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Abstract

**RADIO AS A PARTNER TO THE
GOVERNMENT IN RURAL DEVELOPMENT**

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The hypothesis of this study states that radio does play a crucial role in rural development in many developing countries like Papua New Guinea. Because of the special features radio possesses, it has been regarded for a long while now as a key partner to the government in the dissemination of government messages and information to people living in rural areas to improve their standard of living. This paper is a case study of Radio Madang and aims to find out if the rural people in Madang Province do listen to the development programs aired by the local station and whether they understand and appreciate the contents of the programs that are produced. Radio Madang is one of nineteen provincial radio stations established by the PNG Government with the primary aim of keeping the people of Madang Province and Papua New Guinea as a whole informed of important government policies. It also aims to find out if the government is making good use of this existing communication service, which it had established more than thirty years ago. Chapter One contains related literature review. Chapter Two provides the methods used to source information for this research. Chapter Three outlines the actual findings of the paper, whilst Chapter Four discusses and analyses the findings. This chapter also gives the conclusions and recommendation