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**A Study on the Role of Information and Mass-Media Communication Technology among Farming Community of Mandya District, Karnataka State**

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**Abstract**

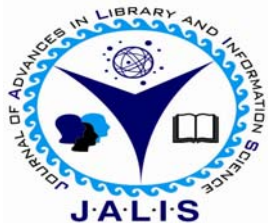
*Mass-media plays a very important role in bringing about change in the behaviour of users by putting across the useful information, which leads to decision making for adoption of innovation. Among the different mass-media channels radio and television are becoming popular for farm, home, community and entertainment programmes. This paper discuss Role of Information and Mass-Media Communication Technology among Farming Community of Mandya District, Karnataka State*

**Keywords**

Mass Media, various communication channels, Farming Community.

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**INTRODUCTION**

Communication research as an academic discipline grew to intellectual strength mainly in the United States during the several decades following World War II, although its European and American foundations go back another 30 years or so. Communication research is the application of social science theory and research methods to the study of human communication behavior. Human communication issues are central to Academic disciplines such as social psychology, Library and Information science, computer science, Electrical engineering, linguistics, anthropology, sociology and political science. The study of communication must necessarily be rather multidisciplinary, drawing on many other fields and contributing to them.

**ROLE OF INFORMATION AND COMMUNICATION**

Information and communication technology (ICT) is the key enabler and a vital component of the new knowledge based economy and information revolution. It is a major factor in economic growth and increasing productivity. India is increasingly integrating ICT into its national development plans and adopting strategies for its widespread promotion in all spheres of economic activities. There is a need to ensure that the benefit of the information and communication technologies (ICT) percolates to all the different socio-economic strata and to the grass roots of rural India.

**CHANNELS OF MASS-MEDIA**

New communication technologies have certain of the characteristics of both interpersonal, from Communication and mass-media communication, but are different interpersonal communication, which is a face-to-face exchange between two or more individuals. Mass-media communication includes all those means of transmitting messages such as radio, televisions, video, newspapers, magazines, websites, computer and film, which enable a source of one or few individual to reach a large audience, communication via new technologies is interactive, demulsified and asynchronous in nature. Interactivity, is the degree to which participants in a communication process have control over, and can exchange roles in their mutual discourse. Demassification is the degree to which a special message can be conveyed to each individual in a large audience.

Mass media are used as channels of mass communication. The main aim or function of mass media is to inform, educate and motivate the people to accept new ideas and technologies so as to increase their living conditions and status. So that Schramm (1964) said that it is extremely difficult to imagine that the national and economic development can be achieved without the input of external information. Irrespective of this complexity and indirectness, the fact remains that development related information must reach the population if any positive change is to be brought about. But when the bulk of population live in less accessible and isolated villages both in plains and hills, such an effective communication is very difficult.

#### **MASS-MEDIA AND FARMING COMMUNITY**

In such a situation mass media are extremely important in stimulating a sense of involvement, which is essential for development. Mass media creates empathetic spirit, widens people's horizon and conducive climate for change. That is why Bellurkar *et al* (2000) stated that the mass media should be put to service for national development. Among the different mass media radio and television are considered as powerful media, as an institutionalized source of information for creating awareness about the innovation existent with additional information. They are used as powerful educational tools. The eye and ear mindedness of farmers makes this media as one of the most promising of the present day educational sources. They offer vitality and newness, which attract attention, create interest and stimulate desire to learn. To keep pace with such development, effective utilization of Radio and Television as a means of information and communication is very much essential. The ultimate purpose of any media is to convey ideas and make the people to adopt the recommendations in their daily life. But, to what extent the media are successful in this endeavor can be judged only by the media consumers who are at the receiving end and are benefitted ultimately.

#### **OBJECTIVES OF THE STUDY**

1. To analyse the socio-economic and personal characteristics of the farmers in Mandiya district of Karnataka.
2. To measure the level of awareness about the components of Mass media communication channels of farmer.

3. To analyse the Radio listening and Television viewing behaviour of farming communities.

#### **METHODOLOGY**

Research Design is an Important are while collecting and analyzing the data is a manner that aims to combine relevance to the research purpose with economy in procedure. The plan is overall scheme or paradigm of research. For this study, ex post facto research design has been used. An ex post facto research is one in which the investigator attempt to trace an effect which has already occurred due to its probable causes. The effect become the dependent variable and the possible causes become the independent variable. Thus in the ex post-facto research the manifestation of independent variables occurs first and then its effect becomes obvious to the investigator. The study deals with the farm programme utilization behaviour of farmer which is already occurred phenomena in the field.

#### **DATA COLLECTION**

A well structured interview schedule was constructed to meet the objectives of the present study. Necessary precautions were taken to ensure that the questions in the schedule were unambiguous, clear, concise, complete and comprehensive. The schedule was pre-tested in a non-sampling area and modified with the aim of making the schedule realistic. Data were collected by personally interviewing the selected farmer either in their residence or in their farm. The data obtained were subjected to suitable statistical analysis.

#### **DATA PROCESSING**

The collected data were tabulated, categorised and fitted into tables to facilitate meaningful interpretation. The master table formed the basis for subsequent analysis. After subjecting the data to statistical analysis, relevant inferences and conclusions were drawn and the results were interpreted objectively.

#### **ANALYSIS AND DISCUSSION**

**Table 1: Distribution of respondents according to their economic motivation**

Economic motivation	Number	Percent
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Low	171	21.38
Moderate	219	27.38
High	410	51.25
<b>Total</b>	<b>800</b>	<b>100.00</b>

The collected data emphasized that half of the respondents had high (51.25 percent) level of economic motivation followed by moderate (27.38 percent) and low levels (21.38 percent) of economic

motivation. As majority of the farm programme users were medium and small farmers, they might have been motivated to achieve economic aspirations. Thus half of the respondents were seen with high level of economic motivation.

**Table 2: Distribution of Respondents According to Their Overall Awareness on Farm Programmes**

Awareness level	Farm broadcast		Farm telecast		Total	
	Number	Percent	Number	percent	Number	percent
Low	234	29.25	252	31.05	486	30.37
Moderate	278	34.75	263	32.88	541	33.81
High	288	36.00	285	35.75	573	35.81

It could be seen from the table that (36.00 percent) of the respondents had high level of awareness about farm broadcast followed by moderate (34.75 percent) and low (29.25 percent). Regarding farm telecasts more than fifty percent (35.75 percent) of the respondents had high level of awareness followed by moderate (32.88 percent) and low levels (31.05 percent). The awareness level of the respondents regarding the farm programmes appear

in radio and television could be moderate (33.81 percent) followed by low (30.37 percent) and high (35.81 percent).

Hence, it could be interpreted that more than one fourth of the farmers are having moderate level of overall awareness category. This may be due to the popularity of the farm broadcasts in the study area

**Table 3: Distribution of Respondents According to their Frequency of Radio Listening**

S. No.	Programme	Mean Score	Regularly		Often		Rare		Never	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
A.	Farm Broadcasts		256	32.00	319	39.62	220	27.75	5	0.63
1.	Krishi ranga	1.93	329	41.13	263	32.83	120	15.00	88	11.00
2.	Ratharige Salahe	2.95	121	15.12	470	58.75	119	14.88	81	10.12

From the table it is revealed that among the farm broadcasts mean score for ratharige salahe (2.95) was more than that of other farm programmes like krishi ranga (1.93).

**Table 4: Distribution of Respondents According to their Frequency of Televiewing**

S. No.	Farm telecasts	Mean Score	Regularly		Often		Rare		Never	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
1.	Krishi darshan	3.28	300	37.50	434	54.25	40	5.00	26	3.25
2.	Anna datha	3.64	171	21.38	462	57.75	119	14.88	48	6.00

The table 4 indicated that among the two farm telecasts mean score for Anna datha (3.64) was more

than Krishi darshan (3.28). The coverage of subject matter areas and the frequency of telecast was found

to be more in Anna datha compared to Krishi darshan. Further it was noticed from the table that majority of them were found to be often viewers followed regular viewing category for the two farm telecast programmes. Only a least percentage were come under non-viewing category.

#### **FINDINGS AND SUGGESTIONS**

- Since the farmers varied in their socio-personal and economical characteristics, the farm programmes in future should be in such a way that they should satisfy all sections of farmers. Compared to farm broadcasts the slot for the telecast of farm programmes was found to be less. Though, the multichannel cable television channels are found to be popular among the people now a days, the allotment of time and slot for farm telecast is limited only to two television channels. It should be taken care of by the farm telecast planners may have to cater to the needs of farmers in phased manner.
- The awareness of the growers on the component of programmes indicates that the rate of awareness of both the farm telecast and farm broadcast are relatively low. Hence, there is an urgent need to give enough popularity for the farm programmes. Through which it is possible for them to generate enough awareness among the farmers. At the same time it is also necessary to give more coverage and increase the frequency of telecast and broadcast related to cultivation.
- A considerable proportion of farmers exhibited relatively less favourable attitudinal patterns towards the farm broadcast and telecast. This should be definitely noted down by the media

planners and policy makers to improve the quality of the programmes through the coverage of location specific and need based subject matter areas.

- Above all the constraints as experienced by the farmers in utilizing the farm programmes will throw light and unearth the factors which speak behind the effective utilization of the programmes. So the identified constraints may be considered by the media planners and policy makers. In this aspect the government should play a vital role and take efforts towards the organization of the farm programmes.

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