

**AUDIENCE OPINION ABOUT THE PROGRAMS OF RADIO SIRSA**

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**ABSTRACT**

*One may indulge in endless debate about the popularity of Radio among people in this era of digitalization. But one cannot disagree with numerous advantages that this medium of sound enjoys over other media of mass communication. Listening to radio has been an enthralling experience ever since its invention about a century ago. Its transmission has witnessed several changes from Medium Wave and Short Wave of forgone days to environment friendly and weather proof Frequency Modulation and Amplitude Modulation. People may have been captivated by the advent of internet driven Social Media where user generated content reigns supreme but there is no denying the fact that radio transmission is still hassle free in the sense that there are no transmission disturbances owing to internet connectivity and electrical failures as in the case of Print Media, Television, Cinema and Digital Media. Diehard fans of Radio still listen to it even while travelling on motor bike or in a car. Radio still garners great support and popularity in rural pockets. That is precisely the reason of the inception of the setting up of Community Radio Stations. This research paper studies the opinion of Community Radio Station of Sirsa with regard to its popularity amongst the audience.*

**KEYWORDS:** *Community Radio, Digitalization, Audience, Transmission, Popularity.*

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