Radio Listening and Television Viewing Practices of Women in Agriculture in Karnataka

BY

Belinda Lopez

A THESIS SUBMITTED TO THE AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN (DEEMED UNIVERSITY) COIMBATORE-641 043, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE

APRIL 1994

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APRIL 1994

Certified as bonafide research work.

28.4.94

Signature of the Head of the Department	Signature of the Dean of the Faculty	Signature of the Guide

ACKNOWLEDGEMENT

The author expresses her gratitude to **Padmashri Dr.Rajammal P.Devadas**, M.A., M.Sc., Ph.D.(Ohio State), D.Sc. (Madras), Vice Chancellor, Sri Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University), Coimbatore for giving her consent to conclude this study.

The author expresses her heartfelt and sincere thanks to **Dr.Jothi Mani**, Selection Grade Lecturer in Extension Education, Sri Avinashilingam Institute for Home Science and Higher Education for Women for her dynamic guidance, untiring help and constructive suggestions without which this study would not have been possible.

The author records her deep sense of gratitude to **Dr.Sitalakshmi** Professor and Head of the Department of Extension Education, Sri Avinashilingam Institute for Home Science and Higher Education for Women for her valuable suggestions.

The investigator is deeply indebted to her parents, brother and friends and all the staff in the Department of Extension Education for their constant encouragement and support in carrying out this study.

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I. INTRODUCTION

Rural development in a democratic society is not a matter of only plan and statistics, targets and budgets, technology and methods, material aid and professional staff or agencies and organisations to administer them. Rather, it is an effective use of these mechanisms as educational means for changing the mind and action of people in such ways that they help themselves at attaining economic and social improvement. Hence the process is one of working with people, helping people by means of education to put useful knowledge to work for them. This process is the essence of communication (Rao and Sarma, 1992).

Communication is the act of transmitting information, ideas, attitudes from one person to the other. For smaller societies this type of communication i.e., interpersonal communication is enough. But when society grows and becomes big and complex, there is a need that communication should cater to a diversified audiences. Under such circumstances the only option left is the use of mass communication facilities in providing information to the masses. Mass communication is a process of delivering information, ideas, attitudes to a sizable and diversified audience through the media developed for that purpose.

All the communication and the communication media that are used in the communication process aim at a radical

change in society. It would be correct to quote the noted mass communication expert, Prof. Wilbur Schramm's statement on how national development could be achieved with the help of mass media. He says that "a nation must decide whether its mass media are or are not on its national development team. If they are on the team, if they are to be used seriously as instruments by which to speed up and smoothen economic and social development, then their support must be commensurate with the tasks assigned to them. The function of mass communication is to pace social transformation and to mobilise human resources behind the national effort". The channel through which a message is transmitted is closely related to the effectiveness of the message. Developing countries like India should place more emphasis on audio-visual methods of mass communication (Chatterjee, 1979).

Communication plays an important role and the need for utilising different mass media has assumed greater importance in the present day context of planning for faster social change. Television is a powerful medium to implant information, educate the people to think and act. The impact of radio and television has been so great that the listeners and viewers are able to absorb complex educational contents which otherwise would not have appealed. Radio and television can gradually uplift the cultural task, make us

aware of our rich heritage of art, music and in a general sense, as a purveyor of modern ideas and information (Bashruddin, 1987).

Economic Development in India depends upon the rural development. For a progressive adoption of modern advancements in housing, health, agriculture and industry and a consequent achievement of socio-economic transformation of the village, developing proper channels for communication, using the language of the people, becomes absolutely essential. This is now well recognised that communication is a key factor in the process of any directed change.

The mass media should carry the information even to an ordinary citizen to enable him to play his part in a modern society. It should help the villagers to discuss their problems with their fellow villagers. This will enable them to alter their age-old practices. The disseminated information will also help them to understand the problems facing the nation and the society and take an active part in the decision-making process and participate effectively in the process of nation-building and improving the lot of the poor people.

Among the mass media, press, radio, television and film are the most attractive and potent media. But

television has yet to be tried out on a mass scale in the Indian villages. As a popular medium, television can be used both for motivation and instructions. India launched its television programmes on September 15, 1959 in Delhi with the purpose of testing the value of this medium as a means of social education and as an aid to social transformation. It is, however, developing 60 per cent of its programme time at present to information and education (Vijayarangan, 1992).

Television occupies a special status because of its potential to communicate through the two sense organs (eyes and ears) simultaneously and to reach a large section of population living in isolated communities. As an instructional tool, television is being used in a variety of ways i.e., for direct teaching, for supplementing the formal education, for developing psychomotor skills, for eradicating illiteracy, for adult education, etc. It is expected that this medium can effectively be used for rural development aside from solving the problems of inaccessibility, illiteracy and shortage of skilled persons in India (Sodhi and Sangha, 1992).

The Rural development programmes cannot yield the result/dividends unless there is an active participation in the community. Mass communication and media activities play

an important role and these activities should be an integral component of development process and the communication is the web of society (Rao, 1992).

Means of communication have been one of the most liberating influences upon women, especially rural women who are most isolated physically, mentally and socially. Education and the mass media of communication are important means for bringing about changes in attitude of women, towards themselves and make them aware about their rights problems opportunities and responsibilities. Since formal education is a costly and long term process, modernising societies came to relay increasingly on harnessing mass media for education of illiteracy the speed up the spread of basic education among women (Kaur, 1988).

People associate women with communication, women ability to talk has been widely mentioned in our literature and scripts. In the present day dynamic society however, the much talked about communication skill of women has little relevance because it hardly exposes them to the fast blowing of change (Bhagat, 1993).

Although the impact of mass media on rural population has been a subject of interest to many development strategies only few efforts have been made in studying this relationship. Studies on Radio listening and television

viewing practices among rural women and the impact of media on rural women have been almost negligible.

With this objective in mind the investigator had selected two villages in Karnataka State to assess the radio listening and television viewing practices among rural women with the following objectives:

1. To study the radio listening and television viewing pattern of rural women and

2. To assess the impact of radio and television as a source of information.

REVIEW OF LITERATURE

II. REVIEW OF LITERATURE

The literature pertaining to this study were reviewed under the following headings:

A. Rural Women and Communication

B. Highlights of Researches on Radio

C. Highlights of Researches on Television

A. Rural Women and Communication

The various studies have been highlighting the contribution on rural women in home and farm activities. In addition to participation in farm activities and the physical work, women help also in dairy operations. All the animal related tasks were predominantly wife centered and were mostly performed and decided upon by them. The earliest literature on women in agricultural households emphasised their roles as labourers, establishing that the rural women were significantly involved in agriculture as unpaid family workers and hired labour (Dixon, 1982). There are also large number of households where women are co-managers of farm with pooled assets and expenditures, with some division of roles and responsibilities and a degree of joint decision-making.

Participation of women in agriculture in developing countries has been silently appreciated but without much recognition and recording of their contributions. They have not been prepared for active involvement in the development process. By and large, they have remained as invisible workers. Since, 1970's global concern for the emancipation of women in general and rural/farm women in particular has been expressed in so many ways aimed at improving the working environment of women and raising their standard of living. Some historians believe that it was women who first domesticated crop plants and thereby initiated the art and science of farming, while men went out hunting in search of food,k women started gathering seeds from the native flora and began cultivating those of interest from the point of view of food, feed, fodder, fibre and fuel.

The women play a significant and crucial role in agricultural development and allied fields including in the main, crop production, livestock production, horticulture, post-harvest operations, agro/social forestry, fisheries etc., is a fast long taken for granted but also long ignored the nature and extent of women's involvement in agriculture, varies greatly from region to region. Some of the farm activities like processing and storage, women predominate

and therefore, men workers are numerically insignificant. Studies on women in agriculture conducted in India and other developing and under developed countries point to the fact that women contribute far more to agricultural production than has generally been acknowledged.

Communication is now being viewed as an important key to the process of social and cultural transformation. All types of development, be it the personal development of the individual or nation's development in any field such as agriculture, industry, health, culture etc., depends mainly on the success of communication. Communication can play a powerful role in nation building and can contribute significantly to bring about social change in the desired directions. The success of national development programmes mainly depends on quick dissemination of innovations in an intelligent and compatible manner. The communication of innovations and promotion of usage of these techniques do promote economic development (Erskine and Malica, 1981).

Communication is essential to all the human associations. It is a process of social interaction. It is further based on the premise that all the actions and events have communicative aspect as soon as they are perceived by

human beings and such perception changes the information which an individual possesses, and, therefore, influences him. The role of communication in development is not only to inform and create awareness among the public or society but to implement the new ideas which cause change.

Communication plays a vital role in the diffusion of the knowledge and new technologies. The new knowledge acquired through research is to be disseminated to people to bring about changes in living and to improve upon them. The better the communication the faster will be the development of the society.

Development in the field of communication have greatly facilitated the spread of messages of change. The communication network has reached even the remote rural areas of the country. In India, where 75 per cent of the people live in over 5 lakh villages, speak several languages and maintain diverse cultural identities, mass media of communication assume very important responsibilities. Realising that mass media are important precursors to change, improving media reach in rural areas has become a guiding factor in rural development strategy (Bhagat and Mathur, 1989).

Increased use of mass media is considered as the first step towards modernisation (Rogers, 1969). Researches have shown that mass media can have tremendous persuasive impact on people and can be employed as dependable devices in furtherance of modernisation among people. In the present context of development in India, it is worthwhile to probe into the process through which change in creeping in different segments of rural society (Bhagat and Mathur, 1989).

At the present stage of rural development when the technological knowhow is available for taking great strides forward in rural India, it is the human element that is to be exploited for the development. The key to rural development lies in the mind, heart and hands of the rural people. It is the motivated technology which mostly release the lock and swing open the doors to modernisation. The uppermost force which accelerates the process is the effective dissemination of adequate information. As much as 35 per cent of farm information loss has been found to take place in the transit between the extension personnel and rural people (Babu and Sinha, 1979).

The technological development/transfer/communication is however, an uphill task in view of high rate of

illiteracy, customs, traditions and other prevailing constraints in the rural society. In such a situation the economic development a great challenge can be successfully met with the support of media, effective communication and right choice of information, which in turn, can reach the rural women at the remote places with the technological packages and convince them in using the technologies.

The fact that women do play a pivotal role in the development of society and nation has been widely recognized now. Various studies conducted in the country also reveal and support that Indian women more specially the rural women play multifarious socio-economic roles both at home and farm. Thus, rural women are an important segment of our society. Besides being home makers, they have been time honoured partners to men in the field of agriculture and rearing livestock.

The rural women, in present era, play a most challenging role by performing tasks for the socio-economic development of the family. Although, in the past their activities were mostly confined to the domestic chores, in the wake of modernization, entire pattern of task performance and decision regarding them for running the home have got changed. The multifarious tasks of both farm and

home have created unprecedented upsurge in the demand for accurate, authentic and timely information of new technology to these ultimate and potential beneficiaries. The varying interests, needs, emotions and the state of development of farm women reflect the differential pattern of their sources of information. Therefore, increasing attention is being paid on the credibility of the communication sources (Malaviya, 1991).

Better communication is an important precursor to social change. Women, who form almost half of the population of India, are important components of social change. In the rural societies as well, the role of women in social change and development has been repeatedly emphasised. In fact, women have been equal partners in all rural activities which lead to higher socio-economic standards and ultimately improved life style. Rogers (1969) has rightly mentioned that better communication is lubricant to planned social change.

Several studies have found rural women to be traditional in nature and living in closely-knit groups. They do have a lot of interaction with neighbours, relatives and family members. On the whole, a typical Indian rural woman is branded as low in literacy, having no contact with extension agencies, more localite and fatalistic in nature.

Her community awareness is said to be low and they have a conservative approach to life. However, recent studies e.g. Bhagat (1989) have revealed that there is a distinct change among the younger generation. Younger rural women (15 to 26 years) are modern in outlook, cosmopolite and scientific, in outlook.

In rural India, women are deprived of formal education much more than men. The 1991 census indicate that 50 per cent of men have some formal education, only 20 per cent of women can claim to have this privilege. The gap becomes more evident in view of the fact that women constitute 46 per cent of India's population.

It is imperative that for national development, Indian rural woman play equally important role as men. But, with the above explained profile and social setting, it is doubtful that the women could become equal partners in the development efforts. It is, therefore, evident that the rural women would have to acquire knowledge and skill to be a competent housewife, a wise mother and a responsible member of a village community.

At present radio and television media are playing an important role in communicating the rural women about farm and household activities. Because of low literacy level of

rural women in India, it is expected that radio and television play more significant role in educating and entertaining them.

It was found that majority of the rural women realized that radio and television improved mental level, provided knowledge on new development especially about women related matters.

The mass media have been found to have a positive impact on knowledge and attitudes of rural women. To most of them these are the important sources of information and entertainment. To the modern styled rural woman, radio is an effective medium of education on better living as it gives information on home improvement. Television is looked upon as a medium which improves mental level of women and increases knowledge about matters related to women. Print media like newspapers and magazines are used as "pastime" and a source of knowledge about the women's world (Bhagat, 1989).

Rural women, with higher mass media exposure have a well developed faculty of thinking and forming their own opinions on important issues related to women. Such women are more conscious of their rights e.g. the right to vote, to have their own bank account, to travel alone, to go for

higher education, etc. Many women now believe that childless couples should adopt a child and a widow should remarry.

Women are now more conscious of their legal rights. They talk about equal wages for men and women and that women should have the right to divorce (50 per cent women think so). Surprisingly, majority of the rural women still believe that parents should choose life partners for girl and abortion of unwanted pregnancies is undesirable (Bhagat, 1989).

B. Highlights of Researches on Radio

All India Radio through its 94 stations and 257 transmitters claims to reach 90 per cent of the Indian population. Over 60 stations of AIR have 'farm and home units' which provide educational and informational support to the intensive agricultural and rural development works. There are about 1.6 lakhs community sets in rural areas.

Radio provides one of the most powerful media of mass communication. Available literature having direct or indirect bearing on the present study has been reviewed under the following sub headings.

1. Radio as a Source of Information
2. Radio Listening Behaviour

3. Programme Preference
4. Gain and Retention in Knowledge and Attitude Change through Radio.

1. Radio as a Source of Information

Shankariah (1969) found that in a progressive village of Delhi, farmers ranked it fifth as a source of farm information. Sandhu (1970) also found that radio was ranked third in Punjab as a source of farm information by the farmers. Puri (1972) reported that rural radio programmes were valued because they were a source of agricultural information and people found them helpful in their day-to-day life.

Sakya (1973) in Nepal also showed that radio owning farmers ranked it second while adult farmers ranked it third as a source of information. Ambastha (1974) in his study in Delhi found that radio was at the top as far as its credibility as a source of farm information is concerned. Somasundaram (1976) found radio as first in order of preference for communication channels utilised by both adopters and non adopters of farm technology for getting information about all farm practices. Annamalai (1979) also reported that at awareness stage, radio was utilised as a source of farm information for practices like seed treatment and fertilizer application.

So far as farmers discussion groups were concerned, Vijayaraghavan (1978) found that the progressive farmers discussion groups had stronger two-way communication between them and radio, enhancing the process of feedback by sending considerably more number of questions to AIR than non-progressive farmers discussion groups.

Bhani Ram (1981) reported that radio was a source of direct and indirect information as on an average each of the farmer registered for 'Farm School on the AIR' passed on the information to 46 non-listeners. Talukdar and Pawar (1981) reported that majority of the listeners perceived the programmes useful at medium level. Education, cosmopoliteness-localiteness, innovative-proneness, extension activities, annual income had positive correlation with the level of utility of the radio programmes. Mathew (1982), however, reported that effectiveness of the radio for disseminating information and for educating rural women is questionable.

Radio is giving reasonably good coverage to farm women's programmes. They are being educated on diverse topics like child rearing, home management, domestic hygiene, home economy etc. The favourite programmes on radio for farm women in rank order are women's programme, news, drama, film songs, rural and religious songs (Bhagat, 1989).

2. Radio Listening Behaviour

Dhaliwal and Sohal (1967) found that 48.2 per cent farming and 11.5 per cent non-farming families possessed radio-sets. Mehta (1972) found that only 64 per cent of the rural women were aware of rural women's programme on radio. Of these, only 39 per cent listened to the programme regularly. All the listeners were satisfied with the afternoon (2.00 p.m.) timings but none with evening timings (6.20 p.m. - 6.40 p.m.), the reason being in the evening the women were busy preparing the evening meals and looking after male members of the family. Duration of programme was acceptable to all. Puri (1972) found that only 75 per cent listened to the rural broadcast regularly although all were aware of it. A majority of the listeners (83.3 per cent) were satisfied with the duration of the programme. Bhandari (1972) reported that 'Yuv-vani' programme was popular among rural youth as 72 per cent of the respondents considered them 'excellent' and remaining considered them 'good'. Mathew (1982) reported that 20 per cent of the respondents possessed radio-sets although almost all respondents had access to it through neighbours.

3. Programme Preference

The preference of radio programmes is related to many other variables such as age, sex, occupation etc. Bhandari (1972) found that radio is enjoyed more by men-folk. In

Delhi villages, Puri (1972) found 'Vividh Bharati' (77.5 per cent), Rural broadcast (75 per cent), 'Braj Madhuri' (58.8 per cent) and the 'Hindi News' (44.5 per cent) were the most popular radio programmes. So she reported that though the rural listeners were more interested in entertainment programmes, health talks and child-care discussions were also liked by more than 1/6th of the sample. Men showed interest in news and agricultural information. Younger listeners showed more interest in domestic oriented programmes. Women's interests were centred around domestic problems and they looked more for entertainment; whereas men were also interested in information. Farmers liked to listen to agricultural programmes whereas non-agriculturists preferred news broadcasts.

Mehta (1972) reported that 'grameen mahilaon ka karya kram' was enjoyed and appreciated by all groups of women equally. The programmes preferred in rank order were songs, interviews, talks, drama and replies to letters. Sandhu (1970), Singh (1972), Sakya (1973) and Jalihal and Srinivasamurthy (1974) reported that entertainment was preferred by most of the farmers. Masani (1976) reported that radio audience found talks to be one of the least popular programmes.

Mathew (1982) reported that rural mothers' preference towards different radio programmes were film music (70 per cent), 'others' (15.3 per cent) and 'none in particular' (15.3 per cent). Other programmes of news and farmers' forum were only heard by women who owned radio sets.

4. Gain and Retention in Knowledge and Attitude Change through Radio

Radio has been repeatedly indicated in various studies as a medium through which one gains and retains knowledge and changes attitudes. Kishore (1968) found that there was a significant change in knowledge of farmers due to radio broadcasts and also in knowledge retained by them. He also found 'discussion' mode of delivery resulted in more attitude change of the farmers.

Waisanen and Durlak (1968) in Costa Rica also found that changes in knowledge about health and agricultural innovations are more significant for the participants in radio forum group than control group.

Puri (1972) found that only 37.5 per cent rural people reported gain in knowledge through radio and found the programmes useful in day-to-day life. Mehta (1972) also reported that only 40 per cent of rural women were regular listeners for 'grameen mahilaon ka karya kram' and also

experienced gain in knowledge. Bhandari (1972) indicated that audience of 'Yuv-vani' did gain in knowledge through radio programmes. John Knight (1973) reported that maximum gain in knowledge among radio listeners in Tamil Nadu was from interview method.

A study conducted by AIR, Hyderabad (1975) revealed that the broadcast of 'Farm school on the AIR' programme has helped the cultivators in adopting scientific practices of paddy cultivation. Listeners group report of Communication Centre, Tamil Nadu Agricultural University, Coimbatore by Sundarajan et al. (1978) has indicated that the adoption of technology through radio was 30 to 40 per cent.

So far as adoption of practices by farmers discussion groups and registered farmers of 'Farm school on the AIR' are concerned, Vijayaraghavan (1978) reported that the adoption of farm technology through farmers discussion groups was found to be significantly higher in respect of progressive farmers discussion groups than non-progressive farmers discussion groups. Chandrakandan (1981) also reported a higher adoption of practices through 'Farm school on the AIR' by the registered farmers after listening to the lessons on radio.

Rajamani (1981) studied the impact of farm broadcasts on two organised groups of listeners in Coimbatore district and found that farmers registered for 'Farm school on the AIR' programmes had acquired significantly higher level of knowledge about the improved technology of coconut farming than the knowledge acquired by others. As far as adoption of the technology is concerned, there was no difference between these two groups.

Bhanik Ram (1981) found that formal education and social achievement motivation were significantly related with the knowledge of the farm technology through 'Farm schools on the AIR'.

Nigam (1987) reviewed findings of the 13 Audience Research studies conducted in different parts of the country. In all, they covered 198 villages and 2500 interviews among rural adult females. Major findings revealed that listenership to radio and the local station was quite high, sometimes bordering cent per cent. Rural women generally tune on to neighbouring stations. They were quite fond of music (film, devotional, light and folk), news, plays, programme for women and children and rural programmes. It was found that around 10 per cent of the rural women were not aware of the programmes meant for them.

It was seen that listenership was higher among educated married housewives. In general, the favoured items of women's programmes were family welfare, health and hygiene, mother and child care, social evils, home decor, household hints and cooking. Women respondents were generally satisfied with the frequency, duration and time of broadcast.

C. Highlights of Researches on Television

The development of television as a medium of communication has immense potential in India. A number of studies have been conducted are reviewed under the following headings.

1. Television Viewing Behaviour
2. Programme Preference
3. Gain in Knowledge, Retention and Influence on Attitude Change

1. Television Viewing Behaviour

Audience Research Unit of Delhi Doordarshan Kendra (1967) reported that about two thirds of the respondents viewed the programmes daily. It further reported that the viewers consisted of 47 per cent men and 53 per cent women. It further reported in 1973 that 64 per cent of the respondents viewed TV regularly, 18 per cent frequently (4-6 times a week) and 13 per cent occasionally.

Kaur (1970) while studying the farm women televiewers found that television installation plays an important role in television viewing.

In 1976, this Unit reported that on an average 66 per cent or 1.2 lakhs of TV sets used to be tuned daily in Delhi. Average daily viewing was found to be maximum on Sundays (90 per cent) when Hindi feature film was telecast. The viewing was appreciably high on Wednesdays (82 per cent), Mondays (65 per cent) and Thursdays (64 per cent). On an average TV was viewed for about 44 minutes per day. It was maximum on Sundays (155 minutes) when Hindi feature film was telecast.

In another study conducted by the Audience Research Unit of Madras Doordarshan Kendra (1978), it was reported that 9 out of 10 TV viewers found 6 p.m. time as most preferred for viewing.

Jha (1978) reported that families in Delhi under study kept the TV on for two hours on an average. He also found that possession of TV set for a longer period reduced TV viewing period of the respondents. Wives, in general, started viewing TV programme only after 8 p.m. as they were busy in accomplishing household chores before that.

2.Programme Preference

Audience Research Unit of Delhi Doordarshan Kendra (1973) reported that 88 per cent of the respondents mentioned 'Chitrahaar' to be their most favourite programme, followed by 'Samachar' and plays. The least preferred programmes were 'Krishi-Darshan', 'Focus Main', 'Personal-view', 'Topic of discussion' and 'EK drishtikon'.

Again, Audience Research Unit (1976) reported that the feature film in Hindi continued to be the most popular programme of Delhi TV with 87 per cent of the viewers. 'Chitrahaar' came next with 80 per cent viewers. Sports events were fairly popular having 48 per cent viewers.

Similar trends were shown by TV Centre Srinagar (1975) who reported that 48 per cent of the respondents accorded first preference to feature film. Audience Research Unit (Madras) (1978), however, reported that the top preference was given to 'News in English' by more than four-fifth of the respondents. It was followed by play in Tamil and feature film in Tamil.

Pillai and his associates (1974) in their survey on Bombay TV found spots to be more popular among men. Women and children conformed to the universal pattern of being more regular TV viewers.

Sita and Krishnan (1975) reported preference of the programmes of Bombay TV in the following order -- sports, films and film story, science report, Indian and World Affairs, music, drama and children's programmes.

Jha (1978) reported the order of preference for programmes for Delhi TV was -- 'chitrahaar', Hindi feature film, Hindi drama and 'phool khile hein gulshan gulshan'.

3. Gain in Knowledge, Retention and Influence on Attitude Change

Sinha (1970) found that primary viewers of television gained 50 per cent of knowledge and retained 82 per cent of the knowledge gained. The secondary viewers gained 14 per cent of knowledge and retained 89 per cent of that knowledge after a lapse of 15 days. Kaur (1970) reported that farm women gained 42 to 72 per cent knowledge through television and retained 72 to 83 per cent of the same.

Singh (1971) reported that farmers in television villages were better adopters of package of practices in relation to agriculture. Sekhon (1972) assessed the effectiveness of television on farmers and farm women. She found the gain in knowledge varied from 45 to 62 per cent in the different crops. Sadamate (1975) also supported the view that farmers gained and retained knowledge because of

television viewing. Muis (1983) reported that the most striking feature of the impact of television was the substantial increase in knowledge of peasants in Indonesia.

While studying diffusion of information from a farm telecast, Sinha (1973) reported that out of the 42 viewers only 32 could pass on the information to other farmers who did not view television. This supported the theory of two step flow of information. His views were supported by Kamath (1973), Singh (1973).

Starting on 1st August, 1975 and lasting for one year, the Satellite Instructional Television Experiment (SITE) was one of the biggest communication experiments in the world. The ATS-6 beamed instructional programmes in six languages for four hours daily on agriculture, health and primary education to 2,400 villages spread over states of Rajasthan, M.P., Orissa, Bihar, A.P. and Karnataka.

The findings indicated the tendency of the viewer to forget caste differences during community viewing. It was also found out that illiterate farmers and village women showed more interest in matters related to family planning etc. Positive role of television was highlighted in educating farmers about agriculture and allied subjects.

To evaluate the effectiveness of the Indian Rural Television Programme, a survey was conducted in three villages of the Hisar district of Haryana by Gupta (1985) revealed that among the TV programmes, the preferred ones included Hindi news, serials and chitrahaar while other programmed faired poorly. On week days, families spent between 30 minutes to one-and-a half hours watching television, generally between 8 p.m. to 9.30 p.m. on Sundays and holidays; the adults engaged in farming had to work and could watch television only occasionally, depending mainly on the availability of electricity and the programme. Even on week days, the non-availability of electricity during the day or evening hampers TV viewing.

The study conducted by Varalakshmi and Sinha (1987) on 'Rural Telecasts of Hyderabad Doordarshan Kendra in the context of villagers Information Need' in five villages of Rangareddi District of Andhra Pradesh revealed that the largest number of respondents had liking for entertainment programmes along with some educational and/or informative programmes of all the three categories.

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Saroj Malik (1987) quoted about an analysis of women programmes originating from Delhi and Jaipur. It showed that maximum telecast time and items were on family planning, health and hygiene, mother and child-care, use of

waste materials to prepare decorative items for homes and interviews with known women figures. She also mentioned about problem of erratic and irregular power supply particularly during transmission hours which is often found disturbed and community sets remain idle. According to her conclusion, studies and field observations have shown that majority of rural women do not watch television programmes. The underlying reasons are social inhibition in visiting community sets at odd hours, busy in housework during transmission time and programme not being interesting.

The study conducted by Gohad and Deshpande (1991) on Utilisation of Gram Panchayat T.V. Sets' in Amravati District of Andhra Pradesh revealed that the first choice of the maximum TV viewers was to the serials, second choice to the news, third choice to Agricultural programmes and fourth choice to the health programmes. These findings confirm the observations of Gupta and Sangha (1980) and Jha and Sinha (1982) who found that respondents of all categories of TV viewers had liking for entertainment alone. The serials, cinema and other entertainment programmes were most preferred TV programmes by most of the farmers.

The study conducted by Kalra (1991) on 'Relative Effectiveness of Radio and Television in Imparting Knowledge

of Kitchen Gardening Practices to Rural Women' in six villages of Jalandhar District of Punjab showed that the mean gain in knowledge scores through radio (5.05) and television (7.80) programmes were found to be much more as compared to the control group (0.28) towards kitchen gardening practices.

Sodhi and Sangha (1992) studied the television viewing behaviour of farmers in Jalandhar District of Punjab State. The study indicated that almost all the respondents (98.67 per cent) were aware about the name and language used in the Mera Pind Mera Khet (MPMK) programme. As many as 88.67, 81.33 and 77.34 per cent of the respondents were about the time, duration and days of the week on which the programme was telecast, respectively. Further it was found that majority of the respondents (66.67 per cent) had the medium extent of awareness about the various aspects of MPMK programme. On the other hand, 27.33 and 06.00 per cent of the respondents belonged to high and low, extent of awareness categories respectively.

The study conducted by Vijayarangan (1992) on 'Television for speedier rural development' brought forth that out of the 50 respondents interviewed, 37 (74 per cent) were carrying out these instructions in their fields given

through the television by experts and experienced farmers. 56 per cent of the respondents said that the instructions were useful to them. This would help them in increasing their yield and also provide them opportunities to know about the new procedures and technologies. But 22 per cent of the respondents felt that the advice given through television were helpful for large-scale farming and it was somewhat difficult for small scale farming. People also had a feeling that achieving a good yield depended upon the degree of adoption of the procedures given through the television. When it was not properly adopted, it was difficult for them to achieve the exact target. So they wanted that the advices that were provided by experts should be made in such a way that it was also useful to the small scale farming.

The respondents were familiar with the utilisation of the modern technologies and most of the respondents said that they did not need any assistance during their agricultural work. This was because of the reason that adoption of new procedure was well explained in the television programmes through practical demonstrations. Most of the respondents (78 per cent) never stopped with the adoption of procedures in their fields, but also motivated other fellow farmers to adopt these procedures in their fields also. Some of the farmers were also receiving

instructions from other sources like radio, newspapers, etc. Sometimes they received instructions from agricultural officers also. Nearly 40 per cent of the respondents were interested in increasing the duration of agricultural programme. They also had a feeling that sometimes some programmes were stopped in between due to lack of time. To avoid this, extension of time is a must. Nearly 25 per cent of the respondents wanted that telecasting time should be changed.

The study conducted by Laharia and Joshi (1992) on 'Farm Telecast Viewing Behaviour of Farmers' with one hundred viewers of Krishi Darshan Programme (KDP) in 20 villages of 4 districts of Haryana revealed that about half of them were regular viewers. The percentage of regular viewers was more among the respondents of medium Socio Economic Status (SES) category than others. Most of them reported that they used to see it attentively and sometime even used to take down notes also while viewing it. However, the viewing response of most of them was not satisfactory as hardly 25 per cent respondents discussed with KDP content with their family members and other farmers. Overall, the viewing behaviour of the sample was of moderate level but about 65 per cent had the above average viewing behaviour score. Only three variables viz.,

material possession, risk orientation and mass media exposure had significant positive correlation with the viewing behaviour of respondents.

The study conducted by Ananthasayanam et al. (1992) on an attempt to the television viewing behaviour of the womenfolk and its impact on learning the concepts telecasted. The study revealed that the non-formal education television programmes like **Vazhkai Kalvi, Manaimatchi** and **Nalavazhvu** helped to identify their viewing behaviour and gained knowledge of principles and ideas of Health, Nutrition and Life-oriented Education Concepts (quality of life) and it also facilitated the rural women to change their attitude towards quality of life aspects such as Health, Nutrition and Life-oriented Education Concepts.

METHODOLOGY

III. METHODOLOGY

The Methodology for this study consisted of the following steps:

A. Selection of the Area

B. Selection of the Sample

C. Selection of the Method

D. Selection of the Tool

E. Preparation of the Tool

F. Administration of the Tool and

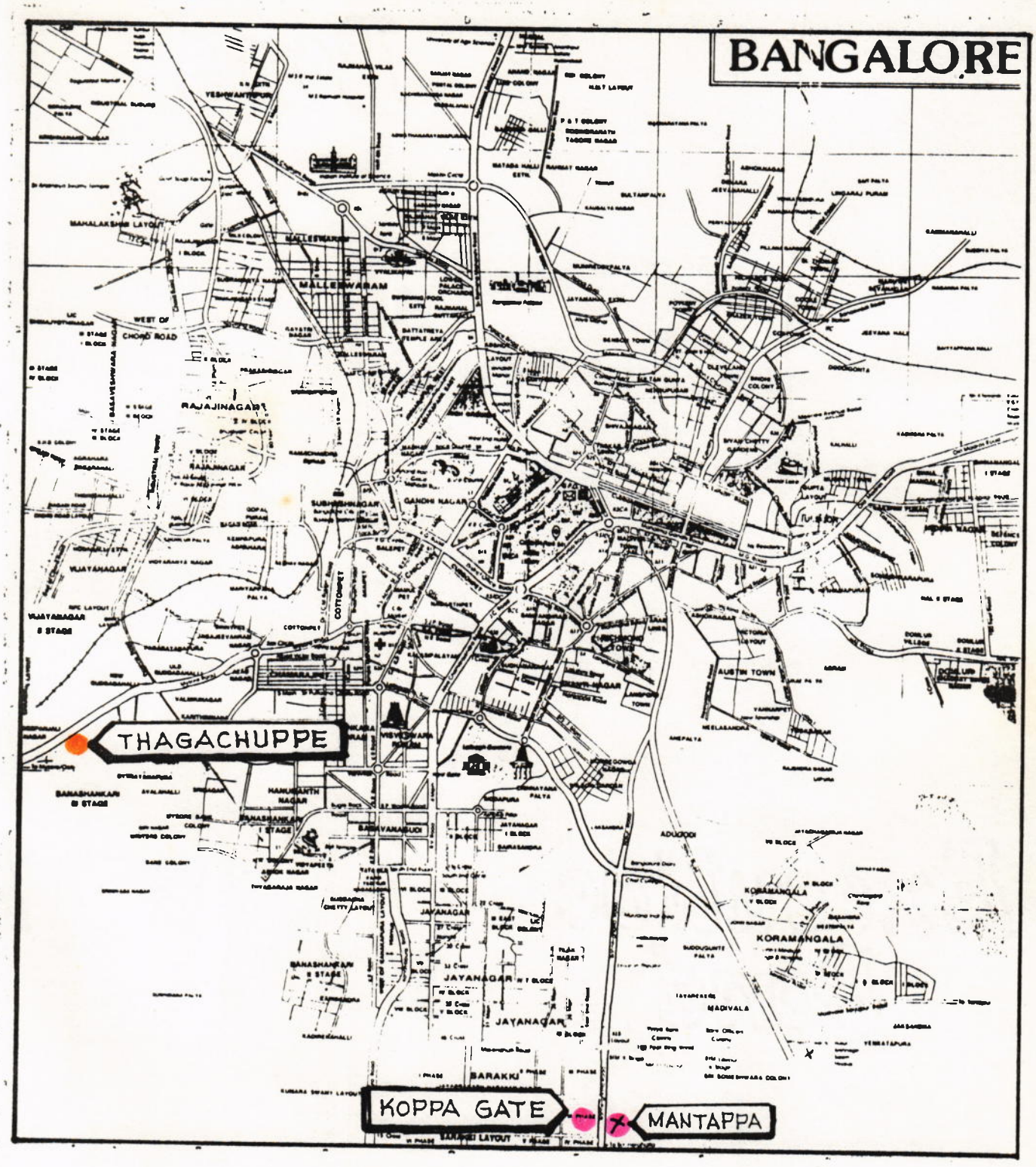
G. Collection, Consolidation and Analysis of the Data

A. Selection of the Area

Three agriculture oriented villages, namely, Thagachuppe (Progressive village), Mantappa and Koppa Gate (Non-progressive village) which are situated near Bangalore city were selected for the study. The factors like irrigation potential, double cropping and progressive farming were considered in selecting progressive and non-progressive villages (Figure 1).

B. Selection of the Sample

A sample is part of the population selected by a definite rule with the main aim of deriving reasonable conclusion regarding the population (Sharma, 1983). A sample of 50 broadcast listeners from progressive village and 50 from non-progressive villages and a sample of 50 telecast viewers from progressive village and 50 from non-progressive villages were selected for the study.



LOCALE OF THE STUDY

Progressive Village
- THAGACHUPPE

Non- Progressive Villages
- KOPPA GATE
- MANTAPPA

Figure.1

Random sample refers to the sampling technique in which each and every item in the whole population has an equal chance of being included in the sample (Shukla, 1983).

C. Selection of the Method

The method of study used was survey method.

Survey or experiment is a device of obtaining the desired data (Gupta, 1991).

Sharma et al. (1985) define survey as any procedure in which data is systematically collected from a population, or a sample thereof through some form of direct solicitation, such as face to face interviews, telephone interviews or mailed questionnaires.

Survey method was taken up by the investigator to study the radio listening and television viewing pattern of rural women in the three selected villages.

D. Selection of the Tools

Interview schedule was selected as the tool for conducting the study.

Interview is a particular form of conversation which a researcher has with individuals from whom he/she expects to obtain information regarding the phenomenon he/she is studying (Johari, 1988).

According to Young (1984) Interview is a systematic method by which a person enters more or less imaginatively into the life of a comparative stranger.

E. Preparation of the Tool

An interview schedule was specially evolved to elicit information from the rural women. The interview schedule developed consisted of questions to elicit responses on the listeners/viewers profile, details of programmes broadcast/telecast for the rural women and the programme requirement of the respondents. The interview schedule prepared was pretested before finalisation. This is appended as Appendix I.

F. Administration of the Tool

The investigator personally contacted the rural women and after creating a good rapport with them, the investigator interviewed the women with the help of the specially evolved interview schedule and their responses were recorded in the interview schedule then and there itself. It took nearly an hour to interview one listener/viewer to get responses. The investigator collected the responses from 100 women listeners and 100 women viewers within two months.

G. Collection, Consolidation and Analysis of the Data

The data thus collected were consolidated, tabulated and analysed using percentages and presented in detail in the next Chapter.

RESULTS AND DISCUSSION

CHAPTER IV

RESULTS AND DISCUSSION

This chapter highlights the findings of the investigation along with the relevant interpretation. The findings of this study entitled "Radio Listening and Television Viewing Practices of Women in Agriculture in Karnataka" are discussed under the following heads.

1. Socio-personal characteristics of respondents
2. Listening/viewing behaviour of respondents
3. Opinion of the listeners/viewers on women's programme
4. Opinion of listeners/viewers on different aspects of agriculture programmes

1. Socio-personal characteristics of respondents

An analysis of socio-personal characteristics of the respondents was carried out to get a clear picture about the profile of the listeners and viewers. The data has been presented in Table 1.

TABLE I

SOCIO-PERSONAL CHARACTERISTICS OF RESPONDENTS

S. No.	Characteristics	Category	Broadcast listeners (n=100)		Telecast viewers (n=100)	
			Progressive village	Non-Progressive village	Progressive village	Non-progressive village
1.	Age	Young	5 (10.00)	5 (10.00)	7 (14.00)	5 (10.00)
		Middle	37 (74.00)	35 (70.00)	38 (76.00)	40 (80.00)
		Old	8 (16.00)	10 (20.00)	5 (10.00)	5 (10.00
2.	Educational status	Illiterate	5 (10.00)	14 (28.00)	1 (2.00)	3 (6.00)
		Can read	0 (0.00)	0 (0.00)	1 (2.00)	0 (0.00)
		Can read and write	2 (4.00)	15 (30.00)	10 (20.00)	20 (40.00)
		Middle	13 (26.00)	10 (20.00)	10 (20.00)	10 (20.00)
		High school	13 (26.00)	2 (4.00)	10 (20.00)	10 (20.00)
		Higher secondary	15 (30.00)	8 (16.00)	8 (16.00)	7 (14.00)
		Collegiate	2 (4.00)	1 (2.00)	10 (20.00)	0 (0.00)
3.	Occupation	Agriculture as the main occupation	39 (78.00)	42 (84.00)	37 (74.00)	40 (80.00)
		Agriculture as the subsidiary occupation	11 (22.00)	8 (16.00)	13 (26.00)	10 (20.00)

TABLE I (CONTD.)

S. No.	Characteristics	Category	Broadcast listeners (n=100)		Telecast viewers (n=100)	
			Progressive village	Non-Progressive village	Progressive village	Non-progressive village
4.	Farming experience	Low	10 (20.00)	10 (20.00)	4 (8.00)	2 (4.00)
		Medium	36 (72.00)	33 (66.00)	39 (78.00)	44 (88.00)
		High	4 (8.00)	7 (14.00)	7 (14.00)	4 (8.00)
5.	Family type	Single	41 (82.00)	38 (76.00)	45 (90.00)	38 (76.00)
		Joint	9 (18.00)	12 (24.00)	5 (10.00)	12 (24.00)
6.	Farm size	Marginal	12 (24.00)	8 (16.00)	5 (10.00)	9 (18.00)
		Small	32 (64.00)	30 (60.00)	20 (40.00)	10 (20.00)
		Medium	2 (4.00)	8 (16.00)	20 (40.00)	26 (52.00)
		Big	4 (8.00)	4 (8.00)	5 (10.00)	5 (10.00)
7.	Annual income	Low	10 (20.00)	3 (6.00)	8 (16.00)	6 (12.00)
		Medium	40 (80.00)	42 (84.00)	42 (84.00)	40 (80.00)
		High	0 (0.00)	5 (10.00)	0 (0.00)	4 (8.00)

1.1. Age

It could be observed that one tenth of the broadcast listeners of progressive and non-progressive villages belonged to young age group. Nearly three fourth (74.00 per cent) belonged to middle age group and one tenth of respondents were old aged in both the villages.

Among the telecast group, 14 percentage of viewers were young age in progressive village. It was 10.00 per cent in non-progressive village. Nearly 76.00 and 80.00 per cent of televiewers of progressive and non-progressive village were found to be middle aged.

This leads us to infer that middle aged people had greater interest irrespective of media and nature of villages.

1.2. Educational status

It may be seen from the table that little above one fourth (26.00 per cent) of the listeners of progressive village were educated upto primary, middle and higher secondary levels, whereas 20.00, 20.00 and 16.00 per cent listeners of non-progressive village were educated upto primary, middle and higher secondary level respectively. Illiteracy also prevailed upto 10.00 and 28.00 per cent in progressive and non-progressive villages. Very less people were there who could read and write in these villages.

Sixty two per cent of the televiewers in both the villages were educated upto primary level followed by one fifth (20.00 per cent) who had studied upto middle and high school levels from both the villages, whereas it was 20.00 per cent for collegiate level educated people in progressive village and none in non-progressive villages.

It can be observed that the distribution of respondents was among primary, middle and higher secondary level of education. Since they have wide variation among respondents, their listening/viewing behaviour also varied and not influenced by the educational level.

1.3. Occupation

From the table I it can be inferred that more than two thirds of listeners (78.00 and 84.00 per cent) had 'farming alone' as their family occupation in progressive and non-progressive villages respectively. The remaining 22.00 and 16.00 per cent of the listeners families were engaged in other occupation in addition to agriculture.

Nearly two thirds (74.00 per cent) and little above two thirds (80.00 per cent) of televiewers had farming alone while 26.00 and 20.00 per cent of viewers were having subsidiary occupations other than farming in progressive and non-progressive villages respectively.

It can be seen that the farm programmes were mostly viewed by the farm families having farming alone as their major occupation. People with agricultural background were more interested in the programmes than persons with other occupations. They would evince interest in listening/viewing agricultural programmes in radio and television respectively.

1.4. Farming experience

In respect of farming experience, about one third of the listeners (72.00 per cent) had medium level of experience followed by 20.00 per cent with low level and 8.00 per cent with high level of experience in progressive village. Among non-progressive villages, it was medium level (66.00 per cent) followed by high level (14.00 per cent) and low level (20.00 per cent) of experience.

The same trend was also observed in televiewers of progressive and non-progressive villages.

1.5. Family type

Sizable majority of the farm radio listeners (82.00 and 76.00 per cent) of progressive and non-progressive villages belonged to nuclear families, the rest were joint families.

1.6. Farm size

It is evident from the table that more than half of the (64.00 and 60.00 per cent) broadcast listeners were operating small farmers in both the villages. This was followed by marginal farmers (24.00 per cent) in progressive village and big farmers (8.00 per cent), whereas in non-progressive village 16.00 per cent of the respondents were operating marginal and medium farms.

The distribution of televiewers were between small and medium farmers category which accounts for 40.00 per cent each in progressive village and 20.00 and 52.00 per cent in non-progressive village.

1.7. Annual income

Majority of the broadcast listeners (80.00 and 84.00 per cent) of both the villages belonged to medium income group. Nearly 10.00 per cent of non-progressive village respondent had high income. Only 6.00 per cent of the broadcast listeners of non-progressive village had low annual income.

Same trend was also noted among televiewers of progressive and non-progressive villages with the majority of (84.00 per cent) respondents coming under medium annual income.

2. Listening and viewing behaviour of audience

Mass media aim for the fast communication to masses, in short span of time. It helps to transfer upto date information. How in this process perceived by the user is still unidentified. Thus this study has taken as one of the aspects, the listening and viewing behaviour.

In the present study the listening and viewing behaviour is based on the need disposition and objective of listening and viewing of audience. This behaviour is governed by the selective perception, pattern and interest. So in the present study listening or viewing behaviour measures the duration, regularity, intensity and purpose of listening and viewing farm programmes that are broadcast/ telecast.

The distribution of audience based on their listening and viewing behaviour is given in Table II and depicted in Figure 2.

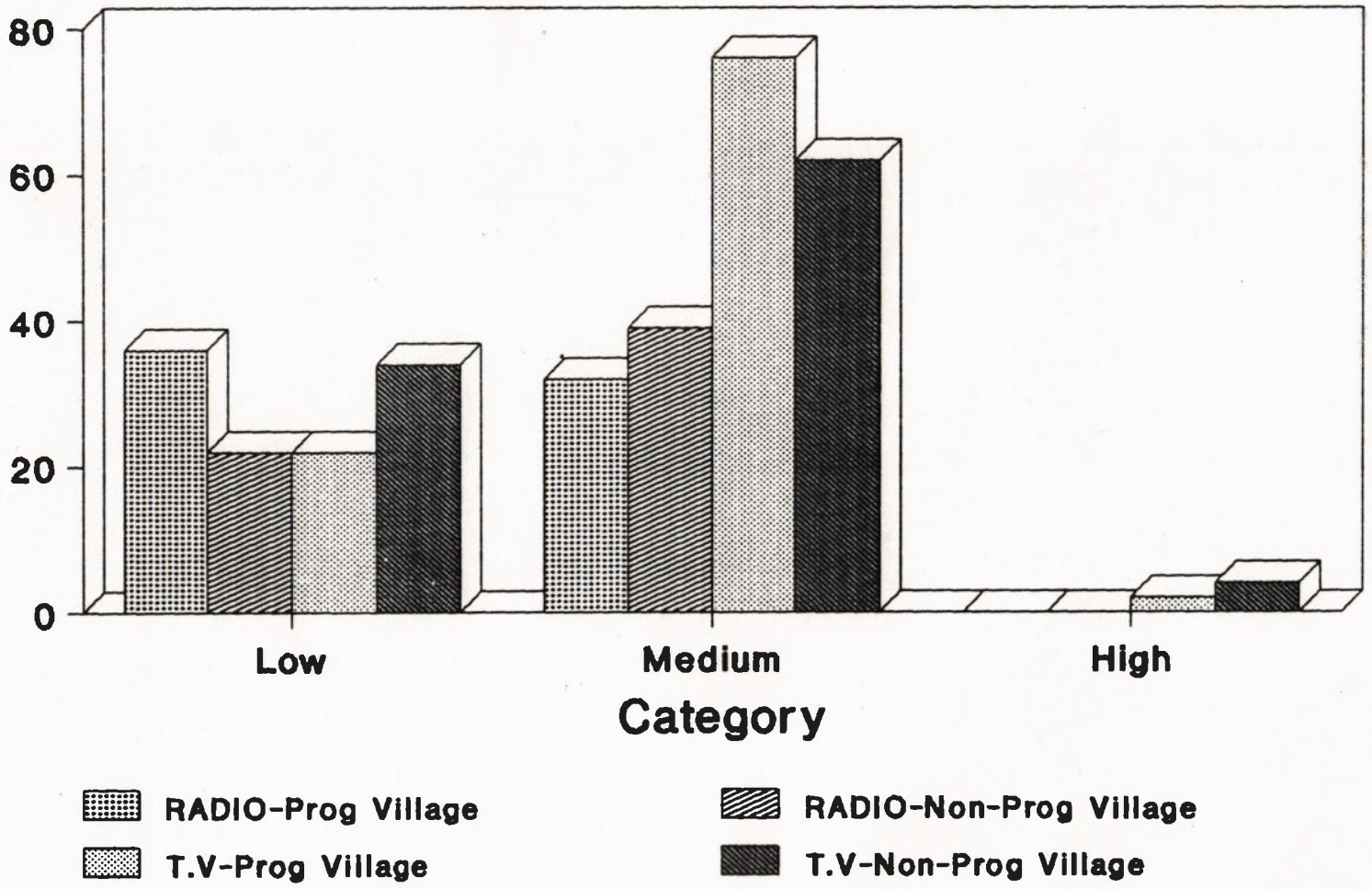
TABLE II

LISTENING AND VIEWING BEHAVIOUR OF AUDIENCE

Category	Radio (n=100)		Television (n=100)	
	Progressive village (n:50)	Non-Progressive village (n:50)	Progressive village (n:50)	Non-progressive village (n:50)
Low	18 (36.00)	11 (22.00)	11 (22.00)	17 (34.00)
Medium	32 (64.00)	39 (78.00)	38 (76.00)	31 (62.00)
High	0 (0.00)	0 (0.00)	1 (2.00)	2 (4.00)

(Figures in parentheses indicates percentages)

From the table II it could be seen that more than two thirds of farm radio listeners possessed medium level (64.00 per cent) of listening behaviour followed by low level (36.00 per cent). There was none under high category. There was no difference between farm radio listeners of progressive and non-progressive villages with respective to the behaviour. This may be due to pre-engagement in their agricultural and allied activities, programmes not related to them, etc. Higher level of listening can be encouraged by making the programmes need oriented and interesting. So that the listeners may some how find time to hear the programmes.



LISTENING AND VIEWING BEHAVIOUR OF THE RESPONDENTS

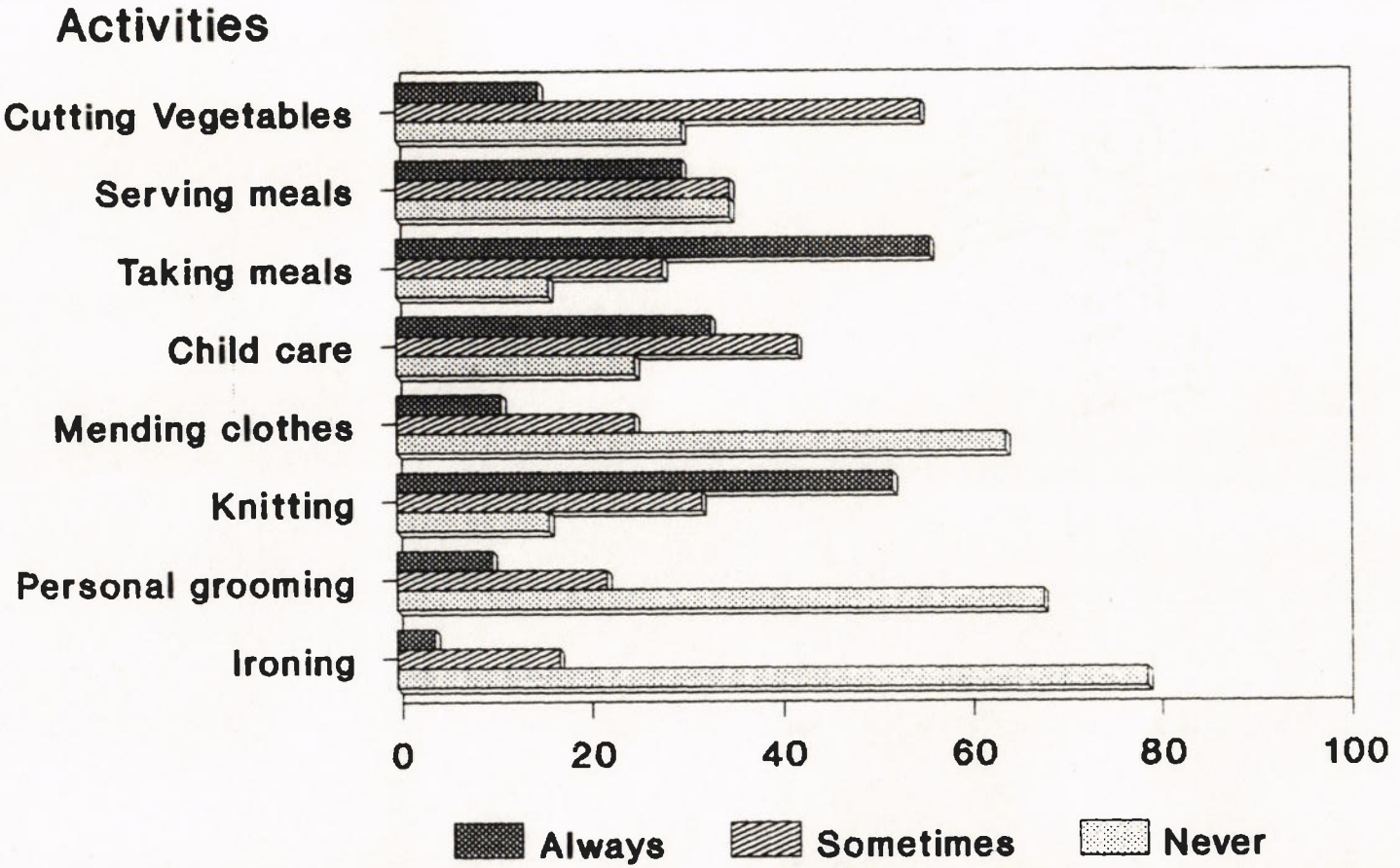
Figure 2

The same trend also existed among the farm televiewers. Nearly three fourths (76.00 per cent) of the audience had medium level of viewing behaviour in progressive village, whereas it was only two thirds (62.00 per cent) in non-progressive village followed by low and high level.

The increase of 12.00 per cent viewing behaviour accounted for 34.00 per cent in non-progressive village compared to progressive village under low category may be due to their backwardness in cultivation and progressivism. Hence, appropriate steps must be taken to rise the percnetage of high category viewing behaviour by making the farm programme need oriented, timely and interesting with different modes.

2.1. Performance of activities while listening and viewing

While viewing the television the respondents informed that they were not involved in any of the household activities. But while listening the radio some activities were performed. This information is contained in Table III and figure 3.



DISTRIBUTION OF RESPONDENTS ACCORDING TO THE ACTIVITIES PERFORMED WHILE LISTENING RADIO

Figure 3

TABLE III

DISTRIBUTION OF RESPONDENTS ACCORDING TO THE ACTIVITIES PERFORMED WHILE LISTENING RADIO

Activities	Always	Sometimes	Never
1. Cutting vegetables	15	55	30
2. Serving meals	30	35	35
3. Taking meals	56	28	16
4. Child care	33	42	25
5. Mending clothes	11	25	64
6. Knitting	52	32	16
7. Personal grooming	10	22	68
8. Ironing	4	17	79

Cutting the vegetables was done by 15.00 per cent of the respondents always and 55.00 per cent did it some times. Serving the meals while listening was never performed by 35.00 per cent of households whereas the rest of the respondents were doing it either always or sometimes. Maximum (56.00 per cent) always too meals while listening radio and 28.00 per cent did it sometimes only child care was done by 33.00 and 42.00 per cent of the respondents always and sometimes respectively. Mending clothes was never done by 64.00 per cent of the respondents whereas the others were doing it always or sometimes.

Personal grooming and ironing was never done while listening radio by 68.00 and 79.00 per cent of the respondents respectively.

2.2. Methods adopted to adjust household activities to view Television

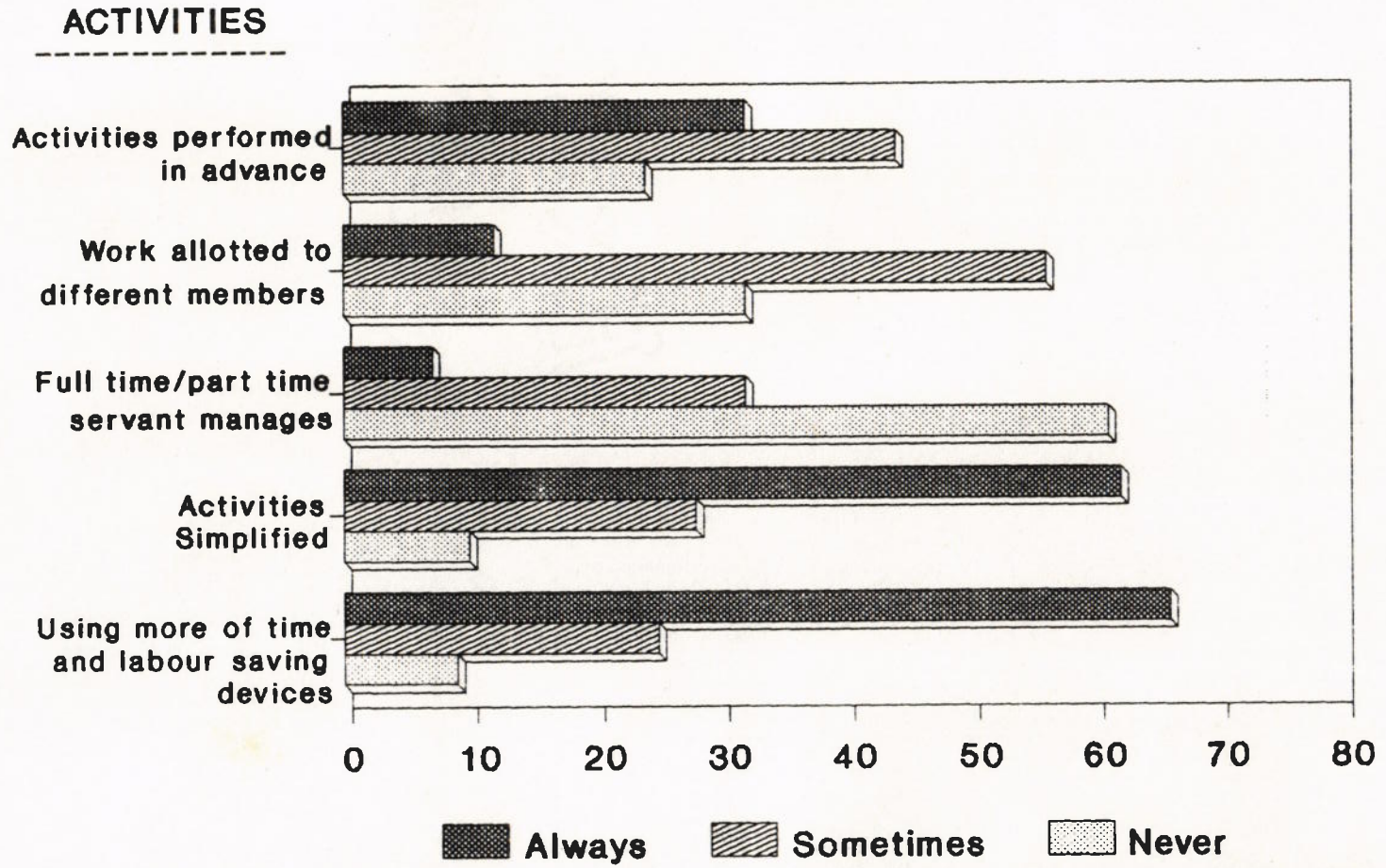
While listening the radio no methods were adopted to adjust household activities but some methods were adopted to adjust work by the women in order to view television comfortably which is given in Figure 4.

TABLE IV

DISTRIBUTION OF RESPONDENTS ACCORDING TO THE METHODS ADOPTED TO ADJUST HOUSEHOLD ACTIVITIES TO VIEW TELEVISION

Activities	Always	Sometimes	Never
1. Activities performed in advance	32	44	24
2. Work allotted to different members	12	56	32
3. Full time/part time servant manages	7	32	61
4. Activities simplified	62	28	10
5. Using more of time and labour saving devices	66	25	9

Activities performed in advance was experiences by 32.00 and 44.00 per cent respondents always and sometimes



DISTRIBUTION OF RESPONDENTS ACCORDING TO THE METHODS ADOPTED TO ADUST HOUSEHOLD ACTIVITIES TO VIEW TELEVISION

Figure 4

respectively. Allotting the work to different members was another method adopted by 12.00 per cent of respondents always and 56.00 per cent of respondents only sometimes and rest 32.00 per cent never adopted this method. Full time or part-time servant's help was availed by 7.00 and 32.00 per cent of families sometimes and always respectively. Activities were simplified by 62.00 and 28.00 per cent of respondents always and sometimes. More use of the time and labour saving devices was made by all leaving only 9.00 per cent of respondents who never used them.

3. Opinion of the listeners/viewers on womens' programme

Opinion of the listeners/viewers on womens' programme on the basis of listening frequency and viewing frequency is given in Table V.

TABLE V

OPINION OF LISTENERS/VIEWERS ON WOMENS' PROGRAMME

S. No.	Aspects	Categories	Listening Frequency			Viewing Frequency		
			Regular	Frequent	Occasional and casual	Regular	Frequent	Occasional and casual
			n:30	n:30	n:40	n:39	n:25	n:36
			Percentage of respondents					
1.	Awareness of days	A. Aware	30.0	32.3	30.0	48.7	28.0	5.5
		B. Not aware	70.0	67.7	70.0	51.3	72.0	94.5
2.	Awareness of the timing	A. Aware	90.0	86.7	90.0	92.3	80.0	91.7
		B. Not aware	10.0	13.3	10.0	7.7	20.0	8.3
3.	Suitability of timings	A. Suitable	66.7	86.7	77.5	79.5	80.0	72.2
		B. Not suitable	33.3	13.3	22.5	20.5	20.0	27.8
4.	Desired frequency	A. Daily	63.3	50.7	60.0	84.6	48.0	41.7
		B. 5-6 times/week	26.7	23.3	22.5	12.8	28.0	30.5
		C. 4 times/week	6.7	16.7	12.5	2.6	24.0	16.7
		D. 2-3 times/week	3.3	3.3	5.0	-	-	11.1
5.	Adequacy of duration	A. Adequate	76.7	83.3	92.5	84.6	80.0	88.9
		B. Inadequate	23.3	16.7	7.5	15.4	20.0	11.1
6.	Timeliness of the talks	1. Always	56.7	56.7	35.0	71.8	36.0	30.5
		2. Most of the time	36.7	40.0	65.0	25.6	60.0	66.7
		3. Sometime	6.7	3.3	-	2.6	4.0	2.8
7.	Accuracy of the content	1. Always	60.0	43.3	37.5	71.8	36.0	25.0
		2. Mostly correct	30.0	50.0	60.0	25.6	56.0	66.7
		3. Sometimes correct	10.0	6.7	2.5	2.6	8.0	8.3
8.	Usefulness	1. Highly useful	66.7	70.0	62.5	87.2	44.0	58.3
		2. Useful	30.0	30.0	35.0	12.8	52.0	38.9
		3. Somewhat useful	3.3	-	2.5	-	4.0	2.8

The study revealed (Table V) that only 30.00 per cent and 48.70 per cent of the respondents were aware of the exact days of broadcast and telecast of womens' programme. It is however, satisfy to note that about 90.00 per cent and 92.30 per cent of the respondents knew the timings of womens programmes.

It is also seen from the Table that the present timings were suitable to most of the respondents. Those, who did not consider the present timings very suitable, suggested that it should be adjusted according to season. More specifically, they told that they work in the field till sunset and, therefore, proposed to have the womens' programme after sunset. Though, the suggestion seems to be valid, yet there may be some practical problems in changing the timings frequently. Notwithstanding, the desirability of changing the broadcast and the telecast timings 2-3 times in a year on the basis of season can be examined.

Most of the respondents desired that it should be broadcast and telecast daily or atleast 5-6 times a week. However an overwhelming majority of 63.30 per cent of radio listeners and 84.60 per cent of television viewers desired to have it daily, while only about 50.00 per cent of the frequent radio listeners and viewers expressed similar views. The observation seems to be logical also as the

regular radio listeners and viewers are supposed to be more interested in womens' programme in comparison to other categories of listeners and viewers.

It is evident from the table that an overwhelming majority 76.70 per cent of the radio listeners and 85.00 per cent of the television viewers felt that the present duration is adequate for broadcasting and telecasting the womens' programme. They did not differ in this aspect on the basis of their viewing frequency.

Those who did not feel the present duration adequate, suggested that it should be of 45 minutes to one hour duration. They felt that half an hour duration is too short to have good entertaining items as well as effective talks or group discussions on any womens' programme topics. Many times speakers are not able to explain or give due emphasis on important points due to shortage of time. Though time on Doordarshan is very precious, yet the authorities may not have such a serious time constraint and, therefore, alloting more time for workers' programme may not be very difficult for them.

It is evident from the table that 56.70 per cent of the radio listeners and 71.00 per cent of the television viewers felt that the programme contents on women were

generally timely. Womens' programme has a very high credibility as almost all the respondents reported it mostly or always correct.(Plate 1 & 2).

About two thirds of the respondents of the radio listeners and 87.00 per cent of the television viewers reported that the Womens' Programme was very useful. If the respondents of both the categories, namely, very useful and useful taken together, it can be seen that their percentage would be very high.

4. Opinion of listeners/viewers on different aspects of farm programmes

4.1. Perception of listeners/viewers about the farm programmes presented

The radio listeners and televiewers were interviewed about various aspects of the programme such as usefulness, dimension, sufficiency, timeliness, understandability, season-suitability and content of the programme. They were asked to give their opinion about the programme presentation.

The table VI throws light on the perception of the listeners and viewers of farm programmes.

LISTENING TO RADIO

VIEWING TELEVISION

TABLE VI

PERCEPTION OF THE RESPONDENTS ABOUT THE PROGRAMMES

Sl. No.	Suggestion	Category	Radio n:100		Television n:100	
			PV n:50	NPV n:50	PV n:50	NPV n:50
1.	Usefulness	Yes	50 (100.00)	50 (100.00)	50 (100.00)	50 (100.00)
		No	- (0.00)	- (0.00)	- (0.00)	- (0.00)
*2.	Dimension	Just as a leisure time event	30 (60.00)	32 (64.00)	17 (34.00)	18 (36.00)
		To know about agricultural innovations	36 (72.00)	40 (80.00)	31 (62.00)	37 (74.00)
		To share the knowledge with others	- (0.00)	2 (4.00)	3 (6.00)	3 (6.00)
		To adopt the new practices	19 (38.00)	10 (20.00)	30 (60.00)	16 (32.00)
3.	Sufficiency	Yes	40 (80.00)	35 (70.00)	36 (72.00)	90 (100.00)
		No	10 (20.00)	15 (30.00)	14 (28.00)	- (0.00)
4.	Timeliness	Yes	49 (98.00)	50 (100.00)	40 (80.00)	42 (84.00)
		No	1 (2.00)	- (0.00)	10 (20.00)	8 (16.00)
5.	Programme participant (understandability)	Clear	45 (90.00)	45 (90.00)	40 (80.00)	40 (80.00)
		Not clear	5 (10.00)	5 (10.00)	10 (20.00)	10 (20.00)
6.	Season-suitability of the farm programmes	Yes	48 (96.00)	49 (98.00)	35 (70.00)	43 (86.00)
		No	2 (4.00)	1 (2.00)	15 (30.00)	1 (14.00)

PV - Progressive village; NPV - Non-progressive village
* Multiple response obtained

Taking into consideration the usefulness of farm programme, cent per cent of the respondents felt that it was useful. The respondents felt that timely information and latest technologies in agriculture and allied fields were heard or seen and were explained well.

Regarding the dimension of usefulness, an overwhelming majority of the respondents utilized the programmes to know about agricultural innovations. This was followed by majority of the radio listeners who utilised the programmes to spend their leisure time. The same proportion of televiewers of both the villages felt that the programmes helped them to adopt new practices. This difference was mainly because of the added visual effect to television which was absent in radio.

Irrespective of the category of respondents, an overwhelming majority found the programmes as sufficiently informative.

Exactly 90.00 per cent of the listeners and 80.00 per cent of the viewers expressed that the clarity of the message was good with regard to audio and visual effects. The rest of them reported negatively. More than 90.00 per cent of the listeners expressed their view positively regarding season-suitability. Nearly 70.00 per cent of the televiewers opined that the programmes were season-suitable.

4.2. Programme preference

4.2.1. Day preference

The listeners of farm broadcast and the viewers of farm telecast expressed their preference on various aspects such as day preference, time preference, mode preference and previous announcement of farm broadcast or farm telecast.

The table VII throws light on the preferences of the respondents on farm programmes.

Regarding day preference overwhelming majority (86.00 per cent) of the listeners of farm broadcast wanted programme to be broadcast on all days.

Majority of televiewers (upto 60.00 per cent) expressed their willingness for four days farm programmes per week followed by five days and three days.

4.2.2. Time preference

Majority of the listeners (above 50.00 per cent) preferred the time slot 7.30 to 8.00 p.m. for listening farm broadcast. This is the current time schedule (7.25 p.m. to 8.00 p.m.) on which Farmers Programme is broadcast. About 30.00 per cent of progressive village respondents requested for a change that is 8.00 to 8.30 p.m., while majority of the listeners of non-progressive village wanted 7.00 to 7.30 p.m.

TABLE VII

PROGRAMME PREFERENCE

Sl. No.	Preference	Radio		Television	
		PV	NPV	PV	NPV
1.	Day preference				
	Three days	- (0.00)	- (0.00)	5 (10.00)	5 (10.00)
	Four days	2 (4.00)	2 (4.00)	28 (56.00)	30 (60.00)
	Five days	5 (10.00)	6 (12.00)	15 (30.00)	12 (24.00)
	All days	43 (86.00)	42 (84.00)	2 (4.00)	3 (6.00)
2.	Time preference				
	7.00-7.30 PM	4 (8.00)	38 (76.00)	37 (74.00)	31 (62.00)
	7.30-8.00 PM	29 (58.00)	10 (20.00)	3 (6.00)	5 (10.00)
	8.00-8.30 PM	15 (30.00)	2 (4.00)	10 (20.00)	11 (22.00)
	7.30-8.30 PM	2 (4.00)	- (0.00)	- (0.00)	3 (6.00)
3.	Mode preference				
	Straight talk	- (0.00)	2 (4.00)	- (0.00)	- (0.00)
	Conversation	15 (30.00)	15 (30.00)	24 (48.00)	19 (38.00)
	Drama	8 (16.00)	7 (14.00)	3 (6.00)	5 (10.00)
	Success story	3 (6.00)	7 (14.00)	1 (2.00)	5 (10.00)
	Interview	2 (4.00)	1 (2.00)	2 (2.00)	2 (4.00)
	Question-answer	13 (26.00)	12 (24.00)	14 (28.00)	13 (26.00)
	Quiz	- (0.00)	- (0.00)	- (0.00)	- (0.00)

TABLE VII (CONTD.)

Sl. No.	Preference	Radio		Television	
		PV	NPV	PV	NPV
	Announcement	- (0.00)	3 (6.00)	2 (4.00)	2 (4.00)
	Farm news	4 (8.00)	3 (6.00)	3 (6.00)	2 (4.00)
	Documentary	- (0.00)	- (0.00)	- (0.00)	- (.00)
	Demonstration	5 (10.00)	- (0.00)	2 (4.00)	2 (4.00)
4.	Previous announcement				
	More than one week before	2 (4.00)	- (0.00)	- (0.00)	- (0.00)
	One week before	3 (6.00)	1 (2.00)	8 (16.00)	15 (30.00)
	2-3 days before	1 (2.00)	4 (8.00)	17 (34.00)	7 (14.00)
	One day before	44 (88.00)	45 (90.00)	25 (50.00)	28 (56.00)
5.	Content*				
	Pest control & forecast	47 (94.00)	35 (70.00)	45 (90.00)	48 (96.00)
	Crop cultivation	36 (72.00)	28 (56.00)	50 (100.00)	50 (100.00)
	Availability of inputs	50 (100.00)	50 (100.00)	13 (26.00)	18 (36.00)
	Market news	7 (14.00)	10 (20.00)	23 (46.00)	21 (42.00)
	Soil and water management	20 (40.00)	5 (10.00)	12 (24.00)	5 (10.00)
	News technology	50 (100.00)	30 (60.00)	48 (96.00)	35 (70.00)
	Fruit tree cultivation	3 (6.00)	7 (14.00)	6 (12.00)	13 (26.00)
	Seed production	23 (46.00)	15 (30.00)	30 (60.00)	8 (16.00)
	Dry farming	20 (40.00)	32 (64.00)	15 (30.00)	20 (40.00)

PV - Progressive village; NPV - Non-progressive village
* Multiple response obtained

At the same time, the televiewers of both the villages (74.00 and 62.00 per cent) preferred the time 7.00 to 7.30 p.m. (current telecast timing) for farm telecast, while one fifth of the televiewers wanted 8.00 to 8.30 p.m. to telecast farm programmes.

4.2.3. Mode preference

The listeners and viewers were asked to give their preference regarding the mode of presentation they liked best. It can be referred from the table that nearly one third of (30.00 per cent) the broadcast listeners preferred 'Conversation' mode followed by 'Question-answer' (nearly one fourth) and 'Drama' mode. The least preferred modes was 'Straight talk', 'Quiz', 'Announcement' and 'Documentary'.

More number of televiewers wanted the farm programmes to be telecast in 'Conversation' mode. Next preference was 'Question-answer' mode. The least preferred modes were 'Straight talk', 'Quiz' and 'Documentary'.

Here the preference of both the listeners and viewers of broadcast and telecast in both the villages were similar.

4.2.4. Previous announcement

The previous announcement here denotes the respondents behaviour to ascertain the forthcoming farm broadcast on telecast. The respondents were asked to express their time gap for this previous announcement.

An overwhelming majority of the listeners irrespective of villages expressed their preference for the announcement one day before. This actually facilitates to prepare themselves to listen or view the farm programmes.

Majority of the televiewers also wanted the announcement to be just one day before for the similar reason. Next preference came for one week before and 2-3 days before.

The reason for the need of earlier announcement of programme may be that they may get themselves free in time to view the programme according to the importance of the programme.

In total, the respondents preferred the present broadcast/telecast day and timing of farm programmes. The most preferred mode by them was Conversation, Question-answer and Drama. To ascertain the programme for future, they wanted the previous announcement just one day before.

These preferences of respondents may be taken into consideration to improve the quality of the programmes so as to enhance the listening or viewing behaviour of the respondents.

4.2.5. Programme content preference

The preferences of programmes in 'Rathariqagi' (Farmers programme) by respondents have been discussed as follows:

Cent per cent of the listeners of farm broadcast preferred the topic 'Availability of inputs' first; as against the televiewers who preferred 'Crop package' in the first place.

The next preferred topic by both listeners and televiewers was 'Pest surveillance and IPM'*. The reason may be eagerness to find out solution to pest problems.

'New technology' occupied the third place.

The fourth topic of preference was 'Crop package' for radio listeners and 'Seed production' for televiewers.

Market news, dry farming, soil and water management and fruit tree cultivation were the topic least preferred by both the groups.

An empirical model for efficient performance of broadcast and telecast is exhibited in Figure 5.

Based upon the findings and discussion, the summary and conclusions have been drawn and reported in the succeeding chapter along with implication and future area of research.

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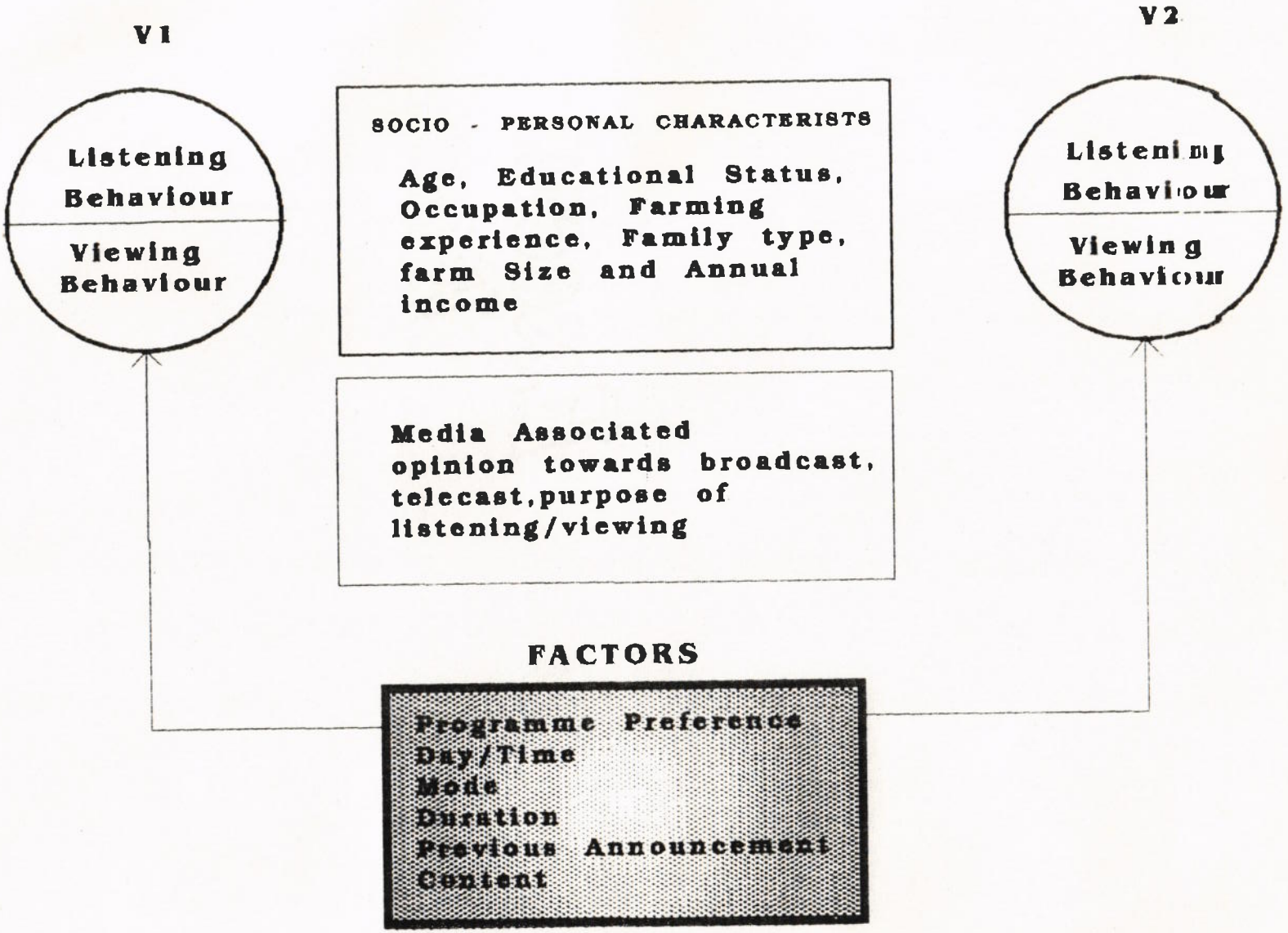
* Integrated Pest Management



AN EMPIRICAL MODEL FOR EFFICIENT PERFORMANCE OF BROADCAST AND TELECAST

Figure 5

SUMMARY AND CONCLUSION

CHAPTER V

SUMMARY AND CONCLUSION

Effective communication of farm innovation to the women in agriculture is an important function of extension education. Mass media plays significant role in dissemination of agricultural technologies. Attempts are being made across the country to reach millions of farmers in the least possible time through use of radio, television and printed media. In this electronic age, radio and television have come out as effective media of disseminating information to the people at large. The Government spends large amount of money in rebuilding it as a tool of social and economic development in a predominantly agrarian country like India.

In order to know the radio listening and televiewing behaviour of women in agriculture and to find out their preferences on various aspects of farm programmes, this study has been taken up with the following specific objectives.

1. To study the demography of broadcast listeners and telecast viewers.

2. To assess the listening and viewing behaviour of women towards farm broadcast and telecast and

3. To study the suggestions of broadcast listeners and telecast viewers so as to make the farm programmes more appropriate and need based.

The study was carried out in three villages in Karnataka, with a sample size of 200 respondents. The research design being expost facto include listeners and televiewers of progressive (V_1) and non-progressive villages (V_2) respectively, each constituting fifty respondents.

The salient findings of the present study are summarised below:

1. Socio-personal characteristics of respondents

More than two thirds of the respondents belonged to middle aged group. They also educated from primary to higher secondary level and had farming alone as their main occupation.

An overwhelming majority of the respondents lived in nuclear family type and possessed nearly 10 to 30 years farming experience.

Irrespective of category, all earned three to sixteen thousand rupees per year by operating nearly 2.5 to 10.00 acres of land.

2. Listening/viewing behaviour of respondents

The distribution was medium and high category for listeners and viewers respectively.

2.1. Performance of activities while listening and viewing

While viewing the television the respondents informed that they were not involved in any of the household activities. But while listening the radio some activities were performed.

2.2. Methods adopted to adjust household activities to view television

While listening the radio no methods were adopted to adjust household activities but some methods were adopted to adjust work by the women in order to view television comfortably.

3. Opinion of the listeners/viewers of womens' programme

Majority of the respondents knew the timings of womens' programmes and desired that it should be broadcast and telecast daily.

An overwhelming majority of the radio listeners and television viewers felt that the present duration is adequate for broadcasting and telecasting the womens' programme which has a very high credibility as almost all the respondents reported it mostly or always correct.

4. Opinion of listeners/viewers on different aspects of farm programmes

(i) Cent per cent of the respondents found the farm broadcasts and telecasts useful and also that they had gained some agricultural knowledge.

(ii) An overwhelming majority found the programmes informative, timely, clear, season-specific and related to agriculture.

(iii) As far as 'Preference of days' was concerned 86 per cent of listeners wanted throughout the week while half of the televiewers preferred four days/week of farm programmes.

(iv) Majority preferred half an hour programme as per present time schedule that is 7.30 to 8.00 p.m. in radio and 7.00 to 7.30 p.m. in television.

(v) 'Conversation' and 'Question-answer' type of modes were preferred by more number of farmers.

(vii) The subjects 'Availability of inputs' and 'Crop package' were preferred by listeners and viewers respectively. The next preferred topics were 'Pest Surveillance' and 'New technology'.

It could be concluded that radio and television were found to be effective media for educating women regarding

farm and developmental programmes. It was also analysed that television was found to be more effective medium than the radio.

It is suggested that rural women should be motivated to listen and watch the educational programmes, by making them aware about the usefulness of the programme and at the same time the programmes to be broadcasted and telecasted need to be made interesting, so that the valuable time of the rural women could be utilised properly. The timings of the broadcast/telecast should be matched with the availability of free time with rural women. It is further suggested that television was found to be more effective and interesting medium in listening the programmes as compared to radio. Thus the stress should laid to produce more television programmes for awareness among rural women towards developmental activities.

5. Implications

On the basis of the salient findings of the study, certain broad implications are thought of which could be used by AIR and Doordarshan Kendra in formulating farm programmes and to cater to the needs of farm women.

1. One fifth of the respondents were found to have low level of value orientation and hence each head of the family

should be educated about the importance of visit to nearly towns and thereby to increase the trend to a higher level. By doing this, the low and medium level of value orientation could be brought to higher level (cosmopoliteness).

2. Keeping the results in mind, it could be suggested that a favourable attitude towards farm programmes and good perception need to be developed among farm women. Besides, the farm programmes must be need oriented to farm women so that regularity in listening/viewing behaviour could be enhanced.

3. Radio rural forums, teleclubs and teleforums can be organised. An extension worker can be given with added in charge to monitor them.

6. Suggestions for future research

1. A study may be made to analyse the factors responsible for the listening and viewing behaviour of respondents.

2. An integrated study may be made to compare the content validity of broadcast and telecast programmes.

APPENDICES

APPENDIX I

RADIO LISTENING AND TELEVISION VIEWING PRACTICES OF WOMEN IN AGRICULTURE IN KARNATAKA

INTERVIEW SCHEDULE

Part I

Demography of Radio listeners/Television viewers

Village : Progressive ( )
Non-progressive ( )

1. Respondents Name :

2. Age in completed years :

3. Education :

Illiterate / can read only / can read and write / middle / high school / higher secondary / collegiate

4. Occupation :

a) Primary
b) Secondary

5. Farming experience : (In yrs)

6. Nature of family : Joint / Nuclear

7. Nature and size of farm (in ac) :

Sl.No.	Particulars	DI	GL	WL	Total

8. Average annual income : Rs.

9. Mass media exposure

	Daily	More than once a week	Once in a week	Once in a fort-night	Once in a month	Rare-ly	Never
A. Radio							
a) Do you listen to gl. broadcast?							
b) Do you listen to agrl. broadcast?							
B. Television							
a) Do you view to gl. telecast?							
b) Do you listen to agrl. telecast?							
C. Newspaper							
a) Do you read newspaper?							
b) Do you read the agrl. articles published in newspaper?							
D. Magazines & other publications							
a) Do you read magazines and other publications?							
b) Do you read agrl. magazines and publi-cations?							
E. Agricultural film							
a) Do you witness any film?							
b) Do you witness film show/slide show on agriculture?							

Part II

Listening/viewing behaviour

I. Please answer the following

Sl.No.	Behaviour	Radio	Television
1.	Duration of listening/viewing agrl. programmes a) 15 mts b) 15-30 mts c) 30-60 mts		
2.	Are you regularly listening/viewing the agricultural programmes? Yes / No a) If yes, the frequency Never/Monthly once/Fortnightly once/ Weekly once/Daily		
3.	The intensity of your listening/ viewing behaviour? a) Taking notes b) Keeping in mind		
4.	Purpose of listening/viewing a) Just as a leisure time event b) To know about agricultural innovations c) To share the knowledge with others d) To adopt the new practices		

II. What activities you will be doing while listening and viewing Radio and TV.

III. Do you adjust your work load for the purpose of listening radio and viewing TV?

Yes ( ) No ( )

If yes, how?

Part III

a) Attitude towards farm broadcast/telecast

Indicate your opinion with regard to the following statements:

Statements	SA	A	UD	DA	SDA
1. The farm message telecast through Radio/TV are useful to all farmers					
2. Regular listening/viewing of farm programmes leads to increased yield					
3. Listening/viewing farm programme is a waste of one's time					
4. The farm programmes recommended are suited only to the farmers with irrigation facilities					
5. One can get more profit if the follows the farm programmes broadcast/telecast					
6. I don't consider farm programmes broadcast/telecast as a credible source of information					

b) Media gratification

You please indicate the degree of utility of broadcast/telecast.

Sl.No.	Degree of gratification
1.	No gratification
2.	Partial gratification
3.	Full gratification

c) Purpose of listening/viewing

Please indicate for which of the following motivated you to listen/broadcast the broadcast/telecast?

Sl.No.	Purpose of media participation
A. General	
1.	Politics
2.	Entertainment
3.	Advertisements
4.	Govt. schemes
5.	Occupation
6.	Sports
7.	News (Others)
B. Agriculture	
1.	Just as a leisure time event
2.	To know about agricultural innovations
3.	To share the knowledge with others
4.	To adopt the new practices

Part IV

Programme preference

A. Day and time preference

Please specify the day and time preference for farm telecast/broadcast.

Sl. No.	No.of days		Specific day		Duration (hrs)		Time From		To	
	Radio	TV	Radio	TV	Radio	TV	Radio	TV	Radio	TV

B. Mode preference

Which of the following mode you prefer to listen/view?

Mode	Radio	TV
a) Conversation (discussion)		
b) Straight talk		
c) Drama		
d) Question and answer		
e) Villupattu		
f) Interview/success story		
g) Announcement		
h) Quiz		
i) Others		

c) Do you prefer to have previous announcement of FBP/FTP well in advance?

Yes / No

	Radio	Television
If yes, of the following schedules of the previous announcement which would you most prefer?		
a) More than once week before		
b) One week before		
c) 2-3 days before and		
d) One day before		

d) Content preference

What is your preference for the subject matter to be broadcast/telecast?

Part V

Perception of listener/viewers about the farm programmes

a) Do you think listening/viewing farm programmes is useful to you? Yes/No

b) Do you feel that the amount of information given through radio/television is sufficient for you (completeness)? Yes/No

If yes, how?

c) Do you think that FBP/FTP content is in any way suitable/relevant to your current needs or problems? Yes/No

d) Do you think the programmes given are clear enough to understand? Yes/No

e) Are the FBP/FTP are periodical in terms of its frequency/interval?

f) Please give your suggestion to improve the number of farm programme listeners and viewers through radio and television respectively.

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