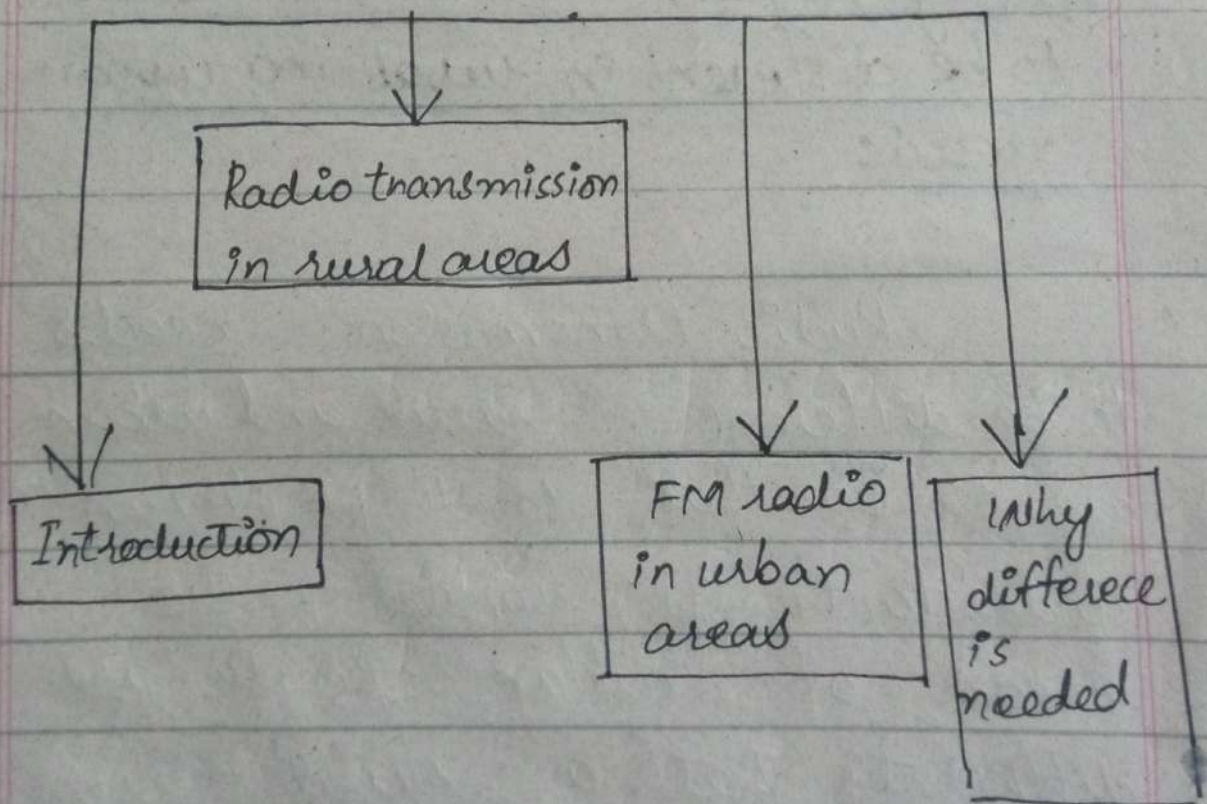


Q no 1:

A 'theatre of mind' can be created using sound ~~using~~ ~~sound~~ only. Critically evaluate the role of FM radio in urban and rural areas of Pakistan. Why radio transmission needs to be different in urban and rural areas of Pakistan in terms of language, context and expression.





## (1) Introduction:-

Radio transmission is the way of communication. It awakes the people. But its content, language and style varies from rural to urban areas.

Because it is important to understand the audience.

## (2) Why radio transmission needs to be different in rural and urban areas:

Radio transmission needs to be different in rural and urban areas. So that local people can understand the content. The needs of urban people are different. That a rural person is unable to understand.



### (3) Role of FM Radio in rural areas of Pakistan:

The role of FM Radio in rural areas is according to the need of people. They have different needs and opinions. In order to meet them Radio transmission is designed.

“rural people have their own values and they do not compromise on them.

media designs campaign accordingly.” (Hamid Mir)

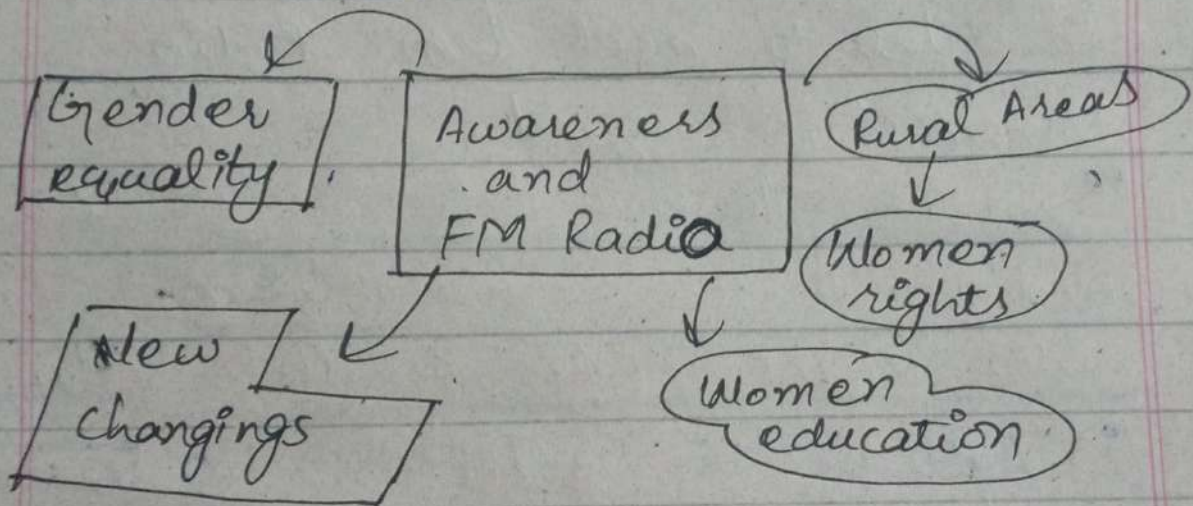
#### (i) Agriculture and FM radio in Rural areas:

Firstly rural people need agricultural content. In order to improve their crops. Pakistan's economy is majorly dependent on economy. So, FM radio makes a significant value by broadcasting agricultural content.



## (ii) Awareness and FM radio in rural areas:

Secondly awareness is need of rural areas. These people are mostly illiterate. Their views about world are limited.



## (iii) Simplicity and FM radio in rural areas:

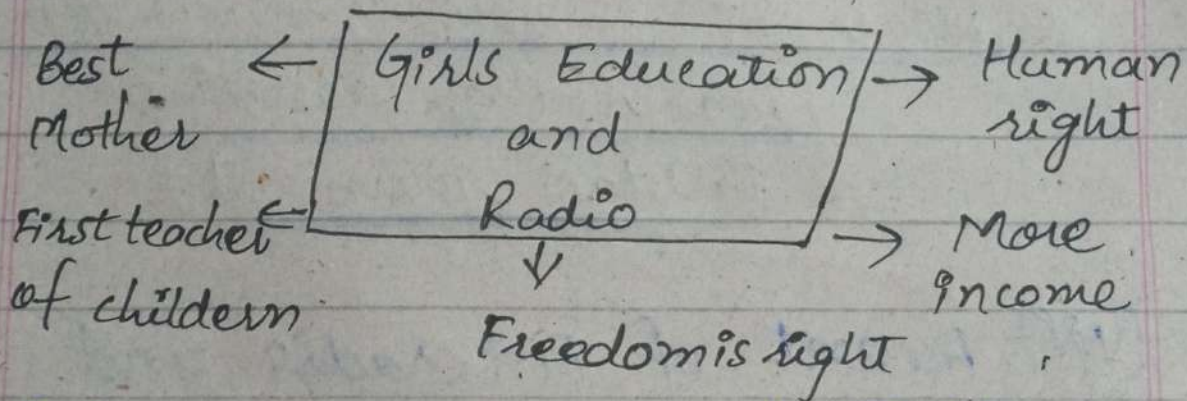
Thirdly, these people are simple. They like simplicity. For that reason FM Radio broadcast simple narratives and entertainment. So that they can relate.



5)

### (iv) Education of girls and FM radio in rural areas

Fourthly, in regard of women education they are left behind. FM Radio tries to fill the gap of education.



### (v) Political news and FM radio in rural areas:

Fifthly FM radio broadcast political news in rural areas. It is a single authentic way for people to understand the political developments. And they vote accordingly.



(vi) language of FM radio and rural areas:

Moreover the language of radio in rural areas is simple according to the people

“Language is the main pillar of radio transmissions.”

(Ata-ul-Haq, Qasmi,  
Pakistani journalist)

(vii) Accent of FM radio and rural areas:

Further the accent of rural people is different from urban people. Accent of every village also varies. Editors and heads of FM Radio make sure to broadcast in specific accent.



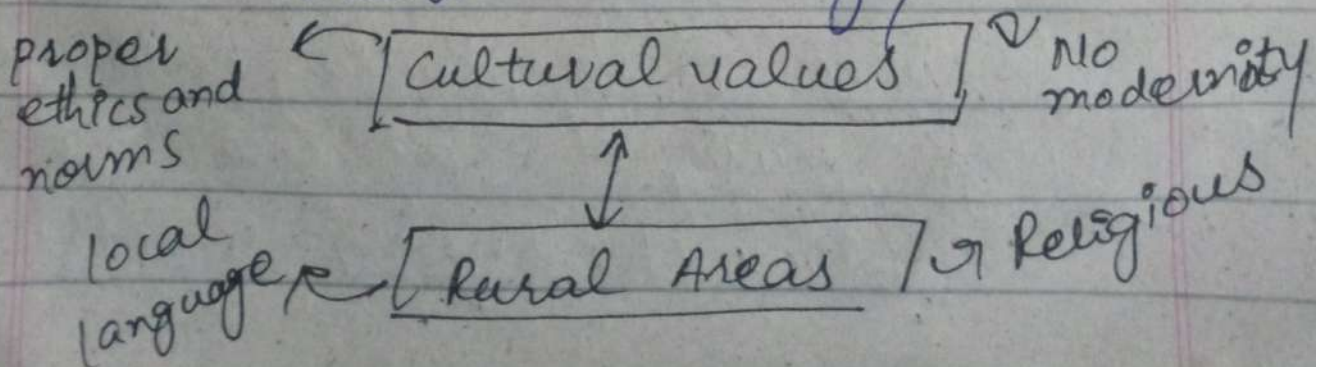
(viii) Expression of FM radio  
and rural areas

People use to loud  
and pitch. Additionally take  
breaks to continue talks. Every  
region has its own expression.

“Expression of a radio host  
is very important. It breaks  
or makes the show.” (Somy Ali,  
journalist)

(ix) cultural values of rural  
areas and FM radio

Additionally cultural  
values of rural areas are  
different from urban. FM Radio  
makes content accordingly.





#### (4) Role of FM Radio in Urban areas of Pakistan:

When it comes to urban areas content of Radio changes. Because the people have different mindset and needs than rural people.

##### (i) Entertainment and FM radio in urban areas:

First of all, urban people want entertainment in their busy life. They use to listen music of latest singers. As well as interviews of celebrities.

“It is a source of companionship for alone people. Radio hosts plays music of audience choice.”  
(Asma Chudhry, Journalist)



(ii) Gender Equality and FM radio in urban areas:

Furthermore, urban people are mostly the advocates of gender equality. The content revolves around this topic. There is a debate in urban areas of Pakistan about the extent of gender equality is right.

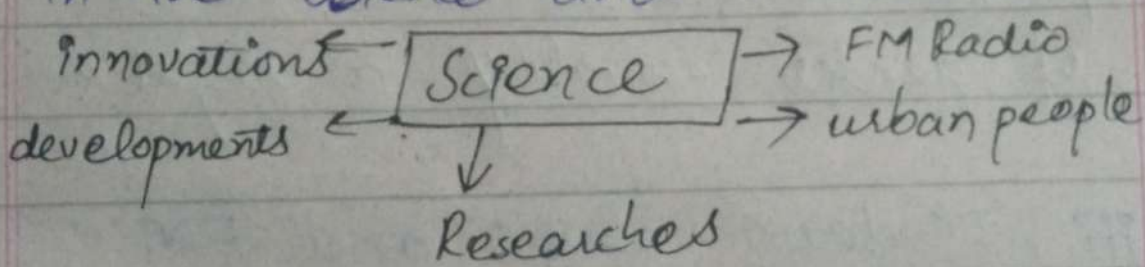
(iii) Modern values and FM radio in urban areas:

Urban people value modernity. That's why radio hosts show modern content. All the audience have their own standards. But modern values in food and clothing are dominating in urban areas.



#### (iv) Science and FM radio in urban areas:

Moreover urban people prefer to progress in science. That's why radio transmissions show latest science researches. Rural people mostly do not take interest in the science and innovations.



#### (v) Computer and FM radio in urban areas:

In addition, computer is also a main topic for urban people. Nowadays radio channels ~~broadcast~~ broadcast IT developments. people want to understand more about IT.



## (vi) Language and Radio in urban areas :-

The language of urban people is quite different from the rural one's. They mostly prefer urdu and English languages.

Keeping in view that Radio channels prefer these languages in Pakistan.

"choosing right language is backbone of radio." (Ishfaq, Ahmed)

## (vii) Expression in urban areas and FM radio

Further the expression of urban people is different from rural people. They are fast in their tones mostly.

As well as modernity is prominent in the expression of Radio programs in urban areas.



## (VIII) Industrial news and FM radio in urban areas:

As well as industrial news are favourite in urban areas. Cities like Gujranwala and Faisalabad are hubs of industries in Pakistan.

## (IX) Fashion and FM radio in urban areas:

The most interesting topic for urban people is Fashion. FM radio arrange programmes on fashion. So that people can update their clothing and accessories with the latest fashion in urban areas.



(X) Accent in urban areas  
and FM radio :-

Lastly, accent in urban areas is different. FM Radio changes accents of Radio hosts from one area to other area.

“Radio is the most effective way to present different accents.”

(Sheerben Bhn, journalist)

(4) Conclusion :-

To sum up, radio transmission is different in rural and urban areas. Because their ideologies, values and priorities are different, so they need to listen the same kind of content in radio.

