

Listening Pattern Of FM Radio in Tamil Nadu

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Introduction

Communication being a basic human need like food, shelter and clothing, no society can exist without it. It regulates and shapes all human behaviour. Users take an active part in the communication process and are goal-oriented in their media use. The theorists say that a media user seeks out a media source that best fulfills the needs of the user. Uses and gratifications assume that the users have alternate choices to satisfy their needs.

For the past fifteen years India has been exposed to a new kind of broadcasting that is FM. It began when radio was almost forgotten and it was believed that radio would exist only in people's memories. Soon after the FM broadcasts started they became part of everyday life in India. Listeners found in FM a close companion. They seemed to open their heart out to Radio Jockeys, Legal Counseling, Career, Health, Relationships, Hobbies, Business and Traffic Updates. Psychological counseling and other issues related to metropolitan life became part of these new broadcasts.

Today FM providing listeners with unbiased news, good music, development in current events and sports update. Live traffic updates, daily exchange rates, price of groceries and other market commodities and most importantly, different genres of music, have already made it popular among the masses.

The FM radio stations take up local issues, sometimes so local as to be village-specific. The programs are made in the local dialect so even the illiterates can understand them. The producers

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