

1. Introduction

The topic of this research paper is “**The Impact of Private Radio Channels**”. It is a newborn in the media scene of Bangladesh. It is an unexpected media for the people of Dhaka city and outside. Although radio is a very old technology in Bangladesh, the arrival of the private radio channels (Radio Today 89.6FM, Radio Foorti 98.4FM, Radio Amar) has been somewhat of an innovation in the lives of the Dhaka city.

There was a time that long ago, when the residents of the Dhaka city were passionate with the satellite television channels. But at a certain point they grew tired of the mindless western and Indian TV shows and were looking for newer sources of entertainment. With the appearance of the private radio channels the city dwellers have found a new media of entertainment. While two are already on the air they are Radio Today, Radio Foorti and Radio Amar and there are a few more are coming like Radio ABC, Radio Aina etc.

A radio is very cheap and can be bought for just Tk 100-150. Many are buying mobile sets that have FM radio facilities, which are the new trail of reviving FM radio to every ones, hand. It is somewhat creating a new media of entertainment for young aged people and creating a great influence in their daily life. Nowadays it is quite a common sight to see young age group in Dhaka city are wearing earphones and listen music around the streets or hanging out with friends in campus or other places.

2. Background History

Radio, which was becoming an extinct media of entertainment, has revived itself very strongly with the arrival of these private channels. The government has given permission to set up three new frequency modulation (FM) band radio channels, raising the number of such private channels to four. A total of 10 companies applied for the permission of operating FM radio channels. Three firms have FM licenses. Ayna Broadcasting Corporation (ABC) and Capital FM are coming on air soon. The new channels are planning to provide a different target audience by broadcasting diverse programs to add a new dimension to the private radio channels. Before 2006 Bangladesh had only two Stations (Bangladesh Betar and Radio Metrowave. Radio listening on medium wave was confined to urban limits of these cities. Presently the broadcast scenario has drastically changed with three FM channels.

Because of the variety of contents, new way of presentation and technical superiority, FM radio gains popularity despite the operation of a number of television channels. The rocking FM radio channels have revived radio listening in the country. Mobile phones also provide the facility of listening to FM radio stations.

Radio Foorti

Radio Foorti, Bangladesh's first 24-hour private FM radio channel, is launched on September 21, 2006. Their target listeners were between the age limit of 16 years and 40 years. Radio Foorti has the ultimate aim of being the backdrop of Bangladesh. A lot of

the people involved in Radio Foorti are members of local bands and therefore their taste in music mirrors those of the school and university students.

Radio Foorti is a partnership with the famed Radio Mirchi of India. The sudden craze among all the potential investors and companies is to understand the mindset of the youth. Radio Foorti has the same idea in mind but has a whole different approach to it.

This private FM radio station is mainly broadcasting modern Bangla songs, along with band music and a bit of oldies and folk. They have also started playing English and Hindi pop tracks on a program named Club Foorti. This program will be aired on every Thursday from 10:00 PM to 2:00 AM.

Radio Today

Radio Today is the largest private FM Radio operator in the country, which began broadcasting on September 16, in Dhaka. The success of Radio Today can be attributed to its skilled manpower, ability to understand the audience needs be it any region and the capability to fine tune content based on the culture and taste of the local audience.

This channel, which can catch on 89.6 FM, brings high hopes for the underdog medium. Their programs cover news and views on sports, education, business and commerce, development, happenings in Dhaka and its surrounding districts. These stations are city-based. They range from Dhaka to some nearby districts only. Those who are within 100 KM of their station, it is for them.

Other innovative skits of Radio Today include broadcasting prices of essentials via on the spot reporters so people who are on way to shop can know the going rate at the market today.

Radio Amar

This is a sister concern of Unitrend Group. With the theme Echo of Bangladesh, Radio Amar FM 101 began its test transmission from February 6 and very soon it starts its live transmission. People from across the country can hear the 24-hour test transmission by tuning FM 101.

3. Research area / scope

I would like to do my research to find the impact of the new growing private radio channels in Dhaka city. I also tried to find out the target listener group of people in different places. To proceed with my research, it was essential to study on the radio media as a media of entertainment. In order to reveal my targeted findings, I inspected the following research questions:

1. Who are the main listener of FM radio now among young generation and also others?

Radio is now a growing media of entertainment after the arrival of private radio channels. These private radio channels are much innovative which influences people to listen radio. Now these private radio channels are quite known to different group of people. To get the clear picture of the impact of the private radio channels as a media of entertainment it is important to identify the specific listener group of people among the young generation and other group of people.

2. What impact it creates to the listeners by their different programs?

Though private radio channels are growing entertainment media in Bangladesh it is already an established in different places like Dhaka. People in Dhaka city are parity much familiar about the private radio channels and their programmers. So it is clear that there is already some target group of listeners of that private radio channels. And it is important to find out the impact they create by their different programs to listener group in their lifestyle.

3. What are the effects on both the producer and listener?

As the private radio channels create some influence to the people in different area and location it has definitely some effects to them. Also it is a new media for the producer to produce different programs. So these private radio channels also have creates some effects to the producer of programs. That's why it is also an important factor which must find in order to know the impact of the growing private radio channels.

4. What is the benefit it gives?

Private radio channels are new media of entertainment, which opens another way of entertainment besides TV media. It can be considered as another source of entertainment to the different group of people. Also radio is cheap of cost and easy to reach. By doing different innovative approaches it can be a great sources of entertainment and knowledge to the vast number of population. So it has a great scope to reach people as an essential part of life.

4. Hypothesis

I have already mentioned what I am going to find on my research. It's on 'the impact of private radio channels which are broadcasting in Dhaka city. They have opened a new media for the people of Dhaka and already get popularity among different level of people, especially among the young generation. The reason behind choosing this topic is that by doing this research I can get concerned with the diversity of the people of Dhaka. And also get the knowledge of how different media works for different people. I hope I can also find the approximate number of people influenced by this new media. At the end of my research paper I will try to give some feedback about the impact of this private radio channels on young generations of Dhaka city.

5. Methodology

I collected both primary and secondary data for my research. First of all I have studied about the current picture of the radio media in Bangladesh, which helps me to know about the condition of that sector. This has also helped me to conduct my primary research.

Primary Sources:

I gathered primary data from the responses of my questionnaires and an interview with different private radio channel officials. I've selected students in campus and also the general people of different areas as my target group. In order to collect primary data I have gone to different private radio stations several times. Most of the time I could not get the necessary information, as the officials was busy with their job. But I have managed to collect my necessary information from them. I have prepared 30 copies of questionnaires and distributed most of them to the officials of the different private radio stations in order to make my survey. This segmentation helped me to identify the viewpoint of the people who are related with the radio media.

I also made two sets of questioner and done my survey on thirty people from each group. This primary data collection helped me to make a clear viewpoint of the listener group of that radio channels. And also I can know the expectations of the listeners group. To collect this primary data I have gone to different educational institutes like schools, colleges and universities in different places in Dhaka city. I have also gone to different

public places like bus stoppage, railway stations, and shopping malls in order to collect the data from the general peoples.

Secondary Sources:

My secondary data is based on Newspapers i.e. The Daily Star, The Daily Independent, The Daily Prothom-alo etc, magazines i.e. Probe News, Star Weekend Magazine, Ice Today etc and Internet Journals and articles. To find different secondary information I found that there is not enough information in the websites in different private radio channels. Though they have been providing Internet radio service but there is no information regarding to their organization and activities. I have to rely on the newspaper, magazine and Internet articles to gather secondary information. They also did not provide any required brochures of their company, which I could use as my secondary sources.

6. Data Presentation and Analysis

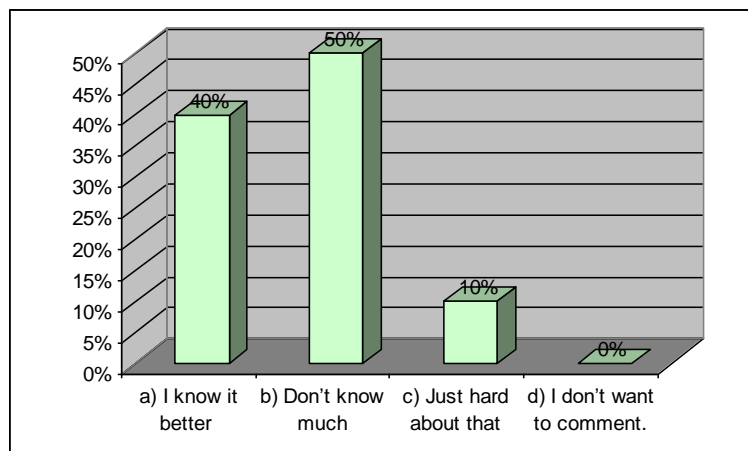
A. General People

	(a)	(b)	(c)	(d)
1. I am __	A Service holder	A business person	House wife	Others
	40%	30%	10%	20%
2. Are you familiar with the radio media in Bangladesh	I know it better	Don't know much	Just hard about that	I don't want to comment
	40%	50%	10%	0%
3. Do you listen to radio?	Regularly	Sometimes	Ones or twice in a week	Never
	30%	40%	20%	10%
4. Do you know about the private radio stations?	Yes. I listen to them regularly	Yes. But I don't listen to them	Yes. But I don't have FM	No. I don't know about them
	50%	30%	10%	10%
5. When are you listening to radio normally?	At my leisure time	Traveling in bus or car	On lunch hour	At late night before sleeping
	20%	30%	20%	30%
6. What programs you like to listen in radio channels?	I enjoy listening music	I like to listen news	I like different talk shows	Others
	80%	10%	10%	0%
7. Do you like songs in different radio stations (Radio Today, Radio foorti) most of the time?	I enjoy listen that songs	I don't like that music most of the time	I like only songs of some particular program	That songs are totally boring
	30%	0%	40%	30%
8. What kind of songs you like to listen?	Local folk songs and traditional songs	Local songs of different bands	I like to listen some western music	Hindi songs
	60%	20%	10%	10%
9. What's your opinion about private radio channels compared to Bangladesh Betar?	Private Radios are more entertaining	Private Radio stations are exploiting the appeal of radio	Private Radio channel programs are not well organized	Can't make any difference
	30%	40%	20%	10%
10. Do you think this Radio culture can be a part of entertaining media?	Yes	No	Partially	
	50%	20%	30%	

These data is collected from the questioner to general people to find the information about the impact of the private radio channels on them. The data is collected by a set of questioner consist of 10 questions and surveyed among 30 person of the target group. In above table the collected data is presented with outcomes of the survey that are shown in percentage for the each questions outcome.

The data is divided in to four groups according to four possible answers of each question. The percentage comes for each answers shows the different opinion of the target group of people. By this it's possible to analyze my research of the impact of private channels among the general people. These data are representing below with graphical presentation.

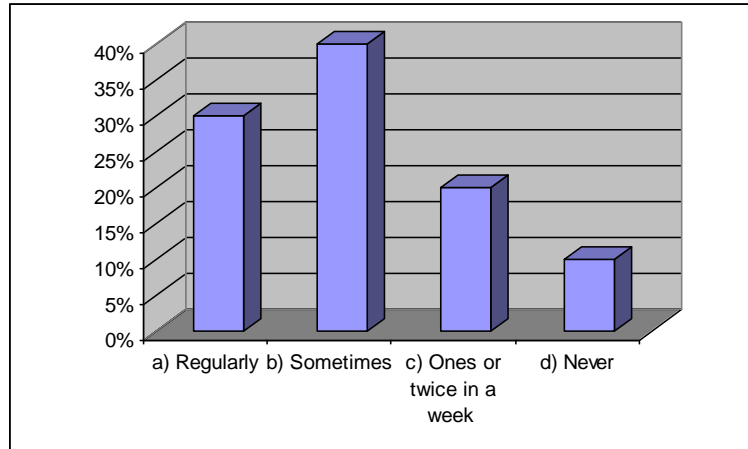
2. Are you familiar with the radio media in Bangladesh	I know it better	Don't know much	Just hard about that	I don't want to comment
	40%	50%	10%	0%



I have found that most of the people are familiar about the radio media in Bangladesh. Among them 40% said that they know about that media better. 50% said that they know but not much. And only 10% just knew about that very few. Nobody said that they don't

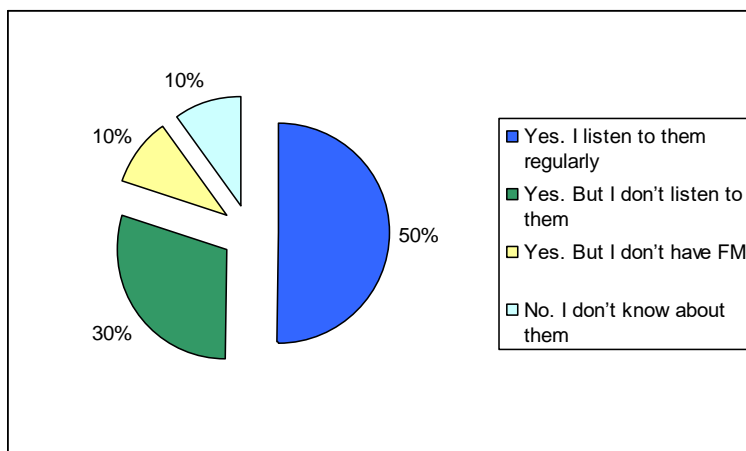
know about the radio media in Bangladesh. So it can be said that it's a known media in Bangladesh.

3. Do you listen to radio?	Regularly	Sometimes	Ones or twice in a week	Never
	30%	40%	20%	10%



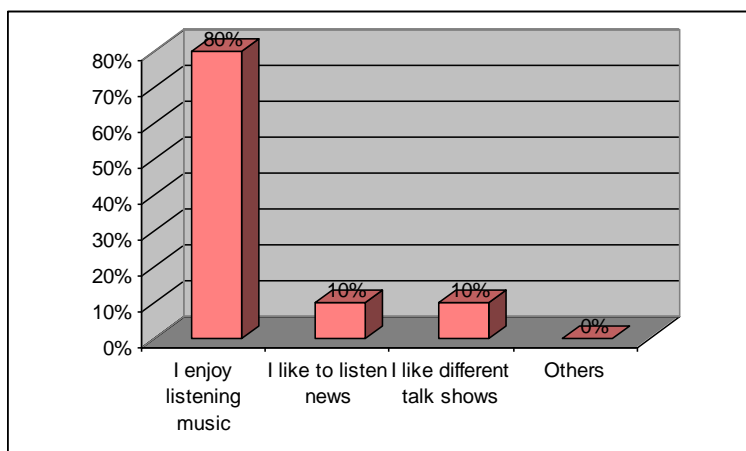
The above data its showing that 30% people listen to radio regularly and another 40% listen to radio sometimes. From that it's clear that people are listening to radio and the number is increasing. Those who were listening to radio once or twice in week, the are now listen more frequently. Only 20% listen once or twice in a week now and 10% never listen to radio which is a very little percentage.

4. Do you know about the private radio stations?	Yes. I listen to them regularly	Yes. But I don't listen to them	Yes. But I don't have FM	No. I don't know about them
	50%	30%	10%	10%



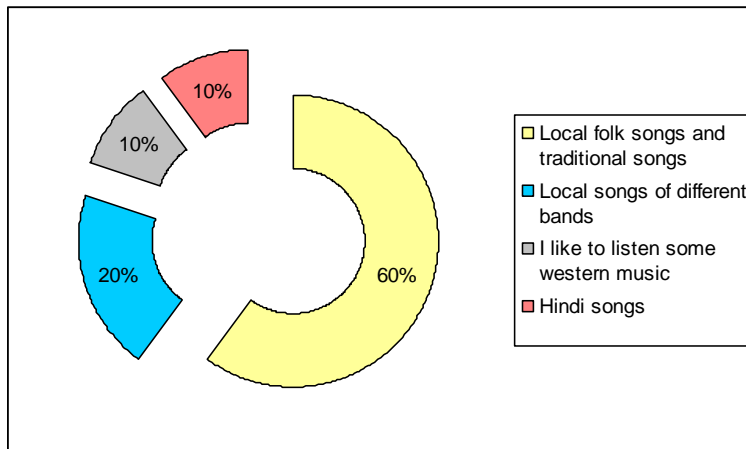
Here you can see that 50% people in the target group listen to radio regularly. So that it can be said that those people who knows about private radio channels are listen to radio regularly. 30% people said that they know about the private radio channels but they don't listen to them. Other 20% people don't listen to radio because they don't have FM radio and others don't know about private radio channels.

6. What programs you like to listen in radio channels?	I enjoy listening music	I like to listen news	I like different talk shows	Others
	80%	10%	10%	0%



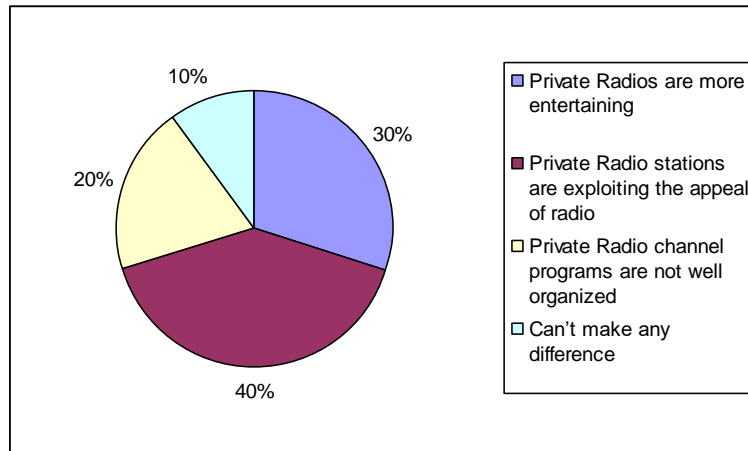
Here I have found that people are mostly enjoying listening music in different radio channels. 80% people said that they like to listen to different songs in radio. And these private radio channels are broadcasting a different traditional and folk song that makes a great influence to the listener group among general people. Only 10% said that they want to listen to news and other 10% said that they like to listen to different talk show. As because news and talk shows are more lively and popular in the TV channels. Also nobody said about other program they like to listen to radio.

8. What kind of songs you like to listen?	Local folk songs and traditional songs	Local songs of different bands	I like to listen some western music	Hindi songs
	60%	20%	10%	10%



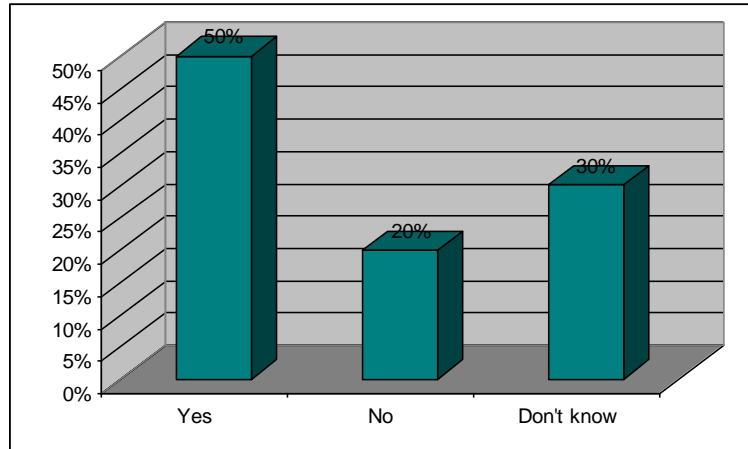
From the above finding and graph it's also clear that people are more likes to listen different traditional and folk songs and 60% people said about that. 20% people said that they like different band songs of local bands. And only 10% wants to listen western songs and other 10% said that they like to listen hindi songs from the radio channels. And those private radio channels broadcast more or less all category songs regularly.

9. What's your opinion about private radio channels compared to Bangladesh Betar?	Private Radios are more entertaining	Private Radio stations are exploiting the appeal of radio	Private Radio channel programs are not well organized	Can't make any difference
	30%	40%	20%	10%



Here you can see that people are still confused about the private radio channels different activity which is not matched with the traditional Bangladesh Betar. That's why 40% people's opinion is negative also other 20% said that the programs are not well organized in private radio channels. Other 10% can not even differentiate the difference. But among them 30% people said that the private radio channels is more entertaining then the radio media before.

10. Do you think this Radio culture can be a part of entertaining media?	Yes	No	Don't know	
	50%	20%	30%	



This was the last question for the target group general people to know about their opinion about the future about these private radio channels. And 50% people said that it could be a part of entertaining media in future. Only 20% people don't think that this radio culture can not be a part of the entertainment media in future. And other 30% replied neutrally as they are confused about this new media of entertainment.

From the above data analysis of general people it can be mentioned that private radio channels makes some difference and innovation. They introduced a new way in the traditional radio media in Bangladesh. And this innovation influences the people in Dhaka city and they like to listen to radio now. They are starting to find some of their way of entertainment at home as well as outside with these private radio channels.

B. Students in Campus

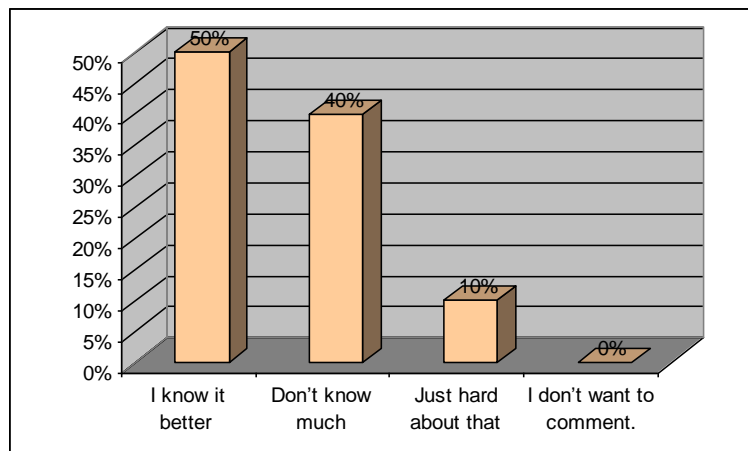
	(a)	(b)	(c)	(d)
1. I am studying __	In a School	In a College	In an University	Other Institution
	10%	30%	50%	10%
2. Are you familiar with the radio media in Bangladesh?	I know it better	Don't know much	Just hard about that	I don't want to comment.
	50%	40%	10%	0%
3. Do you listen to radios?	Regularly	Sometimes	Hardly	Ones or twice in a week
	30%	30%	20%	20%
4. Which device you are using for listening to radio?	FM Radio	Mobile	Car Music System	Computer
	30%	50%	20%	0%
5. Have you bought any device for listening to radio after arrival of private radio channels?	Yes	No		
	40%	60%		
6. When do you listen to radio?	In my leisure time	Hang out with friends	Traveling in bus or car	Late at night before sleeping
	30%	10%	40%	20%
7. What programs you like to listen to radio?	I enjoy listening music	I like to listen to news and ads	I like different talk show	Others
	80%	20%	0%	0%
8. What kind of songs do you like to listen?	Local folk songs and traditional songs	Local songs of different bands	Some western music	Hindi songs
	20%	60%	10%	10%
9. What's your opinion about private radio channels?	Private Radios gives popularity of radio media	FM radios are substitute of mp3 player	A new way of passing time	Good but not like TV media
	30%	30%	20%	20%
10. Do you think this Radio culture can be a part of entertaining media?	Yes	No		
	60%	40%		

These data is collected from the questioner targeting a particular group of people (students) to find the information about the impact of the private radio channels on them.

The data is collected by a set of questioner consist of 10 questions and surveyed among 30 person of the particular target group. In above table the collected data is presented with outcomes of the survey that are shown in percentage for the each questions outcome.

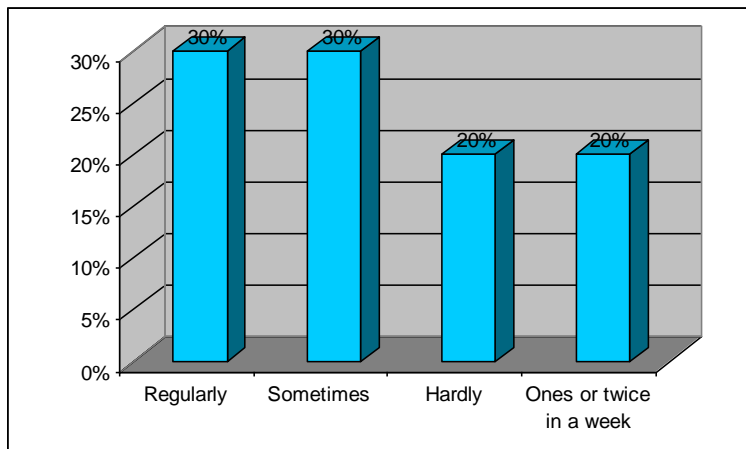
The data is divided in to four groups according to four possible answers of each question. The percentage comes for each answers shows the different opinion of the target group of people. By this it's possible to analyze my research of the impact of private channels among the young aged targeted group of people. These data are representing below with graphical presentation.

2. Are you familiar with the radio media in Bangladesh?	I know it better	Don't know much	Just hard about that	I don't want to comment.
	50%	40%	10%	0%



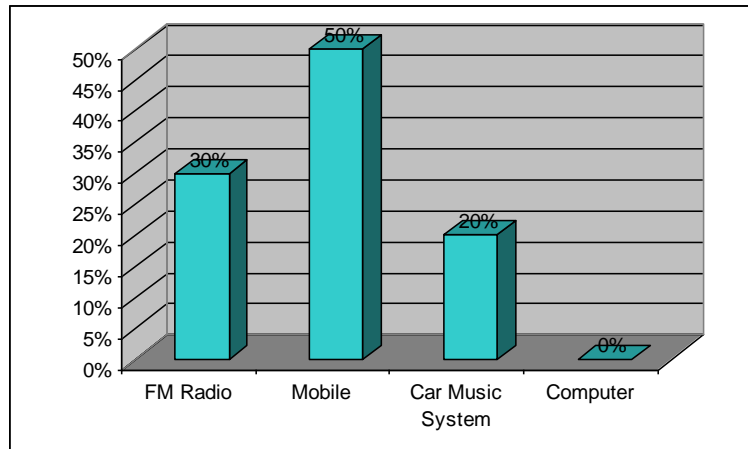
I have found that most of the people are familiar about the radio media in Bangladesh. Among them 50% said that they know about that media better. 30% said that they know but not much. And only 10% just knew about that very few. Nobody said that they don't know anything about the radio media in Bangladesh. I have found that these young age people know about the private radio channels better than the Bangladesh Betar.

3. Do you listen to radios?	Regularly	Sometimes	Hardly	Ones or twice in a week
	30%	30%	20%	20%



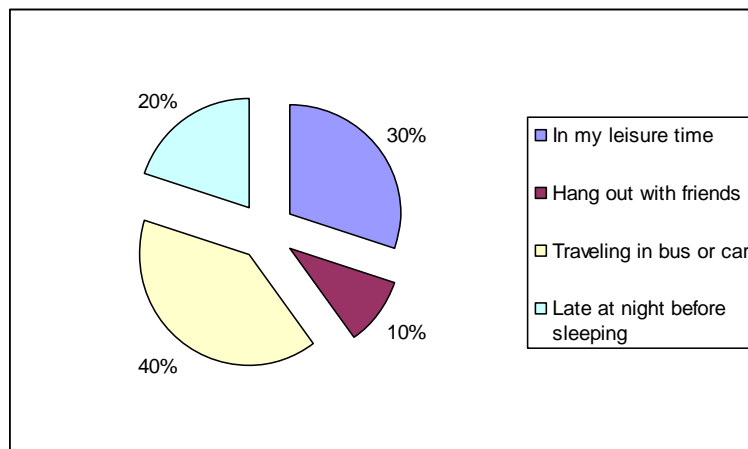
In this particular target group they also have a keen interest about listening radio which I have found in their answer of whether they listen to radio. In the graph its showing that 30% people listen to radio regularly and another 30% listen to radio sometimes. From that it's clear that people are listening to radio and the number is increasing. Those who were listen to radio once or twice in week, the are now listen more frequently. Only 20% listen once or twice in a week now and 20% never listen to radio which is a very little percentage for the young age people.

4. Which device you are using for listening to radio?	FM Radio	Mobile	Car Music System	Computer
	30%	50%	20%	0%



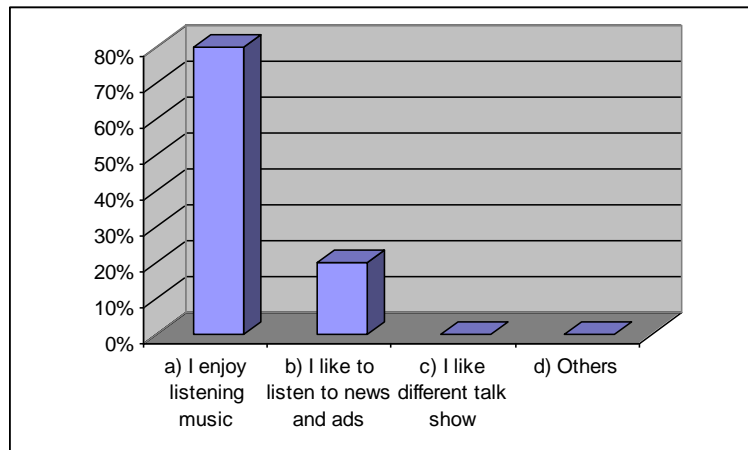
Most of the people of this target group of people are listening to radio in their mobile device and that is 50% of that target group of people. I have realized that this mobile phone with FM radio makes this media more popular to the young generations. 40% listen to radio in FM band radio and 20% people listen to radio in their car music system. Nobody listen to radio in computers as internet radio is not still popular in our country.

6. When do you listen to radio?	In my leisure time	Hang out with friends	Traveling in bus or car	Late at night before sleeping
	30%	10%	40%	20%



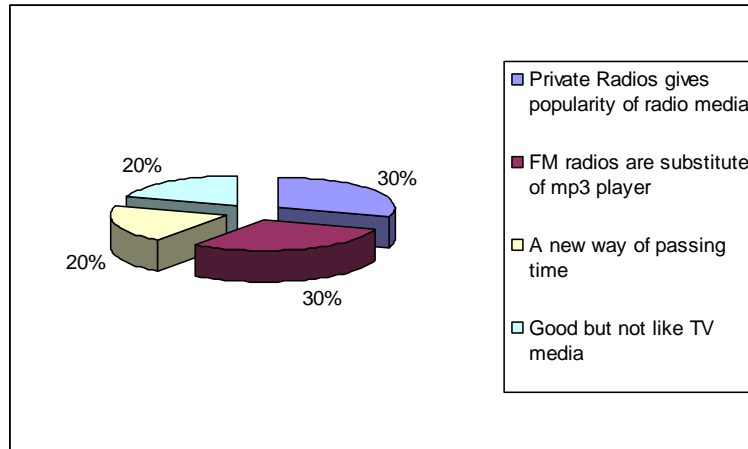
Among 30 people 30% said that they like to listen radio at their leisure time. They considered radio as an entertainment media when they are in the campus. But only 10% people said that they like to listen to radio when the hang out with friends in campus as they found that it is not yet more entertaining rather then hanging out with friends. 40% people said that they like to listen to radio in their mobile when they are traveling in bus because they considered it as a way of entertainment available with them. And 20% students like to listen to radio in the late night after their study to refresh their mind.

7. What programs you like to listen to radio?	I enjoy listening music	I like to listen to news and ads	I like different talk show	Others
	80%	20%	0%	0%



This is a significant question for the students of the campus in order to find what kind of programs they are looking for in different radio channels. 80% of the students said that they are enjoying listening to music in different FM radio channels as the private radio channels are giving lots of songs all the day for different aged people. 20% students said that they like to listen to news and different advertisement in radio. No one in the target group of students wants to listen to talk shows and other programs like interviews and documentaries.

9. What's your opinion about private radio channels?	Private Radios gives popularity of radio media	FM radios are substitute of mp3 player	A new way of passing time	Good but not like TV media
	30%	30%	20%	20%



As this private radio channels broadcast local songs most of the time, students' likes to listen the programs of the private radio channels. 30% said that this private radio channels makes the radio media popular again. Another 30% said that this can be a substitute of mp3 players. Also 20% peoples is opinion that it's a new way of passing time. And 60% of them opinioned that this radio media can be a part of the entertainment media in Bangladesh.

From the above analysis of the data table it can be mentioned that private radio channels are doing great job to increase the appeal of the radio media. They introduced a new way in the traditional radio media in Bangladesh. And this innovation influences the young generation and they like to listen to radio now. They have found some of their way of entertainment at home as well as outside.

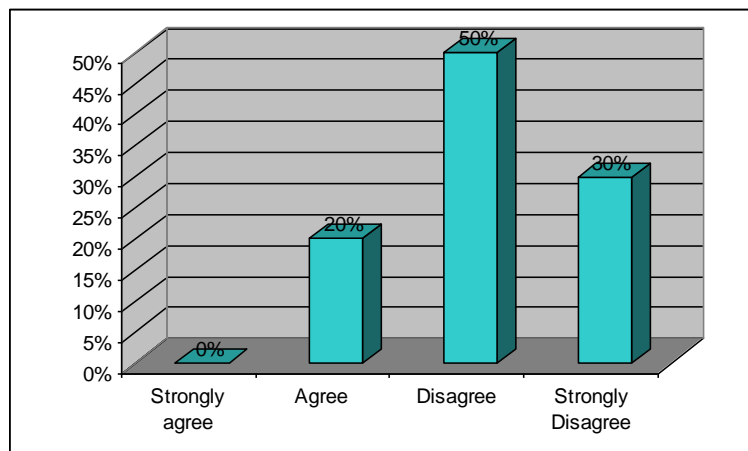
C. Employee of Radio stations

	(a)	(b)	(c)	(d)
1. You are working for which radio Station?	Radio Today	Radio foorti	Radio Amar	Others.
	50%	30%	20%	0%
2. What do you think about this medium?	A traditional medium of entertainment	A creative medium	Easy reach medium	
	30%	60%	10%	
3. Do you think FM Radio channels are still an unexplored medium for the people of Dhaka city?	Strongly agree	Agree	Disagree	Strongly Disagree
	0%	20%	50%	30%
4. How is the response to different group of people?	Very good	Good	Average	Not so good
	40%	20%	30%	10%
5. Do you have any targeted listener group for different programs?	Yes, for most of the programs	Yes, but for few programs	No, but sometimes it is done for few programs	We don't have any targeted listener group
	10%	30%	20%	40%
6. Can you justify why people will listen to this private radio channels instead of Bangladesh Betar?	Because private radio channels targeted a specific group of people	Because private radio channels are more lively	Because private radio channels has a different style	Because private radio channels have smart RJs
	10%	30%	40%	20%
7. Do you think radio channels are influencing media for young generation?	Strongly agree	Agree	Neutral	Disagree
	10%	60%	20%	10%
8. Are you producing programs for the young generation?	A lot of program	Not regularly	Very few	None
	40%	50%	10%	0%
9. Are you evaluating different programs regularly by the opinion of listeners?	Yes	No	Don't know	
	70%	0%	30%	
10. Do you think this private radio channels will create popular media of entertainment in future?	Agree	Disagree	Neutral	
	60%	0%	40%	

These data is collected from the target group of the employees of the private radio channels to find out their activities and perception about this media. The data is collected by a set of questioner consist of 10 questions and surveyed among 30 person of the employees of private radio channels. In above table the collected data is presented with outcomes of the survey that are shown in percentage for the each questions outcome.

The data is divided in to four groups according to four possible answers of each question. The percentage comes for each answers shows the different opinion of the target group of people. By this it helps me to analyze my research of the impact of private channels. These data are representing below with graphical presentation.

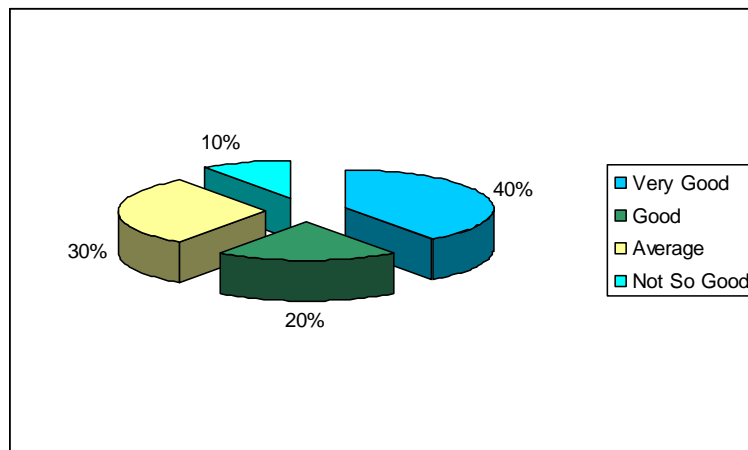
3. Do you think FM Radio channels are still an unexplored medium for the people of Dhaka city?	Strongly agree	Agree	Disagree	Strongly Disagree
	0%	20%	50%	30%



The above question was for the employees of the private radio channels. From the above graph it's clear that they are working in this media with a great motivation and let the people know about this new media. Here you can see 50% peoples of different radio

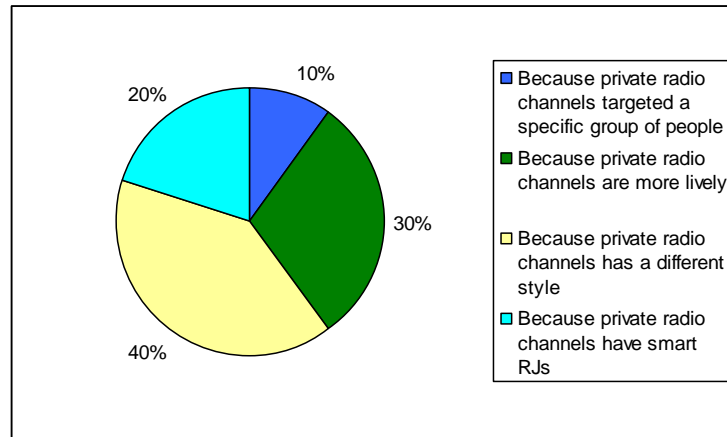
stations said that these FM radio channels are not an unexpected medium for the people of Dhaka city. Another 30% strongly believes that these private radio channels are well known to the people in Dhaka. Only 20% people think that the private radio channels are still unknown to different areas of people.

4. How is the response to different group of people?	Very good	Good	Average	Not so good
	40%	20%	30%	10%



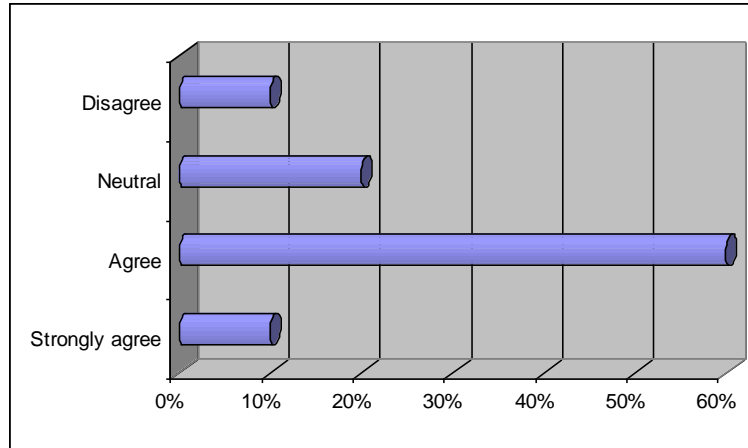
Here you can see from the pie graph that the people of different private radio channels said that the response from the different group of people is increasing day by day. 40% said that the response is very good. Another 20% peoples also said that the response is good from the people. 30% said that the response is not so good in respect to the expectation. Only 10% think that the response from the people is not that good as they wanted.

6. Can you justify why people will listen to this private radio channels instead of Bangladesh Betar?	Because private radio channels targeted a specific group of people	Because private radio channels are more lively	Because private radio channels has a different style	Because private radio channels have smart RJs
	10%	30%	40%	20%



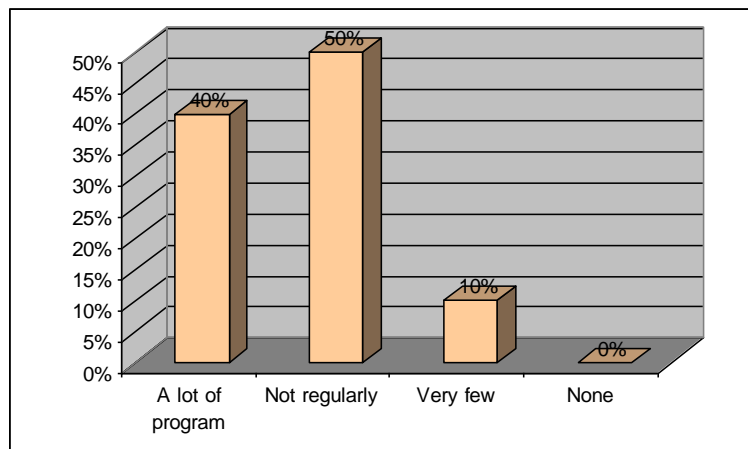
This question was given to the employees of different private radio channels in order to differentiate them from the traditional Bangladesh Betar. Here you can see from the pie graph that 40% people said that they are creating a different style in the radio media which is modern and innovative. 30% people said that these private radio channels are more lively then the traditional radio media in Bangladesh. 10% think that the difference is that they are targeting a special group of people as their listener group. Another 20% opinioned that they are different ten the traditional Betar as they have smart RJs.

7. Do you think radio channels are influencing media for young generation?	Strongly agree	Agree	Neutral	Disagree
	10%	60%	20%	10%



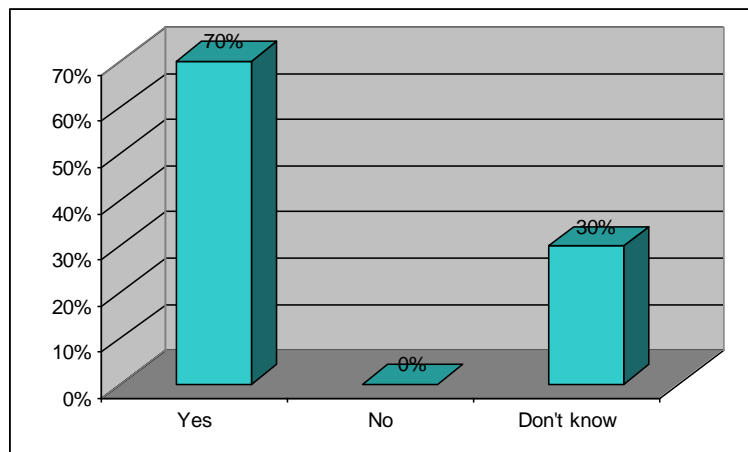
As all of we know that after arrival these private radio channels young aged people starts listening radio. Here from the above graph it's clear that 60% propel of different private radio channels strongly believes that this new radio culture is a strong influential media for the young generation as it is an easy reach media from anywhere. 20% people among them can't make the clear opinion and only 10% said that these radio media can not influence the young generation instead of TV and Video games.

8. Are you producing programs for the young generation?	A lot of program	Not regularly	Very few	None
	40%	50%	10%	0%



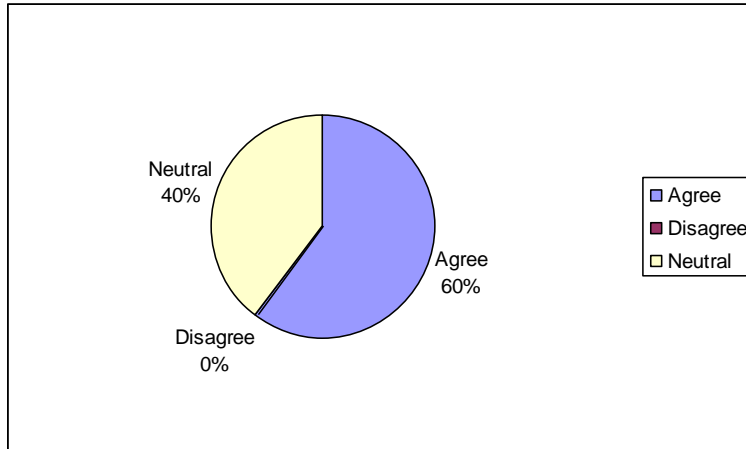
As the people of different radio channels opinioned that this is an influential media for the young generation this question was asked to them whether they are producing programs for the young generation or not. And from the graph it's mentioning that they are doing programs for the young generation. 60% said that they are producing programs for the young generation but not regularly and 40% said from different private radio channels they are doing regular programs. Only 10% said that they are producing very few programs. And nobody said that they do nothing for the young generation people.

9. Are you evaluating different programs regularly by the opinion of listeners?	Yes	No	Don't know	
	70%	0%	30%	



This question was given to the employees of different radio channels to find out the information of their different improvement activities to increase public acceptance. From the graph it's clear that 70% of them said that they do evaluation of their different programs according to the public opinion to increase the public acceptance. Nobody said that they do nothing about the evaluation. Another 30% people don't know anything about that or don't want to comment about that.

10. Do you think this private radio channels will create popular media entertainment on the future?	Agree	Disagree	Neutral	
	60%	0%	40%	



This was the last question to the employees of the private radio channels. Here you can see that 60% people of different private radio channels said that these private radio channels already makes a difference in the mind of the listeners and they also think that it will be a popular entertaining media in the future. 40% are confused about the future of the private radio channels. Nobody think that these can not be a part of the entertainment media of Bangladesh in future.

From the above analysis of the data table it can be mentioned that private radio channels are doing great job to influence the listener of radio. They have introduced a new way in the traditional radio media in Bangladesh. And this innovation influences the young generation and they like to listen to radio now.

7. Limitations

While preparing this research paper I had faced a number of problems. Some of these had very little effect on the paper while other ones caused my research to be limited. The first limitation was I could not do my survey to the whole population for my primary research. It was only a group of 30 people for each target group of people. So it has a probability of getting biased response and can not be evaluated as a general thinking of the people of Bangladesh.

Due to the ignorance of people about research survey, I also faced problem while conducting my survey. They often acted negatively and sometimes felt scared to fill out the questioner and it reflects to the data collected from them. Sometimes I had to explain the whole topic in order to get data from a people. But most of the time people filled it without any thinking.

According to me, the major limitation is that I could not conduct interview to a CEO of any private radio channels and I personally believe without their opinion it is not possible to get a clear vision and objective of this growing media.

8. Conclusion

Through my research I have found out lots of drawbacks of the private radio channels also the reactions of different group of people. It is a very common media of entertainment in city life. In the West or in the neighboring countries every big city has, on an average, six to seven FM stations, while Dhaka has only three. But in a city life FM radio channels creates an influence. It is considered as a most common media of entertainment. In Bangladesh these culture are just start to expand. Already it creates a great impact to different listener group, specially the young generation in Dhaka city. They have found it a way of entertainment with them in everywhere. Also I have found from my research that this private radio channel successfully establishes them in the peoples mind in Dhaka city. Now they know about this media very well. But still it has a small coverage. As it is very new and growing media if the government relaxes its frigid regulations, the country's radio industry can expect to witness a big expansion, a little help from the government and FM Radio can become the next big industry.

9. Recommendations

After doing the research I would like to say my recommendation to the private radio channels authority

- ✓ As private radio channels create a great influence day by day. They can produce creative programs in order to give the people a complete enjoyment through this media.
- ✓ After arrival of the private radio channels the young generation starts to listen to radio so for this particular group of listeners they can produce special programs.
- ✓ Even though the young generation is one of the large listener group but there are also listeners of different ages so they should focus on all age people.
- ✓ They can contribute in different social conscious program. Though they are still doing it but they can do it more frequent way in order to make the people more conscious about the different social problems.
- ✓ They can contribute by broadcasting the traditional songs of Bangladesh which are almost extinct in order to revive them again in the people.
- ✓ Still the frequency of this private radio channels are within the Dhaka city and some places in Chittgong. They should increase the frequency to reach everywhere in Bangladesh.
- ✓ They can produce short documentaries which can give different information about the different things in Bangladesh. These can help to know the country easily for the young generation.

10. Bibliography

- Ahmed, H. S. (2007, February 16). Breaking the musical status quo. *Star Weekend Magazine*. 6(7), 10-16..
- Amin, S. (2007, May). Crank up the radio. *Slate*. 41-45.
- Chowdhury, L. N. (2007, January). Return of the radio. *Ice Today*. 39-40.
- Chowdhury, S. T. (2006, September 29). Finally, crank up that radio. *New Age Xtra*. Retrieved July 11, 2007 from http://www.newagebd.com/2006/sep/29/sep29/xtra_inner3.html
- Hussain, H. (2007, February 23). The next big thing. *Star Weekend Magazine*. 6(6), 10-16.
- Husain, I. (2007, August 14). Radio maneyi foorti. *Weekend Independent*. Retrieved July 11, 2007 from <http://www.theindependent-bd.com/details.php?nid=14016>
- Md. Zahidul Haque. Station manager, Radio Foorti. Personal interview. July 09, 2007
- Rahman, S. (2007, June 8). On air private radio stations have woken up the listeners and revived the radio. *Probe News Magazin*, 5(50). Retrieved July 8, 2007 from <http://www.probenewsmagazine.com/index.php?index=10&year=2007&m=06>

Sabreen, F. (2007, June 21). Stay tuned to private FM. *The New Nation*. Retrieved July 11, 2007 from http://nation.ittefaq.com/artman/publish/article_36974.shtml

Shakil Monzur. COO, Radio Today. Personal interview. July 16, 2007

Tanim, F. K. (2005, November 16). Three new FM radio channels get licence. *Star City*. 5(523). Retrieved July 11, 2007 from <http://www.thedailystar.net/2005/11/16/d511162503113.htm>