



ROLE OF RADIO PAKISTAN IN PROMOTING CPEC

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Abstract- This study investigates the role of Pakistan Broadcasting Corporation (PBC), commonly known as Radio Pakistan, in influencing socioeconomic development in Central Punjab (2008-2013). It reviews literature on socioeconomic development through radio in many countries by Stephen Barnard (2000), William Faulder (1984), Shazia Maari (2009) and Mary Myers (2011) and others and the archives of Finance Division of Government of Pakistan (GOP) on socioeconomic development in the country (2008-2019). The first of its kind, the study assumes that Radio Pakistan has substantially contributed in socioeconomic development in Central Punjab, catering to internationally funded big projects such as China Pakistan Economic Corridor needs of Pakistani public. The study uses these needs as the indicators of social and economic development (keeping in mind the radio transmission is dependent on independent government/radio policies, topics, budget, expert advice, caller queries for various targeted radio programs) for measuring the role of Radio Pakistan in socioeconomic development in Central Punjab. Listener is dependent on radio while radio independently produces programs to cater to audience's needs.

The study checked the efficacy of programs through the interviews of programmers and an audience satisfaction survey asking if program policy, topic, guest speaker's knowledge of topic, and quality were made to meet/meeting a listener's needs in the selected territory. Radio Pakistan relies on, what WHO calls, the drill of development support communication, a multisectoral process for sharing information about agendas and deliberate actions for development. This medium links beneficiary to the community of planners, implementers and donors of the said action ("Development," 2001). They share information and answer the queries of listeners in radio programs.

The qualitative study analyzed programmers' comments on topics, content, budget, expert opinion, and caller queries and suggestions for the improvement of the programs and finds that the radio meets/strives hard minute by minute to meet the audience expectations by adjusting/upgrading the content concerning indicated socioeconomic domains on daily basis through the exchange of information between the programmers and listeners/callers during 18 hours daily transmission CPEC, one hour weekly with 60% daily time dedicated to music and 40% to above said conversations and other. The data collected through interviews showed that radio producers are restricted to the provincial and national agenda and policy. The limited budget, less skilled staff, conventional approach and less interest of high government officials are the hurdles in upgrading medium's capacity to engage a larger audience with more efficient results.

Overall, this research qualitatively examines the role of Radio Pakistan in socioeconomic development in Central Punjab through the surveys of the programmers and listeners about the radio/government program policies, quality, topics, guests' knowledge of topics Lahore, Faisalabad and Sargodha stations, and recommends that programs can be made more beneficial through investment in programming and advancement technology in the targeted areas.

Keywords; Pakistan Broadcasting Corporation (PBC); Radio Pakistan; socioeconomic development in Central Punjab through the radio; CPEC on Pakistani radio.

I. INTRODUCTION

Pakistan, an agriculture-based economy, is heavily relying on Pakistan Broadcasting Corporation (PBC) or Radio Pakistan for socioeconomic development in the country since the Independence. It has not only entertained people through cultural programs, songs and dramas, it has also educated peasants through two hours daily transmission on agriculture and seasonal crops. The radio has been the only medium for communicating information about multifarious governmental support programs to the masses on socioeconomic matters, and for educating, grooming, and entertaining them throughout the country like a family member. Its best example was seen during the times of the Covid-19 pandemic and the motorway rape case when government immediately announced solutions for the problems through healthcare programs and information about the new women protection bill and technology/applications/Apps for reaching the police through the radio in 2020. Radio Pakistan claims nearly 18 million listeners throughout the country and approximately one million in Central Punjab seek information from its comperes and guests during the broadcast of programs from various stations.

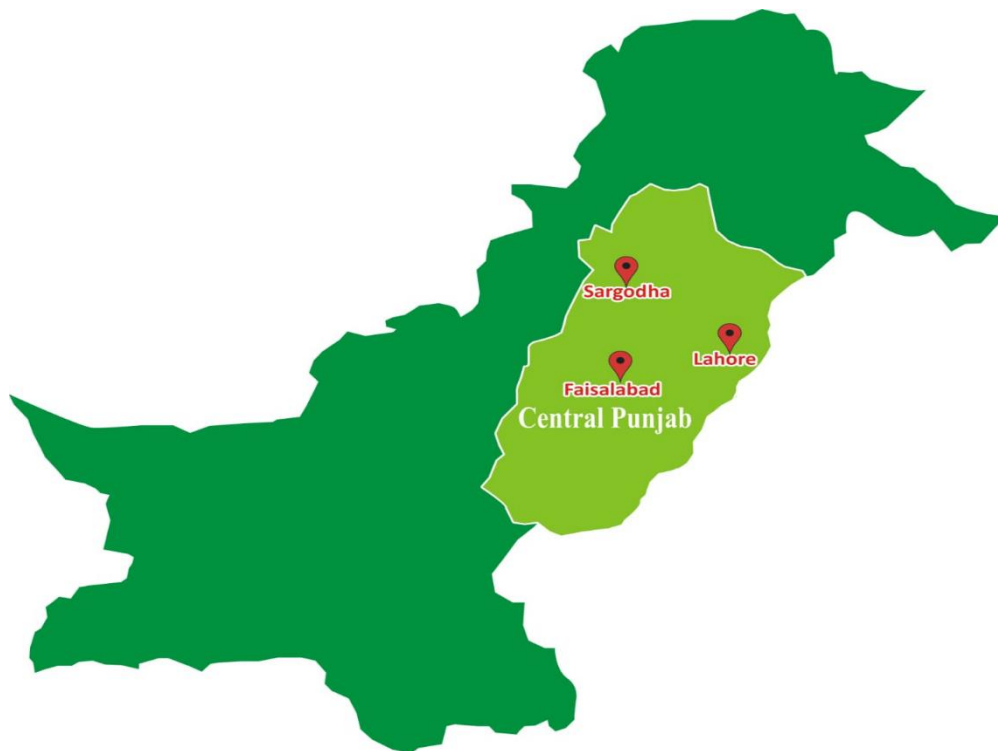


Figure 1.1: Radio Stations in Central Punjab

This study assumes the listeners relied on radio to seek answers to their queries foreign funded projects such as Shahrah-e-Karakoram and Neelum Jhelum project and China Pakistan Economic Corridor (CPEC) matters in 2008-2013. Radio Pakistan collects information and invites experts in various live programs to answer questions of listeners/callers on social and economic development issues in the country/region. It fulfils listener cum governmental needs for socioeconomic development in Central Punjab and answers queries of callers on various above said topics through programs aired from Lahore, Faisalabad and Sargodha stations that cover 300km², 120km², and 50km² areas respectively.

CPEC Programs

Radio always disperses information about developmental projects and has been broadcasting programs on Pakistan China relationship and landmark projects, as CEPC. For the urban areas, its programs focus on the economic activities like business and trade, stock exchange, infrastructure, CPEC, and small and medium enterprises. For rural areas, the focus is on agriculture. Radio Pakistan motivates the people to take part in these financial activities, and provides them the information on the rules of the business (Bashir, 2010, pp. 11-40).

Significance of the Study

The researcher Lasswell explained the three foremost acts of mass communication as: observation of the situation, connection on the part of the people in reacting to the situations, as well as communication of the social legacy and tradition from one generation to another. This model details about the major operations of mass media (Lasswell, 1948, pp. 136-139). Another researcher such as Scroft adds surveillance as well as knowledge dissemination functions of media to the list (Scroft, 2004, pp. 4-6). This comprises the assortment and circulation of reports of knowledge, linking the inside as well as the outside of the civilization. The association means that media news is offered to the public after it has been nominated, understood as well as analyzed. This purpose is openly associated to the understanding of information on ecological matters. The researcher Lasswell explains the shift of social tradition and media's role as a tool for the communication of our customs, ideals, and opinions. He later added two main functions, amusement and deployment, to this model because amusement or enjoyment provides a relief from the stress. Lasswell added mobilization as a function of encouraging society's awareness to the list of functions (Lasswell, 1948, pp. 136-139). These accomplishments were passed out in prevailing media to educate, to teach and to amuse. Wright emphasized flexible functions of radio in the culture (Wright, 1960, pp. 610-613) that help in making adjustments from time to time.

Mazhar Abbas and A.D. Sheikh et. al. mentioned radio reinforced the same since social growth brings the economic prosperity, also saying that Radio...Pakistan amicably fulfills this responsibility by focusing on

social change in the rural and urban areas of Pakistan (2010, pp. 22-25). The Radio Pakistan's list of programs on social or economic development is unending. For example, it broadcasts programs on the Punjabi culture, which familiarize people or give them deep insight into cultural lives in the local system. Such an intervention entertains and promotes their culture. The radio programs educate the listeners about the importance of education as one of their basic needs for improving their style of life. Bashir says radio educates and increases their earning far more than their everyday share (2010, pp. 11-20).

Objectives

To examine the role of Radio Pakistan in socioeconomic development in Central Punjab during 2008-2013.

Research Questions

The research questions were framed as below:

How did Radio Pakistan influence the socioeconomic development in Central Punjab through radio programs during 2008-2013?

The researcher planned a qualitative study based on in-depth interviews of the producers and programmers and a quantitative study based on a survey of listeners to study the above said question. She believed the Radio Pakistan influenced the socioeconomic development in Central Punjab by streamlining its policies with the policies of the government, and by producing programs of good quality that met the audience's needs.

Qualitative research

This researcher focused on the interviews of producers and programmers to study the policies, formats: content creation and presentation styles, strengths, weaknesses, and budgets, and suggestions for the improvement of radio programs for socioeconomic development in Central Punjab during 2008-2013. To answer these questions, the researcher closely re-examined the content of all type of programs and prepared transcripts of a few before preparing and finalizing the questionnaire for conducting the interviews of the radio producers despite already being very familiar with the content, policy, format and style of the programs being a director at radio herself.

Hypothesis

The above said quantitative and qualitative studies helped in determining the following hypothesis: "There is a positive association" between the programs of Radio Pakistan and socioeconomic development in the Central Punjab.

Limitations

This thesis does not explore beyond the role of Radio Pakistan in influencing social and economic development in Central Punjab from 2008 to 2013 through the economic (CPEC) indicators, from the three broadcasting houses located at Lahore, Faisalabad and Sargodha.

II. LITERATURE REVIEW

This part of the study reviews the available literature on the impact of radio on different socioeconomic aspects of life from across the world, including a little from Pakistan. It begins with the definition of broadcasting and the concept of development, rural broadcast and radio, women and empowerment and much more.

2.1 Radio Broadcasting

Mass media's role in development is undeniable in any society. It plays a significant force to entertain, educate and inform any society. Radio can be signified as the strategic establishment for disseminating knowledge, learning as well as amusement to all kinds of listeners (Folarin, 2000, pp. 10-13). The concept of the developmental communication through media gained great prominence with the emergence of the new postcolonial countries in the 1960s. The advanced nations and multilateral developmental agencies like the United Nations and World Bank are believed in the exponents of the theory of modernization. In their view, the best path to bring development in the less developed places was through "the replication" of the tested models of the economic development that had proven their success in the west (Khan, et al., 2013, pp. 1-20). Mass media especially radio was considered a necessary tool for spreading the models of the west for bringing change in the attitudes of the populations in the less developed nations (Nazari & Hasbullah, 2010, pp. 13-20).

Over the years, the developmental communication models have evolved tremendously as the different schools of thought supported (Abbas, Muhammad, & Ashfaq, 2010, pp. 22-25). The modernization paradigm holds that diffusion of information is the best of ways to increase the level of the development in not-so-developed countries. The media persuades the public "to embrace the core values" and modern "practices in order to spur economic development" (Besley, Burgess, & Prat, 2002, pp. 45-60). The modern school of

thought believed in the power of mass media in influencing behavior of the people which results in the change through the desired actions. A number of factors such as culture and interpersonal relationships help in measuring the changes or development, as they constantly leave impact on the attitude and behavior of the people (Myers, 2011, pp. 17-19).

Asia Bashir strongly supports the idea that producers are flooded with emails and letters from listeners and viewers of media that promote all kinds of products, moods and attitudes as well as a sense of what is and what is not important (2010, pp. 11-40). Arthur Asa Berger says a rapid growth of the broadcasting businesses was observed in Pakistan at the start of the millennium (1998). The drift is particularly an outcome of globalization, mostly liberalization, denationalization socioeconomic expansion, and the market in financial arrangement (Berger, 1998, pp. 14-20). Government manages the researcheritarian (authoritarian government; dictatorship) bodies to control the process of the digital radio which may be charged with imposing a decent code of broadcasting. The radio programs are funded through advertising and marketing and other sources in Pakistan. Majority of the programs focus on human development and the welfare of the public and some programs focus on the pleasure and entertainment of the public (Bashir, 2010, pp. 11-40).

Radio broadcasting, has come a long way since its inception when it comes to policies of programs, or targets for meeting the requirements of listeners against their ever-changing needs or of the period (Khawaja, 1997, pp. 43-45). Still the broad roles of this medium are to inform, to entertain, and to educate people through current affairs, drama, documentaries, news, magazine and special audience programs to include women, children, labor, forces, intellectuals, farmers and students (Nazari & Hasbullah, 2010, pp. 13-20).

2.2 Rural Broadcast

Considering that Pakistan is still developing, and a generous percentage of its countryside people still does not have the entry to energy and other conveniences, radio has a very important role to play as a channel of mass information (Figueroa, Kincaid, Rani, & Lewis, 2002, pp. 46-51). Radio has an advantage on other electronic media by being portable and free from the fixed source of electric energy. The canvas of the Radio Pakistan programs is as widespread and diverse as are the people in Pakistan. It is the fastest most significant medium for communicating with all Pakistanis. Radio Pakistan is a trusted source for the task of telling people about the strategies of government and informing them about domestic or international events (Abbas, Muhammad, & Ashfaq, 2010, pp. 22-25). It provides information to the people about their social issues (Mahmood, 2005, pp. 204-220).

The Radio Pakistan constantly intervenes to seek improvement in the living conditions of the communities that live in the suburbs or villages. The radio programs aim at supporting the governmental plans for rural development, and in doing so they aim at improving the governance at the rural or provincial levels. According to Mahmood, institutional development policies aim at enhancing capacities of education sector, research, training, or extensions, or savings, or marketing. All these programs have a major factor of the local public especially the rural communities (Mahmood, 2005, pp. 204-220). This approach for development in the rural plains has completely altered over the decades due to the constant shifts of the paradigm in the socioeconomic, intellectual, and political domains. The policy and statutory frameworks devolved to support the dispersal of the domestic resources in a way which ensured that whole of Kenya was touched by the efforts for the prosperity of citizens. A fund was developed for the citizens of Kenya, which ensured that all the counties received their share in terms of education, health, safety, security, sanitation, roads, infrastructure and electricity among others (Kivindu, 2012, pp. 11-15).

Sadaf Naqvi, Muhammad Fahim Baloch, Babrak Niaz and Mirwais Kazi (2011) emphasize on participation of members of community in rural development programs. They say participation of community makes any attempt for rural development successful as it raises a sense of possession in the target, making it possible for the community to literally map and have an impact on their agenda for development. This kind of inclusive line of approach helps in integrating the commonly sidelined segments of the public (Naqvi, Baloch, Niaz, & Kazi, 2011). They emphasize on inclusiveness to include youth, women, and disabled persons and the minorities. Radio gives them a chance to participate in "decision-making and implementation processes" related to development; thereby it brings them to the fore and caters to their specific needs (Naqvi & Baloch, 2011, pp. 7-9).

Regardless of drawbacks in the quality of programs, radio word mode of communication with the rural public is much better than expected (Tuttlebee, 1999, pp. 38-44). The broadcast bulletins include both the regional language and English language programs which boost the flow of valuable information across the villages (Cooke & Romweber, 1977, pp. 110-119). These programs attribute experts, specialists and opinion advisors who deliver frequent issues of interest to the public (Faulder, 1984, pp. 36-39). The regional people contribute in programs content by sending letters and calling the stations or editors. The programs

for example agricultural talk shows attribute all the stations, which have become one of the most significant ways of communal contribution (Mohammed, 2013, p. 1).

FM Radio Broadcast

The FM (Frequency Modulation) are the latest, private metro channels that are attracting the masses (Faulder, 1984, pp. 36-39). Access of listeners to these FM programs is easier as the listeners of the MW channels because they get better quality. Radio Pakistan developed its own identity and launch public service FM channels as compare to private FM channels. Over the years, programs in 20 regional and Urdu languages have enabled better communication and dispersion of information and values among Pakistanis, and promoted nationhood (Faulder, 1984, pp. 36-39). The programs are designed for commercial sponsorship to meet the standards of socio-cultural needs of the people of Pakistan (Faulder, 1984, pp. 36-39).

Radio and Economic Growth

Though Pakistan's economy is largely dependent on agriculture, its farmer lacks knowledge of the latest techniques in the farming profession. The absence of the up-to-date system of information is the key cause. The Pakistani farmers rely on Radio Pakistan for such information. Thus, it has broadcast several programs in their own language over the years to educate the peasants about new technologies and techniques in farming which are necessary for the economic wellbeing. For example, the programs: *Kisan de Gal* (The Farmer's Voice), *Jithay teray hal wagday* (Where you plough the fields), and *Khet khet haryali* (Green fields) are still aired in Punjabi language. These programs were started in late 1980 and continue till date. The content of these programs fulfills their very specific needs and educate them about the latest trends in farming in Pashto, Sindhi and Baluchi languages of the provinces e.g. *Wassan basi* (Play games) is broadcast in Sindhi and *Pkahir raghly* (May you live in peace) in Baluchi and *Karkila* (helping you) in Pashto languages in relevant areas (Abbas, Muhammad, & Ashfaq, 2010, pp. 22-25).

III. THEORETICAL FRAMEWORK

The study on the Radio Pakistan's role in influencing socioeconomic development in Central Punjab is conducted in the light of agenda building/setting, two-step flow model of communication, development support communication and political economy theories with the following assumptions:

Agenda Building/Setting

The agenda-setting theory assumes that the media filter and shape what we see and think (Bob Franklin et. al, 2005). Scroft adds its influence is visible when a sensational story stays at the top and a story that affects people disappears from a broadcast e.g., an impending storm or reform of legislative tax. The more media attention to an issue makes it look more important to the public (Scroft, 2004). Mass media establishments are telling us how to perceive or feel a story or an issue.

Agenda-setting relies on scientific and psychological merit. Greater publicity in the mass media makes a story prominent in people's memories (Mattelart, Armand, & Michele, 1998). They can recall it even if it they do not register it as an important matter in their heads (Milan, 2009). Yet, it is difficult to measure the agenda-setting theory (Mattelart, Armand, & Michele, 1998). Research shows a causal relationship between prominence of news in public minds and coverage in media. Everyone can dig news on the internet and social media without any constrained. People can get information of all sorts from different kind of media (Scroft, 2004). Khan and Pembecioğlu say social and economic growth and prosperity go hand in hand (2015). Radio Pakistan is already struggling to introduce a slow pace social change in the society especially in rural areas (Khan & Pembecioğlu, 2015). Radio Pakistan broadcasts a number of programs in this respect. It started programs on the Punjabi cultural system in a manner that people plan their cultural lives as per need. Nakabugu says these interventions make people more civilized (2001). People are now more civilized in Punjab than the past. Farmers are better informed and have better control over their crops. Their economic condition is almost totally changed and they are earning more (Nakabugu, 2001). The theory becomes ineffective for people who make up their minds themselves. Someone may believe he made the right choice for "his or her elected official" in the face of different compelling news stories and reports that the mass media present (Nazari & Hasbullah, 2010).

RESEARCH DESIGN

The study examines the role of radio in socioeconomic development in Central Punjab in 2008-2013. It comprises of two qualitative and quantitative studies based on data collected from 35/35 radio programmers/producers employed at the three stations in Lahore, Faisalabad and Sargodha stations of Radio Pakistan, and 1000/1M random listeners/callers from Lahore, Faisalabad and Sargodha zones, covering 300 km², 120 km², and 50 km² geographical areas respectively (Punjab: 205,344 km²; Pakistan: 796,095 km²). The study uses two survey questionnaires by asking 40 demographic and specific

information questions (SED 1-40) from the programmers and listeners each respectively. The author developed two questionnaires: one checklist for in person, in-depth interviews of 35/35 radio programmers and producers (22 males and 13 females), one for closed ended, telephonic interviews of 1000/1M random listeners/callers (636 males and 364 females). She collected authentic data with the help of two assistants for the qualitative study, and 55 assistants (30 males and 25 females), for the quantitative without any intervention/prejudice by the Corporation/radio in good faith and analyzed.

The researcher included the Station Managers and 35 programmers/producers at Lahore, Faisalabad and Sargodha stations in the study. She trained the Station Managers at the two stations for conducting the two surveys, highlighting she was collecting anonymous data from the producers, programmers and listeners in the three cities with support yet non-intervention commitment by the PBC. She provided hard and soft copies of the two questionnaires to the Station Managers/management at Radio Pakistan Faisalabad and Sargodha stations, where the Station Manager conducted the first survey of producers/programmers who had no idea about the information being sought by the researcher in in person, in in-depth interviews at the Lahore station. The researcher and Station Managers trained the programmers at the three stations for conducting the second survey without any prejudice and conducted.

Methods

The researcher compiled two interview guides for the audience and programmer surveys. While both guides covered questions on radio related agenda, flow of information, development support and political economy issues, the first comprised instructions for conducting the audience survey and the second for the programmers' survey. The latter comprised open ended questions, keeping in view the indicators of social and economic development such as small and medium enterprises, infrastructure and China Pakistan Economic Corridor. The qualitative analysis comprises of questions regarding ten indicators about the programs that fulfill the requirements of the study. These questions were about the policy, presentation style and topics of radio programs, problems faced during the preparations of the programs and suggestions for making these programs more effective for the community. Subjectivity was controlled through permissions from the Radio Pakistan for the researcher to independently plan the research and collect data from the respondents without any intervention in the research process, yet it encouraged every member of the production staff, announcer, compere and listener/caller to provide information about the programs and their influence on socioeconomic development without prejudice to the researcher in the organizational interest.

Variables

Radio program policies, topics, quality and content stood as independent variable affecting the dependent variables such as dispersion of information on topics such as small and medium enterprises, infra structure and CPEC.

Operationalization

Role

It is the conduct or a behavior expected to be performed by a person/organization. In this case, the contribution of radio programs for bringing a change in society.

Influence

It is the ability to affect and change the behavior of people.

Socioeconomic development

It is about the processes that affect socioeconomic wellbeing of radio listeners through the programs.

Qualitative Study

The qualitative study analyzed programmers' comments on topics, content, budget, expert opinion, and caller queries and suggestions for the improvement of the programs and finds that the radio meets/strives hard minute by minute to meet the audience expectations by adjusting/upgrading the content concerning 10 indicated socioeconomic domains on daily basis through the exchange of information between the programmers and listeners/callers during 18 hours daily transmission (small and medium enterprises and infrastructure 30 minutes daily, CPEC and healthcare, trade and business one hour weekly with some repeats and others). The data collected through interviews examined responses of radio producers/programmers regarding the provincial and national agenda and program policy and efficacy, format, budget, skilled staff, approach (conventional/liberal and/or restrictions), hurdles/interest of high government officials in upgrading medium's capacity to engage a larger audience with more efficient results.

Sampling technique

The qualitative data is collected through in-depth interviews of the producers of Lahore, Faisalabad, Sargodha, which is moreover known as judgmental, selective or subjective sampling in which the researcher relies on her own judgment when choosing members of the population in the study. Purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgement of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgement, which will result in saving time and money” (Black, 2010). The researcher selected the most suitable people for the interviews, who produce these programs broadcast by Radio Pakistan Lahore, Faisalabad and Sargodha stations.

The qualitative study analyzes in-depth, open ended interviews of a purposive sample of 35 radio programmers about the policy, content and format of programs for socioeconomic development in Central Punjab by focusing on the economic (small & medium enterprises, infrastructure and China Pakistan Economic Corridor) indicators from 2008 to 2013. The researcher personally or with the help of station managers interviewed/requested almost all programmers working/present at the three radio stations on the day of research to give in-depth interviews or fill truthful information in blank copies of the open-ended question list (use extra sheets or soft copies of the form where necessary).

Population

There are 35 programmers/producers at the three radio stations in Central Punjab while there are 85 working at nine radio stations in Punjab and 230 working at 32 radio stations in the four provinces of Pakistan.

Sample distribution

The data was collected through in-depth interviews of 35 programmers and producers working at Lahore, Faisalabad and Sargodha stations of Radio Pakistan in Central Punjab.

Sample size

The researcher included the 35 programmers/producers working at Radio Pakistan Lahore, Faisalabad and Sargodha stations in the study for the purpose of qualitative data collection.

Table Programmers/Producers in Central Punjab

	Male	Female
Lahore	13	9
Faisalabad	6	5
Sargodha	2	0

Unit of analysis

The unit of analysis comprises a respondent (with an interview questionnaire duly filled by a producer/programmer).

Instrumentation

The researcher carried out thematic analysis of collected data based on responses of radio program producers (respondents). The questions check list based on open-ended questions was designed by the researcher for the study. The researcher discussed the questions in detail with her supervisor, Dr. Wajiha Raza Rizvi, a senior radio anchor and Professor Dr. Rashid Khan, and station managers who have a lot of radio broadcasting experience and feedback from programmers and listeners. She distributed the questionnaires among the programmers/producers directly or through the station managers at Faisalabad and Sargodha. She conducted in depth interview of the producers and programmers in person, or distributed hard copies of questionnaires among them through the station managers for filling the forms. She personally collected data from producers in Lahore while the data from Faisalabad and Sargodha was received by mail.

IV. QUALITATIVE STUDY:

PROGRAMMERS' RESPONSEs

This chapter discusses, analyzes and concludes the findings of the qualitative study based on the in-depth interviews of programmers about the role of Radio Pakistan in socioeconomic development in Central Punjab. Radio plays an important role in socioeconomic development across the world especially in far off areas of the developing countries (Bosch, 2010). Globalization, liberalization, socioeconomic expansion and denationalization of markets in financial arrangement further it (Berger, 1998, pp. 14-20). Their effect was well felt in Pakistan. Arthur Asa Berger says the last ten years have observed a rapid development in the broadcasting business of Pakistan. The Radio Pakistan has played an important role in development sectors

in the country through programs that have positive impact on the psychology of the public. Its positive contribution is towards generating consciousness of the rights amongst the general public (Hussain, 1997, pp. 16-19). Radio Pakistan prepares and presents different programs for the people and tries hard to involve responsible experts, personalities and civil society members in these programs. These programs are produced according to the needs of the audience that makes them very popular among the listeners. This chapter qualitatively examines the role of Radio Pakistan in socioeconomic development in Central Punjab through programs during 2008-2013.

This qualitative study, based on data collected from 35/35 radio programmers, triangulates with a quantitative study of 1000 listeners of the three stations in Lahore, Faisalabad and Sargodha, covering 300 km², 120 km², and 50 km² geographical areas respectively (Punjab: 205,344 km²; Pakistan: 796,095 km²). The two studies together examine the role of Radio Pakistan in socioeconomic development in Central Punjab through two questionnaires/checklists, asking 40 demographic and specific information questions (SED 1-40; SED 1-40) from the programmers and listeners each respectively. The author developed one questionnaire/checklist for in person, in-depth interviews of the radio programmers and producers (22 males and 13 females).

Method

Despite already being very familiar with the content, policy, format and style of the programs being Deputy Controller at radio herself, the researcher closely re-examined the content of all types of radio programs and transcript a few transmitted programs. The samples of the transcripts are annexed in the thesis to help the reader (Annexures III-V). The researcher prepared a questionnaire (Annexure I) and a cover letter with important information and instructions/interview guide for conducting the interviews of the producers and programmers about the programs of Radio Pakistan. She collected data from programmers about program policies, formats: content creation and presentation styles, strengths, weaknesses, budgets, and audience suggestions for improvement of various radio programs in Central Punjab.

CPEC Programs

The CPEC is a series of government projects which are to be commissioned one after the other in the due course of time. This is a very big achievement of Pakistan and China. Radio Pakistan promotes and informs the people about these projects that are planned to improve the quality of their life. The programs need proper information, thus, PBC Lahore produces and includes interviews of significant people in them.

Topics of CPEC programs

The topics of these programs are straight to the point. The areas of these projects are covered by the concerned Radio Pakistan's station/unit. For example, the Metro Orange Train is a project of CPEC Lahore, and the relevant Station broadcasts programs on this subject. Atif Fakhar advised to "start inviting public messages and also broadcasting pep information for the audience [in these program] and [to encourage] participation of the experts and officials [which] must be necessary" (2017). The interviewers said that the CPEC program topics cover all of their project, general information about the installations and functional issues, and the requirement of the projects in the area of installation. It is essential for radio to promote CPEC through different programs, project economic opportunities, and uplift the economic corridor projects all over Pakistan. Radio Pakistan being a government organization, broadcasts different programs from all the angles; topics include the related economic, social, and natural issues. The CPEC is important for the benefit of the ordinary people in the area. Radio Pakistan strives to publicize the positive impact of the CPEC projects, informs people about the benefits of the projects, their long-term implications and effects on Pakistan's economy. The CPEC programs and talks aim at promoting the steps and policies of government. They highlight positive impact of CPEC projects on Pakistan's economy and changes planned for the betterment of the industries, and road networks. The respondents described that they choose topics according to the detail of projects. They must be catchy and short, and help in understanding the details of the project. The programs consist of talks, interviews, discussions and documentaries about the project.

Policy of CPEC programs

The policy for CPEC programs on radio is very clear. The programmers have to produce and publicize the programs on different issues, considering the projects are mostly located in the far areas. Only a few projects like the Orange Line Train are planned in the major cities. The projects are the joint venture of both the governments and radio has a balanced policy for the broadcast of the programs. It publicizes the projects more and more as Pakistan and China are not only neighboring countries but they also had friendly relations from decades. Radio Pakistan plans the programs on natural, economic, social, political and international issues. Ashraf Makhdoom said that "complete information should reach the audience" (2017). Radio Pakistan customarily invites the topnotch personalities of the project in the programs for addressing the requirement for the authentication of the subject. In the case of CPEC, it is required that secretary, DG,

MD or concerned Minister takes part in the program. It aims at improving the Pak-China friendship by highlighting the positive impact of the project.

Presentation style of CPEC programs

Khaula Arshad said outdoor recordings will help in informing the audience properly” about the CPEC projects (2017). The program must be very simple and content easily understandable. The participants should be working on the key posts of the CPEC projects for giving correct answers to questions of people. The programs focus on the economic activities like business and trade, stock exchange, infrastructure, CPEC, and small and medium enterprises. Radio Pakistan motivates the people to take part in these financial activities, and provides them the information on the rules of the business (Bashir, 2010, pp. 11-40). It discusses the positive impact of the CPEC projects in Pakistan, creation of new jobs and impact of the projects on international level. The various slogans emphasize on ‘one belt one route,’ ‘CPEC a game changer,’ ‘CPEC and its economic value.’ They highlight the importance of the project, promote Pak-China friendship, and inform people about the benefits of the projects. The radio emphasizes on good effects of the project on the economy of Pakistan, from providing jobs to the youngsters, to making Pakistan a developed country, importance of the project for Pakistan, and its effects on future of Pakistan. It includes special songs on CPEC in the daily transmission.

Problems of CPEC programs

During the planning and producing phases of the CPEC programs regular issues of budget, transportation, lack of knowledge on the projects, and non-availability of the CPEC officials arise but it is the programmers’ duty to handle all the problems, prepare the programs and broadcast programs on regular timings. They have to broadcast the programs even if they are not sure about an issue and invite the experts from the relevant economic field. The researcher’s the point of view is required in the broadcast. The programs are not effective in the absence of the experts or officials of CPEC projects. As the actual information is sometimes not available for the broadcast, programmers have to rely on the views published in newspapers. Field recording is also not possible to broadcast. Rai Irfan, Senior Producer, PBC Lahore said that “actual information is not available for broadcast. Therefore, we have to rely on the newspaper views. Field recordings are also not available to broadcast” (2017).

The Pakistan Economic Survey reports show a tremendous increase in the construction and infrastructural projects in the country with the collaboration of China during and after the study period. Pakistan China Economic Corridor will provide both the socio-economic and geo-political benefits to both countries (“Finance,” 2009-2013). The PBC has emphasized that it is a way forward to the economic growth for Pakistan.

Suggestions for CPEC programs

The content of radio programs on CPEC projects should be improved for benefitting people. The budget shall be increased for the radio producers to reach the areas or project zones for interviewing the officials as well as the affected people. As these projects are erected with the collaboration of China, Radio Pakistan should schedule some programs for the interest of the collaborators. It should invite the experts or officials in the programs to motivate people, inform them about the benefits of the projects and their cost. It will be very beneficial to prepare the programs if the project officials provide the basic information to the radio (Athar Latif, Senior Producer, PBC Lahore, 2017). The respondents stated that outdoor programs are usually more informative and interesting for the audience. Audience participation is a must to keep them engaged and let them ask questions and understand the normal working of the CPEC staff.

This qualitative study is based on 35 in depth interviews of all the producers and programmers of three radio stations of Central Punjab at Lahore, Faisalabad and Sargodha. It is based on 40 open ended questions on socioeconomic development through radio programs in Central Punjab. The researcher analyzed interviews of programmers on various kind of social and economic development programs they produced and broadcast on Radio Pakistan Central Punjab from 2008 to 2013. The ten types of programs covered economic (internationally funded big projects such as China Pakistan Economic Corridor) indicators. The interviews focused on topics, content, budget, expert opinion, and caller queries and suggestions for the improvement of the programs by the radio programmers. It finds that the Radio Pakistan strives minute by minute to meet the audience expectations by adjusting to audience or by upgrading the content of the programs on 10 indicated socioeconomic domains on daily basis. It relies on the exchange of information between the programmers and listeners during the 18 hours daily transmission. The programs on small and medium enterprises and infrastructure 30 minutes each of the daily transmission, and CPEC, trade and business one hour weekly. 60% daily time is dedicated to music and 40% to above said conversations and other. The data collected through the interviews of programmers and producers shows that the radio transmission is restricted to the provincial and national agenda and policy of the government. The limited budget, less skilled staff, conventional approach and less interest of high government officials in radio

programs are the hurdles in upgrading the medium's capacity to engage a larger audience with more efficient results.

The study proves the hypothesis about the programmer-listener relationship. The hypothesis that there is a positive association between the programs of Radio Pakistan and socioeconomic development in the Central Punjab is found correct. The study triangulates with chapter-6 to examine if listeners also feel there is a positive association between the programs of Radio Pakistan and socioeconomic development in Central Punjab. The study is valid and reliable. The Radio Pakistan is playing a positive role in socioeconomic development in Central Punjab just as positive association between radio and development was observed in other counties in the world. Kivindu says the necessary statutory as well as policy frameworks have been put in place to support the distribution of the national resources in Kenya in the manner to ensure that every part of Kenya was touched for the general welfare of the citizens. A proper fund was developed for the citizens of Kenya, which ensured that all the counties received their share in terms of security, sanitation, roads, infrastructure and electricity among others and publicized through the radio (2012, pp. 11-15). In the same manner, the Radio Pakistan stations at Lahore, Faisalabad and Sargodha are playing a positive role in socioeconomic development in Central Punjab since their inception.

V. CONCLUSION

This doctoral study examines the role of Pakistan Broadcasting Corporation (PBC), commonly known as Radio Pakistan, in influencing socioeconomic development in Central Punjab in 2008-2013. It reviews literature on socioeconomic development through radio in many countries by Stephen Barnard (2000), William Faulder (1984), Shazia Maari (2009), Mary Myers (2011) and others. In addition, it reviews reports titled the *Pakistan Economic Survey* published annually by the Finance Division of Government of Pakistan (GOP) on socioeconomic development in the country in 2008-2013 (till 2020). The study hypothesizes that both listeners and programmers believe that "there is a positive association between the radio broadcasts of Lahore, Faisalabad and Sargodha stations and socioeconomic development in Central Punjab." The PBC or Radio Pakistan has substantially contributed in socioeconomic development through its programs for economic development ((inter)nationally funded projects such as China Pakistan Economic Corridor) in Central Punjab broadcast from its three stations in Lahore, Faisalabad and Sargodha. These ten types of programs serve the purpose set under the ten indicators of socioeconomic development in the country, hence, the study. It produces and broadcasts programs as per guidelines set by the provincial policy making departments: Punjab Assembly, Punjab Secretariat, head offices of any concerned organization, or in collaboration with foreign developmental agencies, or banks.

Government of Punjab heavily relies on broadcasts of Radio Pakistan for socioeconomic development in the study assumes that socioeconomic development through program production/broadcast is dependent on independent government/radio policies, topics, budget, content (format, style), expert knowledge of a topic and advice to listeners/callers against their queries during the live sessions) in various targeted radio programs. The study uses the agenda building/setting, two-step flow model of communication, political economy and development support communication theories for discussion, considering the radio follows the government's agenda for socioeconomic development in Central Punjab through two-way communication between programmers and listeners. It believes in the combined effect of agenda and political economy on interpersonal communication that best shapes the public opinion (Postelnicu, 2016). Radio Pakistan does, what WHO calls, "The practice of development support communication, [which] is a multi-sectoral process of information sharing about development agendas and planned actions. It links planners, beneficiaries and implementers of development action, including the donor community" ("Development," 2001). The literature emphasizes on the power of the mass media for the advancement of political agendas, political goals and the role of the leadership in socioeconomic development in the newly developed countries. The western world and their developmental agencies view the media as channels for developmental communication and, in this regard, for politicizing performance of the local classes: common men, elite, or the political powers or parties (Barnard, 2000, pp. 5-8). The study uses this literature to examine socioeconomic development in Central Punjab through live radio programs and by radio listeners, covering program policies, style (developmental announcements, interviews, expert opinion, calls/queries by listeners communicated by duty officers and program producers), and the role of the leadership through policy formation and guidance for specific content creation.

The author developed two checklists/questionnaires including 40 demographic and program specific questions. She used one for in person, in-depth interviews of 35 radio programmers and producers (or by filling forms), and the other conducting closed ended, telephonic interviews of 1000 random listeners/callers. The survey team comprised the researcher (the Deputy Controller of the radio station at Lahore), and Station Managers at Faisalabad and Sargodha stations for the qualitative study. After

completing the qualitative study first, the researcher and the Station Managers engaged and trained producers, programmers, and announcers at the three stations for collecting data from 1000 random callers out of one million listeners in Central Punjab, showing in PBC's database. The researcher completed the qualitative study with assistance from the two Station Managers and the quantitative study with the help of 55 members of the radio staff at Lahore, Sargodha and Faisalabad stations without prejudice.

The qualitative study analyzes open ended in-depth interviews of a purposive sample of 35 radio programmers about the policy, content, format and budget of a program aired for socioeconomic development in Central Punjab by focusing on the economic (China Pakistan Economic Corridor) indicators from 2008 to 2013. The researcher personally or with the help of station managers conducted in-depth interviews of all of 35 producers/ programmers working at the three radio stations. The respondents gave in person interviews or filled the questionnaires, emphasizing on strengths and weakness of programs of Radio Pakistan in the larger interest of the organization.

The validity and reliability of the study is ascertained through triangulation of methods and furthered through the quantitative study. The study uses the survey method to collect quantitative data from listeners/callers at Radio Pakistan Lahore, Faisalabad and Sargodha stations. The survey questionnaire comprised 40 demographic and socioeconomic development questions using the five-point Likert scale. The researcher collected data from 1000 active listeners of the three stations of Radio Pakistan out of one million (PBC, 2017), using the random sampling technique and analyzed using the Statistical Package for Social Science. She compiled the descriptive statistics of all the indicators with respect to gender. Out of 1000 respondents, 636 were male and 364 were females. The descriptive statistics concerning the 10 social and economic indicators were around 3.9 with small standard derivations, showing that most of the respondents perceived the programs followed government policies for socioeconomic development in Central Punjab and their quality and content was good. The author conducted correlation histogram, factor analysis, variance, component matrix, and rotated component matrix correlation tests between certain demographic (age, gender, education) and non-demographic variables (perception of policies or content of the ten types of radio programs (topics, policies, style and format) to determine and interpret results. She by no means found substantial variance in average responses of males and females and concluded both genders perceived Radio Pakistan was producing programs of good quality as per policy of the government.

Qualitative Analysis

The findings of the qualitative study have been derived from the thematic analysis of the in-depth interviews of the respondents. The researcher assessed perceptions of the programmers and produces about the role of Radio Pakistan in socioeconomic development in Central Punjab from 2008 to 2013.

Programs on China Pakistan Economic Corridor

The policy of programs on the CPEC projects is very clear and includes the far-flung areas. These programs are of a sensitive nature in view of the need to broadcast correct information on the joint ventures between the governments of Pakistan and China. The information received from different resources about the projects cannot be broadcast without the confirmation. The presentation style of CPEC programs is somewhat different from other programs. The invited participants are high ranking officials or the researcher ties belonging to various projects, cities and developmental works in their areas. These programs are broadcast really carefully since the participants are extremely important dignitaries. It is important to produce these programs with a positive spin due to their sensitive nature. The programmers take permission from the concerned departments for recording the programs and interviews according to the nature of the projects. The budget is a problem because the developmental works take place in far off areas, and the radio staff needs transport and resources to travel to those areas. Mostly, the officers arrange visits of programmers or of the official media to these areas, which helps the producers, sorting out some monetary and transport issues.

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