

## Thesis Abstract

1. Title: **An Assessment of the Perceived Needs, Interests and Values of the Young Adults of Chennai, India as a First Step Towards Developing a Christian Radio Program**

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### 6. Abstract

#### 6.1. Summary

This study attempted to discover the perceived needs, interests and values of the young adults of Chennai, India as a first step towards developing a professionally designed Christian radio program specifically for this target audience. Hence, the study attempted to answer this problem, "What are the perceived needs and interests of the young adults of Chennai, India, in order to develop a Christian radio program for them?"

## **6.2. Methodology**

Since the problem necessitated an audience survey, a questionnaire was used to collect the needed information. Out of 500 questionnaires distributed in various places in the metropolis of Chennai, India, 323 were returned and analyzed using the Statistics Program for Social Sciences (SPSS) computer software while the graphs and charts were done on Microsoft Excel and exported into Microsoft Word. The results of the survey shown on these graphs and charts were then instrumental in either proving or disproving the hypotheses.

## **6.3. Findings, Conclusions, Recommendations, and Implications**

The survey shows that the majority of the target audience falls between the ages of 18 and 25 years and there are almost an equal number of both males and females. They are well educated, as most of them have finished at least high school level studies but a large section of the respondents are not currently employed. A vast sum of the respondents belongs to Hinduism although other major religions are also represented. The survey shows that the taste of the respondents in terms of music, food, drink, reading materials, and media preferences are extremely diverse and contemporary in nature. The respondents' sense of values is nonetheless based on Indian social and cultural systems and norms albeit with a few exceptions. It is also evident from the survey that there is a definite preference for the FM band on the radio. Based on the results of the survey it is recommended that all sections of the target audience be taken into consideration while formatting the script of the Christian radio program as their

needs and interests are varied and many sections of the society – religious, economic, political and cultural backgrounds – are represented. The program should be aired on FM and preferably in the evening or at night as most of the respondents tune in to radio at these times. There should also be a good tangible method of feedback to evaluate the program.