

**The Sudanese Audience's Motives to Listen to
Radio Alrabiaa FM, Khartoum
(An Applied Study on a Sample of Youth)**

Prepared by



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Abstract

The study aims to find out the extent to which the public benefits from radio programs. It also learns about their habits, patterns, and motives of listening, identifying the satisfactions achieved among youth generation. The historical approach was used to show the development of radio and to track its different stages, while the descriptive method suitable for this type of studies was used as a survey method.

The study was applied to a sample of youth listeners of Radio Alrabiaa who are considered the most listening group due to the general line of radio programs trends towards this category, from 2018 to 2020.

The study concludes with several results, the most important of which are: that the public do not only receive messages, but also contribute to the contents of radio programs and interact with its presenters and guests to express their opinions about their freedom or to increase their education and knowledge or to entertain themselves and sometimes to fill the void.

The study comes up with a set of recommendations, the most important of which are: conducting scientific research to find out the extent to which the public benefits from radio, and giving them opportunities to periodically submit their proposals to develop the production of programs, and encourage their participation and interaction. This is measured accurately by using scientific analysis tools and educating listeners about the importance of expressing personal thoughts and opinions, respecting the opinions of others and their different perspectives, and interacting positively with issues and events.

Key words: radio - interactive radio program - motivation - satiety - youth.

Objectives of the Study.

1. Identify the habits, patterns, and motives of the young audience who listens and participates in Radio Alrabiaa programs
2. Identify listening periods, preferred periods, and means of listening and interacting with Radio (Alrabiaa
3. Recognizing the gratifications achieved for young people when listening and interacting with the Radio Alrabiaa programs.

4. Access to results that contribute to searching for a typical mechanism that ensures the validity of the information flowing to and from broadcasting–programs and sites from the public.

Study Questions

- 1.What are the motives of the Sudanese public to listen to local radio?
- 2.What are the most popular categories of audience–following Radio Alrabiaa programs?
- 3.What are the motives of listeners in listening or participating in Radio Alrabiaa programs?
- 4.What are the spots of the programs that attract the attention of the youth audience and push them to request participation and interaction with Radio Alrabiaa programs?
- 5.Does the listener achieve gratifications when listening and interacting with programs?
- 6.What are the most common means used by the public to listen to the radio?

What are the most common means and instruments used by the audience to interact, communicate and participate in the programs

Which the program periods receive the most follow-up from the public during the day?

Significance of the Study

Young people have different needs ~~for~~ (from استبدال) other age groups that push them to listen to the radio, and when they are recognized one can find the best way to satisfy them.

It is one of the studies that deal with contemporary issues in light of the growing use of communication means and the applications of contemporary technology, which have become thanks to the emergence of the Internet.

The study contributes to explaining the various techniques used in the field of modern radio interaction with the public

Methodology of the Study

The researcher followed two approaches

Historical Method

Descriptive Method

Research Tools

Scientific observation

the interview:

The Study Population

The study population is limited to the audience of young listeners who listen and interact with Radio Arabiaa programs and their websites through the social media applications of Radio Arabiaa.

Sample Selection

The selected groups represented various groups of youth

And 300 forms were printed, part of which were distributed through the radio employees to their followers through their phone numbers. The other group was distributed through a group of researchers in the field of media belonging to scientific research centers. As such, the number that was entered in the analysis reached 200 forms.

Research Limits

.1 Spatial Boundaries

Radio Arabiaa in addition to its audience of listeners spread in Greater Khartoum state together represent, the spatial boundaries of this study.

.2 Temporal Boundaries

This study was conducted from October 1st, 2018 until October 2020, because this period is witnessing development in the field of Radio-Alrabiaa programs and in the public's use of communication tools.

Terminology of Study

Radio, radio program, content, interaction, interactive, motivation, gratification, youth

Sources of Power in Radio Programs

Diversity

Attraction :

Interaction :

Abundance and Communication:

Findings

1. Most of the listeners to Radio Alrabiaa are young people.
2. The motives of the young listeners of Radio Alrabiaa are the acquisition of new information, -education, -entertainment, interaction and participation.
3. What draws the attention of young people and push them to seek participation and interaction with Radio Alrabiaa programs is the quality of the topics and efficiency of broadcasters and to get new information to enrich the debate.
4. The study confirmed that the gratifications achieved by youth audience through participation and interaction with Radio Alrabiaa programs are freedom of opinion and expression, to make their voice heard to others, and as a social appearance among friends.
5. The most common means (used by the public to communicate and participate in Radio Alrabiaa programs are the mobile phone, social media and the radio website.
6. The most popular periods in which the audience follows Radio Alrabiaa are the morning and evening periods, and the daily average listening time is between one and three hours, and the most common listening means are the mobile phone and car radio

Recommendations

1. Increasing the time of interactive spots with the audience and avoiding selectivity when allowing the audience to participate and taking their observations into account .

2. Developing programs and training broadcasters to keep pace with the changing times and situations in the global and local arena.

3. Directing broadcasters and listeners, especially young people, to the correct and optimal ways to use interactive media applications and employ them for the benefit of individuals, society and the nation

4. Directing broadcasters to take into account honesty, objectivity, maturity, professional ethics, and media frameworks and their cognitive basics, in addressing programmatic topics

5. Measuring the interaction of the audience with each program using scientific analysis tools and supplies to know the number of interactors with each program and meet their desires and address the defect, if any.

6. Reducing the negative effects of the free flow of information through interactive media, which is used in the production of programs, by creating a national data bank with reliable information that the media can draw from.

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