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“MAAN KI BAAT” – RADIO AS A TOOL FOR MASS COMMUNICATION

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Abstract:- This paper investigates the radio broadcast of programme ‘Maan Ki Baat’, a monologue radio talk by Indian Prime Minister using the platform of All India Radio (AIR) to connect the millions of Indians on his thoughts for vision of the country. The research is based on the review of some selected texts. The researcher main position is that, radio is one of the most ubiquitous, effective, fastest and cheapest medium available to mankind.

Keywords:Radio, All India Radio, Development, Community, Audience, Communication gap.

INTRODUCTION

“I am really happy to be talking to you on the radio. I can reach all of you through radio, especially our poor, the villages” said by Indian Prime Minister Shri. Narendra Modi on "Mann ki Baat" a monologue on radio talk on radio. Till now Prime minister spoke with people three times on 3rd October 2014, 2 November 2014 and 14 december 2014. The role of radio and television message is an important factor in creating and changing the values, ideas and attitudes of people in Public Health. Needless to say, community radio has played a major role in bridging the communication gap between the Government and the local people.

ROLE OF RADIO MESSAGES

The role of Radio messages is an important for creating the ideas, value and attitudes of the people. Radio broadcast enables mass communication increasingly enter the information landscape which amounts expression by the people for the people. In other words radio plays a important role in making masses aware about their rights, roles and duties solving problems of common man.

‘Maan Ki Baat’ Radio Programme

The Prime Minister expressed his 'Mann Ki Baat' via a national address on the All Indian Radio. Addressing the nation on the occasion of Vijaya Dashami, he urged people to share their thoughts with him in what may become a more regular conversation on Sundays at 11 a.m. once or twice in a month. the speech being translated in regional languages to be aired on its regional channels.

Highlights of first series of “Maan Ki baat’ on 3rd October 2014 on the occasion of Vijaya Dashami

- ❖ Today is Vijaya Dashmi. My greetings to all of you. This day celebrates the victory of good over evil.
- ❖ Prime Minister emphasized that India belongs to each Indian citizen and this sense of belonging should bring people together and become a part of the development.
- ❖ We must promote the use of khadi. Buy at least one khadi article. If you buy Khadi you light the lamp of prosperity in the house of a poor person.
- ❖ Some wrote to me that we should have more dustbins. This is also a good point.

- ❖ Today is the start. In future too I will keep talking to you on the Radio. It will be on a Sunday at 11:00 am.

Highlights of Second series of “Maan Ki baat’ on 2nd November 2014

- In "Nobody, not this government, not you, not the previous government, knows exactly how much black money is stashed abroad," he said. "I don't want to get into the figures. Whether it is two rupees or five rupees or crores, I am committed to getting that money back.
- "I will not compromise anywhere. Please trust this Pradhan Sevak. The issue is an article of faith for me,"
- The prime minister also talked about his government's initiatives like those related to the specially-abled children and cleaning the country besides social problems like drug addiction.
- He also paid tributes to the armed forces while referring to his visit to Siachen in Jammu and Kashmir on Diwali day on October 23 where soldiers live in difficult conditions.
- With regard to the specially-abled people, he announced that a special scholarship will be given to 1000 such children by the HRD Ministry. Rs one lakh each will also be given to Kendriya Vidhyalayas and central universities for creating infrastructure for the specially-abled children
- Talking about the 'Swachh Bharat' drive launched on October 2, he appreciated the personalities from various walks of life as well as common people for participating in the campaign.
- "Had anybody thought that it will become a nationwide campaign? Things are changing and people are becoming aware that they should not throw filth around. Further said, maximum impact of the drive has been on children.
- Linking the cleanliness drive to healthcare, he said the poor people are the worst affected by dirt as they fall ill which affects their livelihood.
- "A good beginning has been made and things will change," and added that the country is headed towards a "big change".

Highlights of Third series of “Maan Ki baat’ on 14th December 2014

- ❖ Prime Minister Narendra Modi spoke against drug abuse and said the money used to buy drugs could be funding terrorist activities.

PURPOSE AND OBJECTIVES OF THE SUBJECT

The research is to study effectiveness radio as means of mass communication. The research is therefore designed and carried out to assess the role 'Maan Ki Baat' programme on radio as tool of mass communication. By drawing on research carried out on 'Maan Ki Baat' radio programme, raises the questions about the usage and ability of Radio Broadcast to act as INTERMEDIARIES in translating thoughts and visions into nation building among various stakeholders of listeners.

CONCLUSION AND RECOMMENDATIONS FOR FURTHER RESEARCH

In conclusion, the study revealed that, 'Maan Ki Baat' Programme on Radio was most listened and favorite programme among Indians in recent time. Radio was found most common source of information. It is important to note that Radio service as an effective tool in mass mobilization. It is also appreciable on the part of Hon'ble Prime Minister of India in selecting Radio as tool for Mass Communication. "Maan Ki Baat' Programme reached people effectively and remained a vital way giving thought to protect their life's and the country.

This paper also gives a opportunity to the researchers to research the study areas including attitudes of listeners and Language barriers.

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