

MANN KI BAAT –An Effective Talk Show

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Abstract

This research paper aim is to analyze the buffer required to increase the effectiveness and reach of the radio Programme ‘Mann Ki Baat’ with the help of Digital technology, ‘Mann ki Baat’ is an address by the Indian Prime Minister Narendra Modi through All India Radio (AIR). Since the first show on 3 October 2014, there have been 64 episodes. The 64th episode was aired on 26 April 2020. The objective of the program is to connect to millions of Indian Citizens across to deliver his vision and framework of development. So far all 64 episodes have been very informative and had tried to touch different segments of Indian societies. The prime objective of the paper is to try and analyze how radio as a medium can become more effective with the help of digital technology enablement.

The radio is a very effective medium for mass communication especially when it comes to the issues related to the development are delivered. I have evaluated the success of different episodes of ‘Mann Ki Baat’ started in 2014 and how digital technology like websites and social media platforms like YouTube, Facebook and Twitter have amplified the reach and effectiveness of the program and how more emphasis on these platforms can escalate the effectiveness and reach to the people exponentially.

Keywords- Radio, FM, Mann ki Baat, Digital Media, Media, Electronic Media

Introduction

Radio is one of the fascinating media available today with its unique characteristics of mobility and cost-effectiveness. Though there are more glamorous media available today radio continues to be the potential mass media providing its audience with information, education, and entertainment. The biggest advantage of radio is almost all irrespective of monetary background can easily access to a radio set. It has the unique capability of speed and immediacy. Due to so much development of science and technology, today radio is a full-fledged means of broadcast and it is playing a great role in spreading the awareness, imparting knowledge, entertaining the masses and to update ourselves with day to day activities by just simple way of turning on the radio and listening to it.

All India radio industry is one of the largest broadcasting organizations in the world in terms of the language of broadcast, the spectrum of socio-economic and cultural diversity it serves. In remote areas where there is no means of

communication when our sailors sail into the sea, our army fighting in the remote areas of the country or guarding our borders radio is the only medium of entertainment as well as a source of communication.

The show ‘MANN KI BAAT’ aims to deliver the Prime Minister’s voice and ideas to the general masses of India and has gained popularity due to its quality in the aspect of spreading knowledge, awareness and letting people know about various important national actions taken by government or incidents happening across the globe with proper understanding about its consequences on the masses and how population can be benefitted from various schemes implemented by the government. This show is not only popular in our country but also has got listeners across the globe who lends their ears with equal enthusiasm as Indian people do. Since television connection is still not available everywhere in the country, especially in the isolated, rural and less developed regions, radio is the only medium for the program. An

estimated 90% of the Indian population is reachable over the medium.

However, the liking about the show is mostly due to the content and the way of addressing it by PM. People expect that PM should also give a brief idea about what the government is doing and handling important sensitive issues so that people feel safe and can trust the government its working methods.

Digital technology plays a very evident role in enabling the radio recording on every digital platform, the ease of access to the program from anywhere at any time. Platforms like YouTube, Facebook, twitter help them to promote and ensure the availability of the program to a wider range of audiences through different digital mediums. Gone are the days when the radio program was only accessible through radio now one can access the recorded podcast or listen to the recording on the YouTube channel and share it through social media which brings a penetration that was not possible with the radio alone.

Literature review

A survey conducted by AIR in the year 2014 estimating the show's success, in 6 Indian cities including Mumbai and Chennai, has indicated that some 66.7% of the population had turned in to listen to the Prime Minister's address and had found it useful.

Sripathy (2015) has shown how radio is a very effective tool. It also signifies about highlights and future of the Mann Ki Baat. However, it has not put anything related to the effect on masses, their expectations, and how to make show a better opportunity for development if intimacy between the leader and the general population. This is also important because if people don't know and connect with their leader, how many implemented policy even in the favour of masses won't be effective due to the lack of emotional, logical connection establishment between the masses and leader can hamper the country's progress. Hence, it is a very important aspect discussed in the paper which is highly appreciable.

In 2017, AIR has conducted a survey but on a larger scale using 200 enumerators to interview around 6,000 people come across all 30 states, which found that the maximum listeners of the

show came from Bihar, Gujarat and Madhya Pradesh while the states of Andhra Pradesh and Arunachal Pradesh had the lowest awareness.

Jitendra (2017) has given a glimpse of how 'Mann Ki Baat' show is concerned with the health and wellbeing of the masses along with its agenda to spread awareness among people about the current scenario. It has also worked as a driving force in achieving the objective of how the show is working for the wellbeing of masses by not only having a show but also implementing the ideas talked and discussed in the show. This show has also made us understand that not only masses need to be fit but also the people who are the leaders need to be swift and fit with the current news. All this comes into effect when a leader who is responsible for a country's progress is enthusiastic about the same.

In view of People

There is a dearth of empathy in his preachy soliloquies, it would have been a great idea to answer questions and allowing questions to build a deeper connection with the People, many also refer to the program as the monologues of PM. It would have been appreciated if even for once they would initiate interaction by taking questions and clarifying doubts or by making a conversation out of it. Humans are social animals and we all have a born obsession to interact with other beings any community source of information which is interactive will establish a deeper connection or engagement which will trigger a positive and high recall in the mind of people.

A substantial section of society is very positive about the program but few also consider the delivery style of the program as a kind of propagandist policy as condescending, narcissistic, and undemocratic. People have lots of confusion and questions and expect to have answers from the government. The government needs to leverage the power of social media channels to answer questions. People would appreciate it if they would be allowed to have open dialogues with the host, in other words, they want the program to be more interactive than the scenario would have been different and people would feel that they are more in tune with their leader and the program Digital

Transformation is the way ahead as this generation looks up to the government to allay their fears, clarify concerns, and ensure the government is accessible.

Topics touched in different programs are -

It was first aired in the year 2014 held three broadcast PM addressed the nation, he connected to common people of the nation asked to buy Khadi clothes to help our country poor man to live a better life, initiative took as Swachh Bharat Abhiyan and the success of India's Mars Mission. He showed serious concern for drug abuse in the country this is for the first time something of such kind happened.

In the year 2015 US President Barack Obama co-hosted a show with PM it was the first time any Indian prime minister and an American president both answered a series of questions this was trended as #Yes We Can. He also connected to students asked them to avoid exam stress and suggested parents not to compare their child performance with other, being a grounded leader he connected to farmers told them about how they can use the facility to check soil health, right value for yield and land acquisition, he also introduced ONE RANK ONE PENSION SCHEME and many more public interest were introduced International Yoga Day, Jan Dhan Yojana, LPG subsidies, help for ASHA workers MUDRA bank loan Ease Of Doing Business were major decelerations made in this year.

In the year 2016, it bumped with great audiences some major initiatives for help disasters were taken. The Girl Child and South Asian Federation Games. The most sensational broadcast made on 27th November 2016. Demonetisation was the toughest decision of the economy which impacted the economy in various factors.

In the year 2017 BHIM app was introduced to make digital payments improve purchasing habits and he asked the public to maximize the usage of digital payment, as a result, today you can find a QR code even at a pan shop linked to BHIM UPI for payment such actions are taken to make a strong economic backbone for the country. For, Youth he asked them to passes about exams how they can make things better and help their country in the future. It was also

a proud year for Indians our (Indian Space Research Organisation)well known as ISRO he congratulated and appreciated the achievement of cost-effective space program which bring India in the notice to the World as emerging technology as our country is an agriculture-based economy and most of the people are less educated he took an initiative to separate garbage in blue and green dustbin so the hazel of decomposition can be minimized as a result it was a success.

In the year 2018, he talks about preventive healthcare and also suggested that yoga as a form of preventive healthcare and urged people to adopt it as soon as possible. He thanked and paid tribute to the makers of the Indian Constitution, especially Dr. BR Ambedkar, saying he played a pivotal role in drafting the Constituent Assembly.

In the year 2019, the first episode after Indian General Election, he conveyed his thoughts about The Emergency (India), Water scarcity in India, and Yoga. In the second episode, he talked about Chandrayaan-2 as well as about new competition for Students. He also encouraged all the Indian Youths to participate in a Quiz on My Gov about the developments of India in the area of Science and Space. The PM spoke about the Ayodhya land dispute verdict of 2010 and he spoke about Fit India Week,

In the year 2020 PM said violence is not the solution, and those who have adopted it should come back to the mainstream and have faith in the ability to sort out issues peacefully. He urged people to visit 'Hunar Haat' near India Gate in Delhi. He said that nearly three lakh artisans have gained opportunities for employment through the fest. And, in the latest episode, PM Modi focused on the situation prevailing due to the 2019-20 coronavirus pandemic.

Conclusion

The Radio Talk show 'Mann Ki Baat' is a great success and I have come up with some insights that communicating with the public of any country is the biggest mass turn up if people can get your work and you can create confidence in them they support you despite some flaws. The most significant highlights of my research which will present all the resonate facts about

the show in the most truthful fashion. It is a true delight as people can get access to the work done by the government and become aware of the plans of the government, as an obvious effect of that the show has seeded up infrangible confidence in the masses and triggered a momentum of support for the government.

It has brought a radical change in terms of awareness about the various initiatives taken by the government in terms of development and sustenance of the Indian economy. The program proves itself to be an indispensable instrument to spread awareness and invoke confidence among the public as India is the largest democracy in the world. The targeted group of the program is the people who are interested in the development of India and wish to know what are the initiatives and plans are being rolled out for the development of India in general, every citizen of India. The show is the most admired in broadcast in the entire history of radio. There are many elements in the show which contribute to the phenomenal success of the show. Like the Host himself who is a great visionary and an admired leader who has touched millions of hearts by his candid approach and compassion towards the public. A legitimate amount of listenership comes from the followers of Shri Narendra Modi. He is a great leader and a very profound orator his voice is so impactful and captivating that he holds the listener mesmerized during the show, his narration style is candid and impactful.

A distinguishing trait of his personality is the capability of addressing the subject of high gravity very artistically without losing the core of the subject as he knows how to transfer all the information he is supposed to share in the most transparent fashion which is of indispensable use to the masses. The insights are so fascinating and enlightening as he is not only a great human being but also an excellent leader. His leadership is manifested in the matter of his works and his way of getting things done with absolute transparency in everything he is doing he is the most deserving undisputed leader. Without deviating from the core of this research which is the requirement of digital technology enablement of the program 'Mann ki Baat' it is worth mentioning that PM is also a key driver of the digital India initiative and has left no stone unturned in transforming India to a digital India.

The digital India moment is setting the ground to reach out to more people with the help of digital technology. Radio as a medium facilitates one-way communication but with the evolution of digital technology, the radio is all set up to facilitate two-way communication with the help of social media this will not only foster the trust with the governance but also help the program 'Mann ki Baat' to reach out to more people and win the heart of the people in general and continue to evolve as the most admired radio show.

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