

## A STUDY ON COMMUNITY RADIO AS AN EDUCATIONAL TOOL IN BANGALORE: A CASE STUDY OF RADIOACTIVE 90.4 MHz

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### ABSTRACT

*This study documents the first and only community radio station in Bangalore—Radioactive. Radioactive took an initiative, to operate, promote, and encourage the local populace to obtain knowledge of mathematical applications relevant to their day-to-day lives. This experiment of using community radio as a facilitator in educating the locally deprived community as an informational catalyst was a unique experiment. Community radio, for the first time, was used to teach mathematics to underprivileged domestic workers. An intervention, as such, was designed to be locally broadcast via 180 episodes, supplemented with additional events and activities. The programme rekindled the target audience's interest in learning mathematics as well as accepted community radio as a tutor and facilitator that brought value to their lives. This study includes both quantitative and qualitative techniques. Quantitative data aims to understand, portray, and anticipate marvels in thinking, especially by improving models and hypotheses. Subjective perceptions have been underlined by qualitative research that used thorough interviews, and the analysis was employed through the questionnaire strategy. The method's application has rekindled the target audience's interest in electronic media under the flagship of radio. The provision of gauging mathematical solutions through simple instructional strategies had a significant impact on domestic workers.*

**KEYWORDS:** Education, Awareness, Mathematical Applications, Radioactive & Community Radio

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