

EXPLORING THE RELEVANCE OF RADIO AMONG THE YOUTH OF BILASPUR IN DIGITAL ERA

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CERTIFICATE

This is to certify that this dissertation entitled "EXPLORING THE RELEVANCE OF RADIO AMONG THE YOUTH OF BILASPUR IN DIGITAL ERA" embodies the work carried out by Miss Chetna Vastrakar herself under my supervision in partial fulfillment of the requirement for the degree of Master of Journalism and Mass Communication at Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.).

This dissertation or any part thereof has not been previously submitted for any other degree or diploma at any university.

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CHAPTER - 1

INTRODUCTION

1.1 Background of the Study

Radio has been an integral part of global media for over a century, playing a significant role in shaping public opinion, providing entertainment, and disseminating information. In India, the impact of radio has been profound, especially in rural and semi-urban areas where it has often been the primary source of news, music, and cultural programs. The establishment of All India Radio (AIR) in 1936 marked the beginning of a new era in Indian broadcasting, making radio a household staple. The reach of AIR was vast, with its programs touching the lives of millions across the country, regardless of socioeconomic status.

As India progressed through the 20th century, radio continued to evolve, with the introduction of FM radio in the 1990s revitalizing the medium. FM radio, with its clear sound quality and diverse programming, became particularly popular among urban youth. Radio jockeys (RJs) emerged as new cultural icons, their voices and personalities becoming an essential part of listeners' daily lives.

However, the media landscape has undergone dramatic changes in recent decades with the advent of digital technology. The rise of the internet, mobile devices, and social media has transformed how people consume media. On-demand streaming services, podcasts, and digital music platforms like Spotify, Gaana, and YouTube Music have provided audiences, especially the youth, with a plethora of alternatives to traditional radio. This digital revolution has posed significant challenges to the radio industry, raising questions about its relevance in an era dominated by digital content.

In smaller cities like Bilaspur, where technological advancements are gradually being adopted, the impact of digital media is particularly interesting. While metropolitan areas might experience a rapid decline in traditional media consumption, semi-urban regions like Bilaspur might showcase different patterns, making them valuable case studies for understanding the ongoing relevance of radio.