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## Role of FM Radio in the Dissemination of Important Messages in the Time of Covid – A Case Study on Delhi /NCR

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**Abstract:** According to Edmund Burke, in any democratic society, the media can be considered the Fourth Pillar and this claim has often been accurate (Singh, 2019). Media not only informs, enlightens, and entertains in times of peace but also during times of crisis (Chan). In 2019, when the ongoing pandemic emergency had the whole world's population holed up in their homes, mass communication served as both an informant and an educator for the populace. It not only informed us about the current situation but also taught us how to handle it. Each canon of mass communication attempted to play its part in this examination with great diligence, and they all succeeded (Bao, 2020). Television was trying to disseminate news around the clock with news packages, briefings, and discussions. Digital media, which is dynamic in and of itself, was doing the same, and radio, especially FM, was also trying despite its numerous limitations. This study will concentrate on the role of radio during covid and how it tried to comfort listeners, provide them with vital information, and act as their best friend (Brussels). The study focuses on Delhi/NCR listeners and the program by the FM station broadcasts. Additionally, it will attempt to concentrate on the data and message that they tried to spread throughout these challenging circumstances.

**Keywords:** Covid, Pandemic, Radio, Content, Message, and Government Policies on Covid-19

### 1. INTRODUCTION

Radio has consistently demonstrated its ability to adjust quickly to emergencies (Subhash Krishna, 2017). Due to its status as the most accessible, ubiquitous, and simple form of media, radio has historically played a significant role in times of big natural disasters and medical emergencies. According to Rodero's survey (Rodero, 2020), radio has emerged as a crucial

medium for staying informed throughout the current covid-19 issue. According to the findings, radio sets the standards for handling pandemic information. The main objective of a news piece written by Mara Blanco-Hernández, a researcher at the International University of La Rioja, and Emma Rodero, director of the UPF Media Psychology Lab at the Department of Communication, was to illustrate the impact of radio in crises and outline the main initiatives that the medium is incorporating with COVID-19 (Hernández, 2020). Radio is a kind of communication that has endured for a good reason. Radio is the only medium that can broadcast real-time news with the same reliability as well as regale and entertain families. Radio has played a crucial role in recent months in bringing families closer during these difficult times since it has always served as a bridge that encourages a connection between listeners and the outside world. Each of us is prepared for the "new normal" due to the abrupt turmoil and uncertainty brought on by the global pandemic. While one could easily map out behavioural traits in the pre-lockdown age, whether it be listening, reading, or consuming digital content, that is not usually the norm in modern times (Adaobi Olivia Okeke, 2021). It is difficult to predict what would happen after the lockdown because it caused changes in consumer behaviour and patterns that no one could have expected.

Due to an emotional commitment between listeners and the RJs during the lockdown, we have seen a considerable increase in radio listenership (Hyun Ju Chong, 2013). RJs have worn masks since the beginning of radio, even though it requires that they do so. The underlying message is that they have connected with listeners throughout the nation not via their facial expressions but rather through the emotions they convey in their speech. It has aided millions of Indians throughout the entire country in switching to a medium they already find engaging. Since more time is spent at home doing chores, listening to music makes the work more enjoyable. RJs and your favorite song are good for boosting your mood and reducing anxiety, especially during times like this. Radio is the only channel where we can discover original content during this lockdown, providing it an advantage over the others since most platforms struggle with having no new content development. It demonstrates its great purpose by providing unique and original content daily (Nordström, 2019).

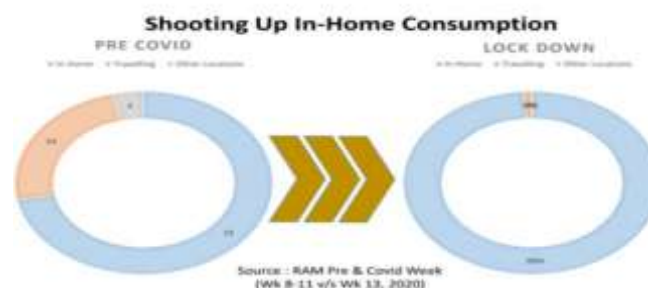


Image source: <https://www.exchange4media.com/media-radio-news/radio-has-always-been-there-for-its-audience-the-pandemic-is-no-exception-105438.html> (Krishnan, Radio has always been there for its audience & the pandemic is no exception, 2020)

Since fewer people are traveling to work, many thought the lockdown would impact radio listenership. However, radio has once again forced its detractors to swallow their pride. Despite



widespread assumptions to the contrary, it is still a kind of media that people listen to at home. Ninety-nine percent of listeners during the lockdown, according to RAM statistics (Krishnan, Radio has always been there for its audience & the pandemic is no exception, 2020), are people who tune in to radio stations from their homes. Radio has evolved into a new "comfort companion" for its listeners due to its intimacy and remoteness.

Things could start to move again in advertising as early as September. The use of both media anticipates rising, given that radio and digital can both target local populations with pinpoint accuracy. A new group of advertisers may appear during these times of change, creating new opportunities for the entertainment industry's content sector.

Radio has again demonstrated its strong sense of duty by demonstrating its commitment to serving its listeners. There is no exception to the present pandemic. The current study will concentrate on FM's function in Delhi/NCR and how it attempted to appease the public and be a friend to them during this crisis.

### **The objective of the study**

- To examine the role FM played in Covid-19.
- To determine its effectiveness in distributing government plans and policies for Covid-19.
- To assess the effectiveness of FM in providing listeners with accurate information on the pandemic.
- To determine how well it could inform people of the value of vaccination and preventative measures for the average person.

## **2. METHODOLOGY**

A sample size of 120 participants was randomly selected, with 60 men and 60 women, to determine the involvement of FM in the pandemic. The researcher gave them a structured questionnaire using both Hindi and English, and after extracting the interpretation with SPSS, to obtain the results.

Findings of the study

Table 1 – Frequency of Fm Radio Listeners in Delhi/Ncr for Male and Female Listeners

Characteristics	Extent of Listening	Male (N=60)	Female (N=60)	Total (N=120)	Chi square
Morning	Less	53 (88.3%)	30 (50.0%)	83 (69.2%)	22.767**
	Much	2 (3.3%)	20(33.3%)	22(18.3%)	
	Do not Listen	5 (8.3%)	10 (16.7%)	15(12.5%)	
Afternoon	Less	12 (20.0%)	21(35.0%)	33(27.5%)	3.409NS
	Much	18 (30.0%)	14(23.3%)	32(26.7%)	
	Do not Listen	30 (50.0%)	25(41.7%)	55(45.8%)	
Evening	Less	34 (56.7%)	32(53.3%)	66(55.0%)	1.371NS
	Much	10(16.7%)	15(25.0%)	25(20.8%)	
	Do not Listen	16(27.6%)	13(21.7%)	29(24.2%)	
At Night	Less	25(41.7%)	22(36.7%)	47(39.2%)	.540NS
	Much	10(16.7%)	9(15.0%)	19(15.8%)	
	Do not Listen	25 (41.7%)	29(48.3%)	54(45.0%)	

\*\* Significant at .01 Level, NS=Not significant

Field Data

Table 1 includes data on the frequency of FM listening among Delhi/NCR respondents, both male and female. The choices were separated into four groups, each with three subgroups. There were 60 replies overall, 60 men and 60 women. Below is a description of the variable.

1. **Morning** - Respondents were asked questions in this category about how much they listened to FM radio in the morning. Less, Much, and Do Not listen were the choices. The Chi-square value in the table was considerable ( $\chi^2= 22.767$ , Substantial at.01 levels), indicating significant differences between the respondents in Delhi/ NCR level of FM radio listening in the morning.
  - Less** - Out of 120 respondents, 69.2 prefer FM radio listening less in the morning. Overall, 88.3 percent of men and 50 percent of women tend to listen to FM radio less in the morning.
  - Much** – 18.3% of those surveyed enjoy FM radio in the morning. FM radio has preferred by 33.3% of women and 3.3% of men in the morning.
  - Do not Listen** - 12.5 percent of the 120 respondents said they never listen to FM radio in the morning, and 16.7% of females and 8.3% of males out of the 12.5% do not even tune to FM radio in the morning.
2. **Afternoon** Respondents answer how much they listened to FM radio in the afternoon in this category. Less, More, and Don't listen are the available choices. Male and female Delhi/NCR



respondents' opinions did not differ significantly from one another. However, as mentioned above, there was a slight percentage variation, but it was not appreciably different.

**Less-** Out of 120, 27.5 like FM radio listening relatively little in the afternoon. The percentage of people who favor FM radio less in the afternoon was 35% for women and 20% for men.

**Much** – Respondents who favor FM radio in the afternoon make up 26.7 percent. Thirty percent of men and 23.3 percent of women choose FM radio in the afternoon.

**Do not Listen** – Respondents reported that 45.8% of them never listen to FM radio in the afternoon. In the afternoon, 50 % of men and 41.7% of women do not listen to FM radio.

3. **Evening** - Respondents answer about their frequency of evening FM radio listening in this category. Less, More, and Don't listen were the available selections. Male and female Delhi respondents' opinions did not differ significantly from one another. However, as mentioned above, there was a slight percentage variation, but it was not appreciably different. **Less** - Out of 120 respondents, 55% said they listen to FM radio very little in the evening. 55 % of people who listen to FM radio less in the evening were male (56.7%) and female (53.3%).

**Much** - Out of 120 respondents, 20.8% said they enjoy listening to FM radio in the evening. Of these, 25% of women and 16.7% of men said they particularly want FM radio in the evening.

**Do not Listen** – Only 24.2 % listen to FM radio in the evenings. FM radio was avoided by 21.7 % of women and 27.6 % of men in the evening.

4. **At Night** - Respondents were questioned about how often they listen to FM radio at night in this category. Less, More, and Don't listen are the available choices. Male and female Delhi respondents' opinions did not correlate with one another. However, as mentioned above, there was a slight percentage variation, but it was not noticeably different.

**Less** – Than 39.2 percent of the respondents reported they frequently listen to FM radio at night. The percentage of males and females that prefer FM radio less at night is 41.7% and 36.7%, respectively.

**Much** – 15.8% of respondents said they enjoy listening to FM radio at night, and 15% of women and 16.7% of men want FM radio listening to a lot at night.

**Do not Listen** - Out of 120 respondents, 45% say they never listen to FM radio at night. Males and females alike—48.3% and 41.7%—do not listen to FM radio at night.

Table 2 Frequency of Fm Radio Listening Among Delhi/Ncr Male and Female Informants

Periodicity of listening	Male (N=60)	Female (N=60)	Total (N=120)
Everyday	37 (61.7%)	27(45.0%)	64(53.3%)
Once in a week	9(15.0%)	5(8.3%)	14(11.7%)
Occasionally	7(11.7%)	24(40.0%)	31(25.8%)
On Holidays	7 (11.7%)	4(6.7%)	11(9.2%)

Chi square=12.846, Significant at .01 Level

Field Data

Information on the frequency of FM radio listening among Delhi/NCR respondents, both men,



and women, is provided in Table 2. There were four main categories into which the choices fell. The total number of responders, 60 for men and women, was the same. The Chi-Square value in the table was significant ( $\chi^2=12.846$ , Considerable at.01 levels), demonstrating the significant differences in FM listening frequency between the respondents in metropolitan cities. Below is a description of the variable.

1. **Every day** - 53.3 % of the 120 respondents said they listen to FM radio daily. In Delhi/NCR, FM radio is preferred daily by 61.7 % of men and 45 % of women.
2. **Once in a week** - 11.7 % of 120 respondents said they chose FM radio once a week. In Delhi/NCR, 8.3 % of women and 15% of men enjoy listening to FM radio once each week.
3. **Occasionally** - 25.8% of the 120 respondents said they rarely listen to FM radio. In Delhi/NCR, 11.7 % of women and 40 % of men often listen to music.
4. **On Holidays** - 11.7 % of 120 respondents said they prefer FM radio while traveling. On holidays in Delhi/NCR, 11.7 % of men and 6.7 % of women choose to listen to FM radio.

Table 3: The Reasons Behind Radio Listening Among Male and Female Listeners of Delhi/Ncr

Reasons behind preference	Male (N=60)	Female (N=60)	Total (N=120)	Chi square
<b>Programmes</b>	53 (88.3%)	59(98.3%)	112(93.3%)	4.821*
<b>Content</b>	9(15.0%)	1(1.7%)	10(8.3%)	6.982**
<b>Language</b>	15(25.0%)	34(56.7%)	49(40.8%)	12.452**
<b>Presentation Style</b>	41(68.3%)	36(60.0%)	77(64.2%)	.906NS
<b>Song selection</b>	52(86.7%)	55(91.7%)	107(89.2%)	.776NS

\* Significant at .05 level, \*\* Significant at .01 level, NS= Not significant.

**Field**

**Data**

The reasons male and female respondents in Delhi/NCR listen to FM radio are detailed in the table below. There were five separate categories into which the choices fell, and the total number of responders, 60 for each, is the same. Below is a description of each variable.

1. **Programs** - The Chi-Square value reveals a difference in the perspectives of Delhi/NCR male and female respondents when selecting the FM radio programs they listened to. In a survey of 120 people, 93.3 percent said they listen to FM radio because of its programming. In Delhi/NCR, 88.3 % of women and 98.3 % of men believe that FM radio programs are high quality.
2. **Content** - The Chi-Square value in the table indicates a considerable difference between Delhi/NCR male and female audiences' perceptions of why they chose to tune in to FM radio programs (Chi-Square = 6.982, significant at the.01 levels). 8.3% of the 120 respondents who took the survey listened to FM radio because of the programming. Due to the programming, FM radio had heard by 15% of men and 1.7% of women in Delhi/NCR.
3. **Language** - The Chi-Square value in the table reveals a significant difference in the opinion of



male and female listeners of Delhi while choosing the language. FM radio as a reason behind listening to FM radio (Chi-Square = 6.982, significant at .01 Level).40.8 percent of respondents listen to FM radio due to the language used by presenters on various channels. 56.7 percent of females and 25 percent of males prefer listening to FM radio due to the language used by FM radio in Delhi/NCR.

4. **Presentation Style**-Due to its presentational approach, FM radio is listened to by 64.2% of respondents. Due to how FM radio in Delhi, 68.3 % of men and 60 % of women choose to listen to it. Male and female respondents in Delhi/NCR did not have significantly different opinions. Nonetheless, as shown above, there was a slight percentage difference; however, this change does not affect.
5. **Song Selection** - Due to the frequent song broadcasts on FM radio, 89.2% of respondents said they listen to it. In Delhi/NCR, 86.7 % of men and 91.7 % of women listen to FM radio for music. Male and female respondents in Delhi/NCR did not have noticeably different opinions. Nonetheless, as shown above, there was a little percentage difference; nevertheless, this difference was not statistically significant.

Table 4- Percentage Wise Fm Radio Listenership Preferences of Male and Female Listeners for Fm Channels in Delhi (N=120)

FM stations	Male (N=60)	Female (N=60)	Total (N=120)	Chi square
Radio City (91.1)	40(66.7%)	41(68.3%)	81(67.5%)	.038NS
Big FM (92.7)	28(46.7%)	28(46.7%)	56(46.7%)	.000NS
Red FM (93.5)	26(43.3%)	28(46.7%)	54(45.0%)	.135NS
Radio Nasha (107.2)	7(11.7%)	3(5.0%)	10(8.3%)	1.745NS
Radio Mirchi (98.3)	29(48.3%)	45(75.0%)	74(61.7%)	9.025**
FM Rainbow (102.6)	28(46.7%)	28(46.7%)	56(46.7%)	.000NS
Fever 104	21(35.0%)	41(68.3%)	62(51.7%)	13.348**
Hit FM (95.0)	5(8.3%)	0(0.0%)	5(4.2%)	5.217*
Radio One (94.3)	10(16.7%)	30(50.0%)	40(33.3%)	15.000**
Radio Today (104.8)	20 (33.3%)	10 (16.66%)	30 (25.0%)	4.444*
FM Gold (106.4)	12 (20.0%)	25 (41.6%)	37 (30.8%)	6.604*

\* Significant at .05 Level, \*\* Significant at .01 level, NS Not Significant. **Field Data**



The male and female responses from Delhi/NCR are listed in the table, along with information about their favorite FM stations. Each set has 60 answers and various ways to address the question. The list of all FM stations broadcasting in Delhi/NCR and the proportion of listeners is shown above. With 68.3 % female and 66.7 % male listeners, Radio City (91.1) was the most widely-listened-to FM station. The next-most-listened-to channels were Radio Mirchi (98.3) and Fever 104, with 75 % female listeners and 48.3 % male listeners for Mirchi and 68.3% female listeners, and 35 % of male listeners for Fever FM, respectively. In Delhi/NCR, listeners for government-owned channels FM Gold (106.4) and FM Rainbow (102.6) are respectively 30.8% and 46.7%.

Table 5 comparison of responses from male and female respondents in delhi/ncr about various fm radio functions. One-way anova

S. No.	Statements	Male (N=60)		Female (N=60)		t- value
		Mean	SD	Mean	SD	
1	FM provides information Related to Covid -19 regularly	2.90	.54	3.00	.00	1.434NS
2	FM spreads information related to government plans and policies about Covid regularly	2.88	.55	2.98	.12	1.376 NS
3	FM gives information related to vaccination and other related medicines regularly	2.78	.61	2.87	.34	.998 NS
4	FM creates awareness related to the world and how they are dealing with the Pandemic	2.65	.659	2.73	.44	.782 NS
5	Radio Jockeys tried to pacify people amid this stressful situation	2.67	.65	2.67	.47	.000 NS
6	Radio stations were trying to give information related to shops from where one can get essentials	2.57	.67	2.58	.49	.093 NS
7	Radio jockeys were apprising listeners of changing rules related to lockdowns, the opening of shops, and travel requirements regularly.	2.58	.67	2.58	.53	.000 NS
8	FM tries to create public awareness through social messages like the importance of sanitation, washing hands regularly, wearing masks, and keeping a distance.	2.42	.69	2.63	.55	1.843 NS
9	It regularly tried to apprise people regarding the contribution of front-line workers amid the Pandemic	2.55	.67	2.50	.597	.431 NS
10	FM radio appeals to listeners to live in a friendly environment and be empathetic toward those who are suffering from Covid-19	2.55	.67	2.37	.71	1.428 NS
11	Listening to FM is a recreational and relaxing activity amid the Pandemic	2.35	.732	2.22	.69	1.001 NS





12	It provides information that helps increase knowledge on Covid and upcoming times.	2.35	.73	2.12	.73	1.725 NS
13	FM radio regularly provided information on how to cure less serious diseases at home or on a call with a doctor to avoid going out.	2.73	.63	2.85	.40	1.245 NS
14	FM informs about the various outbreak of any disease in the city, precautions to be taken, and remedies like Dengue and T. B	2.52	.70	2.57	.53	.441 NS
15	FM tries to do programs on health-related issues amid covid as Anxiety, Depression, and homesickness	2.47	.72	2.53	.53	.519 NS
17	It tries to inculcate Human Values by trying to tell listeners how to improve the family environment and how to be creative and fight together with this disease	2.53	.76	2.63	.52	.841 NS
18	Listening to FM has become a habit/ routine during pandemics	2.43	.81	2.35	.70	.578 NS
19	FM radio is the most reliable source of information at the time of crisis	2.45	.81	2.47	.70	.144 NS
20	Listening FM helps in increasing work efficiency and helps in sailing smoothly through the Pandemic	2.48	.72	2.42	.67	.472 NS
21	Do you think the content of FM, both government and Private stations was equally good, informative, and supportive	2.30	.809	2.30	.69	.000 NS
22	Do you think programs of FM stations tried to cover all the topics related to the Pandemic	2.25	.72	2.30	.69	.388 NS

*NS= Not significant*      **Field Data**

Statements about FM radio has included in the table. The claims include how FM radio serves as a medium for entertainment, information, education, and the dissemination of governmental goals and policies. One hundred twenty respondents from Delhi/NCR, both male and female, were asked these statements. Three options are present to the respondents: FM invariably continues to perform the desired function, FM occasionally performs the demanded function, or they are unable to comment. These bases received a measurement value, i.e., Always received value 3, Occasionally received value 2, and cannot claim received value 1. The evaluation of the responses was done using the mean value of the assertions that were requested of the respondents. Below are the explanations for each claim:

1. Male and female Delhi/NCR respondents agreed that FM radio consistently offers information related to Covid-19. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.
2. Male and female Delhi/NCR respondents agreed that FM radio consistently provides information about immunizations and other medications. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.



3. Both male and female Delhi/NCR respondents thought FM radio always spreads information about the world and how people cope with the pandemic. In Delhi/NCR, the F-value didn't reveal any discernible differences between the responses of male and female respondents.
4. Male and female Delhi/NCR respondents agreed that FM radio consistently provides information about immunizations and other associated medications. Male and female respondents in Delhi/NCR did not significantly differ in their responses, according to the F-value.
5. Both male and female Delhi/NCR respondents thought FM radio always spreads information about the world and how people are coping with the pandemic. In Delhi/NCR, the F-value didn't reveal any discernible differences between the responses from male and female respondents.
6. In this stressful environment, male and female respondents from Delhi/NCR said that Radio Jockeys consistently attempted to comfort people. In Delhi/NCR, the F-value didn't reveal any discernible differences between the responses of male and female respondents.
7. Male and female respondents from Delhi/NCR stated that FM radio always aimed to provide information about the stores where one may buy necessities. In Delhi/NCR, the F-value didn't reveal any discernible differences between the responses of male and female respondents.
8. Male and female respondents from Delhi/NCR expressed that radio FMs often updated listeners on changing restrictions relating to lockdowns, shop openings, and travel requirements. In Delhi, the F-value can't disclose any noticeable variations between the statements from male and female respondents.
9. Both male and female respondents from Delhi/NCR believed that FM consistently seeks to raise public awareness through social messaging, including the significance of hygienic practices, routine hand washing, the use of masks, and maintaining a safe distance. According to the F-value, Male and female respondents in Delhi/NCR did not correlate in their responses.
10. Male and female Delhi/NCR respondents agreed that FM radio always attempted to inform listeners about the contribution of front-line personnel during the pandemic. In Delhi/NCR, the F-value didn't reveal any apparent disparities between the responses from male and female respondents.
11. According to Delhi/NCR respondents, who were both male and female, FM radio appeals to everyone to live in a pleasant environment. In Delhi/NCR, the F-value didn't divulge any notable differences between the responses from male and female respondents.
12. In contrast to female respondents who felt that this message was infrequently disseminated on this medium, male respondent in Delhi/NCR said that radio jockeys consistently urged listeners to live in a friendly environment and show compassion for persons afflicted with Covid-19. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.
13. Regarding expanding knowledge about current events and the future, Delhi/NCR male respondents said FM radio always gives information, while the city's female respondents said it occasionally can. It offers details that are beneficial in boosting knowledge about Covid and approaching times. In Delhi/NCR, the F-value didn't disclose any apparent distinctions between the reactions from male and female respondents.
14. Both male and female Delhi/NCR participants believed that FM radio always gave information on treating less severe illnesses directly at home or on a call with a doctor and avoiding going outside. In Delhi/NCR, the F-value didn't reveal any discernible differences between the



responses of male and female respondents.

15. Male and female Delhi/NCR respondents agreed that FM radio consistently provides information about the many diseases that are erupting in the city and the necessary precautions and treatments. F-value results for Delhi/NCR respondents who are male and female did not significantly differ from one another.
16. Both men and women who responded from Delhi/NCR said that FM constantly strives to do programs on health-related subjects despite conditions like stress, depression, and loneliness. According to the F-value, male and female respondents in Delhi/NCR did not correlate in their responses.
17. Both male and female Delhi/NCR respondents said that FM radio consistently strives to tell listeners about new technology, such as mobile phones, computers, and other devices. According to the F-value, male and female respondents in Delhi/NCR did not vary in their responses.
18. Both male and female respondents from Delhi/NCR said that FM radio always tries to instill human values by instructing listeners on proper public behavior, the worth of families, etc. In Delhi/NCR, the F-value didn't release any noteworthy differences between the answers from male and female respondents.
19. Both male and female Delhi/NCR respondents agreed that FM radio consistently raises awareness of gender issues in society through promoting women's empowerment, girls' education, and women's dignity. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.
20. Both male and female Delhi/NCR respondents felt that FM radio consistently steers people toward spirituality. Per the F-value, male and female respondents in Delhi/NCR did not correlate in their responses.
21. Both male and female Delhi/NCR respondents stated that listening to FM radio has become a habit or routine. As per the F-value, male and female respondents in Delhi/NCR did not vary in their views.
22. Both male and female Delhi/NCR respondents agreed that the FM is the most trustworthy source of information during a crisis. As per F-value, male and female respondents in Delhi/NCR did not correlate in their statements.
23. Both male and female Delhi/NCR respondents agreed that listening to FM radio songs, jokes, and gigs during regular breaks always helps workers be more productive. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.
24. Both male and female Delhi/NCR respondents agreed that the FM radio program material is appropriate. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.
25. Male listeners in Delhi/NCR felt that FM radio broadcasts did not reach all social strata, in contrast to female listeners who felt that FM radio broadcasts reached all sectors of society. According to the F-value, male and female respondents in Delhi/NCR did not significantly differ in their responses.

### **3. CONCLUSIONS**

Many communication researchers foresaw the demise of radio in India with each new development in communication. Contrary to the claim that FM is the medium of transit, in



which case people only listen to it when traveling, the medium of the masses has experienced an increase in the number of people using it during the pandemic. Radio listeners heard for 23 % longer in the two and half months before the shutdown. Radio City was the first radio station to partner with Dainik Jagaran to broadcast a constant cautionary message. Radio not only delivered warnings but also informed listeners about upcoming government policies, SOPs, and how they should conduct themselves in public. The respondents of Delhi/NCR also feel that FM plays an integral part in the nation's development, and during covid, it was instrumental in guiding and safeguarding them. With its unbeatable regular broadcast and dedication to societal causes, one can say that Radio is here to stay. Radio is not only a conventional medium of communication in disasters but in our day-to-day urban life too and the beauty of this platform is its ever-evolving nature.

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