

# **T.V. VIEWING BEHAVIOUR OF RURAL WOMEN REGARDING KRISHI DARSHAN PROGRAMME ON NATIONAL TELEVISION**

By

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partial fulfilment of the requirements for the degree of :*

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**IN**

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*Dedicated  
to  
My Dear  
Mummy-Papa*

## CERTIFICATE – I

This is to certify that this thesis entitled, “T.V. Viewing Behaviour of the Rural Women Regarding Krishi Darshan Programme on National Television”, submitted for the degree of **Master of Science** in the subject, **Home Science Extension Education** to the Chaudhary Charan Singh Haryana Agricultural University, Hisar, is a bonafide research work carried out by **Ms Meena Kumari** under my supervision and guidance and that no part of this thesis has been submitted for any other degree.

The assistance and help received during the course of investigation have been fully acknowledged.



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## CERTIFICATE – II

This is to certify that this thesis entitled **‘T.V. Viewing Behaviour of The Rural Women Regarding Krishi Darshan Programme on National Television’** submitted by **Ms. Meena Kumari** to Chaudhary Charan Singh Haryana Agricultural University, Hisar, in partial fulfillment of the requirement for the degree of **Master of Science** in the subject of **Home Science Extension Education**, has been approved by the Student’s Advisory Committee, after an oral examination on the same.

  
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## CHAPTER – 1

# INTRODUCTION

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India being an agricultural country, efforts were made both at national and state level for agriculture development. Women were actively involved in different agricultural operations and allied activities like animal husbandry. Advance communication means like television is the most effective means because it has unbelievable impact on all the segments of society specially the rural women because it provides latest technical know-how to rural women. Because of television world has become a global village and any corner of the world can be reached for information with press of button (Sharma, 1994). The present agricultural strategy in India calls for speedy dissemination of agricultural information, technical knowledge to the farming community.

### **Historical perspective of television in India**

Television has emerged as a revolutionary medium in the world of mass communication. It has pervaded and raided the social life. The first regular television transmission was started by BBC in 1936. The public of United States had its first view of television at World Fair in New City in 1939. In India, television was first inaugurated on September 15, 1959 on an experimental basis in the form of UNESCO's pilot project in Delhi. The policy document on introduction of television stressed that television has to

be used as a medium of social education, rural upliftment of community development and as an instrument to support programmes of social and economic development in the country. Further, the television was also used as publicity medium to equip farmers with modern techniques of agriculture. While inaugurating the television services in India, Late President, Dr. Rajendra Prasad hoped that "Television would go a long way in broadening the popular outlook and bringing people in line with scientific thinking. Thus television used as a tool of communication is vital for every developmental activity in contemporary society. Women being the most important segment of the society. Television helps to make rural women aware about their rights, problems, opportunities and responsibilities. Since formal education is a costly and long term process. Education through television can help a lot in the eradication of illiteracy and to speed up the spread of basic informal education among rural women.

Rural women play a significant and crucial role in agricultural development and allied fields including the main crop production, livestock management, horticulture, post-harvest operations, agro-social forestry etc. (Kapoor 1991). Systematic studies on the role of farm women in different agro-climatic situations have revealed that in case of crops farm women participate along with family in the operations like seed treatment, preparation of seed bed, sowing and transplanting, hoeing, thinning and gap filling, hand weeding, application of fertilizer, irrigation, harvesting, threshing, processing and storage of grains. About 60 to 70 per cent of women in farm families of Haryana participated in crop, dairy and home activities, respectively. The literacy level of Indian rural women is very low and they are shy in nature. Hence, they are not able to make full use of printed media and institutional facilities provided by the Government.

The Government of India appointed a committee in December, 1964 under the chairmanship of Ashok K. Chanda to suggest short and long

term measures to evaluate the work done by various mass media units of the Ministry of Information and Broadcasting in the light of high professional standards. Based on the recommendations of the committee "Krishi Darshan" programme for the first time in India was started by Delhi Doordarshan on 26<sup>th</sup> January, 1967. To start with, it was a weekly programme of 20 minutes duration and covering 80 "teleclub" villages around Delhi. Subsequently, it was extended to cover Western Uttar Pradesh and Haryana. KDP was made a bi-weekly service on March 1, 1967 and the telecast duration was further increased to 30 minutes. On July 15, 1970, the frequency of telecast was further increased to thrice a week and since August 9, 1976 it is being telecast four times a week. The basic objectives of this programme are to create awareness among the rural viewers with the latest technical and scientific know-how with regard to crop cultivation practices, fertilizers, soil testing, dairying, animal husbandry, weather forecasts etc. and to enlighten rural audience about the importance of education, personal hygiene, health and family welfare and finally to provide entertainment.

Presently, KDP is telecast regularly for half an hour, from 6.30 p.m. to 7.00 p.m. two times a week on every Monday and Tuesday from Delhi Television Centre. The programme is telecast under various formats such as straight talk, interview, discussion, reply letters etc.

The promising results of the Krishi Darshan programme lead to regular telecast of informative agricultural programme under the title "*Amchi Mati Amchi Mansa*" was started by Bombay Doordarshan on 9<sup>th</sup> August, 1986 for three days in a week initially for the rural area near Bombay and Pune. However, by establishing relaying service station of Bombay Doordarshan through satellite, the regional programmes including agricultural were telecast through all relay stations established almost at each district place. Thus, the agricultural programme presently reach to wide area and varied agricultural zones.

The impact of any communication can best be judged by the quantum of its effectiveness on the members of its target group. The effectiveness of communication depends to a great extent upon the content of farm telecast and its way of presentation. The content of farm telecast should be need based, practicable, problem solving and culturally compatible in a simple local language, full of non-verbal symbols and signals. The success of agricultural telecast programmes depends on number of audience and programme related factors. Researchers on media effectiveness have indicated that programme related factors like content, presentation, audio quality, video quality, timeliness of messages etc. are the major contributors to the success of the programme (Mishra, 1967; Tiwari *et al.*, 1998). Several studies were conducted to know the effectiveness of television programmes on agriculture and have shown that they are effective in accelerating the adoption of improved agricultural practices/technologies.

For increasing agricultural production, there is a need to disseminate the latest farm information through agriculture programme telecast. It should aim at creating the awareness and increasing understandability of agricultural practices leading to adoption of improved cultivation practices for increasing agricultural production.

Women contribute 33.3 per cent of the total rural population even though they are not free to express their views and broaden their mental horizon through mass media contact. Hence, T.V. is the only mass media which can not only educate but also broaden the frame of reference of rural women. This can be imagined as the best mass media for rural women as they have not to go anywhere outside their premises. Even though there is a vast difference in their television viewing behaviour because most of the rural women view television for enjoyment purpose rather than education and very few agricultural percentage of women found to view educational agricultural programmes like *Krishi Darshan*.

Therefore, keeping this in mind, the study was undertaken with the following specific objectives:

1. To undertake the content analysis of Krishi Darshan programme
2. To study the T.V. viewing behaviour of rural women
3. To isolate the crucial factors associated with T.V. viewing behaviour
4. To study the constraints encountered by women while viewing the T.V. and suggestion to improve its effectiveness for the intended audience.

### **Scope of the study**

It is expected that findings of the study will have practical implications. This study will serve as a guideline upto some extent for the planners, programmers and producers of farm programmes. This will provide a realistic basis for preparing the content in the light of target audience needs. Present study can form a base for making in depth studies related to content analysis of other programmes being telecast by National Network.

### **Limitations of the study**

1. It has the usual limitation of a single student investigator.
2. Small sample size of the farm programme is major limitation of the study. Further, the issue of only two and half months were analysed. There may be variation within the same year from month to month and between the year also. The data based on two and half months only, though a significant sample, taking a year as a population, may not be able to elicit very reliable result.
3. The major component of the study being content analysis of selected programmes. The findings can be used for further studies, but generalization cannot be made on account of inherent limitations of the technique of content analysis.

4. The present study was limited only to two study centres of Hisar and Fatehabad districts i.e. only on 100 respondents. Hence, it is micro level study. Therefore, the findings of the study cannot be generalized for all women of different societies. So findings are applicable only to places having similar conditions.

## CHAPTER – 2

# REVIEW OF LITERATURE

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It is necessary to look into various aspects already studied. Hence, the pertinent literature available on various aspects has been reviewed under the following heads:

1. Content analysis of television programmes
2. Viewing behaviour of viewers
  - a) Viewing frequency
  - b) Viewing pattern
  - c) Viewing response
3. Factors affecting television viewing behaviour
4. Suggestions to improve the effectiveness of agricultural programmes

### 1. Content analysis

Abelman and Neuendorf (1984) conducted a study to identify document and trace some major dimensions of the themes and topics of religious television fare. Overall, a wide variety of social, political and religious topics was discussed, with death, communism and God leading the respective categories. They observed that 75 per cent of programming content had a religious theme while only 2 per cent was overtly political.

De-Goshie (1985) examined the content of an indigenous developmental television drama series designed and initiated to support Nigeria's agricultural development programme the Green Revolution. The

results of the study showed that the series contained more non agricultural than agricultural themes. Among the eleven content categories, themes related to agriculture ranked third while urban and rural development themes ranked first and second, respectively. Themes relating to health and cultural or traditional activities occupied fourth place and education ranked the lowest.

Kapoor (1991) analysed the contents of 20 programmes and found that programmes were telecast in seven days of formats and maximum time was devoted to 'talk' followed by 'interview'. The study also revealed that more emphasis was given to agricultural information (69.57%) than other message (30.43%). The visual quality of the programmes was good most of the time and similar observation was with the audio quality also. Most of the time the language spoken was simple but at times due to usage of difficult technical terms and English words it was found difficult to understand.

Ganino and Huston (1986) analysed different content and structural aspect of the news programmes by developing an instrument. They classified the content into six categories viz., politics and Government, economic, health, violence, sex and others, and found that politics was the most frequent topic on both media followed by economics, violence, health and finally sex. Further, they observed that on the whole, although radio contained a higher percentage of political stories (41%) than TV (29%).

Chauhan and Hansra (1986) analysed that 91 per cent of items contained the informational type of message and 8 per cent of items were containing recreational type of message.

Malik (1987) conducted an analysis of women programmes originating from Delhi and Jaipur, which showed that maximum telecast time was on farm planning, health and hygiene, mother and child care, use of waste materials to prepare decorative items for homes and interviews with eminent women personality.

Gupta and Grover (1987) analysed the Krishi Darshan programme for one month from 30 September, 1986 to 30 October, 1986. It was not clear why the programme has not been scheduled on Thursdays and Sundays. The format of the programme generally was two, 8-10 minutes interviews or discussions with scientists, farmers or may be officials from farm input organizations, a Bhajan, Ragni or group song for 5-6 minutes and sometimes a short announcement. The programmes were heavily crop science based. There were very few programmes concerning the home sciences, veterinary sciences, animal sciences, rural handicrafts, adults literacy or ongoing development projects.

Joshi (1987) concluded the content analysis of Krishi Darshan programme and found that maximum number of them were of hard core items, having good audio quality and maximum time was devoted to two major agriculture areas i.e. field crops and horticultural crops. Interview and discussion were used several times, while minimum used format was "Reply of letters". Eye-contact of speakers was not satisfactory. The overall speed of speech ranged from 90 to 234 words and almost all the items were either highly relevant or relevant with respect to Haryana conditions.

Akhileshwari (1988) analysed the programmes telecast by Delhi Doordarshan, including the national programmes and commercials had come up with revealing findings. It was reported that news coverage relating to women did not exceed 2.5 minutes of any news bulletin. As far as women's programmes were concerned, the emphasis was on the home as the locus of women's lives.

Govindaraju (1989) analysed the duration of ETV programmes produced by the centres were ranging from a minimum of nine minutes to a maximum of 36 minutes. Around 38 per cent of the programmes produced by the media centres were in the range of 15 minutes and less followed by programmes in the duration of 16-20 minutes (25 per cent).

Nearly 19 per cent of the programmes were in the duration of 21-25 minutes and 18 per cent of the programmes were above 25 minutes duration.

Bakshi (1991) investigated the women's TV programmes "Gramin Mahilaon Ke Liye" and "Ghar Sansar" and revealed that in "Gramin Mahilaon Ke Liye", majority of items were studio based. About half of the items were delivered by housewives in Hindi language. Nearly three-fourth of the items were having eye-contact towards compere with the speed of presentation 115-120 words per minute and were presented verbally, highly relevant. Monologue, interview and demonstration were used as a mode of presentation. Most of the practical situations were shown, followed by specimen. Whereas, in "Ghar Sansar" nearly three-fourth of the items were studio-based, delivered by experts and housewives each in Hindi and English languages, speakers were having eye contact towards compere and delivering the message with the speed of 120-125 words per minute. Majority of the items were presented verbally with the help of monologue, and demonstration. Regarding visuals, it was observed that majority of the practical situations were shown closely followed by specimen.

Goel and Jaiswal (1991) revealed that the speed of the content was normal in all the IGNOU ETV programmes. The programmes were appropriately produced indoor or outdoor depending upon the nature of the programme. Sound was clearly audible during the telecast in 90 per cent of the programmes, lecture, demonstration and explanation methods were frequently used and found quite effective. Further, it was found that all the programmes made use of graphics, captions and experimental aids optimally and visual used were adequate in 90 per cent of the programmes.

Kalra and Kaur (1993) did the content analysis of the programme 'Mera Pind Mere Khet' and analysed that majority of the messages (70%

and above) of this programme were carrying informational, factual, practicable, simple, suggestive, relevant, timely and motivational contents in the dimensions of message.

Mohanty and Mohanty (1995) studied the IGNOU ETV programmes and found that formats of interview and discussion with experts were adopted in 35 per cent, lectures with visual graphs in 30 per cent, lecture with demonstration in 20 per cent and documentary film in 15 per cent of the programmes. They further revealed that in about 90 per cent of the programmes, the voice was distinct and in only 10 per cent of the programmes, it was partially distinct. In 65 per cent of the programmes, visuals were fully clear and in 50 per cent these were attractive. On the whole, most of the programmes were clear and attractive.

Kapoor and Bhandari (1995) concluded that dishes telecast in the "Rasoi" programme were generally on the side of being expensive. All the dishes provided less than one-fourth calories of the day's requirement with the mean being 13 per cent. Corresponding to the energy content, the dishes were also found to be rich in fat.

Durga Bhavani (1998) analysed the use of TV in classroom programme and stated that the daily schedule of telecast by UGC had been a judicious mixture of programme in physical sciences, life sciences, social sciences, language and literature, fine arts and environmental issues. Saturday programmes were devoted to topics of general interest, sports, music, dance and career guidance.

Tiwari *et al.* (1998) conducted the content analysis of 36 'Chaupal' telecast containing 129 items and found that majority (85%) of the items were related to agriculture and allied areas while 15 per cent were of the recreational type. In area-wise distribution of the programme it was noticed that maximum coverage was given to the programmes on plant protection (17.82%), followed by agricultural information (15.50%) and field crops (10.08), animal husbandry, horticulture, post harvest practices

hygiene, nutrition etc. were not well covered. The maximum time was devoted to three major agricultural areas i.e. plant protection (23.47%), field crops (15.9%) and agricultural information (15.63%). Majority (26.36%) of the items were in the form of interview followed by introduction (25.48%) and talk (25.22%) and most of the time was devoted towards interview type of format of presentation. The speed of presentation of Chaupal programme was found to be 105-230 words per minute, with an average of 167 words per minute which exceeded the optimum. Majority of the visual used were in the form of photograph and most of the visual work of good quality. Audio quality of Chaupal was good in majority of the introductory part, reply to letters and talks. Most of the messages telecast under Chaupal were found to be timely and relevant for the farmers of Uttar Pradesh. In most of the cases (66%), there was no use of gestures. Eye contact of the speakers was found to be unsatisfactory in most of the items telecast under Chaupal.

## **2. Viewing behaviour of viewers**

### **a) Viewing frequency**

Mehra *et al.* (1985) reported that 31 per cent and 21 per cent of respondents viewed Krishi Darshan programme almost regularly and occasionally respectively, whereas rest of the respondents were not regular viewers of the programme.

Dey (1986) stated that the majority of respondents were not viewing the farm television programmes regularly. The respondents were not viewing the farm TV programmes due to tiredness.

Pillai *et al.* (1987) found that majority of the respondents (54%) viewed the farm telecast frequently. However, more than 1/3<sup>rd</sup> respondents viewed farm telecast daily. Only 11 per cent respondents watched the farm telecast rarely.

Singh (1988) found that majority of the respondents had favourable attitude towards television. The average viewing period was three hours

per day. **Small size of land holding and low level of education and unfavourable attitude towards television** were the most important reasons for less viewing of the KDP.

Bhople and Mouje (1989) reported that the majority (51.43%) of the respondents viewed farm telecast sometimes. Nearly three-fourth of the respondents rarely watched farm telecast.

Gourkhede (1989) found that 60 per cent of TV owners were at medium level in their average TV viewing period for a week having range of 175 to 205 minutes per day. Only 10 per cent were in average TV viewing period category.

Shiwankar (1989) observed that more than half (55.56%) of the respondents viewed the TV programmes sometimes, while 22 per cent viewed the TV programmes regularly and rest of the respondents were not regular viewers of TV programmes.

Mahajan (1990) found that young Indian women viewers were frequently watching TV programmes spending one to three hours daily. Main aim of watching television was entertainment rather than information or education to a great extent.

Wadwalkar (1990) conducted a study on Indian viewers of Pakistan TV (PTV). Over three-fourth of the respondents (76%) watched PTV for upto one and half hour daily. Twenty per cent switched on PTV for less than an hour everyday. But PTV was viewed for upto two hours everyday by 4 per cent of respondents. Kind of programmes viewed on PTV were serials, educational plays, morning transmission, news and songs. An overwhelming (98%) majority of the respondents viewed PTV serials regularly. Two per cent did so occasionally.

Gupta (1991) found that majority of women viewers watched TV daily, spending one to two hours per day and watched without strain. Most of the respondents had adjusted the household work, according to timings

of TV programme. Almost all opined that there were no adverse effects of TV viewing on their children.

Sodhi and Sangha (1992) found that majority of the respondents viewed all the farm telecasts, while 16.66 per cent of the respondents were viewing the programme three days in a week. Only 10.00 per cent of the respondents viewed the programme two days in a week and the remaining viewed less than two days per week.

Mane and Shetay (1992) observed that about three-fourth (73.33%) of the respondents were regular viewers of farm telecast and about one-fourth (24.67%) viewed them twice a week.

Laharia and Joshi (1992) concluded that a good number of respondents (34.00%) used to watch Krishi Darshan programme on most of the days.

Bhople and Dhapke (1992) reported that majority (64.42%) of the respondents viewed farm telecast daily. About 10.07 per cent of the respondents viewed farm telecast twice a week and 27.52 per cent did not see any farm telecast programme on television.

Mangla Kale (1993) observed that 48.00 per cent of rural women regularly watched agricultural programmes telecast 'Amchi Mati Amchi Mansa'.

Dharmadhikari *et al.* (1994) reported that 'Amchi Mati Amchi Mansa' agricultural programme was viewed regularly by 98.00 per cent of the respondents.

Sheela (1994) found that rural women devoted maximum time on TV viewing as the average time for watching TV was 42.7 minutes which was maximum among three media. Radio came second with 30 minutes average of listening. Newspapers had almost negligible readership as average time for reading newspaper was merely 2.1 minutes.

Anonymous (1997) noted that the majority of the respondents (60.40%) viewed TV programme occasionally and 22.34 per cent and

17.02 per cent respondents were found to view television programmes regularly intermittently, respectively.

Nilcinson (1997) found that women generally viewed more television than men, older men and women viewed more than younger age group. Children viewed more than anybody on Saturday morning.

Saeedi (1998) indicated that radio and television were most popular media (50%) in totality in comparison with other media and the percentage of using different media showed that television was one of the most popular media because 43.7 per cent used 1 hour and 12.5 per cent of respondents used TV 4 hours daily.

Murathy and Reddy (1998) reported that majority of respondents viewed the farm programme regularly and paid full attention.

Nirban *et al.* (1998) noted that less than half of the respondents (44.00%) frequently viewed and 15 per cent came in the regular viewing category.

Thawale (1999) observed that little more than half of the respondents (50.66%) viewed farm telecast twice a week whereas exactly one-fifth (20.00%) of them viewed it as and when telecast. About 14 per cent of the respondents viewed agricultural programme once in a week while 15.34 per cent did not see any programme under 'Amchi Mati Amchi Mansa'.

Sharma (1999) concluded that 33 per cent of rural people did not watch TV at all. But urban people devoted a good time to television. It was found that 15 per cent urban people watched television for 3 hours daily and almost 17 per cent watched television for 3 hours on holiday. It was observed that hours of watching TV increased on holidays. People devoted more time to television on holidays than normal routine days.

#### **b) Viewing pattern**

Joshi (1987) studied the viewing behaviour of Krishi Darshan Programme (KDP) and found that majority of the respondents were

occasional viewers while watching. Majority of the respondents were doing nothing else and more than half of the respondents discussed the matter of KDP with either their family members or other farmers or both, with a view to inform them or get the doubts cleared. On the basis of viewing scores obtained by the respondents, more than half (56%) of them were found to be average viewers, nearly one-third as poor viewers and only 11 per cent were good viewers.

Sodhi and Sangha (1992) found that majority of the respondents (90.67%) talked with other while viewing the Mera Pind Mere Khet (MPMK) programme. It was further reported that 55.34 per cent respondents discussed about the programme, 33.34 per cent discussed about the programme as well as other things. Only two per cent farmers talked other things while viewing the MPMK programme.

Laharia and Joshi (1992) revealed that two-third of the respondents used to see KDP attentively and did nothing else while watching it. Only 6 per cent respondents used to do some work also while watching KDP.

Tiwari *et al.* (1997) expressed that majority of the respondents were frequent viewers who used to watch "Chaupal" attentively and do nothing else while watching. Most of the viewers discussed the programme with their family members and outsiders. Only a few viewers took down some notes.

### **Viewing response**

Reddy and Reddy (1984) in their study conducted in Andhra Pradesh found that 75 per cent of the farmers could recollect one or more agricultural topics telecast in the programme while 25 per cent could not recollect. They also observed that out of 91 sample respondents, 51 respondents opined that agricultural programmes shown on TV were useful, 27 very useful and 13 opined it as useful to some extent only.

Subrhamanayam (1984) reported that more than 60 per cent of respondents had watched agricultural programmes, adopted the methods of practices shown through these programmes.

Gupta and Grover (1987) revealed that the women and children spent greater amount of time in watching entertainment telecast including serials, films, Chitrahhar compared to educational and informational programmes. Afternoon telecast was generally watched by few women and children.

Singh (1988) studied impact of TV on farming communities revealed that large percentage of the respondents possessed correct knowledge about frequency of KDP through television.

Ojha (1988) concluded that TV set was kept open regularly in majority of the TV owning families about 1.30-2 hours per day. Less than 50 per cent of the respondents viewed "Ghar Bahar" (a women programme) mostly by housewives as they opined that the programme (Ghar Bahar) provided them the knowledge of different household practices. Literacy status was closely related with TV viewing, service holders and daily wages were occasional viewers due to lack of time though they had interest to see the programme. Non-viewing by TV owners was due to work load, lack of interest, lack of time and poor understandability by them.

Nataraju *et al.* (1989) revealed that programmes on general health, hygiene and sanitation were viewed by majority of home-makers. Hindi and Kannada language programmes were viewed by a high percentage of housewives. The electricity problem and programmes affecting children's studies were the major technical and personal problems expressed by a large number of televiewers. A majority of the programmes meant for children, women and youth and almost 40 per cent did not view the programmes meant for men.

Bakshi (1991) concluded that a very few percentage of rural as well as urban women viewed women's programmes regularly. It was further revealed that majority of rural and urban women remained busy in their household work and were not giving full attention to the women's TV programmes.

Deshpande and Kalmegh (1992) observed that majority of the respondents 71.34 per cent were irregular viewers of agricultural programme but only a few of the respondents (8 per cent) were regular viewers. It was also alarming to observe that 20 per cent respondents were found such who had never viewed the agricultural programmes.

Srivastava (1992) revealed that most of respondents were viewing the television for about one hour daily followed by the occasional viewers and having the interest in feature film followed by Chitrahhar on television.

Laharia and Joshi (1992) found that only about 25 per cent of the respondents discussed the KDP content with their family members and other farmers.

Ingole and Ingle (1992) found that irrespective of age, education, land holding and income, the rural viewers were found to have favourable attitude towards the farm telecast. Nearly 84 per cent and 54 per cent of the rural viewers had most preferred the programme Gramgatha/Krishi Darshan and Amchi Mati Amchi Manse, respectively. About 86 and 95 per cent viewers opined positively in almost all the aspects of telecast.

Rao *et al.* (1994) reported that little less than half of the respondents i.e. 48.18 per cent had satisfactory viewing behaviour. While 39.55 per cent showed good viewing behaviour. The minimum number of respondents (12.27%) belonged to poor viewing behaviour category.

Nayak and Jadhav (1996) reported that maximum proportion of the respondents (87.08%) knew the correct name of the farm programme, 89 per cent respondents had knowledge about the days and correct time of the telecast of agricultural programme.

Anand (1998) showed that 38 per cent of urban population viewed TV for entertainment, 33 per cent didn't have time and 29 per cent for information only. In rural area, 44 per cent watched for entertainment, 29 per cent for information and 27 per cent did not have time.

Kaur and Kaur (1999) compared between two types of respondents i.e. illiterates and neo-literate and observed that male and female neo-literate sent responses to questions asked in the TV programmes more frequently than their illiterate counterparts. More neo-literates than illiterates motivate others to view TV programme and illiterates liked to view TV alone whereas the neo-literates liked to view TV in the company of members of the family.

Sharma (1999) reported that about 45 per cent urban and 30 per cent rural women watched television for entertainment. Only 35 per cent people watched it mainly for awareness and knowledge as compared to 45 per cent of rural women who did not have cable connection and Doordarshan as their prime channel. The study further revealed that about 20 per cent rural women did not watch television because of non-availability of the time.

### **3. Factors affecting television viewing**

Hughes (1980) showed that the relationship between sex and television viewing fairly strong in USA. Women watch television more than men due to time element. Education was related to television watching generally in negative direction. Age has almost a monotonic relationship. Population size showed no relationship.

Aggarwal and Sinha (1983) revealed that younger women between the age group of 15-24 years were the most frequent viewers and they were generally illiterate and poor.

Swarnkar (1985) found that the attitude of farm women towards grain storage method significantly associated with land holding and urban contacts in televised area. Education, land holding and urban contacts in

non-televised area, other variables were found not significantly associated. There were insignificant differences between televised and non-televised area. The attitudes of farm women towards nutritional practices was found to be significantly associated with age, caste and education in televised area and age and type of family in non-televised area.

Jain (1986) found that age was related to the attitudes towards TV, whereas all other factors like education, highest education in the family, income, occupation, size of family, type of family were found not significantly affecting the attitude towards TV. Rural middle aged women and urban younger and middle aged women were found introducing new or changes in existing home practices. Educated mothers and women from service class families were found to devote more time on watching TV.

Joshi (1987) reported that only material possession, risk-orientation and mass media exposure were found to have positive and significant association with the viewing behaviour. Though variables like age, education, cattle population, value-orientation, innovation proneness and extension contact failed to show significant correlation with viewing behaviour, set their trend was positive.

Awasthi and Dugwekar (1990) found that age, education and type of family played a significant role in the adoption of farm practices advocated by Krishi Darshan Programme. Association between social participation and impact of the programme was non-significant.

Ahmed (1990) observed that attitude was negatively and non-significantly related with age and annual income of the respondents.

Nimbalkar and Pawar (1990) found that age, education, size of family, land holding, annual income and commercial orientation of the TV viewers had no significant association with the perception towards farm programme. Social participation, socio-economic status and mass media

exposure were significantly associated with the perception of the respondents towards farm programme.

Sodhi and Sangha (1992) found that age, family size, operational land holding, social participation and mass media exposure were non-significantly correlated with their viewing regularity to view "Mera Pind Mere Khet" (MPMK) programme.

Srivastava (1992) found that age, education and income were found to effect the state of satisfaction of home makers in the aspect of television programmes namely content, format and clientele.

Mohanty (1993) found that the respondents' education, age and mass media exposure were positively associated with the social issues.

#### **4. Suggestions to improve the effectiveness of agricultural programmes**

Kale and Khupse (1982) reported that the agricultural programmes which were quite useful could be improved by making appropriate use of traditional methods of communication like Kirtan, Loknatya, Bhajan and folk songs.

Pillai *et al.* (1987) observed that about three-fourth of the respondents felt that the content of farm telecast should have more coverage on agricultural development aspects and due emphasis be given on presentation techniques such as demonstration, experience of progressive farmers and success stories. Similarly, some percentage of rural viewers suggested that more time be allotted to agricultural programmes related to crop production and priority be given to include the information related to local crops.

Gourkhede (1989) felt that the quality of transmission was poor from Nagpur as well as Bombay Kendra programme as compared to Delhi telecast programmes. About 88.37 per cent of the viewers expressed that the local language should be used in farm telecast whereas 52.32 per cent viewers wanted that expert must use less technical words. Nearly

20 per cent televiewers wanted to increase the telecast upto 45 minutes duration and 5 per cent televiewers expressed one additional farm programme other than regular programme on same day.

Bhople and Mouje (1989) found that the topics should be based on the needs and problems of farmers.

Kubde and Chaudhari (1992) found that 92.83 per cent of respondents could fully understand the language of agricultural telecast. However, 72.83 per cent of respondents suggested to use local language.

Ingole and Ingle (1992) found that nearly 60 per cent of the televiewers had suggested that the presentation of farm telecast should be by way of demonstration and discussion. About 25 per cent viewers suggested that the programmes should be attractive and timely.

Kalra and Kaur (1993) suggested that the audio visual used should be need based and in order, it was also suggested to the producers of the programmes that they should give emphasis on synchronisation of audio visual aids with oral presentation.

Nayak and Shah (1993) reported that morning time was not suitable to most of the televiewers (74%) and asked for more time for telecast of the agricultural importance.

Dharmadhikari *et al.* (1994) revealed that majority of the respondents (60%) suggested more information on dryland agriculture, fruit crops, new varieties, pest and livestock management. Thirty one per cent of the respondents gave the suggestion that serials which had educational value, historical background and dealt with current social problems with an element of national integrity need to be telecast.

Saxena *et al.* (1995) observed that about 64 per cent of respondents suggested that the duration of telecast be extended and suggested that more information on subsidiary occupation such as dairy and poultry should be disseminated. The percentage of respondents suggesting that the information should be made practical or demonstrated to show its

effectiveness and should be based on local needs and resources were 51 per cent and 62 per cent, respectively.

Vani and Mangala (1996) revealed that majority of the respondents wanted the duration of the programme to be increased to 30 minutes and preferably the talk should be synchronised with pictures. And most of them wanted the timing of the programme to be shifted to 8.00 P.M. instead of 7.00 P.M. Further, the respondents preferred their programmes on commercial crops and food grains.

Radhakrishnan *et al.* (1996) observed that nearly 50.0 per cent of the viewers preferred three days (existing) a week, while about one-third opted for 2 days in a week. It was further seen that 14% of the respondents preferred all days.

Shrawankar (1996) observed that 11.34 per cent rural televiewers suggested that there was need for emphasis on demonstration followed by need for emphasis on low cost technology (10%), use of simple local language without use of English words (10%) and extending the time allotted to agricultural programmes (8.66%).

Tiwari *et al.* (1997) suggested that the farmers were not full aware of the exact days of "Chaupal" telecast. Therefore, it would be better if regular announcement of the "Chaupal" telecast days was made after every telecast of the programme.

Anonymous (1997) reported that majority of the respondents suggested that the agricultural programme telecast should be at 7.30 P.M. in the rainy and winter season and at 8.00 P.M. in the summer season.

Thawale (1999) found that 41.73 per cent of the respondents opined that the time of agricultural programme telecast was not as per their convenience and suggested that it may be telecast at 7.15 P.M. Also suggested to change in mode of presentation and to extend the time of programme from half hour to one hour. They like to communicate with the expert in the programme with the help of telephone so that they could get immediate solution to their problems. Due emphasis be given on presentation technique demonstration mode

## CHAPTER – 3

# MATERIALS AND METHODS

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This chapter contains the methodological steps adopted in carrying out the present study. Since the study is comprised of two major aspects, i.e. content analysis of the selected programme and viewing behaviour of the intended viewers. The research procedure has been described under the following sections:

- i) Content analysis of Krishi Darshan programme
- ii) Viewing behaviour of rural women
- i) Content analysis of Krishi Darshan programme

### **Content analysis and its meaning**

Content analysis has been viewed as a significant branch of communication analysis, whenever communication takes place. It has some content, which is that body of meaning through symbols which constitute the substantive part of the communication process.

Young (1975) defined content analysis as a research technique for the systematic, objective and quantitative description of the content of research data processed through interviews, questionnaires, schedules and other linguistic expressions written or oral. It is that part of scientific inquiry in which the constituent element of texts are identified and measured.

Content analysis may be defined as a method of observation instead of observing people's behaviour directly or asking them to respond to scales or interviewing them, the investigator takes the communications that people have produced and asks questions of the communications (Kerlinger, 1983).

### **Methodological procedure adopted for viewing behaviour**

#### **a) Viewing period**

The viewing period was from March 5, 2001 to May 22, 2001 consisting of twenty effective days. The viewing period was of twenty days.

#### **b) Sample size**

As such there is no set rule about the sample size in the content analysis of communication. When all sampling units are exactly identical, a sample size of one is satisfactory (Krippendraff, 1984).

In the present study, all the twenty programmes telecast from March 5, 2001 to May 22, 2001 constitute the sample size. In all, the twenty telecasts contained 63 items.

### **Tools and techniques for data collection**

As no standard tool for content analysis of farm telecasts was available in the literature. A tentative tool (operational sheet) was prepared after reviewing the available literature on content analysis of TV programmes and the researches conducted by Singh (1978), Joshi (1987), Vinayak (1987), Adalakha (1990), and Bakshi (1991) were used to prepare the operational sheets to conduct the content analysis of Krishi Darshan Programme.

The data were collected on the operational sheets prepared for content analysis. The researcher viewed the programme twice or thrice or till the content was not clear to her and collected the relevant information on the operational sheets.

## Operationalization of various term used in content analysis and evaluation

- a) **Theme of the programme/item:** It refers to the topic or subject for discussion of a particular items in the programme.
- b) **Speaker:** They are the sources or originators of the messages.
- c) **Compere:** Compere is the person who is organizing the programme.
- d) **Status of programme:** It implies the broad categories of the programme content. Status of programme has been divided into two categories:
  - i) **Hard core programme:** It includes those items of the programmes which are either purely educational, instructional or informative in nature.
  - ii) **Soft core programme:** It includes those items which are basically of entertaining or recreational type and do not aim at direct instruction, such as, song, drama, poem, dance etc.
- e) **Area of the programme:** It is the subject-wise categorization of the items based on their themes which are of either educational, instructional or informative in nature.
- f) **Format:** It refers to the mode of programme presentation such as talk, interview, discussion, reading by compere, reply of letters etc.
- g) **Duration of programme:** It indicates the amount of time devoted to a particular item or programme. Duration was measured with the help of a stop watch in terms of minutes and seconds.

**Audio quality:** Audio quality is one of the vocal elements of communication and it is the quality of voice of communication. In other words, it is the characteristic tone of a speaking voice.

Holzman (1971) suggested that "an excellent way to observe the vocal delivery is to tape-record your voice. The audio quality has been judged by listening the recorded voices repeatedly and on the basis of

extent of clarity and understandability of voice and on the basis of audio quality, each item was rated under the category of poor, fair or good.

**Visual quality:** It refers to various kinds of projected as well as non-projected aids used to clarify and/or verify assertions and to communicate more effectively. The type of visuals observed in the programme are as follows:

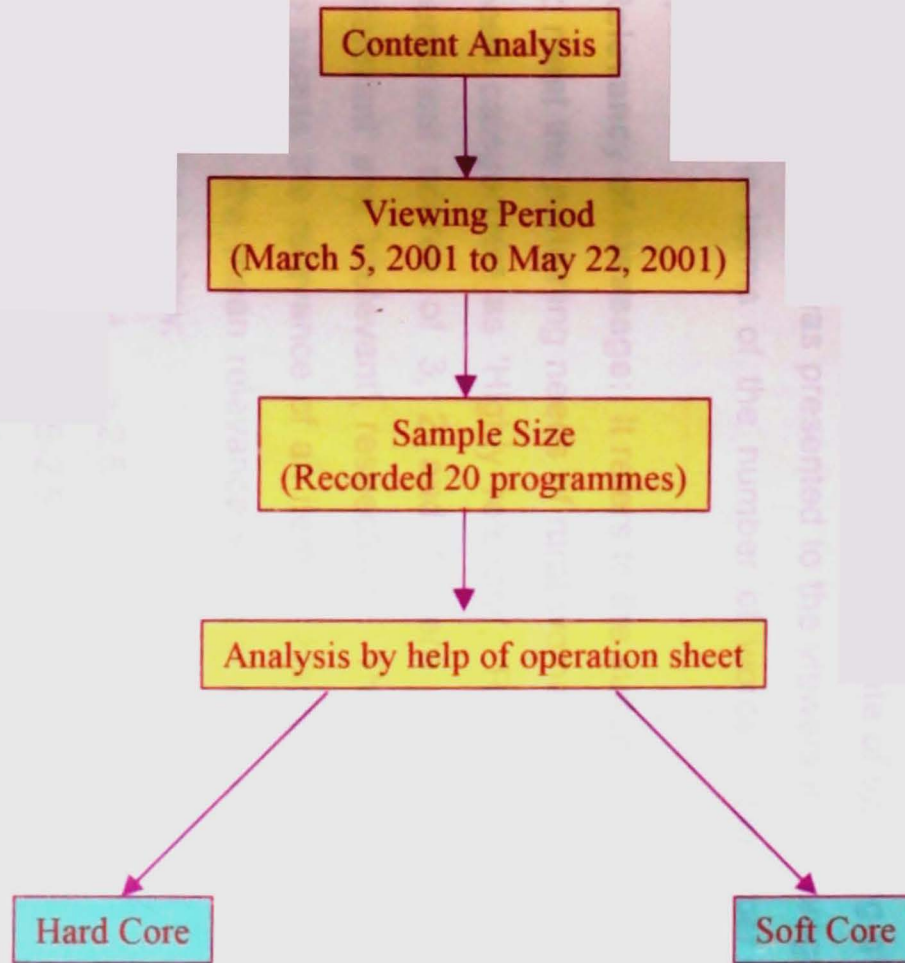
- Charts
- Posters
- Specimen
- Field situation
- Photograph

Hughey and Johnson (1975) while explaining the effective use of visual aids suggested that (i) the visual aid should be easily seen. A visual aid that is too small and not clear to the receiver is worse, it detracts receiver's attention from the message; (ii) the visual aid should not be too complex.

**Language:** Language is the code used in speech. In the present study, it refers to dialect used in language. Dialects used in programme are classified into:

- a) Hindi
- b) English
- c) Combination of Hindi and English both.

**Gesture:** It plays an important role to encourage responsiveness of the speaker (Dietrich, 1958). Gesture can catch attention and hold interest of audience. It helps the speaker to describe, illustrate and emphasize his ideas. Gestures include the use of hands, head movements, body movements and facial expression, but in the present study, only the head and hand movements have been studied and the gesture has been assessed in terms of whether the speaker adopted head and hand



**Fig. 1. Methodological Procedure**

movements in an appropriate manner to support his verbal and strengthen its effectiveness.

**Eye contact:** The effectiveness of a talk in a speech-communication also depends considerably on the extent of eye contact of the speaker with the audience. In the present study, the eye contact of the speaker was categorized on the basis of study conducted by Joshi (1987) as under:

- a) Facing towards audience
- b) Facing towards compere
- c) Combination of (a) and (b) as mentioned above

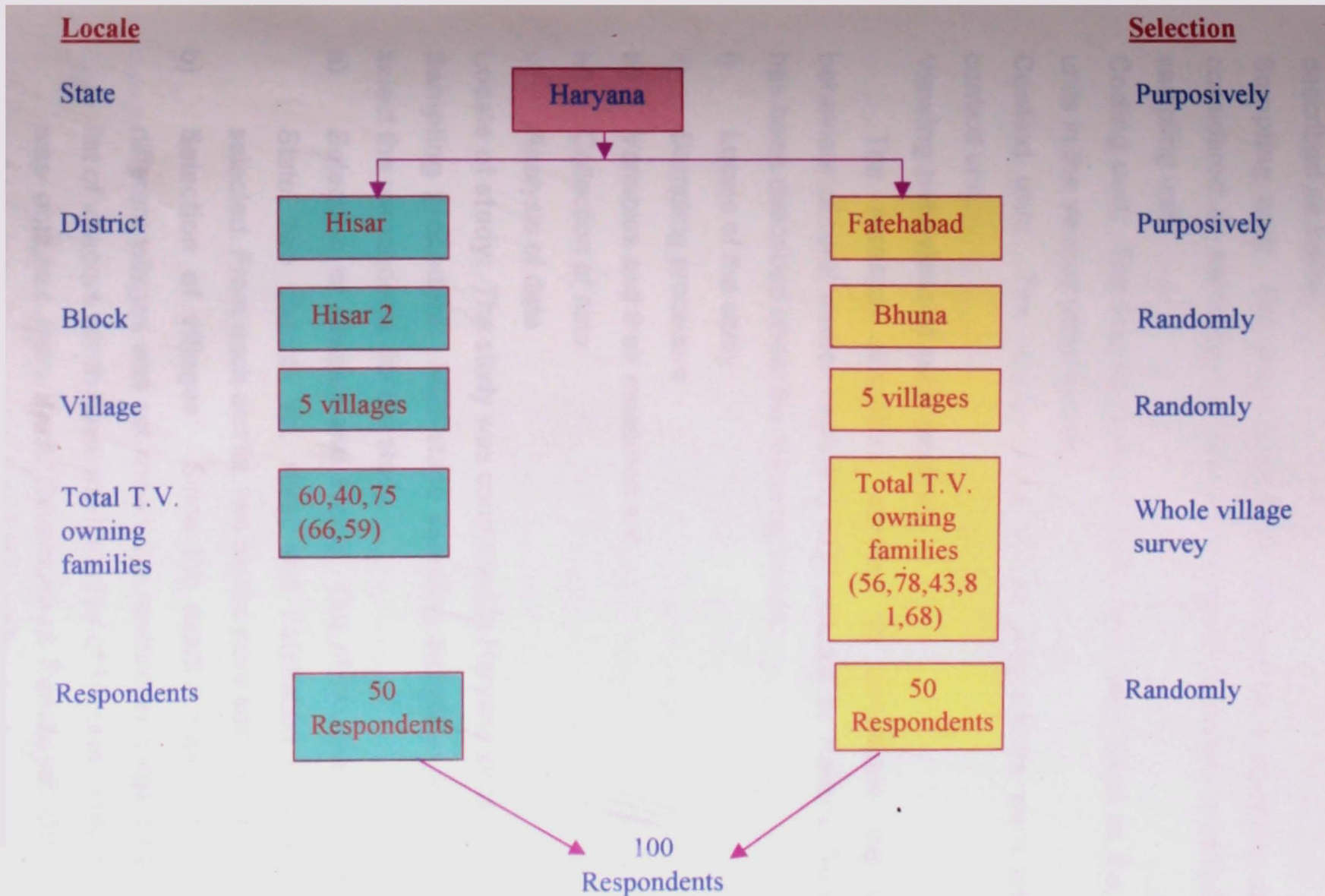
**Speed of presentation:** It refers to the rate of speaking of a person, with which a message was presented to the viewers in the programme. It was measured in terms of the number of words spoken per minute by the speakers.

**Relevancy of message:** It refers to the suitability of the message telecast to meet the pertaining needs of rural women. Relevance of message has been categorized as 'Highly relevant', 'Relevant' and 'Irrelevant'. The numerical scores of 3, 2 and 1 were assigned to 'Highly relevant', 'Relevant' and 'Irrelevant', respectively. The judges' ratings were obtained to assess the relevance of an item for Haryana women. On the basis of judgement, the mean relevance score of each item was worked out and categorized as below:

- i) Highly relevant > 2.5
- ii) Relevant 1.5-2.5
- iii) Irrelevant < 1.5

#### **Units of analysis/measurement**

In content analysis, three kinds of units deserve distinction. They are sampling units, recording units and context units. Later he also mentioned that recording units can be regarded as the separately analyzable part of sampling units (Krippendorff, 1980)



**Fig. 2. Sampling procedure adopted for the study**

In the present study, three types of units, namely, sampling unit, coding unit and context unit have been taken into consideration as described as below:

**Sampling unit:** The entire programme telecast on a particular day was considered as sampling unit and all the twenty telecasts constituted the sampling unit.

**Coding unit:** The themes of all the items have been taken as the coding units in the various programmes.

**Context unit:** The various areas of the programmes were taken as context unit.

### **Viewing behaviour of rural women**

The research procedure adopted to investigate the viewing behaviour of rural women regarding KDP telecast by National Television, has been described under the following heads:

- i) Locale of the study
- ii) Sampling procedure
- iii) Variables and their measurement
- iv) Collection of data
- v) Analysis of data

**Locale of study:** The study was conducted in Haryana state

**Sampling procedure:** Multi-stage sampling technique was adopted to select the respondents for the study.

- a) **Selection of district and block:** Out of nineteen districts of the State, two districts viz, Hisar and Fatehabad were purposively selected. From each district, two blocks were selected randomly
- b) **Selection of villages:** Since the exact number of TV sets in different villages was not known, the researcher prepared a tentative list of villagers which have good number of TV sets. This information was obtained from Block Development Panchayat Officer, home science extension personnel of Krishi Vigyan Kendra and by home

to home visit. Accordingly, the researcher visited those villages and in all, 10 villages were selected, for the study.

- c) Selection of respondents:** All the TV owning farm families in the selected 10 villages constituted the sample for the present study. Accordingly, all such families were visited, but only those who viewed Krishi Darshan programme at least once a week were considered as respondents. Thus from each district fifty rural women of Krishi Darshan programme viewers were randomly selected as sample of study and in this way 100 rural women constitute the sample size for investigation purpose.

## Variables and their measurements

### Independent variables

Variables	Measurements
Age	Chronological age
Caste	SES scale of Kulshreshtha (1980)
Occupation	Modified scale of Kulshreshtha (1980)
Education	Modified scale of Trivedi(1983)
Land holding	Inventory developed
Type of house	Inventory developed
Type of family	SES scale of Kulshreshtha
Size of family	Inventory developed
Off-farm income	Inventory developed
Material possession	Singh and Singh (1970), Narwal (1981) and Bhati (1985)
Mass-Media exposure	Bhati (1985)
Extension contact	Inventory developed

### Independent variables

#### Age

Age was operationalized as number of full years completed by the respondent at the time of interview. It was measured by direct questioning

The difference between maximum and minimum age of the respondents was divided into three categories as follows:

Sr. No.	Categories	Scores
1.	Young (Below 25 years)	1
2.	Middle (25 to 35 years)	2
3.	Old (Above 35 years)	3

### Caste

Caste refer to the class or distinct social order in the society. It was measured with the help of scoring pattern used by Kulshreshtha (1980) which was as under:

Sr. No.	Categories	Scores
1.	<b>Low</b> (Chamar, Bhangi, Doom, Jhimar, Dhobi)	1
2.	<b>Medium</b> (Lohar, Kumhar, Tailor, Nai, Baniya, Sunar)	2
3.	<b>High</b> (Brahmin, Jat, Rajput)	3

### Education

It refers to the years of formal education attended by the respondents. Modified scale of Trivedi (1963) was used to measure the educational status of respondents.

Sr. No.	Categories	Scores
1.	Illiterate	1
2.	Primary	2
3.	Middle	3
4.	High school	4
5.	Up to graduate	5

### Type of family

Family types means whether the family belongs to nuclear or joint. Nuclear family composed of members of only one couple and includes minors and dependents. A joint family refers to one which is constituted by two or more brothers families. For this purpose, SES scale of Kulshreshtha (1980) was used.

Sr. No.	Categories	Scores
1.	Nuclear	1
2.	Joint	2

### Family size

It refers to the total number of members in that particular family. The relevant information was obtained under following categories and scores as under:

Sr. No.	Categories	Scores
1.	Small (Up to 5 members)	1
2.	Big (Above 5 members)	2

### Off-farm income

It refers to the income from the sources other than farming. The annual income was measured by the following scoring pattern

Sr. No.	Categories	Scores
1.	No income	1
2.	Up to Rs. 10,000/-	2
3.	Rs. 10,000/- to 20,000/-	3
4.	Above 20,000/-	4

### Farm power

Farm power was operationalized as the number of drought animals. The scores assigned were:

Sr. No.	Categories	Scores
1.	No drought animal	1
2.	1-2 drought animals	2
3.	Above 2 drought animals	3

### Land holding

Land holding refers to the land in acres possessed by the respondent. The score assigned were as follows:

Sr. No.	Categories	Scores
1.	Up to 1 acre	1
2.	1-5 acres	2
3.	5-10 acres	3
4.	Above 10 acres	4

### Family occupation

Family occupation refers to means of livelihood.

Sr. No.	Categories	Scores
1.	Labour	1
2.	Independent profession	2
3.	Service	3
4.	Farming	4

### Type of house

It refers to whether the house was katcha, pucca and mixed

Sr. No.	Categories	Scores
1.	Katcha	1
2.	Pucca	2
3.	Mixed	3

### Extension contact

It has been operationalized as the extent of contact of the rural women with the extension personnel of State Department of Agriculture and Haryana Agricultural University. The contact may vary from simply

knowing their designation, to frequent personal meeting with them and attending training of above extension personnel.

### **Material possession**

It was operationalized in terms of household and farm equipments, goods and facilities for transportation and means of communication possessed by the family of the respondent. These items were assessed with the help of modified scales developed by Singh and Singh (1970), Narwal (1981) and Bha ti (1985).

### **Mass-Media exposure**

This communication variable has been operationalized as the degree to which a respondent was asked to expose herself to the mass media such a radio, television, magazines and newspaper for obtaining various types of information. To measure this, the schedule developed by Bha ti (1985) was used.

### **Dependent variables**

**Viewing behaviour:** Viewing behaviour of rural women's was taken as dependent variable. The procedure adopted for measurement of this variable is given below:

Viewing behaviour comprised of three components viz viewing frequency, viewing pattern and viewing response (Joshi, 1987).

Viewing behaviour comprised of viewing category, viewing pattern, viewing intention and viewing influence (Rao *et al.*, 1994).

The concept of viewing behaviour in the present study consists of following three components:

- a) Viewing frequency
- b) Viewing pattern
- c) Viewing response

### **Viewing frequency**

It refers to the number of KDPs generally viewed by an individual respondent in a week. This component has following two categories

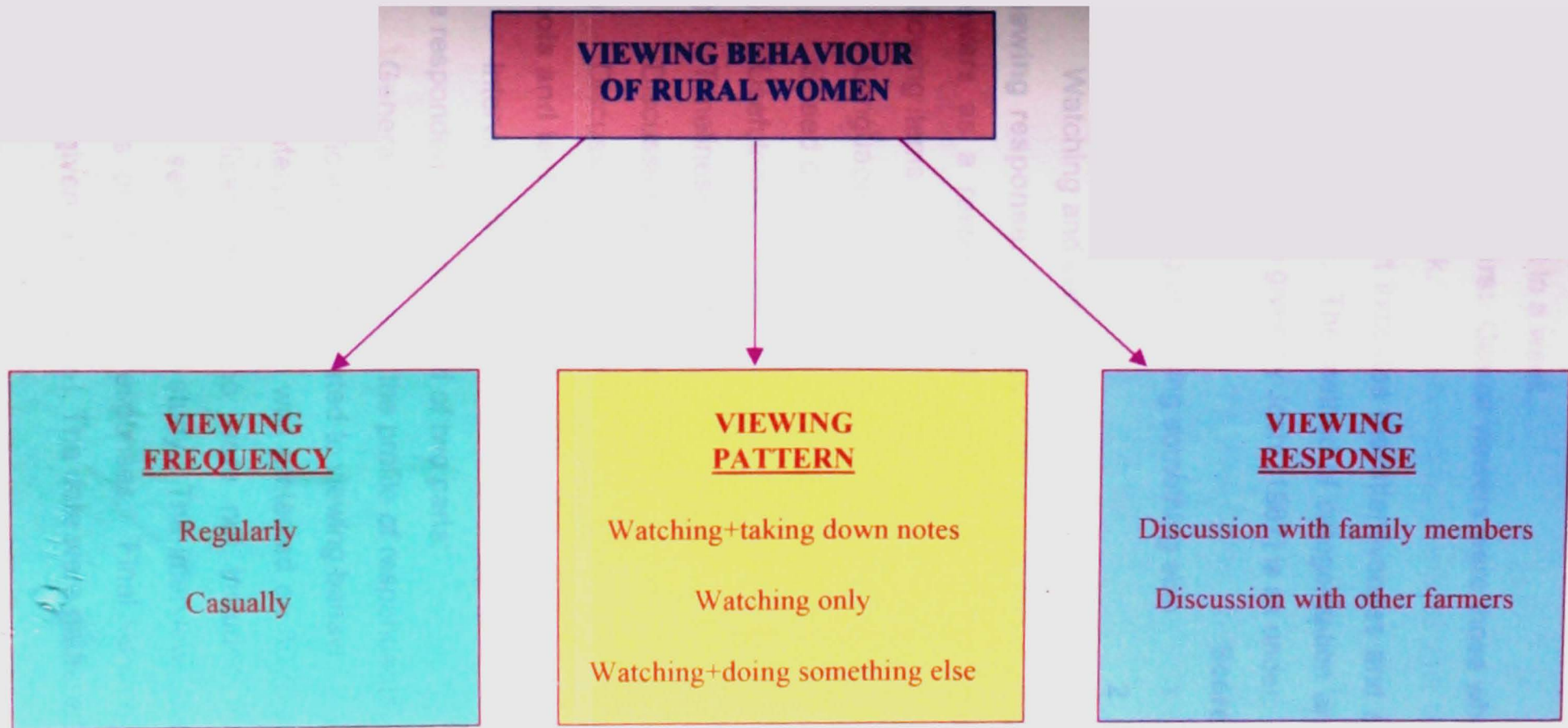


Fig. 3 : Conceptual model of components of KDP viewing behaviour

1. **Regular viewers:** Regular viewers were those who viewed all the KDPs telecast in a week.
2. **Casual viewers:** Casual viewers were those who viewed KDP only once in a week.

**Viewing pattern:** It indicates the attentiveness and sincerity of viewers while watching KDP. The method of categorization and scores assigned on the basis of scale given by Joshi (1987) is as under:

Categories	Scores
1. While watching and doing something else	1
2. Watching only	2
3. Watching and taking down notes	3

**Viewing response:** It implies to the action or activities performed by the viewers as a response to KDP viewing. This component consists of following items:

- i) Language used
- ii) Speed of presentation
- iii) Usefulness
- iv) Timeliness
- v) Discussion with family members
- vi) Discussion with other members

### **Tools and techniques of data collection**

Interview schedule was prepared to study the viewing behaviour of the respondents. It comprised of two parts:

- i) General information on the profile of respondents
- ii) Specific information related to viewing behaviour

The interview schedule was pretested on 30 rural women of Ludas village of Hisar district, who were not included in final list of the respondents selected for the study. The interview schedule was revised on the basis of obtained responses. Final version of the interview schedule is given in Appendix-I. The data were gathered by the researcher

with the help of well pretested interview schedule through personal interview technique.

### Analysis and interpretation of data

The collected data were coded, tabulated and analysed qualitatively as well as quantitatively. Frequency, percentage, chi-square and rank were worked out to draw inferences from collected data.

### Chi-square test

It was applied to test the association of independent variables with dependent variables. The formula used was as follows:

$$\chi^2 = \sum_{i=1}^n \sum_{j=1}^n \frac{(O_{ij} - e_{ij})^2}{e_{ij}}$$

where,

$O_{ij}$  = Observed number of cases categorized in  $i^{\text{th}}$  row of  $j^{\text{th}}$  columns

$e_{ij}$  = Number of cases expected to categorize in  $i^{\text{th}}$  row and  $j^{\text{th}}$  column

## CHAPTER – 4

# RESULTS AND DISCUSSION

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The findings of the study have been presented in this chapter under following three major sections. These have also been suitably discussed and interpreted keeping in view the relevant studies conducted in the past.

1. Content Analysis of Krishi Darshan programme
2. To study the T.V. viewing behaviour of rural women
3. To isolate the crucial factors associated with the T.V. viewing behaviour

### 1. Content Analysis of Krishi Darshan Programme

#### Type of programmes

The 20 KDP telecasts contained 63 items comprising of hard core and soft core programme were recorded for the invented study. The broad categories of the programme have been presented in Table 1.

From Table 1 it is clear that there were 56 items (89.00%) under hard core (programmes which are educational, instructional and informative) in nature and only 7 items fell (11.00%) under the category of soft core (programme which are of entertaining or recreational) type.

**Table 1. Broad classification of status of programme telecast under KDP and amount of time devoted**

Status of programme items	Frequency of items	Percentage of items	Duration Min:Sec.	Percentage of time devoted
Hard core	56	89.00	463:09	92.97
Soft core	7	11.00	35:01	7.03
<b>Total</b>	<b>63</b>	<b>100.00</b>	<b>498:10</b>	<b>100.00</b>

Table further revealed that 92.97 per cent of the total telecast duration was spent on hard core programmes against only 7.03 per cent on soft core items. The distribution pattern of the items as well as time seems to be very logical, as the basic objective of KDP is to educate rural viewers about agricultural and allied areas whereas entertaining or recreational items are mainly to motivate people and maintain their interest. The similar findings were reported by Kapoor (1985) about 80 per cent of time devoted to informative and educational items of the total telecast duration of KDP.

#### Area of programme

It is evident from Table 2 that maximum time was devoted to two major agricultural areas i.e. field crops (25.61%) and horticultural crops (22.46%). The Table further shows that a considerable amount of time (16.76%) has been spent on items related to rural development. The findings of the study seem to be pertinent also because the basic objective of KDP is to familiarize the rural viewers with modern farming technology and rural development programmes. But surprisingly, animal husbandry despite being equally very important for rural people, got only 5.29 per cent time. In terms of number of items also, the dominating areas were horticultural crops (20.57%), rural development (19.15%) and field crops (19.06%), respectively, whereas animal husbandry covered only (6.35%)

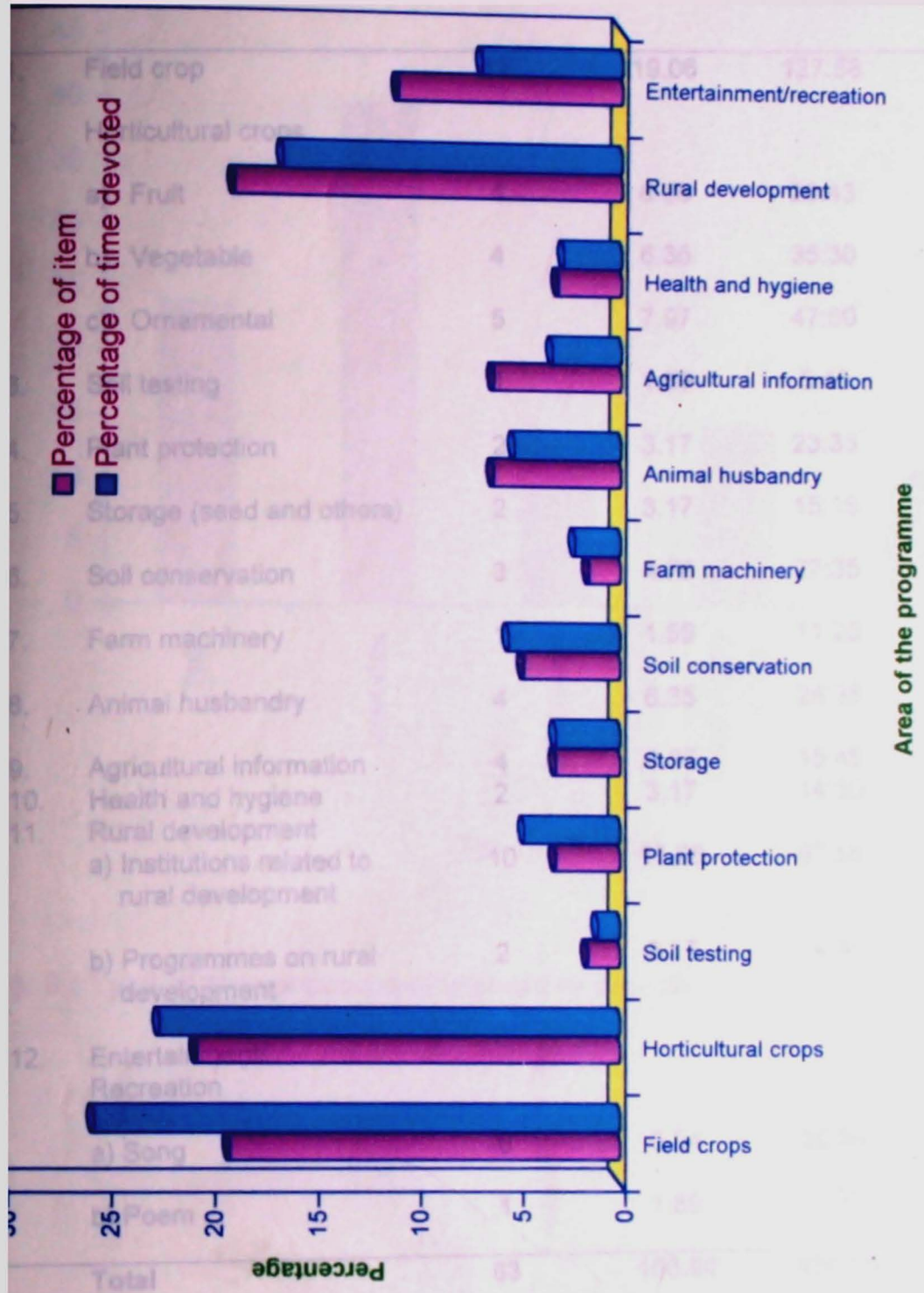
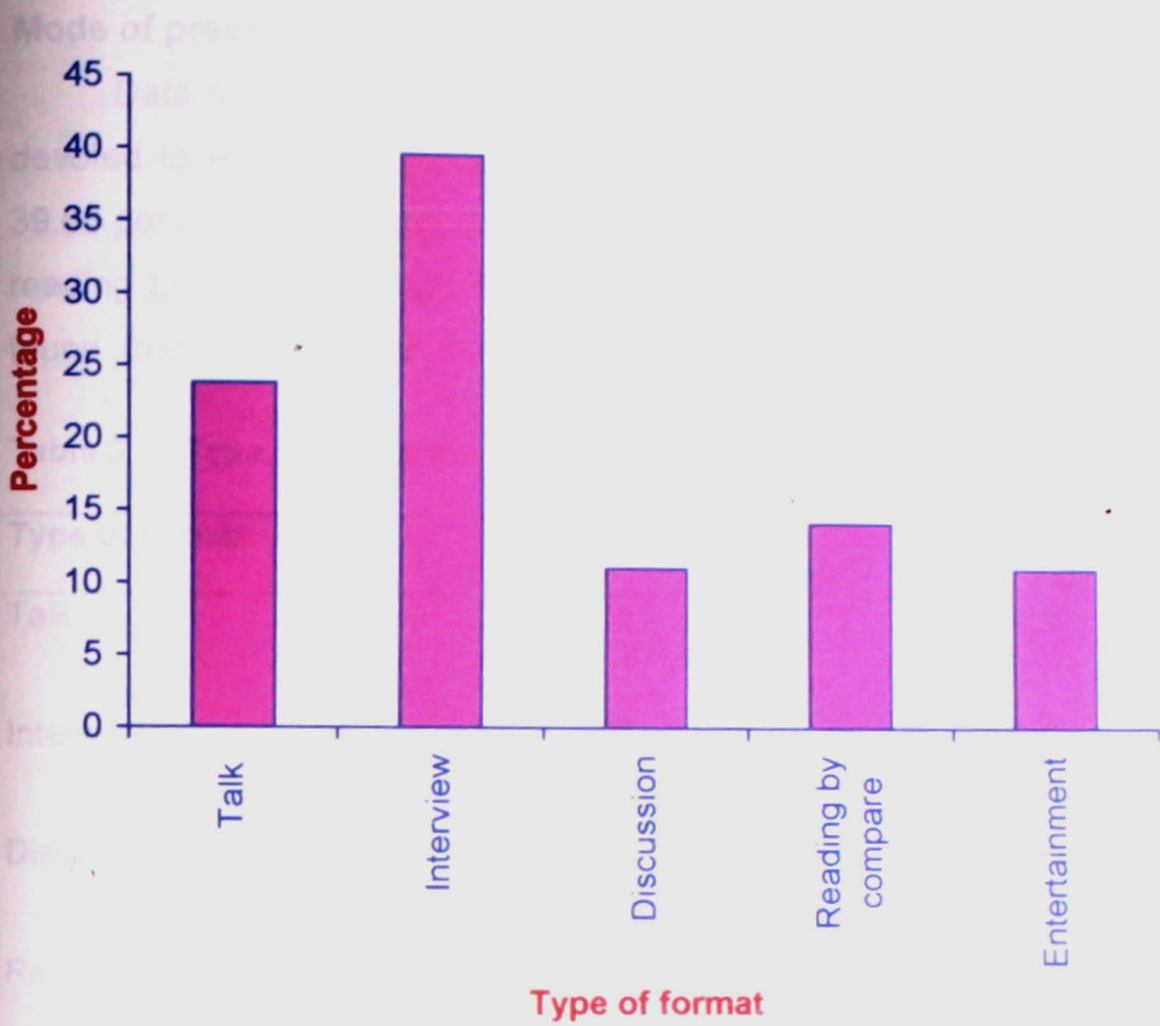


Fig. 4 : Areawise distribution of items telecasted under KDP and amount of time devoted

**Table 2. Areawise distribution of items telecast under KDP and amount of time devoted**

Sr. No.	Area of the programme	Frequency of items	Percentage of items	Duration Min:Sec.	Percentage of time devoted
1.	Field crop	12	19.06	127:58	25.61
2.	Horticultural crops				
	a) Fruit	4	6.35	29:43	5.93
	b) Vegetable	4	6.35	35:30	7.09
	c) Ornamental	5	7.97	47:00	9.44
3.	Soil testing	1	1.59	5:40	1.08
4.	Plant protection	2	3.17	23:35	4.69
5.	Storage (seed and others)	2	3.17	15:15	3.14
6.	Soil conservation	3	4.76	27:35	5.49
7.	Farm machinery	1	1.59	11:25	2.26
8.	Animal husbandry	4	6.35	26:35	5.29
9.	Agricultural information	4	6.35	15:45	3.40
10.	Health and hygiene	2	3.17	14:30	2.87
11.	Rural development				
	a) Institutions related to rural development	10	15.98	67:58	13.87
	b) Programmes on rural development	2	3.17	14:40	2.89
12.	Entertainment/ Recreation				
	a) Song	6	9.54	30:54	6.13
	b) Poem	1	1.59	4:07	0.82
	<b>Total</b>	<b>63</b>	<b>100.00</b>	<b>498:10</b>	<b>100.00</b>



**Fig. 5 : Type of format used and amount of time devoted in selected KDP**

items. It was surprising to note that plant protection and storage (seed and others) have secured equal percentage of items (3.17), only one item was covered both in soil testing and farm machinery.

#### Mode of presentation and time devoted in the telecast item

Data in Table 3 revealed the type of format along with the time devoted to each telecast items. This table reveals that out of 63 items 39.68 per cent were in the form of 'interview' followed by talk (23.81%) and reading by compare (14.29%). As regard the time spend pattern it was found that slightly more than half (52.27%) of the time were devoted to

**Table 3. Type of format used and amount of time devoted**

Type of format	Frequency	Duration Min:Sec.
Talk	15 (23.81)	104:12 (20.93)
Interview	25 (39.68)	260:08 (52.27)
Discussion	7 (11.11)	69:15 (13.88)
Reading by compere	9 (14.29)	29:34 (5.89)
Entertainment	7 (11.11)	35:01 (7.03)
<b>Total</b>	<b>63</b> <b>(100.00)</b>	<b>409:10</b> <b>(100.00)</b>

Figures in parentheses indicate percentage

interview followed by talk (20.93%) and discussion (13.88%). It can be inferred from the above description that the interview was the most commonly type of format used in KDP and maximum time is devoted to it

## Audio quality of KDP

Table 4 revealed the audio quality of different formats of KDP telecast. Exactly 84.00 per cent of interviews followed by 80.00 per cent of talk were of good audio quality. Slightly more than 71.42 per cent of discussion also possessed good quality. No items were found to be of poor quality in talk and entertainment. One item in each interview, discussion and reading by compere were found to have poor audio quality. From the Table, it is concluded that nearly 80.00 per cent of items were of good audio quality.

**Table 4. Audio quality of items presented under different formats of KDP telecast**

Items = 63

Type of formats	Audio quality			Total
	Good	Fair	Poor	
Talk	12 (80.00)	3 (20.00)	-	15 (23.81)
Interview	21 (84.00)	3 (12.00)	1 (4.00)	25 (39.68)
Discussion	5 (71.42)	1 (14.29)	1 (14.29)	7 (11.11)
Reading by compere	6 (66.66)	2 (22.22)	1 (11.12)	9 (14.29)
Entertainment	6 (85.71)	1 (14.29)	-	7 (11.11)
<b>Total</b>	<b>50 (79.36)</b>	<b>10 (15.87)</b>	<b>3 (4.77)</b>	<b>63 (100.00)</b>

Figures in parentheses indicate percentage

## Type of visual used

Table 5 revealed that most of the visual (36.11%) used were field shots. Similarly a good number of (31.25%) photographs were also used.

**Table 5. Type of visual used in KDP**

Type of visuals	Frequency of visuals
Photographs	90 (31.25)
Charts	57 (19.80)
Field shots	104 (36.11)
Specimen	31 (10.76)
Poster	6 (2.08)
<b>Total</b>	<b>288</b> <b>(100.00)</b>

Figures in parentheses indicate the percentage of type of visual used out of total visuals

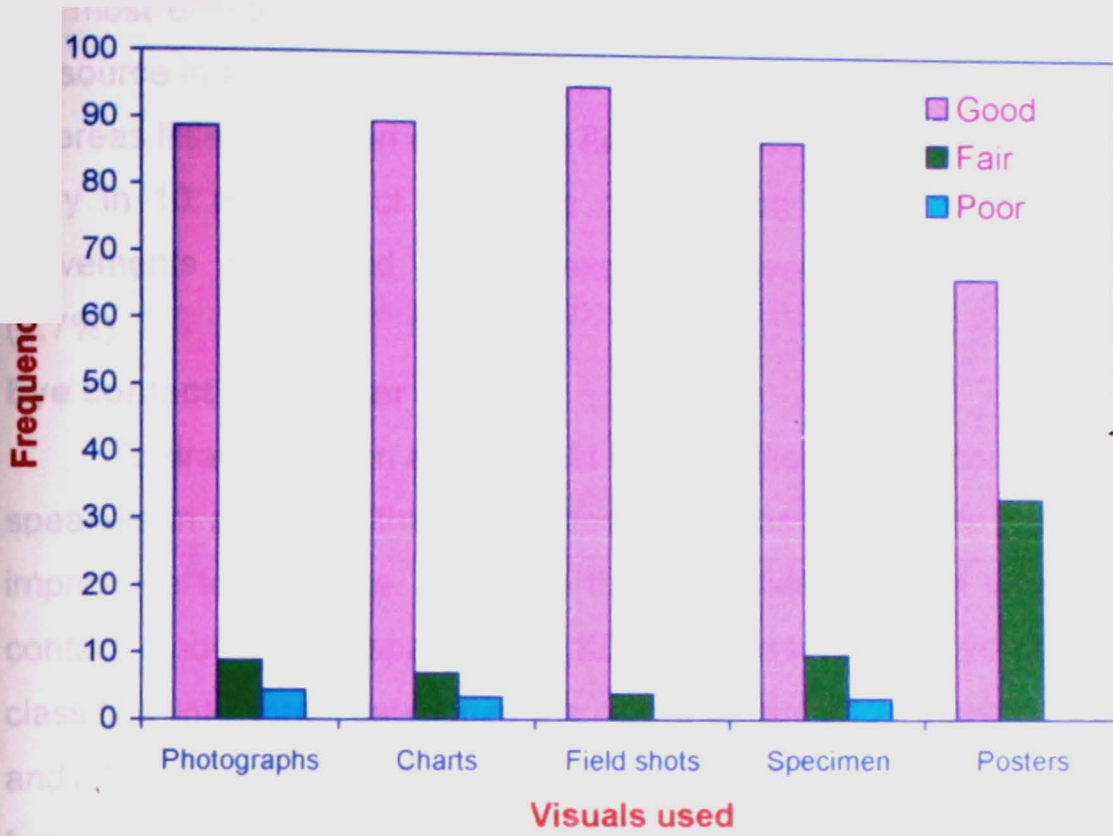
while delivering message to the intended audience. The use of poster was very limited (2.08%). It can be concluded from the above table most of the visual used were field shot, photograph, charts and specimen. The findings of the present study are in line with the findings of Joshi (1987)

#### Quality of visual used

Table 6 reveals that in terms of quality of visual used, it is concluded that most of the visuals (86.45%) used were of good quality. The visuals were very clear, visible and easily comprehensible. However, the situation in case of poster seems to be not so much satisfactory as only 66.60 per cent of them found to be of good quality. The poster as such have very high educational value and hence the use of good quality posters should be encouraged. It is really a very good compliment on the part of programme producers that maximum number (95.19%) of field shots were of very good quality. This could be due to the use of latest visual technique in KDP.

**Table 6.** Distribution of visuals used in KDP on the basis of their visual quality

Sr. No.	Visuals used	Visuals used			Total
		Good	Fair	Poor	
1.	Photographs	78 (88.66)	8 (8.80)	4 (4.40)	90 (31.25)
2.	Charts	51 (89.60)	4 (6.99)	2 (3.41)	57 (19.80)
3.	Field shots	99 (95.19)	4 (3.90)	1 (0.01)	104 (36.11)
4.	Specimen	27 (87.09)	3 (9.70)	1 (3.21)	31 (10.76)
5.	Posters	4 (66.60)	2 (33.30)	0 (0.00)	6 (2.08)
	Total	259 (86.45)	21 (7.60)	8 (3.95)	288 (100.00)



**Fig. 6 : Distribution of visuals used in KDP on the basis of their visual quality**

## **Analysis of items of KDP according to parameters selected for study**

### **Gesture**

Gesture helps the speaker to present information to the audience in the most effective manner. Table 7 gives a clear picture of gesture used by source in KDP. More than half (55.5%) of items use hand movements, whereas little more than one-fourth items (27.30%) used head movements. Only in 10 per cent of the items combination of both head and hand movements were used. Facial expression were used in only 5 items (7.7%).

### **Eye contact of speaker**

To draw attention and interest of the audience, eye contact help the speakers in achieving their objectives as well as making the speech more impressive to audience. Keeping these considerations in view, the eye contact made by the speakers of KDP was assessed. Eye contact was classified into three categories viz. towards audience, towards compere and towards audience-cum-compere and related information has been furnished in Table 7. Data indicated that eye contact of the speaker in 90 per cent of items were towards audience and followed by towards audience-cum-compere (6.4%) and towards compere (3.2%), respectively.

### **Speaker of items**

The speaker who is delivering the message has been discussed under two categories viz. experts and progressive farmers. Table further shows that exactly ninety seven per cent of items telecast on TV were delivered by experts followed by only three per cent of items delivered only by progressive farmers.

### **Nature of message**

It is further evident from Table 7 that 90 per cent of the KDP items were verbal followed by verbal-cum-written which is only 8 per cent.

**Table 7. Analysis of items of KDP according to parameters selected for study**

Items=63

Sr. No.	Parameters	Categories	Frequency
1.	Gesture	Use of hand movements	35 (55.50)
		Use of head movements	17 (27.30)
		Facial expression	5 (7.70)
		Use of hand-cum-head movements	6 (9.50)
2.	Eye contact of speaker	Towards audience	57 (90.40)
		Towards compere	2 (3.20)
		Towards audience-cum-compere	4 (6.40)
3.	Speaker of items	Experts	61 (96.80)
		Progressive farmers	2 (3.20)
4.	Nature of message	Verbal	57 (90.40)
		Verbal-cum-writing	5 (7.70)
		Written, verbal and practical	1 (1.90)
5.	Status of item	Informational	56 (93.60)
		Informational-cum-recreational	7 (6.40)
6.	Speed of presentation (words per minute)	Slow (110-115)	3 (4.80)
		Normal (116-120)	57 (90.40)
		Fast (121-125)	3 (4.80)

Figures in parentheses indicate percentage

### **Status of item**

Status of item refers to whether the items were informational, informational-cum-recreational in nature. Data in the same table further depicted that 94 per cent of the items were information in nature and only 6 per cent were mixture of both informational-cum-recreational.

### **Speed of presentation**

The speed of speech indicates number of words used by presenter per minute. It was taken item-wise and maximum and minimum was worked out and divided into three categories.

Table 7 revealed that in KDP telecasts, 90.40 per cent of the items speaker delivering message with normal speed of 116-120 words per minutes while rest of the 10 per cent of the message items were delivering with slow speed of 110-115 words per minute and fast speed with 121-125 words per minutes, respectively.

### **Timeliness and relevance of messages telecast under KDP**

The timeliness and relevance of the message related to field crops (Agronomy), horticulture and animal husbandry were also got ascertained by a panel of judges consisting of five experts in the concerned discipline. On the basis of scores assigned to them, the messages were classified into 'Timely' and 'Not timely' and 'Highly relevant', 'Relevant' and 'Irrelevant' categories. The distribution is presented in Table 8

It is heartening to note that nearly 70.00 per cent of the items were considered timely. However, it is sad to note that nearly one-third of the items were either too early or too late. Because of untimely telecast, these items will have only a little practical utility. This suggests that Doordarshan authorities should be more vigilant in selecting the topics or items as well as messages for telecast under KDP.

As far as relevancy of the message to the rural women of Haryana State is concerned, it was found that about sixty three per cent of items were of relevance category. Only one item under each i.e. field crops,

**Table 8. Timeliness and relevance of messages telecast under KDP**

Area of programmes	Total programmes	Timeliness of message		Relevance of message		
		Timely	Not timely	Highly relevant	Relevant	Irrelevant
Field crops	12	9 (75.00)	3 (25.00)	6 (50.00)	5 (41.66)	1 (8.34)
Horticultural crops	13	8 (61.53)	5 (38.46)	2 (15.4)	10 (77.00)	1 (7.6)
Animal husbandry	4	3 (75.00)	1 (25.00)	0 (0.00)	3 (75.00)	1 (25.00)
<b>Total</b>	<b>29</b>	<b>20 (68.96)</b>	<b>9 (31.03)</b>	<b>8 (27.5)</b>	<b>18 (62.7)</b>	<b>3 (9.8)</b>

Figures in parentheses indicate percentage

horticulture and animal husbandry was found irrelevant. It shows that the KDP caters to the need of Haryana women to a considerable extent.

## **2. Profile of the respondents**

With a view to have more perspicuous picture of the TV owning KD viewers, the information on their socio-personal and communication character were also gathered. The findings have been presented in Table 9. The Table revealed that more than half of the KDP viewers were from middle age group (60%), belonged to middle caste (48%). Little more than one-third of the respondents (36.00%) were found to be illiterate and exactly one-third of the respondents were having land holding upto one acre. More than sixty per cent of respondents (63.00%) lived in mixed type of house. Slightly more than forty per cent of respondents (42.00%) were having 1-2 drought animals. Majority (75%) of the respondents belonged to joint family, having big size of the family (77%). Slightly more than forty per cent of respondents (44%) were having farming as their main occupation, slightly more than one-fourth of the respondents having Rs 10,000 to Rs 20,000 per annum income from off farm income. ; regards material possession, it was found that forty six per cent had low material possession. The extension contact of most of the respondents (63.00%) was found to be poor and mass media exposure of slightly less than half of the respondents (46.00%) were low followed by medium (33%) and high (21%), respectively.

## **3. Opinion of respondents about Krishi Darshan Programme**

### **Awareness about days and timing of KDP**

Table 10 provides the information regarding the awareness of respondents regarding days and timings of KDP. Results revealed that majority of the respondents (78.00%) were aware about the days of

**Table 9. Profile of the respondents**

			N=100
Sr. No.	Variables	Categories	Frequency
1.	Age (yrs)	Below 25	15
		26-35	60
		Above 35	25
2.	Caste	Lower	28
		Middle	48
		High	24
3.	Education	Illiterate	36
		Primary	18
		Middle	27
		High school	14
		Upto graduate	5
4.	Land holding	Less than 1 acre	33
		1-5 acres	39
		5-10 acres	25
		Above 10 acres	03
5.	Type of house	Katcha	15
		Mixed	63
		Pucca	22
6.	Farm power	No drought animals	38
		1-2 drought animals	42
		Above 2 drought animals	10
7.	Type of family	Nuclear	25
		Joint	75
8.	Size of family	Small (upto 5 members)	23
		Big (Above 5 members)	77
9.	Occupation	Labour	26
		Independent profession	16
		Service	14
		Farming	44

10.	Off-farm income	No income	47
		Upto Rs. 10,000 p.a.	14
		Rs. 10,000 to 20,000 p.a.	26
		Above Rs. 20,000 p.a.	13
11.	Material possession	Low (30-45)	46
		Medium (46-61)	31
		High (62-76)	23
12.	Extension contact	Always	13
		Seldom	24
		Never	63
13.	Mass media exposure	Low	46
		Medium	33
		High	21

telecast of KDP while 67 per cent of respondents were aware about the timings of KDP. From this Table, it is concluded that most of the respondents were aware about the days and timings of KDP.

**Table 10. Distribution of respondents on the basis of awareness about days and timing of KDP**

N=100

Sr. No.	Main items	Aware	Unaware	Total
1.	Days	78	22	100
2.	Timing	67	33	100

### Suitability about time and duration of KDP

Contents of this table provide information regarding suitability about the present time and duration of KDP. Table 11 shows that more than sixty per cent of the respondents (65.00%) reported that timing of KDP were suitable to them. As regard duration of KDP more than forty per cent of respondents (47%) were found not suitable to them. From the Table it was concluded that more than half of the respondents (53.00%) reported of KDP were unsuitable for them.

**Table 11. Distribution of respondents about suitability of present time and duration of KDP**

N=100

Sr. No.	Main items	Suitable	Unsuitable	Total
1.	Timing of KDP	65	35	100
2.	Duration of KDP	47	53	100

### Accuracy of the content of KDP telecast

The respondents asked to express their opinion about accuracy of content of KDP telecast along with rank. Their response were obtained on 3 point continuum scale ranging from always correct, mostly correct and sometime correct. The frequency and rank assigned by respondents have been shown in Table 12. The Table showed that slightly less than half of the respondents (48.00%) perceived that content of KDP programme were mostly correct followed by always correct reported by exactly one-third of respondents (33%) and sometime correct indicated by slightly less than one-fifth of the respondents (19%). Above said results lead to conclude that near about half of the, respondents perceived the content of KDP mostly correct.

**Table 12.** Respondents perception about accuracy of the content of KDP telecast

N=100

Sr. No.	Main items	Frequency	Rank
1.	Always correct	33	II
2.	Mostly correct	48	I
3.	Sometimes correct	19	III
Total		100	

### Usefulness of KDP

The respondents were asked to expression their opinion about the usefulness of KDP. Their responses were obtained on three point continuum i.e. very useful, useful and somewhat useful. From Table 13, it is revealed that little half of the respondents (49%) gave first rank to very useful, followed by useful (II rank) and somewhat useful (III rank). Aforesaid results lead to conclude that the respondents perceived that KDP programme most useful.

**Table 13. Respondents' perception on usefulness of KDP**

N=100

Sr. No.	Extent of usefulness	Response	Rank
1.	Very useful	49	I
2.	Useful	37	II
3.	Somewhat useful	14	III
<b>Total</b>		<b>100</b>	

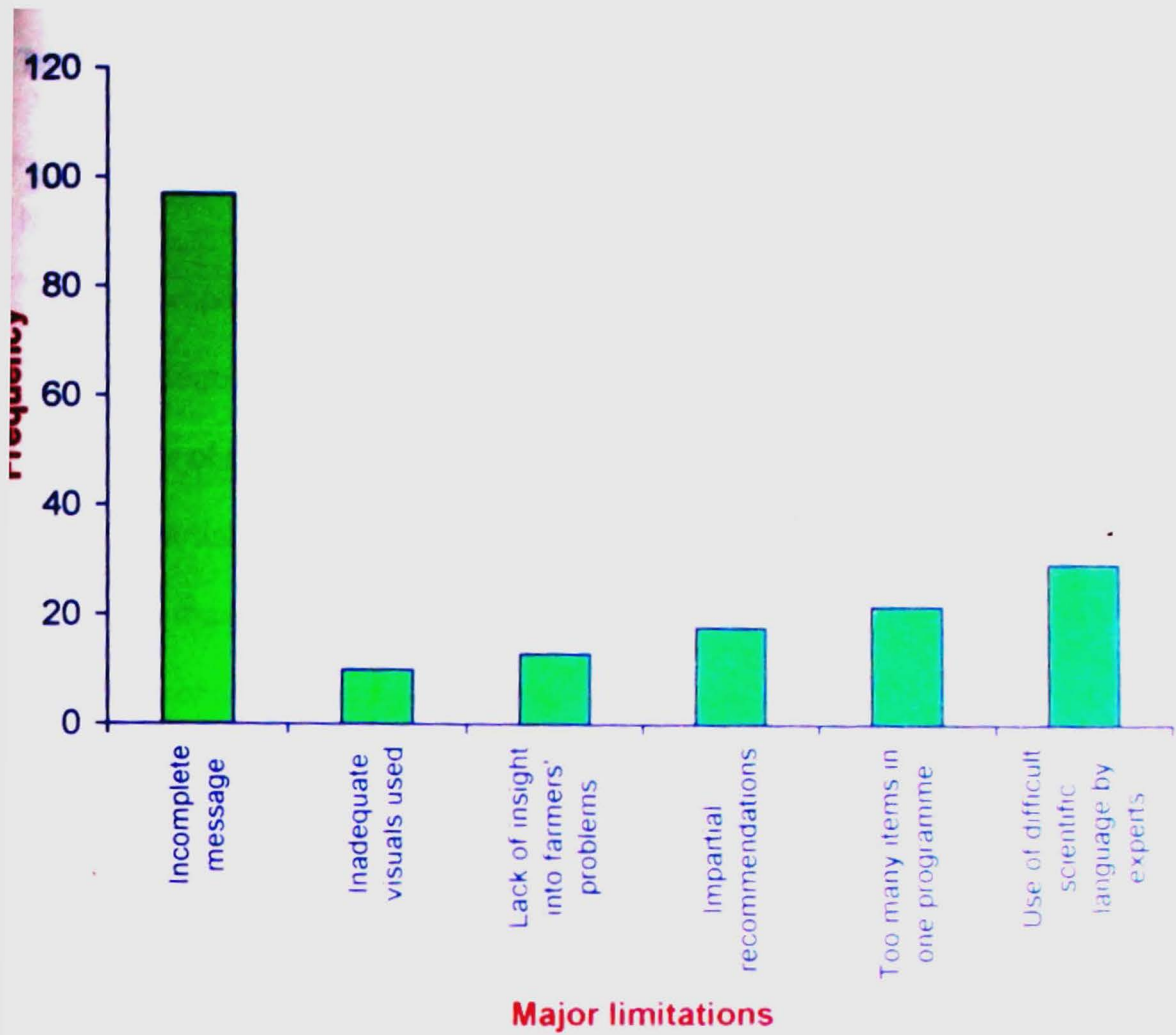
### Necessity of farmers' participation

Respondents were asked to give their opinion regarding participation of farmers in KDP and this was analysed in terms of extent of participation whether it was always, mostly and sometimes. Data in the Table 14 showed that more than half of the respondents (55%) gave first rank to mostly i.e. the participation of farmers in the KDP is most essential. This was followed by always (II rank) and sometimes (III rank). From this it was concluded that farmers' participation in KDP upto desired level.

**Table 14. Respondents' perception on the farmers' participation in KDP**

N=100

Sr. No.	Extent of participation	Respondents	Rank
1.	Always	32	II
2.	Mostly	55	I
3.	Sometimes	13	III
<b>Total</b>		<b>100</b>	



**Fig. 7 : Respondents; preception about limitations of KDP**

## Major limitations of KDP

Respondents were asked to point out the major limitations encountered by them in KDP. It was found from the Table 15 that 30 per

**Table 15.** Respondents' perception about limitations of KDP

N=100

Sr. No.	Major limitation	Frequency	Rank
1.	Incomplete message	7	VI
2.	Inadequate visuals used	10	V
3.	Lack of insight into farmers' problems	13	IV
4.	Impartial recommendations	18	III
5.	Too many items in one programme	22	II
6.	Use of difficult and scientific language by the expert	30	I
<b>Total</b>		<b>100</b>	

cent of the respondents perceived that there were use of difficult and scientific language by the experts (I rank) followed by too many items in one programme (II rank), impartial recommendation (III rank) and lack of insight into farmers' problems (IV rank).

### Timeliness of telecast message

The distribution of respondents evaluating the timely of KDP telecast has been presented in Table 16. It is evident from the Table that more than half of the respondents (56.00%) felt that content of KDP was always timely telecast followed by mostly (34.00%) and sometimes timely telecast (10.00%).

**Table 16.** Respondents' perception regarding the timely telecast of KDP

N=100

Sr. No.	Timely telecast	Response	Rank
1.	Always	56 (56.00)	I
2.	Mostly	34 (34.00)	II
3.	Sometimes	10 (10.00)	III
<b>Total</b>		<b>100 (100.00)</b>	

Figures in parentheses indicate percentage

#### Frequency of KDP telecast desired by the respondent

The viewers were asked to express their desire about the frequency of KDP telecast. Table 17 revealed that more than forty per cent of respondents (43.00%) reported that KDP should be telecast 4 times a week. More than one-fifth of the respondents (23.00%) that it should be telecast 5-6 times per week followed by daily (17.00%), and 2-3 times per week (14.00%) only very few respondents (3.00%) had a desire that it

**Table 17.** Distribution of respondents on the basis of what ought to be frequency of KDP telecast

N=100

Sr. No.	Desired frequency of telecast	Frequency	Rank
1.	Daily	17	III
2.	5-6 times per week	23	II
3.	4 times per week	43	I
4.	2-3 times per week	14	IV
5.	Once a week	03	V
<b>Total</b>		<b>100</b>	

should be telecast once in a week which might be due to that they do not take any interest in agricultural activities, household chores is their major activity due to big handholding.

### Mode of presentation

The KDP is telecast usually in form of interview, group discussion, talk and reading by compere etc. Respondents were asked to rank them in order of their preference. The preference rank of respondents regarding each mode of presentation were presented in Table 18. Data in this Table showed that little less than half of the respondents (48.00%) have given

**Table 18.** Respondents' preference on the basis of mode of mode of presentation of KDP telecast

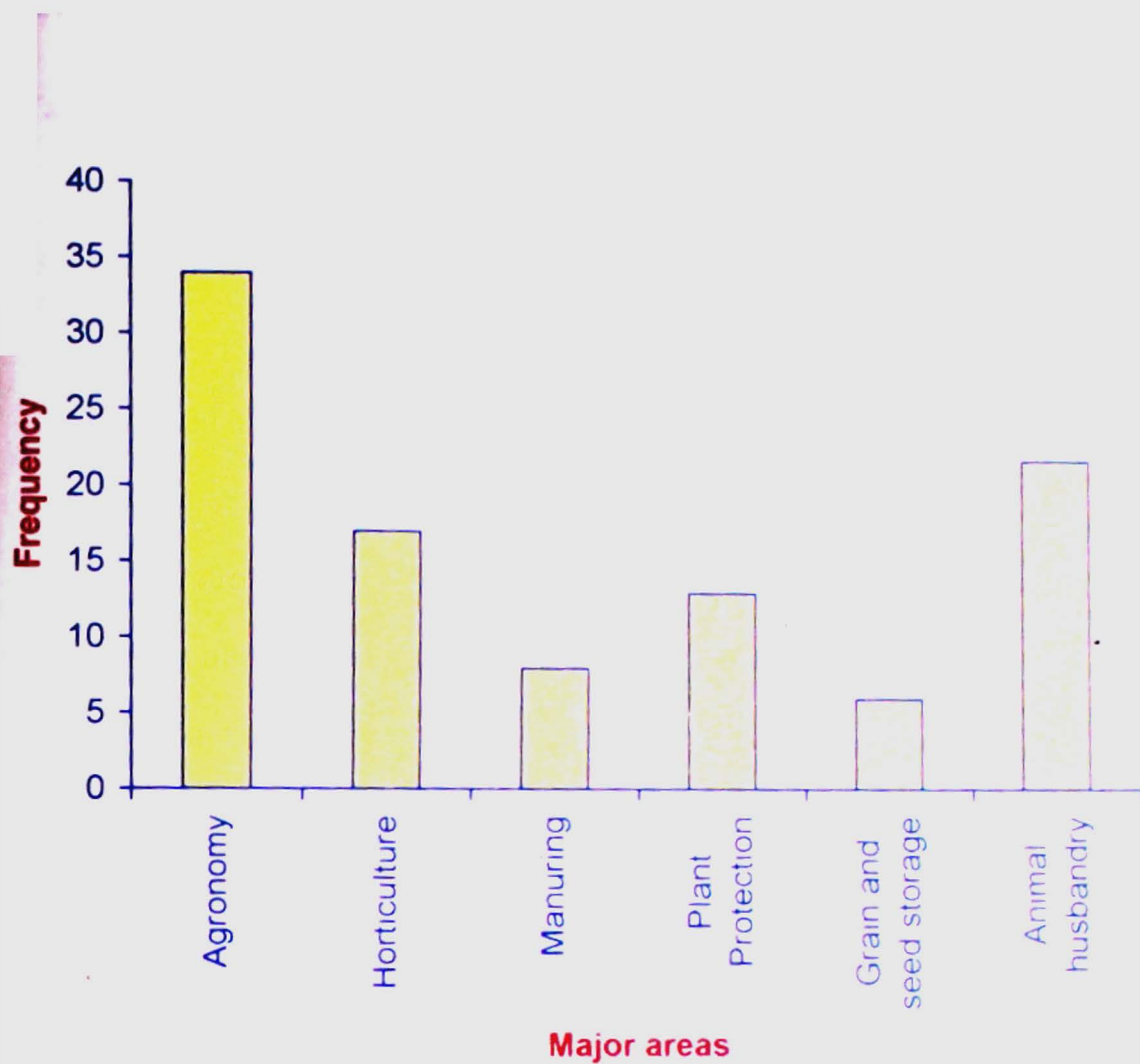
N=100

Sr. No.	Mode of presentation	Frequency	Rank
1.	Talk	18	III
2.	Interview of expert	25	II
3.	Group discussion	48	I
4.	Reading by compere	09	IV
<b>Total</b>		<b>100</b>	

first preference to the reason that this. This may be due to group discussion approach clear the points at the spot. This was followed by interview of expert (second rank), talk (third rank) and reading by compere (fourth rank).

### Respondents' response on areas preferred under KDP telecast

The respondents were asked to mention their major areas in order of their preferences under KDP telecast. The preference score obtained by various major fields were presented in Table 19. It is evident from the Table that the agronomy got the first rank among all the areas telecast under KDP. Animal husbandry, horticulture and plant protection got



**Fig. 8 : Distribution of respondents on the basis of areas preferred under KDP telecast**

second, third and fourth rank, respectively. Lowest rank secured by grain and seed storage as per respondent's perception.

**Table 19. Distribution of respondents on the basis of areas preferred under KDP telecast**

N=100

Sr. No.	Major areas	Frequency	Rank
1.	Agronomy	34	I
2.	Horticulture	17	III
3.	Manuring	08	V
4.	Plant protection	13	IV
5.	Grain and seed storage	06	VI
6.	Animal husbandry	22	II
<b>Total</b>		<b>100</b>	

### Credibility of source of media

The effectiveness of a message besides other factors also depends upon media credibility. Keeping this postulate in view, the respondents were asked to rank major source of information in order of their preference. Data presented in Table 20 showed the respondents' perception about credibility of media sources. In this table media is divided into three main categories named electronic media, agricultural experts and localite source. The table shows that under electronic media, respondents gave first rank to T.V., under agricultural experts university scientists have procured first rank whereas among localite source friends and neighbours have received first rank.

**Table 20. Respondents' perception about the credibility source of media used in KDP telecast**

N=100

Sr. No.	Media	Frequency	Credibility rank
1.	<b>Mass media</b>		
	Television	30	I
	Radio	17	II
2.	<b>Agricultural expert</b>		
	University scientists	22	I
	Agricultural Development Officers	05	II
3.	<b>Localite source</b>		
	Progressive farmers	12	II
	Friends and neighbours	14	I

### Adoption of practices telecast under KDP

Table 21 revealed that more than half of the respondents (57%) had not adopted any practices telecast under KDP only 43 per cent of the respondents had adopted the practices telecast under KDP.

**Table 21.** Frequency distribution of respondents on the basis of adoption of practices telecast under KDP

N=100

Sr. No.	Main items	Frequency
1.	Respondents who have adopted	43 (43.00)
2.	Respondents who have not adopted	57 (57.00)
<b>Total</b>		<b>100 (100.00)</b>

Figures in parentheses indicate percentage

### Frequency of KDP viewing

Table 22 reveals that slightly less than sixty per cent of respondents (59.00%) were the regular viewer of KDP. It is reported that slightly more than forty per cent (41.00%) of the respondents were casual viewer. This might be due to busy schedule of rural women, very frequent power failure in rural areas and male members are watching T.V. at that time.

**Table 22.** Distribution of respondents according to viewing frequency of KDP

N=100

Sr. No.	Categories	Frequency
1.	Regular	59
2.	Casual	41
<b>Total</b>		<b>100</b>

### KDP viewing pattern

Table 23 depicted the respondents' distribution on the basis of viewing pattern. Watching only KDP was done by 17 per cent of respondents and secured second rank. First rank was assigned to watching and doing something which might be due to busy schedule of rural women. Lowest rank was procured by watching and taking down notes which was assigned by only 9 per cent of respondents. It might be due to low literacy level of rural women.

**Table 23.** Distribution of respondents on the basis of viewing pattern

N=100

Sr. No.	Viewing pattern	Frequency	Rank
1.	Watching and doing something	74	I
2.	Watching only	17	II
3.	Watching and taking down notes	09	III
<b>Total</b>		<b>100</b>	

### KDP viewing response

Data in Table 24 revealed information regarding the distribution of respondents on the basis of post viewing behaviour of KDP. The result regarding this aspect is not satisfactory. Only 12 and 24 per cent of viewers of KDP discussed the item telecast in KDP with their family members and discussed the viewed item with other than family members, respectively. More than three-fourth of the viewers never discussed with anyone which is not a good practice for the adoption of any practice telecast in KDP.

**Table 24. Distribution of respondents on the basis of post viewing behaviour regarding KDP**

N=100

Sr. No.	Post viewing behaviour	Yes	No	Total
1.	Discussion among family	12	88	100
2.	Discussion others	24	76	100

**Association of independent variables with viewing frequency, viewing pattern, viewing response and viewing behaviour**

Table 25 revealed the association of viewing frequency, viewing pattern, viewing response and viewing behaviour of the respondents with the selected independent variables. A cursory look in the Table showed that profile variable like type of house, farm power, off-farm income, material possession, extension contact and mass media exposure were found to be associated with viewing frequency. Table further revealed that caste, respondents' education, landholding, family type, off-farm income, material possession, extension contact and mass media exposure were found to be associated with viewing pattern. The variables like age, caste, education, occupation, landholding, type of house, farm power, material possession and mass media exposure were found to be associated with viewing response. Age, caste, education, land holding, farm power, material possession, extension contact and mass media exposure were found to be associated with viewing behaviour of the respondents. Aforesaid results lead to conclude that material possession and mass media exposure were associated with all.

**Suggestions suggested by respondents**

The data in Table 26 depicted the suggestions suggested by the rural women to improve the effectiveness of KDP for intended audience. Local language should be used by the experts secured the first rank followed by the audience/receiver should be encouraged in KDP so that the participants feel that it is their own programme Tenth rank received by use of proper visual in KDP.

**Table 25.** Association between independent variables and viewing frequency, viewing pattern, viewing response and viewing behaviour

N=100

Independent variable	Viewing frequency	Viewing pattern	Viewing response	Viewing behaviour	Degree of freedom
Age	1.143	9.799	11.378*	17.038*	4
Caste	12.498	11.325*	13.038*	16.001*	4
Education	14.032	16.429*	21.793*	21.993*	6
Occupation	10.707	10.789	16.003*	13.029	6
Land holding	9.036	19.790**	17.938*	17.936*	6
Type of house	13.088*	12.881	23.883*	14.770	4
Farm power	18.038*	7.398	20.039*	16.938*	4
Family type	15.760	22.803**	11.321	9.038	2
Family size	11.198	8.052	13.993	12.399	2
Off-farm income	15.652*	15.862*	12.399	13.981	6
Material possession	21.738*	13.693*	24.809*	10.393*	4
Extension contact	20.924*	24.625**	9.199	26.992*	4
Mass media exposure	23.098**	17.002*	14.909*	28.001**	4

\*Significant at 0.05 level

\*\*Significant at 0.01 level

**Table 26. Distribution of respondents on the basis of suggestions given by them for effective KDP**

N=100			
Sr. No.	Suggestions for effective KDP	Frequency	Rank
1.	Duration of the programme should be atleast 45 minutes	59	XI
2.	Main points of programme should be repeated at the end of programme	66	VIII
3.	Local language should be used by experts	93	I
4.	Speaker speaks at a slow speed	78	V
5.	Participation of farmers should be encouraged in KDP	89	II
6.	Detailed information about the next day programme should be given in the previous programme	73	VI
7.	Programme should give timely information	85	IV
8.	Agronomy and animal husbandry should be the main area of KDP	65	IX
9.	Proper visuals should be used	62	X
10.	More recreational items should be incorporated to make KDP more effective	88	III
11.	Frequency of the programme should be increased	72	VII

## CHAPTER – 5

# SUMMARY AND CONCLUSION

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Advance communication means like television is the most effective means because it has unbelievable impact on all the segments of society specially the rural women because it provides latest technical know-how to rural women. The first regular television transmission was started by BBC in 1936. In India, television was first inaugurated on September 15, 1959. The policy document on introduction of television stressed that television has to be used as a medium of social education, rural upliftment of community development and as an instrument to support programmes of social and economic development in the country. Televisions help to make rural women aware about their rights, problems, opportunities and responsibilities. Later on, it was extended to the field of agriculture in view of quick dissemination of agriculture related information. A farm television programme labelled as 'Krishi Darshan' was introduced on 26<sup>th</sup> January, 1967 with the basic objective of the programme was to functionalise the rural audience with latest technical and scientific know-how about farming practices, agricultural implements, animal husbandry and rural development programmes.

The effectiveness of communication depends to a great extent upon the content of farm telecast and its way of presentation. The content of farm telecast should be need based, practicable, problem solving and

culturally compatible, in a simple local language. For increasing agricultural production, there is a need to disseminate the latest farm information through agriculture programme telecast. It should aim at creating the awareness and increasing understandability of agricultural practices leading to adoption of improved agricultural practices for increasing agricultural production. It was, therefore, felt necessary to critically study the T.V. viewing behaviour of rural women, content analysis of agricultural telecast programmes. With this view in mind, the present investigation was conducted with the following objectives:

1. To undertake the content analysis of Krishi Darshan Programme
2. To study the T.V. viewing behaviour of rural women
3. To isolate the crucial factors associated with the T.V. viewing behaviour
4. To study the constraints encountered by women while viewing the T.V. and suggestion to improve its effectiveness for the intended audience.

### **Methodology**

For the purpose of content analysis, the farm programme of Krishi Darshan, telecast on national television was selected. The programme is being telecast on Monday and Tuesday from 6.30 p.m. to 7.00 p.m. In all, there were 24 telecasts of Krishi Darshan programme during 5<sup>th</sup> March, 2001 to 22<sup>nd</sup> May, 2001. Four telecasts could not be recorded due to power failure. Total 20 telecasts were video recorded and these recorded telecasts constituted the sample size. The researcher viewed the programme twice, thrice or more depending upon the topic covered in order to collect the relevant information on the operational sheets prepared for content analysis.

For assessing viewing behaviour, multistage sampling technique was adopted. The respondents from Hisar and Fatehabad districts of Haryana State were selected purposively. The blocks and villages were

selected randomly. Total number of 100 rural women i.e. 50 from each district were selected randomly, who used to see KDP programme at least once in a week. Various socio-personal economic and communication variables were taken as independent variables and viewing behaviour was the dependent variable for the present study. Data were collected with the help of pre-tested interview schedule. The statistical tools used for analysis of data mainly frequency, percentage rank and chi-square. The important findings of the present investigation are as follows:

### **1. Content analysis of Krishi Darshan programme**

There were 63 items presented under 20 recorded telecasts. These were classified on the basis of type and treatment of message in two broad categories, i.e. hard core and soft core. Out of 63 items, maximum number of items (89.00%) were of hard core nature whereas only slight more than ten (11.00%) came under soft core items. Area-wise distribution of programme items revealed that maximum time was devoted to two major agriculture areas i.e. field crops (25.61%) and horticultural crops (22.46%). Most of the programmes were presented through interview, talk and reading by compere. As far as audio quality is concerned, exactly fifty items (79.36%) fell in good category. Most of the visuals used were field shots followed by photographs but maximum visual quality was observed in field shots followed by photographs. More than ninety per cent of items (96.80%) experts were the speaker, status of item was of; informational (93.60%) in nature, speed of presentation was normal (90.40%) eye contact of speaker towards audience. Use of hand movements were used in more than fifty per cent of the items (55.50%). Three-fourth of the programmes covered under field crops and animal husbandry were telecast timely. More than sixty per cent of items of horticultural crops were also timely telecast. Exactly fifty per cent of items of field crops pertained to highly relevant category. As far as relevance of message of area of horticultural crops and animal husbandry were

concerned, more than three-fourth and exactly three-fourth of the programmes pertained to relevant category.

## 2. Personal profile of respondents

Exactly three-fifth of KDP viewers belonged to middle age group (60%). Slightly less than half of the respondents (48.00%) pertained to middle caste. Exactly three-fourth (75.00%) and more than three-fourth (77.00%) belonged to joint families and possessed big family size, respectively. More than forty per cent of the respondents (44.00%) were having farming as their family occupation. Slightly more than one-fourth of the respondents (26.00%) were having Rs. 10,000/- per annum from other than farming, but slightly less than one-fourth of respondents (23.00%) pertained to high material possession. The frequency of contact of more than sixty per cent of the respondents (63.00%) with extension officials was nil but only one-fifth of respondents (21.00%) pertained to high category.

## 3. Opinion of respondents about KDP

The study revealed that majority of the respondents (78% and 67%) were aware of about the days and timings of telecast of KDP. More than sixty per cent of the respondents (65%) reported that present telecast time of KDP suit to them. The respondents who felt it unsuitable suggested an optimum duration of one hour and more than forty per cent of the respondents (43%) desired that KDP should be telecast 4 times per week. As far as accuracy of KDP content is concerned, more than 80.00 per cent of respondents observed it as either mostly correct and always correct. Most of the formats preferred by the respondents were group discussion (48.00%), followed by interview of expert (25.00%) and talk (18.00%) respectively. As far as the credibility of the media is concerned, respondents perceived TV, university scientists and friends and neighbours as first rank. Nearly half of the respondents have adopted the practices telecast under KDP, fifty nine per-cent of the respondents were

the regular viewers of KDP. Three fourth of the respondents while watching the KDP , do something which might be due to their busy schedule of rural women. Only twelve and twenty four per-cent of rural women discussed the programmes with family members and with other than family members respectively.

#### **4. Viewing behaviour of respondents**

On the basis of viewing frequency, it was reported that 59 per cent of the respondents were watching the KDP regularly. Regarding viewing pattern, it was revealed that near about three-fourth of the respondents (74%) were watching and doing something whereas slightly less than one-fifth of the respondents (17.00%) were doing nothing while watching KDP. The study further revealed that majority of the respondents did not discussed the matter of KDP among family members and others than family members.

#### **5. Association of independent variables with dependent variable**

Independent variables like type of family, farm power, off-farm income, material possession, extension contact and mass media exposure were found to be associated with viewing frequency, whereas caste, education, land holding, material possession and mass media exposure were associated with viewing pattern and viewing response.

### **Conclusion**

1. As far as content coverage was concerned, 93 per cent items covered under hard core items against only about 7 per cent fell in the category of soft core.
2. Area-wise distribution of KDP revealed that more number of items were covered under field crops, horticultural crops followed by rural development.
3. Audio and visual quality were of good category in most of KDP.
4. Majority of the programmes were delivered by experts, speakers facing towards audience, having normal speed of presentation.

presented in verbal form and programmes were found to be informal in nature.

5. Most of the respondents were aware about the days and timings of KDP telecast.
6. Most of the respondents felt that present time of KDP telecast was appropriate and have desired to telecast four times per week instead of 2 times per week.
7. Most of the respondents were regular viewers, doing something while watching KDP and did not discuss about the matter of KDP with family members and others than family members which might be due to busy schedule of women.
8. The messages telecast under KDP were found to be timely and relevant.
9. More than half of the respondents (56%) perceived in KDP there was a timely telecast of the programmes.
10. More than half of the respondents belonged to middle age group having 1-5 acres land, 1-3 drought animals, belonged to joint family having big family size and majority of respondents were having farming as their major occupation, having low material possession and mass media exposure.
11. Independent variables like education, extension contact and mass media exposure were significantly associated with viewing behaviour of respondents.

### **Suggestions**

1. It was desired by 43.00 per cent of the respondents that frequency of telecast ought to be four times per week.
2. KDP is undoubtedly a programme for farmers. So farmers' participation in it should be promoted depending upon the situation in order to give an impressive picture of KDP to the receiver.

3. The use of difficult, technical and other language words should be avoided. Emphasis should be given on the use of simple and familiar language so that the entire content of telecasts is understandable even to illiterate audience.
4. In order to produce understandability and desired impact on receivers, care should be taken that the speakers speak at a relatively slow rate while giving an important and specific information. Repetition of such messages is also suggested.
5. Message should be proper and complete. Adequate visual aids should be used.
6. Inclusion of entertaining items like regional songs, dances, etc. is must to make the programme more attractive and interesting. This also helps in removing the boredom.
7. An important aspect like Animal Husbandry which is closely related to Agriculture was found inadequately covered during the period under study. So, Animal Husbandry programme must be adequately covered.

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## Appendix-I

### List of the KDP telecasts from 5.3.2001 to 22.5.2001

Programme No.	Item No.	Date of telecast	Theme	Mode of presentation	Duration Min:Sec.
1	2	3	4	5	6
1	1	5.3.2001	Diseases of human beings caused by dirty water	Discussion	8:35
	2	5.3.2001	Rose gardening	Discussion	9:55
	3	5.3.2001	Lok Geet	Song	5:25
2	1	12.3.2001	What steps to be undertaken by farmers to get maximum yield of tomato and brinjal	Interview	18:00
	2	12.3.2001	Activities undertaken by Indian Agricultural Research Institute for the improvement of farmers	Interview	7:10
3	1	13.3.2001	Preparation and collection of best seed	Talk	8:59
	2	13.3.2001	Protection of potato and onion from insects	Interview	2:00
	3	13.3.2001	Activities of Indian Agricultural Research Institute (IARI)	Reading by compere	2:50
	4	13.3.2001	Plans of Delhi State Co-operative Bank to help the farmers	Talk	11:00

Contd.

1	2	3	4	5	6
4	1	27.3.2001	Preparation of seed for horticulture	Interview	8:15
	2	27.3.2001	Khoj Khabar		11:25
			i) Care and maintenance of agricultural equipments and tractor	Talk	
5	3	27.3.2001	Bhajan (religious song)	Song	5:10
	1	2.4.2001	Cultivation of kidney bean and lentil (Moong and Masuri)	Interview	6:45
	2	2.4.2001	Cultivation of grape	Talk	7:20
	3	2.4.2001	Pusa IARI convocation held at Delhi.	Talk	4:28
6	4	2.4.2001	Bhajan (religious song).	Song	6:24
	1	3.4.2001	Achievement of IARI.	Reading by compere	5:45
	2	3.4.2001	Which types of crops can be cultivated in drought prone area?	Talk	3:25
	3	3.4.2001	Khoj Khabar		
			i) Wheat cultivation	Reading by compere	1:29
		ii) Preventive measure to protect body from sun-stroke.	Interview	5:55	
					Contd.

1	2	3	4	5	6
			iii) Field report of Dr. Norman Belourg.	Reading by compere	8:25
7	1	9.4.2001	Cultivation of sugarcane.	Interview	15:20
	2	9.4.2001	Care taken during harvesting of wheat, gram, mustard and pea.	Interview	5:00
	3	9 4 2001	Lok Geet (on Baisakhi)	Song	4:30
8	1	10.4.2001	Hazard by Sutra warm in crop.	Interview	13:45
	2	10.4.2001	Role of science and industry in development of rural area.	Interview	11:15
9	1	16.4.2001	Cultivation of green fodder (Jawar, Bajra and Maize).	Interview	13:30
	2	16.4.2001	Care of milch animals during summer.	Talk	11:30
10	1	17.4.2001	Importance of cultivation and varieties of maize.	Interview	10:00
		17 4 2001	Khoj Khabar		
			i) Symptoms of Foot and Mouth disease of cattle	Talk	3:45
			ii) Achievement of Research Centre of Pusa regarding Hara Chara.	Reading by compere	1:15
					Contd.

1	2	3	4	5	6
			iii) Role of Research Centre of Sheep Breeding Farm.	Talk	2:45
			iv) Information about the varieties of medicine plants	Discussion	9:15
11	1	23.4.2001	Soil testing	Reading by compere	5:40
	2	23.4.2001	Nationalized banks in the service of rural sector	Interview	13:45
	3	23.4.2001	Bhajan (religious song)	Bhajan	5:25
12	1	24.4.2001	Improved varieties of Jawar	Discussion	12:45
	2	24.4.2001	Kavita	Poem	4:07
	3	24.4.2001	Groundnut in kharif	Interview	8:08
13	1	30.4.2001	Propagation of horticultural plants	Interview	5:45
	2	30.4.2001	Improved varieties of cotton	Discussion	9:25
	3	30.4.2001	Kisan Goshthi (cucumber, radish and tomato)	Discussion	8:55
14	1	1.5.2001	Care of sugarcane	Interview	13:05
	2	1.5.2001	Lok Geet	Song	4:00

Contd.

1	2	3	4	5	6
	3	1.5.2001	Role of IFFCO in promoting co-operative	Interview	8:05
15	1	7.5.2001	Preparation of nursery	Interview	14:30
	2	7.5.2001	Preparation of land for cultivation	Interview	6:00
	3	7.5.2001	Storage of different vegetables like potato, onion, garlic etc.	Talk	4:30
16	1	8.5.2001	Home to development of mango orchard	Discussion	10:35
	2	8.5.2001	Khoj Khabar	Reading by compere	1:00
			i) How to make land more fertile	Interview	13:25
17	1	14.5.2001	Storage of onion	Interview	10:45
	2	14.5.2001	Care of park by Delhi Nagar Nigam	Talk	8:35
	3	14.5.2001	Requirement of water in different type of land (Report by the Indian Irrigation Institute)	Talk	5:10
18	1	15.5.2001	Krishi Vigyan Kendra in the service of farmers	Interview	10:55
	2	15.5.2001	Care of standing cotton crop	Interview	13:55
19	1	21.5.2001	Cultivation of Bajra	Interview	15:39

Contd.

1	2	3	4	5	6
	2	21.5.2001	Care of poultry birds in summer	Interview	9:20
20	1	22.5.2001	Vegetables' insects	Talk	9:50
	2	22.5.2001	Khoj Khabar	Reading by compere	1:10
			i) New varieties of mango	Talk	3:50
			ii) Milk yield of two breeds of cows	Reading by compere	2:00
			iii) Preparation of land for the next crop	Talk	8:00

## Appendix-II

### Krishi Darshan Programme Content Analysis Sheet

Programme No.:

Item No.:

Date of telecast:

1. Theme of programme/item
2. Speakers/Communicators
  - a) Expert
  - b) Progressive farmers
3. Status of the programme/item
  - a) Informational
  - b) Informational-cum-recreational
4. Area of the programme/item
5. Mode of presentation
  - a) Talk
  - b) Interview
  - c) Discussion
  - d) Reading by compere
6. Duration of programme/item
  - a) Minutes
  - b) Seconds
7. Audio quality
  - a) Good
  - b) Fair
  - c) Poor
8. Visual
  - i) Types of visual used:
    - i) Chart
    - ii) Poster
    - iii) Photographs
    - iv) Specimen
    - v) Field shots
  - ii) Quality:
    - a) Good
    - b) Fair
    - c) Poor
9. Gestures
  - a) Use of hand movements
  - b) Use of head movements
  - c) Facial expression
  - d) Use of hand-cum-head movements

10. Eye contact
- a) Towards audience
  - b) Towards compere
  - c) Towards audience-cum-compere
11. Nature of message
- a) Verbal
  - b) Verbal-cum-written
  - c) Written, verbal and practical
12. Speed of presentation
- a) Slow (110-115)
  - b) Normal (116-120)
  - c) Fast (121-125)
13. Timeliness of message
- a) Timely
  - b) Not timely
14. Relevance of message
- a) Highly relevant
  - b) Relevant
  - c) Irrelevant

## Appendix-III

### Interview Schedule

**Subject: Viewing Behaviour of Rural Women Regarding Krishi Darshan Programme on National Television**

#### **General information**

Village:

Block:

District:

Name of the respondent:

#### Part-I

#### **1. Age of the respondent**

- i) Below 25 years
- ii) 26-35 years
- iii) Above 35 years

#### **2. Caste**

- i) Lower caste (Chamar, Bhangi, Doom, Jhimar, Dhobi)
- ii) Middle caste (Lohar, Kumhar, Tailor, Nai, Baniya, Sunar)
- iii) High caste (Brhamin, Jat, Rajput)

#### **3. Education**

- i) Illiterate
- ii) Primary
- iii) Middle
- iv) High school
- v) Upto graduate

#### **4. Landholding**

- i) Less than 1 acre
- ii) 1-5 acres
- iii) 5-10 acres
- iv) Above 10 acres

#### **5. Type of house**

- i) Kachcha
- ii) Mixed
- iii) Pucca

**6. Farm power**

- i) No drought animals
- ii) 1-2 drought animals
- iii) Above 2 drought animals

**7. Type of family**

- i) Nuclear
- ii) Joint

**8. Size of family**

- i) Small (upto 5 members)
- ii) Big (Above 5 members)

**9. Occupation**

- i) Labour
- ii) Independent profession
- iii) Service
- iv) Farming

**10. Material possession**

What are the materials you possess out of the following

**a) Agricultural implements**

- |                      |                    |                      |
|----------------------|--------------------|----------------------|
| i) Tractor (9)       | iv) Cultivator (3) | vii) Leveller (2)    |
| ii) Pump set (6)     | v) Winnowing (3)   | viii) Seed drill (2) |
| iii) Disc harrow (4) | vi) Trailer (2)    | ix) Thresher (2)     |

**b) Domestic items**

- i) Stove/Mortar & pestle/Grind stone/Coal iron (1)
- ii) Bread/Bread toaster/Egg beater (2)
- iii) Gas/Milk boiler
- iv) Electric heater/Pressure cooker/Rice cooker/Juicer/Sewing machine/ Electric press/Immersion rod (4)
- v) Gobar gas plant/Mixi/Electric kettle (6)
- vi) Cooking range/Electric mill/Refrigerator/Knitting machine/Geyser/Coffee percolator (9)

**c) Transportation and communication means**

- |                 |     |                    |     |
|-----------------|-----|--------------------|-----|
| i) Car/Jeep     | (9) | v) Telephone       | (9) |
| ii) Motor cycle | (5) | vi) Television     | (5) |
| iii) Moped      | (3) | vii) Tape recorder | (2) |
| iv) Bicycle     | (2) | viii) Radio        | (1) |

**11. Mass media exposure**

- i) Do you have a radio/transistor? Yes/No 1/0
- ii) Do you listen to Farm Radio Programme?  
If yes, with how much frequently? Daily/Often/Sometimes
- iii) Do you subscribe to any farm magazine? Yes/No  
If yes, mention the name of the magazine(s)
- iv) Have you visited any Farmers' Fair or/and Agricultural Exhibition? Yes/No  
If yes, when and where?
- v) Do you read any newspaper? Yes/No  
If yes, what is the frequency?  
Daily (4), Often (3), When special new (2),  
Leisure time (1)

**12. Off-farm income**

Do you other source of income other than agriculture? Yes/No  
If yes, name the source ..... Income per annum Rs

**13. Extension contact**

Do you have the following extension officials of your area? Yes/No  
If yes, then your frequency of contact

Sr. No.	Extension official	Frequency of contact		
		Always	Seldom	Never
1.	ADO/VEW			
2.	B.D.O.			
3.	C.A.O.			
4.	SDAO/SMS			
5.	DDA			

## Part-II

### **Information about KDP viewing**

1. What are the programmes which you watch?  
Regularly i) ..... ii) ..... iii) .....  
Occasionally i) ..... ii) ..... iii) .....
2. Is there any programme on agriculture for farmers? Yes/No  
If yes, a) At what time .....  
b) Is it regular ..... Yes/No
3. Is the present timing of KDP suitable to you? Yes/No
4. Is the present duration of these programmes adequate? Yes/No
5. How often do you watch KDP?
6. What should be the frequency of KDP telecast in your opinion?  
Daily/5-6 times per week/Once a week
7. What do you think about the accuracy of the content of the KDP telecast?  
Always correct/Mostly correct/Sometimes correct
8. Which is the best way of presenting KDP in your opinion?  
i) Talk  
ii) Interview of expert  
iii) Group discussion  
iv) Reading by compere
9. What is your opinion about the speed of presentation of programme?  
Slow/Normal/Fast
10. What do you think about the language spoken in the programme?  
Easy to understand/Understandable/Difficult to understand
11. What is your opinion about the timeliness of message of KDP telecast?  
Always/Mostly/Sometimes
12. What is your opinion about the overall usefulness of KDP?  
Very useful/Useful/Somewhat useful

13. Which item(s) do you think should be telecast frequently?  
 a) Field crops b) Manuring, fertilization and soil and water testing,  
 c) Animal husbandry d) Plant protection e) Horticultural crops  
 f) Forestry g) Rural development h) Grain and seed storage  
 i) Irrigation and drainage j) Any other
14. Have you adopted any practice as a result of viewing KDP? Yes/No
15. Do you do some other work also while watching the programme?  
 Yes/No
16. Do you take down notes while watching KDP? Yes/No
17. Do you discuss with family members or others about KDP after viewing?  
 Yes/No

**Family members**

**Other than family members**

- |                                |                           |
|--------------------------------|---------------------------|
| a) To inform them              | a) To inform them         |
| b) To know their feelings      | b) To get doubts clear    |
| c) To persuade them for action | c) To know their feelings |
| d) Any other                   | d) Any other              |
18. Which of the following media (source) do you find most credible for agricultural information (Rank them)?  
 a) Television b) Radio c) ADO d) University scientists e) Friends and neighbours  
 f) Progressive farmers g) Any other
19. Do you feel that the participation of farmers in the KDP is also necessary?  
 Always/Mostly/Sometimes
20. What are the major general deficiencies in the KDP telecast?  
 a) Incomplete message b) Lack of insight into the real problem of the target audience  
 c) Improper use of visuals d) Inadequate visuals used  
 e) Too many items in one programme f) Impractical recommendations  
 g) Use of difficult and scientific language by the expert h) Any other
21. What are your suggestions for the further improvement of the overall performance of the KDP?  
 i)  
 ii)  
 iii)  
 iv)  
 v)