



**Private FM Radio and Broadcasting Policy in Bangladesh: An  
Assessment of Contradiction and Compliance**

**By**

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MPPG 8<sup>th</sup> Batch**

August 2019

**SIPG**

**South Asian Institute of Policy and Governance  
North South University**



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**South Asian Institute of Policy and Governance  
North South University**

*Dedicated to*

*Radio Listeners*

## **Declaration**

I declare that the dissertation entitled “Private FM Radio Broadcasting and Broadcasting Policy in Bangladesh: An Assessment of Contradiction and Compliance” submitted to the PPG Program of North South University, Bangladesh for the Degree of Master in Public Policy and Governance (MPPG) is an original work of mine. No part of it, in any form, has been copied from other sources without acknowledgement or submitted to any other university or institute for any degree or diploma. Views and expressions of the thesis bear the responsibility of mine with the exclusion of PPG for any errors and omissions to it.

**Signature with Date**

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## **Abstract**

Over the last one and half decades, the mood of media has been changed dramatically. In the case of electronic media different format has been advent; FM radio one of them. In 2005, FM broadcasting has been started in Bangladesh in government initiative; in 2006, first private FM radio has been launched. From the very beginning, FM broadcasting especially private FM got more attention to the young audience, a different style and informal presentation was the reason to attract the young ages. At present 22 private FM radio are operating in Bangladesh. When the number of private FM radio has risen, the government of Bangladesh has realized to formulate a policy that can be a guideline for FM broadcasting and the result of government perceptiveness is private FM broadcasting policy, 2010. According to the policy, every private FM radio has to follow the rules of the policy. Besides this, national broadcasting policy, 2014 is applicable for all electronic media. The study is an initiative to explore the relationship between private FM broadcasting and existing broadcasting policies.

The aim of the study to find out to what extent private FM radio make compliance with the broadcasting policy and what extent they have the contradiction to the policies. To meet the aim the relation between private FM broadcasting and existing broadcasting policies have been assessed in three particular context- cultural, social and accountability; audience choice can be treated as an escalator that has a strong influence on private FM broadcasting. Moreover, three independent variables have been influenced by different indicators like- audience age, education and profession have made different in the audience choice, Social values, norms and customs have a strong impact on culture. Likewise, accountability has depended on the rule of law as well as the self-responsibility.

This exploratory study has followed an exclusively qualitative method. For the primary collection of data, an in-depth interview was the main technique, as a booster content analysis was another technique. The study shows that theoretically, media treated as a 'watchdog' of the society but when media become a commercial organization; they just behave like other commercial organization. In the struggle to survive private FM radio has appeared an unhealthy competition that could not help to

improve the quality of the programme, also, they are blamed to spoil native culture. However, this does not apply loosely; there is some good example, which commits to promoting the native culture. This study has an explanation of why and what extent private FM broadcasting has compliance with the broadcasting policies as well as has a contradiction to the policies. 'Why' and 'how' private FM radio able to continue their broadcasting when they ignore rules of the policies on a broad scale; this is not a straight line query. Different factors have stayed behind this, first of private FM does not behave as mass media, most of the case they have a strong political or elite power back, satellite culture has an effect on audience choice that's why audience also like a caricature culture, there are some drawback has been presence in the policy as well as lack of ability of the policy implementation agencies. A noticeable exclusion of private FM broadcasting has appeared in a policy context is socio-culture aspects. In case of accountability, they are partially accountable to the authority; whether accountability can be fraction is a different question but this is the fact, they are making some contradiction with the policies consciously or intentionally.

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## **List of Abbreviations and Acronyms**

<b>ABU</b>	Asia-Pacific Broadcasting Union
<b>AM</b>	Amplitude Modulation
<b>BSTI</b>	Bangladesh Standards and Testing Institution
<b>BTRC</b>	Bangladesh Telecommunication Regulatory Commission
<b>CRS</b>	Corporate Social Responsibility
<b>Cue sheet</b>	A details layout of tracks on a broadcasting schedule
<b>DS</b>	Deputy Secretary
<b>FCC</b>	Federal Communications Commission
<b>FM</b>	Frequency modulation
<b>HIV</b>	Human Immunodeficiency Viruses
<b>KHz</b>	kilohertz
<b>KW</b>	Kilowatt
<b>LPFM</b>	Low-Power FM
<b>MHz</b>	Megahertz
<b>NGOs</b>	Non-governmental organizations
<b>RTI</b>	Right to Information
<b>Time slot</b>	A length of time allotted to specific broadcasting
<b>VHF</b>	Very high frequency

# Chapter 1

## Introduction

### 1.1 Introduction

‘Media’ nowadays is one of the most powerful entities of human life. We start our day with mass media, speak about mass media, and speak in the mass media; we are living in the age of media. No doubt, that we are overloaded with mass media nevertheless we cannot imagine even a day there is no media available or active. Media changed our habit and now it is an integral part of our life. Generally, the word 'media' makes two picture print and electronic media. In broader senses media has been divided into these two categories. If we look back just a few years, we can observe a dramatic change in the field of mass media in Bangladesh. Before the '90s, we had few options to access mass media; a few newspapers, state own radio and television. ‘Bangladesh Betar’ as the only state-owned media has dominated the broadcasting sector for more than three decades. As the first visual media ‘Bangladesh Television’ has started its journey it was 1968 but the coverage area of Bangladesh Television was not as large as Betar, so they were not able to reach the mass people as like as Bangladesh Betar. To the mass people, 'Betar' is the name of the reliance.

FM radio, a new trend of radio; due to the effect of globalization, it became very popular to the younger ages. In our country, FM is treated as a new medium, though in western context, it already passed almost 80 years, the first FM station was set up in 1939 in New Jersey (USA), during the 1960s FM radio became the fastest-growing segment of the broadcast business in the United States, in Asia Japan experienced FM in 1969 (Skretvedt & Sterling, 2019). In 2005, first FM broadcasting has started in Bangladesh in the government initiative; still, it is a popular channel renowned as ‘Traffic Samprochar’. In 2006, Radio Today (FM 89.6) has started its journey in the private sector in our country; actually, this radio became the pioneer of the FM trend in Bangladesh. Now, almost 22 private FM channels are broadcasting in this country. From the very beginning, FM radio becomes very popular to the young generation of the country. At the same time, a controversial debate has to be the part of FM radio;

people who are culturally and socially conscious they object that the FM radio is not committed to our culture as well as social norms. When the popularity, as well as the criticism of FM Radio, has reached in the peak then the government of Bangladesh has perceived that the FM radio especially private FM radio has to be guided by a specialized regulation, otherwise it may cause to derail the young generation in the cultural and social value context. The 'Private owned radio station Installation and Operation Policy, 2010' is the result of the government initiative.

The policy has a provision for private FM radio that before starting their broadcasting, they must have the license from the ministry of information and at the same time, they need to get the allocation of frequency from BTRC. Private owned radio station Installation and Operation Policy 2010 is a guideline for all private/ FM radio. According to this policy, the pre-condition of the application for a license the objective of the FM radio should be specific, and it should not be beyond our cultural and social norms. Besides these, the National Broadcasting Policy-2014 has some section and sub-section that describes the nature of the broadcasting for all electronic media. That policy has emphasized and patronized the national culture and tradition, specifically the pronunciation of the language at the same time it has a definition in the aspect of social values, what should be broadcasted or should not be by media.

According to our constitution, the media has rights to freedom of expression within a reasonable repercussion and authenticity. In addition, Article 39 of the constitution has ensured freedom of thinking of every citizen. A large portion of radio and television listener base, or children, juvenile and youth who are influenced easily by the programs on radio and television and other online media. Thus, TV, radio and other online media play a vital role in shaping the minds of the new generation. Hence, the concept of “freedom of expression” is related to the nature of government, culture and society’s values (National Broadcasting Policy, 2014). It means that the media has the right to express without any suppression, but do not have the right to broadcast anything that violates the social, cultural or historical norms. Though the government has already introduced National Broadcasting Policy 2014, Community Radio Policy, Commercial FM Radio Policy along with a guideline for radio and television programme 1986, still we need a comprehensive media policy and media Act that will ensure the media be accountable to the public. Furthermore, media



(radio/television) not now only a medium of entertainment, media is playing an important role to improve the standard of life. For establishing equal rights and participation of women in all spheres of life, aware the people about their rights take part to reduce superstition, inform people about the government policies etc are the role of media. In the case of news broadcasting media should ensure the authenticity of the news; whatever it is public or private, FM or AM, electronic or printed all they should follow the rules.

## **1.2 Background of the Study**

The time has passed, when the media broadcasting was almost exclusively an entertainment; the fact is that the greater proportion of its time is being devoted to news, public affairs and other informational services (Quaal & Brown, 1976). At the turn of the 21st century, radio was so widely accepted around the world that it often became a part of the cultural background always present, though not always noticed. As mentioned above, commercially supported service had become the norm, even in countries where public-service radio long held sway (Sterling & Skretvedt, 2019). Information is power and media perform a great role to disseminate the information. Without a media, it is not possible to inform people, whatever it is; it may be public policy/ affairs, education or health-related information. Media is not only a medium between people and information store- it works as an agent of social change, promotes social and cultural values, shaping public opinion towards a specific issue and act as a bridge to share of knowledge and information. Media, on one hand, supposed to inform citizen about what is happening in the government; on the other hand, the government learns what is happening in the public sphere from the media (Linsky, 1986). Mass media have a significant influence on the mass people. It has a strong power to mobilize the people in the right or wrong way. If we look back in 1971, the Shadhin Bangla Betar Kendro has played a vital role to mobilize the people in our country for the freedom of the country. On the other hand, in 2007 the first news-based TV channel CSB has been banned due to creating an unrest situation by on-air unauthentic and provocative news. As because 'Provocative or yellow journalism can never be the friends of people as well as democracy' (President Abdul Hamid, February 19, 2018). The president emphasizes playing the responsible role of media person to reach the best results of the mass media to mass people's doorstep.

Very recently ( August 2018, during the student procession against road accident) we have observed that social media (Facebook) have created a panic situation in the society by sharing unauthorized news.

There are different views on FM broadcasting in Bangladesh. Private FM radio has blamed that it is not on the right track, it destroyed our culture and most of the program is influenced by the extraneous culture. This is the fact of globalization. Not only Bangladesh, all over the world a contention is going on to retain local culture on the air it is important to resist the globalization of radio. On the other hand, it has been praised that it has introduced a new trend in case of program content, news presentation and frequent traffic update. No study can prove that controversial discussion. It just assumption of the conservative part of the society or it is the reality - it should be assessed and as a powerful medium private FM radio should be responsible for their duty as well as be responsive to the existing regulation. The target group of the FM is our young generation and they are the future fuggleman of our society; so through the broadcasting of FM radio, it can play an important role to make a positive young generation.

The concept of FM broadcasting is different in different country context. In the western context, FM considered as community-based broadcasting and in South Asian context it is dedicated for urban people and mainly private FM radio operates in the commercial perspective. However, the FM radio is committing to the commercial aspect, this day it is not possible to sustain a media without commitment to society. Now the commercial radio exists to offer community service and maintain social responsibility while making a profit for its shareholders (Quaal & Brown, 1976). Therefore, to ensure the social responsibility it is important that as a mass media private FM broadcasting should be self-regulated (by nature of mass media) as well as be compliance with the broadcasting policy.

### **1.3 Objective of the research**

- To find out how FM broadcasting contributed to promoting the cultural norms
- To measure that what extend the FM broadcasting has availed to developing the social-cultural condition
- To assess how far private FM radio follows the broadcasting policy.

## **1.4 Research Questions**

- How does the FM (Private) radio relate the guideline of the existing broadcasting policy to select program schedule and content?

### **Sub-questions-**

- As a mass media, how does private FM radio perform their role in the social responsibility context?
- How does private FM radio promote native culture by broadcasting?
- In what extent private FM radio is complying with the existing broadcasting related regulations (broadcasting policy, advertising policy and copyright act).

## **1.5 Research Problem**

National Broadcasting Policy 2014 is a guideline of media broadcasting, there are some articles and clause that describes the nature of the broadcasting for electronic media, and the private FM broadcasting policy, 2010 has exclusively formulated for the private FM broadcasting. These policies have an emphasis on patronized the national culture and tradition, to uphold the social norms and values, aware the people for a superstition-free positive nation and establishing equal rights for the women in all spheres of life. In the case of news broadcasting, media should ensure the authenticity of the news. Since media has considered as the watchdog of society, so it is important to relate the broadcasting policy to radio/television broadcasting. The broadcasting policy is a guideline of broadcasting and according to article 9 of the private FM broadcasting policy, 2010 if any media are not willing to comply with the guideline or regulation of broadcasting the government has reserved all rights to hold or cancel the license of the media. Besides this, private FM radio monitoring committee (private FM broadcasting policy, 2010 article 19) is monitoring the broadcasting of all private FM radio. Still, there is a gap of Fm Broadcasting and National Broadcasting Policy and it is a common picture that private FM radio has violating the different rule of the broadcasting policies. The focus of the study is to find out why and what extent the gap has existed.

## **1.6 Significance of the Study**

“The fate of mankind lies in the hands of the media. That is a dramatic way of putting a simple chain of thought” (Pravakar & Basu, 2007). Indeed, the way the media landscape functions directly affect the quality of democracy, economy and society. Media policy cannot and should not determine the entire communications landscape. However, it does make a significant impact on media and society. It also affects directly on the quality of life (The Netherlands Scientific Council for Government Policy). Radio has made a comeback in the life of urban people through FM radio, a large number of people taking interest in listening to the FM band. Not only Bangladesh, all over the world FM now a craze, but about 92% of people in the USA also listen to FM and 64% Indian like to tune FM regularly (Radio World, 2013). According to the National Media Survey 2016, 16.7 per cent of the population in the urban area are listening to the FM radio and it has increased day-by-day (M. Abul Kalam Azad, 2019). Especially our young generation is very fond of FM radio. Now, 22 private FM radio has been alive in our country. However, they have started their journey based on Dhaka city, but now most of the FM radio has spread their function in different districts. Therefore, we have no other ways to avoid the current trend of broadcasting; we have to admit the popularity and impact of FM radio. The capacity of transmission and popularity of media is perceived as powerful components of media that can influence the mass people. Media is treated as the lamp of the society, so it is important that media itself should be conscious to ensure the self-regulation practice, otherwise, people could be derailed by the media influence. This study focuses on how media relate their activities with the existing policy. It is an evaluation of the responsibility of the media and at the same time, it is the assessment of policy implementation in the respective area (media activities), that may help to the monitoring authority and the policy implementing agencies to evaluate themselves. Moreover, the researcher believes that this study will help the policymaker to revise the media policies since policy reform, especially the broadcasting is crucial to maintaining the adaptability and functionality of a policy as it faces continuous socio-cultural, institutional, and technological changes and challenges over the time (Rahman, 2017).

## **1.7 Choice of theory**

"A theory must be consistent with prior evidence about a research question" (King, 1994). To develop a theoretical knowledge of past work on a particular subject is a must. According to Yin theory or proposition is the second component of the research design. "Each proposition directs attention to something that should be examined within the scope of the study" (King, 1994). Generally, this component relates the theory to explain the research problem under study exists. The focus of the study is that how broadcasting policy has reflected by Fm broadcasting. The research question has been selected on that focus that will address the gap between Fm broadcasting and broadcasting policy (if any). The dependent variable of this study is FM broadcasting and that depends on three independent variables those are audience, culture and accountability (media). These entire variables both dependent and independent will be used to measure the reality of the relationship between Fm broadcasting and broadcasting policy.

The study has defined a specific problem that there is exist a policy for FM broadcasting and also a monitoring authority to monitor the FM broadcasting, but still there is a gap between Fm Broadcasting and Broadcasting Policy. The selected theory, the theory of social responsibility will help to explain the mentioned research problem. The social responsibility model emphasizes that the media have obligations to society as well as social norms and culture and the large social people. The media should be truthful, accurate, fair and objective which is needed for ensuring the media accountability and in building credibility towards the citizen. According to this theory, the government has also the right to intervene in the public interest under some circumstances. Social responsibility, ethics assume that the human being is a composition of its particular cultural background and preferences, and the human free will does not guarantee ultimate good for everyone. The most significant aspect of this theory is both the media and the government have a nation-building function; thus cooperation between the two institutions is sometimes desirable and necessary.

## **1.8 Methodology**

The research methodology is the way that helps the researcher to design and conduct the whole research; it may be understood as a science of studying how research is

done scientifically. The study has a focus on private FM broadcasting in the context of existing broadcasting policies of Bangladesh. To examine the real condition the study has demanded an in-depth interview and direct observation. Therefore, the qualitative method is appropriate for this study. The followed approach of this study is intensively qualitative. A qualitative approach has been chosen for exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. Within this approach, the process of research involves emerging questions and procedures as well as data collection, data analysis inductively building from particulars to the usual manner, and the researcher explains of the meaning of the data. The research question that set for this study was mainly to explore the mood of relationships between private FM broadcasting and the existing broadcasting policies. Moreover, it is an effort to explain the relationships between the variables of the study. The sources of the information/data of this study are both primary and secondary. Secondary data are largely obtained from various sources of published journal articles, meeting manifesto, relevant policies, Act, previous research paper, books, reports, websites, audio clips etc. For primary data, the researcher will conduct an in-depth interview with a semi-structured questionnaire among the respondents.

### **1.9 Study Outline**

This study consists of five chapters. Chapter one is the introductory chapter that will discuss the background of the study, study objectives, research question, research problems, methodology and significance of the study. Then chapter two is the chapter of the literature review and the theoretical framework. Chapter three will describe the way of the study that's mean research methodology. Data presentation, data analysis will be described in chapter four and chapter five is the final chapter, which presented a revisit of total research and its ultimate findings, theoretical implication and some recommendations followed by concluding remarks on the study.

## **Chapter 2**

### **Literature Review**

#### **2.1 Introduction**

This chapter explores the existing relevant literature and theories about broadcasting and broadcasting policies. This chapter aims to find out the research gap in this respective area and build up an analytical framework for the study by developing a concept and a theoretical understanding of media broadcasting and policies in Bangladesh. By searching of media-related theories, Media dependency theory, Cultural (Conflict) theory and Social responsibility theory have been found that are relevant to the study. On the other hand, no specific, direct or comprehensive research work has been found that address the relationship between FM broadcasting and broadcasting policies in Bangladesh. There is a lot of work has been done in the field of media broadcasting and media policy in the western context, there are some studies have found that related to the media policy or broadcasting like- impact of media policy, social responsibility of media, media policy reform, comparative study of media policy, new trend and old trend conflict and role of media policy, but specifically FM broadcasting has drawn a little attention by the researcher.

#### **2.2 Conceptual Discussions**

Conceptualization refers is to specify exactly what mean by the terms that are used in the research (Sequeira, 2012). In this section, the researcher has tried to explain some terms that have been used in this study.

##### **2.2.1 Defining Media**

The term media used to influence a very large audience such as a nation in a state, it has invented in 1920 with the incarnation of nationwide radio networks. The media allude to a traditional mass communication system, which works as a generator of subject matter as well as other technical tools for mediated human speech. This would take in traditionally published materials (newspapers, periodicals, or books),

electronic media (broadcasting, broadband, cable, or satellite), moving pictures, video gaming, recorded music, advertising, and adaptations of the Internet for any of these media (Hoag, 2008). Media can be defined as a medium of the communication system. It can be a one-way communication system or two ways, even it can be multiple ways of the communication system.

### **2.2.2 Mass Media and Mass Communication**

Mass media appertain to communication instrument, which use to communicate and interact with a large number of audiences. From the early ages pictorial messages to current internet-based media, all are considered as mass media. Mass media still stand as an effective means of communication as well as disseminating information, advertising, marketing, and in general, of sharing views, expressing opinions, and ideas (Mockba 2012).

The mass communication system is whereof media institute produce and transmit messages to a large audience and the procedure by which those messages are searched, used, believing, and influenced by the audience (Littlejohn and Foss, 2011). McQuail (1994), states that mass communication is the processes of communication operating in the society and the nationwide level, easily identified by its institutional features. Mass media and mass communication are two mutually dependent components that largely define the means of informing and communicate the mass.

### **2.2.3 Radio Broadcasting**

Radio broadcasting is an audio (sound) broadcasting service, broadcasting through the air as radio waves from a transmitter to receiving antenna. The first audio transmission that termed as broadcast occurred in 1906 and Reginald Fessenden (Sharma, 2012) did it. Briefly, it can be said that radio broadcasting as a means of getting a message to a large number of people at the same time.

### **2.2.4 AM and FM Broadcasting**

AM refers to amplitude modulation, a mood of broadcasting radio waves. AM radio is that it is relatively easy to detect with simple equipment, even if the signal is not very strong. The AM radio frequency ranges from 535 to 1705 kHz (OR) Up to 1200 bits



per second. In the mid-1870s AM radio transmission was first successfully carried out (Sharma, 2012).

FM refers to frequency modulation and occurs on the VHF airwaves in the frequency range of 88 to 108 MHz all over the world except Japan and Russia. FM the community-based radio station that launched in 1930 aiming to give the community a voice (Sharma, 2012). Transmission of radio in Bangladesh has started in 1939, initially; it was started with a 5-KW short wave transmitter. In 1976 a major change has occurred that was transmitter has shifted from short wave to medium wave and at present, the transmission capacity of Bangladesh Betar is 1000- KW medium wave. FM broadcasting is a newly added in the media landscape in Bangladesh. The frequency for FM broadcasting is assigned by BTRC and the frequency range is 88.00 to 108 MHz.

### **2.3 Broadcasting Policy**

From the starting of the national media of Bangladesh in 1939 to 2014 there are lots of media-related Act, ordinance and policy have been formulated to regulate the broadcasting. Bangladesh Betar was established according to the Wireless Telegraphy Act 1885. After independent Bangladesh, the government has equipped a guideline for the electronic media named Guidelines for Radio and Television Programme 1986 and The National Broadcasting Authority Ordinance has issued in 1988. After a long time gap in 2014, the National broadcasting policy has formulated by the government. By this time, two specified policies that are Community Radio Installation, Broadcast and Operation Policy 2008 and Private Radio Installation, Broadcast and Operation Policy 2010 have been formulated. Every policy has come on the base of context but in the case of Bangladesh, every policy has emphasized some specific motive and aim. The motive of the broadcasting policy to ensure the role of mass media and to create a platform for open and healthy competition in the establishment of mass media under both public and private supervision. The role of media is to inform, to educate and to entertain the mass people. Through broadcasting, media should try to reduce disparity and establish the rule of equality in all levels of society. Media should works for keeping intact the basic rights of the citizen and individual freedom. To aware the common mass about different issues of public interest through broadcast, furthermore they will produce and broadcast the programme in the base of different development

issues, especially education, agriculture, women empowerment and poverty alleviation.

### **2.3.1. Guidelines for Radio and Television Programme 1986**

Not only broadcasting policy all policies have a reflection of the view of the then government who formulate the policy. A guideline for Radio and Television Programme has formulated in 1986, so it reflected the view of the then government. At the same time, some rules are applicable for all time. Guidelines for Radio and Television Programme 1986 have described the responsibilities of Radio and Television. According to the guideline, the objectives of broadcasting of media are four-fold dissemination of information, an extension of education, motivation for development activities and entertainment. For the realization of these objectives, Radio and Television should follow the guidelines for making and on-air the programmes- programmes should be based on the state policies and the Principles of the Govt. of Bangladesh. Efforts shall be made to reflect the countries traditional and own Muslim culture, heritage and ideologies for the development of Bangladeshi culture, the establishment of the intimate relationship of the people with Bangladeshi culture by inspiring various regional cultural trends with the ideals of Bangladeshi nationalism and patriotism. Through the programme, the media show respect to all religious feelings and as far as practicable, there shall be a pictorial presentation of people's participation in development activities, especially voluntary participation and motivation of the people in such programmes. Broadcasting shall be made for the presentation of healthy entertainment to the audience according to their cultural and recreational needs. Efforts shall be made to set a high standard for various programmes and correct pronunciation of Bangla words. Under no circumstances, the standard of pronunciation shall be lowered in news bulletins and announcements. The programmers of Radio Bangladesh and Bangladesh Television shall be broadcast in Bangla. A regional or local language may be used, if required, in drama, folk programmes and other items.

### **2.3.2. FM Radio Installation, Broadcast and Operation Policy 2010**

Due to technological development and globalization domestic cultural has infected by the global culture. There are different views of globalization, countries own culture

has been affected by the global cultural aggression, this is the one view and another view is that this trend helps to create a competitive platform for producing creative and quality programs. The government of Bangladesh realizes that to meet the challenges in globalization it is not possible to ignore the new trend. To fulfil the choice and demand of new ages the government of Bangladesh has taken different initiatives, in this regard formulation of broadcasting policy is one of them. In 2010, the Bangladesh government has formulated private FM Radio Installation, Broadcast and Operation Policy, 2010 this policy is well known as private FM broadcasting policy. This is the guideline to establish private FM radio station and nature of the FM broadcasting. The main objective of private FM policy is to make sure that FM broadcasting will spread the awareness-building programs like education, information and communication. The government encourages the interested person to establish FM radio station that is willing to comply with the aim of the policy. There is a provision in the policy to allocate the license to the interested individual or organization. The motive of the policy to ensure a free flow of information, spreading education, inspiring people to take part in development works and providing a source of pure entertainment. According to the policy, private FM broadcasting has to follow the broadcasting principle those are mentioned in the policy. In the case of program and news, some obligatory principles should be upheld; spirit and ideology of liberation war, basic principles of the state and governmental ideology and policies must be reflected by broadcasting. Besides these-

- programmes have to uphold the proper history of independence and glorify the freedom fighters;
- programmes have to reflect the country's native culture, tradition and ideology and connect them local culture to inspire regional culture with patriotism;
- native culture, tradition and ideologies of minor ethnic groups have to be reflected for the sake of their advancement;
- show due respect to all religion and religious sentiment;
- play an important role in establishing equal rights and participation of women in all spheres of political, economic, religious and social life through broadcasting different inspirational program and reflect this tendency.

Moreover, the policy has emphasized commercial broadcasting especially advertisements. According to this policy, before broadcasting any advertisements respective media should verify that the products are enlisted under the Bangladesh Standard and Testing Institute (BSTI) and the products must have the quality control certificate from BSTI. Another important obligation for advertisement is that the proportion of the advertisement, it should not exceed 20% of the daily broadcasting. Above all, the policy has a provision that if any incompliance has found in private FM broadcasting according to the policy government has reserved all authority to cancel or held up the license of the FM radio.

### **2.4.3. National Broadcasting Policy 2014**

Bangladesh has achieved independence in 1971. From the independence war still, Bangladesh is fighting to achieve freedom in various aspect - poverty, illiteracy, weak infrastructure, natural disaster and so on all the time media specially Betar give a companion to the fight. No doubt media has an enormous power of motivation; this can be used differently. It depends on the existing regulation. Though media itself a source of power so, only imposing the rule it is not possible to control the media. On the other hand, due to uncontrolled and unplanned usages of media, society sometimes faces difficulties. To regulate the media, the media should have the willingness to be controlled or be complying with self-regulation. So, to formulate the National Broadcasting policy government did not follow the traditional policy-making system. In that case first of all the government make a draft of the policy and opened it for open discussion to all media professionals and civil society, this open discussion aimed to get the recommendation and remark about the policy. After getting recommendations, the government make it finalized.

It is necessary to scrutinize if the programs run by the media are harmonious with the spirit and ideal of the liberation war, and the country's social, cultural, geographical and political tradition and values. Moreover, the government has to ensure the social responsibility of these programs an advertisement. Broadcast media plays an important role in building up a child-friendly society. So it is essential to put stress on monitoring broadcast media to prevent degradation of social values. A relevant policy has needed for all media, both government and non-government online radio and television to be responsible in case of broadcasting. The aim and objective of the

Broadcasting policy 2014 are- maintaining international regulations and standard in expressing opinions as well as bringing variety, credibility, neutrality and ensuring the free flow of information. Keeping intact the basic rights of the citizen and individual freedom, ensuring freedom of mass media and its liabilities. Defining the role of the broadcast sector in empowering women and marginal communities of the country; Developing community broadcast through targeting a specific area or groups of people; Ensuring that no programs conflicts with basic individual rights as described in the constitution of the People's Republic of Bangladesh. It also a guideline that defines the role of private broadcasting and taking necessary initiatives to establish a platform for healthy competition through a public-private partnership.

## **2.4 Literature Review**

The aim of the study to find out the contradiction and compliance between FM broadcasting and existing broadcasting policies in Bangladesh. The dependent variable of the study is 'FM broadcasting' which is a newly added system in the media sector of Bangladesh. In the western context, FM broadcasting has a long history and a substantial amount of research has been conducted on FM broadcasting in that context. On the other hand, FM broadcasting has drawn a little attention by the researcher in Asia as well as Bangladesh, a few pieces of research have found in this particular subject area. Indeed, the purpose of the review of literature is to mark the views and findings of other researchers that are nearly related to the ongoing study. It helps the researcher to assess whether the topic can or should be researched on or not ( Aminuzzaman, 2011).

Basu has focused the new trend of FM language in Bangladesh. According to the study of Basu, this style of the pronunciation of Bangla can be named 'Banglish'. Here the researcher tried to find out the impact of that kind of pronunciation on the audience. At the same time, he tried to point out the audience attitude about the FM language. Finally, he has an effort to investigate the impact of the Banglish on the Bangla literature (Basu, 2009).

The objective of the study done by Shejuti is to find is the popularity of the FM Radio advertisement to the common people and how the marketing managers assess it. Here the researcher has an effort to find out people who tend to listen to the radio, the

timing of listening, and place of listening, how they put the attention on the advertisement. This study has presented the fact that how radio advertisements have an impact on the audience as well as influence their choice (Shejuti, 2018).

Jubayer tried to find out the FM radio trends in Bangladesh. This study shows the upcoming threats for the traditional radio industry and also tried to find out the way to overcome the threats in this digital era. Here the researcher has the initiative to present a picture of the growing up the popularity of FM radio. He presents here the target group of the FM radio and categorizes them according to the choice of programme content and programme schedule (Jubayer, 2010).

In this research, the researcher tried to explore the dominant actors and factor which had an influential role in setting the agenda for community Radio policy. Comparing to other broadcasting policies in Bangladesh Community Radio Policy 2008 is unique in terms of the policy process, the government has declared the draft and call an open opinion and discourse from civil society and professionals. The actors and factors of Community Radio Policy 2008 demonstrate a new trend in broadcasting policy in Bangladesh and to analyze that trend with policy approach is the main focus of the study (Suhrawardy, 2010).

Andrew has done an in-depth examination of specific changes in FCC (Federal Communications Commission) policy concerning FM radio. The FCC policy has changed in regards to promoting the FM radio and encourages the audience to listen to the FM radio. This study reveals the social struggle over public policy. The researcher has closely watched the discourse around policy formation and examined the dynamic interactions between government, industry and activists. The researcher also tried to focus that how these three groups addressed the issue, framed the problems, promoted solutions and responded to one another's arguments are all part of the policy formation process (Andrew, 2001).

Conti has analysed the relationship between the rules for 'FM service and licensees' broadcast practices to draw insight into contemporary experiences of local communication. This study examines the rules that structured the use of low power (FM) radio to identify the institutional conception of 'localism' that licensees confront and respond to in managing their stations. Towards this goal, the researcher defined

the cultural values that address the rules. The researcher also assessed the concern licensees' responses to the rules. He finds out the structural limitations of the LPFM licensees allocation process. By sorting through the experiences of LPFM broadcasters, this dissertation reflects on the ideals and realities of the local community and local communication (Conti, 2011).

The study by IM. S has investigated the macro factors of political circumstances and socio-cultural compatibility that influences to design an independent PSB (Public Service Broadcasting) system in Cambodia. Here the researcher also examines the prospects for the establishment of a PSB system exist in Cambodia and the feasible organizational structures and financial schemes for the PSB system (IM S, 2011).

Okan dissertation has focused on the notable changes in media policy that occurred in Anglophone Sub-Saharan Africa within the last two decades. In Sub-Saharan Africa, there is a dominant, complex community media culture, but in the effect of any dynamic factor that change has done, and it was positive. The community media institutions are working there as a participatory platform of communication and it has a significant impact on the policy-making decisions of media factor. However, most of the cases community media has been affected by political, structural and economic processes as well as by technological diversity, the market economy, state, and the audience participation. This study concludes that the involvement of community media in the decision-making process of the policy formulation still not that much enough which should have. To get the opportunity and access to the system public recognition is essential. To develop a people-friendly media policy it is important to involve the community and community media to the policy-making cycle. Here they can play an important role to provide information about the demand of the community; they can also act as a pressure group to influence the whole process (Okan, 2014).

Broadcasting laws should not impose content restrictions of a civil or criminal nature on broadcasters that may restrict the expression of freedom. Rather, it's better the codes of conduct rules should be in close consultation with broadcasters and should be applied on a self-regulatory basis. The broadcasting standards are dependent on the nature of the social-cultural context. The acceptable level of obscenity, sex, or violence on media not only depends on the particular circumstances of broadcasting

also depends on changing social values over time and different cultural interpretations and contexts. The goal of standards broadcasting is to articulate the generally concerning social standard and acceptable behaviour. Good examples of good broadcasting are characterized by the compliance of the code of conduct and regulation with broadcasters and other interested stakeholders. (Buckley et al. 2011).

According to Media Policy for the Digital Age, the Netherland Council Report that Media policy should be updated according to the demands of the age. Indeed, the quality of democracy, economy and society is directly affected by the mode of the media and the media activities. Media policy cannot determine the total communications system; it can be a way that makes a significant impact on the media and society. It has a direct impact on the quality of life. Media policy helps to get an answer to the question: what sort of society should do and what we want to experience? This literature discussed the challenges of the restructuring of media policy. Media is a dynamic component in the context of global change and it also demands the changes. At the same time, the socio-cultural dimension and political view should not be ignored. Politicians and policymakers who are responsible for the media realm should comprise it. The development of the media and the media policy the most important issue is traditional goals and instruments, which are serious challenges of media policymaking.

## **2.5. Literature Gap**

Literature shows a substantial amount of study has been conducted regarding media broadcasting and broadcasting policy. Most of the studies have emphasised on the policy changes, dynamics of the broadcasting policy and the impact of the policy changes regarding FM broadcasting. Conti (2011) has an effort, to relate the broadcasting to the cultural value in the western context and Basu (2009) has tried to find out the impact of the new trend of the pronunciation of Bengali language on the audience, which introduced by the FM radio. These two studies have some similarities to the study being in the process.

This study has tried to assess the relationship between private FM broadcasting and broadcasting policy.



## **2.6 Relevant Media Related Theories**

“A theory must be consistent with prior evidence about a research question” (King, 1994). To develop a theoretical framework is important to gather knowledge from past work on that particular subject. According to Yin, theory or proposition is the second component of the research design. "Each proposition directs attention to something that should be examined within the scope of the study" (King, 1994). Generally, this component relates the theory to explain the research problem under study exists. The focus of the study is that how broadcasting policy has reflected by Fm broadcasting. The research question has selected on that focus that will address the gap between Fm broadcasting and broadcasting policy (if any). The variables both dependent and independent of the study will be used to measure the reality of the relationship between Fm broadcasting and broadcasting policy.

### **2.6.1 Media Dependency Theory**

As a mass communication theory, dependency theory looks for the long-term effects of media on the audiences and society. The originators of this theory are Sandra Ball-Rokeach and Melvin Defleur. A Media dependency theory, a systematic approach to define the effects of mass media on audiences and of the interactions between media, audiences, and social systems. The dependency theory proposes an integral relationship among audiences, media and the larger social system. This theory argues that the audience learning from real life is confined, so they depend on the media to get more information to meet their expectations. Moreover, the media has an enormous power to afford to create a dependent relationship with target groups to achieve their goals. It does encourage “the treatment of both the media and audience as integral parts of a larger social system” (Ball-Rokeach and DeFleur, 1976).

The degree of dependency of audience and media depends on the capacity of a media to satisfy the needs of an individual as much as possible. Social change is another component that also defines the level of dependency with the media and audience. As an active component of the communication process audience choice is important, individual needs and other external factors such as culture, social, political and economic conditions have an impact on the criteria of the dependency. The psychological traits of an individual may also determine the level of dependence on

media. Therefore, the media are conscious of their ability to make a dependent relationship with the audience.

### **2.6.2 Cultural Theory (Critical cultural)**

Mass media is important agents of socialization that transfer the culture from the level of the society to the individual. The typical content produced and disseminated by mass communication media is called mass culture. Mass culture must be distinguished from the high culture produced by the elite, and the culture of folklore, traditionally produced within the rural classes or lower. (McQuail, 1993, p. 46). To explain the mass culture one theory derived from Marxism is the political-economic. This theory states the dependence of ideology from the economy. It aims to analyze the ownership structure and ways of working of market forces in the media (McQuail, 1993, p. 76). Drawing on the work of the Italian cultural and political theorist Antonio Gramsci, Williams rejected this "economistic" view of society. Instead, he advanced a position which had culture, economics, and politics in deep and shifting interaction with one another. A social formation at a given historical moment was for Williams a "complex interlocking of political, social, and cultural forces" (Williams 1977: 108). This term critical culture has been applied to diverse attempts to conceptualize and understand the dynamics of culture. Cultural studies of communication are focused on the analysis of cultural artefacts and practices concerning the social formations in which they exist. The interrelationships of cultural signs, their conditions of production, and their reception by audiences are at the core of such studies. This theory emphasizes the important interrelationship between ideology, or structures of belief, and the material conditions in which people live. Critical cultural research examines discourse and representation, including language and visual culture, as well as social relations, institutional structures, material practices, economic forces, and various forms of embodiment.

### **2.6.3 Social Responsibility Theory**

The social responsibility theory was born because of problems created by its predecessor, the libertarian theory of the press. This was in the twentieth century. The libertarian theory of the press as the theory that held surge at the time, gave journalists excessive freedom to publish whatever they like. By this time, the press was

perceived to have abused this freedom; it had become irresponsible and the victim of several negative practices, which culminated into a negative media operation, christened "yellow journalism". This was epitomized by sensationalist practices, irresponsibility and character assassination by the media practitioners. Then came a clarion call for the revalidation of the libertarian theory. Thus in the 1940s, a group of scholars were commissioned to look into this issue – the Hutchins Commission – funded by the founder of Time magazine, Henry Luce. In 1947 this commission-deliberated guidelines for a socially responsible media- media should be truthful, accurate, fair and objective, which is guided for ensuring the media accountability and in building credibility towards the citizen. The social responsibility model emphasizes that the media have obligations to society McQuail (1994). According to this theory, the government has also the right to intervene in the public interest under some circumstances. Social responsibility ethics assume that the human being is a composition of its particular cultural background and preferences, and the human free will does not guarantee ultimate good for everyone. The most significant aspect of this theory is both the media and the government have a nation-building function; thus cooperation between the two institutions is sometimes desirable and necessary.

## **2.7 Theoretical Framework**

The theoretical framework explains the path of research and grounds it firmly in theoretical constructs. It is the 'blueprint' or guides for research (Grant & Osanloo, 2014). It is a framework based on an existing theory in a field of inquiry that is related and/or reflects the research inquiry. Most of the case the researcher 'borrow' the 'blueprint' to meet his/her research inquiry. It serves as the foundation upon which research is constructed.

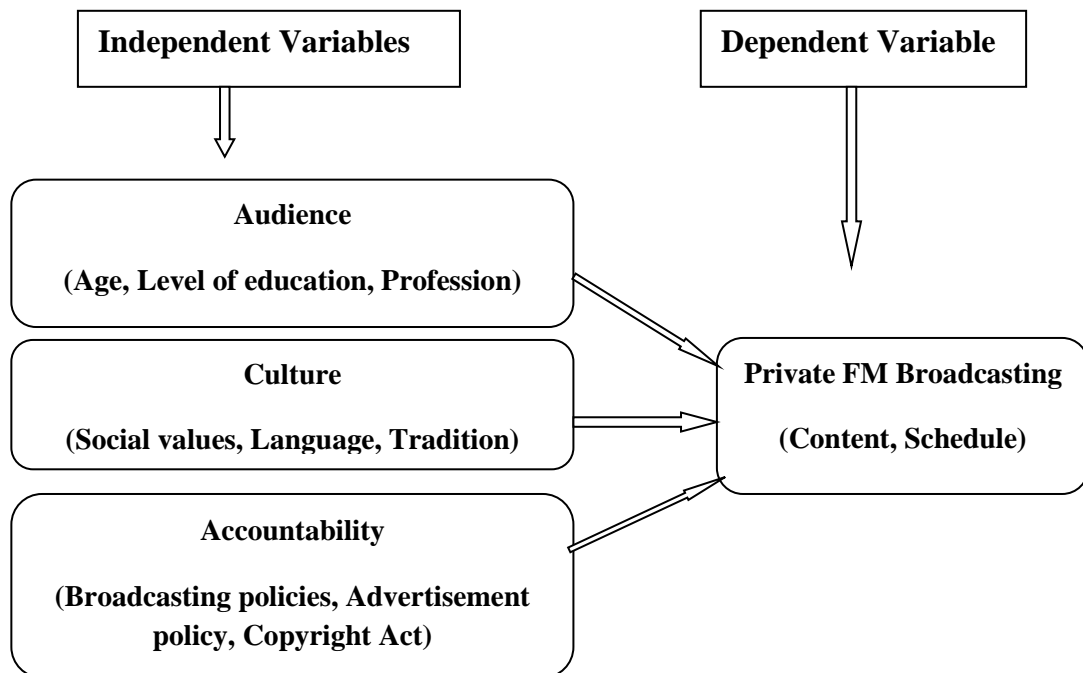
In accordance with the theories, concept and literature an analytical framework has been developed containing three independent variables that likely affect the only dependable variable 'FM broadcasting'. The independent variables are audience, culture and accountability of media/broadcasting. Based on the above theoretical discussion, it can be argued that a particular theory is not enough to explain the three independent variables as well as the relationship of these variables to the dependent variable of this study. Therefore, the social responsibility theory has an emphasis on media ethics and accountability and the theory of media dependency has defined the

relationship among three components that have individual relationships to each other- media, audience and society. These two theories are relevant to assess the relationship between private FM broadcasting and broadcasting policies.

## 2.8 Analytical Framework

In accordance with the above theories and the concept developed from the review of literature, an analytical framework has been developed containing three independent variables that likely affect the only dependable variable FM broadcasting. The independent variables of this study are - Audience, Culture and Accountability (media). Various indicators like- the age, level of education and profession of the audience has defined the status of the audience. Social values, language, tradition and custom have defined the culture of a society as well as a nation. The existing laws, Acts and policies have defined the accountability of the media. Status of the audience, the culture of the nation, finally the accountability of the media has defined the nature of the broadcasting.

**Figure: 1. Analytical framework**



Source: Depicted by the Researcher

## **2.9 Conclusion**

The ongoing research has an effort to explore the fact of policy compliance in the respective field. In regards to policy implementation or compliance in the different sector, there is a lot of work has been done but specific this issue- private FM broadcasting and broadcasting policy did not get attention by the researcher that way. The regarding the subject can define as policy impact on broadcasting, correlation of broadcasting and media policy, the effectiveness of media policy, difficulties of policy implementation in broadcasting. In search of the existing literature on the subject, very few, discrete and superficial research has been found to be undertaken in Bangladesh perspective in the respective case. Even in the South Asian context, a few pieces of literature have found. Policy researchers in Bangladesh have done a good number of researches with the policy of different sector like -environment, health, education, women, etc. Nevertheless, no significant work that has a relation with policy analysis and policy implementation in the field of media or broadcasting. In Bangladesh perspective, a few before mentioned relevant studies have found that help to construct the theoretical foundation of this research. In the case of theoretical implication, the researcher had to take celerity to find the appropriate theory/theories that can help the researcher to meet the objectives of the study in regards to independent variables. This chapter has a description of a few of broadcasting related theories that indicate to explain the variables of the study. There is no individual theory found by the researcher that implies with the study, the researcher has to depend on two theories that have the direct or indirect explanation of the subject matter.

## **Chapter 3**

### **Methodology**

#### **3.1 Introduction**

In this chapter, the researcher has an effort, to discuss the way to collect information. The focus of this study is to find out the degree of compliance of private FM broadcasting with the existing broadcasting policy. To get the appropriate sources of data, how the researcher has proceeded and which techniques she has been followed all the process has described in this chapter. This chapter is a detail description of the research method, sampling process, sources of data techniques and tools of data collection. Here the researcher also tried to discuss the document analysis and interview procedures that used to collect the information. The nature of the study is qualitative thus the data is qualitative and the analytical method has used that is effective for qualitative analysis. The chapter has a precise discussion about the research design and method of collecting data and here also had an overview of the sources of data that are primary and secondary data sources. How the collected data addressed the research questions and the objectives of this study that also explained here.

#### **3.2 Research Design**

According to King, social science research is a creative process that tries to make a well-set structure of the scientific investigation. Not all the research process especially the social science research follows a strict line based on cause and effect. In respect of research design, most of the social scientist does not consider it as a blueprint for an instrumental process of data assembling and evaluation. King told that all research designs have four components - the research question, the theory, the data, and the use of the data (King, 1994). Nevertheless, he argued that it doesn't need to come chronologically one after another. In the case of qualitative research researchers who begin their fieldwork before choosing a precise research question, data comes first, followed by others (King, 1994). On the other hand, Yin argues that research design

as a 'blueprint' for research, he expressed in this way the research design is the foundation of research that direct the action plan of the research. In the most fundamental sense, the research design is the rational order that associate the empirical data to a study's basic research questions and finally, to its conclusion (Yin, 2003). This study did not follow a strict line based on cause and effect (King, 1994), where the researcher has present the existing situation of the research problem and the prominence of that situation. In this study, the researcher has followed Gary king research design. According to King, there are four major components of research designs the research question, the theory, the data, and the use of the data (King, 1994) four-component component has present in this study. This study is an effort to find out the gap of private FM radio broadcasting and the existing broadcasting policies (Private FM broadcasting policy 2010 and National broadcasting policy 2014), on the other hand, is study also tried to assess the degree of compliance of private FM broadcasting with the existing broadcasting policy.

### **3.3 Research Method**

Creswell (2009) referred to three approaches for conducting scientific research; these have defined leading research approaches namely qualitative, quantitative and mixed approach. Here the research has tried to exclusively stay on the views of respondents who were directly involved in the implementation process, as well as experts on this issue. By considering the views of the respondents, the researcher has analyzed the implementation of the broadcasting policy and tried to get the contradiction and compliance (if any) between broadcasting policy and the implementation of the broadcasting policy. In this context, the qualitative approach is the best approach to meet the objective of the study.

This study has exclusively related to the private FM broadcasting and broadcasting policy; to get the proper information it has needed that the respondents have select from the respective field. At the same time for getting actual and in-depth information, the researcher had to make involvement with the respondents. Only the qualitative approach has admitted making involvement with the respondents. The researcher stands to focus on essence the respondents' views and thoughts about the issue. The methods of the study have spread up gradually. When the researcher has entered into the depth of the study; the gate of information and the path of the source

itself has been emergent. As social science research, there is no strict rule that defined the chronological series of the step of the research design. Consecutively progress of the research has occurred after the researcher enters into the field and the starts data collection.

### **3.4 Research Approach**

Research approaches are motives and the actions for research that measure the motions from extensive acceptances to detailed methods of data collection, data analysis, and interpretation. These procedures involve several decisions that are the procedures of inquiry, specific research methods, techniques of data collection, analysis, and interpretation (Creswell, 2009).

The followed approach of this study is intensively qualitative. The qualitative research approach is adequate for exploring and understanding the intent of individuals or groups ascribe to social or human issues. Research in policy reasons, especially education, information or social and cultural affairs have been used qualitative research increasingly. Qualitative research is beneficial to policymakers because it explains the circumstance in which policies will be appropriate for what. Qualitative research involves the data collection, analysis, and interpretation of data. These data relate to the social world and the concepts and behaviours of people within it. It is important to choose the most appropriate methods for what is being investigated. Qualitative research is not appropriate to answer every research question and researchers need to think carefully about their objectives what they wish to study- is an in-depth particular phenomenon (e.g., audience' perceptions of staying in a different socio-economic status)? Only the qualitative approach has admitted making involvement with the respondents. The researcher stands to focus on essence the respondents' views and thoughts about the issue. The methods of the study have spread up gradually. When the researcher has entered into the depth of the study; the gate of information and the path of the source itself has been emergent. As social science research, there is no strict rule that defined the chronological series of the step of the research design. Consecutively progress of the research has occurred after the researcher enters into the field and the starts data collection. This research has an effort to find out the relationship between private FM broadcasting and broadcasting policy, this issue exclusively depends on the perspective of the socio-cultural



condition and human behaviour. The researcher has imitated within the approach that has been followed for this research was an inductive and qualitative constructivist worldview (Creswell, 2009); the researcher seeks to establish the meaning of a phenomenon from the views of participants. Since within this approach, the process of research involves emerging questions and procedures as well as data collection, data analysis inductively building from particulars to the usual manner, and the researcher explains of the meaning of the data. According to this approach, the researcher begins with In-depth interview complying with specific documents, which have used to make generalized theories as well as findings of the research.

### 3.5 Research Area

The data was collected from different media person, especially private FM radio broadcaster, programme producer and government officials who were directly involved in the media policy formulation and the member of the private radio monitoring committee. Another important respondent of this study was the audience who are the target group of the broadcasting. The base area of the research was the Dhaka city.

#### 3.5.1 Description of Research Area:

**Table 1: Research Area**

SL	Description of the respondent	Study Area
1	High official ( Ministry of Information, Dhaka)	Dhaka city
2	Member of the Policy formulation committee (Dhaka)	
3	Member of the Private radio monitoring committee(Bangladesh Betar, Dhaka)	
4	Private FM radio personnel (Dhaka)	
5	Radio listener ( age below 22)	
6	Radio listener ( age above 22)	

Source: Depicted by the Researcher

### **3.6 Sources of Data**

The researcher has collected data from both primary and secondary sources. Primary data was collected from the study area directly using a semi-structured checklist. On the other hand, secondary data are largely obtained from various sources of published journal articles, meeting manifesto, relevant policies, act, previous research paper, books, reports, websites etc. The data collected from secondary sources are very useful in a sense to cross-check the primary data and also to analyze the relationship among variables.

The researcher has collected the primary data from government officials, the management and the producer of the private FM radio and the listener of different age group. In this study, the researcher has a specific focus and emphasis on the actual view of the respondent. Their experience and views helped to explain the challenges that present in between the respective field and give a clarification about the specific factor that creates the distance of implementation of the broadcasting policy in the field of broadcasting. On the other hand, in what context the broadcasting authority and the existing broadcasting policy have compliance it can be flourished. Also, the opinion of the respondents helped to attain the ultimate goal of the study.

### **3.7 Data Collection Technique**

The technique of data collection is depending on the method and the approach of the study. The approach and method of the study are qualitative. According to Yin "The case study as research, strategy comprises an all-encompassing method - covering the logic of design, data collections techniques and specific approaches to data analysis" (Yin, 2003, p 14). Again, he argues that "in general case studies are the preferred strategy when 'how' or 'why' questions are being posed when the investigator has little control over the event when the focus is on a contemporary phenomenon within some real context (Yin, 2003). This approach has some specification of data collection methods as well as techniques of data collection. According to Creswell (2009), the best instrument of the data collection is open-ended questions and the way of data collection are interview, observation, documentation and audiovisual. In this research, the researcher has set the technique of data collection based on the approach. An in-depth interview with open-ended questions (unstructured checklist) has selected

for primary data collection for the study; the open-ended question can fulfil the queries of how and why questions directly. Already it has been explained that the research queries are fully based on perception and view of the respective persons, therefore, direct 'why' and 'how' type question cannot be a fruitful technique for getting the real situation. Here the researcher tried to create a personal involvement with the respondent and then within informal discussion she has collected the information in regards to the study.

Besides, secondary data has taken a significant role to meet the research questions. For secondary data, the researcher has to depend on the previous study, broadcasting related regulations, Acts and policies, cue-sheet of the selected radio and different official order or letter. Besides all, audio content has important documents that help the researcher to accomplish the objectives of the study.

### **3.7.1 In-depth Interview**

The interview is a very systematic method by which a person enters deeply into the life of even a stranger and can bring out needed information and data for research purpose (Aminuzzaman 1991, p.82). In-depth interview by following open-ended questions is one of the most uses qualitative data collection techniques that make a scope to direct interaction and a face-to-face conversation with respondents and the researcher. Yin argues that in general case studies are the preferred strategy when 'how' or 'why' questions are being posed when the investigator has little control over the event when the focus is on a contemporary phenomenon within some real context (Yin, 2003). By following the open-ended checklist, the in-depth interview can explore the different dimension of the answer in the same questions. It allows freedom for both the interviewer and the interviewee to explore additional points and change direction, if necessary. In-depth interviews offer the opportunity to capture rich, descriptive data about people's behaviours, attitudes and perceptions, and unfolding complex processes. Interviews are not confined to specific questions; the researcher has scope to guide the question in the time being. The research framework and direction can be revised as new information has emerged as well as the demand for the study. Data usually are collected from a few cases and the data gathered by this process is based on the human experience. However, the process can be relatively costly compared to other methods. The researcher interviewed high officials, expert

and media personnel. It helped to explore in-depth causality of the reality. This study is on a subject that reflects the responsibility and values of respondents; if the study has gone through based on the survey it would not be an effective way to reach in the key point. However, the interview is one of the reliable qualitative techniques issues can be examined in detail and in-depth through the in-depth interview. Moreover, in-depth interviews are not restricted to specific questions and can be guided/ redirected by the researcher in real-time. The researcher has scope to revise the framework and direction of the process of data collection if the circumstance has demand. The research in the process has demand the data based on human experience, in that case, it appears personal interaction is being more operative than a formal approach. Another essential matter is that the qualitative data usually are collected from a few cases or individuals so it is important to sink in the mind of the respondent for better gain. In this study, the researcher has fully depended on the qualitative data, the respondent has come from a specific ground, and the answer of the queries has varied to the view of the individual.

### **3.7.2 Content Analysis**

Content analysis is defined as the systematic reading of a body of texts, images, and symbolic matter, not necessarily from an author or user's perspective (Krippendorff, 2004). Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material. The literature of the broadcasting policy and implementation of policy and other related Act and document, the schedule are the sources of secondary data. Analyzing this document and content the researcher has attained a better understanding of the research question. Document analysis also helped the researcher to recover and examine the fine distinction of the respondents' behaviours and perceptions, and societal trends. Moreover, relevant research work, articles and books have been the analysis to get more cognition about the subject matter. To meet to the objective of the study the researcher has relied on two types of content, written and published document of different organization and government publishing and gazette, the previous study, broadcasting related regulations, Acts and policies, cue-sheet of the selected radio and different official order or letter. The printed documents were the main secondary evidence of this study. In addition, audio content was an important document for this

study. In some cases, this content helped the researcher to check the authenticity of the primary as well as secondary data. According to Krippendorff (2004), content analysis has a defined technical method that helps the researcher to get a base section of the primary data. It is a process to transcend traditional notions of symbols as well as contents and intents.

### 3.8 Sampling Method

To fulfil the purpose of the study the researcher has used a purposive sampling technique. In the case of qualitative research, the purposive sampling is one of the common and mostly used techniques. This techniques allows the researcher to select the persons who are directly involved in the respective arena. The information used in this study has collected from a few cases or individuals so it is important to select the appropriate people who are able to provide significant data.

### 3.9 Sampling of the Population

**Table 2: Description of the Respondent**

SL	Description of the respondent		Number of the Respondent	
1	High official ( Ministry of Information)	Deputy Secretary	01	
2	Member of the Policy formulation committee	Additional Chief Engineer( Bangladesh Betar)	01	
3	Member of the Private radio monitoring committee	Director General ( Bangladesh Betar)	03	
		Chief Engineer ( Bangladesh Betar)		
		Regional Engineer ( Bangladesh Betar)		
4	Private FM Radio personnel (Executive director and Chief programme producer)	Radio Today	10	2
		Radio Dhoni		2
		ABC Radio		2
		Radio Bhumi		2
		Dhaka FM		2
5	Radio listener ( age below 22)+ ( age above 22)		20	
	Total		35	

Source: Depicted by the Researcher

This sampling availed to ensure representation of different categories of respondents who are working in a different position and different level in the selected field. It can define the 'heterogeneity' in the composition of the sample (different levels of officials, different categories- public-private and different age group).The study population has been selected from government high officials who were the members of the committee of the broadcasting policy, the monitoring committee of the private FM broadcasting, media personnel and the audience or the listener.

### **3.10 Data Processing and Analysis**

The use of qualitative research methods requires greater attention not only to the data collection procedures but also to the management of data as well as data processing and analysis. However, in a qualitative study, the researcher has the freedom to gather data to meet the desired objectives of the study (Creswell 2009). In the case of data processing and presentation, the researcher has used the 'verbatim transcription'. Verbatim transcription is a common data management strategy in social science research and is widely considered integral to the analysis and interpretation of verbal data. Research in policy and practice decisions, including education, information or social and cultural issues have been used qualitative research increasingly. This research, which intends to apprehend the degree of contradiction and compliance between the private FM broadcasting and the existing broadcasting policy, is qualitative in approach and technique. The researcher has used verbatim transcription to process and analyze data to meet the main target of the research.

To analyze the general strategy of case study Yin describes five techniques: "Pattern Matching; Explanation Building; Time-series Analysis; Logic Models; and Cross-case Synthesis" (Yan, 2009). Each of these techniques has a different essence of identifying quality, these have own style and process to clarify the analytic strategy of the case study. In this study, the researcher has adopted the Explanation building techniques to analyze the qualitative data. The Explanation building logic is a narrative and an explanation process that explore clarity of an existing issue. At the same time, it describes the basic dimension and complexity of the particular issue and exposes the causal relations between facts about the mission.

The main purpose of the study is to find out the subsist relationship between private FM broadcasting and existing broadcasting policy in Bangladesh. The researcher will consider the collected information based on the independent variables those are the audience, culture and the accountability of private broadcasting. To meet the objectives of the research the researcher had collected data in the purposively selected study area by following a qualitative data collection method. Here the researcher has followed the techniques of interview, document analysis and audio content; these techniques allowed the researcher to be more specific and focus on the objectives of the study.

### **3.11 Conclusion**

This chapter is an overview of the methodological discussion of the study. The overall discussions of this chapter have provided an obvious epitome on research methodology that is used as a manuscript for whale research. The research was conducted by following the qualitative approach and methods to explore the distance between private FM broadcasting and the existing broadcasting policy conducting an in-depth interview of the respondents. As it is social science research and the subject is fully focused on the social phenomenon. The researcher has used qualitative data collection techniques – the interview is the main techniques for collecting primary data and for secondary data document analysis has been used by the researcher. Above all, the researcher has considered the audio content as secondary data to verification or cross-check of the primary data. Overall data were collected both from primary and secondary sources. The overall findings of the thesis have drawn by following the methodology chapter as a guideline.

## **Chapter 4**

### **Data Presentation and Analysis**

#### **4.1 Introduction**

The chapter aimed to explore the subsist relationship between private FM broadcasting and the rules of the existing broadcasting policy. The focus of the study in the factors affecting the role of media and media accountability in combating as well as complying with the broadcasting policy. Media's role depends on the socio-cultural context and the rules or Act that define the conduct of the media. This chapter includes the data presentation and the analysis of this study based on gathered data both primary and secondary sources. This study is a fully qualitative study where the researcher mainly used an in-depth interview technique for primary data collection. The secondary data has been collected from the respective field area, like the programme schedule of the private FM radio, related laws and Act, report, letter, court order and also have some audio content. In the case of data processing and presentation, the researcher has used the 'verbatim transcription'. Verbatim transcription is a common data management strategy in social science research and is widely considered to be integral to the analysis and interpretation of verbal data. To analyze the data the researcher has followed the techniques of explanation -building (Yin, 2009). The Explanation building logic is a narrative and an explanation process that explore clarity of an existing issue. At the same time, it describes the basic dimension and complexity of the particular issue and exposes the causal relations between facts about the mission.

According to the research questions and independent variables, this chapter has the initiative to analyze the data in three specific context, first, media and audience dependency (mutual dependency), roles of media (social responsibility and cultural context) and media accountability (accountable to the society and the laws/Act).



## **4.2 Globalization and Broadcasting**

All over the world fundamentally young are more optimistic, more open and curious at the same time most unrest by nature. Their curiosity and openness is a good sign for a positive nation. Young age's teenager has a colourful vision about life but due to lack of enough experience sometimes they fall in trouble or create some trouble. They need proper education and guide to be a good human being as well as a good citizen. Unfortunately, the teenager is losing their prosperous future, especially in the under-develop and developing country where the state cannot ensure the quality education for all. Arguably, globalization of media and proliferation of satellite can be the key factor that has power to shapes the young generation. Nowadays almost every country of the world youth has access to a greater number of multimedia. Greater availability of foreign programme and media, less censorship and control creates a cultural hazard. Indeed mass media are making the world smaller, and culture and media are increasingly inextricable, especially for young people.

## **4.3 FM Broadcasting; Bangladesh Context**

As a dominant medium television has been emerged in Bangladesh at the mid-1980s and in '90 it became more available. In addition, the satellite channel has appeared another prevalent factor that makes the television more attractive and more powerful; the consequence is television become able to catch a large number of the young audience. The prominence of television in young people's daily lives makes it one of their major sources of information and entertainment. Due to the emerging of visual media, the audio media has been lost its priority. In the middle of the '90s, the listener of the traditional radio has been decreased notably, especially the young listener. To attract the listener 'Bangladesh Betar' the national broadcasting organization has brought in FM channel, a new mode broadcasting 'Traffic Somprochar' is the first FM broadcasting in Bangladesh. In 2006, first private FM 'Radio Today' has started their broadcasting with a combination of a different mode and style.

The new trend and style of broadcasting make the FM radio very popular among the young listener. Within a short period, they can able to attract a significant number of the listener and the number of FM radio has been increased in the time being. The new radio has done a good job, as they make the listener listen to the radio. At a time,

an alarming situation also created by the FM radio; they are blamed that their broadcasting is not compliance with our culture and social norms; the government of Bangladesh was anxious that they appeared on an unhealthy competition. In 2010, the government has formulated a policy for regulating private FM broadcasting. According to the private FM broadcasting policy 2010, the government of Bangladesh has encouraged a healthy competition in the broadcasting industry to improve the quality of the broadcasting. FM broadcasting actually a define frequency of modulation and the frequency range is from 87.5 to 108 MHz FM broadcasting has some specific characteristics like limited frequency range, specific focus and target group and a defined geographical area (FCC, 1976).

The broadcasting policy of Bangladesh has not defined the FM broadcasting but the National Broadcasting Policy 2014 has defined a programme code, according to this policy any broadcasting organization should maintain the accuracy of the broadcasted information, professional morality and neutrality, and most impotently accountability. besides this the policy has defined a definition of broadcasting and they (broadcasting organization) have to follow in broadcasting ; according to the national broadcasting policy, 2014 “broadcasting” means the dissemination of broadcast programming, including through terrestrial transmitters, cable, satellite or any other medium, for public consumption and for simultaneous reception, whether or not by subscription, through a radio and/or television broadcast receiver or other related electronic equipment, but does not include communications internal to a private organization or government body, such as closed-circuit television or internal address systems, or Internet communications.

#### **4.4 Profile of Respective Private FM Radios**

RadioToday is the pioneer of private FM radio journey in Bangladesh. When it has come to on-air, the young generation has taken it as it serves a new taste in the audio broadcasting. Due to emerging of visual media as well as spread up of satellite culture traditional radio has lost its audience, it seems that the time has appeared that the radio has to send to the museum. The media person has appreciated the initiative of establishing the FM channel whereas it can able to make a group of radio listener. Now 22 private FM radio is operating in Bangladesh. This study has exclusively focused on private FM radio broadcasting, the researcher has select the qualitative

approach and the purposive sampling method, to fulfil the purpose of study five private FM radio has been selected for data collection.

**Table 3: Profile of Private FM Radio**

No	Name of the radio	Frequency	Motto	Year of establishment	Owner/ group of Concern
1	Radio Today	89.6	Infotainment	2006	<b>Bongos/</b> Aziz Mohammad Bhai
2	ABC radio	89.2	Voice of Bangla	2009	<b>Transcom/</b> Kazi Latifur Rahman
3	Dhaka FM	90.4	To make the largest FM network in Bangladesh. Our slogan is one nation one station.	2012	<b>Ambar/</b> Showkat Aziz Russell
4	Radio Bhumi	98.2	to establish a different type of FM radio that will not be as same as the running other private FM radio  to promote the national culture and heritage as well as to uphold the social values and culture	2012	<b>Impress/</b> Abdur Rashid Majumder, Faridur Reza, Zahiruddin Mahmud, Reaz Ahmed Khan, Abdul Muqueed Majumdar
5	Radio Dhol	94.0	to promote native rock music and new artists  to introduce a modern culture	2015	<b>Renaissance/</b> Md. Shahriar Alam

#### **4.5 Private FM broadcasting and Targeted Age Group**

The first target group of private FM radio is the young people who are loved to listen to trendy and mixed culture programme. From the last two decade, the young are being interested in the radio programme; indeed, it depends on the type of programme. Due to globalization and satellite, the young have experience in the different type and the tasted programme. Private FM radio provides a multi-type and tasted programme for the targeted group. The emergence of a significant number of private FM radio has created an option for young people, and they tune the radio according to their own choice. Most young people tune in the radio primarily for entertainment. However, some FM radio stations have been very successful in attracting and informing more socially active segment.

“At present, the adolescence issue becomes more concern in society, there is a limited place to talk about those issues but it is important ‘Youth Time’ a segment that is exclusively dedicated to the adolescence”(Programme Head/ Dhaka FM).

“We are aware of our social responsibility, we have a CSR policy and at the same time, we have to concern to make a profit” (Programme Head/ Radio Today). As a profit orientates organization, private FM radio tries to gain profit as much as possible and the programme is the only product that they sell. The popularity of the programme and the income of the radio and its consequent profit directly depend upon audience receptivity. Thus to attract the audience a noticeable competition has been running among all private FM radio. According to the private FM broadcasting policy 2010, the government of Bangladesh has encouraged the competition among the media but it should be to improve the quality of the programme. The reality is that FM radio is competing to catch the audience and in that case, to select the content or style of the programme they (FM broadcaster) emphasis on the choice of the listener and advertising agency; maybe the policy or the societal norms are not allowing that. This is the starting point that creates the gap between private FM radio broadcasting and the existing broadcasting policies. Thus, a growing number of parents’ educator, researchers and policymaker are alarmed about the lack of a quality programme for the youth and the growing availability of low-quality entertainment featuring violence, sexual content, undesirable role models and lack of diversity.

#### **4.6 Broadcast policy in the view of FM broadcasters**

“Our initial motto of the broadcasting was the voice of Bangla, but gradually we had to drive away from this objective due to the unhealthy competition. Radio is definitely mass media but private radio has to earn profit to survive” (Head of Operation/ ABC radio).

Every private FM radio is a part of the corporate industry, like other private organization they have to profit to run the organization because they have to maintain their own cost as well as gain profit. ‘We cannot serve the audience as like Bangladesh Betar’ said one of the programme producers of private FM. He also said that to them, the audience is not only the audience at the same time they are treated as the market, so to meet the demand of the market is very important to them.

According to FM broadcaster, three factors that important in the broadcasting: programme content, programme schedule and programme style. Any broadcaster has selected those three factors by emphasizing the market demand. "Before going On Air we have research about the programme, we have to consider a successive process to select the programme content, fix the schedule, duration of the programme, mode and style of the programme". (Station Chief/Radio Bhumi).

On the authority of the FM radio they sit together once a week, it is a regular meeting; all of the program producer and presenter have to present there and share their experience and the feedback of the audience as well as the observation report of the promotional partner. In this process, they make a schedule and re-schedule of the programme.

Private FM Radio has a specific target group that is in between 13 to 30 years old. The choice of the target group has been reflecting on broadcasting.

“I like rock and English song and one of my favourite programmes is Bits & Hits” (Audience, 17/M).

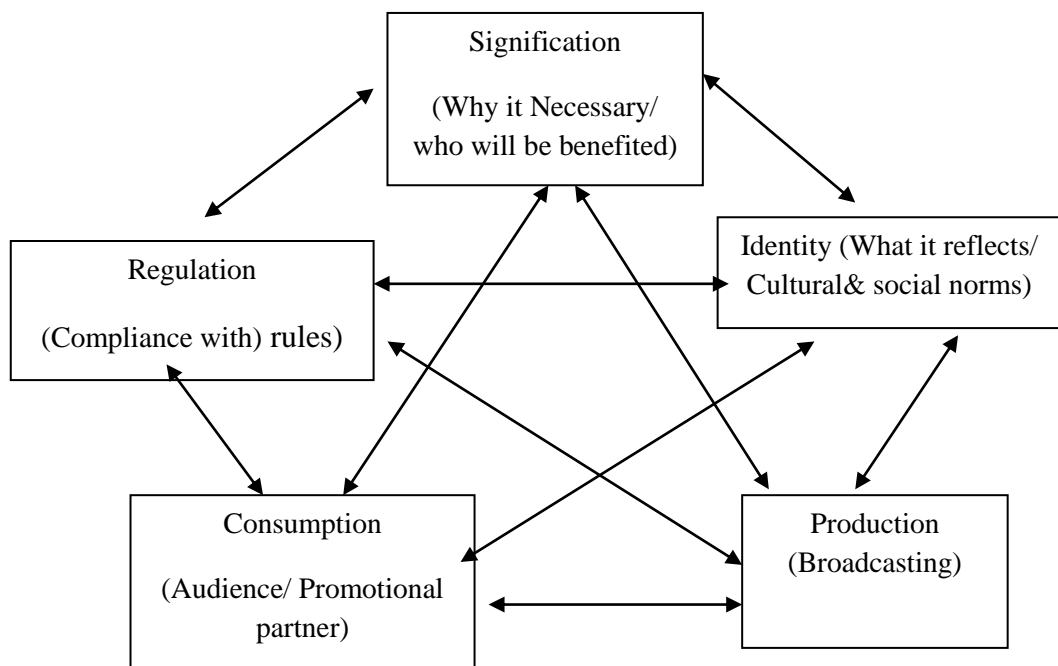
Most of the case popularity is the main criteria that define the fate of the programme for the long run. And according to the popularity of the programme, the advertisement agency shows their interest to invest. So the young listener is most important to the

FM radio, to attract and Intercept this age group they (Radio) designs their programme. On the other hand, though the middle age people are not the regular listener of the FM radio the FM authorities consider their advice and feedback with more sincerely.

“We design our programme according to the audience demand; they send us their feedback by SMS or Facebook comment. Actually, our regular listener hardly give us a constructive comment or criticism about the programme, they just share their love about the programme, but the occasional listener we think they are matured and they sometimes give us constructive feedback to improve the quality of the programme” (Head of Operation/ ABC radio).

The whole process of programme-making and broadcasting is a continuous and cyclic process. It is started from the audience and goal also the audience. The programme broadcasted by the media has to follow the process which contains five 'moments' - production, consumption, identity, regulation, and signification; none of these elements ever work alone; they are all very closely connected...(Hall,1997)

**Figure 2: The Circuit of the Media (Production)**



(Hall, 1997)

#### **4.7 Relationship to the Theories**

All over the world, it is accepted that media generally maintain the existing law and regulation as media works as a watchdog of society. On the other hand, the law and regulation or policy that defines the rule for media should not impose content restrictions of a criminal nature on broadcasters that may restrict the expression of freedom. The theory of social responsibility has been grounded base on this notion. Social responsibility ethics assume that the human being is a composition of its particular cultural background and preferences, and the human free will does not guarantee ultimate good for everyone. The most significant aspect of this theory is both the media and the government have a nation-building function; thus cooperation between the two institutions is sometimes desirable and necessary. The social responsibility theory of the media is that the media should be free to perform the functions but that this freedom should be exercised with responsibility (Okunna & Omenugha, 2012). If the media fail to meet their responsibilities to society, the social responsibility theory holds that the government should encourage the media to comply by way of controlling them.

On the other hand, media dependency theory has a macro explanation of the relationship between the media and their audience and the society as well as the culture of the society. The originators of this theory are Sandra Ball-Rokeach and Melvin Defleur. Media dependency theory, a systematic approach to define the effects of mass media on audiences and of the interactions between media, audiences, and social systems. The dependency theory proposes an integral relationship among audiences, media and the society as a whole. The basic idea of this theory was that these three components are inextricably linked to each other in a state of 'system' dependency. This theory argues that the audience learning from real life is confined, so they depend on the media to get more information to meet their expectations. Moreover, the media has an enormous power to afford to create a dependent relationship with target groups to achieve their goals. It does encourage the treatment of both the media and audience as integral parts of a larger social system (Ball-Rokeach and DeFleur, 1976).

#### **4.8 Private FM broadcasting and Audience**

Without audience media is unemphatic; in other words, media creates the audience and audience makes the media successful. Media and audience relationship in which the meet of one party's needs and purpose are contingent on the resources of another party (Melvin Defleur and Sandra Ball-Rokeach, 1976). FM broadcasting is exclusively reflected the audience choice and demand. Though as a mass media, radio should give priority to the needs of the audience but here the FM radio has priority of listener expectation. Due to the accessibility of communication system, they (FM broadcaster) can maintain an intimate relationship with the audience. In any communication system, feedback from the audience to the broadcaster is a necessary ingredient for an effective outcome as well as the maximum efficiency. Earlier the radio was usually a one-way and almost authoritarian communication system but in the modern age, it becomes a two-way communication system. Now the audience has access to give feedback through SMS and facebook comment. Still, this relationship is more quantitative than qualitative.

#### **4.9 Audience: Differences of the Audience Choice:**

The targeted audience of the FM broadcasting is the urban young ages but the reality is that the people of different ages, professions and socioeconomic status are the listeners of the private FM radio. Actually, there is no one single homogenized audience. Radio has a different type of people who may listen to different types of programme at different times through the broadcast day, week or month (Quaal & Brown, 1976). Yes, young is one of the most of great parts of the FM listener group, in addition, different categories people even housewife also the listener of the FM broadcasting. The listener depends on the content of the programme, all programmes are not appropriate for all types all listener, on the other hand, all listener does not like the same programme. It depends on the people interest and mode of the programme. It indicates the relation between audience choice and the nature of the programme those depend on each other. Media and audience relationship in which the meet of one party's needs and purposes are contingent on the resources of another party (Melvin Defleur and Sandra Ball-Rokeach, 1976). The broadcaster has an obligation to serve the different dish in one meal whatever the main focus is; it is essential to survive the media. The private FM broadcaster has to know the pulse of the audience to provide



audience taste. On the other hand, the audience should be able to give constructive criticism. This type of dependency on each other can run an effective communication process. Before the age of mass media, people had to depend on the learned person of the society, at the beginning of the age of media, and media just treated as the medium of the entertainment. However, nowadays media is the guide of daily life. In this point of view, the audience has a dependency on media. At the same time, media is an organization, except public media every organization has to gain profit to run the organization so that media needs to make a profit and in the case of the private FM radio profit is depend on to fulfil the demand of the audience.

It is certain that the different categories of the audience have a different choice; Quaal & Brown (1976) has made a class of audience. According to them, the Audience is three types and they (audience) can be categories on the basis of age, education and social status.

“When we started our journey we are committed to ourselves to promote the Bangla Folk song and only Bangla but we could not stand with our commitment, no way...at the end of the day, we must think about the profit, other station frequently plays Hindi song ... we just lost our audience, gradually we had to drive away from these objectives” (Head of Programme/ Radio Dhol).

When they started their broadcasting, they were cordial to promote our native culture. It makes difficulties to survive due to unhealthy competition because audiences like to listen to Hindi songs.

"I like to listen to music, any kind of musical show but must be josh and rock, music buzz, musical touch, even raat vor gaan. Actually, I love music and newly released song I like to listen. I like Bangla rock, Hindi and also English"(Audience, 15/F).

Listeners who belong in the middle age group, they have an objection about some programme especially the name of the programme and the programme content.

“They have some programme with good content that helps to make aware the people, I admire it but some are very worst, I cannot understand there is no one who checks it, it should be”(Audience,30/F).

FM radio is very speedy so that it became popular to the teen ages as well as they talk about some social problem, like- family relation, corporate tress, cleanliness, adolescence issues, but they are criticized due to the name (heading) of some of the programmes.

“It is good they trying to entertain us, it is important but I am worried about their techniques to attracted the young listener, can you imagine that the name of the programme can be ‘Prem Rog, ‘Modern Piriti’, ‘Nishi Raite Hu-Hu Ha-Ha’”(Audience, 35/F).

The media policy has described the obligation of broadcasting what the media can broadcast or not, but the government still did not take a harsh step against any FM radio due to violating the described obligation of broadcasting. According to libertarian views in case of the social responsibility of media, the media in a democratic system is expected to regulate and direct its practices voluntarily and without external coercion or censorship. There is an integral relationship among audiences, media and the society as a whole. Media have to balance among these three components. All three components are making a system and output of the system is the change of the audience attitude, it can be cognitive, affective or behavioural. BALL-Rokeach and Defleur (1976) argue that the greater the media dependency in relation to a certain message, the greater the possibility that the message will change audience cognitions, feelings, and behaviours. On the other hand, the social responsibility theory permits the media to be free but must have self-regulation (Hutchins, 1947).

FM radio is audience-friendly media; it makes the radio in a two-way communication system. According to the characteristic of radio is one-way communication media, but now it became two ways, it is possible due to emerging of the technology and the communication process and the cordiality of the media. The audience can share their instant feedback about the programme and they can place their request as well as suggestions about the programme through SMS and facebook comments.

"In fact, the audience is the heart of the radio, the fate of any broadcasting has been depended on the audience choice, if they like the programme, the programme will be continued otherwise it will be stopped”(Head of Programme/ Dhaka FM).

FM radio has to give priority to the audience choice because if the audience has a good comment about any particular programme it indicates that this programme is one of the popular programmes and a large number of the audience listen to that programme. It is good for the authority that this programme gets a large number of advertisements. FM radio does not have any research about the audience number or the programme popularity but sometimes the advertisement agency has done it that which programme has more audience.

The young listener gives their feedback based on their own likings. Most of the cases they send the SMS with their request what they want to listen, sometimes they may have some objection about a particular item or the programme presenter. The Radio authority can inform it by the listener feedback.

“Yes, sometimes I send SMS for requesting my favourite song or to express my feelings—this content was good or boring or like this” (Audience, 22/F).

“According to audience choice sometimes the authority has rearranged the programme schedule and it also happens that sometimes the authority has changed the presenter (RJ) as because the audience frequently give negative comment about that RJ”(Programme presenter/Radio Dhol).

So, it can be said that not only the programme but also the fate of the presenter (RJ) has depended on audience choice.

“Though the people above 30 years old are not our main focus to us they are very important in that sense they are treated by us as a learned listener, they do not send SMS regularly but whenever we receive their feedback most of the case we get a very effective suggestion” (Head of Operation/ ABC radio).

Though the sustainability of media is fully depending on the audience choice even the media authority/ person should have that much maturity to balance the audience choice and the socio-culture context; because ultimately media reflect the picture so the society paint. According to the theory of media dependency (BALL-Rokeach and Defleur, 1976) as an active component of the communication process audience choice is important and the social responsibility theory has an emphasis on media ethics.

Indeed, this theory emphasis on the moral and social responsibilities of persons who, and institutions which, operate the mass media (Hutchins, 1947).

#### **4.10 Socio-Cultural Cultivation and Mass Media**

Mass media first and foremost part of the social system in which they exist they fulfil roles of social maintenance that are unique in form while complimentary with such social entities as commercial firms, government agents, educational centre and religion groups. They reflect the features of their community, regional and national structures in terms of dominant interests, political philosophies and cultural norms. One can get many insights about the character of a nation; especially its socio-cultural norms and values, through careful attention to what its media publish and broadcast. Media broadcasting has to reflect the nationalism and the principle of the state (national broadcasting policy, 2014), usually, no media should not broadcast anything that makes a negative image of the nationalism. In the country context, Bangladesh Betar is the only government own radio, so it is ready to comply with every rule and regulation that exist in our country, actually it the voice of the government. Besides this there are several private FM radios are operating in our country. They are not bound to broadcast the government propaganda but they are bound to be compliance with the existing broadcasting policy especially. Moreover private FM broadcasting policy,2010 has been formulated especially for private FM radio. That policy has brief a description of what the broadcasted programme should reflect. FM broadcasting has to uphold the proper history of independence and glorify the freedom fighters; reflect the country's native culture, tradition and ideology and connect them local culture to inspire regional culture with patriotism; show due respect to all religion and religious sentiment, showing respect to all level of people, should be compliance with the practicing customs and values (FM broadcasting policy, 2010). FM has a specific focus on an age group as the audience; they are the future of the nation so it is important that FM radio has to be sensible in the case of broadcasting. The social responsibility theory has an emphasis on media ethics. Indeed, this theory emphasis on the moral and social responsibilities of persons who, and institutions which, operate the mass media. Individual needs and other external factors such as culture, social, political and economic conditions have an impact on the criteria of the

dependency among media, audience and society (Ball-Rokeach and Defleur, 1976). Media cannot ignore these factors.

“Yes, we can claim that our radio is working to promote the national culture and heritage; we are trying to uphold social values and culture. We never allow the so-called FM language or Fm style. We are very conscious of the pure pronunciation of Bangla” (Station chief/Radio Bhumi).

On the other hand, ABC Radio has started its journey with the motto to promote national culture by ensuring the pure pronunciation of Bangla and make the people updated by providing contemporary news and information. That means they were trying to use the pure pronunciation of Bangla in every segment of the broadcasting. Due to decrease the listener now they are a little bit flexible in pronunciation and programme content. According to the head of the programme of ABC radio at the beginning, they had especially focused on the news bulletin. They had four prime news bulletins and the duration of those bulletins was 20 to 25 minutes, but that long duration of bulletins cannot catch the audience because the young listeners have not that much patience. Therefore, they had to change their programme planning. As media play a decisive role in the formation of public opinion in society; in other words, in the information of that power which integrates society via the mechanism of social change agent. On the other hand, media has a dependency on the social movement. Everything is running on the change highway, culture and the norms of society also changing; different factors have been active behind this, one of the major factors in a free flow of information and the impact of globalization. The FM radio fully depends on the audience choice, that makes an impact of the financial condition of FM radio, so due to the choice of audience they have to compromise ( according to FM radio broadcaster) and another pressure is the unhealthy competition.

"To us, the FM broadcasting policy is like 'Bible', we always try to promote our culture but other does not follow that guideline, they broadcast Hindi rock and something that actually deviation of our own culture, so they earn more and we lost our position" (Station chief, Radio Bhumi). He also said, “Yes we are committed to our culture and we cannot forget those heroes who sacrificed their life for mother language, so we never permit the deficit pronunciation of Bangla”.

FM radio must have responsibility for their broadcasting as well as the audience. Sometimes it makes a contradiction situation, the audience of the FM radio largely are the teen ages they still immature and not much capable to select what is the right or wrong. In that case, the media has to take that responsibility to be cultural friendly. Their broadcasting should reflect the native culture, societal norms and nationalism.

“We are trying to minimize the deficit of the pronunciation, but here we have some limitation to manage the appropriate person who is good in pronunciation of Bangla as well as English, actually there is no good institution that can train up the pure pronunciation of Bangla. And generally, the people who come from the literature background they are not interested to join FM radio” (Head of Programme/ Radio Dhol).

Some private FM radio has the initiative to be cultural friendly but there is a clear contradiction to be culturally friendly and audience-friendly. When some programme content has fixed to comply with our own culture most of the case, that programme has lost a large number of the targeted audience. Though the private FM radio has a concern about the profit and it totally depends on the audience, it is a financial risk for them. On the other hand, the authority (Ministry of Information) has a monitor of their total broadcasting; though they want they cannot violate the rule of the policy overmuch. "I think the broadcasting policy merely essential because it makes us accountable". Since media has the ability to make the behavioural change of the audience that behavioural change are alternations in overt action that to a degree may be influenced by media information. This influencing ability of media can be a boomerang for the whole societal system if media became fail to maintain it properly. At the same time, the government and assigned authority have to be sincere to make the media responsible According to the social responsibility theory when media deny their self-regulation then government should take the place to regulate them (media).

"If we violate the rule of the policy, the especially deficit pronunciation of Bangla is extremely prohibited, in that case, the authority (the ministry of information) send us show-cause letter" (Programme Head/ Radio Dhol).

He also said that actually, it is a routine work of the Ministry of Information, every year in the month February they send a common letter to all private FM Radio.

Ministry of information admits it they do it; it is a routine work, besides this, if they (Private FM radio) has made any adulteration on the broadcasting they warn and send the show cause letter to that particular Radio.

#### **4.11 Private FM broadcasting: A Socially Responsible Media?**

The mass media play an important role to influence the minds of the mass people. It helps to educate, inform and be aware of the common citizen. It has increased their knowledge, changed their views about life, and made them aware of their rights. Now the era of globalization mass media has treated as the second institution of education. In the case of developing country like Bangladesh, mass media has appeared to the marginal people as a blessing of science. The present world and the governmental system are not allowed to rule like the feudal system, they are accountable to the citizen and here the media plays the pioneering role to make the government accountable. Media cannot make the ceiling of their responsibility within informing the people rather it is working against superstition, dowry, human trafficking, domestic violence, early marriage, sexual harassment, child motherhood, child mortality and disaster.

Private FM radio in our country is blamed that as a mass media they are not performing their duty. Mass media should have responsible and sensible in case of broadcasting that reflects the society norm, values and most importantly the state principle. According to private FM broadcasting policy, 2010 the FM broadcasting should maintain credibility, neutrality and ensuring the free flow of information. Keeping intact the basic rights of the citizen and individual freedom, ensuring freedom of mass media and its liabilities. Play an important role in establishing equal rights and participation of women in all spheres of political, economic, religious and social life through broadcasting different inspirational program and reflect this tendency. Ensuring that no programs conflict with basic individual rights as described in the constitution of the People's Republic of Bangladesh.

“We are committed to informing the audience about the different events which are going on in daily life, like- traffic update, general health tips, weather update, and general information for safety and security. To select the programme content we try to realize the audience needs, not audience choice” (Station Chief/ FM Bhumi).

The mass media broadcasting should have four component information, education, motivation and entertainment (Guidelines for Radio and Television Programme 1986), the public service broadcasting has followed this but most of the case the private FM broadcasting has taken ‘infotainment’ as their broadcasting motto. They largely broadcast to entertain the people and there has a few basic information. Mass media have an emphasis on the needs of the audience that will help the audience to make easier their life. According to the station chief of the Radio Bhumi, ‘mass media can meet the people needs’ it works for people and belongs with the people. Mass media broadcasting must be congruous to the social norms and values as well as social needs.

Actually to fulfil the social needs is indicate the contribution of mass media in social responsibility context. In that case, the private FM broadcasting has some initiative they try to promote our social value; they have some programme on the focus of special day like- labour day, the family day, father’s day, mother’s day, literacy day, health day.

“When we schedule this type of programme we make sure that the given information is authentic and our composition also consists some constructive message that can able to aware and inform our audience” ( Programme Producer/ Radio Dhol).

The broadcasted programme perceive the essence of these days and follow the lesson of these days in our practical life.

The authority of the Radio Today claim that the station is a complete radio station and are serving as a mass media. According to the Head of the programme, the Radio Today has four news bulletins and it also relays the two prime news bulletins of Bangladesh Betar - morning (7.00 am) and evening bulletin (8.30 pm). To select the programme content this radio has a special focus on time and daily life; morning time is office-going time so the targeted audience is the office-going people. At evening we consider it as a relaxing time so the mode of the programme becomes relaxed; ‘FM Mama’ is one of the popular evenings shows for the young ages, the topic of the programme is like that – how the audience feel at that moments, what they want to say just now, their personal pain (para) that they experience? . It is a totally entertaining programme if the audience gets any message by this programme that will



be the extra gain of this programme. Since Radio Today is a private radio so at the same time we have an interest in profit. “We have to profit to run this radio” (Head of the programme/ Radio Today).

The private FM radio has some specific programme under the CSR policy those specific programmes are exclusively message-oriented and the purpose of the programme to aware the audience. Besides this occasionally, they broadcast some awareness-building programme but it totally depends on the promotional partner. All most every FM radio have some programme with the collaboration of the NGOs and make some issue-based programme, like- reproductive health, HIV, Early Marriage, but it is an entirely occasional segment.

The basic information is a part of the culture as well as a social cue, most of the cases the FM radio do not have any particular segment on the basis of pure information, they have 'live discussion show' and 'talk show' where they give the information to the audience about the present world and society. It is true, only the information base programme cannot hold the audience that's why most of the case the media provides the composite programme.

“We know that only entertainment-based broadcasting cannot ensure the sustainability of a media for a long time; so with the attending the entertainment, we have an emphasis on informing the audience that helps them to be updated and be social. Every day we have a traffic update, weather update and news update. Besides this, in the case of any disaster, we have a special arrangement to aware of the audience” (. Programme producer/ Radio Dhol).

Definitely, the time has passed when the broadcasting has exclusively to entertain the audience, but now to survive even the commercial FM has to offer community service and CSR. Though a large number of the audience listen to the FM radio for getting entertain there is no clash between information and entertainment. According to BALL-Rokeach and Defleur, (1976) audience depends on media most of the case they seek information from media, it is the media information dependency.

According to the FM broadcaster, they are conscious about their social responsibility, for that every day they broadcast some awareness build-up presentation (radio

cartoon), the subject of that presentation is road safety, cleanliness, disaster management, women harassment etc. Besides this, they have some special show that has an exclusive focus on mental health and depression. They claimed that some of their programmes just work as a counsellor to be positive the audience and they have some noticeable success. Though most of the audiences of the FM radio are young people so they give emphasis on inspirational motivational content of their programme and some live show provides the option for the audience to share their own experience in real life.

“We have some segment that has the opportunity to direct engagement of the audience, they can share their views, problem and their success and struggle story” (Programme Head, Radio Today).

What about the late-night programme? Is it the audience demand? According to the private FM broadcaster, the late-night programme is one of the popular programme times for the audience; they have a large number of listeners at this time.

"Yes, midnight live segment sometimes affects the daily routine of the listener, because most of them are students and at the same time we also know the proverb ‘early to bed and early to rise, makes a man healthy, but it is our one of the most popular programme. Most of the case the subject of the late-night programme is very much motivational, that meets the necessity of lifestyle" (Advisor/ ABC Radio).

He also said that media especially the mass should maintain the prescribed regulation and be socially responsible; media should be responsible to the audience, authority and the whole societal system; the audience should be sensitive to the society and the culture as well as the media broadcasting.

Around the world, there are many educational channels both radio and television is running broadcasting to lessen the people surviving in the society as well as the extreme situation in life. Media has broadcast the historical base programme and at the same time, it broadcast the programme based on modern life that helps the new generation to compare the trend of the societal change and help to choose the better composition of lifestyle. Change is a natural process, time is changing, human needs also changing and in some context, the human values are changing. It is a continuous

process and as a powerful medium mass media plays a role of the changing agent. Media by its influencing power can divert the people opinion in both ways positive and negative; to make a positive change in the society it is important that the mass media should be socially responsible and accountable. In what extent and circumstance the media has involved in change in the society? Haferkamp and Smelser (1992) said about the three changing elements of social change where media take part as a change agent - (i) structural determinants of social change, (ii) process and mechanism of change, including conflicts and social movements, (iii) the direction of social change and other contemporary scholar added another component that was (iv) antecedents and consequences of change. Karl Marks also described that 'change as a result of the conflict'; it can occur between different part and status of the society. Due to social responsibility, most of the case media patronize the suppressed part of society.

#### **4.12 Programme Content (analysis) of the Private FM Radio**

Every Private RM radio has operated their broadcasting 24 hours. Usually, they maintain a weekly programme schedule. If they get satisfactory feedback about the particular broadcasted programme then that programme are scheduled for the next week, otherwise, they make a change or rearrange of that programme, it may be the mode, style or content of that programme

The name and content of the programme generally indicate that the programme has reflected our culture and society norms. By analysis one week schedule of the five-selected private FM radio, some find is listed below-

The greater part of this programme has complied with our socio-cultural norms (national Broadcasting Policy)-

**Table 4: Programme of private FM radio that complied with socio-cultural norms**

Name of the Radio	Title of the programme	Content of the programme	Remark
Radio Bhumi	Gaane Gaane Sokal, Ghore-Baire, Ganer Dupur, Ek Cup Gaan, Chutir Sokal, Bondhon, Binodon, Road Number 92/8, Suprovat Banglades, Shonibarar adda, Shdhui Gaan, Ei Raate.	Weather update, lifestyle, a tale of legend, Bangla Gaan, poem, district portal, talk about the historical places, Bangla jokes, Story tale.	The programme has been complying with the existing broadcasting policy, they try to establish the pure pronunciation Bangla, Has a reflection of the Native culture and Social norms; They maintain pure pronunciation of Bangla. Have some motivational and education-based programme. Some issue-based programme also on the list.
Radio Today	Morning Crush, Movie Madness, Young Time, Traffic update, Weather update, Hourly news bulletin.	Related topics with school/college/university/ office going people, talk about the upcoming movie, adolescence issues, news update and bulletin.	
Radio Dhol	English & Career Adda, Travel Treat, Back to Back Music, What's up Dhaka.	Bangla, Classic, Bangla Rock, English language learning and advice to carrier guide, travelling guide	
ABC Radio	Good morning Bangladesh, Spots Gallery, News update, Insomnia, Kuasha Music Classic' Sawal Jawab, bappar Bayanno Tash.	Bangla Gaan, sports update, news update, weather update, advice to release depression, creative Bangla short story.	
Dhaka FM	B positive, Jiboner golpo, Book hour, Moner garage, Yellow brick, Career hour, Campus connection, Flash Back, Campus connection,	Inspiration, awareness building, the share of experience, talk about the book, English language learning programme, expert suggestions about depression, old Bangla Gaan	

National broadcasting policy and the constitution of Bangladesh has a clear indication that what is should broadcast and what not. There are some articles in the national broadcasting policy, 2014 that describes the standard of the programme in the socio-cultural aspects.

First of all, whatever the broadcasting media or mode, is it audio or audio-visual, public broadcasting or private, all programme shall be formulated on the basis of the state principles of the Government of Bangladesh, expression of nationalism, promote native culture and tradition, establish the humanity, showing proper respect to our glorified liberation war and freedom fighter, and above all the social responsibility must be reflected by the broadcasting. According to the Constitution of Bangladesh, the national culture has contained the tradition and heritage of the people, national language, literature and arts.

The following articles have clear that what is the social and cultural context in broadcasting-

3.4.4. Pure Bangla pronunciation, avoiding contamination of language, distorted pronunciation and pronounce of Bangla in a foreign accent.

3.4.5. Full respect shell is shown to all religious feeling.

3.6.5. Avoiding any offensive statement.

3.6.6. Avoiding hurting in human emotion and racial emotion.

3.6.7. Avoiding indecent statement and advertisement.

3.7.2. Contribution to the formulation of a knowledge-based society.

4.4.3. Avoiding broadcasting such advertisement that contains adultery, rape and obscenity.

5.1.8. Avoiding to broadcasting such type of programme that encourages ethnic violence.

5.1.11. Avoiding to broadcasting such type of programme that provokes the envy of religious.

There are some examples of the private FM broadcasting that may overlook the rule of the broadcasting policy in the socio-cultural context.

**Table 5: Programme of private FM radio has a remarkable contradiction with socio-cultural norms**

Name of the Radio	Titale of the programme	Content of the programme	Remark
Dhaka FM	Fatafati Afternoon, Total Toya, Glam Addict,	Mixed rock, live adda, Foreign rock	The programme has reflected a mixed culture essence. And
Radio Today	Afternoon Café, FM Mama, Hot FM, School of Rock	Mixed rock, live adda, Foreign rock	some of the topics just cross the limit of social acceptance. Uses
ABC Radio	Lovestruck by Safa Kabir, Jaha Bolibo Satta Bolibo, Fusion Brothers, Modern Piriti, Tara Rum Pum, Hot Box with Rafa, Prem Rog	Mixed rock, live adda, Foreign rock, unrealistic topic	Bangla accent in foreign tunes, mixed languages.

The context of the socio-cultural that consist many things, like language (pronunciation and meaning of the word), religion, history, national tradition, social custom, practice, tone of the voice, behaviour, belief, lifestyle, music, art, knowledge, family structure and also the organizational structure. Society and Culture are closely related to two institutions. According to the Social science researcher ‘what I am, it is the culture and where I belong, it is the society’. The society that consists of material and abstract two types of component and culture also same and culture has a homogeneous characteristic and it is a part of the society (Richard McCoy, 2017). According to the private FM broadcaster, most of the case their broadcasted

programmes reflect our own culture, whatever the name of the programme. But it is also a part of the broadcasting that the title of the programme is cultural friendly.

“Actually, to attract the targeted audience we give the catching title of the programme, but when you tune the programme you will get the real essence of the programme, it is a technique to attract the audience” Programme Head/ Radio Dhol).

A growing number of audiences especially the parents, teacher and the scholar have complained about the title of the programme. A schoolteacher expresses her anxiety in that way

“Can you imagine that the name of the programme can be ‘Prem Rog, ‘Modern Piriti’, ‘Nishi Raite Hu-Hu Ha-Ha’”(Audience, 35/F).

Media is considering as the fourth state, media also used purposefully in an attempt to promote positive social change in developing countries. On the other hand, the notion that mass media appeared as an agent of social control in terms of socio-cultural norms. Most contemporary scholars define social control as attempts, whether intentional or not, by the state or social institutions to regulate or encourage conformity to a set of norms through socialization or through the threat of coercion or both (Demers & Viswanath, 2004). The concept of social change is defined most often as the difference between current and antecedent conditions in a social structure (Jary and Jary, 1991). The debate is going on that is media an agent of social change or social control but it is true that media has a significant influence on society. Conversely, the societal mode defines the role of media. So, society and media are two mutually dependent components have a vital role in the mass life.

#### **4.13 Observation of the Monitoring Committee (Socio-cultural aspects)**

According to the FM broadcasting policy, a monitoring committee has been formulated to monitor the private FM broadcasting. The members of the committee are five and the Director-General of Bangladesh Betar is the chairperson of this Committee.

The functions of the private FM monitoring committee are to monitor the broadcasting of private FM radio and submit the monitoring report to the government.

The policy has defined the specific functions of the committee, these are- (FM Broadcasting Policy, 2010, Article, 19 kha)

- if the private FM radio violates the rules of the FM broadcasting policy and the rules of the agreement to establish the FM radio
- any deficit of broadcasting rules (according to the policy)
- the committee will have a regular meeting every month and will send the report to the authority.
- if the committee ascertains that any article of the policy should change committee can recommend that.

At present 22 private FM radio are operating their functions in our country, they are monitored under the monitoring committee. The committee has two units that are assigned to monitor all broadcasting of private FM radio and submit their report every month to the ministry of information

By analyzing the report of the monitoring committee (November / 2018 to January/2019), major observations have been listed in the following tables Table:

**Table 6: Summary of the Report of Monitoring Committee (November/2018)**

1.	Talk about the legend writer Humayun Ahmed (Radio Today)
2.	District information and Travel guide (Radio Today)
3.	Live sports relay, Bangladesh VS West indies cricket match (Radio Shadin)
4.	Travel guide (Radio Foorti)
5.	Talk about road safety and car care ( City FM)
6.	Talk about suicide tendency and expert opinion to get relief from this tendency (Colors' FM)
7.	Talk about agro-friendly solar panel (Bangla Radio)



**Table 7: Summary of the Report of Monitoring Committee (December/2018)**

1.	Talk about the victory day (Radio next)
2.	Talk and recipe of local food and fashion (Jago FM)
3.	Discussion on the economic development of Bangladesh in the world economic context (Radio Bangla)
4.	Talk about the Bengali Marriage ritual and share of experience in personal life(ABC Radio)
5.	A special segment on the Begum Rokeya Dibosh ( Almost every radio)
6.	A different segment on focusing X-mass Day( Almost every radio)
7.	Reciting from Eatturer Dinguli written by Janhanara Imam (Radio Ambar)

**Table 8: Summary of the Report of Monitoring Committee (January/2019)**

1.	Government notice about the meeting on the road
2.	Prime minister talk(Radio Today)
3.	Talk about the crossfire(Radio Today)
4.	Talk about the classic drama(Radio Amar)
5.	Talk about the Begum Rokeya (City FM)
6.	Travel information about the Kishor gong district(Radio Shadin)
7.	Travel information about the Adinath Mondir (Radio Next)

The committee cannot monitor every programme of the FM radio they select the programme randomly. The duration of the above-listed programme was 30 minutes to 3 hours. Besides this, the radio has broadcasted different updated (information-based) in a different segment with a short duration.

The monitoring committee has admitted their limitation that they are assigned only for monitoring; they do not authorize to take any legal action.

"We monitor the private FM radio regularly, our duty is only to monitor the programmes and if there is any deviation we can just report it to the concern section

of the Ministry of Information, we do not have any right to take any action against the private FM radio" (Member of private FM radio monitoring committee).

According to the member of monitoring committee that the private FM radio has compliance with the broadcasting policy in the cultural and social norms aspects but the number and duration of the programme is not as much as it should have been, especially CSR programme (the policy has not defined the minimum time slot for this type of programme). They also said that the authority should be more concern in the socio-cultural context because private FM broadcasting has a significant influence on our young generation. Unfortunately, the fact is that the authority has more concern on government issues; otherwise, the government does not want to so harsh to the FM authority.

The monitoring committee also has an observation about this type of programme that does not reflect our culture. By analyzing their report (February – April/2019) some notable findings have listed:

**Table 9: Summary of the Report of Monitoring Committee (February-April/2019)**

- |  |
|--|
| <ol style="list-style-type: none"><li>1. mixed language (English and Bangla) in programme presentation.</li><li>2. offensive topics</li><li>3. has not a reflection of some special day like – Autism awareness day, Pohela Boishak, 7 March, Drug control etc</li><li>4. distorted use of words</li><li>5. creates irrelevant dispute on the programme presentation</li></ol> |
|--|

Monitoring committee sends their monitoring report to the authority with the specific recommendation - to warn a particular radio for violating the rule of the policy in cultural context or should take some strict step like this but most of the case the authority sends a common letter to all private radio by warning them to be aware of their broadcasting.

“I think, the government has a concern about the government issue, if they (private FM radio) do not broadcast anything negative about the government, the government

do not want to be harsh with them" (Member of private FM radio monitoring committee). At the same time, another member of the monitoring committee told that lack of broadcasting Act the government cannot be strict. On the other hand the assigned person of the ministry of the information who look after the private FM broadcasting, his statement is that "for specific allegations, we send show cause letter to individual radio and warn them, but the government does not want to ban the license of any FM radio".

#### **4.14 How Media ensure its liability: Subject to existing Regulation**

The fate of mankind lies in the hands of the media. That is a dramatic way of putting a simple chain of thought: humanity is in danger unless democracy reigns everywhere. There is no democracy without informed citizens. The media are the instruments in mass society that inform people. Our constitution has sanctioned the 'freedom of expression' (Articles-39). By nature, it is admitted that media is 'socially responsible' (Prabhakar & Basu, 2007), so media broadcasting has to follow some specific standard like accuracy, decency and credibility. According to the Hutchins Commission in 1947 deliberated guidelines for a socially responsible media- media should be truthful, accurate, fair and objective which are guided for ensuring the media accountability and in building credibility towards the citizen. The social responsibility model emphasizes that the media have obligations to society (McQuail, 1994). If the media fail to meet their responsibilities to society, the social responsibility theory holds that the government should encourage the media to comply by way of controlling them.

A media in democratic societies ostensibly enjoy freedom; they are in fact in all countries subject to quite a number of laws and regulations. Instruments for their regulation are constitutions, penal code, general laws, in some cases special laws, High Court rule and international declarations. Concerning constitutions, one can say that the constitution press freedom and the freedom of expression. But at a time the constitution has a description in what extend the media has to enjoy that freedom, in the same article (39) has a declaration is that the 'freedom of expression' depends on (2) subject to any reasonable restrictions imposed by law in the interests of the security of the state, friendly relations with foreign states, public order, decency or

morality and in relation to contempt of court. Besides this, the government of Bangladesh has formulated different policy and regulation to regulate the media.

Private FM broadcasting is operating their functions primarily in commercial prepuces; at the same time as a mass media, they cannot deny their responsibility. As well as they can enjoy the freedom according to the constitution and be regulated by themselves to be compliances with the existing policy and regulations. The national broadcasting policy, 2014 and the FM broadcasting policy, 2010 have some specific clause that defines the degree of accountability of the media. It is true that as a responsible media they have to comply with each clause of the policy if there is nothing that appropriate cause to them.

According to the existing policy, broadcasting in media should follow the following rules-

1. promote native culture
2. socially responsible
3. try to inform the people in life skills
4. to build up a knowledge base society
5. aware the people against the superstition

These are the common feature for all, besides this

2.1.1 Every media should have a license from respective authority and maintain the condition of the agreement

3.1 Should maintain the programme code

3.2.3 Government policy, the speech of president and prime minister, national press note and different message shall broadcast by every media due to the public interest.

3.6.2 That type of broadcasting is prohibited which creates discrimination with women.

4.2.1 In case of commercial broadcasting (advertisements) media must verify that if the products are enlisted under the Bangladesh Standard and Testing Institute (BISTI) that products must have the quality control certificate from BISTI.

4.2.5 In case of commercial broadcasting, it should ensure that the Copyright Act has been followed.

4.4.3 In case of on-air the commercial broadcasting (advertisements) media should be conscious about national women policy, child policy and national food safety Act.

5.1.3 Media can not disclose any secrete matter that may be undignified for anyone.

The FM broadcasting policy has some additional obligation that especially applicable for the private FM radio- that is-

13(6) the proportion of the advertisement should not exceed 20% of the daily broadcasting.

14(2) every private FM radio shall relay two news bulletins of Bangladesh Betar - morning (7.00 am) and evening bulletin (8.30 pm) are relays by this station and it's a government order.

14 (3) the speech of the honourable president and prime minister to the nation has to broadcast in free of cast, besides this, every special day(declared by the government of Bangladesh) shall be reflected on the broadcasting of that particular day.

14(4) In case of news broadcasting the private FM should follow the government rules (according to the national broadcasting policy, 2014) and they also have to broadcast government press note, circular, bills etc.

When the policy discussed the culture, the language has got a prime focus because our language has a glorified history. Thus, the policy( national broadcasting policy, 2014, clause 3.4.4) has an emphasis on pure pronunciation and usages of mixed in media has been prohibited for avoiding the contamination of the language; as well as according to the policy 'choice of the word' is an important factor for media

presentation. Distorted pronunciation and Bangla accent in foreign tunes also been prohibited.

In 17/02/2014 the Honorable High Court has circulated an order and 16/02/2012 has circulated a rule (Suo Moto Rule No. 24/2012), according to the rule of High Court distorted pronunciation and Bangla accent in foreign tunes in any media (electronics or printing) is strictly prohibited and the authority of media should ensure the pure Bangla pronunciation on media broadcasting.

Thus, a power instrument media that has a greater influence on public behaviour and lifestyle cannot avoid the due rule in the respective area. Though media has a responsibility to aware and inform the people, at first the media should aware of their own duty. All over the world, it assumes that media suppose to regulated by the self – regulating way, moreover the government of the country its formulated some policy due to his own responsibility. Actually, government and media most of the case are working for the people and to get the good result they make a mutual relationship, it does not mean that media always has made their steps with the government. The theory of social responsibility has defined that both the media and the government have a nation-building function; thus cooperation between the two institutions is sometimes desirable and necessary. Media make sure that government is accountable to the people. On the other hand, the policy ensures the media's responsibility and accountability. So, the media policy has defined what the media should do or do not. If media violate the define rules according to policy there is an option to ban the license (Private FM Broadcasting, 2010 clause-9) of the responsible media.

#### **4.15 Private FM radio VS Accountability:**

Media are known as the mirror of the society and in most of the country it works as watchdog, so be actual to their duty at first media has to ensure that they are in the right track, they actually accountable to the appropriate rules and laws as well as they play their roles perfectly in social responsibility context. Private FM radios in Bangladesh are operating to make profit and it is granted at the same time it also admits that as a mass media they cannot deny their roles; that is why they have a compliance with the social values, laws and specifically the broadcasting policy and Act that define the role of the media.

According to the national broadcasting policy (article-2.1.1), every media has the license issued by the ministry of information. Before getting the license media had to describe their mode and motto of the broadcasting and if they are not cordial to be consent, the government has all the authority to hold down their license. So they are liable to maintain the prescribed rule and regulation. According to the private FM radio personnel, they are cordial and trying to maintain the existing broadcasting related rules, but what extent they do it, it is a question-

“We cannot claim that we are following the rule 100% but we think we are sincere to do it; actually in the globalization context we have to compromise sometimes something, but in case of news broadcasting we try to follow the prescribed programme code (national broadcasting policy article-3.1)” (Advisor/ABC radio)

All media has an obligation to maintain the article 3.2.3(national broadcasting policy) and 14 (3), 14(4) (FM broadcasting policy), but all most every private FM radio authority has an objection about those articles.

“We think it is an authoritarian decision to focus on the special programme in government interest, we do not have any complaint to broadcast the speech of the honourable president and prime minister but there is no reason to relay the day-long budget speech in private FM, indeed it really hampers our regular programme, at the same time it creates a financial loss for us because we lose our promotional partner” (Programme Head of FM radio).

Private FM radio is a commercial organization, most of the case their earnings depend on the advertisement, and they have to maintain all terms and condition of their contract that made by the advertisement agency; according to the contract FM radio offer some define time slot for advertisement if they fail to maintain that particular time they have to explain them. It is true that as a commercial organization the private FM radio has a dependency on commercial broadcasting, on the other hand before getting permission to establish the private FM radio the authority has committed to the government to maintain all terms of the broadcasting related order.

The private FM monitoring committee is working to ensure the broadcasting related accountability according to the policy. They have a distinct look after on article 14(2,

3, 4 of FM broadcasting policy). According to the report of the private FM radio broadcasting monitoring committee all most every private FM radio has violated the rule according to article 14(2,3,4) several times. By analyzing the report (14/03/19 to 12/05/19), some observation has listed here-

**Table 10: Summary of deviation of broadcasting of private FM (14/03/19 to 12/05/19)**

SL	Name of the radio	Frequency	Deviation	Remark
1	Radio Toady	89.6	14(2) (29,30,31/03/19, 1,2,3/04/19,)	10 times
2	Radio Dhol	94.0	14(2) (14/03/19, 31/03/19)	2
3	ABC Radio	89.2	14(2) (05/05/19)	1
4	Radio Bhumi	92.8	14(2) (05/05/19)	1
5	Dhaka FM	90.4		0

Source: Meeting minutes of the monitoring committee

According to private FM broadcasting policy 14(2), every private FM radio shall relay two news bulletins of Bangladesh Betar - morning (7.00 am) and evening bulletin (8.30 pm). The observation of the monitoring committee is that a significant number of private FM radio has violated the rules several times. The committee had a specific decision to send the report to the ministry of information with the recommendation to take a strong step ( FM broadcasting policy article- 9.c) against Radio Today, it may be to hold up the license of the radio because it violates the rules several times (10 times).

When the question has come that what action the authority has taken, the monitoring committee told that they are not informed about it. The respective person of the ministry of information said-

“We send a letter to warn them, but still we did not think for any sharp step. Government do not want to hold up the license of the private FM radio”. He also said that different factor has been behind this, maybe the government has a soft corner



about this industry. The government want to give some space to be matured the industry itself. And another point can be all of the private FM owners are the powerful person, maybe they are industrialist, political person or the member of the parliament.

To be confined on to cultural issue FM radio has been blamed on the very beginning of their broadcasting. The first private FM radio has started their broadcasting in 2006, definitely in the private sector is a new initiative in that when the fate of the radio became in a fade. By emerging the visual media, satellite accessibility and internet-based social network arrested the Radio listener; as a result, radio has lost a large number of audiences. In addition, the alarming situation was for the radio that the young listener was being averse from the radio. In that situation Radio Today crate a new sky for the radio lovers. At the same time, the trend and programme content of this radio have created a controversy and still, private FM radio is bearing that.

In fact, a very concrete reason has working behind this. Radio Today the first private initiative in our country but it has not started their journey with a dignified identity, it just a Bangladeshi version of the Indian Hindi FM Radio City (FM 91.1). Most of their programme has been imitated from that FM radio. Not only that the RJ (Radio Joki) who was working in the Radio Toady at the beginning of the radio, they got training from Delhi and they have to adopt the style of Hindi FM radio (mixed language, foreign accent). Some of the popular programme of Radio today just copied from Radio City (FM 91.1) the morning crush, Love Guru, Evening show, City buzz like this. The cultural accumulation is a fact but imitation is just destroying the culture.

“We cannot stop the free flow of the culture we must accept it and we need to adopt it in own cultural context, it may help to rich the culture” (Programme Head/ Radio Dhol)

In policy compliance according to the FM broadcasting policy 13(6), the proportion of the advertisement should not exceed 20% of the daily broadcasting. The FM radio conscious about the rule but they are not sincere to maintain that rule. Different factor has been working behind this; actually, did not feel any obligation to maintain it-

- First of all the monitoring committee has not assigned to monitor it and the ministry of information has not any other instrument to monitor it.
- The private FM does not have to submit any report about the proportion of advertisement.
- Even they never had to been explained for that.

In fact, they are enjoying a relaxing situation in that case. On the other hand, it makes them turn up (Private FM radio) an unhealthy competition.

The national broadcasting policy, 2014 has a defining article (4..2.1) that described the procedure of the commercial broadcasting (advertisements); media must verify that if the products are enlisted under the Bangladesh Standard and Testing Institute (BSTI) that products must have the quality control certificate from BISTI. No media does not follow this rule; even some of them do not inform about this.

“We think it is not our duty to justify the license (BSTI), it is government duty” (Station Head/ Radio Bhumi).

“Is there any rule in case of commercial broadcasting, I am not sure, actually I do not know this” (Head of programme/ Dhaka FM).

The person in the ministry of the information who assigned for look after; he also gave his expression like Head of the programme, Dhaka FM "Actually, I did not know about this".

Another two articles (4.2.5 and 4.4.3) also described some rule for commercial broadcasting; it should ensure that the Copyright Act has been followed and media should be conscious that the commercial has been made by following the national women policy, child policy and national food safety Act. These rules are not followed by the private FM radio properly because of the authority are not strict about this. Therefore, due to lack of proper monitoring private FM radio has enjoyed diversion advantage in this context. It is difficult to measure accountability in one single instrument; different factors have been involved in one norm. When we want to measure the media responsibility, the only legal matter is not enough to measure it without social responsibility and self norm it cannot able to take a value.

#### **4.16 Conclusion:**

This chapter is the aggregate statement of gathered data, both primary and secondary sources. The existing broadcasting policy especially the national broadcasting and the FM broadcasting policy was the indicator to measure the contradiction (if any) and compliance of the private FM radio with the broadcasting policy. Some major reference has come as a consented to assess the relationship between the policy and the broadcasting. Social responsibility of media and the self-regulation view has taken a place that defines the roles of media and explains how media accumulate their position. Before making a general description of the findings it can be said that media and the broadcasting policy are two mutually complementary components of the broadcasting. Without the policy nowadays, media cannot stay on the right track because as commercial organization media has followed the market-driven policy. This policy is a guideline to make the media accountable and responsible. On the other hand, in some context policy should be revised to compete in the globalization context. An unintended gap has been found between the FM broadcasting and the Broadcasting. Though the media personnel claimed that they are cordial to the policy and on the other hand, the authority told in some context they are very sharp to make the media be compliance with the policy. Indeed some notable factors have been there that creates the gap and most important finding is that in some cases the related entity have a lack of proper co-relation and coordination.

## **Chapter 5**

### **Research Findings and Conclusion**

#### **5.1 Introduction**

The chapter is going to summarize the whole thesis by focusing on the objectives and research questions. The objectives of this research are to find out the contribution of private FM broadcasting to promoting the national culture and developing the social-cultural norms as well as the accountability of the private FM radio to complying with the existing broadcasting policies and regulations. Besides, the research question has designed to assess the degree of compliance of private FM broadcasting with the national broadcasting policy and the FM broadcasting policy in case of selecting programme schedule and programme content. By analyzing the collected data in the following sections, the researcher has compiled of the finding.

The study has carried out to analyze the factor that exists in the off-screen that creates the gap between the policy and the private FM broadcasting. When the FM broadcasting policy has formulated that time only four private FM radio was in function but now 22 private FM radio is operating their function in Bangladesh. In the analyzing part, these factors also have been considered. The thesis has based on an exclusively qualitative method; in that case, the researcher had to follow the purposive sampling process that tied the researcher within a boundary. Yes, it is a limitation of the researcher as well as the study. On the other hand, the motives of this study were to bring visible the factor and actor that made the barrier to the whole policy implementation process. It cannot be said that a particular actor or a defined party is responsible for that. Whether only the lack of sincerity or lack of accountability of any stakeholder is a defining factor that can be an obstacle to the success of the process. Any process has held composite functions and entities, and jointly they work to make the process success. The main focus of the was to find out the degree of contradiction (if any) and compliance of private FM broadcasting and the broadcasting policy but the researcher had to consider the substantial character that influences the broadcasting. To meet the objective by considering variables most

of the data has been collected by in-depth interview and a significant document been used for meeting the objectives of the study.

## 5.2 Findings of the Study

The dependent variable of the study was private FM broadcasting and the objective of the study was to find out the relation between private FM broadcasting and the existing broadcasting in three specific aspects: promoting national cultural, social responsibility and accountability to the society and laws. Moreover, three independent variables of this study have a direct impact on broadcasting. First of all the audience, generally, the media try to reflect the audience choice but a socially responsible media has an emphasis on the need of the audience. The audience has been categories based on age, level of education and profession (Quaal & Brown,1987) and the choice of the audience has been depended on these categories. The average age of the target audience of private FM radio is 13 to 26. According to the gathered data, most of the case the young listener have tuned the FM radio for entertainment, a large portion of them are fond of the presentation style of the FM radio. On the other hand, the people who are on average above 30 years old, they are matured enough they have some selected choice. Most of them like to listen to the news update as well as that type of programme which have rich and creative content. Sometimes they have constructive criticism about the content of private FM radio.

**Table 11: Differences of Audience Choice According to Age, Education and Profession**

Age	Below 22	Above 22
	Music-based programme especially rock and Hindi song, sports, live adda, late-night show	Music, career guide, lifestyle, travel guide, sports, news update
Level of Education	Undergraduate	Graduate and above
	Rock music (Hindi, English), live adda, sports, travel guide	Music, career guide, lifestyle, sports, news update, travel guide
Profession	Service holder	Others (housewife)
	Music, career guide, lifestyle, sports, news update	Music, lifestyle, news update, shopping guide

The choice of young ages has been diversified as they have easy access to the satellite; globalization is an important factor that gives them a western eye. It cannot be said that the matured people have not accessed to satellite culture, they have but due to their maturity, they can judge what opportunity they will grab or not.

In the cultural context, the national broadcasting policy, 2014 and constitution of Bangladesh have some defined criteria, and the private FM broadcasting policy also has some specification what should be broadcast and what should not. That was the base marks and indicators that help the researcher to point out of the findings. In the cultural context, private FM radio is not that much sincere what they should. Most of the causes private FM radio have been concentrate on -

Anyhow to catch the listener and attract the advertisement agency,

The private FM radios are commercial organization their main motive to gain profit as much as possible.

They have to be responsible for the audience needs; but they have an emphasis on audience choice instead of audience needs, they have treated the audience as a market.

They have a few programmes that have the criteria that meet our national culture but that not enough to promote the national culture as promotion is a continuous and frequent activity.

On the other hand, the policy has not defined what extent they are allowed to broadcast foreign programme and what should the minimum allocation of the native programme that reflects our tradition, societal norms and state principles.

Pure pronunciation of Bangla has prime priority in the broadcasting policy and the Honorable High Court has issued a rule to strictly follow the pure pronunciation of Bangla in broadcasting and avoid the mixed language. Still, it has not achieved by the private FM radio, they try to avoid the mixed language but in the case pure pronunciation, they are in struggling stage. Different factors have stayed behind this; there is no obligation that before or after joining as a presenter in any the broadcasting organization people should have training on pure Bangla pronunciation. Another most important factor is that there is no recognized national institution, which provides this

type of course, it, is depending on people's interest. Private FM radio has in-house initiative but they are not capable enough to do this. On the other hand to violate the rule the private FM radio did not face any trouble because the authority yet showing a flexible attitude to the private FM radio. In every February, the private FM radio receives a letter issued by the ministry of information that has an instruction to follow the proper pronunciation of Bangla and avoid the use of mixed language. It is a casual routine work of the ministry and the private radio authority also consider it casually.

In the social responsibility context, private FM radio has a few initiatives, as the policy has not defined what should the minimum allocation and frequency of social issue related to broadcasting. In the national broadcasting policy 2014, article 3.5 has defined the social responsibility of the media. Within this article, some sub-clauses have a specific explanation of the role of responsibility of the media. Media must talk about the development process and progress of the country; they should encourage the young ages to be caring about the national resources and be a superstition free open-minded generation who can contribute to making a developing country.

By analyzing the programme content of the Private FM radio, it cannot say that they are not sincere in the social responsibility aspect although they do not follow the policies strictly. In addition to the policies, the government can issue a special order to broadcast a special programme in case of emergencies like a natural disaster or political emergency or any kind of social hazard, by emphasizing disaster management. According to the rule, no media can avoid this but sometimes it happens. (Annex B: IV)

Due to their CSR policy, private FM radio has some slot and segment that cover different social issues especially the contemporary issues such- road safety, hygienic, HIV, mental depression, general health issues etc. However, all the broadcasting in private FM radio depends on the choice of the sponsor agencies. Besides this, they have some activity with the collaboration of the different NGOs and it is social work. However, everything relies on the third party, actually a few cases they have exclusively intensive enterprise.

Are the private FM radio is being accountable to the authority in the context of compliance with the broadcasting policy and other policies that related to the broadcasting? - This is the leading part of the study that defines the causes which staying in the back-screen. By analyzing the empirical data the study makes the finding according to the policies and the constitution of Bangladesh it will show a clear picture in which places the private FM radio has compliance with the policy and which places they violated the rules.

Without minimum compliance, it is not possible to sustain media within a regulatory territory. According to the private FM broadcasting policy, 2010 private FM radio has to be compliance with the existing broadcasting policies, besides this, any other regulation that defined the role of the media and broadcasting; as a media, private FM radio cannot avoid that. Private FM broadcasting policy, 2010 has a specific focus on private FM broadcasting nonetheless; it cannot admit avoiding other regulation.

The existing broadcasting policies have defined some mandatory rules, article 3 to 12 (FM broadcasting policy, 2010) has described the condition procedure, professionalism and commitment of the private FM radio. Article 13 to 15 has exclusively described that what the private FM radio is allowed to broadcast and what not. As the articles, 3 to 12 has described the pre-condition of getting the license so hardly any contradiction has seen to these articles but the conflict has been stared from article 12, these articles described the rules broadcasting. In addition, according to the national broadcasting policy 2014, most of the media are sincerer to be compliance with the article 2.1, 3.2, 3.3, 3.6 (partially), 4.3 (partially), and 5.1, these articles have a description of the broadcasting license, authenticity of the news, liberation war and history, entertainment, language and culture. The private FM broadcasting has a fully or partially compliance with these articles.

According to the national broadcasting policy, 2014 the private FM radio has been violated (from time to time) or not compliance with the articles of 3.1, 3.5, 3.7, 4.2, 4.4, and 4.5. Within these articles there are a number of sub-clause has described what should do or should not do in the broadcasting, the specific sub-clauses 2.1.1, 3.4.4, 3.6.5,3.6.7, 4.2.1, 4.2.5, 4.4.3; and according to the FM broadcasting policy,2010 the clauses 13(f), 14(2,3,4) have been violated by the private FM radio authority several times. Article 3.4.4 (National broadcasting policy), article 20 (Constitutions of



Bangladesh) and the rule (Sou Moto Rule No. 24/2012) issued by the Honorable High Court has an emphasis on one particular subject that to uphold our national culture and to avoid the deficit of Bangla pronunciation. Yet the private FM radio is not sincere to comply with this rule – the research findings is that though the private FM monitoring committee is monitoring the private FM broadcasting they have emphasis on the articles 14(2, 3, 4) of FM broadcasting policy, they have an observation on article 3.4.4 (National broadcasting policy) but it not get as importance enough, The authority also has a poor routine outlook in that case. February in every year, the ministry of information sends a common letter to all private radio that they should be aware of the pure pronunciation of Bangla language. Most of the case the private FM radio authority overlooks this letter. It means that to implement the broadcasting policy the authority is not sincere enough and on the other hand, private FM radio authority also not cordial to maintain it. Private FM radio enjoys this flexibility that the authority indirectly allots them.

According to national broadcasting policy 2014, media must be socially responsible as media has enormous power to affect society. In the case of social responsibility, context media has to follow article 3.5. According to the primary and secondary data, private FM radio does not consider social responsibility as a role; they consider it as a charity. Thus, they have a flexible look to do their duty in social responsibility context. The authority (ministry of information) sometimes emphasize this aspect, there are some examples that ministry warned the individual radio who was not sincere to perform their duty perfectly according to article 3.5 (National broadcasting policy, 2014). Yet, most of the case the activity of the ministry of information in the policy implementation process has been bounded only to send the letter to warn according to the specific allegation. Still, they did not take any strong step against any private FM radio though there are different substantial causes has been stayed.

### **5.3 Answer to the Research Questions**

As defined at the beginning of the study, the foremost objective of the study was to explore how far private FM broadcasting to comply with the broadcasting policy. The main research question of this study has arisen that how the FM (Private) radio relates the guideline of national broadcasting policy to select program schedule and program

content. To meet the research objective there are three sub-questions also been a companion to the main question.

### **5.3.1 How does the Private FM radio promote native culture?**

It appears from the empirical data that private FM radio is not sincere to promote the national culture, tradition and the glorified history of Bangladesh. Some of the programmes are covering the country art and literature but the greater portion reflects multicultural essence. Not only that, some programmes are just direct imitation of the foreign culture. There are a few FM radios they have completely native culture reflecting content but the title of the programme do not reflect that, it makes confusion about the mode programme. Besides this, the rest of private FM radio is not cordial to promote the national culture. A significant portion (time slot) of their total broadcasting has allocated for the foreign programme (English and Hindi song). Moreover, they are blamed to the destroyed of Bangla language in case of pronunciation and meaning, as well as mixed-use of Bangla with the foreign language.

Private FM radio has been driven by some factors to continuing this type of programme. As a commercial organization to gain profit as much as possible is the motive of the organization so to get the position in the market as well as to sustain in the market competition they arrange their broadcasting component. Due to the globalization and satellite, access to different taste and culture has become easy. By nature young age are curious and diverse in their taste, they tend to favour entertainment-oriented content, with lively and interesting characteristics, informal style and language and engaging presentation. (Prabhakar & Basu, 2007). Therefore, to meet the target audience private FM radio has selected its programme content and style in that way. Another important factor is the power exercise; most of the case the owner of private FM radio is the power elite and them likely to avoid the policy (Table: 3).

### **5.3.2 How does the Private FM radio perform their role in the Social Responsibility Context?**

Media should the balance in four-component education, information, motivation and entertainment but most of private FM has been failed to make a proper balance. They have an over-emphasis on entertainment as a targeted audience has a favour to entertainment-oriented content, with lively and interesting characteristics, informal style and language and engaging presentation. (Prabhakar & Basu, 2007). Thus, the other three components are being in much neglected. Information and motivation have covered the content of social expression.

Private FM radios have some programme with social concern with the collaboration of NGO or the sponsoring agency but they do not have own initiative that should be due to the social responsibility aspects of the media. Private FM radio has very few productions that meet social responsibility. Private FM radio does not consider social responsibility as a role; they consider it as a charity.

They have hardly a regular segment that meets the social issues except for traffic update and news update. According to article 3.5 media has to meet the social responsibility most of the case they are not sincere to maintain it.

Most of the private FM has been music-based; a few segments that on talk or discussion-based like live-show, but the topic of these programmes is not relevant to any constructive subject matter. Some very contemporary and essential issues like – women and gender equity, child abuse, sexual harassment, superstition, spreading rumour are not getting priority in their content,

Some very crying issues like – women and gender, child abuse, sexual harassment, superstition are not got priority in their content, Moreover, some of the words they used in live-shows are considered to be abusive towards women and personal attack on the co-presenter (women). Offensive attitude also has been revealed in on-air. The authorities have enquiries for different allegation and accountability but it is not too strong; most of the case there is no follow up procedure to monitor the progress. Generally, the authority has been shown their concern if there is an emergency or incident has come; otherwise, the attitude of the authority is also languorous. Most of

the case they just send a show-cause letter if the respective radio did not reply to the letter then the authority send again a reminder of the show cause letter (Appendix: B).

Ultimately, private FM broadcasting has lost its credibility and reliability. Since media is not walking in the right track in social responsibility, aspects so it sometimes it works like a medium that negatively diverted the audience.

### **5.3.3 In what extent Private FM radio is complying with the existing broadcasting related regulations (broadcasting policy, advertising policy and copyright act).**

Accountability has always been a central concern of public issue management. The concept has also been elusive and controversial (Thomas, 2006). Accountability has seen as a formal relationship governed by a rule and shaped in practice by the surrounding including social value and culture. The formal relationship involves a person or organization assigning or negotiating with others the performance of certain responsibilities, ideally based on regulation, expectations and standards. To assess the accountability of private FM radio has included the broadcasting and the pre-condition of the setting of the private radio. It is not possible to sustain media within a regulatory territory except minimum accountability. Whether accountability can be fraction is a different question but there is some compliance of private FM radio with the rule of national broadcasting policy, 2014 and FM broadcasting policy, 2010. On the other hand, they are making some contradiction with the policies consciously or intentionally. When the private FM radio authority admit that they do not inform any particular rule it is an unsolicited answer because before applying for the license they have to know every rule and condition, as well as they, have to agree with that.

Accountability indicates all functions and roles that meet the existing rules. According to existing broadcasting policies, Private FM radios have compliance with them and in some cases; there is a gap between the broadcasting and the policies:

**Table 12: Summary of compliance and contradiction of private FM radio according to the rules of policies**

<b>Broadcasting Policies</b>	<b>Compliances</b>	<b>Contradictions</b>
FM broadcasting policy, 2010,	Articles 3 to 12 (the condition procedure, professionalism and commitment of the media)	Articles 13(f), 14(b,c,d) (have been violated several times)
National broadcasting policy, 2014	Article 2.1, 3.2, 3.3, 3.6 (partially), 4.3 (partially), and 5.1 (a description of the broadcasting license, the authenticity of the news, liberation war and history, entertainment, language and culture)	Articles 3.1, 3.5, 3.7, 4.2, 4.4, and 4.5. (a description of the programme code, professionalism, copyright, entertainment, social responsibility, advertisement policy, uses of language and cultural promotion)

If we explain the entire table that shows a picture of the accountability of Private FM broadcasting,

It is defined that the rules according to broadcasting policies that directly linked with the procedure to set-up the radio station and allocation of frequency in that cases private FM radio has been conscious about to be compliance with the policy. According to FM broadcasting policy, 2010 articles 3 to 12 and articles 2.1, 3.2, 3.3. and 5.1 (National broadcasting policy, 2014) has a description of getting license and frequency, the authenticity of the news, history of liberation war and pure entertainment, Thus, private FM radios are aware of to maintain this rule, if they do not that maybe they do not get the license or it goes through a lengthy process. On the other hand, most of the case private FM radio make delay to relay the government speech and the news of Bangladesh Betar, that is a clear violation of article 14(b,c,d) of FM broadcasting policy, 2010.

According to the broadcasting policy, any broadcasting has to follow the advertisement policy as well as the women and child policy that any broadcasting has not to violate the dignity of women and has any harmful issue can affect the child health. Before on air, any advertisements they never ask the advertising agency for the quality control certificate from BISTI and they never apply their sense of censorship that the product surely not harmful to the consumer. Most of the case they likely to avoid it and in some cases, they are not aware of this rule (article 4.1). According to the FM broadcasting policy, private FM radios are allowed for commercial broadcasting not to exceed 20% of total broadcasting (article 13.b), private broadcasting frequently exceed the limit of commercial broadcasting.

Besides this, FM broadcasting policy has a clear description of what cases the authority can stop or cancel the license of private FM radio. Article 9 (FM broadcasting policy, 2010) has described that- the government of Bangladesh can held-up or cancel the private FM radio license due to the following causes.

- a. Failure to pay any license / contractual payment
- b. Breach of frequency allocation conditions
- c. Violate the rules of the policy
- d. Failure to comply with government instructions

Here has described the extreme authority of the government but there is a lacking is that there is no another way to give space to private FM radio to be corrected if any contradiction has been done by them. Another lacking of the whole is that the absence of the broadcasting Act. Actually, without Act, it is not possible to take any legal step.

#### **5.4 Theoretical Implications**

The findings of the thesis reflect the implication of the theories 'Media dependency Theory' and 'Social responsibility Theory'. The findings show that FM broadcasting has an exclusive dependency on the audience as well as societal norms and culture. On the other hand, the audience has a dependency on media broadcasting that fulfils the demand and choice of the audience. The social responsibility theory defines the role of the media and admits that generally media has been regulated due to their responsibility if they failed to regulate themselves authority/ government has the right

to take the legal step that makes media be regulated. The findings of the study show that private FM radio maintains the relationship with the audience but overlook the societal norms and cultural values. On the other hand, this type of media has emphasized on revenue earning rather than responsibility and in very cases, the authority shows a casual attitude to take the proper steps. It refers that both parties have shown negligence to make compliance with the broadcasting policy.

### **5.5 Key Findings of the Study**

By analyzing the data in different ways; based on variables as well as a research question the findings have been summarized in below-

- ✓ Due to the effect of globalization, the choice of the audience has been changed, especially the young listener (Provakar & Basu, 2007)
- ✓ Private FN radio has an emphasis on the choice of a young listener.
- ✓ The slow or latent reluctance of authority to introduce the standard pronunciation of Bengali language in FM broadcasting.
- ✓ Private FM radio ignore their role in promoting social values, they treated the social responsibility as a charity; hardly, authority looks after this aspect.
- ✓ Limitation of the power of the monitoring committee - they do not have the authority to take any legal step.
- ✓ The drawback of policy- (there is no option to make fine due to violating the rules of the policy. No defined rule how private FM radio follow the copyright Act)
- ✓ Lack of effective steps to implement the policy
- ✓ Flexible attitude towards policy implementation (for violating rules of the policy no media did not face any notable legal complexity).
- ✓ Sending show-cause notices is the only official step.
- ✓ In case of follow up, usually, they send another letter that reminder, the show-cause notices (Appendix B).
- ✓ No effective follow up official action
- ✓ Most of the private FM has a powerful elite (Politician / Businessman) support.
- ✓ Absence of a comprehensive media Act.

## **5.6 Conclusion:**

When the private FM radio has been raised in number the government of Bangladesh has incited the private sector to establish FM radio. The government perceived was that it can be a platform for improving the quality of the programme. The government encouraged the competition of private FM radios for improving the quality of the programme and at the same time, it realized that the private FM radio should be regulated by formal regulation. The focused of the study was to find out how private FM radio has been regulated according to the existing broadcasting policy. To get the answer to this question some supplementary issues have been prominent like socio-cultural part of Bangladesh, legal base of broadcasting, and most importantly society and audience being the crucial part of this study.

The findings of this study have given an opposite picture of competition, to gain profit private FM radio has appeared in unhealthy competition and the quality of the programme has become a byproduct matter. From the very beginning, private FM are blamed to destroy the native culture as well as social values and in the sense of accountability, they are failed to prove their sincerity; and the study findings are not far from it. As a result, the current activity of private FM radio has a noticeable negative impact on the audience (audience of private FM); many audiences have used to speak Bangla in a foreign accent. Some word of Bangla has been used in distorted meaning, now it becomes a trend. The audience is attracted to foreign cultures although in that case satellite is a fact. A distorted Bangla has introduced and used by a big portion of the young audience. The downgrade of social values is now visible and finally, the young audience has used to the caricature culture.

This study has set out to discuss how and what extent private FM radio makes the contradiction with the existing broadcasting related policy. Which factors have been responsible for that and how it works that has been focused in this study; on the other hand, why they become complies with the broadcasting policy this was another concern of this study. The answer to these 'what', 'which' and 'why' are the actual findings of the study.

To what extent private FM radio make compliance with the broadcasting policy and what extent they have the contradiction to the policies have been measured in three



particular context- cultural, social and accountability. Different procedural and structural means is involved in media broadcasting, private FM radio mainly a business organization, no doubt their prime focus on profit. So the matter has come that may contradict to making a profit as a business organization private FM radio has an emphasis on profit, here responsibility and accountability gets less priority.

To stop free flow of media is not the effective and time constant way to make the media regularized; instead of this, to create a creative platform for media and make them courage to improve the quality of the broadcasting by focusing own tradition, culture and social norms can be a great means to fit our media in the globalization context. No doubt the governance only the effective organizational procedure that makes sure to implement the policy successfully. Above all, the findings that have been shown in this study, which can contribute quite substantially toward expanding the role of audiences as well as the government to develop the policy and media broadcasting.

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## **Annexure: A**

Annex: I

**(Interview check list for High Official of Ministry of Information/ Member of the policy formulation committee)**

**(Research question: How does the FM (Private) radio relate the guideline of national broadcasting policy to select program schedule and program content?)**

### **Part A: General Information about the Respondents**

Q1. Gender:  
Ministry:

Q2. Name of the Organization/

Q3. Designation:

Q4. Work Experience:

### **Part B: Specific questions**

Q5. What was the base mark when you were working with the broadcasting policy 2014?

Q6. Do you think that policy is appropriate and effective in the broadcasting industry? What is your explanation about this?

Q7. What is your view about the relation between private FM broadcasting and broadcasting policy?

Q8. What are the major challenges to implement the broadcasting policy in the actual broadcasting and what is the way out to meet the challenges?

Q9. According to the objective of the broadcasting policy, FM broadcasting is working to uphold the national culture and social equity/justice- what is your explanation?

Q10. Do you think that as a mass media FM Radio is socially responsible- what is your point of view?



Annex: II

**(Interview check list for Member of the FM private monitoring Committee)**

**Part A: General Information about the Respondents**

Q1. Gender:  
Ministry:

Q2. Name of the Organization/

Q3. Designation:

Q4. Work Experience:

**Part B: Specific questions**

Q5. What is the responsibility of the Committee and what is your working procedure?

Q6. What is your view about the relation between private FM broadcasting and broadcasting policy?

Q7. What are the major challenges to implement the broadcasting policy in the actual broadcasting and what is the way out to meet the challenges?

Q8. Do you think that as a mass media FM Radio is socially responsible- what is your point of view?

Q9. Does the monitoring committee monitor FM Channel regularly? What is the procedure, and how you give them feedback?

Q10. What are the major findings (last five years) of the monitoring committee about the FM radio (Social and cultural context)?

Q11. In the legal aspect how they comply with the existing related policies?

- a. Instruction of the broadcasting policy-
- b. Proportion of the commercial (advertisement) broadcasting and selecting of the product
- c. Rules of Copyright Act

Annex: III

**(Interview check list for Audience)**

**(Research question:** How does the FM (Private) radio relate the guideline of national broadcasting policy to select program schedule and program content?)

**Part A: General Information about the Respondents**

Q1. Gender:

Q2. Educational Qualification:

Q3. Age:

Q4. Occupation:

**Part B: Specific questions**

Q5. Which radio do you tune regularly? What is your tuning time and why?

Q6. Can you mention some name of the programme you like most and why?

Q7. Why do you like to listen to FM regularly?

Q8. Do you think that as a mass media FM Radio is socially responsible- what is your point of view?

Q9. What is your view about the FM radio (Social and cultural context)?

- a) Programme content
- b) Programme schedule
- c) Style of programme presentation
- d) Style of pronunciation

Q10. Do you like to give your feedback to the radio authority? How do you give your feedback to the radio authority and what is the result of the feedback?

Annex: IV

**(Interview check list for FM radio owner and executive programme producer)**

**Part A: General Information about the Respondents**

- Q1. Gender: Q2. Name of the Organization/  
Ministry:  
Q3. Designation: Q4. Work Experience:

**Part B: Specific questions**

- Q5. What is the main objective of FM radio and why?
- Q6. What factors or actors are getting priority for selecting the programme content?
- Q7. How does FM radio fix the audience choice and expectation?
- Q8. What is your opinion about the existing broadcasting policy?
- Q9. Do you know about the FM broadcasting monitoring authority? In what context you are accountable to the monitoring authority?
- Q10. Do you think that as a mass media FM Radio is socially responsible- what is your point of view?
- Q11. According to the objective of the broadcasting policy, FM broadcasting is working to uphold the national culture and social equity/justice- what is your explanation?
- Q12. In the legal aspect how extends complies your organization with the existing related policies?
- a. Instruction of the broadcasting policy-
  - b. Proportion of the commercial (advertisement) broadcasting and selecting of the product
  - c. Rules of Copyright Act

Annex: V

**Case: 1 (Two respondents, 1. designation; station chief, work experience-15 years and 2. Programme producer, work experience-7 years, both are male)**

**Radio Bhumi, FM92.8** the motto of this radio is to establish a different type of FM radio that will not be as same as the running other private FM radio. According to the station chief of Radio Bhumi from the beginning of their journey, they always try to follow the existing broadcasting policy. The aim and objective of this radio are to promote the national culture and heritage; they never allow the so-called FM language or Fm style.

Radio Bhumi is basically music-based radio as well as they have a special focus on daily life and lifestyle. They are committed to informing the audience about the different events which are going on in Dhaka, important messages like traffic update, general health tips, weather update, general information for safety and security. To select the programme content they have an emphasis on audience needs not audience choice. As an audience, they consider all ages and type of people, basically who love our own culture and tradition. They have also some target-oriented programme like career guide, homemaker, and shopping update. Radio Bhumi does not have own news bulletin. Bangladesh Betar news bulletins- morning (7.00 am) and evening bulletin (8.30 pm) are relays by this station and it's a government order.

Radio Bhumi has a different option to get feedback from the audience. SMS, facebook comment and phone calls are the medium of getting feedback from the audience. Generally, the audience placed their choice and request for specific content through the feedback; hardly, they give any constructive suggestion or criticism about the programme.

Radio Bhumi try to be compliance to the existing broadcasting policy; especially the Fm policy 2010, at the same time they have some objection about this policy, one thing is to relay on the two Bangladesh Betar news bulletins- morning (7.00 am) and evening bulletin(8.30 pm) and it is mandatory. They think, here the government

exercises their imposing power. Besides this, time to time government circulates different order to the FM radio, to relay the different programme with government issues, it hampers our regular schedule.

They know about the function of the FM monitoring committee. The committee sometimes send letter for seeking different quarries, report or update from FM radio, they have to submit that report. Besides this, according to the FM broadcasting, 2010 (article 14, section 6) and national broadcasting policy, 2014 (chapter 5) had described some subject that must prohibit in broadcasting, they are sincere to maintain these. Another important thing is that the authority (Ministry of information) never sends them any show-cause letter for any reason like- violates the government rule, non-cooperation to the government policy. In every February they receive a letter from the ministry that a regular routine work of the ministry that is to be conscious about the pure pronunciation of the Bangla.

FM Bhumi demands that this Radio is mainstream mass media. It has all the criteria that should have mass media. Radio Bhumi believed that its broadcasting is helping for human development, women empowerment, child and maternal care, uphold social norms and value, and practice the native culture. According to the station chief of the Radio Bhumi, 'mass media can meet the people needs; it works for people and belongs with the people. Radio Bhumi is committed to carry on the tradition, history and heritage as well as be updated and modern to the global context; not to achieve the so-called popularity and they never permit the deficit pronunciation of Bangla in the broadcasting.

In the social context they are very much responsible ( they claim it), to promote social value they have different segment of broadcasting; like - labour day, the family day, father's day, mother's day , literacy day, health day and at the same time they try to give the message the value of this day is not limited to observe this particular day. In the case of the commercial broadcast, they are little bit relax, according to the broadcasting policy they should verify the BSTI license but reality is that they never ask for the BSTI license when they make the commercial agreement with the advertisement agency. They have total commercial broadcasting is less than 2 hours, so here our channel does not exit the limit (20% of the total broadcasting) that has been fixed by the government.

Annex: VI

**Case: 2 (Two respondents, 1. designation; Head of Programme, work experience-7years and 2. Head of News, work experience-9 years, both are male)**

**Radio Today, FM 99.6.** The motto of this radio is to create new generation radio listeners, who are usually not listening to the traditional radio and the aim and objective of this radio are infotainment. That means we are trying to inform the audience through the entertainment.

Radio Today is a complete radio station. Besides the regular programme, Radio Today has four news bulletins and it also relays the two prime news bulletins of Bangladesh Betar - morning (7.00 am) and evening bulletin (8.30 pm). To select the programme content this radio has a special focus on time and daily life; morning time our thinking is that this time is office going time so our focus is the office going people. At evening they consider it as a relaxing time so the mode of the programme becomes relaxed; FM mama is one of the popular evening's shows for the young ages. Since Radio Today is a private radio so at the same time they have an interest in profit. For that before selecting programme content and time they consider the audience choice as well as the choice of advertisement agency. Their targeted listeners are belonging within 14 to 26 years and mostly urban-based. Live shows are the most popular programme of Radio Today because there is an option of listener engagement; the listener can join over phone calls.

Radio Today has several options to get feedback from the audience. SMS, facebook comment and phone calls are the medium of getting feedback from the audience. Generally, the audience placed their choice and request for specific content through the feedback; hardly, they give any constructive suggestion or criticism about the programme. They claim that they are almost 90% compliant with the existing broadcasting policy. According to them, they consider the policy is the guidelines for broadcasting; it makes them accountable to society as well as the regulations.

Sometimes FM radio monitoring committee sends them letter with some queries, they are sincerely replied that. They claim that they walk on the right track because the authority (Ministry of information) never sends show-cause them for any reason like-

violate the government rule, but in every February they receive a letter from the ministry that a regular routine work of the ministry that is to be conscious about the pure pronunciation of the Bangla.

Radio Today has a special CSR policy, it works with an NGO and has broadcast a special programme (occasionally) on reproductive health. Infotainment is our motto we inform our audience about life skill that makes their life easy. Every day it has 17-times traffic update, 5 times weather update and 5 times news update. Besides this every day broadcast some awareness build-up presentation, it called capsule (radio cartoon), the subject of that capsule is road safety, safe driving, the danger of tobacco, women harassment etc. At present there are 22 private FM radio is running in Dhaka city, but we spread our coverage area another 7 districts and we are trying to follow the pure pronunciation of Bangla. According to them (authority of Radio Today) they are trying to uphold our culture and never permit the deficit pronunciation of Bangla in case of broadcasting; due to programme nature sometimes they use some foreign language. About the social context they try to promote our social value; as they talk about respect to other opinion, women right and empowerment, child issues and different social problem and issues. They have also special production on a special day like -26 March, 21 February, and 16 December. As they have a special segment in the valentine day; as same we have a special focus on mother day, family day.

In the case of news, without verifying the authenticity of the news they never broadcast that. In case of sensitive issues, they do not go in live broadcasting and they are very much conservative about provocative news.

They have midnight live segment; it is their one of the most popular programme. In that case, they admit that they have to compromise...., they need to earn a profit. But within the programme, they try to aware the audience that keeps late-night is not good for health and students must follow the rules; early to bed and early to rise. They said that they are accountable to the authority and the society so they try to follow the rules and regulation of the existing broadcasting polices.

In the case of the commercial broadcast, they sometimes exceed the permitted duration (20% of the total broadcasting), according to the broadcasting policy they never ask for the BSTI license with the commercial agreement but they should do this.

Annex: VII

**Case: 3 (Two respondents, 1. designation; Advisor, work experience-14 years and 2. Head of Operation, work experience-12 years, both are male)**

**ABC Radio, FM 89.2** . The motto of this radio was a voice of Bangla. At the very beginning, the aim and objective of this radio were to promote pure pronunciation of Bangla and to make the people updated by providing contemporary news and information. Generally, 13 to 30 years age's people are their targeted audience so most of the programme has compliance with the choice of this audience. At the beginning they had four prime news bulletins and the duration of those bulletins was 20 to 25 minutes, but that long duration of bulletins cannot catch the audience because the young listeners have not that much patience. So, they had to change the programme planning. Still, they have four prime news bulletins and three news update segment; but the duration has become concise.

ABC Radio has a different option to get feedback from the audience. SMS, facebook comment, letter, phone calls and YouTube comment are the medium of getting feedback from the audience. Generally, the audience placed their choice and request for specific content through the feedback; hardly, they give any constructive suggestion or criticism about the programme. Most of the programmes are dependent on audience choice and popularity as well as the demand of the sponsoring agency.

They do not have any objection about this policy, but sometimes they feel suppressed by the imposing rule of the authority. According to the FM broadcasting policy, they are bound to live broadcast the speech of the honourable president and prime minister for the nation. But frequently they get different order to broadcast the different programme of government issues; it hampers their regular schedule and makes a discomfort situation with the sponsoring agency.

Sometimes the FM monitoring committee issue letter with some queries, they have to answer those queries and whenever they send ask any queries sincerely they tried to reply that. In every February we receive a letter from the ministry that a regular routine work of the ministry that is to be conscious about the pure pronunciation of the Bangla.



ABC radio has special emphasis to inform the audience about the present world and society. They have a different segment that can help the audience to be updated and be social. Every day they have a traffic update, weather update and news update. Besides this, in the case of any disaster, they make a special arrangement to aware of the audience. They are conscious about social responsibility, for that every day they broadcast some awareness build-up presentation (radio cartoon), the subject of that presentation is road safety, cleanliness, disaster management, women harassment etc. Besides this, they have some special show that has an exclusive focus on mental health and depression. According to the authority of ABC radio, they are trying to uphold our culture, they never permit the deficit pronunciation of Bangla but due to programme nature sometimes they have to use some foreign language. Since the young generation is the target audience so sometimes the choice of the audience makes them be fast and trendy. They try to promote our social value; such as women right and empowerment, child issues and different social problem and disaster management issues. They have special production on a special day like -26 March, 21 February, and 16 December, Pohela Boishakh, 1 May, 15 August, 17 March and 14 December. As they have a special segment in the valentine day; as same they have a special focus on mother day, family day. Most of the case we give emphasis on the upcoming event; now the focus is Eid day and the relating issues of this day like-shopping, travelling etc. They admit that midnight live segment sometimes affects the regular routine of the listener, but it is their one of the most popular programme and the subject of that programme is very much motivational. Due to commercial aspects, they cannot avoid the mid-night live programme but their opinion is that if they stop that segment it does not give the guarantee all of the young audience will go to bed. They will find another option.

They have compliance with the rules and regulation of the existing policies. Besides this, as a mass media, they are sincere about social responsibility. According to their rules that the regular RJ's are bound to follow the pure pronunciation of Bangla but in case of the guest speaker and celebrity, they cannot force them. In the case of the commercial broadcast, they are little bit relax, according to the broadcasting policy they do not ask for the BSTI license with the commercial agreement because most of client is renown companies. In case of commercial broadcasting sometime they cross the limit that suggested by the policy.

Annex: VIII

**Case: 4 (Two respondents, 1. designation; Head of Programme, work experience-05 years and 2. Technical Director, work experience-06 years, both are male)**

**Dhaka FM 94.0** The motto of this radio is to provide the largest FM network in Bangladesh. They are targeting the young ages that are within 18 to 30 years old. Audience choice always gets priority in selecting the programme content. SMS, facebook comment and letter is the way that the audience uses to give feedback. Generally, the regular audience placed their choice and request for specific content through the feedback; hardly, they give any constructive suggestion or criticism about the programme. Sometimes they appreciate for the good content of the programme or they have some objection to the style of programme presenter.

According to the Dhaka FM authority, they are conscious to be in compliance with the existing broadcasting policy; especially the Fm policy 2010. They have not any objection about this policy. Actually, the authority of Dhaka FM, have not enough information about the function of the private FM monitoring committee. They admit it and at the same time, they told that sometimes they get a letter from Bangladesh Betar. They have some enquiries and they try to meet up that.

As a mass media, they try to build up a relation to the audience. They have a different segment that helps the audience to be updated and face a different situation in real life. Basically, they served infotainment. They are trying to uphold our culture and try to avoid the deficit pronunciation of Bangla and mixed language. They have schedules that promote the traditional Bangla song, they talk with literature. They have special production to focus the special days like 21 February, 26 March, 16 December. They are working with different NGOs and aware the people about health hazards. They have a special programme with mental health there is an option to provide an expert opinion about the different mental upset. Besides this, they have an inspirational programme and live show where the audience can share their own experience in real life. They are not conscious of advertisement policy; they do not ask for the BSTI license with the commercial agreement. Their daily commercial broadcasting is 25% to 30% of total broadcasting.

Annex: IX

**Case: 5 (Two respondents, 1. designation; Head of Programme, work experience-10 years and 2. Programme Producer, work experience-06 years, both are male)**

**Radio Dhol, FM 94.0** The motto of this radio is to promote native rock music and new artists. Another important aim is to introduce a modern culture; not to deficit our own culture they trying to improvise our culture. Their regular listeners have belonged in 13 to 35 years age group. It is mainly music-based station; about 80% broadcasting of this station is music. Basically audience choice is working as the main factor in selecting the programme content.

They get feedback from the audience through SMS, facebook comment and Apps. Generally, the regular audience placed their choice and request for specific content through the feedback; hardly, they give any constructive suggestion or criticism about the programme. But the audiences who are not fixed in one radio station that's mean irregular audience; they sometimes give constructive suggestions. They fixed their programme schedule and content in their weekly staff meeting.

They are always conscious to be in compliance with the existing broadcasting policy; especially the Fm policies 2010. They have not any objection about this policy, but their observation is that the authority is not cordial to implement the policy properly. Like some of the radio trying to promote our native culture to follow the rule and regulation but due to the unhealthy competition they become defaulter; for example, first three years they were strict to broadcast Hindi songs but other stations do it and to the youth, this is the high choice. So to attract the audience they had to start a new segment for foreign music. They know very well about the FM monitoring committee. Sometimes they send them a letter with some queries. The authority (Ministry of information) sometimes sends them show-cause letter like - not give enough weather update in case of natural disaster, or do not give enough emphasis on the day of 15 August, actually they did not send the letter to the individual radio, they sent it to the several radios (a bunch of) station and unfortunately they were there, but they had enough evidence to prove our activity. So finally, we got rid of that blame. In every February they receive a letter from the ministry that a regular routine work of the ministry that is to be conscious about the pure pronunciation of the Bangla.

The authority of Radio Dhol claims that the station is definitely a mass media. Radio Dhol has special emphasis to inform the audience about the present world and society with the compliance of the entertainment. Every day they have a traffic update, weather update, health tips and news update. Besides this, in the case of any disaster, they make a special schedule to aware of the audience. They are conscious about their responsibility to the society and the audience, for that every day they broadcast some awareness build-up presentation (radio cartoon), the subject of that presentation is road safety, cleanliness, disaster management, women harassment etc. Besides this, they have some special show that has an exclusive focus on mental health and depression.

They are trying to uphold our culture and so we never permit the deficit pronunciation of Bangla but due to programme nature sometimes they use some foreign language like English but full English not mixed. Since the young generation is our target audience so sometimes the choice of the audience makes us be fast and trendy. They try to promote our social value; such as they talk about respect to other opinion, women right, child issues and different social problem and issues. They have also special production on a special day like -26 March, 21 February, and 16 December. Most of the case we give emphasis on the upcoming event. Midnight live segment sometimes affects the regular routine of the listener, but due to the market demand and competition they cannot avoid it, but they chose the subject of that programme is that very much motivational. Though they have a live show at midnight within the show, they have a message that it is not good for our regular life and health. In that case, their opinion is that if they stop the live show that does not mean that the audience will go for sleep, they will tune another channel, so why they lose our profit. If there is an option within the policy that all types' midnight live show must ban it will be better.

They try to follow the rules and regulation of the existing policies. In the case of the commercial broadcast, they are struggling to fulfil the allocated portion but they do not have enough sponsor. Actually, they had no idea about that to check the BSTI license; they do not ask for the BSTI license with the commercial agreement. They have not an option to follow the copyright act, because they do not have any in- house production.

Annex: X

**Interview: High Official (Deputy Secretary) work experience---- years.**

The national broadcasting policy and the FM broadcasting policy are an effective policy for the broadcasting sector. I think within this policy there is a greater emphasis on the national culture, state principle and social values. It is important because mass media has the power to promote the cultural and societal values, as well as they, have a social responsibility to make a rich (culturally) nations.

Actually, it is not possible to say in a word that they are not compliant with the broadcasting policy. As a profit-oriented private organization, they have the right to make a profit but they should follow the rules and regulation. According to the report of the monitoring committee, we find that private FM broadcasting has a deficit like- they like to broadcast the foreign songs, they are used to a mixed language, and they are not sincere about the pure pronunciation of Bangla. All these create a cultural hazard. On the other hand, a few of their programme has a focus on social values. As a mass media, they should give emphasis on information and education with the compliance of entertainment. According to the FM broadcasting policy, 2010, Article-14(2), FM radios are bound to relay the two prime news of Bangladesh but sometimes they violate this. The policy allowed them to broadcast the commercial but not more than 20% of their total broadcasting but some Radios have exceeded it.

Actually, we are trying to make the FM broadcasting to be compliance with our own culture and society norms. We warn them by sending a letter; we send a letter to some radio that if they will not be compliance with the rules of the broadcasting policy we will hold up their license. We think they also try to make a change of their broadcasting, our observation is that already some change has occurred in the case of pronunciation they are trying, they have some programme that totally focuses the current social problem, some radio has own news bulletin and they try to be authentic. I think government do not want to be extreme to the FM broadcasting, government motto is that to develop this sector so that we give space the FM radio to be mature them, We are hopeful that after a certain time they will be full compliance with the government policy. Another sensitive issue is that the entire FM channel has a powerful back stand. Nevertheless, government decision is ultimate.

Annex: XI

**Interview: Member of Monitoring Committee (Chief Engineer), work experience---- years,.**

According to the FM broadcasting policy, we monitor the programme and news of FM radio. Our monitoring unit and the research do it combinedly. The committee meets a monthly meeting and discusses the observation and finding. To the base on the discussion of the meeting we make a report and send it to the ministry of information.

This is, in fact, the FM radio is not sincere about the policy. They think it's a chain that creates an obstacle for free and creative broadcasting. But the sense of creativity is not competent to our culture. We are trying to find out the root of the problem and we send the suggestions ministry of information. Actually, monitoring committee does not have the power to warn the FM radio we only authorized to monitor the broadcasting and if we get any drawback of the broadcasting then we inform it to the ministry with some suggestions. But we already took a decision that we visit the FM(private) station frequently, we think it has different effects like - we can make bonding and share our experience we well as problem to each other. We can also share our views as well. At the same time, it will make the FM radio owner be conscious about their broadcasting because otherwise maybe they have to face different queries.

We know that still FM broadcasting is not followed the broadcasting policy but the policy has been formulation it passed a long time. Still, we did not notice that according to our (monitoring committee) suggestions the authority has taken an extreme step against the FM radio. The different reason has been work behind this - most of the owner of that radio is belong in a powerful community. According to the FM broadcasting policy, there is no option to imposing fine the FM radio for violating the rule of broadcasting and still, we do not have any broadcasting Act. This is the fact, till now we do not focus on that FM radio has been competent with the rule of advertisement policy and the copyright act. At the very beginning, the artist forum was very much about the royalty (copyright). Since the FM radio has no in-house production, so it is difficult to maintain the copyright Act.

Annex: XII

**Interview: Member of Monitoring Committee (Director General) work experience-----.**

According to the FM broadcasting policy, we monitor the programme and news of FM radio. Our monitoring unit and the research do it combinedly. The committee meets a monthly meeting and discusses the observation and finding. To the base on the discussion of the meeting we make a report and send it to the ministry of information.

I think the FM radio is not like Bangladesh Betar, they have different aim and goal. We are public broadcasting service and our main target to serve people, but they are the private organization they have to make a profit so they to give priority the audience choice so-called popularity and the choice of the sponsoring agency. If I say that all private FM broadcast the worst thing it is not right, in some context maybe they not sincere about the policy. They consider it as an obstacle for free and creative broadcasting. In my view, there is a communication gap. As a part of the government, we try to make bonding and a platform, like regular workshop to share own view of all the FM radio and find out what is the reason that creates a gap between policy and broadcasting.

Actually, monitoring committee does not have the power to warn the FM radio we only authorized to monitor the broadcasting and if we get any drawback of the broadcasting then we inform it to the ministry with some suggestions. But we already took a decision that we will visit the FM (private) station frequently, we think it has different effects like - we can make bonding and share our experience we well as problem to each other. We can also share our views as well. At the same time, it will make the FM radio owner be conscious about their broadcasting because otherwise maybe they have to face different queries.

We know there is some remarkable gap between FM broadcasting and the broadcasting policy. Still, we did not notice that according to our (monitoring committee) suggestions the authority has taken an extreme step against the FM radio.

This totally depends on the ministry; if the FM radio does not maintain the rule and regulations only they are responsible to take a step against the FM radio.

This is the fact, till now we do not focus on that FM radio has been competent with the rule of advertisement policy and the copyright act. At the very beginning, the artist forum was very much about the royalty (copyright). Since the FM radio has no in-house production, so it is difficult to maintain the copyright Act.



Annex: XIII

**Interview: Member of Monitoring Committee (Regional Engineer) work experience-----.**

According to the FM broadcasting policy, we monitor the programme and news of FM radio. Our monitoring unit and the research do it combinedly. The committee meets a monthly meeting and discusses the observation and finding. To the base on the discussion of the meeting we make a report and send it to the ministry of information.

This is, in fact, the FM radio is not sincere about the policy. They think it's a chain that creates an obstacle for free and creative broadcasting. But the sense of creativity is not competent to our culture. We are trying to find out the root of the problem and we send the suggestions ministry of information.

Actually, monitoring committee does not have the power to warn the FM radio we only authorized to monitor the broadcasting and if we get any drawback of the broadcasting then we inform it to the ministry with some suggestions.

We know that still FM broadcasting is not followed the broadcasting policy but the policy has been formulation it passed a long time. Still, we did not notice that according to our (monitoring committee) suggestions the authority has taken an extreme step against the FM radio. The different reason has been work behind this - one the owner of that radio is a powerful community, there is no option in this policy that can fine the FM radio for violate the rule of broadcasting and still we do not have any broadcasting Act.

This is the fact, till now we do not focus on that FM radio has been competent with the rule of advertisement policy and the copyright act. At the very beginning, the artist forum was very much about the royalty (copyright). Since the FM radio has no in-house production, so it is difficult to maintain the copyright Act. They just play the CD and there is confusion who is the owner of the royalty. And the artist forum also failed to attain in a decision.

Annex: XIV

**Interview: High Official, Member of policy formulation committee (Additional Chief Engineer), work experience----**

The national broadcasting policy and the FM broadcasting policy are an effective policy for the broadcasting sector. These two policies have a similarity that there is a greater emphasis on the national culture, state principle and social values. Actually, when the policy formulation has going on yes we have some base mark – one is the Guidelines for Radio and Television Programme 1986, state principle, values of our independent war and finally our national culture and societal values.

I think it is an open secret that most of the cases they are not cordial to be complacent with the policy. They are mainly profit-making company like a corporate company. Yes, they have the right to make a profit but they should follow the rules and regulation. The private FM broadcasting has a deficit like- they like to broadcast the foreign songs, they are used to a mixed language, and they are not sincere about the pure pronunciation of Bangla. All these create a cultural hazard. On the other hand, a few of their programme has a focus on social values. As a mass media, they should give emphasis on information and education with the compliance of entertainment. According to the FM broadcasting policy, 2010, Article-14(2), FM radios are bound to relay the two prime news of Bangladesh but sometimes they violate this.

Actually, the government is trying to make FM broadcasting to be in compliance with our own culture and society norms. Ministry of Information warns them by sending a letter. We think they also try to make a change of their broadcasting, in the case of pronunciation they are trying. Some radio has own news bulletin and they try to be authentic. I think government do not want to be extreme to the FM broadcasting, government motto is that to develop this sector so that we give space the FM radio to be mature them, We are hopeful that after a certain time they will be full compliance with the government policy. Another sensitive issue is that the entire FM channel has a powerful back stand. But government decision is ultimate.

If I judge the FM as a mass media, I think they are not in mainstream mass media. Mass media has to balance in three goals – education, information and entertainment. I think 95% of broadcasting is only for entertainment. They have the interest to attract audience somehow as well as sponsor agency. Very few cases they meet their social responsibility.

Annexure: B

Annex I: High Court Rule to ensure proper pronunciation and uses of Bangla

সংযুক্তি-৯

IN THE SUPREME COURT OF BANGLADESH  
HIGH COURT DIVISION  
(SPECIAL ORIGINAL JURISDICTION)  
SUGGATO RULE NO. 24 OF 2012.

Present  
Mr. Justice A.H.M Shamsuddin Choudhury,  
And  
Mr. Justice Jahangir Hossain.  
The 16<sup>th</sup> February, 2012.

মিঃ রফিক উদ্দিন আহমেদ, অ্যাডভোকেটের মহাসভার  
.....আবেদনকারী।  
মিঃ এম আমিরুল ইসলাম, এ্যাডভোকেট  
মিঃ আব্দুল মর্দিন খন্দকার, এ্যাডভোকেট  
মিঃ মোঃ নূরুল ইসলাম সুলতান, এ্যাডভোকেট  
মিঃ জাওয়াব আলী, এ্যাডভোকেট  
মিঃ মুরাদ রেজা, এ্যাডভোকেট এটর্নী জেনারেল।

যেহেতু জনাব রফিক উদ্দিন আহমেদ সেহা প্রদত্ত হয়ে বাংলা আয়ার উপর দুখন প্রকারণা বাণিত হয়ে, চিত্রিত হয়ে এবং দুখন হয়ে দুখন প্রকারণা রোধকরে এই মহামান্য আদালতের হস্তক্ষেপ কামনা করেছেন এবং দৈনিক প্রথম আলোতে প্রকাশিত ১৬ই ফেব্রুয়ারি ২০১২ তারিখের একটি উপ সঙ্গপাদকীয় আদালতের সম্মুখে উপস্থাপিত করেছেন যাতে দেখা যাবে ভাষা দুখন পদী দুখনের মধ্যে বিধগতী এবং যেহেতু আদালত বেশ কিছু সময় ধরে পরিলক্ষণ করছে যে, হাজার বছরের চর্চার মাধ্যমে বহু কবি, উপন্যাসিক, গল্পকার, প্রবন্ধকার ও ছড়াকারদের সাধারণ ভঙ্গি আদালত যে বাংলা ভাষা পেয়েছে সেই ভাষার বিকৃত উচ্চারণ দিয়ে তাকে বর্ণ করা হচ্ছে তাহলে বাংলা ভাষা আঙ্গ অক্ষরগতিক ভাবে স্বীকৃত একটি ভাষার মর্যাদা লাভ করেছে এবং সেহেতু শহীদ-দিবস আঙ্গ ঋতিসম্বন্ধে আন্তর্জাতিক ভাষার অবস্থানে অবস্থিত হয়েছে। এ ভাষাই লিখেই রবিন্দ্রনাথ ঠাকুর প্রথম এশিয়া হিসেবে মোবিল পুরস্কার লাভ করেছিলেন এবং সেহেতু পৃথিবীতে বাংলাই হচ্ছে একমাত্র ভাষা যে আয়ার ভাষা মানুষ দত্ত দিয়েছেন, শহীদ হয়েছেন। এই ধরনের কোন উচ্চারণ পৃথিবীতে আর কোথাও কখনো ঘটেনি। সুতরাং আয়ার মর্যাদা, জাতির পরিচয়তা থেকেই আমাদের রক্ষা করতে হবে।

সেহেতু  
সচিব, সংস্কৃতি এবং তথ্য মন্ত্রণালয়, গণপ্রজাতন্ত্রী বাংলাদেশ সরকার, মহাপরিচালক, বাংলা একাডেমি, মহাপরিচালক, বাংলাদেশ টেলিভিশন, মহাপরিচালক, বাংলাদেশ বেতার, চেয়ারম্যান, বাংলাদেশ টেলিকমিউনিকেশন রেগুলেটরি কমিশন, প্রধান কর্মকর্তাগণ সকল টেলিভিশন, প্রধান কর্মকর্তা, রেডিও টুডে, প্রধান কর্মকর্তা আদালত প্রডাকটিং করপোরেশন, প্রধান কর্মকর্তা রেডিও শহীদ, প্রধান কর্মকর্তা এবিসি রেডিওকে আগামী ১০ দিনের মধ্যে এ মর্মে কার্য দর্শাতে বলা হলো কেন আয়ার দুখন রক্ষার জন্য তাদেরকে প্রয়োজনীয় নির্দেশ প্রদান করা হবে না এবং জমা দুখন রোধকরে প্রয়োজনীয় নীতিমালা প্রণয়নের জন্য অধ্যাপক আনিপুঞ্জামাকে প্রধান করে একটি কমিটি গঠনের নির্দেশ প্রদান করা হবে না।

ইতিমধ্যে, বাংলা আয়ার দুখন বিকৃত উচ্চারণ (যা বর্ণ্যেতে আক্ষরিক উচ্চারণ বোঝাবে না), বিদেশী আয়ার যুরে বাংলা উচ্চারণ ইত্যাদি রেখের উপায় নির্ধারণের লক্ষ্যে অধ্যাপক আনিপুঞ্জামানের নেতৃত্বে একটি কমিটি গঠনের জন্য শিল্পে সচিবকে নির্দেশ দেয়া হলো। অধ্যাপক আনিপুঞ্জামানে কমিটির অন্যায় সদস্য নির্বাচন করবেন। তবে কবি সৈয়দ শামসুল হক, অধ্যাপক সিরাজুল ইসলাম সৌধুরী, কবি সার্বভৌম সেনিলা হোসেন, নজরুল বিশেষজ্ঞ রফিকুল ইসলাম, কবি নির্মলেন্দু গুন, কবি রফিক আজাদ এর নাম বিশেষ করে উল্লেখ করা যেতে পারে।

S.Choudhury,  
Jahangir Hossain.

অধ্যাপক আনিপুঞ্জামান  
সচিব সচিব (সংস্কৃতি)  
তারিখ: ১৬/০২/১২  
১। যুরে-কবি (রেডিও)  
২। যুরে-কবি (টিভি)  
৩। উপ-সচিব (টিভি-২)  
সচিব সচিব (সংস্কৃতি)

তারিখ: ১৬/০২/১২  
১। যুরে-কবি (রেডিও)  
২। যুরে-কবি (টিভি)  
৩। উপ-সচিব (টিভি-২)  
সচিব সচিব (সংস্কৃতি)

Copy forwarded to:  
1. সংস্কৃতি এবং তথ্য মন্ত্রণালয়, গণপ্রজাতন্ত্রী বাংলাদেশ সরকার,  
2. মহাপরিচালক, বাংলা একাডেমি,  
3. মহাপরিচালক, বাংলাদেশ টেলিভিশন,  
4. মহাপরিচালক বাংলাদেশ বেতার,  
5. চেয়ারম্যান বাংলাদেশ টেলিকমিউনিকেশন রেগুলেটরি কমিশন,  
6. প্রধান কর্মকর্তাগণ সকল টেলিভিশন,  
7. প্রধান কর্মকর্তা, রেডিও টুডে,  
8. প্রধান কর্মকর্তা আদালত প্রডাকটিং করপোরেশন,  
9. প্রধান কর্মকর্তা রেডিও শহীদ,  
10. প্রধান কর্মকর্তা এবিসি রেডিও  
11. শিকা সচিব গণপ্রজাতন্ত্রী বাংলাদেশ সরকার

For information and necessary action.

Mamun/07.3.2012.  
Read by:

Superintendent

By order,  
Assistant Registrar.

Annex II: Show cause letter

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার  
তথ্য মন্ত্রণালয়  
বেতার-২ অধিশাখা  
বাংলাদেশ সচিবালয়, ঢাকা  
[www.moi.gov.bd](http://www.moi.gov.bd)

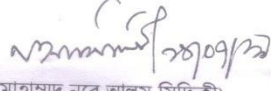
নং-১৫.০০.০০০০.০২২.৩৩.০১১.১৯ -২৭২

তারিখ: ৩০ আষাঢ় ১৪২৬  
১৪ জুলাই ২০১৯

বিষয়: ১৪ এপ্রিল ২০১৯ পহেলা বৈশাখ-১৪২৬ উদযাপন উপলক্ষে ছায়ানট কর্তৃক রমনা বটমূলে আয়োজিত বর্ষবরণ অনুষ্ঠান প্রচার না করার কারণ ব্যাখ্যা।

উপর্যুক্ত বিষয়ের পরিপ্রেক্ষিতে বেসরকারি মালিকানায় বেতার কেন্দ্র মনিটরিং এর লক্ষ্যে তথ্য মন্ত্রণালয় কর্তৃক গঠিত “মনিটরিং কমিটির”-৬২ তম সভার সিদ্ধান্ত (কপি সংযুক্ত) এতদসঙ্গে প্রেরণ করা হলো।

০২। এমতাবস্থায়, ১৪ এপ্রিল ২০১৯ পহেলা বৈশাখ-১৪২৬ উদযাপন উপলক্ষে ছায়ানট কর্তৃক রমনা বটমূলে আয়োজিত বর্ষবরণ অনুষ্ঠান প্রচার না করার কারণ আগামী ২৫-০৭-২০১৯ তারিখের মধ্যে ব্যাখ্যা করার জন্য নির্দেশক্রমে অনুরোধ করা হলো।

  
(মোহাম্মদ নুরে আলম সিদ্দিকী)  
উপসচিব  
ফোনঃ ৯৫৭৬৬২০  
E-mail:sas.betar2@moi.gov.bd

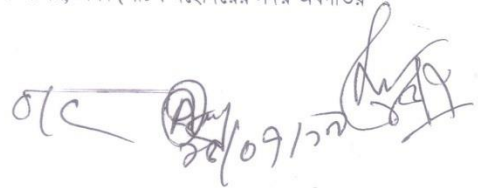
বিতরণ:

- ১। ব্যবস্থাপনা পরিচালক, রেডিও ধানি লিমিটেড, বাড়ী-১৫, রোড-৪৩ গুলশান-২, ঢাকা-১২১২।
- ২। ব্যবস্থাপনা পরিচালক, রেডিও স্বাধীন প্রাইভেট লিঃ এশিয়াটিক সেন্টার, বাড়ী-৬৩, রোড-৭/বি, ব্লক-এইচ, বনানী, ঢাকা।
- ৩। ব্যবস্থাপনা পরিচালক এনরিচ নেট (প্রাঃ) লিমিটেড (রেডিও নেকস্ট) নিটল সেন্টার ৭১, মহাখালী, ঢাকা।
- ৪। প্রোপ্রাইটার, আরাফ এপারেলস্ (রেডিও ঢোল), বাড়ী-৪৩, রোড-৩৫এ, গুলশান-২, ঢাকা-১২১২।
- ৫। চেয়ারম্যান, রেডিও মাসালা লি: (স্পাইস এফএম) ৪১১ গুলশান, তেজগাঁও, লিংক রোড, তেজগাঁও ১/এ, ঢাকা

অনুলিপি সদয় অবগতির জন্যঃ

- ১। মহাপরিচালক, বাংলাদেশ বেতার ও সভাপতি, বেসরকারি মালিকানায় এফএম বেতারকেন্দ্র স্থাপন ও পরিচালনা সংক্রান্ত মনিটরিংকমিটি, আগারগাঁও, ঢাকা।
- ২। সচিবের একান্ত সচিব, তথ্য মন্ত্রণালয়, বাংলাদেশ সচিবালয়, ঢাকা (সচিব মহোদয়ের সদয় অবগতির জন্য)।

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Annex III: Show cause letter

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার  
তথ্য মন্ত্রণালয়  
বেতার-২ অধিশাখা  
বাংলাদেশ সচিবালয়, ঢাকা  
[www.moi.gov.bd](http://www.moi.gov.bd)

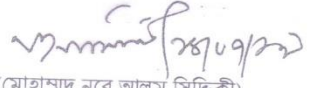
নং-১৫.০০.০০০০.০২২.৩৩.০১১.১৯-২৭৩

তারিখ: ৩০ আষাঢ় ১৪২৬  
১৪ জুলাই ২০১৯

বিষয়: সংবাদ প্রচারে সতর্কতা অবলম্বন।

উপর্যুক্ত বিষয়ের পরিপ্রেক্ষিতে বেসরকারি মালিকানায় বেতার কেন্দ্র মনিটরিং এর লক্ষ্যে তথ্য মন্ত্রণালয় কর্তৃক গঠিত “মনিটরিং কমিটির”-৬২ তম সভার সিদ্ধান্ত অনুযায়ী (কপি সংযুক্ত) আপনার রেডিও’কে সংবাদ প্রচারে সতর্কতা অবলম্বনের জন্য নির্দেশক্রমে অনুরোধ করা হলো।


০২। এমতাবস্থায়, বর্ণিত অনিয়ম অব্যাহত থাকলে “বেসরকারি মালিকানাধীন এফ.এম বেতারকেন্দ্র স্থাপন ও পরিচালনা নীতিমালা-২০১০” অনুযায়ী ব্যবস্থা গ্রহণ করা হবে।

  
(মোহাম্মদ নূরে আলম সিদ্দিকী)  
উপসচিব  
ফোনঃ ৯৫৭৬৬২০  
E-mail:sas.betar2@moi.gov.bd

ব্যবস্থাপনা পরিচালক  
রেডিও ব্রডকাস্টিং এফএম (বাংলাদেশ) কোং লিঃ  
(রেডিও টুডে)  
আওয়াল সেন্টার (২০তলা)  
৩৪, কামাল আতাতুর্ক এভিনিউ  
বনানী, ঢাকা-১২১২।

অনুলিপি:

- ০১। মহাপরিচালক, বাংলাদেশ বেতার, ও সভাপতি বেসরকারি মালিকানায় এফএম বেতারকেন্দ্র স্থাপন ও পরিচালনা সংক্রান্ত মনিটরিং কমিটি, আগারগাঁও, ঢাকা।
- ০২। সচিবের একান্ত সচিব, তথ্য মন্ত্রণালয়, বাংলাদেশ সচিবালয়, ঢাকা (সচিব মহোদয়ের সদয় অবগতির জন্য)।

৩৫   
১৫/০৭/১৯

Annex IV: Show cause letter

**মহাপরিচালকের কার্যালয়**  
**বাংলাদেশ বেতার**  
**ডায়েরী নং: ৩২২৬**  
**তারিখ: ২৫/০৫/১৯**

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার  
 তথ্য মন্ত্রণালয়  
 বেতার-২ অধিশাখা  
 বাংলাদেশ সচিবালয়, ঢাকা  
[www.moi.gov.bd](http://www.moi.gov.bd)

মহাপরিচালকের কার্যালয়	
বাংলাদেশ বেতার	
ডায়েরী নং	৩২২৬
তারিখ	২৫/০৫/১৯
প্রোগ্রাম প্রকার	
পরিচালক (প্রোগ্রাম/অর্থ)	
পরিচালক (অন্যান্য)	
পরিচালক (সিফটো)	
পরিচালক (শিক্ষা)	
পরিচালক (সেবা)	
সিনিয়র প্রোগ্রামার (সেবা)	

তারিখ: ০৯ জৈষ্ঠ ১৪২৬  
২৩ মে ২০১৯

নং-১৫.০০.০০০০.০২২.৩৩.০০২.১১ (অংশ). ১৯৫

**বিষয় : মাননীয় প্রধান নির্বাচন কমিশনার কর্তৃক জাতির উদ্দেশ্যে প্রদত্ত ভাষণ প্রচার করা প্রসংগে।**

উপর্যুক্ত বিষয়ের পরিপ্রেক্ষিতে জানানো যাচ্ছে যে, তথ্য মন্ত্রণালয়ের ১৬-০১-২০১৯ তারিখের ১৫.০০.০০০০.০২২.৩৩.০০২.১১ (অংশ).৩৩ নং সারকের মাধ্যমে (কপি সংযুক্ত) মাননীয় প্রধান নির্বাচন কমিশনার কর্তৃক জাতির উদ্দেশ্যে প্রদত্ত ভাষণ প্রচার না করার কারণ ব্যাখ্যা করার জন্য অনুরোধ করা হয়। কিন্তু অদ্যাবধি কোন জবাব পাওয়া যায়নি।

০২। এমতাবস্থায়, মাননীয় প্রধান নির্বাচন কমিশনার কর্তৃক জাতির উদ্দেশ্যে প্রদত্ত ভাষণ প্রচার না করার কারণ ব্যাখ্যা করার জন্য পুনরায় নির্দেশক্রমে অনুরোধ করা হলো।

উপস্থাপিত  
 ডায়েরী নং: ৬০৩৭  
 তারিখ: ২৫/০৫/১৯

(মোহাম্মদ নূরে আলম সিদ্দিকী)  
 উপসচিব  
 ফোনঃ ৯৫৪৫৮৬৮  
 E-mail: sas.betar@moi.gov.bd

**পরিচালক (অনুষ্ঠান)**  
 ডায়েরী নং: ২২৭.৫  
 তারিখ: ২৫/০৫/১৯

**বিতরণ :**

- চেয়ারম্যান ও ব্যবস্থাপনা পরিচালক, এশিয়ান রেডিও লিমিটেড, এশিয়ান গ্রুপ অব ইন্ডাস্ট্রিজ দিলকুশা সেন্টার (৫ম তলা), সুইট#৪০৪, ২৮, দিলকুশা বা/এ, ঢাকা।

**অনুলিপি সদয় অবগতির জন্যঃ**

- মহাপরিচালক, বাংলাদেশ বেতার, আগারগাঁও, ঢাকা।

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Annex V: Show cause letter

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার  
তথ্য মন্ত্রণালয়  
বেতার-২ অধিশাখা  
বাংলাদেশ সচিবালয়, ঢাকা  
[www.moi.gov.bd](http://www.moi.gov.bd)

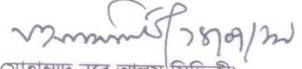
নং-১৫.০০.০০০০.০২২.৩৩.০১১.১৯-২৭০

তারিখ: ৩০ আষাঢ় ১৪২৬  
১৪ জুলাই ২০১৯

বিষয়: বিশ্ব অটিজম সচেতনতা দিবস-২০১৯ অনুষ্ঠানে মাননীয় প্রধানমন্ত্রী প্রদত্ত ভাষণ অনুষ্ঠান প্রচার না করার কারণ ব্যাখ্যা।

উপর্যুক্ত বিষয়ের পরিপ্রেক্ষিতে বেসরকারি মালিকানায় বেতার কেন্দ্র মনিটরিং এর লক্ষ্যে তথ্য মন্ত্রণালয় কর্তৃক গঠিত “মনিটরিং কমিটি”-৬২ তম সভার সিদ্ধান্ত (কপি সংযুক্ত) এতদসঙ্গে প্রেরণ করা হলো।

০২। এমতাবস্থায়, বিশ্ব অটিজম সচেতনতা দিবস-২০১৯ অনুষ্ঠানে মাননীয় প্রধানমন্ত্রী প্রদত্ত ভাষণ প্রচার না করার কারণ আগামী ২৫-০৭-২০১৯ তারিখের মধ্যে ব্যাখ্যা করার জন্য নির্দেশক্রমে অনুরোধ করা হলো।

  
(মোহাম্মদ নুরে আলম সিদ্দিকী)  
উপসচিব  
ফোনঃ ৯৫৭৬৬২০  
E-mail:sas.betar2@moi.gov.bd

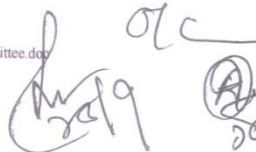
বিতরণ:

- ১। পরিচালক, রেডিও ফুর্তি লিমিটেড (রেডিও ফুর্তি), ল্যান্ডমার্ক, ৯ম তলা, ১২-১৪, গুলশান উত্তর বা/এ, গুলশান সার্কেল-২, ঢাকা-১২১২।
- ২। ব্যবস্থাপনা পরিচালক, রেডিও ব্রডকাস্টিং এফ.এম.(বাংলাদেশ) কোং লিঃ (রেডিও টু-ডে), আউয়াল সেন্টার (১৯ তলা) ৩৪ কামাল আতাতুর্ক এভিনিউ, বনানী, ঢাকা।
- ৩। ব্যবস্থাপনা পরিচালক, রেডিও স্বাধীন প্রাইভেট লিঃ এশিয়াটিক সেন্টার, বাড়ি-৬৩, রোড-৭/বি, ব্লক-এইচ, বনানী, ঢাকা।
- ৪। ব্যবস্থাপনা পরিচালক এনরিচ নেট (প্রাঃ) লিমিটেড (রেডিও নেকস্ট) নিটেল সেন্টার ৭১, মহাখালী, ঢাকা।
- ৫। ব্যবস্থাপনা পরিচালক, রেডিও ৭১ লিমিটেড (রেডিও ৭১), রিয়াজ মটরস্, ৬৩ কাকরাইল, ঢাকা-১০০০।

অনুলিপি সদয় অবগতির জন্যঃ

- ১। মহাপরিচালক, বাংলাদেশ বেতার ও সভাপতি, বেসরকারি মালিকানায় এফএম বেতারকেন্দ্র স্থাপন ও পরিচালনা সংক্রান্ত মনিটরিং কমিটি, আগারগাঁও, ঢাকা।
- ২। সচিবের একান্ত সচিব, তথ্য মন্ত্রণালয়, বাংলাদেশ সচিবালয়, ঢাকা (সচিব মহোদয়ের সদয় অবগতির জন্য)।

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২৫/০৭/১৯



Annex VI: Show cause letter

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার  
তথ্য মন্ত্রণালয়  
বেতার-২ অধিশাখা  
বাংলাদেশ সচিবালয়, ঢাকা  
[www.moi.gov.bd](http://www.moi.gov.bd)

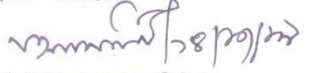
নং-১৫.০০.০০০০.০২২.৩৩.০১১.১৯ -২৬৭

তারিখ: ৩০ আষাঢ় ১৪২৬  
১৪ জুলাই ২০১৯

বিষয়: মহামান্য রাষ্ট্রপতি ও মাননীয় প্রধানমন্ত্রীর পুষ্পস্তবক অর্পণ অনুষ্ঠান প্রচার না করার কারণ ব্যাখ্যা।

উপর্যুক্ত বিষয়ের পরিপ্রেক্ষিতে বেসরকারি মালিকানায বেতার কেন্দ্র মনিটরিং এর লক্ষ্যে তথ্য মন্ত্রণালয় কর্তৃক গঠিত “মনিটরিং কমিটির”-৬২ তম সভার সিদ্ধান্ত (কপি সংযুক্ত) এতদসঙ্গে প্রেরণ করা হলো।

০২। এমতাবস্থায়, মহান স্বাধীনতা ও জাতীয় দিবস ২০১৯ উপলক্ষে সাভারস্থ জাতীয় স্মৃতিসৌধে মহামান্য রাষ্ট্রপতি ও মাননীয় প্রধানমন্ত্রীর পুষ্পস্তবক অর্পণ অনুষ্ঠান প্রচার না করার কারণ আগামী ২৫-০৭-২০১৯ তারিখের মধ্যে ব্যাখ্যা করার জন্য নির্দেশক্রমে অনুরোধ করা হলো।

  
(মোহাম্মদ নুরে আলম সিদ্দিকী)  
উপসচিব  
ফোনঃ ৯৫৭৬৬২০  
E-mail:sas.betar2@moi.gov.bd

ব্যবস্থাপনা পরিচালক  
রেডিও ধ্বনি লিমিটেড (রেডিও ধ্বনি)  
৮০/এ সিদ্দেশ্বরী সার্কুলার রোড  
হযরত শাহজালাল টাওয়ার (১৫ তলা)  
ঢাকা।

অনুলিপি সদয় অবগতির জন্যঃ

- ১। মহাপরিচালক, বাংলাদেশ বেতার ও সভাপতি, বেসরকারি মালিকানায এফএম বেতারকেন্দ্র স্থাপন ও পরিচালনা সংক্রান্ত মনিটরিংকমিটি, আগারগাঁও, ঢাকা।
- ২। সচিবের একান্ত সচিব, তথ্য মন্ত্রণালয়, বাংলাদেশ সচিবালয়, ঢাকা (সচিব মহোদয়ের সদয় অবগতির জন্য)।

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১৪/০৭/১৯

Annex VII: Show cause letter

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার  
তথ্য মন্ত্রণালয়  
বেতার-২ অধিশাখা  
বাংলাদেশ সচিবালয়, ঢাকা  
www.moi.gov.bd

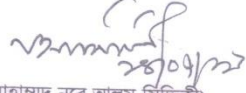
নং-১৫.০০.০০০০.০২২.৩৩.০১১.১৯-২৭১

তারিখ: ৩০ আষাঢ় ১৪২৬  
১৪ জুলাই ২০১৯

বিষয়: মহান স্বাধীনতা ও জাতীয় দিবস ২০১৯ উপলক্ষে বঙ্গবন্ধু ভবনস্থ জাতির পিতা বঙ্গবন্ধু শেখ মুজিবুর রহমানের প্রতিকৃতিতে মাননীয় প্রধানমন্ত্রীর পুষ্পস্তবক অর্পণ অনুষ্ঠান প্রচার না করার কারণ ব্যাখ্যা।

উপর্যুক্ত বিষয়ের পরিপ্রেক্ষিতে বেসরকারি মালিকানায় বেতার কেন্দ্র মনিটরিং এর লক্ষ্যে তথ্য মন্ত্রণালয় কর্তৃক গঠিত “মনিটরিং কমিটির”-৬২ তম সভার সিদ্ধান্ত (ফপি সংযুক্ত) এতদসঙ্গে প্রেরণ করা হলো।

০২। এমতাবস্থায়, মহান স্বাধীনতা ও জাতীয় দিবস-২০১৯ উপলক্ষে বঙ্গবন্ধু ভবনস্থ জাতির পিতা বঙ্গবন্ধু শেখ মুজিবুর রহমানের প্রতিকৃতিতে মাননীয় প্রধানমন্ত্রীর পুষ্পস্তবক অর্পণ অনুষ্ঠান প্রচার না করার কারণ আগামী ২৫-০৭-২০১৯ তারিখের মধ্যে ব্যাখ্যা করার জন্য নির্দেশক্রমে অনুরোধ করা হলো।

  
(মোহাম্মদ নুরে আলম সিদ্দিকী)  
উপসচিব  
ফোনঃ ৯৫৭৬৬২০  
E-mail:sas.betar2@moi.gov.bd

বিতরণ:

- ১। পরিচালক, রেডিও ফুর্টি লিমিটেড (রেডিও ফুর্টি), ল্যান্ডমার্ক, ৯ম তলা, ১২-১৪, গুলশান উত্তর বা/এ, গুলশান সার্কেল-২, ঢাকা-১২১২।
- ২। ব্যবস্থাপনা পরিচালক, ইউনিওয়েভ ব্রডকাস্টিং কোম্পানী লিমিটেড (রেডিও আমার), ওয়াটার ফ্রন্ট, বাড়ী নং-২৮(২য় তলা) রোড নং-১৩০, গুলশান-১, ঢাকা।
- ৩। ব্যবস্থাপনা পরিচালক, আয়না ব্রডকাস্টিং কর্পোরেশন লিঃ (এবিসি রেডিও), ৫২ মতিঝিল, ঢাকা-১০০০।
- ৪। ব্যবস্থাপনা পরিচালক, রেডিও ব্রডকাস্টিং এফ.এম.(বাংলাদেশ) কোং লিঃ (রেডিও টু-ডে), আউয়াল সেন্টার (১৯ তলা) ৩৪ কামাল আতাতুর্ক এডিনিউ, বনানী, ঢাকা।
- ৫। ব্যবস্থাপনা পরিচালক, রেডিও ধ্বনি লিমিটেড, বাড়ী-১৫, রোড-৪৩ গুলশান-২, ঢাকা-১২১২।
- ৬। ব্যবস্থাপনা পরিচালক, পিপলস্ রেডিও লিমিটেড, (পিপলস্ রেডিও) সাধারণ বীমা টাওয়ার ৮মতলা, ৩৭/১ দিলকুশা, ঢাকা-১০০০
- ৭। ব্যবস্থাপনা পরিচালক এনরিচ নেট (প্রা:) লিমিটেড (রেডিও নেকস্ট) নিটল সেন্টার ৭১, মহাখালী, ঢাকা।
- ৮। ব্যবস্থাপনা পরিচালক, ভিশন টেকনোলজিস্ লিমিটেড (রেডিও দিনরাত), স্কয়ার সেন্টার, ৪৮, মহাখালী বা/এ, ঢাকা।
- ৯। চেয়ারম্যান, রেডিও মাসালা লি: (স্পাইস এফএম) ৪১১ গুলশান, তেজগাঁও, লিংক রোড, তেজগাঁও ১/এ, ঢাকা।
- ১০। চেয়ারম্যান, টিউন বাংলাদেশ লিঃ (কালারস্ এফএম) এপি হাউজ, হাউজ নং-৩ রোড-২/এ, বনানী, ঢাকা।

অনুলিপি সদয় অবগতির জন্যঃ

- ১। মহাপরিচালক, বাংলাদেশ বেতার ও সভাপতি, বেসরকারি মালিকানায় এফএম বেতারকেন্দ্র স্থাপন ও পরিচালনা সংক্রান্ত মনিটরিং কমিটি, আগারগাঁও, ঢাকা।
- ২। সচিবের একান্ত সচিব, তথ্য মন্ত্রণালয়, বাংলাদেশ সচিবালয়, ঢাকা (সচিব মহোদয়ের সদয় অবগতির জন্য)।

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