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Elucidating the Information Literacy Activities of FM Radio: a comparative study

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Abstract

Purpose: The main concern of this study is to compare how the government and private FM radio channels cater to information literacy to the general people through their programmes.

Design/methodology/approach: The study encompasses 1 Government FM channel namely FM Rainbow run by All India Radio from the Akashvani Bhavan, Kolkata and 1 Private FM channel namely Radio Mirchi Kolkata run by the Times Group. The radio personnel associated with both the channels were interviewed in order to accomplish the study. A web survey was carried out to depict the effect of the information literacy programmes of the channels on the audiences. The observation method was also implemented for detailed focus.

Findings: It was found that there is no declared “Information Literacy” programme conducted by both the concerned FM channels but they cater to information literacy informally through various programmes. Though FM Rainbow Kolkata had many kinds of information literacy initiatives than Radio Mirchi Kolkata, FM Rainbow Kolkata remained far behind than Radio Mirchi Kolkata in terms of the preference of the respondents.

Originality: Through the review of related literature, it was found that no such study of its kind has been conducted so far.

Keywords: Information Literacy, All India Radio, FM Rainbow Kolkata, Radio Mirchi Kolkata, Radio programmes, infotainment.

1. Introduction:

Though “Frequency modulation” or FM technology was invented by Edwin H. Armstrong in 1933 in USA, FM Radio got recognition in 1940 and gained popularity in the 1970s (Harvey, 2019). The role of FM radio in alleviating illiteracy is unavoidable as they attract audience with their aura of music (Sen; 2014). Through FM radio, various initiatives on literacy on different subjects are undertaken both for specific and general throughout the world (Chatterji, n.d.).

Almost half a century later of the inception of radio, the concept of information literacy came into being as a brainchild of Paul Zurkowski in 1974. CILIP defined “Information literacy as knowing when and why you need information, where to find it, and how to evaluate, use and communicate it in an ethical manner” (Chakravarty, n. d.). The Society of College, National and University Libraries (SCONUL) enunciated that “Information literate people will demonstrate an awareness of how they gather, use, manage, synthesise and create information and data in an ethical manner and will have the information skills to do so effectively” (Chakravarty, n. d.). The Joint Information Services Committee (JISC) used the term i-skills to describe information literacy and IT skills as “the ability to identify, assess, retrieve, evaluate, adapt, organise and communicate information within an iterative context of review and reflection” (Chakravarty, n. d.). These three definitions give a clear idea of the pillars of information literacy. The purpose of All India Radio (AIR) of producing and transmitting varied programmes is adjacent to that of the pillars of information literacy as it is designed to awaken, inform, enlighten, educate, entertain and enrich all sections of the people (All India Radio, 2020). The network of AIR covers around 97.3% of the population; reaches 90% of the total area and broadcasts in 23 languages and 146 dialects (All India Radio, 2020). AIR was the only FM radio broadcaster in India up to 1993. After 1993, AIR leased the FM channels to private sectors but the FM era in India began in 2001 with Radio City, Bangalore (Sen, 2014). The Private FM stations emphasize upbeat, youthfulness, frenetic, happening and contemporariness and target mainly younger audience (Sen, 2014). But surprisingly now, the pioneer AIR is facing challenges from market forces and evolving public tastes which are leading towards its loss of appeal and potential. Through this study, an attempt has been taken to compare the information literacy initiatives of radio channels of both government and private organizations and their effect on the audiences.

2. Literature review:

The evidence of several regional, institutional and community based programmes on information literacy is quite pertinent in different countries in several literatures. The literature thus reviewed has been arranged according to their geographical coverage.

Mexico

Ginsburg and Arias-Godinez (1984) described the role of radio in terms of increasing literacy rate, social transformation and other changing points in the society through radio literacy programmes in Huayacocotla a village in Mexico. The 2 radio projects mentioned in this

article was very much successful and proved that the radio is the cheap and best way of spreading non-formal education and literacy in the developing countries.

Ghana

Thomas (1970) highlighted the Ghana Functional Literacy Project (1990s) which was initiated to motivate and raise literacy awareness in adult learners. However, he also mentioned that radio has only a limited role to play in spreading basic literacy.

Nigeria

Obot (2003) in a study found that the primary school pupils at the cross river state of Nigeria were not benefitted by the radio literacy programme on language learning. The major reasons for such disadvantage were that teachers were not involved in the programme; the programmers did not consider the pupils' needs and did not collaborate with the school. One of the "The Daily Times" reports (2013) presented the instance of "Literacy by Radio", a six month pilot programme in Bauchi and Borno states. Abdul (2017) reported about a live radio program about literacy on Vision FM in Nigeria. The program provided opportunities for listeners to call the show to ask questions, provide comments on the drama or discussion segment. Literacy experts addressed the issues that need clarification on hand. Implemented by Creative Associates International, the project provided access to quality education and sought to improve reading skills for more than two million school-aged children in formal and non-traditional schools. The target groups consisted of literate and illiterate fathers, mothers, older siblings and community leaders to enlist their support for education and promoting the campaigns. The focus of the program is on themes of enrolment, retention, transition and early grade reading. The Nigerian Literacy by Radio project of UNESCO (2017) also committed to the eradication of illiteracy in Nigeria.

Somalia

Brophy and Page (2007) stated the importance of radio based literacy programme as a means of providing basic and daily life education in politically unstable Somalia where there is no proper education system. Due to problems in providing formal education, a pre-planned and organized programme "Somali Distance Education for Literacy" (SOMDEL) was conducted in the local radio stations which were also locally known as "MacallinkaRaddia". Both the teaching and the certification of the listeners were done through the programme. It became a great success and proved that how much radio literacy is fruitful as a means of distance learning in politically conflicting and unstable country. It got so immense response that its level – 2 was conducted after the level – 1 programme and increased the literacy rate in the country even more than the previous one.

Philippines

Acido *et al.* (2013) came up with the experimental study of RadyoEdukado – the literacy programme designed by the University of the Philippines College of Education to improve the quality of education of the children by involving both students and parents in the programme. The whole details of the study have been presented widely with the aim of

showing- the viability of the programme, its advantages and disadvantages. The article explores the further opportunities of this kind of programmes with their feasible implementation for the betterment of the present scenario.

Nepal

Nagaoka and Karki (2014) assessed the influence of the Nepali programme Barakhari (Read and Write) produced in partnership with Radio Sagarmatha and Skill and Education for Underprivileged (SEFU) for the women of the Bungmati community and the Bhojपुरी broadcasts HamarGaunghar (Our Village, Our Locality) produced in cooperation with Radio Lumbini and the Lumbini branch of Nepal Foster Mate for the women of the Tenuhawa community. They found that the broadcasts were very popular and had attracted large audiences including non-targeted population. The radio broadcasts influenced the health consciousness, women's rights, progressiveness, inter-generational learning, hygienic sense, medical issues and social responsibility not only in the women but also in the men of both the communities. The assistance of the local facilitators in discussing the issues raised in the broadcasts was non-negligible. UNESCO (2015) gave utmost importance to the radio on the International Literacy Day. On 01.09.2015 it announced that programmes on literacy would be broadcasted from 1st to 7th of September, 2015 in 250 radio stations in Nepal.

India

Pavarala (2003) came up with the case study of 'Chala Ho Gaon Mein' an AIR project conducted for Jharkhand. The project was a huge success in terms of increasing literacy rate, growing awareness, and social transformation. Agrawal (2007) explained how radio was used as one of the educational aids for the purpose of National Literacy Mission as a part of New Education Policy, 1986. The case study of Projects in Radio Education for Adult Literacy (PREAL) was initiated by the Directorate of Adult Education, Government of India to educate women through radio in Bihar, Rajasthan, Uttar Pradesh and Madhya Pradesh. Chatterji (n.d.) cited few examples on the role of community radio in the Indian scenario. She mentioned about a radio programme which was broadcasted from Daltangunj in Bihar in November–December, 2006 for the awareness of the villagers on labour exploitation and information on government schemes for self-employment. The programme was highly successful and a significant drop in migration from many villages was noticed. She gave another example on the collaboration of AIR with Indira Gandhi National Open University and a local institute of communication which broadcasted locally relevant information on panchayats, agricultural schemes and self-awareness groups to empower villagers. It had a remarkable improvement in the quality of life of the villagers. Her example consisted of another radio programme broadcasted by young women with the help of UNESCO and an NGO in an arid region of Andhra Pradesh. In that programme, they discussed about local problems, health issues, social problems, agriculture, women's problems, children education, etc.

3. Objectives:

The aim of the study is to contrast the information literacy initiatives of Government and Private FM channels. The major objectives of the study are:

- i. to explore the basic theme of the shows as well as the types of information literacy initiatives included in them;
- ii. to enlighten the motive behind starting the shows and thus finding out the underlying literacy measures;
- iii. to find out the information sources consulted and referred by the professionals of the FM radio channels for the information literacy initiatives;
- iv. to find out the channels of communication used by government and private FM radio channels;
- v. to find out the impact of the literacy initiatives of both government and private FM radio channels among the audience; and
- vi. to expose the diverse obstacles faced by radio stations and audience.

4. Scope and coverage:

The study encompasses 1 Government FM channel namely FM Rainbow Kolkata and 1 Private FM channel namely Radio Mirchi Kolkata.

FM Rainbow was launched on 1st February, 1993 with the name of FM Metro. It was renamed as FM Rainbow in 2002. It is one of the FM channels run by All India Radio.

Radio Mirchi is owned by Entertainment Network India Limited (ENIL), a subsidiary of the Times group which was among the firsts to take lease from AIR and broadcasted under the name Times FM (Sen, 2014). Radio Mirchi Kolkata came on the air in May 2003 as one of the firsts in the city. Mirchi signifies youth, speed, and contemporariness. Radio Mirchi Kolkata is heard by 27% of the radio listeners of Kolkata and has been ranked as the top station in the Kolkata metropolitan area (Sen, 2014).

5. Methodology:

Due to shortage of time, purposive sampling method was used to choose the radio channels. The channels for the study were taken into account based on the topmost and bottom most FM channels based on the Radio Audience Measurement (RAM) ranking of the radio channels in Kolkata in 2019. A web survey was also carried out through the Facebook profile of the three authors abiding convenience sampling to collect the responses of the audience during one month period i.e. February 2020. 635 individuals responded to the online survey. Interview and Observation methods were also implemented in order to carry out the study. A questionnaire was framed containing both open and closed ended questions with 5-point Likert Scale for getting detailed response from the concerned governing body and audience.

6. Data analysis:

The collected data has been divided into two segments which are as follows:

6.1 About FM Rainbow Kolkata and Radio Mirchi Kolkata

The first segment carries information about FM Rainbow Kolkata and Radio Mirchi Kolkata. The following tables have been furnished with further analysis.

6.1.1 General information of the programmes

The programmes broadcasted by FM Rainbow Kolkata and Radio Mirchi Kolkata have been categorized under the following categories.

Table 1: Programmes of FM Rainbow Kolkata and Radio Mirchi Kolkata

Channels Category	FM Rainbow Kolkata	Radio Mirchi Kolkata
Education	Pariksha pe charcha	-
News	News in Bengali	-
Civics	Swacchata selfie	-
Motivational shows	Suchintan, Ei mahajibon	-
Social awareness	Child labour	-
Devotional shows	-	Kalikatha
Technical shows	-	Tech Makhni
Entertainment shows	Infotainment shows	Infotainment shows

The data in Table 1 shows that FM Rainbow Kolkata leads in the variety of programmes than Radio Mirchi Kolkata. It was observed that both the channels feature mainly infotainment based programmes of miscellaneous content for entertainment purpose. FM Rainbow Kolkata features exclusive shows on news, civics, motivational content, education and social awareness whereas Radio Mirchi Kolkata features exclusive shows on devotion and technicalities.

6.1.2 Reasons of initiating information literacy initiatives

The reasons of undertaking the information literacy initiatives by FM Rainbow Kolkata and Radio Mirchi Kolkata are as follows.

Table 2: Reasons of initiating information literacy initiatives

Channels Reasons	FM Rainbow Kolkata	Radio Mirchi Kolkata
To make people aware of the general activities, fraudulent activities and remedies	Strongly Agreed	Strongly Agreed
To train people in identifying authentic information	Moderately Agreed	Strongly Agreed
To train people in understanding when and why they need that information	Moderately Agreed	Strongly Agreed
To train people to gather their required information	Strongly Agreed	Neutral
To help and train people in alleviating their personal problems	Moderately Agreed	Neutral
To train people to assess the quality of the information	Moderately Agreed	Neutral
To train the people to communicate and disseminate the	Neutral	Strongly Agreed

information to others		
To train the people to manage the information overload	Moderately Agreed	Neutral
To train the people in synthesizing, expand, reform and extract the required information	Neutral	Strongly Agreed
To train the people to classify, store, manipulate and redraft information	Neutral	Strongly Agreed
To train the people in using the information accordingly	Moderately Agreed	Strongly Agreed
To train the people in determining the nature and extent of the information needed.	Moderately Agreed	Strongly Agreed
To popularize the channel	Strongly Agreed	Strongly Agreed
To work only as a mediating agent for governmental and non-governmental organizations	Neutral	Strongly Agreed
To be part of the current trend	Strongly Agreed	Strongly Agreed

Table 2 depicts that the governing body of FM Rainbow Kolkata were equally neutral and strongly agreed to 26.66% of the reasons. They moderately agreed to 46.66% of the reasons of initiating information literacy programmes in their shows. The governing body of Radio Mirchi Kolkata strongly agreed to 73.33% of the reasons and were neutral to 26.66% of the reasons of initiating information literacy programmes in their shows.

6.1.3 Frequency of consultation with information sources

The frequency of consulting information sources for designing the information literacy programmes by FM Rainbow Kolkata and Radio Mirchi Kolkata are as follows.

Table 3: Frequency of Information sources consulted

Channels Information sources	FM Rainbow Kolkata	Radio Mirchi Kolkata
Books	Very Frequently	Sometimes
Journals	Very Frequently	Frequently
Magazines	Very Frequently	Sometimes
Newspapers	Very Frequently	Very Frequently
Television	Very Frequently	Very Frequently
Facebook	Very Frequently	Frequently
YouTube	Very Frequently	Seldom
Instagram	Very Frequently	Seldom
Twitter	Very Frequently	Seldom
Other online sources	Very Frequently	Very Frequently
Institutional sources	Very Frequently	Very Frequently
Personal sources	Very Frequently	Sometimes

Table 3 shows that Radio Mirchi Kolkata very frequently consults newspapers, television, different online sources and institutional sources, frequently consults journal and Facebook, sometimes consults books, magazines and personal sources and seldom consults YouTube,

Instagram and Twitter for designing the information literacy based programmes. On the other hand, FM Rainbow Kolkata consults all kinds of information sources very frequently.

6.1.4 Frequency of consultation with Information centres

The frequency of consulting information centres for designing the information literacy programmes by FM Rainbow Kolkata and Radio Mirchi Kolkata are as follows.

Table 4: Frequency of Information centres consulted

Channels Information Centres	FM Rainbow Kolkata	Radio Mirchi Kolkata
Archive	Very Frequently	Seldom
Information Centre	Frequently	Sometimes
Museum	Frequently	Seldom
Municipality	Frequently	Seldom
Block Office	Frequently	Sometimes
N.G.O.	Frequently	Seldom
Meteorological Office	Frequently	Sometimes
Hospital	Frequently	Sometimes
Bank	Frequently	Sometimes
Association	Frequently	Seldom
Panchayat	Frequently	Seldom
Police Station	Frequently	Seldom
Legal Organization	Frequently	Sometimes
Library	Very Frequently	Sometimes

Table 4 depicts FM Rainbow Kolkata very frequently consults with the Library and Archive and frequently consults with Information Centre, Museum, Municipality, Block Office, N.G.O., Meteorological Office, Hospital, Bank, Association, Panchayat, Police Station and Legal Organization for designing the content of the information literacy based programmes. Radio Mirchi Kolkata sometimes consults Information Centre, Block Office, Meteorological Office, Hospital, Bank, Legal Organization and Library and seldom consults Archive, Museum, Municipality, N.G.O., Association, Panchayat and Police Station.

6.1.5 Consultation with Personal Sources

The personal sources consulted by both FM Rainbow Kolkata and Radio Mirchi Kolkata act as programme constructionist, live consultant and special guest. The functioning personal sources are categorized as follows.

Table 5: Personal Sources consulted

Channels Personal Sources	FM Rainbow Kolkata			Radio Mirchi Kolkata		
	Programme constructionist	Live Consultant	Special Guest	Programme constructionist	Live Consultant	Special Guest
Police	-	√	√	-	√	-

Educationists	-	√	√	-	√	-
Social Activists	-	√	√	-	√	-
Technical Specialists	-	√	√	√	-	-
Film Personalities	-	√	√	-	-	√
Artists	-	√	√	-	-	√
Medical Personalities	-	√	√	-	-	√
Entrepreneurs	-	√	√	-	-	√
Astrologers	-	-	-	-	-	√
Defence Personalities	-	√	√	-	-	√
Consumer Forum People	-	√	√	-	-	√
Sports Personalities	-	√	√	-	-	√
Nutritionists		√	√	-	√	-
Psychologists	-	√	√	-	√	-
Agriculture Specialists & Veterinarians	-	√	√	-	-	√
Industrialists	-	√	√	-		√
Meteorologists	-	√	√	-	-	√
Journalists	-	√	√	-	-	√
Devotees	-	√	√	√	-	-
Historians	-	√	√	-	-	√
Achievers or Survivors	-	√	√	-	-	√
Chefs	-	√	√	-	√	-
LGBT Personalities	-	√	√	-	-	√
Service Holders	-	√	√	-	-	√
Political Personalities	-	√	√	-	-	√
General Public	-	√	√	-	-	√
LIS Professionals	-	√	√	-	-	√
Law Practitioners	-	√	√	-	-	√
Foreign Consulate General	-	√	√	-	-	√
Paediatrician	-	√	√	-	√	-
Travel experts	-	√	√	-	-	√

Table 5 shows that FM Rainbow Kolkata does not involve any personal sources as Programme Constructionist whereas Radio Mirchi Kolkata involves technical personalities and devotees for programme construction. Police, Educationists, Social Activists, Nutritionists, Psychologists, Chefs and Paediatrician are appointed by Radio Mirchi Kolkata as Live Consultant and Film Personalities, Artists, Medical Personalities, Entrepreneurs, Astrologers, Defence Personalities, Consumer Forum People, Sports Personalities, Agriculture Specialists and Veterinarians, Industrialists, Meteorologists, Journalists, Historians, Achievers or Survivors, LGBT Personalities, Service Holders, Political Personalities, General Public, LIS Professionals, Law Practitioners, Foreign Consulate General and Travel experts appear as Special Guest in their shows. Except Astrologers, FM Rainbow Kolkata engages all personal sources both as Live Consultant and Special Guest.

6.2 Feedback of the Radio Listeners

The second segment carries information about the feedback of the listeners of FM Rainbow Kolkata and Radio Mirchi Kolkata. The following tables have been furnished with further analysis.

6.2.1 Preferred Radio Channel of the Respondents

The following table gives the insight of preferred radio channel of the respondents.

Table 1: Distribution of respondents according to Choice of Radio Stations

Radio channels	Radio Mirchi Kolkata	FM Rainbow Kolkata	Other
No. of respondents	385	145	105
%	60.62	22.83	16.53

Table 1 demonstrates that 60.62% respondents preferred Radio Mirchi Kolkata, 22.83% respondents preferred FM Rainbow Kolkata and 16.53% respondents preferred other channels over the two.

6.2.2 Content of the Information Literacy Shows and the User Preference

This table deals with the types of information literacy shows run by the radio channels to which the respondents generally tune in.

Table 2: Preference of the respondents of the information literacy shows

Content	Radio Mirchi Kolkata		FM Rainbow Kolkata	
	No. of respondents	%	No. of respondents	%
Health and hygiene	155	29.24	90	16.98
Job	-	-	115	21.69
Economic Growth	-	-	110	20.75
Food and nutrition	105	19.81	85	16.03
Government Schemes	-	-	133	25.09
House hold information	-	-	45	8.49
Art and recreation	-	-	139	26.22

Agriculture and veterinary	-	-	75	14.15
Environmental pollution	99	18.67	71	13.39
Culture and heritage	-	-	89	16.79
Technical knowledge	75	14.15	69	13.01
Business entrepreneurship	-	-	45	8.49
General awareness	143	26.98	107	20.18
Tourism	-	-	109	20.56
Consumers' interest	-	-	95	17.92
Family welfare	-	-	100	18.86
Social responsibility	97	18.30	76	14.33
Digital capabilities	-	-	95	17.92
Politics	-	-	130	24.52
Weather updates	197	37.16	123	23.20
Disaster management	67	12.64	49	9.24
Railway updates	-	-	75	14.15
Traffic updates	60	11.32	45	8.49
Sports	79	14.90	46	8.67
Emergency contacts	21	3.96	19	3.58
Human rights	17	3.20	13	2.45

Table 2 describes that 37.16% respondents preferred to listen weather updates in Radio Mirchi Kolkata the most while 23.20% listen to FM Rainbow Kolkata. 29.24% respondents listen to Radio Mirchi Kolkata for health and hygiene whereas 16.98 % listen to FM Rainbow Kolkata for the same. 26.98% respondents listen to Radio Mirchi Kolkata for general awareness whereas 20.18% listen to FM Rainbow Kolkata for the same. 19.81% respondents listen to Radio Mirchi Kolkata for food and nutrition whereas 16.03% listen to FM Rainbow Kolkata for the same. 18.67% respondents listen to Radio Mirchi Kolkata for environmental pollution whereas 13.39% listen to FM Rainbow Kolkata for the same. 18.30% respondents listen to Radio Mirchi Kolkata for social responsibility whereas 14.33% listen to FM Rainbow Kolkata for the same. 14.90% respondents listen to Radio Mirchi Kolkata for sports whereas 8.67% listen to FM Rainbow Kolkata for the same. 14.15% respondents listen to Radio Mirchi Kolkata for technical knowledge whereas 13.01% listen to FM Rainbow Kolkata for the same. 12.64% respondents listen to Radio Mirchi Kolkata for disaster management whereas 9.24% listen to FM Rainbow Kolkata for the same. 11.32% respondents listen to Radio Mirchi Kolkata for traffic updates whereas 8.49% listen to FM Rainbow Kolkata for the same. 3.96% respondents listen to Radio Mirchi Kolkata for emergency contacts whereas 3.58% listen to FM Rainbow Kolkata for the same. 3.20% respondents listen to Radio Mirchi Kolkata for human rights whereas 2.45% listen to FM Rainbow Kolkata for the same. 26.22% respondents mostly listen to FM Rainbow Kolkata for art and recreational purpose followed by government schemes (25.09%), politics (24.52%), job (21.69%), economic growth (20.75%), tourism (20.56%), family welfare (18.86%), consumers' interest (17.92%), digital capabilities (17.92%), culture and heritage

(16.79%) railway updates (14.15%), agriculture and veterinary (14.15%), house hold information (8.49%) and business entrepreneurship (8.49%).

6.2.3 Profits of Listening to radio

This table gives the idea about the positive consequences of listening to radio.

Table 3: Distribution of respondents according to benefits of listening to radio

Benefits	Radio Mirchi Kolkata		FM Rainbow Kolkata	
	No. of respondents	%	No. of respondents	%
To be aware of any fraudulent activities	169	31.88	91	17.16
To identify the authenticity of information	132	24.90	108	20.37
To locate and gather required information	79	14.90	141	26.60
To assess the quality of information	75	14.15	95	17.92
To communicate and disseminate information to others	103	19.43	87	16.41
To synthesize, expand, reform and extract the required information	58	10.94	41	7.73
To classify, store, manipulate and redraft information	35	6.60	17	3.20
To use information accordingly	37	6.98	31	5.84
To identify the information need	45	8.49	43	8.11
Haven't been beneficial yet	15	2.83	13	2.45

Table 3 represents 31.88% respondents have claimed that listening to Radio Mirchi Kolkata has made them aware of fraudulent activities whereas 17.16% claimed the same for FM Rainbow Kolkata. 24.90% respondents got benefitted from Radio Mirchi Kolkata to identify the authenticity of information while 20.37% stated the same for FM Rainbow Kolkata. 19.43% respondents got benefitted from Radio Mirchi Kolkata in communicating and disseminating information to others while 16.41% stated the same for FM Rainbow Kolkata. 10.94% respondents got benefitted from Radio Mirchi Kolkata in synthesizing, expanding, reforming and extracting the required information while 7.73% stated the same for FM Rainbow Kolkata. 8.49% respondents got benefitted from Radio Mirchi Kolkata in identifying the information need while 8.11% stated the same for FM Rainbow Kolkata. 6.98% respondents got benefitted from Radio Mirchi Kolkata in using information accordingly while 5.94% stated the same for FM Rainbow Kolkata. 6.60% respondents got benefitted from Radio Mirchi Kolkata in classifying, storing, manipulating and redrafting information while 3.20% stated the same for FM Rainbow Kolkata. 2.83% respondents got benefitted from Radio Mirchi Kolkata to identify the authenticity of information while 2.45% stated the same for FM Rainbow Kolkata. The difference can be seen in the following two analyses. 14.90% respondents got benefitted from Radio Mirchi Kolkata in locating and gathering required information while 26.60% stated the same for FM Rainbow Kolkata. 14.15% respondents got benefitted from Radio Mirchi Kolkata in assessing the quality of information while 17.92% stated the same for FM Rainbow Kolkata.

6.2.4 Motives of the radio listeners

The following table describes what causes drive the respondents to listen to radio.

Table 4: Distribution of respondents according to the motives behind listening to Radio

Reasons to Listen	Radio Mirchi Kolkata		FM Rainbow Kolkata	
	No. of respondents	%	No. of respondents	%
To satisfy family interest	-	-	66	12.45
To satisfy educational interest	45	8.49	59	11.13
For leisure	145	27.35	86	16.22
For the Radio Jockey	170	32.07	74	14.71
For popular and trendy radio programmes	160	30.18	63	11.88
For the live consultant/ special guests in the show	105	19.81	47	8.86
For the content of the programme only	89	16.79	41	7.73
Miscellaneous	205	38.67	54	10.18

Table 4 portrays that 38.67% respondents listen to Radio Mirchi Kolkata for miscellaneous purposes whereas 10.18% listen to FM Rainbow Kolkata for the same. 32.07% respondents listen to Radio Mirchi Kolkata for the Radio Jockey whereas 14.71% listen to FM Rainbow Kolkata for the same. 30.18% respondents listen to Radio Mirchi Kolkata for popular and trendy radio programmes whereas 11.88% listen to FM Rainbow Kolkata for the same. 27.35% respondents listen to Radio Mirchi Kolkata for leisure whereas 16.22% listen to FM Rainbow Kolkata for the same. 19.81% respondents listen to Radio Mirchi Kolkata for the live consultant/ special guests in the show whereas 8.86% listen to FM Rainbow Kolkata for the same. 16.79% respondents listen to Radio Mirchi Kolkata for the content of the programme only whereas 7.73% listen to FM Rainbow Kolkata for the same. The following analysis shows the only difference. 8.49% respondents listen to Radio Mirchi Kolkata to satisfy educational interest whereas 11.13% listen to FM Rainbow Kolkata for the same. 12.45% respondents listen to FM Rainbow Kolkata to satisfy family interest.

6.2.5 Communication Channel to reach out to radio

The following table takes into account all those communication channels through which the listeners reach out to the radio.

Table 5: Distribution of respondents according to their utilization of channels to communicate to radio

Communication Channel	Radio Mirchi Kolkata		FM Rainbow Kolkata	
	No. of respondents	%	No. of respondents	%
Hand written letters	-	-	94	17.73
Twitter	-	-	10	1.88
Instagram	71	13.39	35	6.60

YouTube	56	10.56	30	5.66
Text Message	-	-	65	12.26
Voice Calling	35	6.60	53	10
Email	35	6.60	44	8.30
Facebook	175	33.01	48	9.05
WhatsApp	80	15.09	72	13.58
Have not contacted yet	146	27.54	121	22.83

Table 5 articulates that 33.01% respondents contacted to Radio Mirchi Kolkata via Facebook while 9.05% contacted to FM Rainbow Kolkata via the same. 27.54% respondents haven't yet contacted Radio Mirchi Kolkata channel and 22.83% respondents have remarked the same for FM Rainbow Kolkata. 15.09% respondents contacted to Radio Mirchi Kolkata via WhatsApp while 13.58% contacted to FM Rainbow Kolkata via the same. 13.39% respondents contacted to Radio Mirchi Kolkata via Instagram while 6.60% contacted to FM Rainbow Kolkata via the same. 10.56% respondents contacted to Radio Mirchi Kolkata via YouTube while 5.66% contacted to FM Rainbow Kolkata via the same. The only difference is seen in case of voice calling and email. Equal number of respondents (6.60%) contacted to Radio Mirchi Kolkata via voice calling and email while 10% and 8.30% contacted to FM Rainbow Kolkata via voice calling and email respectively. 17.73% contacted to FM Rainbow Kolkata via handwritten letters followed by 12.26% via text message and 1.88% via Twitter.

6.2.6 Barriers faced by the listeners

The next table reveals different barriers faced by the respondents while they listen to radio.

Table 6: Distribution of respondents according to the problems faced by them

Barrier	Radio Mirchi Kolkata		FM Rainbow Kolkata	
	No. of respondents	%	No. of respondents	%
Language barrier	19	3.58	11	2.07
Lack of visual contact	23	4.33	27	5.09
Technical barriers	84	15.84	135	25.47
Problems in communication channels	40	7.54	110	20.75
Timing of the programmes	88	16.60	122	23.01
Behaviour of the presenters	10	1.88	5	0.94
Feedback	9	1.69	6	1.13
Miscellaneous	11	2.07	14	2.64
Nothing as such	15	2.83	22	4.15

Table 6 states 2.83% of respondents did not face any hindrances with Radio Mirchi Kolkata whereas 4.15% did not face any hindrances with FM Rainbow Kolkata. 16.60% voiced against timing of the programmes of Radio Mirchi Kolkata as problematic followed by 15.84% respondents who reported some kind of technical barriers to listen to Radio Mirchi Kolkata, 7.54% had problems with communication channels, 4.33% faced problems due to lack of visual contact, 3.58% had language problems, 2.07% faced miscellaneous problems,

1.88% had problems with the behaviour of the presenters and 1.69% were unhappy with feedback. 25.47% respondents reported some kind of technical barriers to listen to FM Rainbow Kolkata followed by 23.01% who voiced against timing of the programmes of FM Rainbow Kolkata as problematic, 20.01% had problems with communication channels, 5.09% faced problems due to lack of visual contact, 2.4% faced miscellaneous problems, 2.07% had language problems, 1.13% were unhappy with feedback and 0.94% had problems with the behaviour of the presenters.

7. Findings:

The findings which have been derived from the study are as follows:

7.1 Radio Mirchi Kolkata broadcasts lesser number of programmes of smaller variety than FM Rainbow Kolkata. It concentrates mainly upon entertainment through infotainment signifying youthfulness for urban sector whereas FM Rainbow Kolkata focuses on broadcasting programmes for all the communities of all the sector of the society. Through the survey it was observed that Radio Mirchi Kolkata is much popular than FM Rainbow Kolkata. Though some individuals were found who did not prefer either of the two.

7.2 It was found that multiple information literacy initiatives are undertaken by both the government and private FM channels in each show. Though FM Rainbow Kolkata has more variety of information literacy initiatives than Radio Mirchi Kolkata, it was evident from the study that the respondents found the information literacy initiatives of Radio Mirchi Kolkata more attractive than FM Rainbow Kolkata. Mostly recorded shows are broadcasted in FM Rainbow Kolkata than live shows with and without interaction whereas the number of live shows with interaction is more prominent in Radio Mirchi, Kolkata than recorded shows. Though not directly under the name of information literacy, each show of FM Rainbow Kolkata contains multiple government and non-government information literacy initiatives on a regular basis. But Radio Mirchi, Kolkata seldom broadcasts government and non-government information literacy initiatives.

7.3 It is also important to mention that both the radio personnel and the audience did not have any clear idea about the basics of information literacy. The reasons for initiation of information literacy programmes by FM Rainbow Kolkata and Radio Mirchi Kolkata were more concurrent with popularizing the channels than the grass root pillars of information literacy. But commercialization is less pertinent in FM Rainbow Kolkata than Radio Mirchi Kolkata. The respondents were impacted more with the idea of information literacy from Radio Mirchi Kolkata than that of FM Rainbow Kolkata.

7.4 FM Rainbow Kolkata is keener in using information sources and information centres for constructing the information literacy based programmes than Radio Mirchi Kolkata. Apart from consulting, Radio Mirchi Kolkata also refers their audiences to YouTube, Facebook and Instagram. Eminent personalities from various fields are involved both as live consultant and special guest to share their valuable advice and views with the audience by FM Rainbow Kolkata whereas Radio Mirchi Kolkata offers only singular roles of programme constructionist, live consultant and special guest to personal sources based on their

programmes. Prasar Bharati Guidelines are used by FM Rainbow Kolkata for designing the content of the shows. Radio Mirchi Kolkata use Prasar Bharati Guidelines and Mirchi Guidelines for constructing their programmes.

7.5 FM Rainbow Kolkata gets more varieties of queries in their information literacy programmes whereas than Radio Mirchi Kolkata. FM Rainbow Kolkata uses nine kinds of communication channels to receive queries and Radio Mirchi Kolkata use six. The rankings of the channels based on the response of the channels are also different from one another. Especially mentionable is the hand written letters of FM Rainbow Kolkata in the digital era. The channels of Radio Mirchi Kolkata are more used than FM Rainbow Kolkata.

7.6 The evaluation criteria followed by FM Rainbow Kolkata for measuring the success of the radio shows are Radio Audience Measurement, number of requests or queries received for a particular show, feedback from audience and feedback of eminent personalities. Radio Mirchi Kolkata use Indian Radio System Data for evaluating their shows.

7.7 According to the concerned personnel governing the radio programmes, FM Rainbow Kolkata seldom face problems regarding co-ordination with various institutions, feedback, knowledge and training on information literacy and behaviour of audience. Sometimes they face problems regarding link failure. But the personnel of Radio Mirchi Kolkata do not face any such problems except the transformation of audience from radio listeners to radio viewers. According to them this is a threat to the pioneering significance of radio. Again the respondents were more comfortable with Radio Mirchi Kolkata than FM Rainbow Kolkata as they faced lesser amounts of problems with them.

8. Concluding remarks:

Information literacy initiatives are highly necessary in today's information abundant world. AIR, the pioneer of radio channels in India is dedicatedly working on providing information literacy in various arenas through FM Rainbow Kolkata. They are also getting positive responses for their initiatives. On the other hand, Radio Mirchi Kolkata, the popular most of all the FM radio channels is ardent towards entertainment and popularity and only engages in trendy, unbiased and mandatory information literacy initiatives. The contrast is that though FM Rainbow Kolkata has more content and larger coverage than Radio Mirchi Kolkata, the audience are interested more in infotainment. Taking information literacy initiatives as a serious issue and making infotainment as a medium, both the channels should responsibly focus on their drawbacks and scope to design their programmes and make people information literate citizen. Other than that, it is also important for the professionals of the FM radio channels as well as the audiences to understand the basics of information literacy to become true lifelong learners. For this various extension activities like orientation, workshop, seminar, training course, etc. can be organized.

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