radio commercials and described the situation in Bangladesh presently for radio commercials. To learn about how popular is FM radio advertising among people and analyze the facts about it. The methodology of the study includes Primary sources of Data through open ended discussion, internet survey, interview and through Secondary sources of Data Relevant journal, articles and Websites. The paper chalks out the findings in some broad head like People including marketing managers pay attention to the RDC (radio commercials), Radio advertisement can affect in the choice of the product, frequency matters for radio commercials.

Rahaman, R & Hoque, R, M. (2014) stated Radio for Education in Bangladesh: Trends and Future Scope. This study is basically descriptive in nature. Both primary data and secondary data have been used in this study. In-depth interview was conducted to collect primary data.

Secondary data were collected from various publications, daily newspapers, IT magazines, and internet. Useful websites.

The research on Private FM radio in Bangladesh cited that though the number of FM radio channels is increasing every year, the lack of an appropriate guiding policy has been affecting its optimum development. In this article, we identify the reasons behind the growth of FM radio channels, their operation, earning sources; the characteristics of their subscribers, programming content limitations of these privately-owned radio stations (Rahman, A & Rahman, H, *Private FM radio in Bangladesh*, 2012).

There are some newspaper articles on the revival of the private FM radios. In India An analytical study of FM listening practices and exposure to FM programs among FM listeners in Karnataka by Niveditha.V was published in *IOSR Journal Of Humanities And Social Science* (Niveditha.V, 2014). The study sought to analyze FM listening practices and the exposure to various FM programs among the FM listeners. The methodology is basically descriptive using interview, questionnaire and secondary data is collected from news articles, research papers etc.

All the good efforts stated above had certain area to high light. As such there must be some comparative study between the public and private broadcasting to explore the shift of choosing broadcasting as a means of entertainment. The effort in the study will be done in micro level by comparison with a single FM frequency popularly known as Traffic Broadcast, Bangladesh Betar FM 88.8 and a private FM radio Radio Today FM 89.6.

To solidify the comparison, the chronology regarding broadcasting was reviewed considering three regimes. They helped the work to analyze the dimension of program and variation of content as demanded at different passage of time. (Appendix -1)

As it is stated earlier the efforts done in different level gives us some insight in FM broadcast. Private FM Radio and Broadcasting Policy in Bangladesh: An Assessment of Contradiction and Compliance did not give the observation of the public FM channels rather stressed on private FMs. Code mixing is a much talked about deviation from mainstream presentation. The conclusion is left to time. Still programs of different types can be examined to minimize the effect of undesired deviation. The second work is Concerned with RDC, advertisement but little focus on the program content. Besides, It is popularization of over commercialization ignoring broadcasting ethics. Radio for Education in Bangladesh: Trends and Future Scope could not segregate the Public FM channels from the Private and AM is intermingled with the FM channel. It did not mention that FM 100 belong to Bangladesh Betar not to BBC Bangla. The paper from India is much about listeners and the listening pattern.

The research emphasized the area of the heart of broadcasting which is program planning & situational content. This comparison attempted to envisages the loopholes of programs required for the megacity dwellers like Dhaka through comparing a public FM Traffic Broadcast FM 88.8 and Radio Today FM 89.6.

## Chapter 3

### Methodology of the Study

The study is basically based on primary data as secondary data is not convincing in forming a concrete analysis. That is why The available literature in the relevant field from home and abroad were studied. To serve the purpose the study adopted both quantitative and qualitative research methods.

For data collection survey questionnaire with varied option was included. In addition to that for the key informant interview individual questionnaires were prepared which were easily understandable. Moreover, for conducting FGD`s with different people with distinct experience and contribution were asked following another checklist.

#### 3.1 Quantitative methods:

Understanding the program variation of the FM Radio broadcast in Bangladesh survey was conducted, where quantitative data was collected from primary sources at a point of time. Besides the websites and monitoring report from the monitoring cell of the ministry of information was studied. To assess the program content set for the target city dwellers surveys were conducted at different levels like listeners at three age group 15 to 19, 20 to 30 and 31 above. One questionnaire was prepared or conducting the survey. (Appendix-2)

*Table 8 Data collection: At a glance*

Survey of listeners	Sample size	Percentage
Age 15-19	20	33.33
Age 20-30	20	33.33
Age 31-above	20	33.33
Total	60	100.00

*Source: Researcher*



### 3.2 Qualitative methods

Qualitative method was also used in the research which includes focus group discussions (FGD)- with RJ`s/ presenters, and drivers. key informant interviews (KII) with producers as well as station managers/department head. The objective was to gain insights into the program content set for Dhaka city. In total, the research conducted 2 FGDs and 3 KIIs in respective field. Each FGD consisted of 8 to 10 respondents. The duration of each FGD was about an hour. The distribution of FGD and KII was like the given table.

*Table 9 Distribution of FGD by deliverer to listeners*

Name of District	Announcers/RJs	Car users/Drivers
Dhaka	1	1
Total= 02		

Source: Researcher

*Table 10 Distribution of KII by position*

Name of District	Deputy Director General (Program)	Unit Head/ Director	Head of Program
Dhaka	1	1	1
Total= 03			

Source: Researcher

*Table 11 Sample Size at a Glance*

Types		Sample
Listeners by age group		60
Age	Number	
Age 15-19	20	
Age 20-30	20	
Age 31 above	20	
Focus Group Discussion		2
Key Informant Interview		3
Total =		65

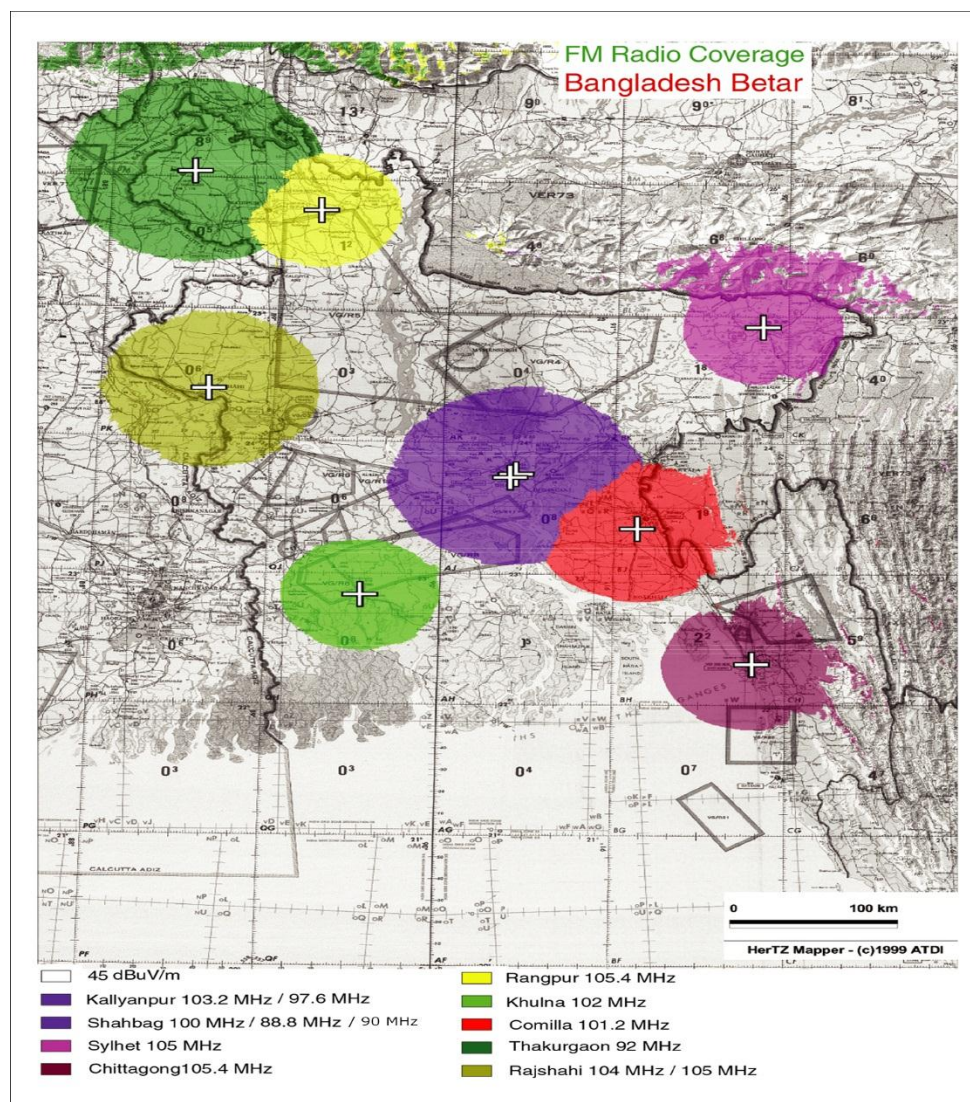
Source: Researcher

## Chapter 4

### Present Scenario of FM Broadcast

At present The FM radios in Bangladesh has started to spread out all over Bangladesh. The frequencies of the state owned have already the access but the city based FM radios broadcasts from the other districts of Bangladesh. The public FM frequencies got the capacity to broadcast separate programs along with the relay of AM programs. So the coverage area of those FM channel is high. They are divided in two parts. The first is as follows:

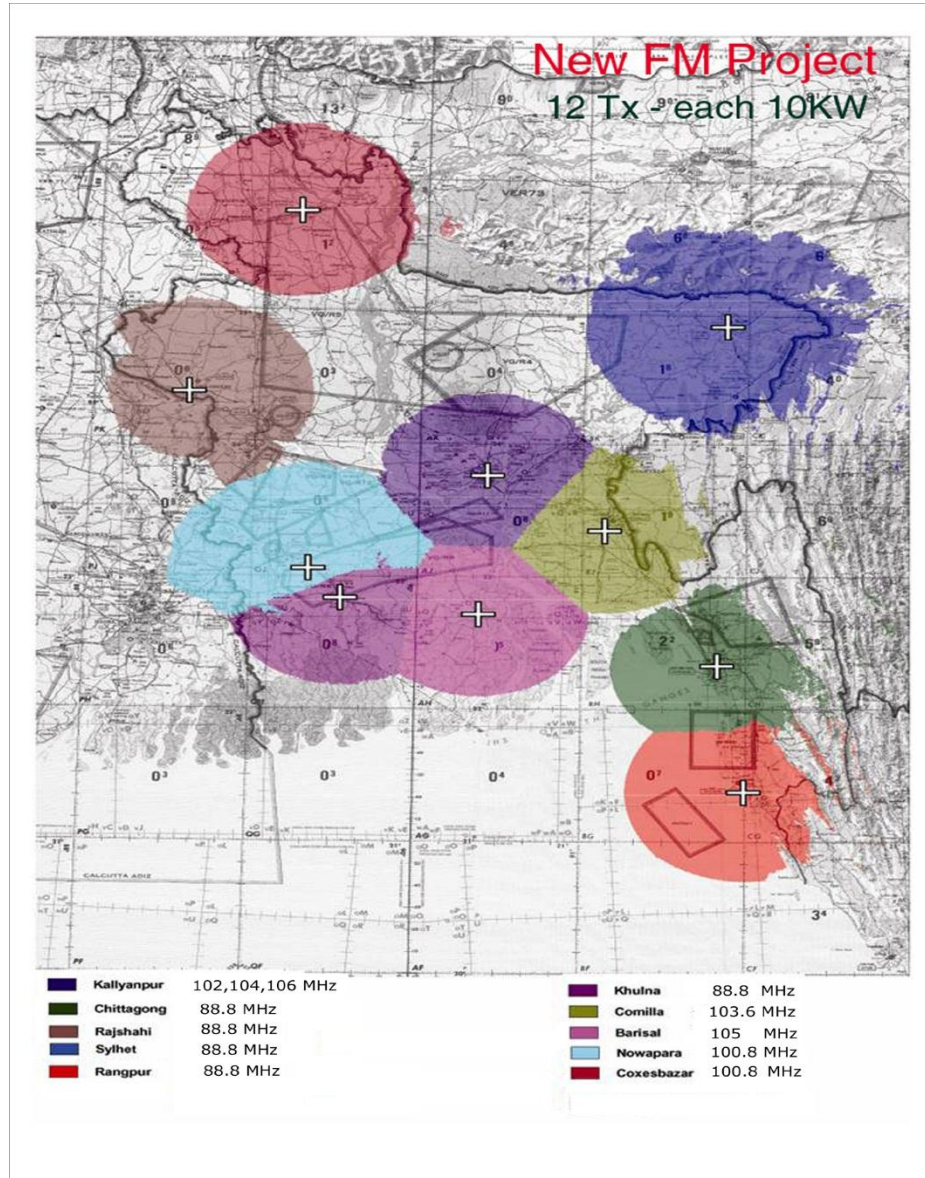
Figure 4 FM coverage of Bangladesh



Source: <http://www.betar.gov.bd/>

The second coverage area is even larger than the previous one and it is for adding listeners with a view to make larger radio network.

Figure 5 new FM coverage area of Bangladesh Betar



Source: <http://www.betar.gov.bd/>

Some Private commercial FM radios are trying to do the city based listeners to introduce with the mainstream programs and with the local programs. For example, Radio Today can be tuned from Sylhet, Bogura, Khulna, Mymensing, Barisal, Kushtia, Cumilla along with Dhaka

and Chattogram ( <https://www.radiotodaybd.fm/>) It also broadcasts news in partnership with reputed broadcasting house like VOA as news partner and DW as journalism training partner.

Figure 6 Radio Today broadcast stations



Source: <https://www.radiotodaybd.fm/company-profile/>

Traffic Broadcast FM 88.8 is only one of the many frequencies of Bangladesh Betar which arrange program for the citizen of Dhaka city. The other private FM channels is basically based on Dhaka city. Some FM radios like Vhumi has stated their mission and vision saying the reservation of Bengali Art culture and language in the program (<http://www.radiobhumi.fm/>). Abc radio has back to back songs , music, shows like *jaha bolibosotto bolibo* and news etc. (<https://www.abcradio.fm/>). Allmost all the FM radios emphasizes music and target listeners are the people of young age. Radio foorti is basically a music channel with much debated way of broadcasting songs without any detail of the source. There are some other programs in the

private FM radios which they call as paranormal happenings like Voot FM, Dor, Tabiz, Kuasha. The purpose of this program is sometimes bewildering.

From the monitoring report it is also found that some FM radios broadcast programs which is not acceptable to the rules and policies of the government.

The popularity of the FM radio is considered a coming back to radio days. This was made possible not in the as usual usage of device but introducing radio with new media like Facebook, twitter, you tube etc. There is also a big change in presentation also. The second generation FM radios has some good beginning but there are some problems when they are over commercialized. Sometimes have been made aware through show cause letter for not broadcasting Pahela Baishak (Bangali new year) from Ramna , broadcasting chief election commissioner`s speech to the nation, becoming careful about broadcasting news, Honorable Prime Ministers speech on World Autism day and homage offering of the Honorable President and Prime Minister on Independence day (MoI, as cited in Akter. T, S, 2019)

## Chapter 5

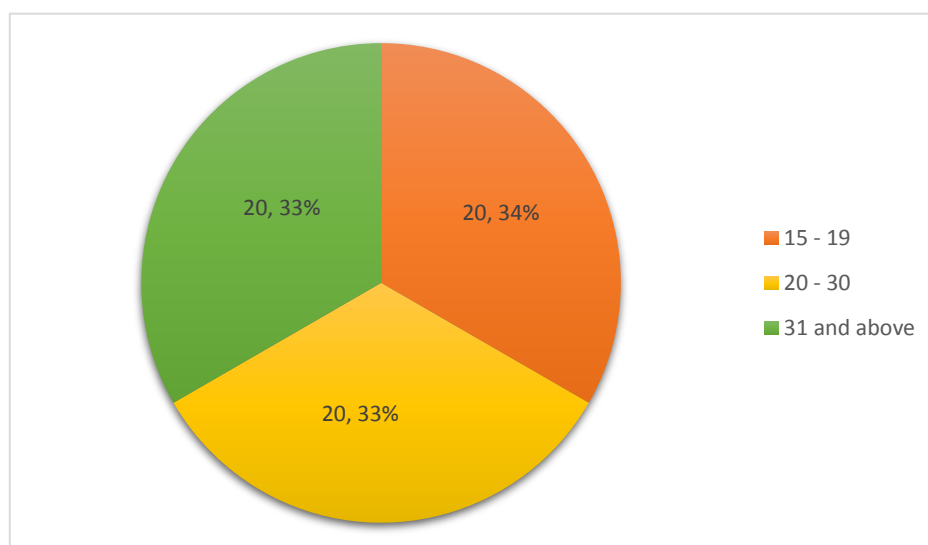
### Summary of Findings

#### 5.1 Quantitative Data Analysis

##### 5.1.1 Findings and Analysis of Survey Questionnaire

For collecting quantitative the study divided the FM radio listeners in three age groups. This is because most of the FM listeners and the FM radios targets the secondary, higher secondary and university students. From each age group altogether 60 respondents were addressed for giving their observation.

*Figure 7 Age Range*

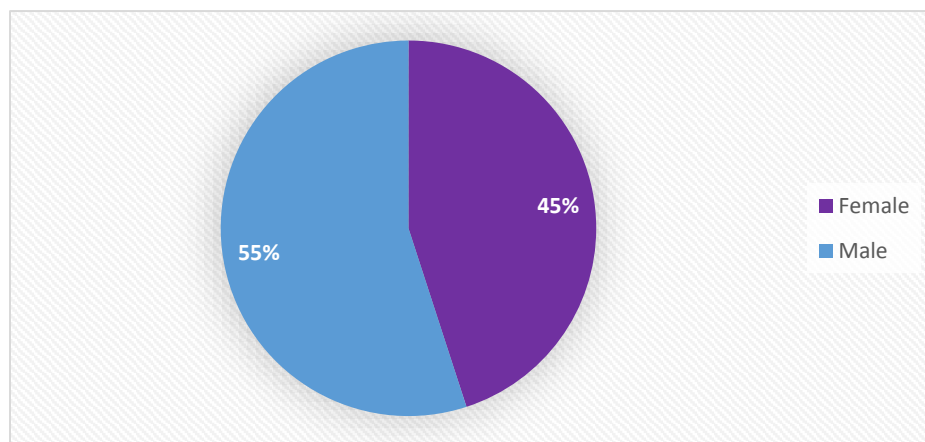


*Source: Researcher*

In the above figure all the respondents of mentioned group participated cordially. The other issues such as gender and profession marital status subsequently came for making the study acceptable.

Gender is a vital factor for any kind research work. The study assured the maximum participation of male and female respondents who are acquainted with the FM radio broadcast in Bangladesh. Among the respondents 45% were female and 55% were male.

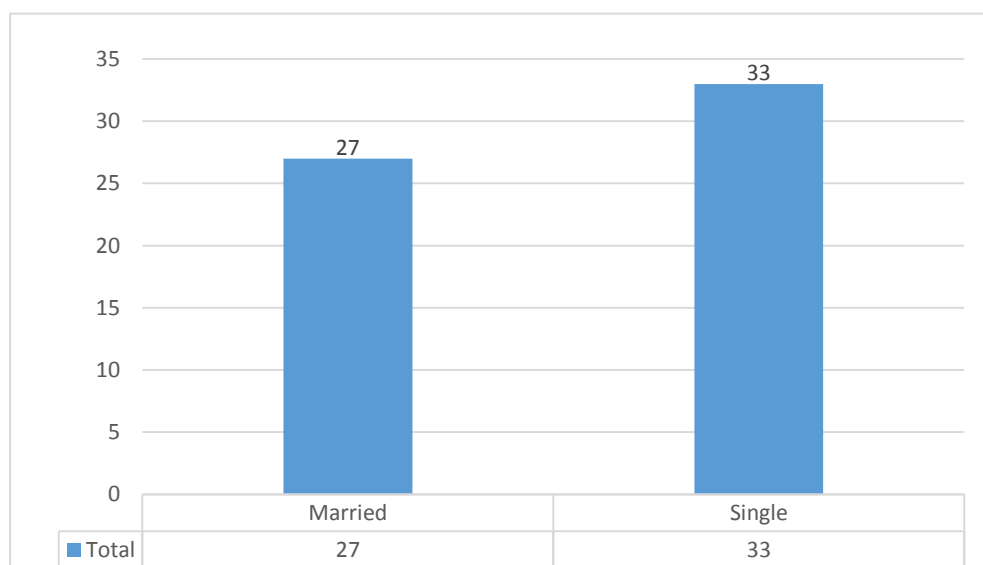
Figure 8 Gender



Source: Researcher

Though it was quite evident that the listeners of FM of Dhaka city were of comparatively young age, the study still inquired the devoted listeners of the FM radios. It was found that among the 60 respondents, the unmarried people of Dhaka city comprised the larger portion of the FM

Figure 9 Marital Status

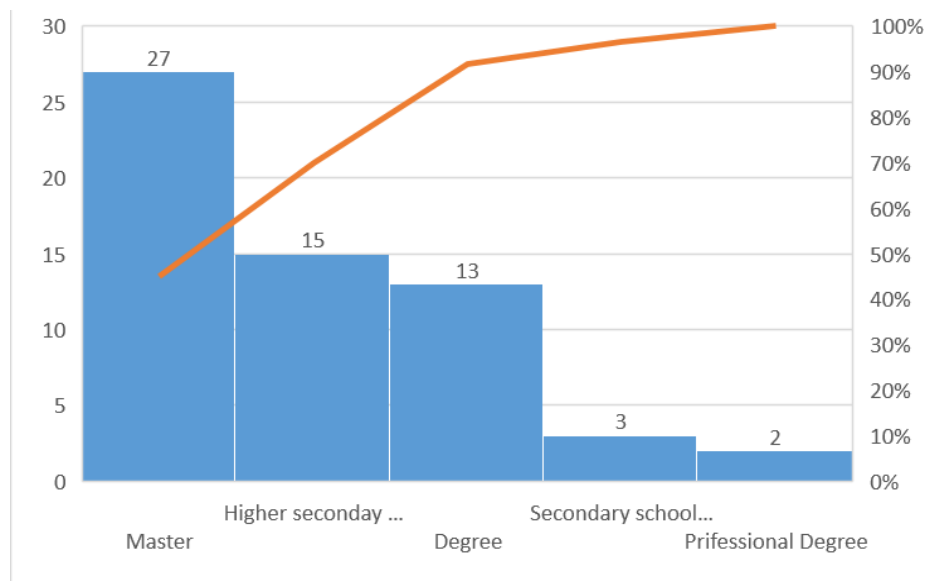


Source: Researcher

Radio. In Figure: 9 the study asessed the number as 55% of the respondents as unmarried and 45% were unmarried. It did not find widow and divorced in this response.

The educational qualification of the listeners put a great impact on the program. In study the researcher saw that a majority portion of listeners had higher degree. In the figure 10 it was pictorially presented. It indicted that before setting program the broadcasters needed to

Figure 10 Academic Qualification



Source: Researcher

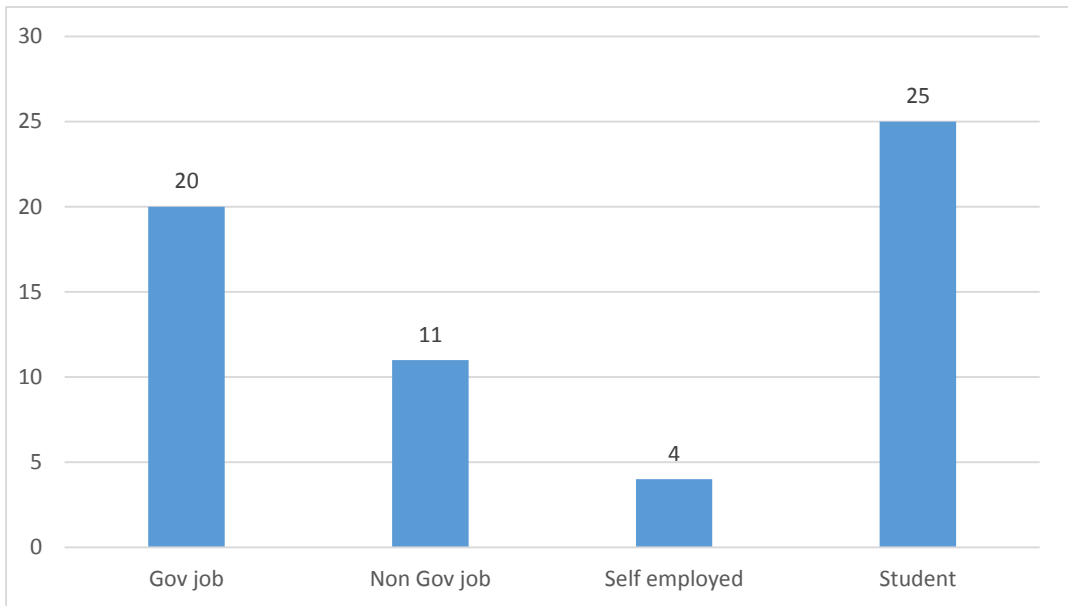
the test temper of the listeners. It would be helpful for panning programs.

The marital status or education did not necessarily mean that the people who were in different profession did not respond rather all the respondents were engaged in governmental of other organization. One thing was very clear that a large number of students are fond of FM radios as because they had access to hear his or her voice using the cell phone only a few couple of minutes.

In the following figure the study showed that there had much scope for the broadcasters to



Figure 11 Professional Status

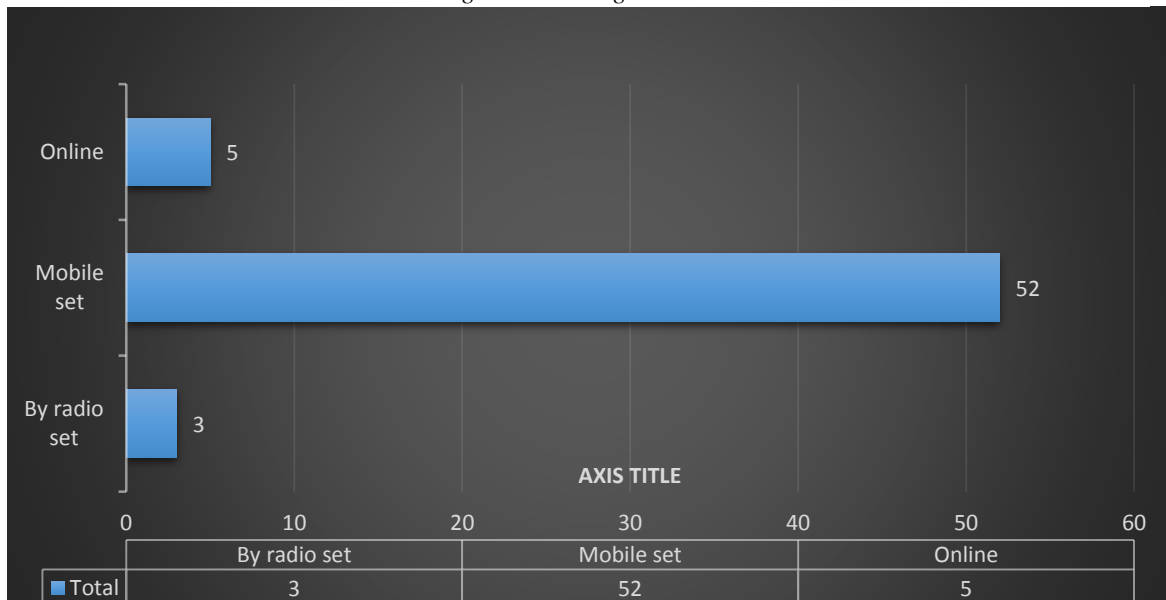


Source: Researcher

bring in content the professional people as well as self-employed people.

The study observed the traditional radio set became obsolete and mobile phone became the

Figure 12 Tuning Radio



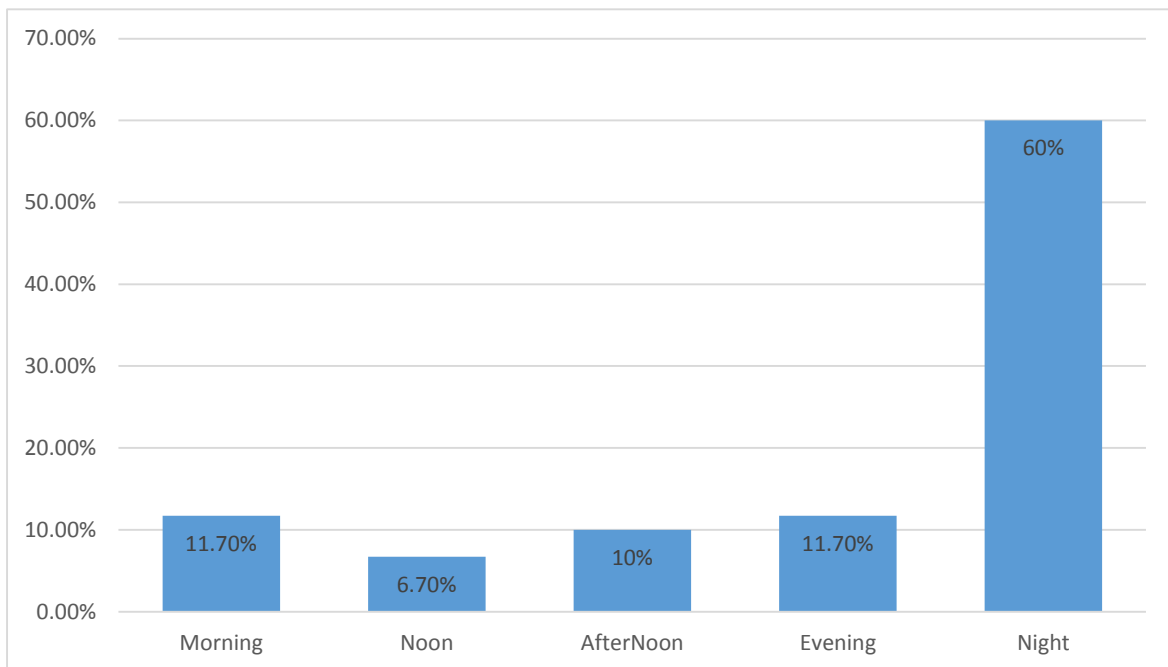
Source: Researcher

the main device for tuning radio. FM radio can be easily tuned by mobile phone. In the figure

12 the study saw that approximately 86% participant tuned radio in mobile which made it evident that to popularize the FM radios shift of device contributed in the mode of listening. In this regard both traffic broad cast FM 88.8 and Radio today FM 89.6 both were available in cell phone.

Though device was detected by the study as a major factor in the tuning radio, it also found that most of the listeners tune radio at night. Then radio was heard in the morning and evening time. Among the respondents 60% constituted a large portion of listeners. The study examined

*Figure 13 Tuning Time*



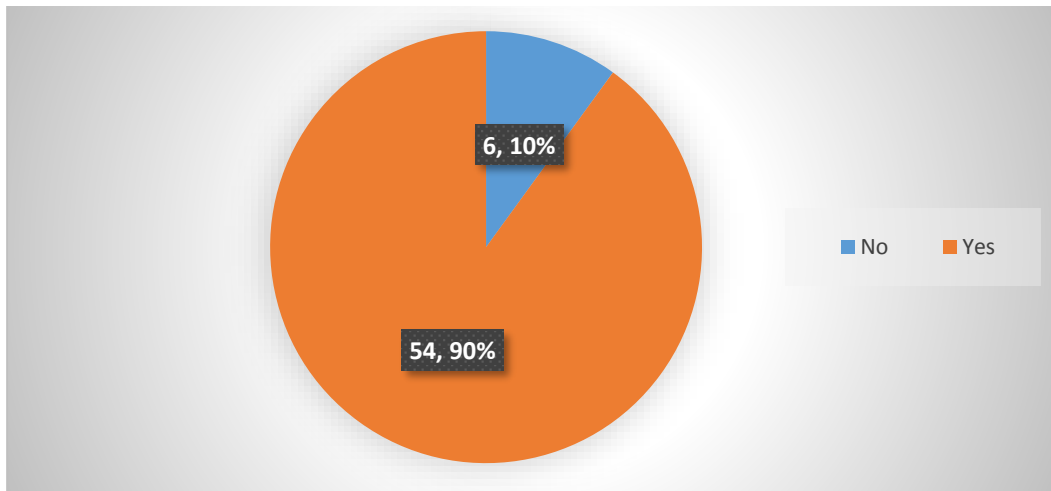
*Source: Researcher*

the transmission hour and saw that Traffic Broadcast FM 88.8 could not reach those listeners who tuned radio after 9.00pm. On the other hand, radio today got the opportunity to reach these listeners.

The study found that the respondents were positive about the content and found that the FM

contents adjusted the tuning time. The research found that 90% respondents found the content

Figure 14 Contents of the program

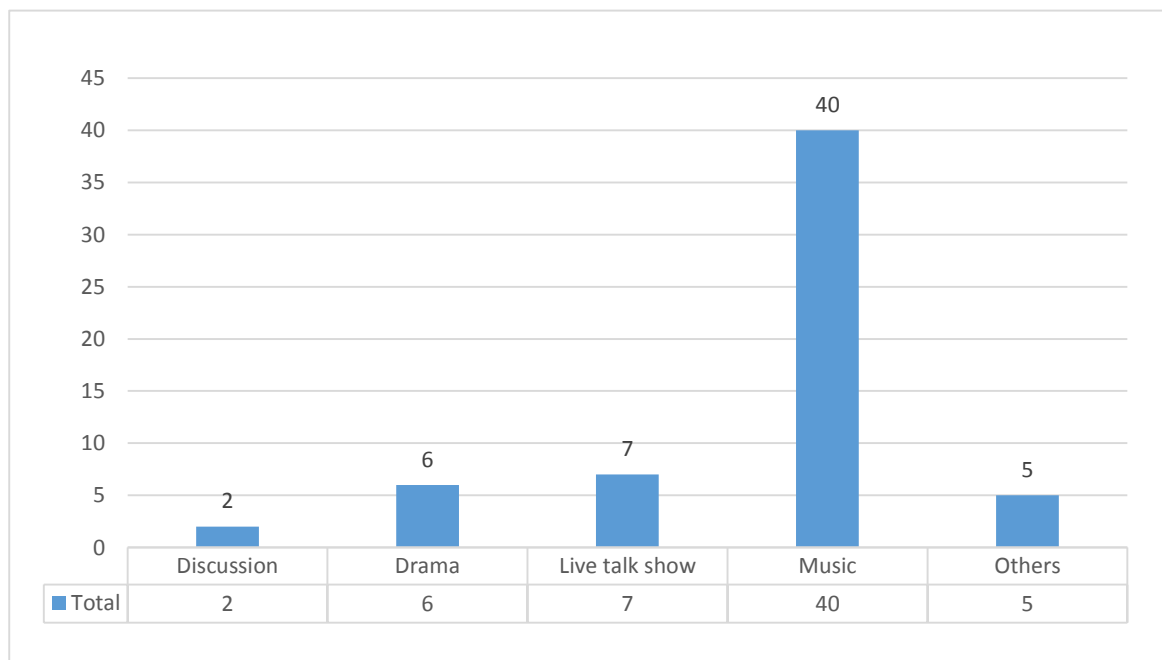


Source: Researcher

complied with the tuning time. So in this assessment both the FM frequencies had a similar strategy.

The content of FM radio may be of various. The study got response which said that most of the answers were for music. As an entertaining channel it would be possible but it was not possible

Figure 15 Most liked content

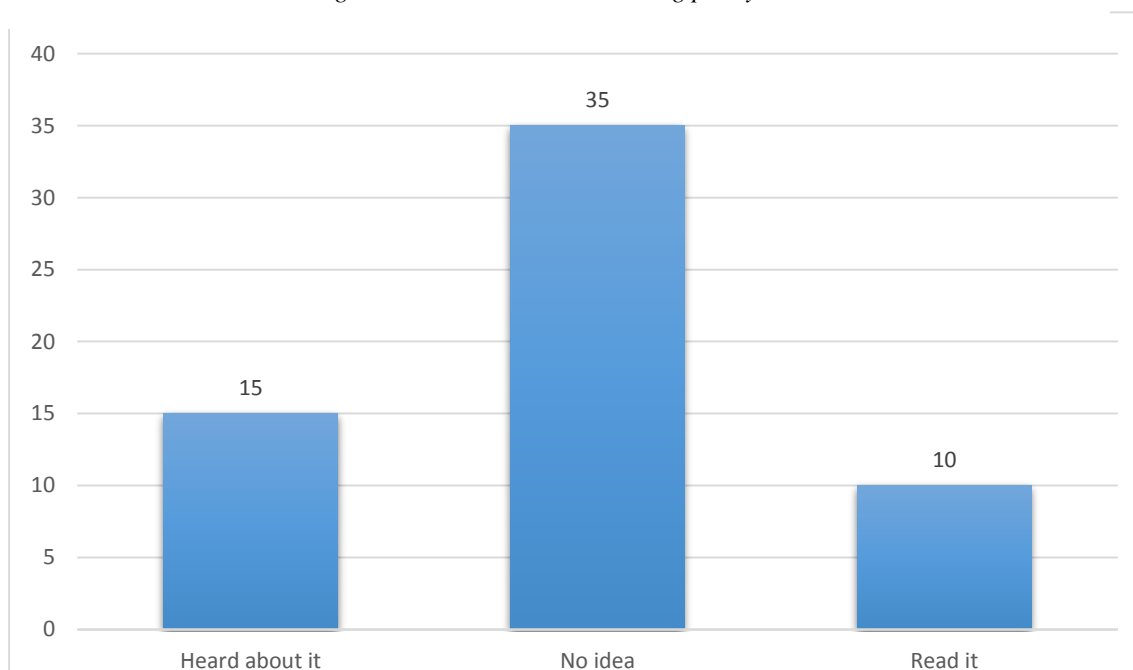


Source: Researcher

always for public FM radios. The program plan of Traffic Broadcast and radio today included a number of music chunk in their planning.

It was not a matter of surprise to the study that most of the listeners did not know about the Broadcasting policy. So 35 respondents have no idea about the policy which comprises about 58.3% of the total respondents. In figure 16 the finding was brought. There are a number of suggestions in the policy. They need to be familiarize to the radio listeners. Initiative is little in the planning of broadcasting program.

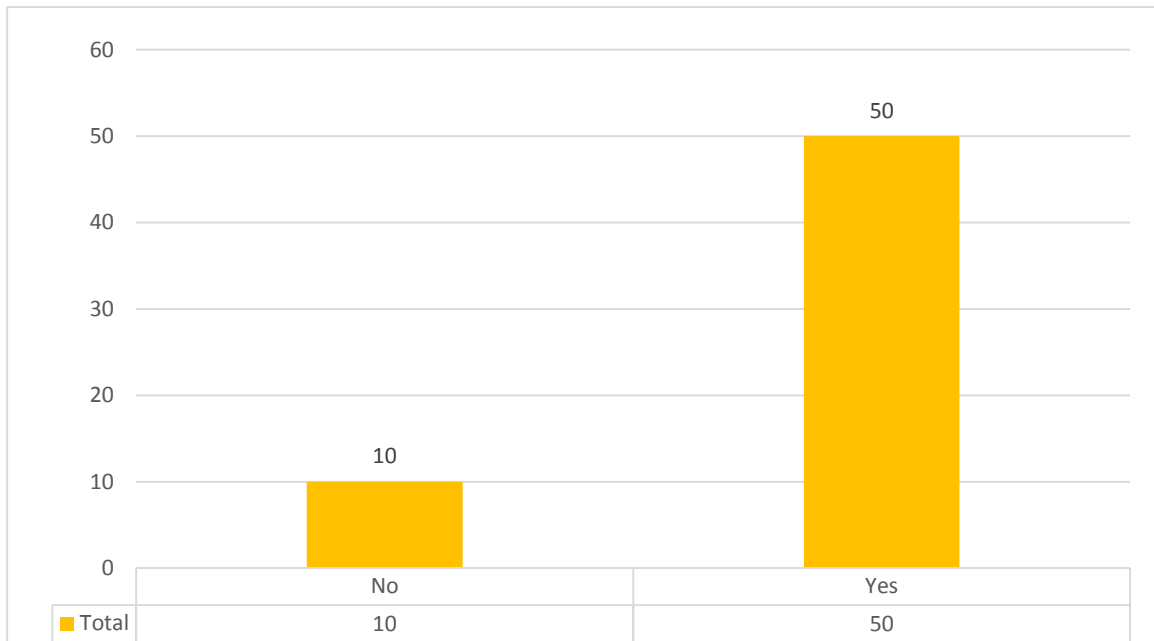
*Figure 16 Idea about broadcasting policy*



*Source: Researcher*

There is a basic difference in Private and Public radios. The private FM radios has commercial purpose. So they can play commercial programs very easily but public FM do not have the option. The study found that this commercial sponsored program restricts production of own program. private radios produce little programs than public FM radios. The survey showed that 50 out of total respondents commented that commercial purpose retards own production.

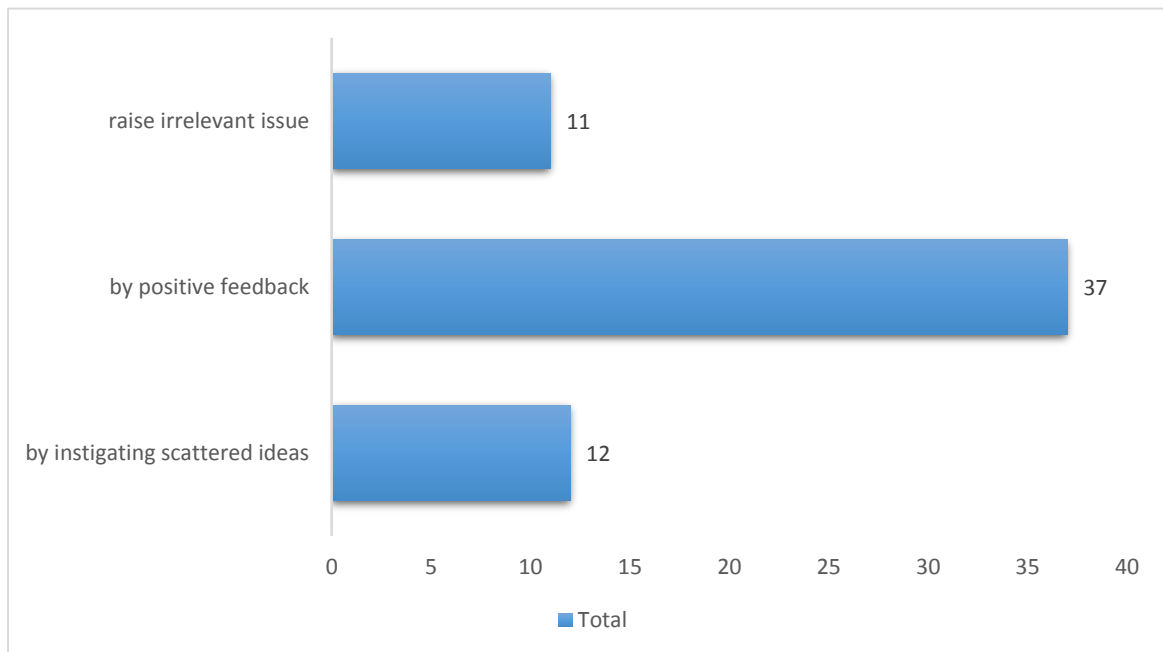
Figure 17 Commercial gain and deviation from own production



Source: Researcher

In use of social media both FM 88.8 and 89.6 are very active. The study found that social media helped the radio stations with positive feedback as shown in figure 18 below.

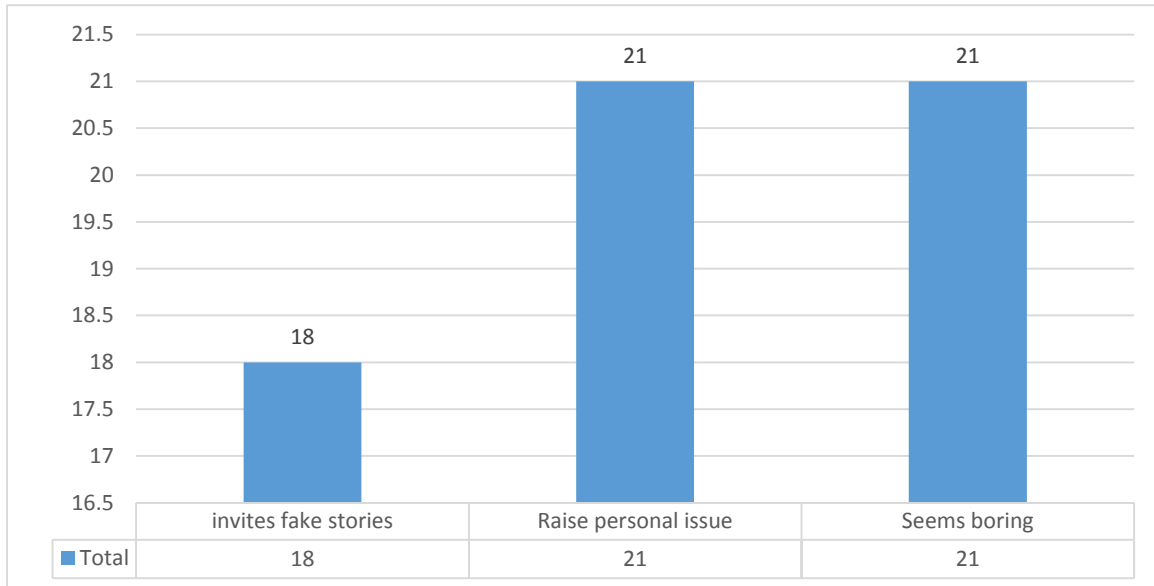
Figure 18Affects of social media on content development



Source: Researcher

The researcher found that in the presentation style the private FM radios had extempore presentation. Very often they had no prior script because the length of program is long. The

*Figure 19 Effect of script-less extempore presentation*

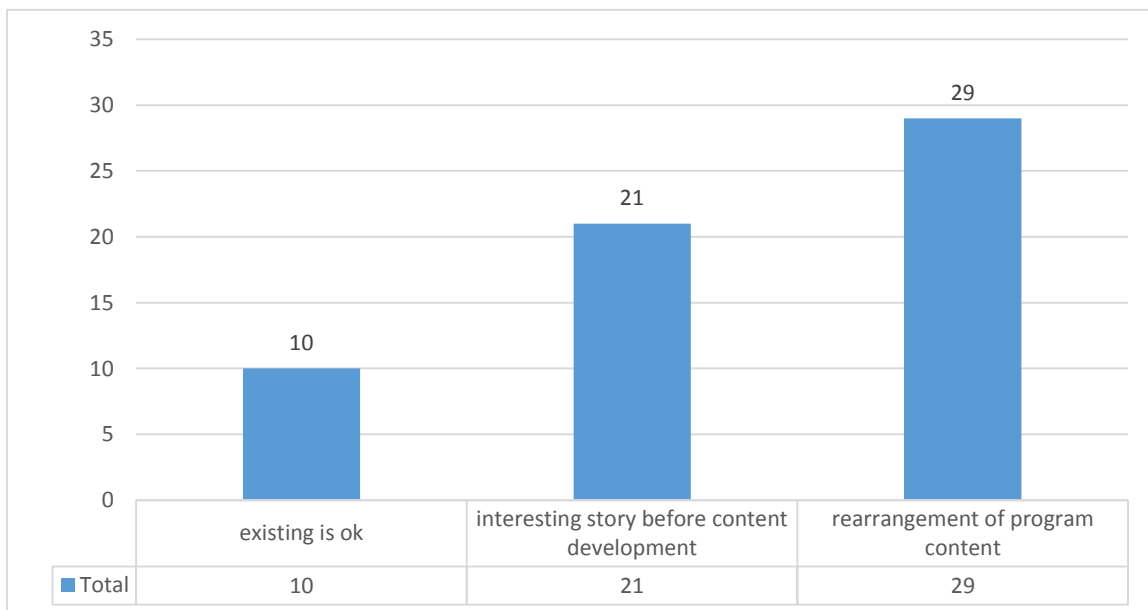


*Source: Researcher*

Public FM did not much scope for that. The result was that to 35% said that it raised personal issue and sometimes seems boring. The other 30 % said it invited fake stories.

The necessity for the FM 88.8 is found as existing program as the highest in response

*Figure 20 Public FM 88.8 now needs for content*

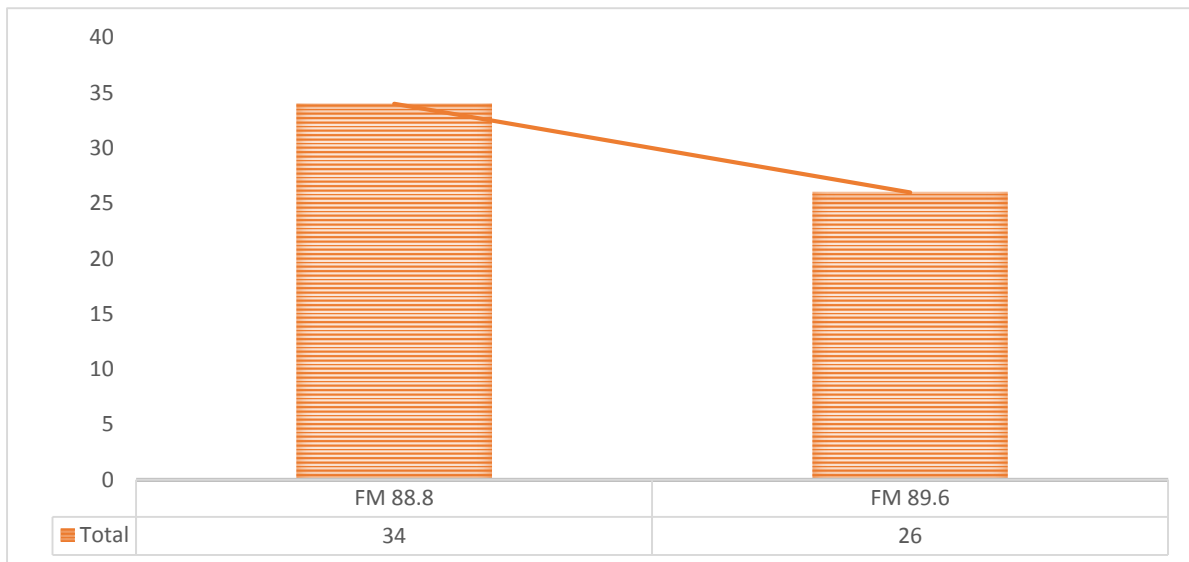


*Source: Researcher*

It comprised 48.3% of the response and rearrangement comprised 35%. So it showed that the listeners accepted existing program. For development interesting story was needed.

In the direct comparison between two frequencies the respondents 56.7% chose Traffic broadcast and 43.3% chose Radio Today.

Figure 21 choice of frequency



Source: Researcher

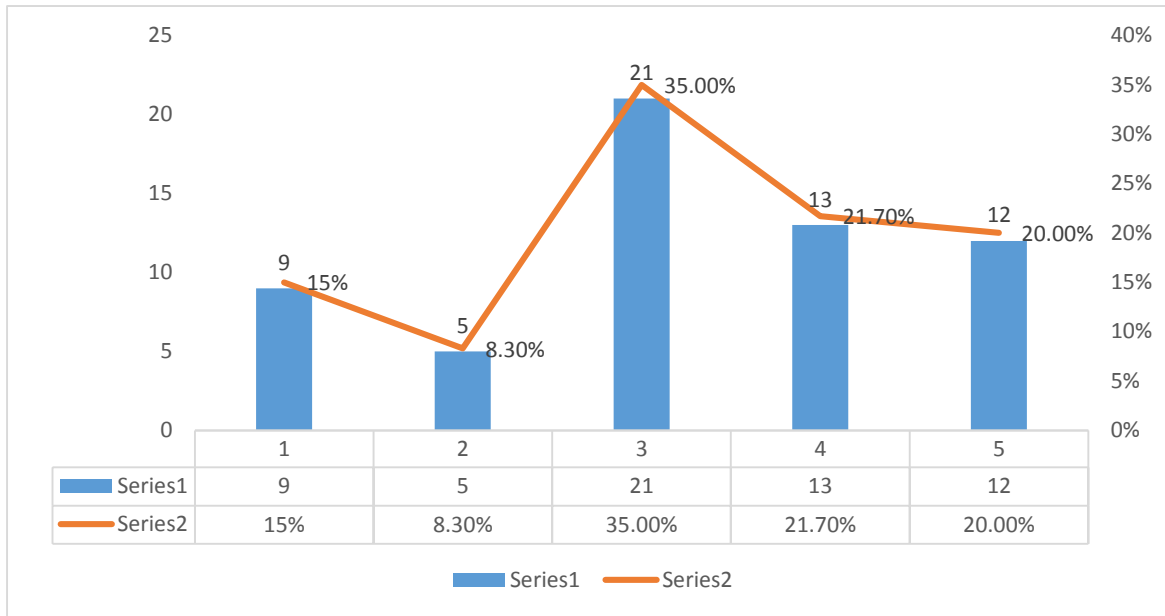
In the next few attempt for comparison the study included scaling and tried to find out how much the respondents responded. The following table is used for scaling:

1	2	3	4	5	1<---->5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
<b>Issues related to content and popularity</b>					
<i>Over the years of listening</i>					

The respondents had to answer five question all in a row where the study tried to find out the comparison between the two FM channel.

Regarding content of FM 88.8 the respondents opined neutral comprising of 35%of response which showed that the content was in a balanced position. It was viewed in the following figure 22. In this connection could say that the for a public FM it was not negative at all

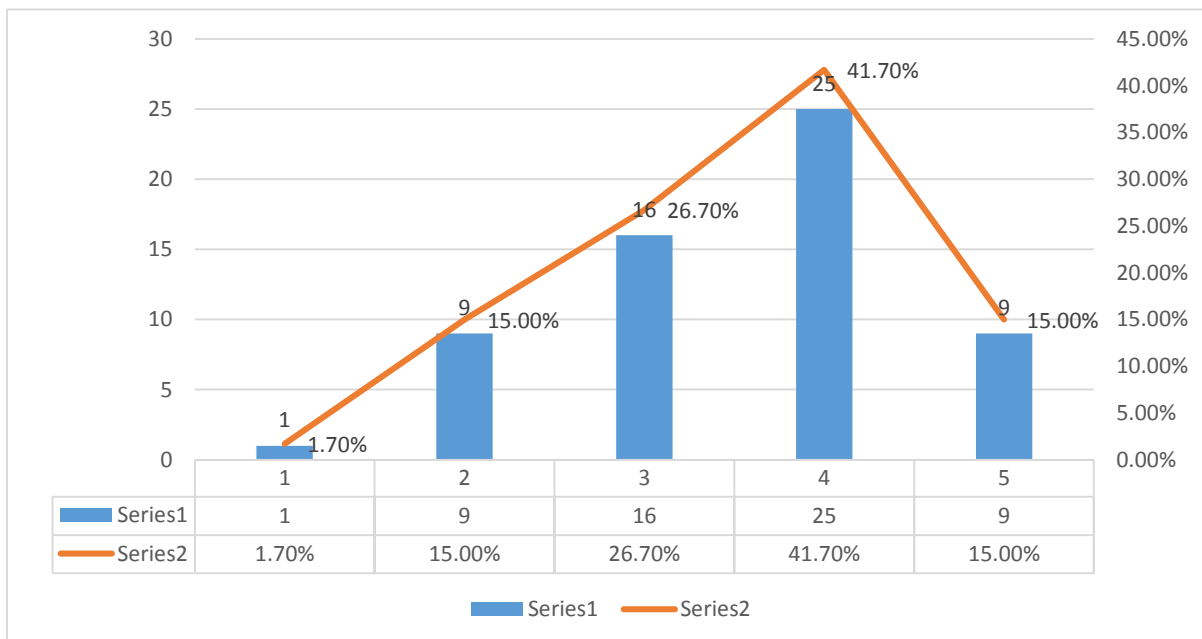
Figure 22 Comparison regarding content richness



Source: Researcher

In the next scaling of figure:23 the study saw that the target listeners were reach more or less successfully by FM 89.6 as 41.7% of the respondents agree with reaching the target listeners regardless of content.

Figure 23 Radio Today FM 89.6 reaching target listeners through content

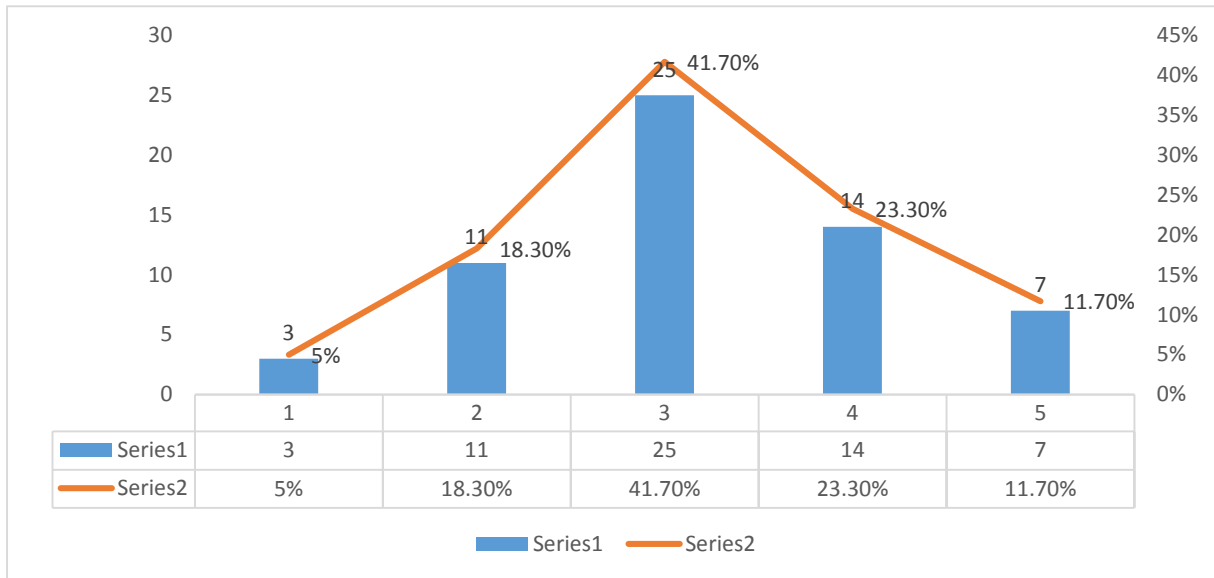


Source: Researcher



In case of presentation both the channel had the neutral position as it was shown in figure: 24. \$1.7% remained neutral means whether there was restriction of not both the channels addressed it in their own way.

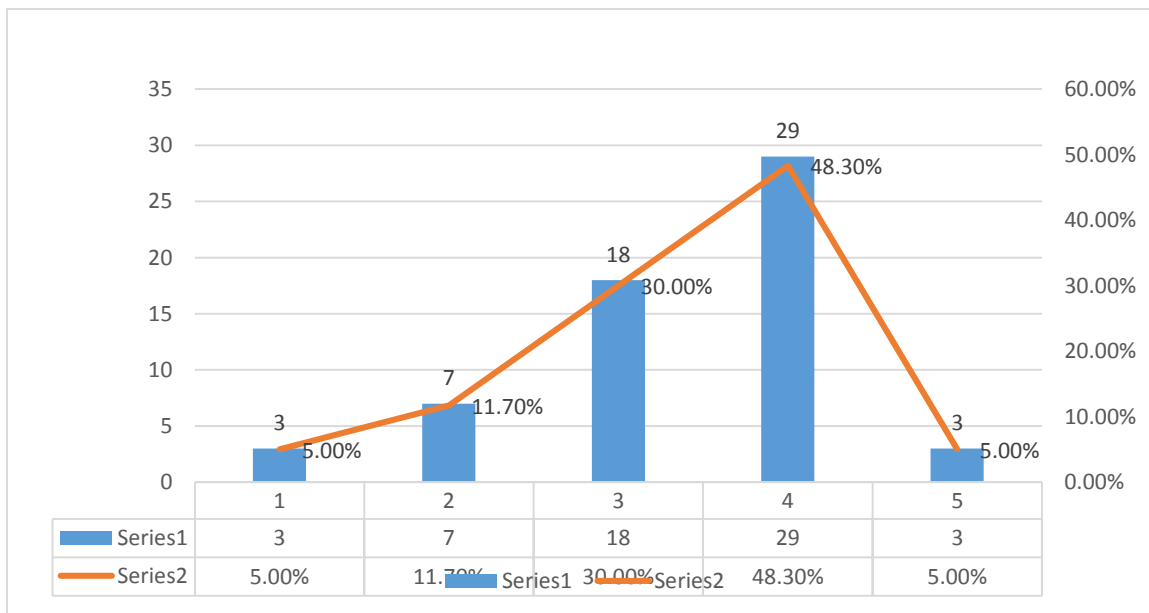
Figure 24 Presentation of the content is livelier in 88.8 than 89.6



Source: Researcher

Still the study found that both private and public FM had to be aware of the changes in future

Figure 25 Adherence to remaining content retards innovative content and lose listeners



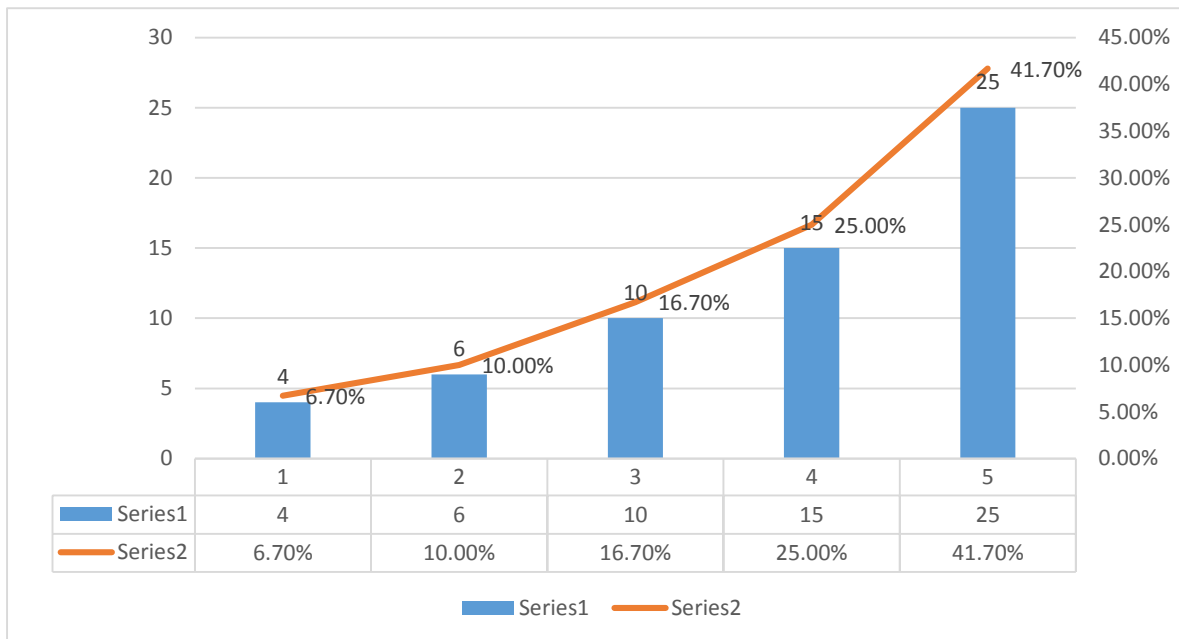
Source: Researcher

This is because in the figure:25 the 48.30 % respondents agreed that gaining listeners would be a challenge for FM radios.

A common allegation against private FM radio is the mixing of other language with Bangla.

The study also found the same result.

Figure 26 Code Mixing (mixing foreign language with Bangla) is major weakness of private FM



Source: Researcher

As a public FM radio FM 88.8 was to follow the clarity of language but private FM including Radio Today were affected by language mixing. In the following figure it was identified that a good percentage of respondents 41.7% strongly agree with the allegation.

## 5.2 Qualitative Data Analysis

### 5.2.1 Analysis of KII (Key Informant Interview)

### 5.2.2 KII with Deputy Director General (Program)

In assessment of FM radios of Dhaka city, the informant added that most of them on air programs in Dhaka city. Their target listeners were limited to a certain age group especially

young stars. These radios contributed in increasing listeners. On the other hand, Bangladesh Betar has eight FM channels for Dhaka city. Some of them aired programs and also worked as supportive channels in case of national or internal live programs. Both of them have also adopted social media and other digital opportunities like Apps, individual websites, you tube etc. It seemed that they made a trend which to some extent was different from the traditional way of broadcasting. Entertainment is the prime concern of the FM radios. But they did not have access to root level common people.

To make difference from Public FM especially Traffic Broadcast 88.8The study found that from the interviewee that the private radios are not public service oriented. The study also found that the theme of the broadcasting policy is to build up an independent, pluralistic, accountable and responsible broadcasting system. It is equally applicable to audio content such as program, News and advertisement. The public FM like 88.8 followed the policy the private FMs (not all but most of them) were not aware of the policy.

*Figure 27 KII with Deputy Director General (program)*



*Source: Researcher*

To increase the listeners FM 88.8 needed to be made an individual unit. The study got the opinion of the key informant like that. It had no plan to include additional news bulletin for 88.8 but appreciated the proposal for coproduction. The informant emphasized to include

sentiment of the War of Liberation more and the development works of the government in the broadcasting of the programs in future.

### **5.2.3 KII with Director (Traffic Broadcast)**

In response to the interview Director Traffic Broadcast, Bangladesh Betar the researcher found that the frequency 88.8 preferred to broadcast, entertaining, educational, awareness building, news, development initiatives of the Government, SDG and programs of special occasion. “All though we broadcast all the above items, but we prefer to on air entertaining programs for the youths in Dhaka City” he added.

While talking about the listeners he added that dwellers in the Capital city are their listeners. And FM 88.8 gave preference to the youth listeners with age group 18+ to 35 years. But it did not mean somebody out of this range was not their listener. However, they just gave priority to the youth listeners in Dhaka city. All our broadcasting contents were produced and selected by giving priority to the taste of young listeners in Dhaka city. Our motive was to inspire youth listeners in Dhaka city to reduce traffic casualties in the city as well as in the country.

*Figure 28 KII with Director Traffic Broadcast FM 88.8*



*Source: Researcher*

In another discussion he said that the main components they like to include for the listeners give emphasis on true inspiring stories for listeners. As well as the frequency provides latest

music tracks for our listeners. ‘We do not make business rather we promote the culture and heritage. We help the struggling artists who have potential creativities. We try to create market for our film and music industry. With all these efforts we also try to empower our listeners on traffic issues. Our objective is to increase their capacity of understanding about effects of road safety for individuals’ life”.

Every day hundreds of pedestrians and drivers are moving here and there for their livelihood in Dhaka. Students, teachers, service-holders, boys, girls, father, mother and all members from all strata of society in Dhaka city have to face the traffic situation on their day-to-day activity. Traffic broadcast service is working for all of them for ensuring a safer Dhaka with minimum traffic casualties.

The study found from the informant that 88.8 differed from Private FM especially Radio Today 89.6 in terms of commercial activities and profit. they did not disseminate message which may derail young stars not even through fun. We did not make any entertaining message with the mixture of languages. They gave preference on the value of the story. priority on rather advertisement. Still the study marked that they had no official research on the listeners’ demand.

As such is the situation they planned to enrich the program through

- appropriate and stunning new information to the listeners along with entertaining contents.
- digital system to play listeners demanded music and content as soon as we receive the request in our studio.
- launching “facebook video live” so that our listeners can make more interaction with us.

The study also found the that making FM88.8 an individual unit will also give us production freedom with own production facilities.

From he interviewee recommendation for improving FM broadcasting the researcher found the necessity of National Radio Academy, National Sound Museum.

#### **5.2.4 KII with Head of Program, Radio Today 89.6**

The study found the head of program of with the opinion that Radio Today is the hybrid of Public FM radio target listeners who started to use mobile phone and young people but young corporate aged 35-40 were the regular listeners. They approached the listeners digitally in five multiple ways such as social media like Facebook, twitter, apps website and you tube.

In case of differentiation of Radio today with public FM the study found emphasis that the differentiation was made in music. As the Public FM like FM 88.8 had some restriction on making play list it made a difference. But it did not necessarily mean that one could play whatever they like. Another interesting to connect all the people with branding the same frequency all over the country.

*Figure 29 KII with Head of Program Radio Today*



*Source: Researcher*

Regarding the Broadcasting policy, the Private FM radio had to abide by it but the existing media had a listeners' market. The new FM radios coming to the market for the sake of making

charm or to did something different deviating from the policy. The research also found that the issue of license should be monitored and if it was done most of the deviation could be minimized. Another important thing the study marked that the ministry needed to patronize and monitor the overall radio environment including the employees. The way the public FM works could not be the same in private FM as the purpose is different.

## 5.2.2 Analysis of FGD (Focus Group Discussion)

### 5.2.2.1 FGD with Presenters

For the purpose of qualitative data analysis, the study conducted two focus group discussion.

The first one was done with presenters of different FM radios with check list.

*Table 12 FGD with presenters*

No of participants	08
Age range	25-35
Place of discussion	Bangladesh Betar
District	Dhaka
Date:	29/01/2020
Time:	11.30am-12.30pm
Conductor	The researcher
Note Taker	Md Masudur Rahman

*Source: Researcher*

From the FGD the study found that the content of the FM radios was told by all moderate with some deviation from very few newly launched Private FM radios. To enrich the program they opined the participation of professionals in different field and making the program interactive and thereby making the program listeners prone.

Figure 30 FGD with presenters



Source: Researcher

When the comparison was made with the ratio of information and entertainment it became 3:5 in case of FM 88.8. on the other hand, Radio Today was found to mixture entertainment and information to materialize the commercial target.

The listeners of FM radios belonged to a certain age group so they commented on content critically and suggestively. The presenters addressed their reaction on a program and here the Private FM radio enjoyed much freedom than Public FM radio. This made a difference in popularity between fm88.8 and FM89.6. The participants also mentioned that if the feedback were rapid like the FM nature of the shows of the long chunks, they public FM radios would become even more popular.

### 5.2.2.2 FGD with Drivers

Table 13 FGD With drivers

No of participants	08
Age range	28-51
Place of discussion	Bangladesh Betar common canteen
District	Dhaka
Date:	9/02/2020
Time:	6.30pm-7.30pm
Conductor	The researcher
Note Taker	Al- Amin Hossain

Source: Researcher



A large portion of people tune FM radio on car. So, the study held the FGD with drivers. Besides the traffic broadcast had a target to build awareness among the drivers, pedestrians, listeners about traffic rules Which would limit road accidents. The respondents were mostly drivers. Their work experience on road proved very important for the study.

In the discussion they mentioned that they get the sound quality very clear in FM radios. So, it would be comfortable for them to move from place to place if they got traffic updated in time from important locations. Traffic broadcast FM 88.8 satisfied it to some extent but some important points of Dhaka city remained un addressed, On the other hand, Radio Today gave this update but it was very limited.

*Figure 31 FGD with drivers in canteen*



*Source: Researcher*

The drivers said that they switch over to another radio channel when they found the prom full of commercials or adds. They also found the presenters enthusiastic in private FM radio but they discouraged over use of local language. The study found that the participants were eager to hear latest song as well as old popular songs. The most valuable thing is that they also wanted to hear the latest news updates which the FM could manage reducing commercials.

## **Chapter 6**

### **Conclusion and Recommendation**

#### **6.1 Conclusion**

Radio has a very glorious past. Few years back people could not even think about having the access of radio in easy device like mobile phone. They have not thought about that the social media would be the major differentiating factor in creating listeners. The public sector had AM radio broadcast and FM broadcast but it was not before the inauguration of the private FM it could realize the demand of the FM radio in the megacity like Dhaka. The comparison of Traffic broadcast and Radio Today has shown us that they both are in a competition with adopting new approach of digital listeners. There is much advantage in private sector as they did not face so much filtering in planning and programing which necessarily mean they have the liberty to broadcast whatever they like.

In Some criteria they are advanced as they could brand their channel with setting programs according to market or listeners demand. Whatever the policy is it is not possible to frame media in a certain canvas. As the traffic Broad cast is a single frequency of Bangladesh Betar it cannot run individually and brand individually. So the listeners of the frequency cannot remain loyal to the FM channel as they are lured by other charms. On the other hand, FM Radio like Radio Today has experimented over the attitude and surveyed the listeners. So they unified the programs rather using the same frequency for multiple broadcast. To strengthen the audio media this unification plays a vital role along with digital accessibility. The content is not a matter of great concern but presentation and research is a vital factor. Media and mind cannot be kept static. So the ethical approach in Public and private sector FM broad cast may be the comparative criteria.

## **6.2 Recommendation**

There are a number of FM radios in Bangladesh. The variation is further added by community radio. The city based FM stations regardless of public or private must have common platform of uplifting the language, tradition and culture of the country. Co-production can bridge the gap and produce better program. There can be a research wing guided by ministry of information where both program and important issues in unified way can be addressed. Some restriction should be there in giving permission to run an audio media. In addition to that digital audio academy can be initiated where media personnel can act as the changeover of the comparison.

## **6.3 Recommendation for Further Study**

Bangladesh enjoys much freedom in media sector than other countries of the world. The audio media like Bangladesh Betar needs extensive research as it has passed three regimes and experienced lot of changes, When the broadcasting mode changes to FM it need to think even deeper about that. This work is only a fragmented attempt to have a glimpse of the FM broadcast in Bangladesh. The comparison is made in the minimum level with only one frequency of Bangladesh Betar Traffic Broadcast FM 88.8 and one of the first established FM radios Radio Today. The interested researchers can invent more resources if they take initiative. The researcher has made only a tiny addition to the future inquisitive academician and researchers. The time limitation and lack of resource and research was a tremendous impediment against the study. Still it can add value to enthusiastic mind.

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## Appendix 1

Sl	Act/policy/Ordinance in different regime		
	British	Pakistan	Bangladesh
1	Wireless telegraphy act 1885	-	-
2	Telegraphy act 1933	-	-
3	-	Television Corporation Ordinance 1967	-
4	-	-	Television Corporation Ordinance 1972
5	-	-	Bangladesh Television Flim Censor Guidelines and Rules 1985
6	-	-	Guidelines for Radio and Television Programme
7	-	-	National Broadcasting Authority Ordinance 1988
8	-	-	National Broadcasting Authority Ordinance (Amendment) 1988
9	-	-	The television Receiving Apparatus (Profession and Licensing) Rules 1970 (As amended up to January 1995)
10	-	-	Act for Reservation of Terrestrial Facilities for BTV 2006
11	-	-	Bangladesh Betar Advertisement Guidelines 1979
12	-	-	Policy for supplying programmes by government, private and individual in BTV 1991
13	-	-	Standard Leasing Rate of BTVs Facilities (Revised) 1991
14	-	-	Private Programme Production Policy in BTV 2001
16	-	-	Bangladesh Betar Authority Act 2001
17	-	-	Bangladesh Television Authority Act 2001
18	-	-	Private Radio Establishment and Operation Policy 2006
19	-	-	Private Satellite Television Establishment and Operation Policy 2007
20	-	-	Ordinance for Cable Television Network Operation and Related Regulations 2006
21	-	-	Bangladesh Telecommunications Regulatory Commission Act 2001
22	-	-	Community Radio Installation, Broadcast and Operation Policy 2008
23	-	-	Private FM Radio Installation, Broadcast and Operation Policy 2010
24	-	-	National Broadcasting Policy 2014

## **Appendix 2**

Dear respondents,

Take my greetings.

I am carrying out a research to explore dominant content of programs for popularizing FM broadcast in Dhaka city. This research is a part of fulfilling the degree of Master in Governance and Development (MAGD). I appreciate that you are participating in my study. In this study, respondents belonging three age group of different localities of Dhaka city will be taking part. Completion of the questionnaire will take less than 15 minutes.

I hereby, am ensuring you that this questionnaire will solely be used for the academic purpose. Your opinion will be fully confidential, and you can withdraw yourself from the participation at any stage.

Thank you for participating.

MD AZIZ AHMED RUBAYET MORSHED

BRAC University, Bangladesh

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### **SECTION 1: Demographic Information**



Please indicate your answer to the following questions by filling in the blank spaces or ticking (✓) in only **ONE** appropriate box that best describes yourself or your organization. Please, do not leave any item blank.

**1. Age:**

- 15 - 19
- 20 - 30
- 31 and above

**2. Gender**

- Male
- Female

**3. Marital Status**

- Single
- Married
- Divorced
- Widowed

**4. Academic Qualification**

- Secondary School student
- Higher Secondary or Equivalent student
- Degree
- Master
- Professional Degree

**5. Occupation**

- Student
- Gov job
- Non Gov job
- Self employed

**SECTION 2: Mode of listening and content management**

Directions: please mark the suitable option that matches your choice or judgement

- 1) How do you tune radio?
  - a) By radio set
  - b) Mobile set
  - c) Online
- 2) When do you mostly tune radio?
  - a) Morning
  - b) Noon
  - c) Afternoon
  - d) Evening
  - e) Night
- 3) Do you find the contents of the program suitable to the tuning time?
  - a) Yes
  - b) No
  - c) Sometimes
- 4) Which content do you like most?
  - a) Music
  - b) Drama
  - c) Live talk show
  - d) Discussion

- e) Others
- 5) How much you know about broadcasting policy?
- a) No idea
  - b) Heard about it
  - c) Read it
- 6) Commercial purpose diverts private FM radios from broadcasting own production
- a) Yes
  - b) No
- 7) How social media affects content development?
- a) by positive feedback
  - b) raise irrelevant issue
  - c) by instigating scattered ideas
- 8) Script-less extempore presentation of broadcasting program...
- a) Raise personal issue
  - b) Seems boring
  - c) invites fake stories
- 9) As the private FM radios has been broadcasting different programs, public FM 88.8 now needs
- a) rearrangement of program content
  - b) existing is ok
  - c) interesting story before content development
- 10) If you are asked to choose one frequency for tuning first between the below frequencies then what will be your choice?
- a) FM 88.8
  - b) FM 89.6

### Section 3: To What Extent You Agree or Disagree

Directions: Please indicate to what extent you agree or disagree with each of the following statements about Direct Comparison by circling one of the five numbers. Please circle (O) only one number that best describes your opinion based on the scale below.

1	2	3	4	5	1<----->5					
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree						
<b>Issues related to content and popularity</b>										
<i>Over the years of listening</i>										
11	Traffic broadcast FM 88.8 program content is richer than private FM				1	2	3	4	5	
12	Radio Today FM 89.6 is popular for it can reach target listeners through content				1	2	3	4	5	
13	Presentation of the content is livelier in 88.8 than 89.6				1	2	3	4	5	
14	Adherence to remaining content retards innovative content and lose listeners				1	2	3	4	5	
15	Code Mixing (mixing foreign language with Bangla) is major weakness of private FM				1	2	3	4	5	

**Thank you**

### Appendix 3

**FM Broadcast in Bangladesh: A Comparison Between Bangladesh Betar FM 88.8 and Radio Today FM 89.6 in Dhaka City**  
**Key Informant Interviews (KII) with Deputy Director General, Bangladesh Betar**

Name of the key informant	
Age	
Place of discussion	
District	
Division	
Date:	
Time:	

1. How do you assess the FM radios of Dhaka city?
2. How do they differ from Public FM especially Traffic Broadcast 88.8?
3. Do you think program content comply with Broadcasting policy?

4. Do you think that making Traffic Broadcast FM 88.8 an individual unit will increase its present state?
5. Do you have any plan to include special news bulletin for FM channel?
6. Would you please propose specific recommendations on FM radio programs?
7. Will you agree to produce any program combine if the private FM sent any proposal?

## Appendix 4

**FM Broadcast in Bangladesh: A comparison Between Bangladesh Betar FM 88.8 and Radio Today FM 89.6 in Dhaka City**  
**Key informant interviews (KII) with Director, Traffic Broadcast**

Name of the key informant	
Age	
Place of discussion	
District	
Division	
Date:	
Time:	

1. What type of programs do you prefer to broadcast?
2. Who are your listeners?
3. What are the main components you like to include for the listeners?
4. How does it differ from Private FM especially Radio Today 89.6?
5. Do you have any research on the listeners' demand?
6. How do you plan to enrich the program?
7. Do you think working as an individual unit can improve program content?
8. What is your recommendation for improving FM broadcasting?

## Appendix 5

### FM Broadcast in Bangladesh: A comparison Between Bangladesh Betar FM 88.8 and Radio Today FM 89.6 in Dhaka City

#### Key informant interviews (KII) with Head of Program, Radio Today FM89.6

Name of the key informant	
Age	
Place of discussion	
District	
Division	
Date:	
Time:	

1. What type of programs do you prefer to broadcast?
2. Who are your target listeners in the program?
3. How do you engage the listeners?
4. How does it differ from Public FM especially Traffic Broadcast 88.8?
5. Do you have any research on the listeners' demand?
6. How do you plan to arrange and enrich the program?
7. What do you think about program content comply with Broadcasting policy?
8. What do you recommend for improving FM 89.6 or FM broadcasting?

## Appendix 6

### FM Broadcast in Bangladesh: A comparison Between Bangladesh Betar FM 88.8 and Radio Today FM 89.6 in Dhaka City FGD with Announcers/RJs

No of participants	
Age range	
Place of discussion	
District	
Date:	
Time:	
Conductor	
Note Taker	

#### **Discussion topics and probable answers:**

1. How do you find the contents of FM radios in Bangladesh?
  - Rich
  - moderate
  - Not enough
2. What can enrich the content of a program? (Document in details)
  - Information
  - Entertainment
  - Infotainment
3. Current status of public FM 88.8 program content
  - More information less entertainment
  - More entertainment less information
  - Booth with equal emphasis
4. Private FM 89.6 (Radio Today) program content

- Only entertainment
  - Only information
  - Both of them with commercial gain
5. knowledge or perceptions about listeners` reaction about the content (Document in details)
- o Appreciating
  - o Critical
  - o Indifferent
  - o Suggesting
6. From listeners` reaction to a program how the content presentation differs in public & private FM
- In case creating attention
  - In case of innovative presentation
  - In case of monotonous tradition
7. Consequence of content presentation

**Probable answer**

- Private FM advancing
- Public FM advancing
- Losing target listeners
- Any other

Exit Question:

- a) What is your recommendation for improving FM Broadcast?

## Appendix 7

### FM Broadcast in Bangladesh: A comparison Between Bangladesh Betar FM 88.8 and Radio Today FM 89.6 in Dhaka City FGD with Car users/Drivers

No of participants	
Age range	
Place of discussion	
District	
Date:	
Time:	
Conductor	
Note Taker	

#### **Discussion topics and probable answers:**

- 1 Present radio listening pattern of participants. What do you listen on radio?
  - songs
  - news
  - traffic updates
  - sports
  - do not listen
- 2 Where do you find traffic updates?
  - From FM 88.8
  - From FM 89.6
  - Others source
- 3 How do you find Present way of traffic message?
  - Enough
  - Not enough
  - Not authentic
- 4 The content of other programs
  - Cannot attract
  - Seems noisy
  - Better in 88.8
  - Better in 89.6



5 You leave a FM channel when

**Probable answers**

- There is no song
- Too much talk
- There is no story
- Too much add

6 The present program of 88.8 lack

**Probable answers:**

- amusement
- liveliness
- demand of the target listeners
- Any other(s)

7 Private FM emphasizes

**Probable answer:**

- Whimsical presentation of content
- commercialism
- target listeners demand
- Any other

8 Consequence of difference between content of public and private

**Probable answer**

- FM 88.8 losing listeners
- FM 89.6 losing listeners
- Private FM radios gaining popularity
- Private FM radios gaining popularity
- Public FM radio lagging behind
- Any other