

Asians are years Behind

Perennially, the question has often been asked: "How do you entertain people whose spiritual home is still in the Indian sub continent – a people who are split between two cultures yet want to keep pace with every nuance of 21st century progress in Britain?"

How do you understand a nation within a nation with such complex diversity, i.e. Religious, Linguistic and Traditional?

At one time, there was no easy solution to these questions, when the BBC and ILR programme pundits had merely speculated, given the dogma and thoughts which they espoused, hoping that they had the answer. The outcome of this speculation was always "compromise within compromise...radio service turned patronage," etc. But the answer lay in a proper diagnosis of just what the listener wanted. Before prescribing the necessary treatment required for a "healthy listening atmosphere," whereby people could digest, take nourishment, and enjoy the news – information – sport – music for the Asian listener.

But now, perhaps a second and third generation know what they want, i.e. a radio station which is on at par with the indigenous listener, which is both upmarket and upbeat – but not "ghettoist"

This body of research has set out to do exactly that. This is probably the most ambitious and comprehensive radio survey ever to be undertaken – by an experienced, broadcasters, journalists, doctors, lawyers, sociologists, etc., with regard to Asians living in London. It follows the pattern, direction and changing habits of radio listening among Asian Listeners and indicates how they would receive a new London service.

The findings clearly indicate that the present services are not in line with what is required by the listener. In the words of a community worker: 'The radio we hear is not a service but a licence to print money, which does not carry or reflect the feelings of the Asian community. It is a monopoly situation – "listen or leave it" concept which has not kept pace with the changing times.

So, the majority of people just accept this, as they have no choice.

Current Asian Entertainment Programmes

The existing programming is just song after song, with generally mundane interruptions by egoistic regular callers who want to hear their names daily, with no regard for the silent majority.

Many presenters operate under the "old school of thought,"

speaking pure Hindi/Urdu, which is not understood by the new generation of listeners; whereas, the young so-called presenters attempt to imitate the veteran speakers of Urdu/Hindi, usually with mispronunciation or improvisation of language, which is not intently listened to by most listeners, and not at all, by the more intellectually minded (as Hindi and Urdu are spoken languages – with no spellings – so, if one pronounces incorrectly, it will also be written incorrectly).

There is no research or innovation to the programmes, from the time of their conception and throughout, though they may be commercial successes; but the community has no choice but to tune into the only media available (especially where it is a MONOPOLY situation).

