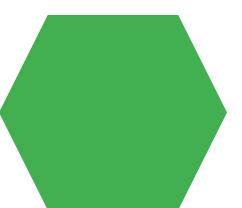


Digital Portfolio



STUDENT NAME: M.Srimathi
REGISTER NO AND NMID: asunm189222403116
DEPARTMENT: B.sc Computer Science
COLLEGE: C. S. I. Ewart Women's Christian College.

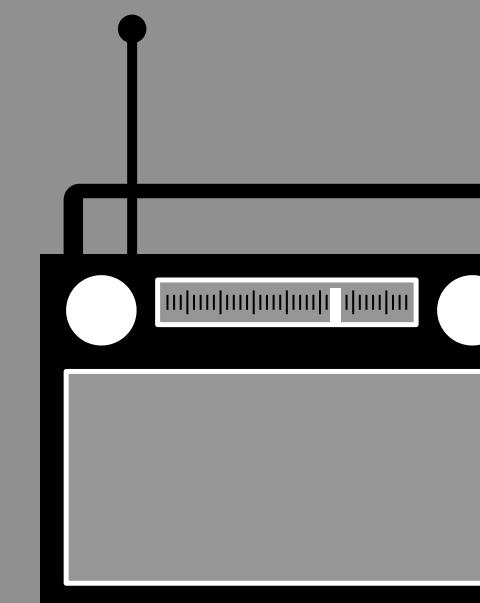
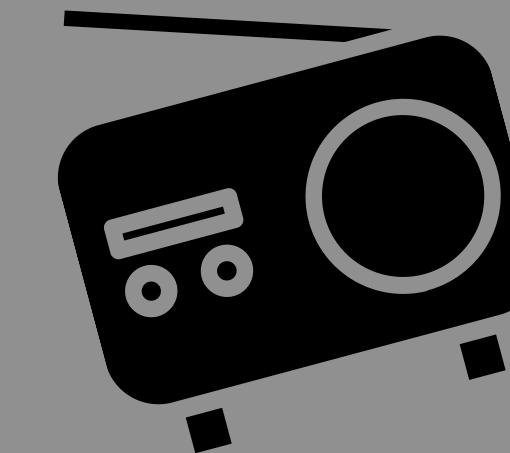
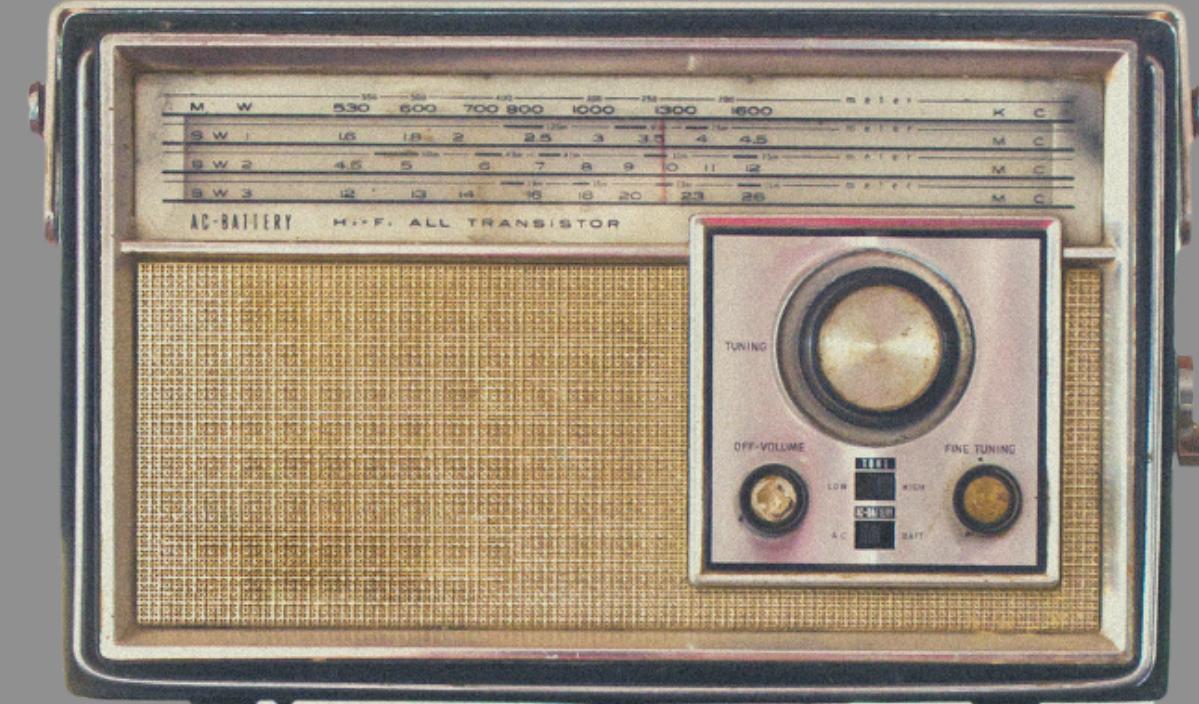




EVALUATION OF RADIO



FM



AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Tools and Technologies
5. Portfolio design and Layout
6. Features and Functionality
7. Results and Screenshots
8. Conclusion
9. Github Link



PROBLEM STATEMENT

Radio has been one of the oldest mass communication media.

With TV, internet, and digital platforms → its importance is debated.



PROJECT OVERVIEW



Study the history, reach, advantages, and limitations of radio.

Compare traditional radio (AM/FM) with modern alternatives (podcasts, internet radio).

Evaluate based on accessibility, affordability, interactivity, and future adaptability.



WHO ARE THE END USERS?

Rural Population → where internet penetration is low.

Commuters & Drivers → FM/AM radio for traffic & music.

Elderly Citizens → familiar and easy to use.

Students/Youth → less traditional use, shifting to online audio platforms.



TOOLS AND TECHNIQUES



Literature Review - historical and technical sources.

Survey/Questionnaire - audience listening habits.

Comparative Analysis - radio vs. digital media.

Case Studies - use of radio in disasters, education, rural outreach.



POTFOLIO DESIGN AND LAYOUT

Timeline of Radio Evolution: Invention → Golden Age → FM Boom → Digital Shift.

Comparative Charts: Radio vs. TV vs. Internet.

Maps/Infographics showing global radio reach.

FEATURES AND FUNCTIONALITY

Free & widely accessible.

Portable (car radios, mobile FM).

Effective for local news, weather, emergency alerts.

Cultural impact: music, RJ shows, live interactions.

Limitations: one-way communication, declining youth usage, limited content diversity.



RESULTS AND ANALYSIS

Radio remains relevant in rural & emergency communication.

FM radio popular among middle-age & commuting audiences.

Urban youth prefer streaming (Spotify, podcasts, YouTube) → decline in traditional use.

Overall → Radio is not obsolete but evolving into digital formats.



CONCLUSION

Radio continues to be an affordable, accessible, and reliable communication medium.

Its role has shifted from mainstream entertainment → to niche, rural, and emergency uses.

The future of radio lies in integration with digital technology (internet radio, apps, podcasts).

Final Note: “Radio is no longer dominant, but it still matters.”

