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SPECIAL ISSUE ON
REALM OF RADIO

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Coping Covid-19 Crisis by Strategizing Communication: A Case Study on All India Radio Jamshedpur

Taaseir Shahid*

Abstract

The 20th century dawned with one of the major inventions in the field of mass communication: "The Radio". Radio first revolutionised the communication system in terms of its speed of transmission and then in terms of its level of penetration all around the world. With a century-old presence in India, radio has served as a tool of social integration, education, and development, and most importantly, in the dissemination of news and emergency broadcasts with a negligible time lag. Even in times of television, the internet, and social media, radio as a medium of mass communication still manages to have a very strong presence and identity among the common people in India. The COVID-19 pandemic became a litmus test for this invisible medium in India. All India Radio, India's public service broadcaster, has been serving to inform, educate, and entertain its audiences since its inception, living up to its motto - 'Bahujan Hitaya: Bahujan Sukhaya'. The present case study aims to analyse the communication strategies employed during the COVID-19 crisis by All India Radio, Jamshedpur. The study highlights the planning, production, and placement of local programmes by All India Radio, Jamshedpur, in coping with the COVID-19 crisis.

Keywords: Case study, Radio, COVID-19, Local programmes, Communication strategies

Introduction

"Radio" Since the time of its inception, radio has been used to disseminate information related to war, crises, natural calamities,

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