

**Adoption of new media platform by commercial fm
radio stations of Lahore**



Submitted to

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RESEARCH COMPLETION CERTIFICATE

This is hereby certify and affirm that this entitled “Adoption of New media platform by commercial FM radio stations of Lahore” submitted for the award of the degree of media and communication (M.Phil) from University of Management and Technology, Lahore is carried out by Sidra Ashraf, Roll No. 15005167001 under my supervision and guidance that of part of this thesis has been presented before any other degree, diploma, or file of any other university.

Signature

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DECLARATION

I, Sidra Ashraf, hereby declare that the work presented herein is original work done by me and has not been published or submitted elsewhere for the requirement of a degree program. Any literature date or work done by other and cited within this thesis has given due acknowledgement and listed in the reference section.

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Dedication

I thank ALLAH Almighty for giving me strength and the opportunity to complete this thesis. I dedicated my research work to my parents **Mr & Mrs Haji Muhammad Ashraf** and my brother **Zohaib Ashraf** and sisters for their everlasting support care and love whose continuous support to enable me to complete my research work.

Sidra Ashraf

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ABSTRACT

This research study analyzes the adoption of a new media platform and its effects on commercial FM (frequency modulation) radio stations of Lahore. The study also includes the challenges faced by the traditional FM radio stations of Lahore during the incorporation of new media platform. This research describes the reason behind people adopting new innovations that have a great influence on their minds and also confer that media technology shapes how we as individuals think, feel, and act in the society, and how the society operates as we move from one technological age to another. The research study explores how and why the new ideas and emerging technologies are adopted and the amount of time it takes for them to spread in the society. Stratified sampling is used to conduct the result, in which commercial FM radio stations are the strata and are the only requirement of study. Data is collected through in-depth interviews in which coding technique is used to get results. Stations managers, production managers, sales and marketing managers, RJ's (Radio jockey) , and the HR (Human resource) department of those commercial FM radio stations who adopted new media platform are asked open-ended interview questions.. The findings of this research show that new media platform provides a way to achieve success in the society; it also helped commercial FM radio stations to increase their listenership, accessibility, revenue and employability.

Key words

FM radio channels, Commercial FM radio channels, Online radio channels, Online FM radio channels, New media platform, Adoption of new media platform, Incorporation of new media platform, Accessibility, Revenue, Employability, Listenership

INTRODUCTION

Radio is best known as an interactive medium since it allows listeners to interact and be involved with the members of the society. The interactive characteristic of radio increased extensively especially with the introduction of news talk or talkback. (Flew 2004; Turner 2007).

The radio is identified as a communicative tool however when the new medium was introduced, no one was confident of its place in the society. Radio is as an indefinite force; it enters people's home and spars with them thoroughly. It contains both good and evil perspective (Franklin and Roosevelt, 1930).