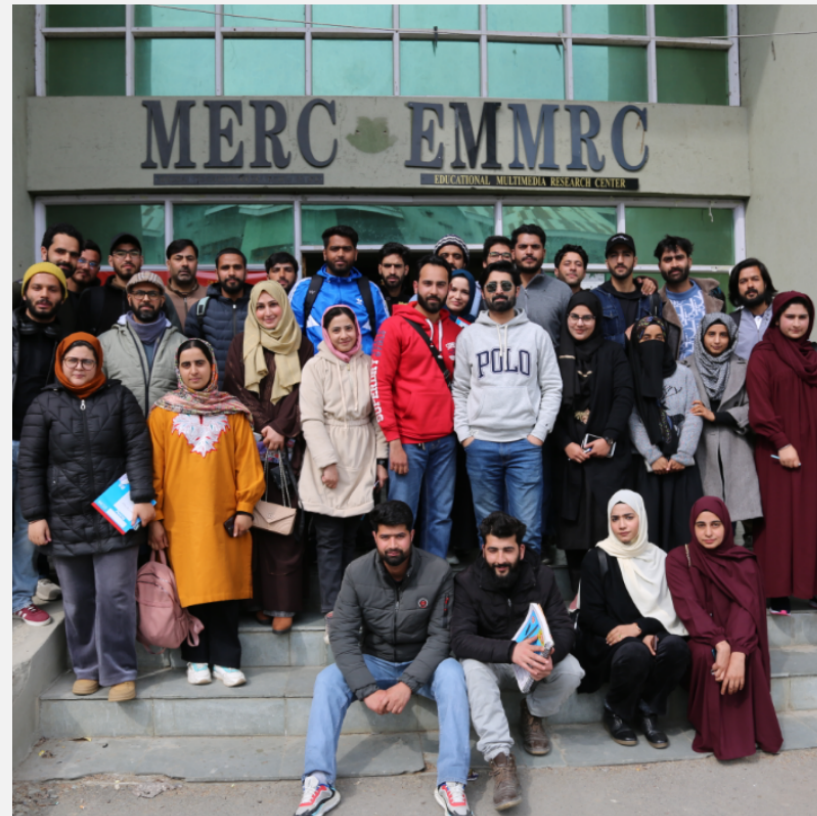


'Radio 2.0 Opportunities and Challenges':

Amateurs need practical skill set in career pursuits: Expert



Srinagar, March 11: To equip students in understanding how radio broadcasting works and developing a critical approach to radio listening and practice, Media Education Research Centre (MERC), Kashmir University (KU), Monday organised a daylong workshop here.

Titled, 'Radio 2.0 Opportunities and Challenges', the workshop engaged students in various exercises highlighting the practical aspects of radio production.

Radio Jockey (RJ) from Radio Mirchi and resource person for the workshop, Vijdan Saleem (RJ Vijdan) emphasised the significance of sound and its profound impact on people's lives.

"Time's tight, but always try to have fun with the story you're working on. After all, there's always a piece of you in every story you tell as a pro," he said.

RJ Vijdan also engaged students in various exercises highlighting the crucial aspects of radio production particularly, FM programming. "Students need to develop the necessary skill set to pursue a carrier in radio production to tackle professional challenges in the field," he maintained.

In her welcome address, Head, MERC, Prof Sabeha Mufti, underscored the institution's commitment to facilitating practical learning experiences for students.

"MERC is proactive in its efforts to bridge the gap between theoretical knowledge and real-world application, ensuring that students gain required exposure beyond academic realms," Prof Mufti stated.

Workshop Coordinator, Prof Aaliya Ahmad, said that the aim is to develop an understanding about how radio broadcasting works and develop a critical approach to radio listening and practice.

"The focus is to build creative comprehension among students for broadcasting sound production in the digital mediascape where FM and podcasting have gained immense popularity," she reiterated.

Co-coordinator, Dr Afsana Rashid, explained how algorithms analyse listener preferences to create curated playlists and suggest shows that match individual tastes, thereby boosting audience engagement.

"Tailored content can attract and retain listeners, ultimately resulting in higher advertising revenue and stronger brand loyalty," Dr Afsana, who also proposed the formal vote of thanks, said.

MERC faculty, Prof Malik Zahra, Dr Irfan Hashim, Dr Adil Bakshi, besides scholars and students, attended the workshop.