

**YANGON UNIVERSITY OF ECONOMICS
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**EFFECTIVENESS OF RADIO PROGRAM ON PUBLIC
HEALTH AWARENESS
(Case Study: Cherry FM Broadcasting Area in
Pazundaung Township, Yangon)**

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FEBRUARY, 2023

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**EFFECTIVENESS OF RADIO PROGRAM ON PUBLIC HEALTH
AWARENESS**

**(Case Study: Cherry FM Broadcasting Area in
Pazundaung Township, Yangon)**

A thesis submitted in partial fulfillment of the requirements for the
Master of Development Studies (MDevS) Degree.

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ABSTRACT

Radio broadcasting has been a successful communication method for over 100 years, proven to be a highly effective means of reaching a wide audience, particularly in areas where it's hard to use other ways to communicate to them. The purpose of this study is to study the effectiveness of radio programs on public health awareness. The study conducts through descriptive method by using primary data and secondary data. The study finds that listeners in Pazundaung Township, Yangon, like listening to Cherry FM's radio programs and they have been useful in increasing public health awareness and providing accurate information during COVID-19 pandemic, with the potential to improve knowledge about maternal and child health, but their impact depends on various factors. Moreover, this study proves that airing health-related radio programs during times when listeners are driving or doing housework on weekdays can be more effective in increasing audience engagement and impact, and radio programs can play a significant role in promoting public health awareness and positive health behaviors. In addition to this study shows that listeners who actively participate in radio programs are more likely to be influenced by the message. Therefore, it suggests that radio programs with repeat key messages can be used to bring communities together and encourage collective action to improve public health awareness.

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LIST OF ABBREVIATIONS

| | | |
|----------|---|---|
| AM | - | Amplitude Modulation |
| ASEAN | - | The Association of Southeast Asian Nations |
| BBC | - | British Broadcasting Corporation |
| BBS | - | Burma Broadcasting Service |
| COC | - | Code of Conduct |
| CR | - | Community Radio |
| CSO | - | Civil Society Organization |
| DAB | - | Digital Audio Broadcasting |
| DRM | - | Digital Radio Mondiale |
| DWA | - | Deutsche Welle Akademie |
| FB | - | FaceBook |
| FM | - | Frequency Modulation |
| IBOC | - | In-Band On-Channel |
| IMS | - | International Media Support |
| INGO | - | International Non-Governmental Organization |
| ISDB-TSB | - | Integrated Services Digital Broadcasting- Terrestrial Sound Broadcasting |
| MBA | - | Myanmar Broadcasting Association |
| MNMC | - | Myanmar News Media Council |
| MOI | - | Ministry of Information |
| MRTV | - | Myanmar Radio and Television: A state-owned TV broadcaster |
| NGO | - | Non-Governmental Organization |
| NMC | - | National Management College |
| PSB | - | Public Service Broadcasting |
| SNS | - | Social Networking Sites |
| UNESCO | - | United Nations Educational, Scientific and Cultural Organization |

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

Media have a strong social and cultural impact on society. This is predicated upon their ability to reach a wide audience with strong and influential messages. In Myanmar, the media has also an influential power on the people both in urban and in rural regions. It is through the expression of media such as television, radio and print media that messages reach their targeted audiences. These have been influential media as they have been largely responsible for structuring people's daily lives and routines.

Now-a-days no one can deny the importance of media in fighting social evils, and understanding the essence of media is also important thing to public. The role of media has been studied in terms of its impact on government transparency, accountability, solving the principle (citizen) – agent (government) problem, public policy and corporate governance. And the media helps policies aimed at economic progress succeed. The media includes various ways of communication, like news, entertainment, and advertising. They are ground-breaking powers in this day and age. They impact and shape the neighborhood, national and worldwide issues. Media are relied upon to encourage by and large national improvement. Media have contributed in achieving progressive changes in Myanmar disregarding numerous aberrations in the public area.

When it comes to a person's social perceptions and interactions with their environment, the mass media are becoming more and more prevalent and significant. People in Myanmar mostly interact with broadcasting media, such as radio and television. The economic sector of broadcasting media has not received as much attention as it should in promoting global development and reducing poverty. It can be used as a widely used information transfer tool and as a way to increase transparency and other governance-related factors. Moreover, broadcasting whether radio or television is a significant economic sector in its own right, offering a potential access point to new information and communications technologies.

The provision of information in communities has been significantly supported by the crucial role played by radio broadcasting. Radio broadcasting mainly serves a form of public-service broadcasting. It also helps for various development aspects of our society like education, health, water and sanitation, protection from natural disasters, address social issues at the community level and connect rural population with the government. It can be useful for the development of a particular target group like elderly, women and children. It can lead to change in social and personal lifestyle of public. Radio broadcasting helps to ensure people's right to information and community participation by expressing the voice and thoughts of grassroots people. Many people in Myanmar both in rural and in urban have a lack of information, knowledge related with social, economic and health because they are trying for their daily survival and family matter and they don't have time for study, reading, and also don't have entertainment and edutainment. Therefore, they don't have health, economy and social knowledge. In this case, radio broadcasting can fill this gap through their programs. It can link them with the rest of the world and provide a source of information that is happening around the world. Cherry FM which is one of the radio stations in Myanmar, is the most famous one and its coverage 2/3 areas of Myanmar. So, how it can provide public health awareness to community and what are the radio programs that are related to health awareness broadcast by Cherry FM.

By regularly broadcasting programs on public health awareness and on various social and moral evils, it has contributed a lot in bringing multifarious development in the nation. This study, therefore sought to examine the effectiveness of radio program on public health awareness.

1.2 Objectives of the Study

The main objective of this study is to identify radio programs for public health awareness that provided by Cherry FM and to examine effectiveness of Radio Broadcasting for public awareness especially on general health knowledge to community through the programs of Cherry FM.

1.3 Method of Study

This is a study in which descriptive method is used to achieve the objectives. Both primary and secondary data were used for purposes. The primary data are

collected using a survey questionnaire by Simple Random Sampling (A questionnaire survey of 120 respondents has been conducted among the listeners of Cherry FM in Pazundaung Township, Yangon). This survey was conducted using structured questionnaire about Cherry FM listeners' satisfactions and effectiveness on public health awareness through radio programs using Five-Point Likert Scale especially with the listeners who live in Pazundaung Township, Yangon. The secondary data are collected from Ministry of Information, Assessment Media Development in Myanmar based on UNESCO's media development indicators, academic journals, previous research papers and the respective websites.

1.4 Scope and Limitations of the Study

This study focuses on radio broadcasting for public service in Myanmar especially Cherry FM. The research analyzes the effects of radio program on public health awareness. It focuses on the revolution of radio broadcasting in Myanmar. The foremost constraint to this study is unavailability of sufficient data and information. The study is accomplished within the existing data and survey data which are collected from October, 2022 to January, 2023.

1.5 Organization of the Study

This paper is composed of five chapters. Rationale of the study, method of study, scope and limitations and organization of the study are presented in chapter one. Chapter two expresses literature review. Chapter three states the role of Radio Broadcasting in Myanmar. Chapter four examines the effectiveness of Radio Program on Public Awareness and chapter five concludes with the present and future vision on the role of Radio Broadcasting and findings of the survey data.

CHAPTER II

LITERATURE REVIEW

This chapter describes 'The Role of Radio Broadcasting for Public Service' starts with the definition of mass media, the definition of radio broadcasting and types of radio broadcasting. This chapter also talks about radio broadcasting service and responsibilities in a society of international and doing of radio broadcasting in social media age.

2.1 The Definition of Mass Media and Radio Broadcasting

Media are the substances on which voice and data transmissions are carried. Mass media refers to the technology that is used to communicate to a large group, or groups of people in a short time frame. There are several means by which communication occurs, and these involve different technologies and channels.

There are 6 main types of Mass Media:

- (i) Traditional Media
- (ii) Print Media
- (iii) Electronic/ Broadcasting Media
- (iv) Outdoor Media or Out of Home Media (OOH)
- (v) Transit Media
- (vi) Digital Media/ New Media/ Internet

The most prevalent mass media in this global age are print media (newspapers, journals, magazines, etc.), electronic/ broadcasting media (televisions, radios, etc.) and digital media/ new media/ internet. The faster and more effective of them are electronic medium and internet.

Radio broadcasting is transmission of audio (sound), sometimes with related metadata, by radio waves to radio receivers belonging to a public audience. Radio transmissions offer timely information, and those that are broadcast non-stop around the clock can offer the most recent news and developments to their audience. Radio has the capacity to cross geographical boundaries and can be an essential source of information in areas where trustworthy news is limited.

About 154 years ago, electromagnetic radiation was first discovered in 1864 by the British physicist James Clerk Maxwell. His theory states that electromagnetic waves can travel through space at the speed of light. In 1888, the scientist Hertz proved the theory of Maxwell to be correct. In 1896, the scientist Marconi discovered that the theory of electromagnetism could be used as a means of communication. In that way, England, Marconi was able to transmit a radio signal from the Pennsylvania area of Westminister to the Westminister Superintendent.

Then, five years later, in 1901, Marconi was able to transmit telegraph signals from Prot-au-Prince, England, across the Atlantic to St. John's, Canada. Marconi's actions were merely a symbol of the wireless telegraph. In the early 20th century, the scientist Reginald Fessenden invented the Amplitude Modulation, the potential for radio broadcasting. In 1906, some wireless operators recorded a radio broadcast by Fessenden. This is the world's first broadcasting. But the sound was not clear yet. As a result, efforts were made to make the sound clearer, and by the end of World War I, simple crystal radio receivers were being built. With the advent of these radios, the broadcasting industry flourished. Radio has more people listening to it in the morning compared to other forms of media. People use it to keep them company while doing different things during the day, which makes it easier for companies to advertise their products or services at the right time and place. Radio works by sending and receiving electromagnetic waves, which are like electronic currents moving back and forth very quickly. When there is no access to the internet, people can still search the airwaves for trustworthy sources.

2.2 Types of Radio Broadcasting

There are different types of radio broadcasting in different countries. But in general, there are types of radio broadcasting which are given below:

- (i) Public Service Broadcasting
- (ii) Commercial Radio
- (iii) Community Radio
- (iv) Ham Radio
- (v) Internet Radio

(i) Public Service Broadcasting: Public Service Broadcasting (PSB) is financed and controlled by the public and for the public. Public Service Broadcasting

(PSB) is independent from both commercial and government ownership and is not influenced by political factors in theory. BBC is the example of public service broadcasting services.

(ii) Commercial Radio: Commercial radio stations are owned and managed by private enterprises. Their survival is based on airing advertisements. Generally, commercial radio gives importance to entertainment programs like comedy talks, music programs, and celebrity chats.

(iii) Community Radio: It is a geographic-specific and audience-specific radio broadcast in FM mode. It serves populations in far-flung areas, coastal areas, or in some areas where people live together as a community. Community Radio facilitates individuals, groups, and communities to share their experiences and is considered a participatory development communication initiative. These radios preserve local language and culture, traditions, and social norms.

(iv) Ham Radio: Amateur Radio, also known as Ham Radio, is a well-liked activity and public service that involves licensed Amateur Radio Operators (Hams) operating the communication equipment. Amateurs operate radio as a hobby with no monetary benefits. They often provide essential communications services when regular channels are unavailable due to natural disasters or other disruptive events. Using Ham requires special training, licensing, and particular equipment. Usually, the range of ham radio frequencies is limited to approximately 20 miles. However, if a powerful base station with a large antenna is used, the range can be extended to hundreds of miles.

(v) Internet Radio: Internet radio, also referred to as web radio, net radio, streaming radio, e-radio, or online radio, is an audio service that is transmitted through the internet. Typically, internet radio services can be accessed from any location globally as long as an internet connection is present.

2.3 Radio Transmission Systems

Today, radios are used in a variety of technologies. Based on the transmission technology, they are mainly categorized as follows:

(i) Amplitude Modulation (AM)

(ii) Frequency Modulation (FM)

(iii) Digital Radio

(i) Amplitude Modulation (AM) : AM refers to ‘amplitude modulation’, a mode of broadcasting radio waves by varying the amplitude of the carrier signal in response to the amplitude of the signal to be transmitted. AM signals can be detected with simple equipment. Another advantage of AM is that it uses a narrower bandwidth. AM broadcasts occur in the medium wave frequency range – the standard broadcast band of 530 to 1700 kHz.

(ii) Frequency Modulation (FM): FM (frequency modulation) was invented in the 1930s as a way to counter the interference issues with AM radio. FM radio stations happen on VHF (very high frequency) waves and are much more common thanks to better sound fidelity, which allowed stereo broadcasting to thrive on this specific type of broadcasting network. FM ranges are much shorter than AM ranges, despite the high frequency, meaning that the FM radio is much better for local radio stations. When this technology was originally developed, there wasn’t a specific threat to AM radio because FM radio required people to purchase a different type of receiver. It wasn’t until after World War II that there was a change in frequencies that allowed FM radio to be more accessible, thus toppling the popularity of AM radio. The sound level of broadcasting in FM radio is three times better than in AM.

(iii) Digital Radio: Rather than using frequency modulation (FM), digital radio relies on digital transmission through radio waves, making it possible to provide broadcasting and digital radio services. There are four types of digital radio in the world:

(i) IBOC (In-Band On-Channel)

(ii) DAB (Digital Audio Broadcasting)

(iii) ISDB-TSB (Integrated Services Digital Broadcasting- Terrestrial Sound Broadcasting)

(iv) DRM (Digital Radio Mondiale)

The simplest broadcast system is DAB (Digital Audio Broadcasting). More than forty countries around the world, including most of Europe, use DAB (Digital Audio Broadcasting). IBOC (In-Band On-Channel), also known as HD Radio, is owned by iBiquity. Today, IBOC stations are available in both analog and digital

formats. HD radio is the predominant type of digital radio transmission utilized for broadcasting in North America. ISDB-TSB (Integrated Services Digital Broadcasting-Terrestrial Sound Broadcasting) was developed specially for Japan in 2003. It broadcast digital radio and digital TV channels together using VHF (very high frequency) band system. DRM (Digital Radio Mondiale) where Mondiale is a term derived from Italian and French that means "worldwide," and refers to a range of digital audio broadcasting technologies that can operate on the same frequency bands currently used for AM broadcasting. Digital Radio Mondiale is also the name of the international non-profit consortium designing and implementing the platform. The sound quality is better than analog, regardless of the type of digital radio.

2.4 The Role of Radio Broadcasting

Radio broadcasting is a medium or a means of conveying certain kinds of information. It can be a powerful tool in assisting in the development process of countries but its effectiveness depends not only on its intrinsic qualities but more importantly on how it is used and for what purposes it is used. Behind each use to which radio has been put are certain assumptions about radio's effects, about the structure of reception and about learning and social change. Development communication is the utilization of communication to promote social development. Strategies for development communication include sharing information and educating individuals, modifying behavior, using social marketing and mobilization, engaging in media advocacy, facilitating communication for social change, and encouraging community participation.

Radio programs broadcast including information and messages on developmental aspect –platform to broadcast local issues -participation of local community is involved -potential to get positive action. A lot of people listen to radio, primarily because it is affordable, hence making it the perfect platform to discuss pressing issues. It brings everyone together, both the young, old, poor, and rich. Everyone can share their opinions, and through that create understanding and tolerance among communities and individuals.

Radio broadcasting is considered as the most important source of mass communication. Radio has played a vital role in the social development of our society. Radio is a cheap source of communication and it provides not only national but also international news. All people are thought to be equal. Promotion of religious

values is done through radio program. Therefore, radio is the best tool to spread awareness into the public either it be political, health or economic and giving us latest sight about what is happening in our world, making us aware about our rights, creating awareness against evils in our society, what new happening around us, exposing corrupt politicians and hardcore criminals by sting operations. Listeners are accustomed to using radio as a background to their lives, without paying full attention to what is being broadcast therefore no need to use much time.

The relation between radio and its public has always been based on a mutual act of faith: radio does not know its listeners, and it never saw them. But the radio and its audience believe in each other without knowing each other. Radio is not only an information channel for entertainment and knowledge, but also a variety of social, cultural, personality development and empowerment of individuals, whether positive or negative.

The effect of radio broadcasting is important as a feedback, exposure, and conduct mechanism in all countries. Most citizens receive their information about what is going on in the public policy of the government, and how it affects them, through the filter of media. In many developing countries, radio broadcasting is also main medium for reaching the population in emergencies. Finally, radio broadcasting has traditionally served as a watchdog and critic by investigating unethical conduct by politicians, government officials, and private businesses. This role is often described as providing support to the underprivileged and challenging the privileged.

2.4.1 Radio Broadcasting and Public Health Awareness

Public awareness is the public's level of understanding about the importance and implications of a certain program or an activity. Raising public awareness is distinct from directing them on what to do. It entails clarifying concerns and imparting information to individuals, allowing them to form their own judgments.

Health awareness is essential. When a person doesn't care about his health, it can lead to different risks on his body such as it can lead to different diseases or the worst part is death. People must learn to take care themselves and also other people. Health is the wealth. It is one of the most important things that a person must care. Health occurs in physical, emotional and mental health. Health is a state of being well or an absence of disease or how fast a person can recover if sickness occurs. It is very essential to maintain or check the health to have a long life and be strong to do

different activities. People should know how to take care of it. And people should be aware on their health even they are children or adult.

Health promotion improves the health status of individuals, families, communities, states, and the nation. Health promotion enhances the quality of life for all people. Health promotion reduces premature deaths. Public health begins with public awareness. For disease prevention, improved population health, and all of the other goals of public health, the single most important thing is information. Governments cannot make people healthier by legislation, and public health professionals cannot save people who do not know they are in danger. Awareness is critical to public health.

There are many different ways to raise the health awareness. But in general, they are;

- (i) Host fundraising events
- (ii) Mass media campaigns (print and broadcasting)
- (iii) Make informational pamphlets
- (iv) Create a Media Strategy
- (v) Social marketing campaigns

In Canada, an evaluation of broadcasting advertisements about health promotion aimed at older adults showed that recipients were generally distrustful of the information if they perceived that it had been provided by the “government”. Professionals such as doctors or celebrities (e.g., Olympic stars) were seen as more trustworthy. Younger people prefer to receive health information through the internet or other electronic means, while older people prefer the newspapers.

In Switzerland, health professionals have recognized the benefits of using radio to broadcast health messages and have subsequently utilized radio to educate listeners about heart disease (Alcalay, Alvarado, Balcazar, Newman, & Ortiz, 1999; Long, Taubenheim, Wayman, Temple, & Ruoff, 2008; Marx et al., 2009) West Nile Virus (Fox, Averett, Hansen, & Neuberger, 2006), smoking behavior/tobacco cessation (Bauman, LaPrelle, Brown, Koch, & Padgett, 1991; Durkin & Wakefield, 2009; Hammond, Freimuth, & Morrison, 1990; Kozlowski et al., 1999; McAlister et al., 2004), safer sex practices (Bradner, Ku, & Lindberg, 2000; Oh et al., 2002), as well as healthy eating and physical activity (Beaudoin, Fernandez, Wall, & Farley, 2007). Generating and broadcasting a variety of programs is crucial for people who

receive health messages because unintentional learning from radio can be a primary way of obtaining health information. Due to the difference between how people actually obtain health information and how they prefer to acquire it, health educators and professionals usually use a diversified approach when creating health education campaigns. Along with in-person programming, TV ads, and online programs, health education efforts often incorporate radio broadcasts and public service announcements.

Radio has been the mass medium used most extensively in developing societies, as a cost-effective means of providing information and education to diverse target groups. Such groups include farmers, rural mothers, illiterates, primary school children, informal and non-formal education (McLean 1992:53). Since the Swazi populace is concentrated in rural areas, the only way of disseminating information at a go is through the use of radio.

(i) Radio Broadcasting Promote Physical Health

Radio has been used in many natural disasters to broadcast health-related information. Supporting the wellbeing of survivors can be achieved by offering practical advice and encouraging self-care for both physical and mental health issues. After the Haiyan typhoon, health-related information was broadcasted via radio to inform survivors about the availability and distribution of non-food items, such as blankets and hygiene kits, and to educate them about healthy behaviors, such as boiling water and identifying signs of diseases. The radio broadcasts also provided details about immunization programs, general health insurance policies, the handling of dead bodies, and how to avoid and recognize specific health risks like dengue fever and leptospirosis. Furthermore, the radio was utilized to inform people about the location of medical services, such as open hospitals and temporary medical units like field hospitals. In the Ebola crises in Western Africa, radio was utilized to provide information about the signs of Ebola, personal protection, and preventive measures. All of these pieces of information aimed to promote physical health. A multiple linear regression analysis was conducted on variables that affected the perceived health of survivors 30 months after the Haiyan typhoon. The analysis showed that listening to the humanitarian radio broadcasts after the typhoon had a positive impact on the survivors' overall health.

(ii) Radio Broadcasting Promote Psychosocial/ Mental-Health Wellbeing

In natural disasters, radio communication is frequently utilized to transmit information, clarify situations, and inform people about available support. By doing so, radio can alleviate stress and foster a sense of control and clarity among listeners, which is crucial for the recovery process. Psychoeducation broadcasts after the Haiyan typhoon, Hurricane Katrina, and the Ebola epidemic in Western Africa offered information about stress reactions and advice on how to cope with them. Radio contributed to a greater sense of normalcy, providing moments of respite from the demanding survival and recovery process for those affected. Following Hurricane Katrina, radio was employed to educate people about post-traumatic stress, and an increase in listeners' awareness of such problems and available help was observed. After the Haiyan typhoon, both information and music broadcasts were found to contribute to feelings of hope and connectedness among survivors. Listening to popular music and familiar "happy" songs was found to have a positive impact on the well-being of the listeners. During the night, calming but recognizable music like popular ballads and traditional music was played to promote a sense of tranquility.

2.4.2 Radio Broadcasting in the age of Social Media

People live in an age dominated by easy access to information and where much of media activity is conducted electronically. Seventy years passed from the publication of Arnheim's essay on radio to the invention of Facebook. In that famous book, *Radio: An art of sound*, Arnheim (1972) noted radio's distinctive characteristic, the sightless nature of listening, the mutual invisibility between transmitter and receiver. As he wrote, "radio organizes the world for the ear". Arnheim was the first person to appreciate radio for its sound and to see the benefits of not having a visual component, as it allowed listeners to focus solely on what they were hearing. However, many new technologies have been developed since Arnheim's time, such as transistors, telephones, the internet, satellites, iPods, blogs, and social networking sites (SNS). Each of these advancements has changed the way people listen to the radio and has created new listening habits.

The technological innovations are mobile telephones, text messaging, the World Wide Web, audio streaming, e-mail messages and subsequently blogs and podcasting. Mobile telephones further facilitate listener participation in the radio

conversation. The possibility of calling the radio station from a public place with a mobile phone transforms the role of the audience: from private citizens to potential reporters, or citizen journalists. The public's contribution to radio content production evolves and strengthens. Listeners begin producing information streams from the places in which they are calling from (traffic news, current affairs, local news, etc.).

The rise of social networking sites (SNS) is the milestone of this age. SNS exist since 1997 (Boyd and Ellison, 2007) but the social network that integrated better with radio has been Facebook (FB), created in 2004, followed by Twitter. The fans/friends/followers of a radio station's or presenter's FB or Twitter profile are a public which is very different from a traditional one: this is due to the specific characteristics of the medium and to a change in consumer culture brought about by the rise of the information economy.

Two brilliant examples of the emergence of the culture of co-creation in radio are the German feature programme *Mehrspur*, aired by public station SWR2, which, since 2009, asks listeners through social networks to take part into the production flow of their radio documentaries and the *Radio Ambulante* project, an online platform based in South America, create radio documentaries using crowd-sourced tools.. All these kinds of publics are networked.

Networked publics refer to groups of people who have been reshaped by the use of networked technologies. These kinds of publics, according to danah boyd, all share four fundamental affordances that make them different from all the previous mediated publics: persistence, replicability, scalability and search ability. Persistence in social networking sites (SNS) refers to the automatic recording and archiving of public expressions. This means that feedbacks (opinions, feelings and comments) of every listener are public and since they can remain online for a long time they can also have a role in shaping the reputation of the radio station. Replicability means that the content produced in networked publics is easily replicable. Scalability in networked publics refers to the possibility of tremendous — albeit not guaranteed — visibility. This means that, for example, unique listeners commenting and talking about a radio show on its social network profile can reach a wide audience. Search ability means that content produced by networked publics can be easily accessed.

For radio makers, a wide network of friends/fans is of great importance for their future. Even if the fans' network does not generate a tangible economic value like the radio audience already does, it nevertheless generates a great reputational

capital. The message of the Facebook public of a radio programme is the network itself, because this network is able to produce value. Besides, building networked and productive publics for radio could be of strategic importance for public service media. Since making and participating mean “connecting” and creating social relations, as Gauntlett (2011) has brilliantly showed, building and nurturing wealthy and the existence of productive networked publics presents an opportunity for public service media to establish the legitimacy of their service as a genuinely public one, by providing listeners with tools that allow them to participate and foster new social connections among themselves.

Radio producers do not have to look for contents, as they did in the twentieth century. Contents come to them, they are “everywhere” (Facebook Newsfeed), producers merely have to take them. Their job is no longer to seek, but to select. They do not have to know everything, they only have to keep an eye out for interesting material and decide what to use and what to discard. This is how the value production process in radio works in the era of SNS: listeners enact their tastes online, the radio author (increasingly a producer, as Benjamin predicted) re-interprets and re-elaborates them, providing the audience with listening experience that is constructed in a theatrical way, with various elements and content mixed together. Listeners can provide feedback and contribute new material to the community of listeners and producers, which in turn allows the process to continue and evolve.

Radio producers and listeners can use radio and SNS to engage themselves in a fruitful exchange of contents and build a more democratic and participative model of communication or, on the contrary, reproduce the old hypnotic, Pavlovian broadcast communication based on a master (media, radio, SNS) — slave (public, fan, follower) relation.

2.5 Reviews on Previous Studies

Clever Maputseni (2006) indicate that radio remains a popular medium with communities and development actors that still see it to be useful in dissemination of development messages in Zimbabwe. The radio program studied in this research has been found to be relying more on top-down approaches than participatory methods. Overall, there remains the need to make radio more interactive for it to fit into the participatory methods, which are the more appropriate route to take in the present era.

Although the impact of the radio program may not be that easy to determine scientifically, sentiments from the interviewees suggest significant outcomes from the program. However, the impact and sustainability of the radio program would be much better if access to radios is improved and if listening and discussion of broadcast program is institutionalized and systematic.

Chalisa Magpanthong (2007) found four common features relevant to the promotion of access across the three community radio stations. They were the use of local dialects, the location of the station, the content fitting audience's needs, and the feedback mechanisms. In addition, the study revealed that each radio station used a variety of techniques to facilitate access such as employing interpersonal relations to motivate listening, advocating the station as a community announcement tool, and encouraging the use of dedication messages. The use of a local language or dual languages at these CRSs suggests that Thai media policymakers and the government should consider permitting the use of local languages rather than imposing the exclusive use of Thai.

Tin Aye Cho (2010) explains that radio and television are the most necessary and basic conveyors in mass communication and it plays a vital role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self image of society. In that study, descriptive method is applied based on the data and used the comparative analysis of MRTV and MRTV-4 Channel. The purpose of that study is to highlight the galloping advancement of modern information technologies and to focus on the fact that Myanmar Radio and Television, which is the most prestigious State-owned Media Station of Myanmar, needs to apply all the possible means to catch up with other global media stations while maintaining the presently-secured achievements and seeking the ways to enhance the image of the country and its people by using the weapons of media.

Tiziano Bonini (2014) indicate that Radio and social networking sites (SNS) working together have made it easier for the public to interact with radio broadcasters. This has been a gradual process over a long time, but with the introduction of social media platforms like Facebook, researchers have observed significant changes in how the public engages with radio. These changes include a shift in the nature of public participation, where listeners now have a more active role in the production process, and a change in the relationship between the speaker and listener, which has become more intimate. There has also been a transformation in the way listeners interact with

each other, as well as changes in the role and ethics of radio producers, who now take on a more curatorial role instead of a strictly productive one.

Another study was “Assessment of Media Development in Myanmar” by International Media Support (IMS) and the National Management College’s (NMC) department of journalism (2016). This paper examines the media situation in Myanmar and uses UNESCO's Media Development Indicators (MDIs) to evaluate it. The purpose of this assessment is to inform the new government and other interested parties about the current state of the country's media sector and suggest ways to support and maintain its growth.

Khin Pyae Sone (2019) point- out on the broadcasting media sector development of Myanmar which is one of the essential tools in nation building endeavor. Improving by the media sector, the nation can offers fruitful result and can implement the efficient management and the mainly support to the other cooperative sector also. According to this consequence, the media can contribute more information accessible, high level knowledge in education and health especially in rural areas, and it can obtain high level of living standard and also reduced in poverty reduction in narrowing the gap between the higher and lower level of population.

According to Dr. Muhammad Umair Chaudhary, Dr. Abdul Ghani, Robina Saeed, Muhammad Kamran Khan, and Afifa Tanveer (2020), campus FM radios are effective in promoting education and raising awareness. Radio is a popular mode of communication in Pakistan because it is affordable and easily accessible. In addition to conventional radio, there are many commercial and non-commercial FM radios in operation. Campus-based FM radios are also being used by educational institutions to promote knowledge, education, and mass awareness. This paper shows that campus radio is a useful and effective tool for promoting education, knowledge, and awareness among students, teachers, and the wider public.

Mary Phiri (2020) explains that radio provides a platform for the people of the community who are mainly grassroots oriented to participate and make contributions on electoral processes. The study showed that the radio station has lived up to the expectations of the community members by providing programs that can help them make formed decision in life in the electoral processes. It was discovered that the radio station is working hand in hand with the community members by allowing them to submit new ideas that can help the station improve its production of programs. The study revealed that the attitudes of the community members was very positive on the

sensitization of electoral processes and the attitudes are very positive because community members have realized that they have a role to play in electoral processes.

Dr. N. Johnson and K. Rajadurai (2020) discuss the impact of community radio programs in rural development. It helps to address the linguistic and ethnic diversity and plug all socio-economic and rural-urban gaps in the society. The radio broadcasts programs that are important to a particular group of people, giving them a chance to share their stories and talk about things that the mainstream media usually ignores. The researchers suggest that community radio programs are very helpful to farmers, as they can learn new techniques to increase their crop yield. Students in Kottampatti, India are also benefiting from the education programs on the radio, as they are reading more newspapers. Health programs on the radio are particularly useful for young people, women, and older citizens.

CHAPTER III

ROLE OF RADIO BROADCASTING IN MYANMAR

3.1 Evolution of Radio Broadcasting Service in Myanmar

Myanmar with its 55 million people is the largest of the six mainland countries of South East Asia, and it stretches for 1,300 miles north-south. The northern section is approximately diamond shaped, 500 miles across; and the southern section is just long and narrow, and maybe 30 miles wide.

Radio service in Myanmar first came on air in 1936 during the British colonial era. Wireless communication was introduced to Burma at an early stage, even before experimental Marconi wireless technology in Europe was a decade old. In 1904, a basic network of Morse code wireless stations was set up across India, which included Burma that was under the administration of the British Raj in India at that time. The test broadcasting of Myanmar Radio was launched 1937 at Mingalardon (wireless) Township in Yangon. In 1938, some of the rooms of Central Communication Office in Yangon were used as the components of the Radio Broadcasting Station.

In August 1942, Myanmar Radio Broadcasting was carried out at the two-story building of No.4 Pre-Primary School of Social Welfare Department on Fiche Road. After that the Broadcasting Station on Fiche Road was moved to Chinchang Palace on Kabaaye Pagoda Road and the station was named “All Burma Broadcasting Station”. From the first week of March to that of May in 1945, Myanmar patriotic revolutionary soldiers aired radio programs under the name of “Myanma Revolutionary Tatmadaw Broadcasting Station” at the building on Park Road in Yangon. In doing so, they used Myanmar, English and Hindi Languages.

In the first week of May in 1945, radio broadcasting was carried out at the two-story building in Golden Valley on Louis Road, Yangon under the name of “Rangoon Radio”. On 15th February 1946, the name “Rangoon Radio” was changed to “Bama Athan” (“Voice of Burma”) or “Burma Broadcasting Service” (BBS), provided coverage of both domestic and international news in the Burmese language,

as well as offering musical entertainment, educational responses, school lessons, and English language news and music programs.

After independence on 28th November 1958, it was named “Myanma Athan” (also meaning Voice of Burma, but with the more formal term "Myanmar"). Radio Broadcasting was launched with the program entitled “Myanma Radio Joint Program” from Yayku Broadcasting Station on 16th December 1958. On 4th November 1960, the broadcasting station was moved to the new building on Pyay Road. On 16th May 1960, “Myanma Radio Joint Program” was aired with the name of “Myanma Radio Subsequent Program”.

Starting from 8th April 1962, private advertisements were broadcast on Myanmar Radio. On 15th February 1978, the 25th Silver Anniversary of Myanmar Radio was grandly celebrated on the lawn of the station. On 16th March 1972, according to the new administration system, the station was named as “Information and Broadcasting Department” and it was formed together with Information Department.

The military government that took control in 1988 changed the name of the service to Myanmar Radio. In 1997, the parent organization of the radio service, Burmese Broadcasting Service, was also renamed as Myanmar Radio and Television (MRTV). Before the introduction of Yangon City FM in 2001, Myanmar Radio, also known as Burma Broadcasting Service (BBS), was the only radio station available in the country. The main broadcasting center for many years was located at 426 Pyay Road in Kamayut, Yangon. However, in late 2007, the primary broadcast facility was moved to Naypyidaw. Myanmar Radio transmits through AM, FM, shortwave and medium wave.

3.1.1 Emerging FMs in Myanmar

The first FM in the history of FM radio in Myanmar was the Yangon City Development Committee’s City FM. It was started in 2001 and only transmit in Yangon till now. The second one is Mandalay FM which was established in 2008 under a contract with the Ministry of Information.

In 2008, May, cyclone Nargis killed hundreds of thousands of people and animals in Myanmar and destroyed homes. A review of the damage concluded that the media needed to be an intermediaries to provide effective information to the public. That’s why, in 2009, FMs were launched to prevent the public from receiving

timely information in the event of a natural disaster such as cyclone Nargis in the near future.

To promote wider access to information, the MOI has assigned each of its joint-venture radio stations to broadcast over a specified geographic area even when it is not economically advantageous for them to do so. This has served to improve access to information in remote areas. Out of Myanmar's 14 states and regions, joint-venture radio broadcasters tend to cover two or three states or regions each. These broadcasters air some content each day in the prominent ethnic language of the area they cover. The table below provides the names, coverage areas and ethnic languages covered by joint-venture radio broadcasters.

Table (3.1): Joint-venture radio coverage area and ethnic languages

| Sr.No. | Joint-venture broadcaster | Coverage area | Minority ethnic languages of programming |
|---------------|----------------------------------|---|---|
| 1. | Cherry FM | Shan, Kayah and Mon State, Yangon, Mandalay and Sagaing Region, Nay Pyi Taw union territory | Shan |
| 2. | Mandalay FM | Sagaing, Mandalay, Yangon and parts of Bago region, Nay Pyi Taw union territory | (N/A) Mandalay FM airs in Burmese only |
| 3. | Padamyar FM | Sagaing, Mandalay, Bago and Yangon region, Kachin State and Nay Pyi Taw union territory | Kachin |
| 4. | Shwe FM | Bago, Tanintharyi, Magway, Mandalay and Sagaing Region, Kayin, Mon and Southern Shan State, Nay Pyi Taw union territory | Kachin, Kayah, Kayin, Chin, Mon, Rakhine, Shan |
| 5. | FM Bagan | Magway, Sagaing, Mandalay and Yangon regions, Chin State, Nay Pyi Taw union territory | Chin |

| | | | |
|----|------------|--------------------------------------|---------|
| 6. | Teen Radio | Ayeyarwaddy region and Rakhine State | Rakhine |
|----|------------|--------------------------------------|---------|

Source: “Assessment of Media Development in Myanmar”,2016

The other FM radio station is MI Radio which owned by SkyNet and only broadcast in English. It has been broadcasting since 2018. In Myanmar, Khayae FM, located in Atwin They Phyu Village in Yangon’s Htan Tabin Township, is the only licensed community radio station. Community radio usually is a short-range, not-for-profit radio station or channel and its main aim is the wellbeing of the local level community people. It produces program for the information needs of people living in a particular locality, in the respective languages. The community radio, Khayae FM was broadcasted in 2018 under the terms of an agreement with DW Akademie of Germany and MRTV. Khayae FM only transmit in Htantabin township where has the one of offices of DW Akademie. The program is broadcast twice a day for 4 hours: from 8am to 10am and from 2pm to 4pm. There are differences between commercial radio and community radio as in table (3.2).

Table (3.2): Differences between Commercial Radio and Community Radio

| Sr.No. | Community Radio | Commercial Radio |
|--------|---------------------------------------|------------------------------------|
| 1. | Non- profit | For profit |
| 2. | Mission Driven | Profit Driven |
| 3. | Local/ Member Owned | Out-of-market Owned |
| 4. | Beholden to Members/ Listeners | Beholden to Stockholders |
| 5. | Focused on Quality Contents | Focused on Ratings |
| 6. | Emphasis on Quality | Emphasis on Appeal |
| 7. | Sponsor messages 1-2 minutes per hour | Commercials 16-20 minutes per hour |
| 8. | Civic Minded | Consumer Minded |

Source: Crag Radio, 2020

3.2 Radio Stations in Myanmar

There are currently eleven radio stations in Myanmar, including Voice of Burma (Myanma Athan- MRTV). There are three state-owned radio stations: (1) Voice of Burma (Myanma Athan- MRTV), under the Ministry of Information, (2) Thazin FM, broadcasted by the Ministry of Defense, and (3) Yangon City Development Committee's City FM which broadcasts only in Yangon. The other seven joint-venture FM are (1) Mandalay FM, (2) Cherry FM, (3) Padamyar FM, (4) Shwe FM, (5) FM Bagan, (6) Teen Radio, and (7) MI Radio. These seven FMs are known as commercial radios.

Mandalay FM is a music based radio station which is launched in 2008. The radio station broadcasts in Yangon, Mandalay and Nay Pyi Taw Divisions. Mandalay FM is a radio station that serves the Mandalay metropolitan area (90 miles around Mandalay), broadcasting on the FM band at a frequency of 87.9 MHz and on the Internet. Mandalay's sole FM station employs a pop culture-oriented format with a focus on Burmese and English pop music, entertainment programs, live celebrity interviews, etc., offering an alternative to the propaganda-laden programming of the state-run Myanmar Radio National Service.

Padamyar FM is one of the popular FM station in Myanmar. The station is serving around Myanmar area to provide the audience the best music library, entertainment and edutainment programs for every lifestyle. With over 14 million listeners on air, Padamyar FM covers every genre from 5 AM to 11 PM daily. Since 2009 August, they were in test transmission at Sagaing region with 88.9 MHz. Now they have installed FM transmitters at many cities.

Shwe FM is a privately owned radio station that serves Myanmar, including the Yangon metropolitan region, Bago and Tanintharyi Regions, and Mon and Kayin States. The radio station was launched in 2009 as part of the Ministry of Information's efforts to privatize radio broadcasting, and broadcasts Burmese music, comedy and entertainment programs.

FM Bagan is an independent media outlet in Myanmar, dedicated to providing reliable news and information. Besides providing news and analysis, FM Bagan also produces and distributes educational content to help people learn more about their

country and the world. It serves on Magway, Sagaing, Mandalay and Yangon, Nay Pyi Taw Divisions and Chin State.

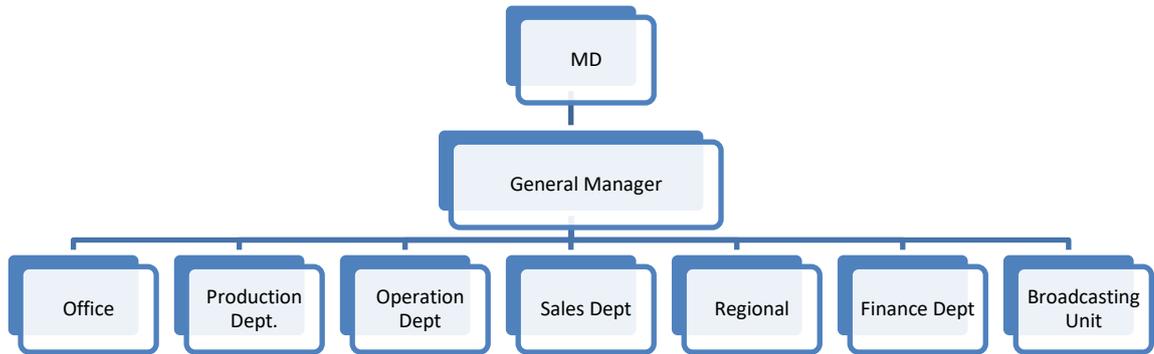
Teen Radio (Pyinsawadi FM) also known as Pyinsawadi FM is a radio station that broadcast on the FM band at a frequency of 91.0 MHz and on the Internet. Broadcasting areas are Yangon, Ayeyarwaddy region and Rakhine State. It is the Radio Station of Myanmar and targeted on young people.

3.2.1 Cherry FM Radio Station

As I presented in above, Cherry FM was started putting on air in August, 2009. It emerged after Nargis cyclone. Cherry FM is one of the Joint-venture radio which is undertaking the tasks to inform, to educate and to entertain the people of Myanmar. There are some programs which broadcasts news and information in Shan ethnic languages. The station covering Shan state, Kayah state, Mon state, Yangon, Mandalay, Sagaing and Nay Pyi Taw Regions. Cherry FM is now available in 11 major states and regions in Myanmar. It was broadcast on 15 relay stations and plans are underway to make it available nationwide. Although Cherry FM is promoting wider public access to news, education and information, the media needs of a diverse society cannot adequately be met by any singular monolithic content producer. Cherry FM is organized with the following seven departments, they are:

- (i) Office Department
- (ii) Production Department
- (iii) Operation Department
- (iv) Sales Department
- (v) Finance Department
- (vi) Regional
- (vii) Broadcasting Unit

Figure 3.1 Organizational Set Up of Cherry FM



Source: Cherry FM

Cherry FM offers programs suitable for all ages, Target Audience is a young, ever-changing audience. There has three main programs. They are Information and News programs, Education programs including public health awareness and Entertainment programs. All the programs are related with each other.

3.2.2 Information and News Programs

Information and News programs are generally documentaries of basic infrastructures and other facilities provided by the government ministries. For example, the short messages of the opening ceremony of a newly-constructed bridge into service is regarded as Information programs because by listening it, the audiences can obtain the facts of that bridge such as its height, length, water clearance area and other accounts. Besides, the programs about other private infrastructures and businesses are also included in the classification of Information and News programs for the fact that they also give the audience the detailed accounts of those infrastructures and businesses.

3.2.3 Education Programs

Education programs cover the health awareness for public, story telling for children and other educative programs. For instance, short messages on prevention against TB, malaria, dengue and other contagious and seasonal diseases are included among the categories of education programs, and also health educative topics often listen on radio are also the parts of education programs. The program named “mi khin

doe thi pho ka lay doe a kyaung” that contribute the tips of how to treat to new born and how to care your child and also discuss about the parenting include the education program.

3.2.4 Entertainment Programs

By and large, music, review of movies and drama series, and radio zatt lan are categorized as the entertainment programs. Besides, the program like “sate ma soe kyay” which is the kind of prank program among friends and many listeners love to listen. Likewise, audience’s request songs program is also regarded as the entertainment program.

3.3 Reviews on Broadcasting Law

A Broadcasting Law was passed in August of 2015, which will establish the Broadcast Authority and Broadcast Council as the regulatory bodies overlooking the broadcasting industry. Once formed, the council will be responsible for adopting a broadcasting Code of Conduct and developing internal procedures for investigating and processing alleged violations of the Code. At the moment, no mechanism exists for processing grievances in the broadcasting sector. The Council will also bring about a greater degree of independence in the regulatory system than what has been seen in the past. Although the Authority is composed almost entirely of government officials and cannot be considered independent, its role is primarily technical in nature and related to the broadcasting industry’s integration into the wider telecommunications regulatory framework. The real power in this regulatory system rests with the Council, which will be composed entirely of civilians.

The Broadcasting Law also states that professional and civil society organizations will be encouraged to participate in the nomination process of Council members. The final appointment of Council members is decided by the president, but only after the list of nominees has been published and the public has had a chance to provide feedback. It is yet to be seen how regulation of the broadcast industry will be managed between the MNMC (Myanmar News Media Council), the Broadcasting Council and the Authority. It is important that the yet to be developed Broadcasting COC (Code of Conduct) is drafted in such a way as to ensure harmonization with the COC for the media. For example, it might be advantageous to limit the scope of the

Broadcasting COC to broadcast specific issues not directly addressed by the other COC.

Reforms in media law hold promise for a more pluralistic and diverse media environment over the long-term. In August 2015 a Broadcasting Law was enacted, which will allow for the licensing of private, public and community broadcasters in addition to the existing state broadcasters, which are still recognized as legitimate under the law. Licensing is to be managed by a civilian council, which is required by the law to consider media plurality and diversity in the allocation of licences. The Law also contains provisions which will retroactively address ownership concentration once regulatory bodies have formed.

3.3.1 Public Service Broadcasting

Television and radio programs that aim to inform, advise, or entertain the public without seeking profits are known as public service broadcasting. The channel is trying to reduce its obligations to produce public service broadcasting such as religious programs. In Myanmar, the Ministry of Information did draft a Public Service Media Bill in 2014.

The stations including Cherry FM has started to engage CSOs, NGOs and INGOs in some of its new initiatives, especially in public health programs. Cherry FM also airs phone numbers and email addresses where individuals can send questions about public health awareness and also can send complaints about Cherry FM content. As previously stated, the MOI included civil society and representatives from the media industry to provide comments on the draft Public Service Media Bill.

Key international standards relevant to Myanmar comprise the following: The Windhoek Declaration of 1991 containing three key words: (a) freedom of media, implying that media can publish freely and without fear, (b) independence of media, meaning independence from government control in terms of e.g. government authorizing media outlets or controlling content; and c) a pluralistic press, signifying that media satisfy both the voice and information needs of everyone in society. Regulation of broadcasting: There is a need for a mechanism whereby authorization of private broadcasting is not controlled by government, but rather an independent body must regulate licensing. The current draft law aims to address this. Public service media: There is need for independent public service media. A process has been initiated for the present state media to be transformed into public service media.

International standards further include the following areas in which the reform process has not yet started in Myanmar.

3.3.2 Responsiveness to Public Perceptions: The Role of Radio Broadcasting

Radio broadcasting operates under a certain level of self-censorship and has, for the most part, been used for entertainment and education rather than news. Consequently, few programs are aired live in which content could not be edited. This is gradually beginning to change, especially among radio stations. Many radio broadcasters now offer some kind of call-in programs. These typically cover mundane topics such as traffic information; though, some programs are addressing socially relevant issues. Cherry FM has jointly established a call-in program with UNICEF Myanmar called “Mi Khin Doe Thi Phot Ka Lay Doe A Kyaung”. Although it is pre-recorded, this 15-20 minutes program covers a wide array of public health in Myanmar with a specific focus on issues which affect young adults and mothers and children.

Broadcast programming is the practice of organizing and scheduling of broadcast media shows, typically radio and television. Scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime. Transmission flows of broadcasting media in Myanmar are stated in table (3.3).

Table (3.3): Transmission Flows of Broadcasting Media in Myanmar

| No. | Type | Percentage % |
|-----|---------------|--------------|
| 1 | Information | 30 % |
| 2 | Entertainment | 40 % |
| 3 | Education | 30 % |
| | Total | 100 % |

Source: Ministry of Information

During, the transmitting period, transmission flows of radio broadcasting accounts for information (30%), while education (30%) and entertainment (40%) according to the Ministry of Information. In Cherry FM, the information program include local and international news, updates of events and conferences holding in Myanmar and in the world, sport news and social and economic updates. The

entertainment program involves live song request, radio series, real live-real story, game, story, and etc. Cherry FM also broadcasts about health education, vocational program, youth development program and others.

3.4 Radio Program Production

Due to constant changes in technology, the techniques of [radio production](#) keep on changing. But the basics remain the same. To grasp this complex process, let's divide radio broadcasting into five distinct stages:

- (i) Pre Production: During the [pre-production](#) stage, we identify story topics, characters, sounds, and scenes. Developing the ideas on the program and research to gather background information materials are the two steps at this stage. Writing script for radio means writing the way people speak or let's say writing for ear.
- (ii) Production: [Production](#) in radio programming is basically recording the sound. It may occur indoors or outdoor. They are called 'studio production' and 'field production' respectively. While recording sound the producer shall ensure the quality of sound, perfection of recording, and reduction of noise or interruptions.
- (iii) Post Production: Editing and mixing are the activities at the [post-production](#) stage of a radio program. Editing for radio is to prepare a program by starting with some raw sound elements and making a finished product to be broadcast.
- (iv) Mixing: It is the combination of the balance and control of the amplitude of multiple sound elements. In digital production, the producer sets levels individually for each track.
- (v) Transmission: Radio waves serve as carriers of signals carrying information. In digital radio, these signals travel as distinct voltage pulses, represented by numerical patterns. This transmission system provides high-quality reception and playback on the FM band, comparable to that of a compact disc, and on the AM band, equivalent to FM-quality reception and playback..
- (vi) Feedback: [Radio feedback](#) is the best way to get connected and stay connected with the listeners. It gives an opportunity to have an ongoing dialogue with the most regular users and can judge the result of the presented programs. Hence it

can be considered as a tool that produces valuable information across all radio departments.

3.4.1 Radio Program Presentation

Presenting is easy in principle. All you have to do is to talk, but have you ever thought about the difficulty of doing this continuous talking? The fundamental [principle in radio presentation](#) is the harmonious unification of the other sound elements with your voice. Apart from the quality of the voice of the speaker, pacing, tone, and choice of words are all important. Hence the presenter needs to remain compelling, composed, and confident.

As a radio presenter, you are always speaking to an imaginary listener over the microphone. You can only do this with constant practice. You need to find out what kind of a presenter you are. You need to find out what your comfort zone is, what your strengths and weaknesses are as a presenter and you will still need to work on both. An essential aspect of being a skilled radio host or presenter is being aware of what not to communicate or discuss. In case the audience feels offended or humiliated, they are likely to lose interest in listening further. Being a good radio host requires cultural sensitivity and accurate knowledge about an audience, from what style of program listeners prefer to what topics interest them. Experienced radio professionals know what offends listeners. Voice is the tool of the radio presenter. Hence good radio voice must have strength and clarity. There are certain essential requirements for a good radio voice such as rhythm, pronunciation, emotion, fluctuation etc.

[Radio newsreaders](#) read the news on radio stations. Good newsreaders may have solid training in writing, reporting, and digital media techniques. They must have excellent oral communication skills and a passion for news and media. The best voice for radio news reading is natural and relaxed.

Before going on the air:

- Avoid stressful situations.
- Get plenty of rest to feel free and alert.
- Check for necessary items, such as script, reading glasses, water, etc.
- Wear loose, comfortable clothing.
- Use the relaxation exercises from the previous page.
- Prepare the voice.

- Avoid fizzy drinks and milky liquids. They can cause a film on the throat, which causes throat clearing.
- Don't eat sweets or chocolate. Sugar thickens saliva.
- Allow time for voice warm-ups and breathing exercises, like those reviewed on the previous page.
- Prepare your body and posture.
- Check your posture and make sure the microphone is in a good position.
- Remember to gesture.
- Finally, remind yourself that you are ready.

Every radio program consists of information presented in one or, more often, multiple formats. For example: If a radio magazine program starts with a feature on a local politician, this might be followed by a discussion with the politician and studio guests or callers. It is important to remember that certain radio formats may not be suitable for all types of programs. Nevertheless, there are some formats that complement each other effectively.

Dramas are fictional stories, but they are based on real-life events or situations. Drama is an effective tool to help listeners connect with issues on an emotional level. Radio dramas have gained widespread popularity in Africa, Asia, and Latin America, particularly for conveying information related to social concerns. These dramas can vary in length, ranging from as short as 30 seconds to 5 minutes for mini-dramas, to longer ones of 30 minutes or more, depending on the subject matter and its purpose within the radio program. They serve as powerful tools for initiating discussions on sensitive topics such as HIV/AIDS, domestic violence, and teenage sex. By presenting dramatic scenarios, radio dramas create a platform for guests or callers to express their opinions on the issues raised by the characters, without needing to discuss their personal situations directly. Every radio program give to the public information, entertainment and education.

3.4.2 New Trends in Radio

Radio listeners can now gain access to stations on the web and across the country that too even while they travel, thanks to the emerging technology of connected cars. The connected car will have apps like Pandora and MOG (these are online music services and blog networks) to listen to radio programs.

The selling point of radio is that it is free. In the future, that proposition will not hold strong in the minds of listeners. News and weather updates, as well as, celebrity gossips can be delivered more efficiently through in-car apps. Once the personalized, on-demand music experience takes hold, traditional radio may increasingly lose listener interest. Social media and internet integrated programming are also getting popularity among radio listeners around the globe.

Radio stations are effectively using the services of Cloud mapping sites, online file sharing and storage facilities, online recorders, etc. All these trends are making changes in the traditional face of the radio.

CHAPTER IV

SURVEY ANALYSIS

4.1 Survey Profile

Pazundaung Township is a Township located in the southeastern part of Yangon, Myanmar. The Township consists of ten wards, and shares borders with Botataung Township in the west and the south, Mingala Taungnyunt Township in the northwest, Thaketa Township in the north and the Pazundaung Creek in the east. Pazundaung is connected to Dawbon Township across the Maha Bandula Bridge. The Township has nine primary schools, three middle schools and four high schools as well as a hospital. Pazundaung Market and Yegyaw Market are the main shopping bazaars of the area. The Township is one of the six downtown Townships of Yangon.

Table (4.1) Household and Population of Pazundaung Township

| No | Ward | No. of Household | Population | | |
|--------------|----------|------------------|---------------|---------------|---------------|
| | | | Male | Female | Total |
| 1 | No. 1 W | 1,366 | 2,597 | 3,389 | 5,986 |
| 2 | No. 2 W | 2,491 | 6,305 | 6,867 | 13,172 |
| 3 | No. 3 W | 802 | 1,728 | 2,010 | 3,738 |
| 4 | No. 4 W | 138 | 675 | 465 | 1,140 |
| 5 | No. 5 W | 584 | 1,411 | 1,578 | 2,989 |
| 6 | No. 6 W | 304 | 674 | 818 | 1,492 |
| 7 | No. 7 W | 1,641 | 3,201 | 4,076 | 7,277 |
| 8 | No. 8 W | 940 | 1,460 | 2,108 | 3,568 |
| 9 | No. 9 W | 1,174 | 2,022 | 2,778 | 4,800 |
| 10 | No. 10 W | 866 | 2,058 | 2,235 | 4,293 |
| Total | | 9,133 | 22,131 | 26,324 | 48,455 |

Source: MIMU (Myanmar Information Management Unit)/ Population and National Census (2014)

According to Population and Housing Census (2014), the death rate of under one year and under five years children are lower than the other Townships of Yangon and also general health problem rate is less than the others. Therefore, the people who live in Pazundaung Township have public health awareness although the Township is small and crowded. Where do they get public health awareness? Does the FM/Radio broadcasting support it?

Pazundaung Township, only one out of four households has a radio receiver and 94.2% of households have mobile phones.

4.2 Survey Design

In this study, a quantitative method of the study applies to explore the effectiveness of radio program on public health awareness. Collecting survey questionnaire is the most appropriate method to collect data for this research work. Both primary and secondary data are used in this study. The survey design for the study involves data collection by conducting a survey using simple random sample method. The primary data are collected by using structured questionnaire with 5-point Likert scale. This study includes only people who are living in Pazundaung Township, Yangon.

The total respondents of thesis are 120 people. The data will be entered into the computer and analyzed with the aid of using Statistical Package for Social sciences (SPSS). This will help to calculate frequencies and percentages. Tables, charts, and graphs are used to illustrate and analyze the data that are collected.

The main three wards of Pazundaung Township that are No.(6) ward where has the famous market of Pazundaung, No.(7) ward where has the well-known Pagoda named Shwe Bone Pwint Pagoda and No.(9) ward where located on Yay Kyaw Street, where face to face interviews with 120 people are selected randomly through questionnaires administered with a well-structured questionnaire. All respondents who are capable of giving consent, those who were willing to participate. The target population of this study is over 20 years in order to cover both single and married.

In addition, this study is required to search secondary data which is gathered from international papers, published journals, paper and previous studies. Descriptive research is aims to describe effectiveness of radio program on public health awareness. Questionnaires content analysis was employed to thoroughly look into the radio program about public health and participant observation. This study includes references on the literatures and the previous studies of media development in Myanmar and effectiveness of radio program on public education. The research design process will be performed along the three basic steps: (1) Distribute questionnaire, (2) Data collection and (3) Data preparation and data analysis.

In this study, the sample size as calculated using single population proportion formula based on the assumption that the probability of having knowledge, attitude and practice towards listening to radio is 50.0%, the standard normal score set at 1.96 (95% confidence interval) and 9% margin of error (Daniel, 1999).

$$n = \frac{\left(\frac{Z_{\alpha}}{2}\right)^2 p(1-p)}{d^2}$$

Where;

n = sample size

p = the probability of having knowledge, attitude and practice towards listening to radio is 50%

Z = the standard normal score set at 1.96 (95% confidence interval)

d = 9% margin of error

Therefore,

$$n = \frac{(1.96)^2(0.5)(1-0.5)}{(0.09)^2} = 120$$

In many social research surveys, the response rates are normally well below 100%. In this study, the response rate was assumed 95%. Therefore, the required minimum sample size is 120 people.

4.3 Survey Data Analysis

The survey data analysis is presented in this section. The survey questionnaires are divided into five parts. Part one is about the demographic characteristics of radio listeners. Part two is about general information of listening to radio and part three is about listeners' satisfaction that can be measured the usage and experiences. Part four is the general information of effectiveness of radio broadcasting programs that have contributed to the whole society with positive effects and attitudes. Part five consists of two particular facts, and the first one is about measuring the listeners' satisfaction with listening health related radio programs of Cherry FM, which can be measured in terms of their effectiveness and impacts on the public health awareness. The second one is about the experiences of their participating on those public health awareness programs of Cherry FM. Five-point Likert-scale ratings ranged from strongly disagree, disagree, neither agree nor disagree (neutral), agree, and strongly agree.

4.3.1 Demographic Characteristics of Radio Listeners

Demographic factors are divided into five categories and it includes gender, age, education, marital status and occupation. 120 peoples are collected by using structured questionnaire. The demographic characteristics of respondents are shown in Table (4.2).

Table (4.2) Demographic Profile of the Respondents

| No. | Descriptions | Particular | Frequency | Percentage % |
|--------------|----------------|--------------------|------------|--------------|
| 1 | Gender | Male | 52 | 43.3 % |
| | | Female | 67 | 55.8 % |
| | | Other | 1 | 0.8 % |
| Total | | | 120 | 100 |
| 2 | Age | 20 - 25 years | 24 | 20 % |
| | | 26 - 30 years | 21 | 17.5 % |
| | | 31 – 35 years | 33 | 27.5 % |
| | | 36 – 50 years | 25 | 20.8 % |
| | | Above 50 years | 17 | 14.2 % |
| Total | | | 120 | 100 |
| 3 | Education | High School | 38 | 31.7 % |
| | | Diploma | 14 | 11.7 % |
| | | Bachelor Degree | 47 | 39.2 % |
| | | Master Degree | 10 | 8.3 % |
| | | Other | 11 | 9.2 % |
| Total | | | 120 | 100 |
| 4 | Marital Status | Single | 70 | 58.3 % |
| | | Married | 45 | 37.5 % |
| | | Divorced | 5 | 4.2 % |
| Total | | | 120 | 100 |
| 5 | Occupation | Government Service | 7 | 5.8 % |
| | | Private Sector | 37 | 30.8 % |
| | | NGO/INGOs | 1 | 0.8 % |
| | | Students | 4 | 3.3 % |
| | | Unemployed | 8 | 6.7 % |
| | | Retired | 4 | 3.3 % |
| | | Part-Time Worker | 17 | 14.2 % |
| | | Housewife | 15 | 12.5 % |
| Own Business | 27 | 22.5 % | | |
| Total | | | 120 | 100 |

Source: Survey Data (January, 2023)

According to table (4.2), the majority of the respondents are female (67 respondents out of 120) and it is accounted for 55.8 % of the total respondents. The rest are the male respondents and it is 52 respondents and it is making up of 43.3% of the total and other respondent is 1 respondent and it is accounted for 0.8%. It is also found that most common age group of the respondents is between 31 to 35 years with 27.5%, followed by age group between 36 and 50 years with 20.8%, age group between 20 and 25 years with 20%, age group between 26 and 30 years with 17.5% and age group above 50 years with 14.2%. At the

education level, the lowest respondents were 8.3% have master degree, 9.2% of respondents are unidentified in their level of education, 11.7% are diploma holders, 31.7% are high school level of education and 39.2% have bachelor degree.

Table (4.2) shows that, for marital status, the lowest respondents are divorced persons (4.2%), 37.5% of the respondents are married persons, and 58.3% of the respondents are the largest group of single people. The distribution of frequency and percentage of people with respect to their occupation wise is the above table reveals that 37 respondents (30.8%) have professional lives working in the private sector, followed by 27 respondents (22.5%) working in their own business as shopkeepers, small tailoring factory, and etc. 14.2% of the respondents, or 17 respondents, are part-time employed persons, 15 respondents are housewives with 12.5%, 8 respondents are unemployed, 7 respondents are working in government sector, while the other 4 respondents are still students and 4 respondents are retired. The respondents who are working at NGO/INGOs are the fewest in number (1), accounting for only 0.8% of all respondents.

In conclusion, among the 120 respondents, the age between 31 to 35 years respondents are majority respondents and most of respondents are singles.

4.3.2 General Information of Listening to the Radio

Table (4.3) describes that all the 120 respondents listen to the radio and the behaviors of listeners as well.

Table (4.3) General Information of Type of Listening to the Radio

| No. | Descriptions | Category | Frequency | Percentage % |
|--------------|-------------------------------------|---------------------------|------------|--------------|
| 1 | Do you listen to the radio? | Yes | 120 | 100% |
| Total | | | 120 | 100 |
| 2 | The Place of Listening to Radio | At Home | 48 | 40% |
| | | At Work | 18 | 15% |
| | | On Car | 48 | 40% |
| | | At Shopping Center | 2 | 1.7% |
| | | Other | 4 | 3.3% |
| Total | | | 120 | 100 |
| 3 | Do you know Cherry FM? | Yes | 120 | 100% |
| Total | | | 120 | 100 |
| 4 | Do you like to listen to Cherry FM? | Yes | 120 | 100% |
| Total | | | 120 | 100 |
| 5 | How often Listen to Cherry FM | Daily | 20 | 16.7% |
| | | More often in a week | 61 | 50.8% |
| | | More often in a month | 18 | 15% |
| | | Rarely | 21 | 17.5% |
| Total | | | 120 | 100 |
| 6 | Type of usual Listening | All Day | 8 | 6.7% |
| | | At Office while working | 10 | 8.3% |
| | | While Driving | 30 | 25% |
| | | In the Morning on Ferry | 19 | 15.8% |
| | | After work, way back home | 6 | 5% |
| | | While doing Housework | 37 | 30% |
| | | Nighttime | 10 | 8.3% |
| Total | | | 120 | 100 |

Source: Survey Data (January, 2023)

According to table (4.3), General Information of Type of Listening to the Radio, all the 120 respondents are listening to the radio and they all know Cherry FM. Most of the respondents with 40% are listening to the radio while driving or on car since the respondents are urban persons. 48 respondents are listening to radio at home that are counted in 40% because of most of them are home shop keepers.

The majority of respondents are listening to Cherry FM many times in a week and the quantity is 61 respondents and 50.8% with the highest score. Interesting data is found that is daily listening and rarely listening rate are nearly same with 16.7% and 17.5% respectively. As mentioned at the demographic profile of respondents, shopkeepers since they work in their own business and housewives are listening to Cherry FM radio while they are working and at home the quantity are 37 respondents with 30% of all respondents. The 30 respondents with 25% are second place at type of usual listening and they are listening it while driving. After that, type of listening on Ferry in the morning is 15.8% which refers to 19 respondents. Nighttime listeners rate and listeners at office rate are same as 10 respondents with 8.3%. FM/Radio addicted persons who are listening to radio all the day are 8 respondents with 6.7% and 5% of the respondents numbered in 6 persons are listening it on their way back home from work. According to these data, FMs/radios can be the partner for listeners and doesn't need much effort to listen it.

Table (4.4) General Information of Purpose of Listening to the Radio

| No. | Descriptions | Category | Frequency | Percentage % |
|--------------|--|---------------------------------------|------------|--------------|
| 1 | Which day do you more listen? | Week Days | 79 | 65.8% |
| | | Weekends | 41 | 34.2% |
| Total | | | 120 | 100 |
| 2 | Main Purpose of Listening | Entertainment | 40 | 33.3% |
| | | Information | 25 | 20.8% |
| | | Education | 11 | 9.2% |
| | | Music | 44 | 36.7% |
| Total | | | 120 | 100 |
| 3 | Source of Listening | Radio Device | 53 | 44.2% |
| | | Phone Apps | 50 | 41.7% |
| | | Online Radio Channels | 17 | 14.2% |
| Total | | | 120 | 100 |
| 4 | Information received during Covid19 period | Daily Statement from MOHS | 44 | 36.7% |
| | | Do's and Don'ts | 27 | 22.5% |
| | | Nutrition Knowledge for immune system | 15 | 12.5% |
| | | Symptoms to be aware of | 34 | 28.3% |
| Total | | | 120 | 100 |

Source: Survey Data (January, 2023)

Table (4.4) shows the listeners' when they like to listen in a week and what they want to hear. Among the 120 respondents, the majority of the respondents 79 persons are mostly listen in week days, representing 65.8% of the total respondents. 34.2% of respondents (41

people) listen to the radio only in weekends. Many respondents listen for music, the majority of respondents, 44 in total; represent 36.7% of the total respondents. Second, 40 respondents (33.3%) listen for entertainment purpose. For information purpose listeners rate is 20.8% (25 respondents) and the other reason; 11 respondents (9.2%) are listening to the radio for education purpose.

The majority of respondents (53) use radio device for listening, accounting for 44.2% of the total. 50 of the total respondents (41.7%) use phone application for listening, 17 respondents (14.2%) listen with online radio channels. This study survey the public health awareness received from radio during the covid-19 pandemic; the majority of respondents, 36.7% (44), get the information of daily statement from MOHS, while the second majorities, 28.3% (34), get the knowledge of symptoms to be aware. The third majority of the respondents, 22.5%, which have a total of 27 respondents, are be aware about do's and don'ts related covid-19 , while 12.5% of the total respondents, which have a total of 15 respondents, get about the nutrition knowledge for immune system.

4.4 Descriptive Analysis of Survey

This analysis consists of listener's satisfaction of Cherry FM broadcasting programs and effectiveness of radio broadcasting. It can analysis the overall listeners' satisfaction on usefulness which shows the good impacts on society, Good for Education and Health, Saving Time and Positive effects is more than Negative effects while listing to the radio. It can provide to remark the current condition and satisfaction of listeners side to radio programs as well.

4.4.1 Listeners' Satisfaction on Programs of Cherry FM

Descriptive analysis presents listeners' satisfaction on general usefulness of Cherry FM broadcasting programs about good impacts on society, Good for Education and Health, Saving Time, and Positive effects is more than Negative effects for their daily lives. It can be analyzed through Table (4.5) and Figure (4.1). According to the descriptive analysis, listeners' satisfaction on programs of Cherry FM can be presented by frequency and percentage of question concerned.

Table (4.5) Frequency and Percentage on Programs of Cherry FM

| No. | Questions | | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree |
|-----|---|---|-------------------|----------|---------|-------|----------------|
| 1 | Agriculture Related programs | N | 8 | 21 | 54 | 28 | 9 |
| | | % | 6.7 | 17.5 | 45.0 | 23.3 | 7.5 |
| 2 | Gender Issued Related programs | N | 5 | 14 | 56 | 35 | 10 |
| | | % | 4.2 | 11.7 | 46.7 | 29.2 | 8.3 |
| 3 | Entertainment Related programs | N | - | 1 | 20 | 63 | 36 |
| | | % | - | 0.8 | 16.7 | 52.5 | 30 |
| 4 | Education Related programs | N | 5 | 10 | 48 | 43 | 14 |
| | | % | 4.2 | 8.3 | 40.0 | 35.8 | 11.7 |
| 5 | Health Related programs | N | 3 | 6 | 45 | 49 | 17 |
| | | % | 2.5 | 5 | 37.5 | 40.8 | 14.2 |
| 6 | Ethnics Language programs are helpful to understand to the target audiences | N | - | 1 | 50 | 56 | 13 |
| | | % | - | 0.8 | 41.7 | 46.7 | 10.8 |
| 7 | Positive than Negative Effects, personally | N | - | 3 | 39 | 67 | 11 |
| | | % | - | 2.5 | 32.5 | 55.8 | 9.2 |
| 8 | Programs are good impact on Health Awareness | N | - | 4 | 22 | 67 | 27 |
| | | % | - | 3.3 | 18.3 | 55.8 | 22.5 |
| 9 | Programs are good impact on Education | N | - | - | 44 | 58 | 18 |
| | | % | - | - | 36.7 | 48.3 | 15 |
| 10 | Programs are good on Access of information | N | - | 5 | 18 | 72 | 25 |
| | | % | - | 4.2 | 15 | 60 | 20.8 |
| 11 | Programs are good for Society | N | - | 7 | 20 | 66 | 27 |
| | | % | - | 5.8 | 16.7 | 55 | 22.5 |

Source: Survey Data (January, 2023)

According to table (4.5), the answer of 120 respondents' satisfaction on programs of Cherry FM, entertainment related programs are mostly highlighted (82.5%), good impact on access of information (80.8%), good impact on health awareness (78.3%), and good for society (77.5%) are all agreed or strongly agreed upon by the respondent. Therefore, eleven questions about listeners' satisfaction on programs of Cherry FM, almost all questions are

agreed and some few questions are little disagreed, assumed that programs of Cherry FM can greatly effect to the society.

Table (4.6) Listeners' Satisfaction on Programs of Cherry FM

| No. | Statement | N | Mean | Std. Deviation |
|------|---|-----|-------------|----------------|
| LS1 | Agriculture related Programs | 120 | 3.07 | .989 |
| LS2 | Gender Issued related Programs | 120 | 3.26 | .921 |
| LS3 | Entertainment related Programs | 120 | 4.12 | .700 |
| LS4 | Education related Programs | 120 | 3.43 | .950 |
| LS5 | Health related Programs | 120 | 3.59 | .884 |
| LS6 | Ethnics Language programs are helpful to understand to the target audiences | 120 | 3.68 | .676 |
| LS7 | Positive than Negative Effects, personally | 120 | 3.72 | .663 |
| LS8 | Programs are good impact on Health Aware | 120 | 3.97 | .739 |
| LS9 | Programs are good impact on Education | 120 | 3.78 | .688 |
| LS10 | Programs are good impact on Access of Information | 120 | 3.97 | .727 |
| LS11 | Programs are good for Society | 120 | 3.94 | .792 |
| | Overall mean | | 3.68 | .793 |

Source: Survey Data (January, 2023)

As shown in Table (4.6), most of the questions about the programs of Cherry FM are greatly satisfied. The associated means that the listeners are satisfy with the current usefulness (M = greater than 3). Table (4.6) summarizes the distribution of responses. The mean of overall mean also indicate that listeners are mostly sissified on programs of Cherry FM (M=3.68, SD=0.793). It also indicate that most of respondents satisfied on entertainment related programs with mean value 4.12 and followed by these respondents satisfied on programs are good impact on health awareness and good impact on access of information with mean value 3.97 each. Thus listeners' satisfaction on programs of Cherry FM gets good result.

4.4.2 Listeners' Satisfaction on Effectiveness of Radio Broadcasting

Descriptive analysis presents listeners' satisfaction on effectiveness of radio broadcasting as part four of the whole item. It analyses the listeners' satisfaction on flexibility by using of radio, relax for listeners, useful contents, efficiency, and save the time when lonely and in their daily lives. It can be analyzed through Table (4.7) and Figure (4.2). According to the descriptive analysis, listeners' satisfaction on effectiveness of radio broadcasting can be presented by frequency and percentage of questions concerned.

Table (4.7) Frequency and Percentage on Effectiveness of Radio Broadcasting

| No. | Questions | | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree |
|-----|---|---|-------------------|----------|---------|-------|----------------|
| 1 | Get More Vision about world | N | 1 | 20 | 55 | 37 | 7 |
| | | % | 0.8 | 16.7 | 45.8 | 30.8 | 5.8 |
| 2 | Know about my community because broadcasting language is familiar with me | N | - | 9 | 49 | 51 | 11 |
| | | % | - | 7.5 | 40.8 | 42.5 | 9.2 |
| 3 | Listen to radio for relaxation | N | - | 10 | 31 | 65 | 14 |
| | | % | - | 8.3 | 25.8 | 54.2 | 11.7 |
| 4 | Discover New Songs | N | - | 1 | 36 | 69 | 14 |
| | | % | - | 0.8 | 30 | 57.5 | 11.7 |
| 5 | Release Stress of mental health | N | - | 10 | 51 | 48 | 11 |
| | | % | - | 8.3 | 42.5 | 40 | 9.2 |
| 6 | Can get Health tips | N | - | 3 | 50 | 55 | 12 |
| | | % | - | 2.5 | 41.7 | 45.8 | 10 |
| 7 | Feel satisfied listening to radio during stay at home period | N | - | - | 48 | 65 | 7 |
| | | % | - | - | 40 | 54.2 | 5.8 |
| 8 | Radio broadcasts can provide real-time information | N | 1 | 10 | 42 | 61 | 6 |
| | | % | 0.8 | 8.3 | 35 | 50.8 | 5 |

| | | | | | | | |
|---|--|---|---|-----|----|----|-----|
| 9 | Unlike TV, radio is portable, can be used in your car, and used in department stores allowing them to reach a more targeted audience | N | - | 2 | 24 | 84 | 10 |
| | | % | - | 1.7 | 20 | 70 | 8.3 |

Source: Survey Data (January, 2023)

According to table (4.7) and figure (4.2), 120 respondents disagreed or strongly disagreed with usefulness of radio, the information to talk about with friends/family by listening to the radio (17.5%), getting more vision about the world (17.5%) and providing real time information (9.1%). The agreed and strongly agreed respondent responses are: radio is portable (78.3%), discover new music/songs (69.2%), relaxation (65.9%), and satisfied saving time during stay at home period (60%). Most of the left responses are neutral responses.

As a result, eleven questions about effectiveness of radio broadcasting are agreed with and neutral with, responses that radio listening can have a significant impact on the society at Pazundaung township, Yangon. Radio listening makes listeners' lives more easy to go daily life and effective.

Table (4.8) Listeners' Satisfaction on Effectiveness of Radio Broadcasting

| No. | Statement | N | Mean | Std. Deviation |
|-----|---|-----|------|----------------|
| ER1 | More vision about world | 120 | 3.24 | .830 |
| ER2 | Know about my community because broadcasting language is familiar with me | 120 | 3.53 | .766 |
| ER3 | Listen to radio for relaxation | 120 | 3.69 | .786 |
| ER4 | Discover new songs | 120 | 3.80 | .643 |
| ER5 | Release stress of mental health | 120 | 3.50 | .778 |
| ER6 | Can get Health tips | 120 | 3.63 | .697 |
| ER7 | Feel satisfied listening to radio during stay at home period | 120 | 3.66 | .587 |
| ER8 | Radio broadcasts can provide real-time information | 120 | 3.51 | .756 |
| ER9 | Unlike TV, radio is portable, can be used in your car, and used in department stores allowing them to | 120 | 3.85 | .575 |

| | | | | |
|--|--------------------------------|--|-------------|-------------|
| | reach a more targeted audience | | | |
| | Overall mean | | 3.60 | .713 |

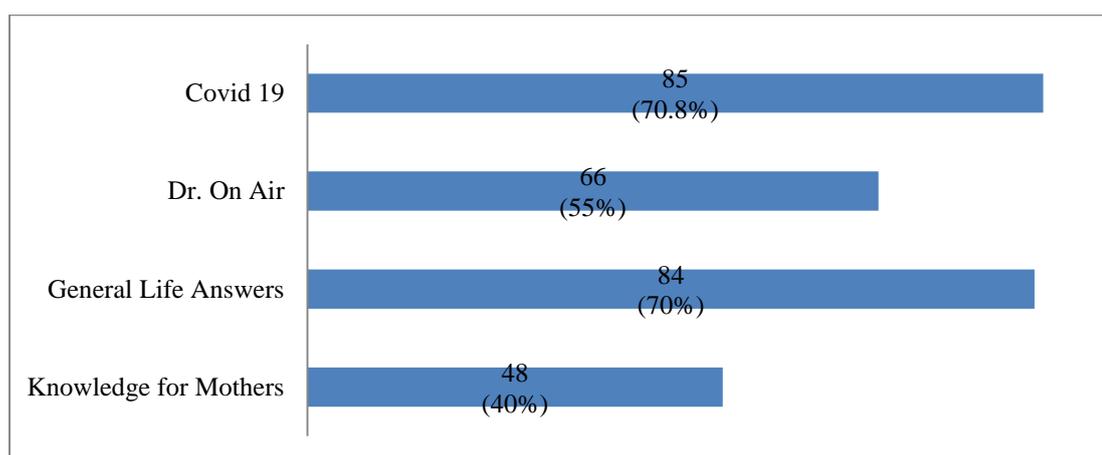
Source: Survey Data (January, 2023)

Table (4.8) summarizes the distribution of responses. The mean of overall satisfaction also indicate that many listeners agreed with the effectiveness of radio broadcasting because overall mean value is greater than three. The listeners agreed that radio is portable and it does not need efforts to listen with mean value 3.85 at the first place. At the second place takes place by discover new songs by listening to the radio with mean value 3.80 and many respondents agreed that they can get health tips from radio programs. In conclusion, the majority respondents are satisfy with the effectiveness of radio broadcasting (M=3.6, SD=0.713).

4.4.3 Listeners’ Satisfaction of Radio Programs on Public Health Awareness

Descriptive analysis presents listeners’ satisfaction of radio programs on public health awareness as part five of the whole item. It studies about the four main health related programs those analyses the listeners’ quantities and experiences of the specific radio programs on the respective public health awareness. It can be analyzed through Figure (4.1).

Figure (4.1) General Information of Listening to Programs from Cherry FM Radio

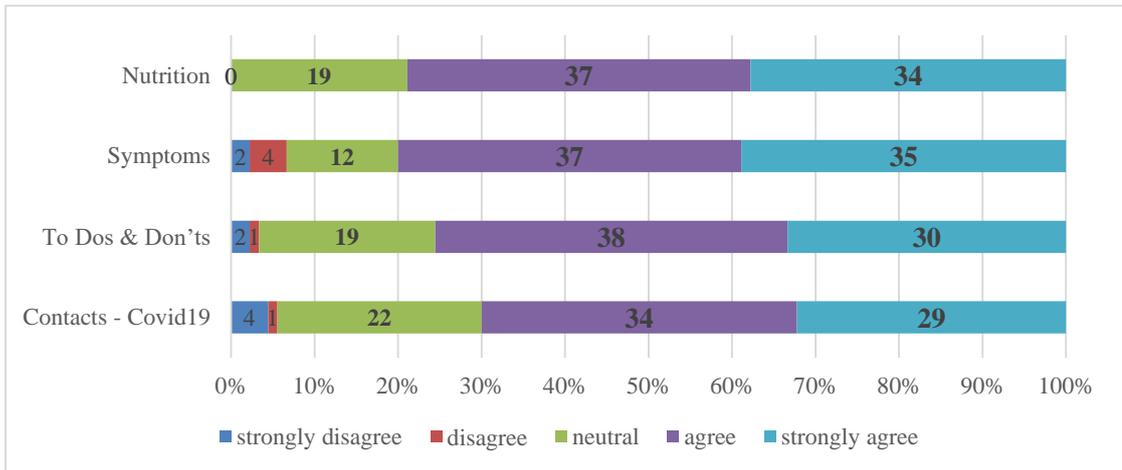


Source: Survey Data (January, 2023)

Among the four main health awareness programs broadcasted from Cherry FM radio, awareness for Covid -19 program is at the first place with 85 respondents over 120 are satisfied and followed by “General Life Answer related health problems”

program with 84 respondents over 120, “Dr. On Air” program with 66 over 120 respondents and “Knowledge for Mothers” with 48 over 120 respondents are satisfied to the health awareness programs of Cherry FM. Listeners’ satisfaction for those four main programs is shown as below one by one.

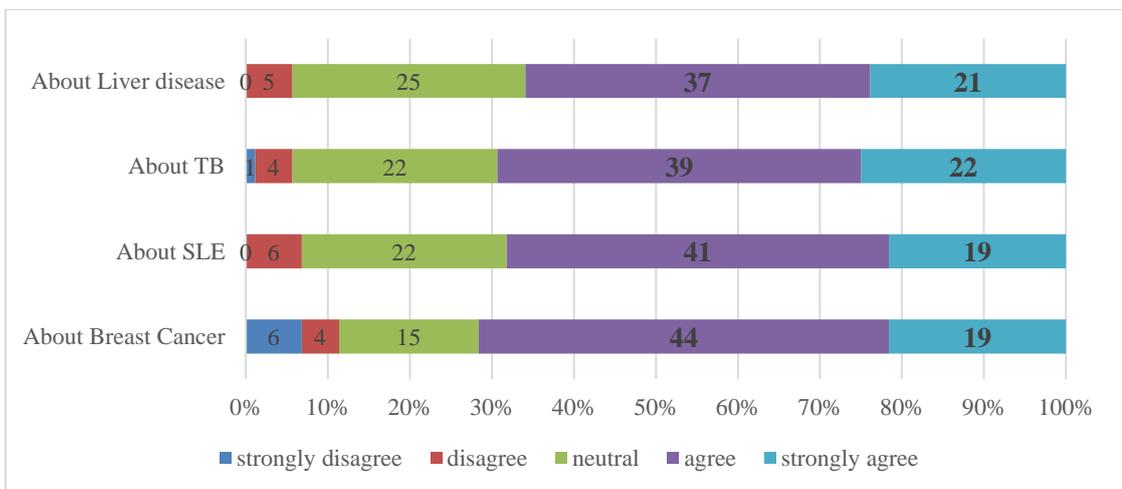
Figure (4.2) Listeners’ Satisfaction on Program of “Awareness for Covid-19”



Source: Survey Data (January, 2023)

Figure (4.2) shows that the response rate of agree and strongly agree for the “Awareness for Covid-19” related knowledgeable programs are obviously higher than the response rate of disagree and strongly disagree. It means most percentage of respondents is satisfied with that contents and program.

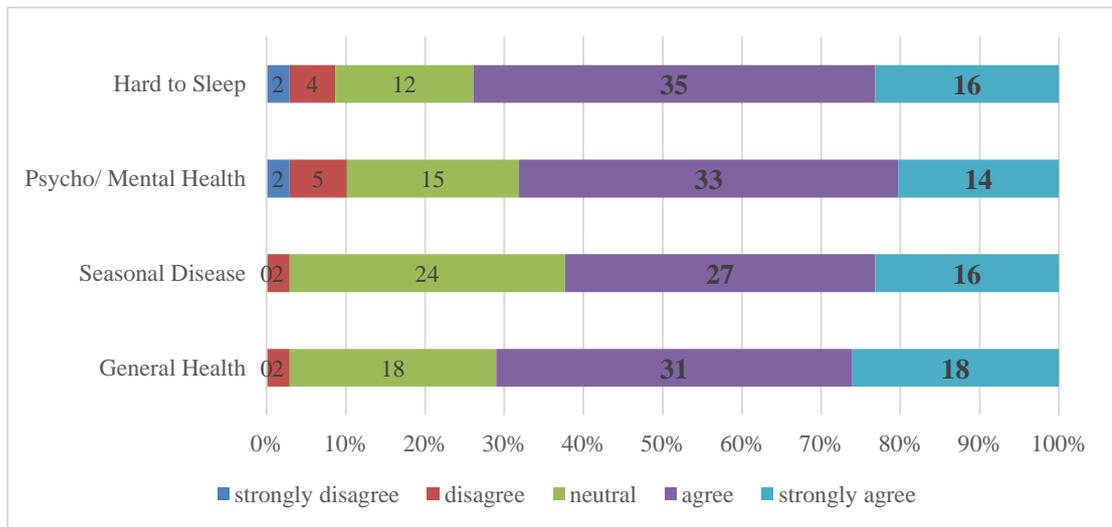
Figure (4.3) Listeners’ Satisfaction on Program of ‘Bawa Yayar Aphyay Shar’ (General Life Answers Related Health Problems)



Source: Survey Data (January, 2023)

Figure (4.3) shows that the response of agree and strongly agree for the Life issue health problems related knowledgeable programs are also obviously higher than the response of disagree and strongly disagree. That shown the listeners can get general health message for health big problems as breast cancer, TB and so on. It can be also said that this program effect to the public through the radio listening.

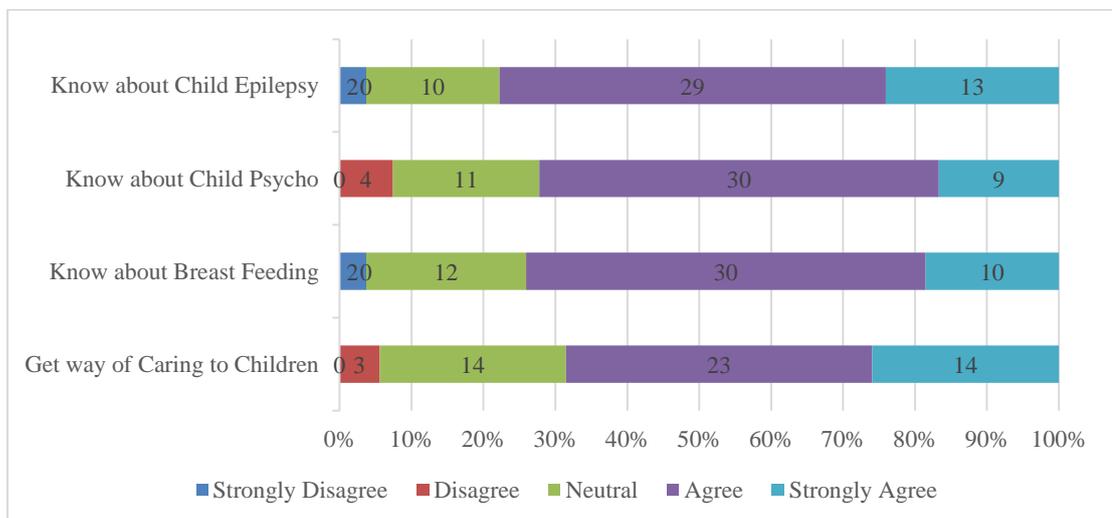
Figure (4.4) Listeners’ Satisfaction on Program of ‘Dr. On-Air’



Source: Survey Data (January, 2023)

Figure (4.4) shows that the rate of agree and strongly agree for the Seasonal diseases related knowledgeable programs are obviously higher than the rate of disagree and strongly disagree. That is one of the reasons why people from Pazundaung Township, Yangon, health knowledge high because public health awareness are promoted by the way of radio program broadcasting.

Figure (4.5) Listeners’ Satisfaction on Program of ‘Mikhin Do Thi Pho Kalay Do Akyauung’ (knowledge for mothers)



Source: Survey Data (January, 2023)

Figure (4.5) shows that the rate of agree and strongly agree for the Mother and child related knowledgeable programs are obviously higher than the rate of disagree and strongly disagree.

As a result, most of the questions about public health awareness programs were strongly agreed upon, while there were only few disagreed upon, implying that the broadcasting of health awareness programs from Cherry FM can drive a significant effectiveness on the knowledge and experience for the public health awareness.

Table (4.9) Listeners' Satisfaction on Public Health Awareness

| No. | Statement | N | Mean | Std. Deviation |
|------|---------------------------------|-----|-------------|----------------|
| PH1 | Knowledge About Child Epilepsy | 120 | 3.94 | .878 |
| PH2 | Knowledge About Child Psycho | 120 | 3.81 | .803 |
| PH3 | Knowledge about Breast Feeding | 120 | 3.85 | .856 |
| PH4 | Get Caring to Children | 120 | 3.89 | .861 |
| PH5 | About Liver disease | 120 | 3.84 | .856 |
| PH6 | About TB | 120 | 3.88 | .882 |
| PH7 | About SLE | 120 | 3.83 | .847 |
| PH8 | About Breast Cancer | 120 | 3.75 | 1.064 |
| PH9 | Hard to Sleep | 120 | 3.86 | .944 |
| PH10 | Psycho/ Mental Health | 120 | 3.75 | .961 |
| PH11 | Seasonal Disease | 120 | 3.83 | .822 |
| PH12 | General Health | 120 | 3.94 | .802 |
| PH13 | Nutrition | 120 | 4.17 | .753 |
| PH14 | Symptoms | 120 | 4.10 | .949 |
| PH15 | To Dos and Don'ts | 120 | 4.03 | .893 |
| PH16 | Contacts – Covid19 | 120 | 3.92 | 1.008 |
| PH17 | Can get Public Health Awareness | 120 | 3.68 | .686 |
| PH18 | Programs help me to be healthy | 120 | 3.42 | .751 |
| PH19 | Satisfied with the Contents | 120 | 3.68 | .622 |
| | Overall mean | | 3.85 | .854 |

Source: Survey Data (January, 2023)

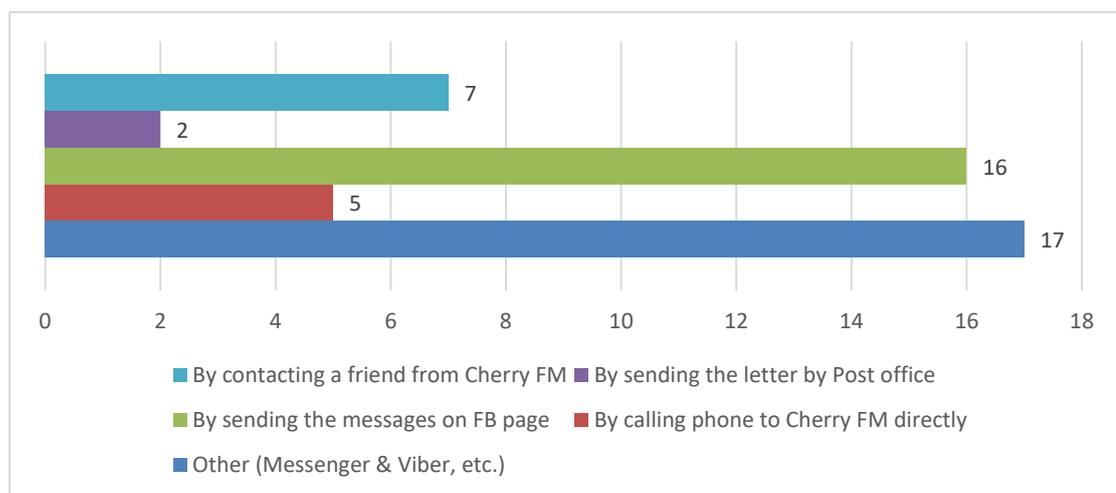
Table (4.9) shows that most of respondents' responses to the questions based on "Public Health Awareness" are satisfactory. The Programs of 'Knowledge for mother and child', 'Life Issued related health Problems', 'Dr.On Air' and 'Covid19' are mostly satisfied.

(M is over 3.0). Table 4.11 indicates how the responses were divided according to the overall satisfaction mean (M = 3.85, SD = 0.854)

4.4.4 Listeners' Participation and Recommendation on Public Health Awareness Program of Cherry FM

The effectiveness of Public Health Awareness Program are also related to the participation and how participate and response from the listeners directly are as shown in figure (4.6) & (4.7) below.

Figure (4.6) Ways of Participation on Public Health Awareness Programs



Source: Survey Data (January, 2023)

Among 120 respondents, there are 17 peoples who used messenger and viber, 16 respondents who sending messages on page, 7 respondents who contacting a friend, 5 respondents who calling phone directly and 2 respondents who sending letter by post office to participate with Cherry FM in broadcasting the programs. This data support that radio programs effect on public health awareness because the public participate to the programs themselves.

4.5 Overall Satisfaction on Effectiveness of Radio Programs on Public Health

This research is described about the overall listeners' satisfaction on the effectiveness of radio programs on Public Health. Each variable shows listener respondents as mean score.

Table (4.10) Overall Satisfaction on Radio Programs on Public Health

| No. | Description | Mean Score |
|-----|--|--------------|
| 1 | Listeners' Satisfaction on Programs of Cherry FM | 3.690 |
| 2 | Listeners' Satisfaction on Effectiveness of Radio Broadcasting | 3.544 |
| 3 | Listeners' Satisfaction on Public Health Awareness | 3.851 |
| | Overall satisfaction on Effectiveness on Public Health | 3.695 |

Source: Survey Data (January, 2023)

Table (4.11) displays listeners' overall satisfaction with their effectiveness on public health awareness. Listener respondent is related to satisfaction on Programs of Cherry FM (mean = 3.690), satisfaction on Effectiveness of Radio Broadcasting (mean = 3.544), and satisfaction on Public Health Awareness (mean = 3.851). The overall satisfaction with the effectiveness on Radio Programs on Public Health is 3.695, indicating that the overall effectiveness on Radio Programs on Public Health are mostly satisfactory or less dissatisfactory.

According to the overall results, the mean value of satisfaction on Cherry FM radio programs related entertainment, music and knowledge about public health indicate that can have positive effect on listeners. The mean value of satisfaction on effectiveness of radio broadcasting can be assumed that radio listening makes listeners' lives more easy to go in daily life and effective but need to develop to get the information by real time. For the mean value of satisfaction on "Public Health Awareness", the Programs of 'Knowledge for mother and child', 'General Life Answers Related Health Problems', 'Dr.On Air' and 'Covid19' are mostly satisfied. According to this research, FMs/ Radios stations should produce radio programs with entertainment style and mixing with songs in order to achieve better efficiency on the knowledge and experience for the public health awareness.

CHAPTER V

CONCLUSION

In conclusion, FM radio remains a popular form of media in Myanmar and continues to play a crucial role in providing information, entertainment, and promoting cultural identity. The increasing availability of FM radio stations and the growth of the middle class are expected to drive demand for radio services in the future. However, the radio industry in Myanmar faces several challenges, including competition from other forms of media, limited advertising revenue, and government restrictions on content. Overall, the FM radio industry in Myanmar has potential for growth and offers an opportunity for investment and expansion, but it's important to keep in mind the challenges and uncertainties in the market. At present, most of the global leaders understand the essence of the information and modern media technologies. They are trying to possess strong media network in their respective countries. Therefore, the Minister of Ministry of Information recently said that FMs/Radios to be raised and to serve the public service broadcasting.

Myanmar, like many other countries, has been affected by the COVID-19 pandemic. The government has taken various measures to curb the spread of the virus, including lockdowns and social distancing measures. FM radio stations in Myanmar have been playing an important role in disseminating information and updates related to the pandemic to the public. These stations have been airing health educational programs and public service announcements to raise awareness about the importance of preventive measures like wearing masks, practicing good hygiene, and getting vaccinated. Overall, radio programs have been effective in increasing public health awareness in Myanmar during the COVID-19 pandemic, and have played a crucial role in disseminating accurate information and helping to slow the spread of the virus. Additionally, FM radio stations have been providing a platform for local authorities and health experts to communicate with the public and answer questions about public health awareness.

The main objective of this study is to determine the effect that influence listeners' satisfaction on the effectiveness of radio programs on public health

awareness. Besides, people of these days have to struggle for their earnings from dawn till dusk due to the global economic downturn and other unavoidable circumstances. So, most of the people just want to relax with the entertainment varieties and music. In conclusion, this study showed that listeners from Pazundaung township, Yangon, are satisfied with listening to the radio programs of Cherry FM.

5.1 Findings

Nowadays, the world news network is dominated by the Western world agencies, like BBC, VOA, CNN, etc. Most of the information about the Third world Nations, provided by those agencies still have had negative image and some are distorted. Most Asian countries are counted as the third world and its news value also focuses on development, social responsibility, national integration, health and education.

As mentioned above, FMs/ Radios are focused on health and education programs broadcasting since Myanmar is one of the Third World countries. The effectiveness of radio programs in raising public health awareness in Myanmar varies depending on a number of factors, including the quality of the programs, the target audience, and the reach of the radio station. However, the impact of radio programs on public health awareness in Pazundaung Township, Yangon, may be limited by issues such as limited access to radio, and limited resources for producing high-quality health content.

The impact of radio broadcasting actually effects on public views about life in general. To a larger percentage, radio broadcasting promotes good and healthy societal norms and values which prove a positive sign in our society. Respondents from Pazundaung Township, Yangon, have a good attitude and perception on radio broadcasting. The study also found out that radio programs of Cherry FM can be effective in increasing knowledge about maternal and child health for certain populations, where access to other forms of information and healthcare may be limited. Health related radio programs can provide information on topics such as prenatal care, childbirth, nutrition, and child development, and they can also provide advice on how to seek further medical assistance. Additionally, radio programs can also provide a platform for community members to ask questions and discuss health-related issues, helping to foster a sense of community and support for maternal and child health. In summary, while radio programs of Cherry FM have the potential to be

an effective tool for increasing knowledge about maternal and child health, their impact will depend on various factors and should be evaluated on a case-by-case basis.

This study finds that “Dr. On Air” and “General Life Answers Related Health Problems” radio programs of Cherry FM can be an effective tool in raising awareness and promoting healthy behaviors related to various health issues such as seasonal diseases, stress release, liver, cancer, tuberculosis, etc. This can help people identify these conditions early and seek medical attention promptly. Radio programs can be used to promote healthy behaviors, such as regular exercise, healthy eating, avoiding alcohol and tobacco, and getting regular check-up that can help prevent or manage these health problems.

This study proves that if the listeners participate in radio programs, the message of that program can more effect to him (or) her. Whenever the listener want to know about his or her health problems as what food is good for immune system, how can do to stress release, how important breast feeding is, and etc, he or she can contact to radio station- Cherry FM for the purpose of participation in related radio programs. Furthermore, radio programs can be tailored to specific groups and communities, such as women and children, to address their specific health needs and concerns. They can also be used to convey important health information during emergencies, such as natural disasters or disease outbreaks, helping to prevent the spread of illness and promote recovery.

This study finds that most of the people who answer the survey (55.8% of women and 43.3% of men) are between the ages of 31 to 35 (27.5%), and most of them are holding bachelor degrees. 37% are from the private sector, and 37.5% are married while 58.3% are single. Factors influencing listeners’ satisfaction are critical for positive experiences with radio programs on public health awareness. According to the summarized results, listeners are most agreeable with Cherry FM radio programs related entertainment, music and knowledge about public health indicate that can have positive effect on listeners of all factors. For the future development of radio programs, it finds that production with music and entertainment styles can more effect on the knowledge and experience for the public health awareness.

In conclusion, radio programs can play a valuable role in increasing public health awareness and promoting positive health behaviors. However, it is important to

ensure that the content of these programs is accurate, culturally appropriate, and relevant to the needs of the target audience.

5.2 Suggestions

Radio broadcasting plays a critical role in Myanmar's media landscape, providing news and information to many communities in the country. Although the most of respondents are agreed, the broadcasters need to try to persuade the listeners in the future. As most of percentages of respondents are listening to the radio while driving and doing housework on weekdays, the FM/radio stations should air health related radio programs at those times.

For the radio broadcasters, here are some suggestions for effectiveness of radio programs on public health.

1. Use clear and simple language: Radio programs should be easily understandable by the target audience, regardless of their education or background.
2. Engage experts and community leaders: Inviting public health experts and community leaders to participate in the program can help to provide accurate and relevant information, as well as build trust with the audience.
3. Encourage interaction: Radio programs can encourage listeners to call in or send text messages with questions, comments, and feedback, allowing for a two-way communication flow.
4. Target specific audiences: Different segments of the population may have different health concerns, so it's important to tailor programs to specific age groups, genders, or ethnicities.
5. Use humor and storytelling: Humorous skits or stories can help to make public health information more entertaining and memorable, while also making it more accessible.
6. Repeat key messages: Consistent repetition of key messages, such as the importance of regular hand washing or vaccination, can help to reinforce important public health information.
7. Offer practical tips and solutions: Providing listeners with practical tips and solutions to public health challenges can help to empower them to take action.
8. Foster community engagement: Radio programs can be used to bring communities together and encourage collective action to improve public health.

9. Track and measure impact: It is important to regularly monitor and evaluate the impact of radio programs on public health behaviors, so that programs can be adjusted as needed to achieve the desired outcomes.

To develop the FMs/Radios sector in Myanmar, encouraging radio stations to produce a variety of programming that appeals to different segments of the population can help to increase audience engagement and reach. This could include programs on news, culture, health, education, and entertainment. Furthermore, providing training and professional development opportunities for journalists and broadcasters can help to improve the quality of reporting and improve the accuracy and impartiality of news coverage. When it comes to the radio sector, it can't be left about community radio: Encouraging the development of community radio stations can help to bring radio broadcasting to rural and underserved communities, and provide a platform for local voices and perspectives.

Supporting the development of public service broadcasting can help to provide independent, impartial news and information to the public, and promote transparency and accountability in government and public institutions. Besides, partnering with international organizations and media development organizations can provide valuable support and expertise for the development of radio broadcasting in Myanmar. This could include technical assistance, training, and funding for equipment and infrastructure.

The Myanmar government has regulations regarding the content that can be broadcast on radio stations. It's important to familiarize with these regulations and ensure that radio station complies with them. Radio stations in Myanmar rely heavily on advertising revenue, but it may be helpful to diversify your revenue streams through sponsorships, subscriptions, and other sources. It is also important to note that doing business in Myanmar can be challenging, and it is essential to be aware of the political, economic, and social factors that may impact FM/Radio stations' business.

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APPENDIX

Figure (a) Ham Radio operator relay Hurricane Maria survivor info



Source: Internet

Figure (b) Radio Broadcasting (the wave type of AM, FM)



Source: Internet

Figure (c) Myanmar Athan



Figure (d) Burma Broadcasting Service (BBS)



Source: "The Voices of Radio" by Ma Kyay Hmone (PGDCWE, 2018)

APPENDIX – QUESTIONNAIRE
EFFECTIVENESS OF RADIO PROGRAM ON PUBLIC HEALTH
AWARENESS

(Case Study: Cherry FM; Broadcasting Area in Pazundaung Township, Yangon)

Section A - Demographic Profile

Please tick the appropriate answer for each of the following questions.

1. Gender

Male Female Other

2. Age

20-25 years 26-30 years 31-35 years 36-50 years Above 50 years

3. Education

High School Diploma Bachelor Degree Master Degree Others

4. Marital Status

Single married Divorced other Prefer not to answer

5. Occupation / Employment Status

Government Service/Public Sector Private Sector/Company NGOs/INGOs

Students Unemployed Retired Employed Part-Time

Housewife Own business

Section B - General Information of Listening to Radio

1. Do you listen to the radio?

Yes No

2. Where do you listen to the radio?

At Home At Work On Car At Restaurants At Shopping Center

At Other Places

3. Do you know Cherry FM?

Yes No

4. Do you like to listen to Cherry FM?

Yes No

5. How often do you listen to it?

Daily More often in a week More often in a month Rarely

6. When do you listen? (Type of usual Listening)

- All Day At Office while working While Driving In the Morning
while on Ferry After work, on the way back home At Home while doing
Housework Nighttime

7. Which day do you more listen?

- Week days Weekend

8. What is the main purpose for listen?

- Entertainment Information Education Music

9. Which source do you use to listen from?

- Radio Device Phone Apps Website Online Radio Channel

10. During Covid19 Period, Which information do you mostly receive from radio?

- Daily Statement from MOHS Do's and Don'ts for instant Health care
 Nutrition knowledges for Immune system Symptoms to be aware of

Section C - Listeners' Satisfaction on programs of Cherry FM

Likert Scale

- 1= Strongly Disagree
2= Disagree
3= Neutral
4= Agree
5= Strongly Agree

| No. | Particular | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | Agriculture-related programs are highlighted in Cherry FM radio | | | | | |
| 2. | Gender-issue-related programs are highlighted in Cherry FM radio | | | | | |
| 3. | Entertainment-related programs are highlighted in Cherry FM radio | | | | | |
| 4. | Education-related programs are highlighted in Cherry FM radio | | | | | |
| 5. | Health-related programs are mostly highlighted in Cherry FM radio | | | | | |

| | | | | | | |
|-----|---|--|--|--|--|--|
| 6. | Ethnic language programs aired on Cherry FM are very helpful in promoting harmony among the different groups of society | | | | | |
| 7. | Programs are positive effect than negative effect personally | | | | | |
| 8. | Good impact on health awareness | | | | | |
| 9. | Good impact on education | | | | | |
| 10. | Good impact on access of information | | | | | |
| 11. | Programs are good for society | | | | | |

Section D - Effectiveness of Radio Broadcasting

Likert Scale

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

| No. | Particular | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | I can get more vision about the world by listening to the radio | | | | | |
| 2. | I can know about my community because broadcasting language is familiar with me | | | | | |
| 3. | Listening the radio to relax | | | | | |
| 4. | I can discover new music, songs from listening to the radio | | | | | |
| 5. | I feel released of stress from the mental health awareness radio program | | | | | |
| 6. | I can get health tips from listening the radio | | | | | |
| 7. | I feel satisfied listening to radio during stay at home period | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 8. | Radio broadcasts can provide real-time information | | | | | |
| 9. | Unlike TV, radio is portable, can be used in your car, and used in department stores allowing them to reach a more targeted audience | | | | | |

Section E (I) - Effectiveness of Radio Programs on Public Health Awareness

Do you know these health awareness radio programs from Cherry FM (you can choose as you know)

- “mi khin doe thi pho ka lay doe a kyaung” (Knowledge for Mothers)
- “bawa yar a phay shar” (General Life Answers)
- Dr. On Air
- Covid - 19

Likert Scale

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

| No. | Particular | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | I can get public awareness on health education listening to the radio/ Cherry FM | | | | | |
| 2. | I can get way of caring to my children from "Knowledge for Mothers" | | | | | |
| 3. | I know about Breast Feedings from "Knowledge for Mothers" | | | | | |
| 4. | I know about child psycho from "Knowledge for Mothers" | | | | | |
| 5. | I know about child epilepsy from "Knowledge for Mothers" | | | | | |
| 6. | I know about breast cancer from " General Life | | | | | |

| | | | | | | |
|-----|---|--|--|--|--|--|
| | Answers " | | | | | |
| 7. | I know about (SLE) from " General Life Answers " | | | | | |
| 8. | I know about TB from " General Life Answers " | | | | | |
| 9. | I know about Liver from " General Life Answers " | | | | | |
| 10. | I know general health knowledge from "Dr. On Air" | | | | | |
| 11. | I know seasonal diseases from "Dr. On Air" | | | | | |
| 12. | I know psycho/ mental health care from "Dr. On Air" | | | | | |
| 13. | I know hard to sleep from "Dr. On Air" | | | | | |
| 14. | I know contact numbers and places from "Covid - 19" | | | | | |
| 15. | I know dos and don'ts from "Covid - 19" | | | | | |
| 16. | I know symptoms from "Covid - 19" | | | | | |
| 17. | I know nutrition from "Covid - 19" | | | | | |
| 18. | I am satisfied with the content of the health awareness message because it is useful. | | | | | |
| 19. | Health related radio programs help me to be healthy | | | | | |

Section E (II) - Ways of Participation on Public Health Awareness Programs

1. Have you participated in bellowed Cherry FM program?

- “mi khin doe thi pho ka lay doe a kyaung” (Knowledge for Mothers)
- “bawa yar a phay shar” (General Life Answers)
- Dr. On Air
- Covid - 19

2. If yes, how did you participate?

- By calling to Cherry FM
- By sending the message to Cherry FM FB page

By sending the letter to Cherry FM office

By contacting a friend from Cherry FM

Other

3. I recommend to my friends to listen to Cherry FM

Yes

No