



Assessing The Correlates of Media Planning for Development Communication in Agrarian Society of West Bengal

KEYWORDS

Development communication, Media planning, Mass media, Fatalism, Dependency.

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ABSTRACT

The present study was conducted at Haringhata block of Nadia district in West Bengal, India to identify the correlates of media planning for development communication in agrarian societies. The purposive as well as multistage, random sampling procedures were followed to select the respondents for the present study. The data were collected with the help of pretested structured interview schedule through personal interview method. The collected data were processed into simple correlation analysis and multiple regression analysis to draw a conclusion. The variables age, occupation, venturosomeness, fatalism and dependency had shown a positive and significant association with the variable, media planning for development communication in agrarian societies. The variables education, marital status and fatalism of the respondents had significantly contributed in case of characterising the media planning. All together the predictor variables have explained 98.5% of variations embedded with the media planning for development communication in agrarian societies.

INTRODUCTION

As a consequence of the emergence of 'knowledge driven economy' vis a vis 'knowledge driven society', the need of the hour is to orient the Indian rural people in updating their skill and knowledge for making their identity in this competitive world by utilizing the most modern communication approaches. The decline of contributions of Indian Agriculture to the National GDP and an apparent stagnation of the growth rate in agriculture, non remunerative agricultural system, ever increasing population pressure, shrinking land resources, global warming and climate change, indiscriminate use of agricultural inputs, over exploitation of natural resource base and environmental quality have made the situation all set for creating an environment for application of recent communication approaches through media planning both at micro and macro level. Moreover, the recent increase in food prices has also created many problems one major problem in many rural areas that farmers and small entrepreneurs generally have no way of knowing prices before they travel to the market due to poor communication facilities. In particular, small farmers have poor market infrastructure, inadequate marketing experience, and agricultural inputs (Chhachhar and Hassan, 2013). The concept of development communication arose within the framework of the contribution that communication and the media made to development in the countries of the Third World. Development communication media originated primarily to carry information on agriculture, health, population control, etc to the rural masses. No doubt, if proper types of communication channels are developed and effectively used in rural areas, they can become a very important source of disseminating knowledge and information to the vast number of people and to far-off places in the country for agricultural development. Now there is a need to prepare appropriate media planning for development communication in Indian Agriculture. In the era of information communication technology, the combination of different media is needed to disseminate the information to the rural community where in the traditional media, print media and electronic media embedded with information communication technology

play a pivotal role. This information could transfer by use of information communication technology such as mobile phone, radio and television to farmers (Zakar and Zakar, 2009). The transfer of technology can be achieved through publication of newspapers, radio, computer based networks, television networks and interpersonal methods. Several media are available presently to the doorstep of the rural people but still for the development of the agrarian scenario in the rural areas the concerted effort is needed for appropriate media planning to refocus the issue of development communication. India, despite the communication and information technology revolution, there does not appear to be a commensurate change in the lives of millions of the poor. Indeed for the poor the promise of the new information age "knowledge for all" seems as a distant star (Choudhury, 2011). In such a research climate the present paper has envisaged the appropriate media planning for development communication in present agrarian scenario and tries to identify the correlates of media planning.

METHODOLOGY

The present study was conducted at Haringhata block of Nadia district in West Bengal. The purposive as well as multistage random sampling procedure was followed to select the respondents for the present study. Media planning has considered as the dependent variable for the study. The dependent variable was operationalised as the composite score of the four available influential media in the present study area namely electronic, visual, print, folk. The individual medium planning is operationalised by the planner's opinion, impact areas, time of influence and formation of that particular medium. The fifteen independent variables as correlates were selected for the present study to characterise the dependent one. The data were collected with the help of pretested structured interview schedule through personal interview method. The collected data were processed into simple correlation analysis, multiple regression analysis and path analysis to draw a distinct conclusion.

RESULTS AND DISCUSSION

Table 1: Distribution of the respondents' attributes

Variables	Mean	Std. Deviation	Coefficient of variation (CV)
Age (X ₁)	47.1400	12.7668	27.06
Education (X ₂)	4.6800	5.5832	114.8
Occupation (X ₃)	1.6400	0.4824	29.41
Caste (X ₄)	3.0200	1.1008	36.42
Family type (X ₅)	104200	0.4960	34.92
Land holding (X ₆)	6.3250	4.4605	70.56
Marital status (X ₇)	1.8900	0.3145	16.64
House type (X ₈)	2.2000	1.2144	55.00
Material possession (X ₉)	10.6800	4.0723	38.13
Innovativeness (X ₁₀)	0.8000	0.4020	50.25
Cosmopolitaness (X ₁₁)	5.4700	2.0570	37.47
Venturesomeness (X ₁₂)	22.6300	7.1530	31.60
Fatalism (X ₁₃)	24.0100	5.2733	21.94
Faith (X ₁₄)	9.7400	3.1063	31.88
Dependency (X ₁₅)	22.7500	5.1530	22.63
Media planning (Y)	48.1620	3.8092	7.00

Table 1 presents that the dependent variable media planning and the independent variables age, occupation, caste, family type, marital status, material possession, cosmopolitaness, venturesomeness, fatalism, faith and dependency have distributed with a higher level of consistency. The independent variables education, land holding, house type, innovativeness have distributed with a lower level of consistency.

Table 2: Correlation coefficient of Media planning with respect to independent variables.

Variables	Correlation co-efficient (r)
1. Age (X ₁)	0.980**
2. Education (X ₂)	0.192
3. Occupation (X ₃)	0.211*
4. Caste (X ₄)	0.033
5. Family type (X ₅)	0.013
6. Land holding (X ₆)	0.173

Variables	Correlation co-efficient (r)
7. Marital status (X ₇)	0.081
8. House type (X ₈)	0.048
9. Material possession (X ₉)	-0.021
10. Innovativeness (X ₁₀)	-0.047
11. Cosmopolitaness (X ₁₁)	0.005
12. Venturesomeness (X ₁₂)	0.996**
13. Fatalism (X ₁₃)	0.986**
14. Faith (X ₁₄)	-0.11
15. Dependency (X ₁₅)	0.984**

** Significant at 1% level of significance

* Significant at 5% level of significance

Table 2 reflects that the variables age, occupation, venturesomeness, fatalism and dependency have shown a positive and significant association with the predicted variable, media planning.

Age of the respondents depicts the experience endowment and knowledge gathering attribute. The increase of age helps the stakeholder to go with the situation, to analyse the situation critically with the help of experience gathered. Media planning deals with the operational elements of planning process viz. time, place, procedure and resource person. One can plan the media successfully with the help of their experience which ultimately derives from ageing.

Occupation has its own way to more forward towards the development of rural economy vis-à-vis the national economy. Occupation of an individual gives the ascribed status in a society. Individuals with occupation having high income generally enjoy the special status which in turn favours them to acquire cosmopolitan behaviour and exposure to different media. Thus occupation has a great impact on media planning for accelerating agricultural technologies.

Venturesomeness of an individual implies for the risk bearing capacity as well as to take a troublesome work for gathering new experience. The venturesomeness is the capability of an individual to venture into a troubleshooting area. Planning procedure deals with the operational elements of planning process viz. time, place procedure and resource person. Venturesome people can rigorously take any risk or uncertainly for the betterment of any aspect. Effective and efficient media planning may be possible through emphasizing venturesomeness of an individual.

Fatalism of any individual is the inherent capacity or mental ability to believe on fate. The result has revealed an astounding fact that fatalism of an individual was positively and significantly associated with the media planning. That mince the person having more fatalistic view are more effective in media planning. The plausible explanation may be that the indirect stockholders of media are getting in-

formation regarding agricultural innovation from their neighbours. Kinship helps the illiterate and unexposed information regarding innovations yet we cannot deny their indirect influence on media planning through the exposed kins.

Dependency is the character of an individual to depend or rely on others for making decision. Dependency of an individual helps him to believe on others viz., neighbours, kins, relatives, opinion leaders, progressive farmers etc. The information endowment has been operationalised through the beliefs and dependency on others. Information is the weapon to struggle for any sorts of risk taking attitude as well as any sorts of planning procedures. Dependency on others influences the individual to cope or to overcome any uncertainty in production process as well as build an information stake to manage media and media related activities.

Table 3: Multiple Regression analysis between media planning and independent factors

Variables	β	$\beta \times R$	Regression coefficient 'b'	't' value of 'b'	S.E. of 'b'
1. Age (X_1)	-0.116	-11.5	-0.019	-0.588	0.033
2. Education (X_2)	0.014	1.40	-0.186	-2.305*	0.080
3. Occupation (X_3)	0.628	62.80	-0.362	-0.372	0.973
4. Caste (X_4)	0.027	2.70	-0.131	-0.318	0.412
5. Family type (X_5)	0.109	10.90	1.155	1.439	0.803
6. Land holding (X_6)	0.009	0.90	-0.092	-0.870	0.106
7. Marital status (X_7)	0.192	19.20	-3.172	-2.303*	1.378
8. House type (X_8)	0.060	6.00	-0.061	-0.185	0.331
9. Material possession (X_9)	-0.0001	-0.001	0.092	0.791	0.117
10. Innovativeness (X_{10})	-0.265	-26.50	0.089	0.081	1.115
11. Cosmopolitanness (X_{11})	0.049	4.90	0.322	1.280	0.252
12. Venturousness (X_{12})	-0.102	-10.20	-0.081	-1.252	0.065
13. Fatalism (X_{13})	0.211	21.11	-0.190	-2.478*	0.077
14. Faith (X_{14})	-0.015	-1.50	0.076	0.542	0.142
15. Dependency (X_{15})	0.198	19.80	0.135	1.782	0.070

$R^2 = 0.985$

* Significant at 5% level of significance

Table 3 indicates that the variables education, marital status and fatalism of the respondents are negatively and significantly effective for the prediction of the variable mass media planning.

Education empowers the rural people by giving them job and services in different sectors other than agriculture. They highly qualified persons in the study area are not associated with the agricultural vocation. But the com-

paratively the individual with lower level of education or illiterate deal with the agriculture in the rural areas and they have the accurate knowledge to manage and utilize the media in a planned way for agricultural development. That is why education exerts a negative and significant impact in case of characterising the process of media planning.

Marital Status is denominated as status symbol in the society. The married individual in a society is much more experienced but they are mostly engaged with their household activities and family maintenance activities. But recently the unmarried youth of the present study area are much more concerned about the agricultural development. They are the prime mover of agricultural development and taking initiative to seek information related to scientific agricultural practices. Consequently, they are becoming the part and parcel of the media planning for development communication of agrarian societies. That is why the variable marital status is contributing significantly and negatively in case of delineating the media planning for development planning in agrarian society.

Fatalism means to believe on fate. Fate dependent people are not at all associated with the activity like planning, organising etc. They don't have the insight in case inculcating different media to seek information. Accordingly the variable fatalism is negative to exert the impact in case of characterising the planning process may be media or any other for agricultural development.

The variable occupation has the highest direct contribution towards the prediction of media planning to the tune of 62.8%.

The R^2 value being 0.985 implies that all the predictor variables together have explained 98.5% of the variation embedded with the predicted variable, mass media planning.

So, there is a distinct scope to include more relevant and contextual variables for the future study.

CONCLUSION

In Agricultural Knowledge and Information Systems (AKIS), people and institutions are linked together to promote and enable mutual learning and generate, share and use agriculture-related technology, knowledge, skills and information. The system integrates farmers, agricultural educators, researchers, extensionists and the private sector (support and input services, traders) to harness knowledge and information from various sources for better farming and improved livelihoods. The role of research and advisory services is to give highly accurate, specific and unbiased technical and management information and advice in direct response to the needs of their clients. Farmers have specific communication needs and capacities for innovation, management and finance. However, client/demand-oriented service provision for innovation, information, qualification and local organizational development remains the key driver. A lack of appropriate communication structures, methodologies and tools results in poor identification of farmers' needs and priorities, inappropriate research programs, poor or irrelevant extension information and technologies and finally, low farmers' take-up of technology innovations. Efforts to close the information gap and, in particular, the digital divide in rural areas, have been supported by the wider availability and accessibility of communication technologies and infrastructures, like traditional media, print media, mass media, internet, rural community

radio and mobile phones. In such a background the present research was conducted to explore and identify the correlates of media planning towards development communication in agrarian societies. The correlates like age, education, occupation, fatalism venturesomeness etc. are the key performer in case of characterizing the media planning process in the agrarian societies. So, in future course of action the careful consideration of all these attributes are needed to address the issues associated with the appropriate media planning for the development communication strategy and development of the agrarian societies in India.

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