

# **Content analysis of Two Community Radios in Kerala: Radio Mattoli and Radio DC**

Communication & Journalism  
Research  
3 (1&2) p 87-97  
©The Author(s) 2014  
Reprints and Permissions:  
masscomhod@uoc.ac.in  
ISSN 2348 – 5663

## **Ritu Raveendran**

Research Scholar, Journalism & Mass Communication, University of Calicut, Kerala, India

## **Muhammadali Nellyullathil**

Dean, Journalism & Mass Communication, University of Calicut, Kerala, India

### **Abstract**

Community radio's capacity as a medium to foster and facilitate grass root level changes is proven beyond doubt. The uniqueness in the content, tailored to fit and serve the particular needs of a community is the key to achieve this goal. But, there are factors which tend to influence and alter the programme content. The present study thus, is an attempt to check these factors through the content analysis of two community radio stations in Kerala.

### **Keywords**

Radio Mattoli, Radio DC, content analysis, radio

### **Introduction**

The report of the Sub-Committee on Communications of the 1938 Planning Committee speaks on the importance of broadcasting on modern development, describing its transformation from luxury to a necessity. Broadcasting was regarded as the most effective link between the majority of illiterate population and women on one hand and the progressive part of India on the other. More than 75 years later, India is witnessing a slow, yet determined advancement in terms of communication of, for, by and about the underrepresented sections of the society through Community Radio. Despite the advancements in the arena of telecommunication, radio still remains the cheapest mode of information dissemination with reach to even the remotest parts of the country. The necessity of this third tier system of broadcasting can be understood from the fact that 68.84% of India's population dwells in the rural areas (Census report, 2011). The Dag Hammarskjöld Project of 1975 underlines the fact that development would

acquire its full meaning only if it is rooted at the local level. Community radio is the best possible way to acquire this goal.

In India, licenses to run community radios are issued to Educational Institutions, Non-Governmental Organisations, Krishi Vigyan Kendras and State Agricultural Universities. The currently functioning community radios in Kerala are owned by educational institutions and NGOs. One station each from each category is chosen for the present study.

### **Community Radio Mattoli 90.4**

Community Radio Mattoli is located in Dwaraka, Mananthavady taluk, Wayanad district. It was the first community radio station in Kerala and the 44<sup>th</sup> in India when it started broadcasting on June 1, 2009. It is the only radio station in the district and the only electronic media in Kerala to broadcast programmes in tribal dialect on a daily basis. Currently the station airs programme for 17 hours daily and cover about 85% of Wayanad district.

### **Community Radio DC 90.4**

Located in DC School of Management and Technology (DCSMAT), a professional education venture in KINFRA Film & Video Park at Kazhakkootam, Thiruvananthapuram, and Community Radio DC 90.4 was inaugurated on 6<sup>th</sup> January, 2005. The station broadcasts edutainment programmes in Malayalam, English, Tamil and Hindi. They broadcast for the duration of 24 hours.

### **Objectives of the study**

- To analyze the contents of two community radio stations in Kerala.
- To understand their program pattern and time allotted for each category.
- To check the factors those influence the programme content.

### **Reasons for selecting the stations**

1. **Type:** Radio Mattoli is an NGO operated community radio station while Radio DC is operated by an educational institution.
2. **Ownership:** Radio Mattoli's license holder, Wayanad Social Service Society (WSSS), is an NGO under the Diocese of Mananthavady (No. 94/1974). The license holder of Radio DC is Mr. Ravi Dee Cee.
3. **Location:** The premise of functioning of both radios also differs from each other. While Radio DC is situated in urban area, Radio Mattoli is a rurally located one.
4. **Financial source(s):** Financial sustainability of Radio DC is ensured through DC Kizhakkemuri Foundation and Government funds based on programs. Radio Mattoli ensures sustainability through projects and program support from Central and State Ministries and Government. The

operational cost is met also through ads and commercials. Studio renting for professional music recording and mixing is a nominal source of income.

## Methodology

The study was designed to analyse the contents of Radio Mattoli and Radio DC. Content analysis is a set of systematic technical procedures intending to reveal the properties, not otherwise observable, of a class of content (Anderson, 2012). Weber (1990) said that it can be a useful technique for allowing us to discover and describe the focus of individual, group, institutional, or social attention. In the present study, analysis was done with the help of structured program schedules of both stations. Only fresh programs' timings are considered for the study. Repeat broadcast, commercial spots/ PSA, Station promo, title music and opening song are excluded. The analysis is done with the help of simple percentage.

## Results and discussion

### 1. Delineation of programmes of Radio Mattoli and Radio DC

**Table 1: Program schedule of Radio Mattoli**

Sl. No.	Programme title	Content	Type	Duration (min)
1	Arangu	Platform for amateur artists and local talents	D	20
2	Archana	Devotional songs	D	119
3	Ariyippukal	Daily local events, general information	D	35
4	Arogyavedi	Health and life style	D	140
5	Career Mattoli	Job opportunities, higher education	D	10
6	Chalachithragaa nangal	Film songs	ND	1225
7	Chuttuvattam	Information	D	70
8	Desabhakti ganangal	Patriotic songs	ND	25
9	Desavriathantham	On nations & places of historic importance	D	10
10	Dinavriathantham	Historical importance of the day	ND	35
11	Gandhidarsanam	Reflections on Gandhian thoughts	ND	10

12	Ghadikaaram	Addressing issues of local people	D	20
13	Haritham Urjitham	Promotion of coffee cultivation	D	20
14	Janalakkappuram	Skit on contemporary topics	D	10
15	Janavaani	Platform for people to raise their issues	D	20
16	Jeevani	Health and life style	D	140
17	Kavithakal	Poems	ND	25
18	Kilukkampetti	Kids program	D	20
19	Ksheeravani	Dairy farming	D	20
20	Kudumbavedi	Fostering family values	D	20
21	Lalitha ganangal	Light music	ND	175
22	Mattoli flash	Announcements	D	245
23	Mayilpeeli	Kids program	D	20
24	Naadaka ganangal	Drama and folk music	D	25
25	Niyamavum neethiyum	Legal affairs	D	20
26	Njangalkkumund Parayan	People's opinion on current affairs	D	20
27	Njattuvela	Issues in farming sector	D	175
28	Ore swaram	Musical programme	ND	25
29	Padamudra	World famous personalities	ND	35
30	Prathibhayum Athidhiyum	Platform for talented people & distinguished guests	D	20
31	Prathidhvani	Satire on contemporary issues	ND	10
32	Sandhyakeerthan am	Devotional songs	D	140
33	Sathchinthanam	Reflections for the day	D	35
	Snehapoorvam	Phone in music programme		280

34			ND	
35	Sonayum Pappayum	Educative skits for children	D	20
36	Special program	Important days, informative programs etc.	D	70
37	Thudichetham	Program in tribal dialects	D	105
38	Vanitha Mattoli	Women empowerment programs	D	105
39	Vayalnadu	Agriculture	D	140
40	Vayanamuri	Introducing local libraries and books	D	10
41	Vidyavani 1	Soft skill development	D	210
42	Vidyavani 2	Syllabus based programs for HS students	D	175
43	Vijnanavedi	Science and technology	D	20
44	Wayanadan Chinthukal	Culture and tradition of Wayanad	D	20
45	Yathrakkarude Shradhakku	Travelers and tourists	D	10
46	Yuvatarangam	Youth and talents	D	20
<b>Total duration (in minutes)</b>				<b>4124</b>

D= Developmental programmes; ND= Non developmental programmes

**Table 2: Program schedule of Radio DC**

SN	Program title	Content	Type	Duration (mins)
1	Akshara velicham	With eminent writers	D	60
2	Akshaya reach	Special program on tuberculosis	D	135
3	Arivinte nurungukal	Informative programs	D	70
4	Arogya Rangam	Health based	D	45
5	Ayalkoottam	Local community issues	D	40
6	Book review program	Introducing new books	D	315

7	Campus chat	College chat programs	D	60
8	Cybervaani	IT related	D	40
9	DC books new publications	Introducing new books	D	210
10	DC music world	DC music	N D	30
11	Drama	Drama	D	30
12	Dilse	Hindi film songs	N D	30
13	Drama songs	Old drama songs	D	45
14	Feature programs	Various subjects	D	90
15	Geetham sangeetham	Light music	N D	60
16	Grama Mukham	Local issues, information	D	140
17	Hello Radio DC	Chit chat program	N D	90
18	Kadalinakkare ponore	Fishermen development programs	D	120
19	Kavyasallapam	Literary program	D	210
20	Kids competition	Based on DC publication content	D	70
21	Krishi paadam	Agriculture	D	15
22	Kudumbasree	Interactive program	D	60
23	Midspot	Information from universities etc	D	21
24	Mula naalathe vila	Bamboo cultivation	D	10
25	Music World	Indian and foreign languages songs	N D	420
26	Naattidavazhiyile Yuvatarangam	Young talents of area	D	210

27	Naattipaattukal	Folk songs	D	30
28	Naattukoottam	Audience interactive program	D	30
29	New film song hour	Indian and foreign languages songs	N D	630
30	Njanum ende radioyum	Audience interactive program	D	70
31	Ormacheppu	Old Malayalam songs	N D	420
32	Paristhithi Rangam	Environment related	D	15
33	Prathibha sangamam	Young talents of area	D	60
34	Program on libraries	Libraries and public	D	15
35	Puthiya paattukal	Based on Satyam and Manorama music agreement	N D	840
36	Thapaal petty	Letters to radio	N D	30
37	Vidyabhyasa Vedhi	Education, syllabus based	D	60
38	Vidyavaani	SIET content sharing	D	30
<b>Total duration (in minutes)</b>				<b>4856</b>

**D= Developmental programmes; ND= Non developmental programmes**

Table 1 and Table 2 provide the detailed list of programs broadcasted for a week their duration. The listed programmes may not be aired daily. Radio Mattoli broadcasts most of the fresh programmes in the evening slot which are repeated twice; once on the next day and then on the day followed. Radio DC broadcasts fresh programmes daily for 12 hours and then repeats the entire contents for the next 12 hours.

The target audiences of Mattoli are marginal farmers, Tribals, Dalits, agricultural labors, women and children. They give special focus on marginal farmers and Adivasis. The target group of Radio DC includes women, children and fishing community. The schedule of Radio Mattoli shows ample time allocation for the development of farming sector, women, kids and Tribal development programmes under various titles. Radio DC also airs many community/ rural

development programmes. While Radio DC spends nominal time for agriculture related programmes, Mattoli does not have any programs on environmental conservation on a regular basis. There is a regular slot for Tribal development programmes on Mattoli, titled 'Thudichetham'. Radio DC airs programs aimed at the fishing community on four days a week. Both stations air shared programmes produced by SIET.

## 2. Types of programmes

Mattoli broadcasts for a duration of 68 hours 44 minutes a week and DC broadcasts for 80 hours 56 minutes. Table 3 shows the categorical division of programmes of both the stations. Music programmes form the major part of daily schedule. Despite the given categorization, certain programmes can be included in two or more categories; as agriculture programmes of Radio Mattoli can also be included in community development programmes as farmers are also their target audience.

**Table 3: Aspect wise division of programmes of Radio Mattoli and Radio DC**

Aspect	Mattoli	Percentage	DC	Percentage
Agriculture	355	9%	25	1%
Cultural	105	3%	375	8%
Education	225	5%	145	3%
Environment	0	0%	15	0%
Family	60	1%	70	1%
Health	315	8%	180	4%
Information	420	10%	706	15%
Music	1755	43%	2430	50%
Personal development	220	5%	270	6%
Personal/Rural/Community development	290	7%	520	11%
Spiritual development	259	6%	0	0%
Other	120	3%	120	2%
<b>Total</b>	<b>4124</b>	<b>100%</b>	<b>4856</b>	<b>100%</b>

## 3. Format of programmes

Both the stations have used varied formats to make the programmes appealing to the audience. Depending on the message to be conveyed, programmes in some slots are broadcasted in multiple formats. Radio DC does not have documentaries and skits on a regular basis, so do feature programmes on Mattoli.



**Table 4: Format wise division of programmes of Radio Mattoli and Radio DC**

<b>Programme format</b>	<b>Mattoli</b>	<b>Percentage</b>	<b>DC</b>	<b>Percentage</b>
Documentaries	40	1%	0	0%
Entertainment	325	8%	880	18%
Feature	0	0%	275	6%
Information	360	9%	301	6%
Interview	40	1%	305	6%
Multiple formats	1380	33%	620	13%
Music	1734	42%	1245	26%
Narration	130	3%	330	7%
Skit	30	1%	0	0%
Other	85	2%	900	19%
<b>Total</b>	<b>4124</b>	<b>100%</b>	<b>4856</b>	<b>100%</b>

#### 4. Developmental programmes

Keeping apart the entertainment, education and information part of a mass medium, the focus area of a community radio is the development of the local community. Hence, the programmes should be designed to aid this. When the contents of the two stations were categorized as ‘developmental’ and ‘non- developmental’ programmes, it was found that 55% of Radio Mattoli’s programme content is development oriented. When it comes to Radio DC, only 47% of its programmes are development oriented. This means more than half of the programmes aired by Radio DC are non- developmental. Film songs, other music and certain programmes which do not contribute to development are the ones included under non- developmental programmes.

**Table 5: Categorical wise division of programmes on Radio Mattoli and Radio DC**

<b>Category</b>	<b>Mattoli (Mins.)</b>	<b>Percentage</b>	<b>DC (Mins.)</b>	<b>Percentage</b>
Developmental	2279	55%	2306	47%
Non- developmental	1845	45%	2550	53%
<b>Total</b>	<b>4124</b>	<b>100%</b>	<b>4856</b>	<b>100%</b>

Table 6 provides the aspect- wise division of developmental programmes, their duration and percentage.

**Table 6: Aspect wise division of developmental programmes**

Aspect	Mattoli	Percentage	DC	Percentage
Agriculture	355	16%	25	1%
Cultural	105	5%	375	16%
Education	225	10%	145	6%
Environment	0	0%	15	1%
Family	60	3%	70	3%
Health	315	14%	180	8%
Information	420	18%	706	31%
Personal development	220	10%	270	12%
Personal/ Rural/ Community	290	13%	520	23%
Spiritual development	259	11%	0	0%
Other	30	1%	0	0%
<b>Total</b>	<b>2279</b>	<b>100%</b>	<b>2306</b>	<b>100%</b>

Information dissemination and how it is made available to even the grass root level is vital for development. Information circulation is given due importance by both stations. The difference in the target audience also influences the program pattern. Though owned by an educational institution, Radio DC spends only 6% of its time for educational programmes, while Radio Mattoli devotes 10% of time. There is also visible difference in the time allotted for cultural programmes. Though located in an ecologically significant area, Mattoli does not air environment conservation programmes except on important days.

### Conclusion

The basic concept of a community medium is that it functions for the uplifting of the particular community in which it functions. The type of ownership and financial source often influence the content of a medium. Here in case of Radio DC, the influence is evident. Radio DC's programme content shows that it airs more of entertainment and non- developmental programmes. The private ownership of a community radio often makes it function like a normal FM station. Unlike a community radio run by public fund, such privately owned stations will have other priorities. As Bora (2013) puts it, the primary concern of an educational institution will be its students. The interest will be to make students proficient in various aspects of radio programming. In the course, community's interest will be

secondary. This is reflected when contents are analyzed and their contribution to total programme time is taken into consideration. This thrusts that NGO owned stations are more committed towards the society and functions to aid development.

### References

- Anderson, J. A. (2012). *Media Research Methods*. USA: Sage Publications Ltd.
- Bora, A. (2013). Community Radio seeks that elusive boost. *Vidura*, 5(2), 24.
- Census Report. (2001). Government of India. Retrieved March 1, 2014, from [http://censusindia.gov.in/2011-prov-results/paper2/data\\_files/india/Rural\\_Urban\\_2011.pdf](http://censusindia.gov.in/2011-prov-results/paper2/data_files/india/Rural_Urban_2011.pdf)
- Stemler, Steve (2001). An overview of content analysis. *Practical Assessment, Research & Evaluation*, 7(17). Retrieved February 16, 2014 from <http://PAREonline.net/getvn.asp?v=7&n=17>
- March 1985. *An Indian Personality for Television: Report of the Working Group on Software for DOORDARSHAN* (Vol.1). New Delhi: Publication Division, Ministry of Information & Broadcasting.