

The study of the situation and the trend of radio program broadcasting production for the aged society by mass communication units in Yala Province

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Abstract

This research aims at studying the situation and the trend of radio program broadcasting production for the aging society by mass communication units in Yala province. The major data providers are the executives and the program hosts of governmental units, and 13 independent disk jockeys (DJ). The tools utilized are in-depth interviews, qualitative data analysis by content analysis. The results of this research found that 1) Only National Broadcasting Services of Thailand (Yala province) produces public programs that focus on youth, old people, the handicapped, and the underprivileged 2) National Broadcasting Services of Thailand (Yala province) produce programs run by elderly disk jockeys, among which two programs hold the majority of the target listeners in the five southern provinces are the elderly. The two programs are (1) Life of Virtues Program and (2) My Family Program. Both programs use recount-like technique and formal talk by southern local languages and local Malay language and provide listeners with news, information, and Buddhist and Islamic virtues, including social situations 3) Most stations hold programs related to health knowledge and play songs, targeting on youngsters, working age, housewives, and the elderly, and 4) The elderly in Yala province like to listen to radio programs through radio receivers rather than through online radio. In the future , Radio stations may adjust their program plans for the elderly and all groups and ages of family of caregivers of the elderly. The aims are to provide knowledge, adjust attitudes and practice, and address self-care for the growing number of aged people in the society.

Keywords: Radio program broadcasting production , aged society , Yala province

Introduction

Nowadays, the world has to face with the aging society. Many international organizations have confirmed the changes of age structure and various demographic characteristics that create a new challenge for many industries to deal with the future conditions. The United Nations (UN) reported that up to one-ninths of current world population are aged 60 years and above. It also reported that Asia region has the highest numbers of elderly population in the world, which accounted for more than 50% of the worldwide elders live in Asia. Considering in ASEAN countries, Singapore is the country with the highest numbers of elderly population, noted as 18% of the total population.

As for the situation of the aging society in Thailand, statistics from the National statistical office has clearly shown that Thailand has been become an aging society since 2005. The population aged over 60 years is forecasted to increase from 2000 by 15.7% in 2030, which contradicts to the continuous declining amount of child birth rate. Department of elderly affairs has predicted regarding to the numbers of elderly population that in 2021, Thailand will completely become an aging society.

From the above statistics, it can be seen that the elderly issue is a significant issue of the country. The 2nd National plan on the Elderly (NPE) (2002-2021) has implemented five strategic plans relevant to the quality of life development of the elderly, which include; the strategy for readiness preparation of the people for their quality-elderly aging, the strategy for the elders development, the strategy for the social safeguards for the elderly, the strategy for management of elderly-related development, and the strategy for elderly-related development, knowledge dissemination, and performance monitoring and evaluation according to national elderly plan.

The situation of the aging society in the three southern border provinces shows that Yala province has 58,286 people who aged from 60 years and above, representing 11.16 percent of the total population. It may be considered that Yala province area has entered the aging society, measured by the criteria set by the United Nations. It states that any society where the proportions of the population with an age of 60 years old and above and 65 years old and above are more 10 percent and 7 percent respectively, than the total population of such society, is considered as the aging society.

According to Atthanuchit (2007), the most popular of mass media used by people in the three southern border provinces are broadcasting followed by personal media. Kaewseenual (2011) also found that Thai Buddhists and Thai Muslims in the three southern border provinces usually use both mass media and personal media. Yet, the personal media is the most reliable media.

From the results of mentioned research, it can be stated that the three southernmost provinces are still sensitive areas in term of security, society, politics, economy, and culture because most people use Malay language as their primary language, especially the elderly, and they are not able to communicate effectively in Thai. As a result, personal media greatly influence on people in the three southern border provinces so it

persuades local organizations or mass communication agencies working on a security in the area to broadcast in Malay language. Nevertheless, there is a limit of suitable programs broadcasted for the elderly from mass communication agencies in the three southern border provinces. Two broadcasting producers, Yala Rajabhat University Radio (YRU) and National Broadcasting Services of Thailand (Yala Province), provide only two programs while some agencies do not provide any proper programs for the elderly, which represent the unresponsiveness to the population structural change situation. In turn, most broadcasting programs are Dharma and morals that can be found.

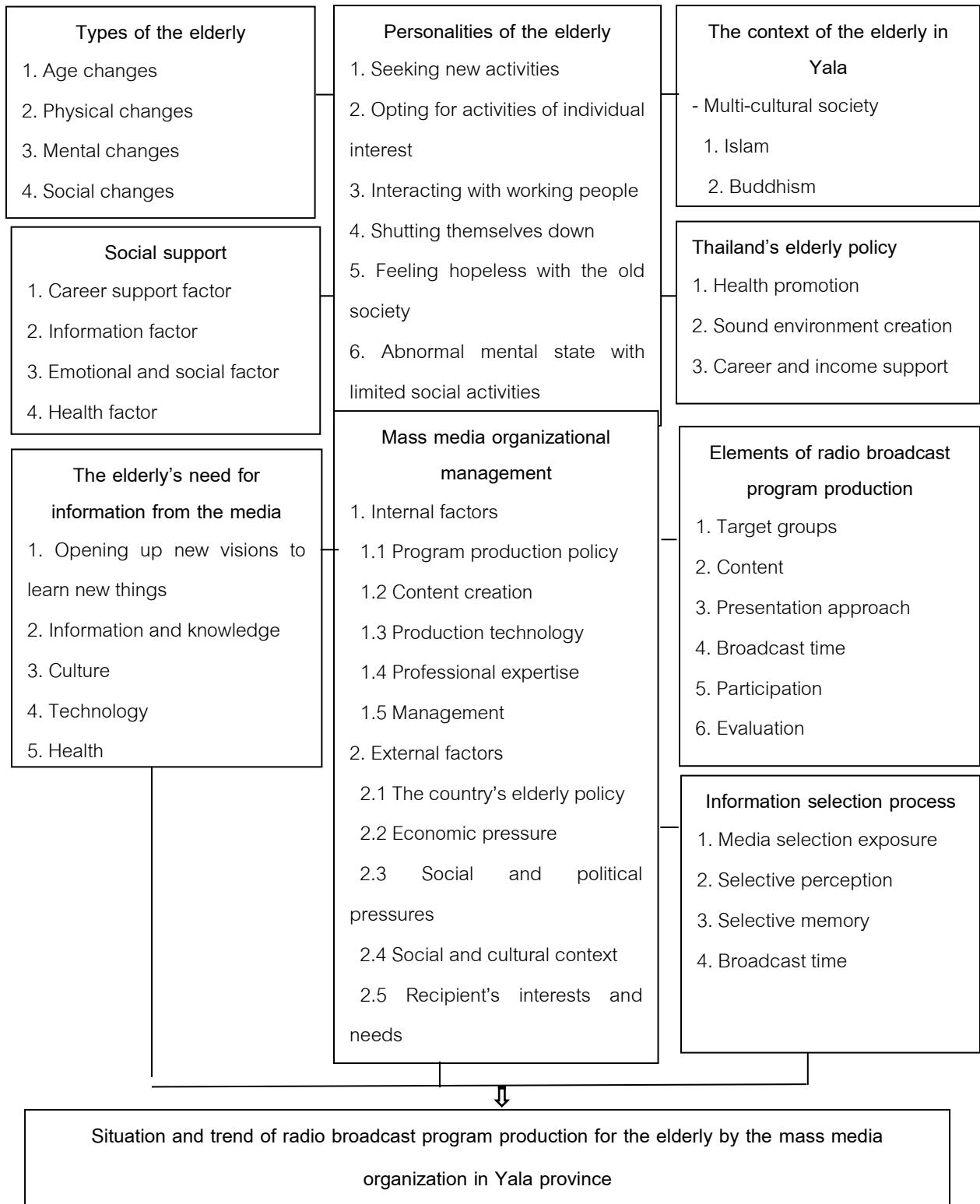
Research objectives

1. To study the situation of the radio broadcasting production for the elderly of mass communication organizations in Yala province.
2. To investigate the trend of radio program broadcasting production for the elderly of mass communication organizations in Yala Province.

Research Questions

1. How is the production of radio broadcast programs for the elderly by the mass media organizations in Yala province.
2. What is the trend for is the production of radio broadcast programs for the elderly by the mass media organizations in Yala province.

Theoretical Framework



Methodology

This research was a qualitative research which was conducted as follows;

Research area

Mass communication agencies located in Yala province were determined to be research areas, including National Broadcasting Services of Thailand (Yala Province), Yala Rajabhat University Radio, MCOT Yala, Yala local radio broadcasting station 16 and 7.

Key informant

A purposive sampling method was applied to select the key informant by using following qualifications;

1. Having a minimum of 2 year experiences in radio broadcasting production.
2. Being an executive who supervises and directs the radio broadcasting stations either the government or state enterprises in Yala province.
3. Being an independent radio broadcasting organizer (Disk jockeys, DJ) who has experiences in producing radio broadcasting for at least 5 years.

In addition, in-depth interview was used to collect data from 13 key informants from 3 groups, including administrators and policy-related staffs, radio broadcasting organizer of government radio stations and community radio stations.

Research methods

An open-ended question with 2 parts was conducted during in-depth interview process.

Part 1: Questions relating to the situation of radio program broadcasting production for elderly of mass communication agencies in Yala province.

Part 2: Questions relating to the trend of the radio program broadcasting production for elderly of mass communication agencies in Yala province.

Data analysis

Content analysis was applied to systematically interpret, classify, and analyze the descriptive information obtained from an in-depth interview, which is based on each research objective.

Literature Review

Concepts concerning the elderly

According to National Statistics Office of Thailand, the elderly are those over sixty of both genders. The early elderly age between 60 and 69 years and the very old elderly are those over 70 years. Hall. D.A. (1976) classifies human aging into four categories, namely 1) aging 2) physical aging 3) mental aging and 4) social aging.

Nareerat Jitmontree (2011) states that classification of the elderly's personalities consists of seeking new activities, opting for activities of individual interest, interacting with working people, shutting themselves down, feeling hopeless with the old society, and abnormal mental state with limited social activities.

Social support Theory

Thoits (2011) states that social support for the elderly consists of career support factor, information and response factor, emotional and social factor, and health factor. Magwire, Lambert (1983) point out that people of all ages need access to information and new information enables people to have new society and catch up with the society.

Concepts concerning the elderly and communication

Yubol Benjarongkij et al. (2009) reveals that the elderly are active recipients of message from the media. They demonstrate needs for message concerning opening up new vision to learn new things and perception of information, news, knowledge, culture, technology, and health from the media.

Concept concerning mass media organizational management

Denis McQuail (2005) mentions factors related to mass media organization management consisting of 1) internal factors: program production policy, content creation, production technology, professional expertise, and general management, and 2) external factors: the country's policy concerning the elderly, economic pressure, social and political pressures, social and cultural contexts, and interests of receivers.

The elements of radio broadcast program production utilized for programs for the elderly are 1) knowledge of target groups and their backgrounds 2) contents matching interests 3) casual presentation style 4) appropriate broadcast time for the elderly 5) two-way communication participation and 6) evaluation (Boonkue Kuanhawech (1990)).

Social and cultural contexts of radio broadcast program production in Yala

Most of the elderly in Yala are Islamic and Buddhists in a bi-cultural society. Thai is the official language while local southern languages and Malayan are languages used in daily life. Beliefs, values, traditions, and norms correspond to an individual's religion.

Findings

1. In terms of the current situation of producing radio broadcasting program for the elderly of the mass communication agencies in Yala province, it was found that the policy of station not only affected the program schedule and it also impacted on the production of various types of radio programs, particularly the production of elderly programs of radio stations in Yala Province. The specific results were as follows:

1.1 National Broadcasting Services of Thailand (Yala Province) is a radio station under a control of the government sector, public relations office district 6 Sonkla. The main policy is to be a media supporting publics.

There are various groups of audiences including children, youth, disable persons and disadvantaged people. The elderly in the society are able to access and receive accurate information both in Yala and nearby areas as it is a large radio station in the three southern border provinces. There are 3 frequencies for broadcasting: FM 92.0 MHz, FM 94.0 MHz and FM 95.0 MHz.

1.2 Radio broadcasting station for education of Yala Rajabhat University is a governmental radio station under the jurisdiction of Yala Rajabhat University office of the Higher Education Commission. The target audience groups focus on children, youth and the general public as well as the station emphasizes the public relations, knowledge sharing, and academic services to locals in the area of Yala Province.

1.3 Yala MCOT is a state enterprise agency under the Prime Minister's office. The main mission is to provide information from the government. It can also earn income from advertising and business services via radio broadcasting. Therefore, there is no radio broadcasting for the elderly.

1.4 Yala local radio broadcasting station 16 (AM radio) and station 7 (FM radio) are a broadcasting service under the Army to present and disseminate information related to the Army. Their operations are directed by policies of the Army. Both stations are allowed to earn income by leasing time of broadcasting to private sectors. Therefore, No radio broadcasting for the elderly is found.

2. There were two radio broadcasting services that produce programs related to the elderly as follows;

2.1 National Broadcasting Services of Thailand (Yala Province)

1) Virtue life is broadcasting at the National Broadcasting Services of Thailand (Yala Province) on 95.0 MHz frequency. The program is shown every day from 04.00 - 06.00 a.m., organized by Mrs. Jemama Yako. Most of audiences are Muslim-Thai people or elderly, working women, women and housewives who wake up for praying in the early morning around 04.50 a.m. every day. They involve in participation by giving a call and ask about religion, moral issues, Islamic principles and practices in daily life.

2) Same family program. It is broadcasted via Witheethai channel with a frequency of 95.50 MHz, and transmits the signal to Yala in 92.0 MHz. The signal covers five southern provinces. The majority of target audiences are Buddhist-Thai elderly, middle-aged people, working people, housewives and women. The program is operated by Mr. Viroj Srithai, known as DJ. Eak panamart. During the program, several issues such as current situations and issues related to daily life are discussed aiming to communicate and exchange information among audiences and a radio broadcaster.

2.2 Radio broadcasting station for education of Yala Rajabhat University

1) Health for you. The program is organized by public relations and public affairs of Yala Rajabhat University with a purpose of communicating the news, information, knowledge about the health of people of all ages in various situations. The program is broadcasted every Monday to Friday at 3.00 - 4.00 p.m.

on the frequency of 98.50 MHz in the educational radio station at Yala Rajabhat University. The program is run by Mrs. Pattama Niambodee.

2) Dhamma daily, a radio program discusses on Buddhist principles, aims to communicate knowledge, giving a guideline in life for Buddhist listeners. There are various age groups of listeners while most of the audiences are elderly group, middle-age group, and working group. In addition, there is also a group of listeners in the Yala municipality who is a devotee of Chao Khun. Phra Sophon Thammuni.

Dhamma daily broadcasts every Friday at 5.00 - 6.00 p.m. with frequency 98.5 MHz via Yala Rajabhat University Radio (YRU). Chao Khun Phra Sophonthamuni is the organizer of the live radio programs. The listeners can involve by commenting on online radio channels 98.50, Yala Rajabhat University Radio. The audiences also can listen later from the live record through such channels.

3) Health communication program with Yala Hospital. It is a program that allows external agencies to organize the program. It is established to provide knowledge, news, answers about the health of people of all ages in each season regarding to various epidemics. The target audience groups are people of various ages; the elderly, children, youth and working-age groups who listen to radio programs while working or doing other activities in the workplace.

With reference to state policy to promote a hygiene and public health development in daily life, the objectives of producing communication programs are to create a campaign to promote health and prevent the occurrence of various diseases in society. The program is broadcasted every Friday at 1.00 - 3.00 p.m. on the frequency of 98.50 MHz via radio broadcasting station for education of Yala Rajabhat University. The program organizes by Yala Hospital.

4) Morning folk song. It is a program that presents knowledge and various matters related to people's lives and it also interpolates the elderly issues such as health care, suitable activity for elderly, sharing experience by elderly. In addition, this program acts as a communication channel of public relations of Yala Rajabhat University together with opening old folk songs. The target audiences are working age, housewives, and male security guards who are frequently request a song by making a call.

Morning folk song broadcasts every Monday to Friday and Saturday to Sunday at 06.05 - 06.59 a.m. on the frequency of 98.50 MHz via Yala Rajabhat University Radio. The program organizes by Mrs. Pattama Niabdee and Mr. Suraphon Kladkaew.

3. The trend of radio broadcasting program production for the elderly in mass communication agencies in Yala province

It has been discovered that most of the program schedules are arranged in accordance with the station's policy that emphasizes producing programs for children, youth, families, the elderly, aiming to provide news and knowledge that can reach all ages. Furthermore, the station has a policy to allow the elderly who retired

from government to broadcast at National Broadcasting Services of Thailand (Yala Province) such as program of Virtue life and same family where most of the audiences are elderly. Therefore, National Broadcasting Services of Thailand (Yala Province) are the place to meet, exchange information and listen to the opinions of the elderly through the 3 FM frequencies. Therefore, the trend of producing radio programs to support the elderly society of mass communication agencies in Yala province needs to adjust program schedules by adding more suitable channels for elderly in order to respond to the future trend where the number of elderly populations has increasing every year.

Discussion

The results can be discussed as follows;

1. The result of the current situation in the production of radio broadcasting programs to support the elderly of mass communication agencies in Yala province indicated that there were only National Broadcasting Services of Thailand (Yala Province) and Yala Rajabhat University Radio have produced specific programs for the elderly. However, not only the elderly but they also target various audience groups such as children, youth, handicapped person, and disadvantaged person in order to equalize the access to information through four AM and FM frequency. According to the policy of the Radio and Television Broadcasting and Telecommunications Commission (Government Gazette, 2008), the radio stations of public service businesses operating at the regional and local levels must carry out the main programs that have a useful content plan for news, knowledge to the public with a proportion of not less than 70 percent of broadcast time. As for Yala Rajabhat University Radio (YRU) is a radio station for community service under the Yala Rajabhat University, it is the institution with philosophy to improve local development by transferring news, knowledge, public relations, and academic services to children, youth, the elderly and the general public, which is consistent with the mission of the Yala Rajabhat University Act 2004 in terms of teaching-learning arrangement, research, academic services, and culture maintenance aiming to develop the quality of life for locals in the three Southern border provinces (Yala Rajabhat University Act, 2004).

This research also indicated that the most popular radio broadcasting program presenting knowledge and news among elderlies is Virtue life broadcasting via National Broadcasting Services of Thailand (Yala Province) on frequency 95.0 MHz. The program runs every Monday to Sunday from 04.00 - 06.00 a.m., organized by Mrs. Jemama Yako. Most of the listeners are Muslim-Thai elderly, working ages, and housewives who do praying, called Salah, in the early morning around 04.50 a.m. every day. They will listen and participate by giving a call to ask about religion, moral issues, Islamic principles and practices in daily life. It is agreed by Jirasopon (2005 : 636-639) that the receiver will choose to receive any media and news depending on the following factors;

- 1) Selective exposure or selective attention: most receivers tend to pay attention or often seek information that

supports their own attitudes and avoids messages that conflict with their own original attitudes or feelings.

2) Selective perception: when receiver selects to receive news from any sources or medias, it does not mean that they believe or comply with such media issues. Instead, each receiver has different interpretations based on understanding, attitude, belief, experience and emotion of the individual and 3) Selective retention: a receiver tends to memorize specific news that matches their interests, needs, attitudes, and benefits of usage. In addition, the Muslims elder listeners who are interested in the program "Virtue life" believed that when they were older, they must prepare to practice himself in the principles of religion to reach Akhirah, the world after life.

For same family program, it is broadcasted with Witheethai wave at frequency 95.50 MHz, which transmits the signal to Yala 92.0 MHz. The signal covers five southern provinces. The target audiences are mainly Thai Buddhists, middle-aged people, working people, housewives and women. The program is operated by Mr. Viroj Srithai, known as DJ Eak panumart. It is a radio program that discusses about current issues and daily life-related issues. In order to communicate with society, there is an exchange of news between the organizer and the listener by calling during on air time. Generally, the communication is done in Southern dialect, thus creates a good feeling and intimacy among DJ and the listener. Kuanhavej (1990 : 50-52) stated that the important elements of effective radio broadcasting program production were 1) Target audience groups, 2) Presented content, 3) Presentation method, 4) Broadcasting time and 5) Evaluation. In addition, radio broadcasting program DJ must have knowledge and skills in aspect of 1) Characteristics of the target audience. Who are they? Level of knowledge of the listener, background as well as the preference of the listener. 2) Purposes for radio broadcasting; why they organize the program and for which audience. Therefore, style of presented program, broadcast time, and suitable program are properly determined, and 3) the nature of radio broadcasting especially advantages and disadvantages when compared with other media and paying attention on two-way communication to raise participation of listeners.

As for Yala Rajabhat University Radio, it was found that the radio programs relevant to elderly program are Dhamma for life. It presents Buddhist morality to the elderly as the major audience group. Furthermore, there are other radio programs; Good health for you and Health communication program with Yala Center Hospital, that purpose to provide beneficial information about health care of all ages. Also, morning folk song is broadcasted to provide various matters together with open old folk songs as requested by audiences. It is consistent with Katz et al (1973) that five forms of satisfaction of listeners on consuming radio broadcasting which consist of 1) the need to receive information. 2) The need to relieve stress and loneliness. 3) Helping decision making. 4) Utilization for daily life, and 5) being as inputs used to talk to people in the family

The two elderly-oriented programs broadcasted on National Broadcasting Services of Thailand (Yala Province) and four programs broadcasted on Yala Rajabhat University Raio have the highest numbers of elderly audiences which are supported by with the research Meniam and Jandee (2007) that listeners of all age groups

enjoy listening to programs that has interesting content, good presentation style, and good skill of DJ as well as they are also able to bring knowledge and news from listening to use in daily life.

2. The trend in the production of radio broadcasting programs for the elderly of National Broadcasting Services of Thailand (Yala Province) are arranged in accordance with the radio station's policy that focuses on producing programs for children, youth, families, and the elderly so as to provide news and knowledge to people of all ages. In addition, the station has a policy to allow the elderly who retired from government to broadcast at National Broadcasting Services of Thailand (Yala Province) such as Virtue life and same family where most of the audiences are elderly. Therefore, the radio station of Thailand (Yala province) becomes the place of meeting, information exchange, and opinions sharing of the elderly through the 3 FM frequencies. The result is consistent with the policy of the radio station of Thailand, Public Relations Department that the radio station should presenting news and knowledge to create networks and peace for people of all ages in a long run (Ramkaew : Interview, 2018)

It is also found that every radio broadcasting station needs to their program schedules to respond to the future trend where the number of elderly populations increases every year. It needs to add more appropriate channels for elderly. It is supported by the increasing numbers of the elderly in Yala province in 2017 that represents the total elderly population of 59,744 people; more specifically, 26,813 people are male elderly while 32,931 people are female elderly, which accounted for 11.3 percent of entire aged people in Thailand (National Statistical Office, 2017)

Limitations

The research aims to study the situation and trend of radio broadcast program production for the elderly in Yala. The data obtained from the first phase of the study will lead to the second phase, which is the development of radio broadcast program suitable for the elderly Muslims in the three southern provinces of Thailand. This is both research and development.

Recommendations

1. Research on the development of radio broadcast program suitable for the elderly Muslims in the three southern provinces of Thailand should be conducted.

2. A seminar to gather ideas of mass media organizations in Yala in conjunction with the universities in Yala should be held to determine details, contents, and direction of radio broadcast program production suitable for the elderly Muslims in the three southern provinces of Thailand

3. A curriculum on the development of the elderly to understand media and messages in the digital age should be initiated.

Conclusion

The situation and trend of the development of radio broadcast program suitable for the elderly Muslims in the three southern provinces of Thailand reveal that only Radio Thailand of Yala is the only governmental mass media organization that runs radio programs relating to the elderly on a weekly basis: 1) Khunnatam Num Cheevit Program: Its audience spreads in the five southern provinces and in Malaysia. The audience consists of the elderly, middle-aged people, and Muslim housewives. The content deals with every angle of Islamic morality and practices. The program is live in the form of casual talk and recounts. Local Malayan is used in the communication and audience can partake in the talks on the phone. 2) Krob Krua Deaw Kun Program: Its target audience is the elderly and middle-aged Buddhists. The program focuses on up-to-date social and local news and exchanges of views through two-way communication phone calls between the DJ and audience.

The trend of radio broadcast program production for the elderly in Yala reveals that every radio broadcast station in Yala will be adjusting to align with Thailand's policy on the elderly. Sections related to the aged will be added to cope with the increasing rate of the elderly.

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