



Lighthouse of Media Professionals

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SPECIAL ISSUE ON  
REALM OF RADIO

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## ***Effectiveness of Radio in Promoting Education and Sustainable Development***

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**Dr. Nida Zakaria\***

### **Abstract**

*Radio has been found to be an effective ICT tool for education and sustainable development, with several key outcomes, including that communication is obtained through radio and can effectively reach remote and isolated communities, providing a platform for information dissemination and two-way communication. The researcher used secondary data for the following study on radio as an ICT tool for sustainable development and education. The findings were extracted from existing research and data sources and showed that radio has the potential to make a significant impact in these areas. The key outcomes of the analysis included improved communication, accessibility, education, and sustainability. These findings further demonstrate the potential of radio as an effective ICT tool for promoting education and sustainable development and highlight the importance of continued investment and support for radio initiatives.*

*The related outcomes of using radio as an ICT tool for education and sustainable development includes the increased literacy rates and improved educational outcomes, enhanced access to information and knowledge, particularly in remote and underserved communities, improved communication and engagement between communities and decision-makers, increased awareness and promotion of sustainable practises and development initiatives, strengthening of local culture and community identity through the promotion of local*

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\* Academician & Community Development Coordinator, West Silvertwon Foundation, London, United Kingdom.