Radio is the channel for mass communication. A channel is the medium or vehicle which carries the message. It is the physical bridge between the sender and receivers of the message. As we know that communication is a process by which two or more people exchange their knowledge skills and attitudes. Thus, communication is very important in our life. One person understands another through communication. It plays very important role for the progress of the people. Communication can be either verbal, written or through gestures. All India Radio (AIR) is verbal and electronic medium of communication. AIR provides information, education and entertainment. This study was conducted in Malikpur gram sabha of Tanda block of Ambedkarnagar district of Uttar Pradesh. For the selection of respondents stratified random sampling was used and percentage was calculated. The objective of this study was to analyse listening habits of radio by adolescent girls. Mostly girls listen radio occasionally on holidays because they were school going. At the evening mostly girls listen radio.

KEYWORDS: AIR (All India Radio), Listening habit