

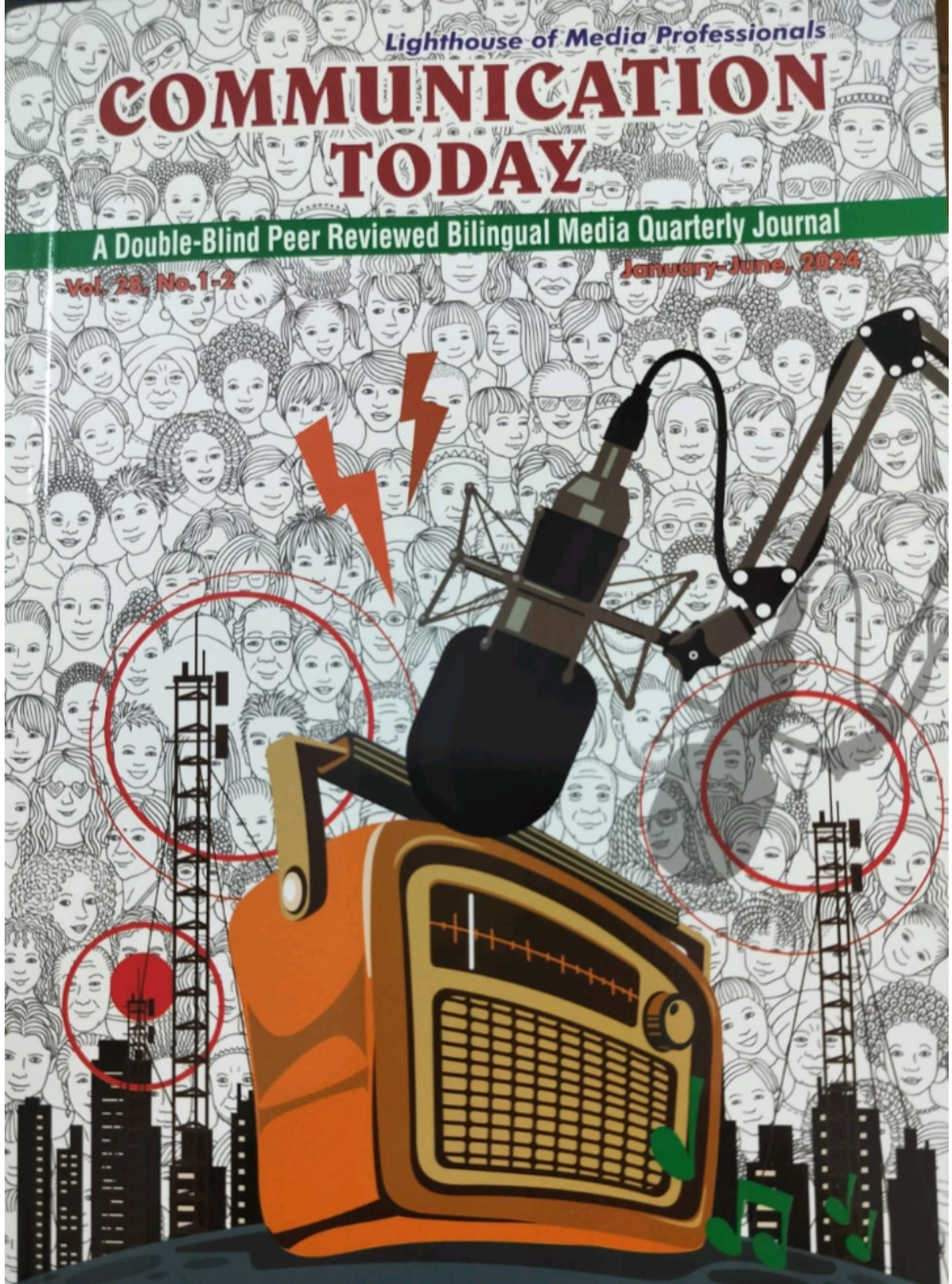
Lighthouse of Media Professionals

COMMUNICATION TODAY

A Double-Blind Peer Reviewed Bilingual Media Quarterly Journal

Vol. 28, No. 1-2

January-June, 2024



SPECIAL ISSUE ON
REALM OF RADIO

WWW.COMMUNICATIONTODAY.NET

RNI No. 58028/94
ISSN 0975-217X

Yearly Subscription :

Rs. 500/- (Individual)
Rs. 1000/- (Institutional)

Life Membership :

Rs. 5000/- (Individual)
Rs. 10000/- (Institutional)

*For subscription send DD in favour of
'Communication Today' Payable at Jaipur
or*

can be deposited online
HDFC Bank

Branch : Raja Park, Jaipur - 302004 (Rajasthan)
Branch Code : 1377

Name of Account holder : Communication Today

Acc. No. 13777630000120

IFSC Code : HDFC0001377

MIRC Code : 302240009

Nature of Account : Current

PAN : AATHSO705F

Edited, printed and published by :

Prof. (Dr.) Sanjeev Bhanawat

C-235A, Dayanand Marg, Tilak Nagar,
JAIPUR - 302 004 (INDIA)

Mobile : 94140-73466 & 89490-56113

e-mail : bhanawat.sanjeev@gmail.com

communicationtoday1996@gmail.com

Website: communicationtoday.net

facebook: m.facebook.com/communication.today.journal/

Printed at : Popular Printers, Jaipur

9.	<i>FM Radio: Breaking Boundaries with Digitalisation</i>	Neha Verma	103
10.	<i>A Study on Users' Perspectives on the Podcast In India</i>	Dr. Rupa Kumari	120
11.	<i>Changing Landscape of Spiritual or Motivational Content Consumption on Radio in India</i>	Sundaram Ojha Dr. D Nivedhitha	133
12.	<i>Examining the Role of Radio Advertising in Marketing and Promotion</i>	Dr.Sushila Susaren Hansda	157
13.	<i>Analysing the Role of Community Radio During Pandemic</i>	Dr. Akansha Arora	167
14.	<i>Analysing the Broadcasting Legacy and its Role in the Freedom Struggle</i>	Dr. Kauser Tasneem	175
15.	<i>Role of Social Media in Promoting Private FM Radio Channels</i>	Dr. Kritika Agrawal	183
16.	<i>Investigating Efficacy of Community Radio Stations in Jharkhand: A Case Study</i>	Priya Shome Sumedha Chaudhury Sudhir Kumar	191
17.	<i>Prospects of Podcasting in Indian Media Landscape: A Critical Study</i>	Priyanka Pathak Dr. Ankit Ghildiyal	202
18.	<i>A Study on Radio Podcasting Applications:</i>		