

Function of Mass Media in Dissipation of Agricultural Technologies Amidst Cotters



Sociology

KEYWORDS: Agricultural technologies, Mass media, Dissipation

Manish Kumar Singh Research Scholar, Dairy Extension Division, NDRI, Karnal-132001, Haryana

Md. Shahid Eqbal Research Scholar, Dairy Extension Division, NDRI, Karnal-132001, Haryana

Rajkumar Patel M.Sc. Student, Dairy Extension Division, NDRI, Karnal-132001, Haryana

ABSTRACT

The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be scurred with the effective use of mass media. Television and radio have been acclaimed to be the most effective media for dissipating the scientific knowledge to the mass. In a country like India, where literacy level is below the echelon, the choice of communication media is of crucial importance. In this regard the television and radio are significant, as they transport modern agricultural technology to literate and illiterate cotters alike even in interior areas, within short time. The present study was planned to determine the function of mass media in the dissipation of agricultural technologies amidst the ultimate user cotters. The study was conducted in Kanpur district of Uttar Pradesh to analyze the mass media consulted by the cotters for their agricultural information need by randomly selecting 150 sample cotters of the district. The results evinced that television was most sought after mass media source (56.1%) followed by radio (26.0%) and print media (17.9%).

INTRODUCTION

Mass media consisting of television, radio, magazines, traditional media and information technologies are proved to be most powerful opinion makers in this information age. They cover more people in tiny time and tiny cost. This strength of mass media is of great assist to extension workers in providing cost effective and efficient service to cotters. Hence, in the current scenario, mass media can play pivotal role in agricultural extension. They can reach more people in a bit of time and little cost. Here, the cotters get right information, in right time, through right form, through right channels, by right persons. Work load on extension worker gets slenderized by using mass media in extension, scientists get the feedback from fields, traders and cotters can make good profit, mass media will multiply its popularity and circulation. Hence, mass media in agricultural extension is a game where all the players are winners. But, most pivotal element is co-ordination amidst all stakeholders in deciding what time, what information, by whom, how and to whom. Making use of the mass media coordination committees, it is possible to carry desirable concerted action (Chandra Sekhara 2001).

MATERIALS AND METHODS

Present study was conducted in Kanpur district of Uttar Pradesh by randomly selecting 150 sample cotters of the district, an ex-post-facto research design was used and the data were collected with the help of pre-tested structured interview schedule specially prepared for the purpose, by personal interview method and simple statistical tests were applied for analysis of data.

RESULTS AND DISCUSSION

Distribution of the respondents based on their agricultural information sources that the pivotal sources of agricultural information for the respondents were companion farmers (95.3%), insecticide companies (89.2%), Television (62.6%), extension worker staff (53.2%), print media (43.7%) and radio (39.5%). It is understandable as television gives quick, reliable and attractive information regarding various activities of the agriculture. Apart from that listening and seeing, both the senses are involved in television. Moreover, it provides information along with entertainment. The findings are in agreement with the findings of Natikar (2001). Distribution of the respondents according to their preference given to mass media that 16.5 and 26.0% of the respondents gave 1st and 2nd preference respectively to radio as source of agricultural information respectively. A simple lion's share (56.1%) of the respondents gave 1st preference to television as source of agricultural information, whereas only 7.5% gave 2nd preference to television. Only a negligible

number (2.2%) gave 3rd preference to radio and television. The result also reflect that 19.1 and 17.9% of the respondents gave 2nd and 3rd preference to print media, respectively. Only 10.3% gave 1st preference to print media. Frequency of listening agricultural radio broadcast by the respondents that a lion's share (57.6%) of the respondents did not listen agricultural radio broadcasts, quite a good number of respondents (35.2%) listened radio rarely. Only a fraction of the respondents (2.7%) appeared to be occasional listeners of agricultural radio broadcasts. No one was the regular listener. It may imply that a vast lion's share of the respondents got very less information through radio. Frequency of watching agricultural TV broadcast by the respondents that most (45.9%) of the respondents watched Television rarely, quite a few respondents (12.4%) watched Television occasionally. Only a fraction of the respondents (1.7%) appeared to be regular viewers of agricultural telecasts. More than one-third respondents never watched Television for acquiring agricultural information. It may entail that a large lion's share of the respondents was getting tiny information through Television. The respondents were further asked to rate sundry mass media on the basis of their effectiveness. Ranking of mass media on the basis of their effectiveness that a hefty lion's share of the respondents was getting ponderous information through Television, it was ranked 1st with regard to its effectiveness in the dissipation of agricultural technologies with score value of 369 followed by radio with score value of 203. Newspapers, posters, charts, bulletins and books were ranked 3rd, 4th, 5th, 6th and 7th on the basis of its effectiveness.

CONCLUSIONS

All the respondents regarded fellow cotters and insecticide companies as their burly sources of agricultural information followed by Television (62.6%) and extension worker staff (53.2%). Amidst the mass media, the respondents ranked Television, radio and print media 1st, 2nd and 3rd, respectively with regard to effectiveness. A vast lion's share of the respondents did not listen and watch agricultural radio and Television broadcasts regularly or occasionally. Either they never listened and watched agricultural radio and Television broadcasts or they did so rarely. It may entail that a large lion's share of the respondents was getting tenuous information through radio and Television. This study was conducted to analyze the mass media consulted by the cotters for their agricultural information necessities. It is evident from the study that television is the most sought after mass media regarding ameliorated agricultural technologies followed by radio, print media in that sequence. If definite information is furnished on other agricultural operations through mass media then the cotters will embrace them.

REFERENCE

- Chandra Sekhara, P. (2001). Mass Media in Agricultural Extension: Best yet to come. *Manage Extension Research Review*, 38-44. | | Natikar, K. V. (2001). Attitude and use of farm Journal by the subscriber farmers and their profit-A critical analysis. Ph. D. Thesis, University of Agricultural Sciences, Dharwad. | | Singh, A.K. (2001). *Agricultural Extension: Impact and Assessment*. Agrobios, Jodhpur, India. |