

Effectiveness of the Campus FM Radios for the Promotion of Formal Education and Awareness among Pakistani Youths

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Abstract

The purpose of this study is to determine whether the mottoes of public sector universities affect the transmission of campus radio. The researcher is intended to know under the light of social responsibility theory whether these universities are using these radios for training of students merely or they are using them as a source to transmit their motto among students alongside. Also, does the content following the principles set forth by these universities in their slogans? For the purpose of in-depth inquiry, the researcher hypothesized that universities FMs are influenced by their motto and they are transmitting certain type of content. The researcher also hypothesized that the campus radios of formal education-based universities are less influenced by the motto and vice versa. The triangulations method was used to test the hypothesis. Interviews of famous radio personalities were conducted to know the real purpose of campus radios and content analysis of respective radios' content to learn more about the nature of their transmission. Finally, the researcher found that the campus radios are providing training to students but they do not promote the motto of their universities. For reliability of research, statistical tests were used for accurate calculation of facts. K-sample t-test was applied to cross analyze the study. In the end, all hypothesis set forth by researcher were approved in the end. This study suggests future researcher to analyze other campus radios stations of Pakistan and extend the scope of the study to overall community broadcast in Pakistan.

Keywords: Radio, Campus, Education, Media, Broadcasting, Pakistan

Introduction

Radio is the most effective and easily accessible medium of information even in the era of modern technology. Telecommunications advancements have opened up new opportunities for education, information seeking, awareness, entertainment and has given a new life to radio. FM radio is still a popular means of communication among youth. About 68% of the population of Pakistan is youth who are considered as less than 30 years of age. The youth in Pakistan is using FM radio more than any other members of the society (Planning Commission, 2011). The definition of youth is different from country to country; however, the UN has a general definition of youth as those persons who are between 15 and 24 years. According to the UN statistics, youth in Pakistan is about 63% which is 103 million of the total population. Pakistan's youth literacy rate is estimated to be at 53% (UNDP, 2013). According to the Pakistan Press Foundation the only source of news, education, entertainment and information was the radio Pakistan until 1960s till television was introduced (Friedrich, 2009).

Following the First World War in the 1920s and the Second World War in the 1950s, radio was widely used as an effective educational tool. Though during and after WW-II, radio was extensively used as a propaganda machine against rival countries, particularly the United States, the United Kingdom, Germany, Japan, and France. However, after a huge destruction in this war the world soon acknowledged the positive usage of radio for human development. In general, there are three approaches to using radio in the education: Direct class teaching, in which broadcast programming as a substitution for teachers on a provisional basis. The structure of ICT has been used in educational institutes in three ways: (a) direct class teaching, which includes Interactive Radio Instruction (IRI), (b) college/university broadcasting, which provides complementary teaching and learning support, and (c) general teaching broadcasting, which provides informal learning opportunities. In the mid-twentieth century, the concept of community development through development support communication became a successful story in the mass media, particularly radio. Radio has played an important role in promoting education, community development, global harmony, and country socialization. Furthermore, educational radio and community radio are two very distinct sorts of radio. Community radio permits and broadcasts informal learning and social transformation, whereas educational radio provides basic or advanced education. Community radio, on the other hand, is usually focused on local communities and is participatory in nature, whereas educational radio is more national/institutional in nature. Eventually, both need to improve their quality of life (Thomas, 2001). All broadcasting channels are involved in educational oriented programs, whether formal or informal education, but radio plays a leading role, particularly in developing countries where the availability, usage or access to other media such as TV and internet is limited. Due to its low cost and adequate reliability in all climates of small transistor radios mean that radio broadcasting should more and more be recognized as a particularly suitable medium for educational purpose.

In this digitized globe, radio has been used as a medium of educating people in number of ways including health, education, community development, women empowerment, gender rights, gender discrimination, human rights, politics and entertainment. FM radios are also providing a platform to the students so as to get confidence, practical experience and demonstrate skills and potential. Among all sophisticated communication technologies, radio remains a very powerful and cheapest medium used in education for disseminating information, imparting instruction and giving entertainment that has been used successfully by developed and underdeveloped countries since its invention in start of twentieth century. According to the published reports, it has supported educational programs in a wide range of subject areas in many different countries. It effectively disseminates education and information to a greater group of population thereby saving time, energy, money and man-power in an effective way. Francine T. (2011) agrees that it: (a) increases the availability of learning experiences for learners who cannot or do not want to attend traditional face-to-face offerings, (b) assembles and disseminating instructional content more cost-efficiently, or (c) enables instructors to handle more students while maintaining learning outcome quality that is equivalent to that of comparable face-to-face instruction.

Allama Iqbal Open University (AIOU), a Pakistani distance learning university is the oldest university in Asia that was established in 1974. AIOU is considered the world's 4th largest university of higher learning. The university broadcast radio, television and video recordings as a teaching aid to its students (Wikipedia, 2021). Apart from AIOU, Virtual University of Pakistan is the second public university which operates as distance learning system through radio, television and internet technologies.

In terms of the effectiveness and popularity of electronic media, “Pakistan Electronic Media Regulatory Authority (PEMRA) was established in 2002 as an independent and constitutionally established federal institution responsible for regulating and issuing channel licenses for establishment of the mass media culture, print and regulate private electronic media. The establishment of PEMRA was initiated in 2000, during President Musharraf's term; through the formation of the Regulatory Authority for Media Broadcast Organizations, (Wikipedia, 2021)”. PEMRA is mandated to improve media, information, education, and entertainment standards, as well as to expand the range of alternatives available to Pakistanis including news, current affairs, religious awareness, art, and culture, as well as science and technology. To promote and enhance education, research as well as skilled human resources, it was decided to use radio medium being cheaper and easily accessible to the masses. Campus radio can be used as an effective and interesting tool in education for both formal and informal education. Campus radios are one of the new trends and very useful for the practical training of students enrolled in media and mass communication departments at colleges and university levels. PEMRA has granted permission to operate FM campus radios for student practical training in mass communication departments of various universities and educational institutes as trained professionals and skilled workforce can play a constructive role in creating independent and free media (PEMRA, 2020). Pakistan Electronic Media Regulatory Authority (PEMRA) has permitted them to operate campus radios. Campus radio or campus FM stations are currently operating in several parts of the nation. These radio stations do not broadcast news and current affairs programs. Their transmission is restricted to air educational, awareness programs, etc.

PEMRA has issued more than 380 licenses to establish FM radio stations across the country for commercial and non-commercial purposes. Currently, forty-five non-commercial FM radio stations are working under the umbrella of the Pakistan Electronic Media Regulatory Authority (PEMRA). Out of which thirty-four (34) are campus FM radios whereas eleven FM radios are working in different organizations, government departments to disseminate information, knowledge of social issues and culture promotion, such as Islamabad Traffic Police, Sindh Police, Punjab Traffic Police, National Highways & Motorway Police (NH & MP), KPK Judicial Academy, Information & PR Directorate, KPK, Punjab Language Institute, Lahore Chamber of Commerce, Punjab Institute of Language, Art & Culture, Lahore (Chaudhary, 2019). Most importantly, FM radio transmission of University of Central Punjab is 24/7 round the clock that is creating awareness of social and educational issues for students and educational development.

Furthermore, radio is a universal medium that is not only entertaining their listeners but also educating them, information and awareness, broadcasting and dissemination news, ideas, discussions and also for advertisement. Because of its low cost and easily availability, it is a common man paradise and for poor people and youth a symbol of social responsibility as well (David, 2007, pp.1-2). Also, radio is also considered as a platform that provides convenient access to homes and workplaces, as well as a cost-effective and adequate medium for educational purposes. The aim of campus radio is to broadcast educational programs, to provides general information, maintains ties with students that are widespread and dispersed, to explore students' talent and provides the necessary support to bridge the gap between students and teachers as Chanter. P & Stewart. P (2007) said in their book “Basic Radio Journalism” that some students' stations are also carrying news and essential information about college life. The main goal of setting up campus radios in educational institutions/universities are to provide students and the general public with spill-over benefits by providing them with awareness and general information (PEMRA, 2016). This popularity of radio has

introduced a medium in the form of campus radio to grab the attention of youth and to make aware them of university current situation events and educational programs.

Statement of the Problem

The major purpose and function of educational broadcast is to provide educational needs of its listeners and beneficiaries. There are many campus radios working across the country and operating under the license of campus radio category. Yet, there are no significance visibility of campus radios that raise question of their effectiveness. It is hypothesized by the researcher that campus or educational broadcast is dominated by the entertainment and other latest trends, quite contrary to their purpose of establishment. The researcher wants to investigate the exact content of educational broadcast and wishes to gauge the influence of motto of universities to see how their content is shaped and helps promote the capabilities of students in the way it is assumed to be.

Rationale of the Study

This research will measure the impact of university mottos on the content of selected three campus radios out of thirty-four: PUFM 104.6 was launched by the Institute of Communication Studies, University of Punjab in June 2004, Voice of AIOU 91.6 was launched in March 2010, and Voice of LCWU FM 96.6 is operated by Lahore College for Women University. The aim of the study is to analyze the content of educational radios of selected areas of Pakistan and to see how far the motto of university affects the content of its radio. As universities are autonomous bodies and have all their powers with them to design and run their structures for themselves, also their radios are their authority to run their own way. In the last two decades, Pakistan has seen an era of university development and media revolution. It has been clear that media has very important role in shaping the society. Universities have the setups of local level radios which are being run by them. The study will help explore how far the universities are running these setups to promote their mottos and purpose of establishing. The study will further help these radios stations to make their future strategies.

Objective of the Study

The main objective of this paper is as follows: (1) analyze the content of educational radios broadcast in order to find out the basic purpose of educational broadcast, (2) study the contents of programs being on-air for the purpose of learning and promoting the education, (3) measure the influence of university motto on the content of educational radios, (4) compare and explore the difference of content approach of selected educational radios.

Research Questions

The researchers attempted to find out answers to the following questions.

RQ1. To what extent motto of the university influences the contents of the respective radio programs?

RQ2. What kind of contents is broadcasted on respective educational radios?

RQ3. To what extent the gender participation in radio is in accordance with nature of university?

Theoretical Framework and Research Hypotheses

Social responsibility theory of press

The social responsibility theory of press is taken from the normative theories of the press. The normative theories are basically the relationship of the media with political, economic and social conditions of a system or society. These theories seek to define what the press should do in society. Rather than providing a descriptive account of the performance of the press, or criticizing the

press, a normative theory attempt to argue for a certain press system as the prime arrangement. Each normative theory is linked to a certain political system or political ideology. Normative press theory must not be disconnected from socio-political condition. Media scholar Denis Mcquail (1998) summarized the basic principles of social responsibility theory as follows.

1. The media have obligations to society and media ownership is a public trust.
2. News media should be truthful, accurate, fair and relevant.
3. Media should follow agreed codes of ethics and professional conduct (James. W, 1998).
4. Under this theory, media are controlled by community opinion, consumer action, professional ethics, and in the case of broadcasting, governmental regularity agencies, because of technical limits on the number of channel or frequencies available (Siebert et al, 1956)

In this study the researcher intends to evaluate and analyze the social responsibility role of campus radio. This theory is useful to explain the role of campus radio towards society as a whole because media plays a very essential role in social life. Campus radios, which are operated by the everyday companions and trusted group of people play very vital role in shaping the minds of their listeners. Keeping in view, “social responsibility” researcher is going to explore that whether campus radios fulfill their responsibilities according to their objectives like, informing and educating the students about varsities and campus activities, promotion of research culture among student and helping universities in promoting their mottos etc.

Research Hypotheses

H1. Content of radio programs will be influenced by the university motto.

H2a: AIOU FM radio programs contents will be more subject based formal educational as compared to informal educational programs.

H2b: LCWU FM radio programs contents will be more general?

H2c: PUFM radio programs contents will be more infotainment oriented than formal subject based programs contents?

Methodology

To analyze the effectiveness of campus FM radios, the researchers apply two methods of data collection (bi-angulations), content analysis and structured interview. The purposive non-probability sampling technique has been used in the study for data collection.

Population

This study considers Pakistan as the universe and the population of this survey is comprised of all public sector universities including AIOU (Allama Iqbal Open University), PU (Punjab University) and Lahore LCWU (Lahore College for Women University).

Sampling and Data Collection

According to Wimmer and Dominick (2010) “a sample is the small portion of the population which represents the whole population”. It is not possible to survey the complete population. Sampling allows the scholar to gather information from a large population. Extensive time, money, support and material are essential even in a simple and modest-sized survey. Thus, to determine what are the real objectives and purposes of these campus radios in their perspective, three campus radios have been selected for the purpose of content analysis, naming (Voice of AIOU 91.6, PUFM 104.6 and the Voice of LCWU 96.6). In addition, the researcher has conducted structured interviews from the teachers, broadcasters and professionals belonging to above mentioned campus radios as well from the other campus radios. Secondly, to determine the nature of content being on aired by the

channels at present, researcher selected daily cue sheets, fixed point charts and listening the randomly selected transmissions of 50 programs of each channels.

For this reason, the researcher has interviewed the eight educationists and professional radio broadcaster. For each respondents' interviews were lasted 30 to 40 minutes. For data collection, respondents were asked the same questions. These interviews were recorded telephonically on the spot of respondents. Furthermore, researcher has selected the content analysis method to analyze the nature of campus radio programs' contents.

The reason for the researcher's selection of the above-mentioned sampling approach is straightforward. It is a requirement of the research, and there is no counting or calculation system involved in the qualitative method of data analysis.

Secondly, the methodology used in this research is the most suitable for researcher economically. As a student, it is a condition for the researcher to use limited possible resources for the study.

Thirdly, non-probability sampling produced good result in the formal structured interview method because researcher was guided by the subject to make better choice.

For bi-angulations method - researcher wants to cover the study in every possible perspective, so the researcher used structured interview and content analysis, both simultaneously. Both qualitative and quantitative methods were used in the study.

Results and Discussion

Structured Interview

Structured interview provides the qualitative data for the study. Basically, this study was conducted to measure the role and the effectiveness of educational FM radio in creating link between students and campuses and check the real face of the educational FM. So, the researcher interviewed professional educationist broadcaster for the purpose.

1. Gulzar-ud-din Usmani

Mr. Gulzar-ud-din Usmani was the Station Director for Radio Pakistan. He earned his status through struggle and hard work. He was an artist in PBC, then moved up to assistant producer, and so on. After his retirement from the PBC, he joined LCWU radio FM 96.6 as program manager.

What are the objectives / purposes of these campus radios?

Usmani said, according to me, "the central goal of the channels is to train students of mass communication as reporters, producers, script writers, editors, and so on, in order to minimize the hardships of the students who will follow us in the field". In addition, we must use radio to introduce university departments. For example, if a university has 30 to 40 departments, the radio should devote 5 minutes to each. For this purpose, teachers should cooperate with the radio team on the programs.

2. Naveed Iqbal Choudhry

Mr. Choudhry is a lecturer at the University of the Punjab's - department of mass communication, where he previously worked as an editor, producer, and in charge of radio station FM104.6. He is currently a PhD fellow from Germany.

What are the objectives / purposes of these campus radios?

The ratio is 40:60, with 60 percent information and the remaining 40 divided into 20:20. 20% of the time is spent entertainment and 20% of the time is spent providing information. 60 percent of the information in the channel has been greatly diversified. However, the role of these channels differs significantly from that of AIOU (Allama Iqbal Open University) and VU (Virtual University) because campus radio has a limited time for transmission and a limited budget, and because

there are various departments and every department has a variety of programs for studying, therefore it is impossible to cover every subject information in a single broadcast. Its main goal is to prepare students for field work.

3. Ahmad Sheikh

Mr. Sheikh is a good professional broadcaster and visiting faculty member who has taught at a number of Lahore universities, including Punjab University, Superior University, and the University of Gujrat. He worked for PBC (Pakistan Broadcasting Corporation) and BBC (British Broadcasting Corporation).

What are the objectives / purposes of these campus radios?

Mr. Sheikh used his own experience as an example, he said, "when I was a student at Sure University in Kunfert, England, the university had its own radio". There were 35 departments, and each was given one hour. The exception was the department of mass communication, which had two hours to play the cue sheet since studios had been built in the department. Every department has the authority to make an introduction and promote its subjects. We must put the model into practice in our campuses. There should be a proper framework for work and the occupied FM by mass communication should not be accepted. There should be a difference between general and educational broadcasting.

Campus radios also provide a platform for those interested in broadcasting to learn a variety of skills such as how to communicate on a microphone, choice of words, how to write a report, and how to speak on camera and mike, etc.

4. Muhammad Zahid Bilal

Mr. Zahid is an assistant professor at the University of Gujrat, and he has served as a producer and program manager for PUFM 104.6. He was the person in charge of emergency radio PUFM 104.6 in Muzaffarabad during the 2005 disaster. He also supervised a campus radio station of Gujrat University FM 106.06.

What are the objectives/ purposes of these campus radios?

Mr. Zahid responded that the aim of these radios is to promote communication among campus community members, such as teachers being aware of what students are doing, students being aware of the role of administration and teachers, and administration being aware of both students and teachers. Radio can fulfill this role quite effectively. Radio will serve as a link between the campus's internal and external communities. According to him, university is the place where new ideas, theories, concepts, and knowledge are introduced by study. The nearest community of universities has a right to consume the apple produced by the universities, and the state has a right to produce new knowledge/technology. As a result, radio can play an important role in introducing and promoting innovative technologies, information, and innovations for development and hence for people's adoption.

These are universities that help societies by providing electricity, gas, petrol, medicine, seeds, fertilizer, and even food, as well as mass communication providing information about items through different channels. Now, the idea has changed particularly in Pakistan, the broadcasting house in the department of mass communication serves as a laboratory channel and only serves for the purpose training center.

5. Shehwar Haidar

Shehwar Haidar works as a program manager for radio Pakistan and gives special lectures on radio broadcasting at many Pakistani universities. He is a professional broadcaster with over 30

years of experience in the same field. Here are some of his points of view that he shared with the researcher.

What are the objectives/ purposes of these campus radios?

Mr. Shehwar Haidar replied that educational and common FM channels are vastly different. For instance, radios of the University of Punjab, Allama Iqbal Open University, and Lahore College for Women University, Lahore etc. are not on track to achieve their goals. They do not specifically educate people who are admitted as regular students from far-flung areas. He believes that they will quickly begin to operate in accordance with their mission and that they are on their way to achieving their goal. These campus channels do discuss educational issues and subjects, but not to the right extent that they can. Campus Channels aims to promote education for all Pakistanis in every corner of the country. There should be a clear distinction in both commercial and educational radio.

Public service radios and community radios is a same thing whether these are on the AM or FM band, both have the same goals of educating the people, resolving community problems, and improving the living standards of the general public.

6. Mr. Iqbal

Iqbal has a lot of FM radio experience. He is currently employed as a regional manager for the Sunrise FM radio network in Pakistan; prior to this, he was employed as a program manager for FM 95 Sun Rise Jhelum.

What are the objectives/ purposes of these campus radios?

There is a considerable difference between common FM radio and campus radio. Students in the mass communication department, in particular, receive training in production, reporting, and other journalism skills so that they will not face difficulties in these fields. They know how to control the console, face the microphones, write reports, and manage time, but the average person can be lost in the field, and also the transmission of campus radio is limited to the campus boundary.

7. Mr. Mustafa Kamal

Kamal works as a program producer for radio Pakistan and has extensive experience in both the FM and AM mediums. In Lahore, he produces the majority of religious programs for Radio Pakistan. He served as a program manager for Lahore's FM 101 radio station. He is currently employed as a program manager for Radio Pakistan in Sialkot.

What are the objectives/ purposes of these campus radios?

Mr. Kamal envisioned campus FM as a training laboratory for the students to learn about broadcasting and gain experience. Students learn how to publish, talk, report, and structure news on campus FM radio. Radio FM University of Punjab, radio Lahore College for Women University Lahore, and the other similar institutions provide students opportunities. Apart from that, these FM stations broadcast campus sports and entertainment services for students. The other FM channels, on the other hand, only broadcast on-air entertainment shows and make phone calls for gup shup (Talks).

8. Mr. Masood Malhi

Mr. Malhi is a professional broadcaster with a wealth of knowledge in the field of broadcasting. He is a senior presenter for Radio Pakistan Lahore in Punjabi language, with a strong technical background and experience in broadcasting. He worked with various broadcasting companies such as Sunrise Network, Awaz Network, and HUM Network of Radio FM. He is currently employed as an audio editor at PUFM 104.6 University of Punjab Lahore.

What are the objectives/ purposes of these campus radios?

He says that Campus FM radio is essentially a laboratory channel where students receive journalism training for broadcast media, but I have little different thought. I believe that the aim of campus radio is to generate and create new ideas for media market by experimenting with it. We need to prepare a student team for the media field who can both set new trends in the industry and also fulfill the needs of the media market.

There is an issue with campus radio. Universities, like most departments, do not have adequate budgets for radio; they believe it is a low-cost option, which is why campus radio has not been able to achieve its goals to date. If they choose campus radio, they must encourage it to make its own money from advertisements on the basis of small business. For high-quality production, we need high-power transmitters, which are not permitted. A permanent review on campus radios should be conducted to determine how many students operate in broadcasting, how many have gone into the field, and how much is needed, as well as the market's needs. Furthermore, special marks can be provided to students who volunteer for radio in order to maintain their interest in radio alive. Working is listed on their degrees as well, so that their degrees would be more demanding.

Content Analysis

The aim of the research is to learn about the content of educational radios from three universities: AIOU, PU, and LCWU. The following distribution of content is shown in the results.

Table 1. Content comparison

	University	N	Mean Rank	Significant value
Formal education	AIOU	40	20.50	
Informal education (1)	AIOU	10	51.75	.034
	PU	50	47.89	
	LCWU	50	63.86	
Information (2)	PU	50	56.00	.000
	LCWU	50	45.00	
Entertainment (3)	PU	50	38.65	.000
	LCWU	50	62.35	
Language (4)	AIOU	50	31.50	.000
	PU	50	100.92	
	LCWU	50	94.08	
Gender Participation (5)	AIOU	50	53.50	.000
	PU	50	67.00	
	LCWU	50	106.00	
Social Awareness (6)	AIOU	1	8.50	.000
	PU	50	40.67	
	LCWU	50	62.18	

The Kruskal-Wallis test was used on the collected data to know the variety of content being broadcasted on certain radios stations. According to the findings, AIOU broadcasts formal education-based services, while PUFM and LCWU focus on entertainment, information, and awareness-based programming. Significant importance for informal educational programs exceeds the limit, indicating that informal educational programs are not aired in proportion to other programs on these radio channels.

RQ1. To what extent motto of the university influences the contents of the respective Radio programs?

The current study examines the content of campus radios to see how much Understudy University's motto influences the content of radio. The following are the findings of the study.

AIOU FM

Table 2. Nature of program cross tabulation

University	Nature of Program		Total
	Formal education	Informal education	
AIOU	40	10	50
PU	0	50	50
LCWU	0	50	50
Total	40	110	150

As can be seen in Table 2, the findings of the crosstab test show that AIOU FM broadcasts formal education-based programs, implying that the FM station is working according to the motto of the university. The university's motto states "Education for All" or "Knowledge for Everyone" which means the university is committed to spreading education to as many people as possible with all of its resources, including FM.

Hypothesis H2a: AIOU FM radio programs contents will be more subject based formal educational as compared to informal educational programs.

The above-mentioned hypothesis predicts that AIOU FM will become a more formal education-based broadcaster is supported by the findings. AIOU FM is broadcasting more formal education-based programs. 40 out of 50 programs were found to be formal educational-based programs where the remaining 10 programs were also related to information of educational-based programs administered by the same university. As a result, it is confirmed that the contents of AIOU FM radio programming will be more subject-based formal educational programs than informal educational programs.

PUFM 104.6

According to the findings, PUFM 104.6 broadcasted informal education-based services that were more complex in nature. Almost any kind of program, from awareness to entertainment, was shown as part of the transmission. The following were the findings of the cross-tabulation test.

Table 3. Informal education cross tabulation

University	Informal Education						Total
	Religious	Sports	Adult education	Fitness program	Moral values	Mixed	
PU	14	16	4	6	7	3	50
Total	14	16	4	6	7	3	50

According to the Table 3, the first cross tabulation result shows that the university is airing informal education-based content of various types, with religious and sports programs being the most popular and top ones. However, if the university's motto, "Unity, Faith, Discipline" were revised,

the content would be more likely to be social awareness-based, but it was found to be a combination of content with following distribution.

Table 4. Social awareness cross tabulation

Social Awareness							
University	Social	Moral	Legal	Gender	Personality	Other	Total
PU	13	13	3	9	5	7	50
Total	13	13	3	9	5	7	50

According to the Table 4, the diversity of programs shows that there is reflection of motto, however, focus is not only the motto. The content is deviating from the theme of “Unity, Faith, and Discipline”.

However, the other part of study shows that there is a part of broadcast that has a higher frequency of entertainment programs. The result of cross tabulation shows following results.

Table 5. Entertainment cross tabulation

Entertainment						
University	Music	Gossip	Celebrity	Poetry	Other	Total
PU	23	15	5	7	0	50
LCWU	11	6	9	9	15	50
Total	34	21	14	16	15	100

As can be seen in Table 5, a greater number of musical programs are being aired on PUFM. A small proportion of gossip and celebrity programs are also included. It seems that PUFM is broadcasting more entertainment-oriented programs.

Hypothesis H2b: PUFM radio programs contents will be more infotainment oriented than formal subject based programs contents.

The states shown and discussed above leads to the conclusion that PUFM is a more entertainment-based FM channel. The hypothesis stated above that the contents of PUFM radio programs would be more infotainment oriented than formal subject based programs contents has been verified. The collected data and found results support the hypothesis completely.

LCWU FM

The study revealed that the LCWU FM, the women university established for women only, was also broadcasting informal educational, culture, and social awareness services. Focusing on the motto versus the content of the programs, there were programs related to students' social awareness, following results of cross tabulation test indicate the distribution of program content.

Table 6. Social awareness cross tabulation

Social Awareness							
University	Social	Moral	Legal	Gender	Personality	Other	Total
LCWU	2	2	9	13	11	13	50
Total	2	2	9	13	11	13	50

According to the Table 6, recalling the university's motto, "Discipline ensures success", it is evident that social and moral awareness programs are few, thus declaring the LCWU FM as not influenced by motto of the university.

Table 7. Entertainment cross tabulation

Entertainment						
University	Music	Gossip	Celebrity	Poetry	Other	Total
PU	23	15	5	7	0	50
LCWU	11	6	9	9	15	50
Total	34	21	14	16	15	100

As above Table 7, indicates that LCWU's entertainment programs are populated with music and mixed programs. The majority of the programs' focus is on general entertainment, such as music, but there is a mix of gossip, celebrity, and poetry as well. The findings show that entertainment have a major share in content of LCWU, whereas music and general entertainment is dominating across the board.

Hypothesis H2c: LCWU FM radio programs contents will be more general in nature.

The results stated above regarding the content of LCWU shows that the programs on aired by Lahore College for Women University FM have a mix of social awareness, with gender and personality awareness being the most prominent categories. In the entertainment section, LCWU is broadcasting more mix category programs. The findings support the hypothesis that the content of LCWU FM radio programs is more common in nature. As a result, the hypothesis is supported and verified.

RQ2. To what extent the gender participation in radio is in accordance with nature of university?

The current aspect of research examines the fact that two out of three universities are co-education, with the exception of LCWU, which is specific for women. The findings of the cross tabulation of gender participation were as follows:

Table 8. Gender participation cross tabulation

Gender Participation			
University	Male presenter	Female presenter	Total
AIOU	35	15	50
PU	26	24	50
LCWU	0	50	50
Total	61	89	150

As Table 8, the results indicate that AIOU is having more male presenters as compared with PU. The justification for the fact could be the nature of programs which are more formal education based and require male teachers to teach the distant students. Because of its nature as a women's university, PU had almost an equal ratio of presenters, while LCWU had only female presenters.

Hypothesis H1: Content of radio programs will be influenced by the university motto.

According to the findings, the content of understudy radio programs is influenced in the case of AIOU, but there is no significant impact of motto of university on PUFM and LCWU FM. The

content of the last two FM radio stations seems to be more general and without effect. As a result, the hypothesis that “Content of radio programs will be influenced by the university motto” stays partially supported. It is supported in the case of Allama Iqbal Open University; however, Punjab University and Lahore College for Women University reject it.

Conclusion and Recommendations

In this study, we found that campus radios are well equipped with all necessary tools required for transmission, since they all had buckets of transmission. However, one of the three campus radio stations, that is Voice of AIOU 91.6, has been transmitting the content in accordance with the university’s motto. The majority of its content is based of formal education and subject-based transmission. Allama Iqbal Open University is a distance education university that educates those who are unable to complete their education in formal institutions for various reasons. They all using a variety of tools to educate their students, including campus radio. The effective use of campus radio for transmitting subject-based education demonstrates the Voice of AIOU is adhering to all of the university's guidelines and is truly following the university's motto. The condition at PUFM 104.6 is very different from that of Voice of AIOU. PUFM is more inclined towards entertainment content and is deviating from the motto. The motto of Punjab University, "Unity, Faith, and Discipline", does not reflect from any of its content and merely comes out an entertainment campus radio station. However, it is contributing to the training of students and is providing students with the opportunity to exercise their capabilities in working environment. Though it is good learning platform for few university students, yet PUFM does not have healthy content for its listeners. It neither admission-based guidelines nor any subject based education. Furthermore, the social and moral awareness programs are far and few causing PUFM to not be influenced by motto of university. Last of the three campus radios, Voice of LCWU FM 96.6, is a campus radio of a leading women university that has a large number of female students.

The motto of university states that “Discipline Ensures Success” does not reflect at all from the content of university. The situation of LCWU Voice is similar to that of PUFM. It is providing good platform to female students to practice their learning, but it contains no mention of the university's motto. The majority of the content is purely general entertainment, with no significant attempt to impart education or moral stability to the listeners. Thus, the researcher concludes that campus radios should follow the example set by Allama Iqbal Open University to make their content in accordance with the motto of university to impart a unique character of their own kind in their students and make them distinct among other. The researcher believes that campus radios and community broadcast have all strength and capacity to influence the audience in proper direction.

The researcher suggests the following for future research studies based on the findings of the above study.

1. A content analysis of all campus radios should be conducted to know the nature of their content.
2. A content analysis of all community radios (departmental and organization based) should be made to know the nature of their programs.
3. A comparison of community and commercial radio broadcasts should be made to know to what extent they differ in their content.
4. A study should be conducted to know the technical standing & strength of community and campus radio stations, as well as the facilities they provide.

5. A study should be conducted to know if community and campus radios are following the rules set by PEMRA and other Government institutes for the betterment of society.

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