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RESEARCH METHODOLOGY
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3.0) Introduction:

The study of developmental communication impact has an enormous interest to the researcher of social sciences, as all the inputs of awareness, knowledge about the world and socialization of an individual is dependent upon the varieties of communication exposures and interactions he or she receives. The communication and interactions are the main components in the web of social relations in the society. Without communication and interactions, it is hard to conceive the human life for fulfilling the desires and developments in the life. Behind every success, there is developmental communication.

The impact of developmental communication cannot under estimate if the immediate outcomes are not noticed. The information acquired through various media, agencies and agents are being used as a basis for every decision the human beings make in the life. There are indirect, delayed and immeasurable outcomes which cannot be ignored. However, the communication being an abstract thing it can have the information either guiding or misleading. It can have an eye-opening or aberrating impact on cognition. The communication effects can be of four types. They are:

1) Intended – short term Effects: This is called ‘Bias’. It includes individual spontaneous responses, media campaign and news learning.

2) Unintended – short term effects: This is called ‘unwitting bias’. It includes individual instantaneous reactions and collective reactions.

3) Intended – long term effects: This is called ‘policy’. It includes diffusion of development, diffusion of innovation, diffusion of knowledge and news diffusion.

4) Unintended – long term effect: This is called ‘ideology’. It includes social control, socialization, event outcomes, reality defining, institutional change and cultural change.

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In addition, there are two dimensions to a communication act for which people use:

1) Transmission Vs Stimulation – People approached to communication act is dependent upon the stimulation aspect and sharing of meaning between communicator and receiver. In stimulation the feedback and learning is given more emphasis. In transmission approach the information is delivered to large number of receivers for awareness of certain issues.

2) Purposeful Vs Accidental — In purposeful, the communication is well planned, designed the messages, chosen the right media, identified the target audience and delivered the messages at the right time. In case of accidental, the communicator and receiver just happen by chance, without any aims and implications.

Therefore, from the point of view of social development the most useful dimension of communication are stimulation and purposeful.

The communication exposure can also leads to behavior modification and adjustive behavior in the receivers in at least three ways. They are:

1) The receivers can report an actual or expected change in the environment or previously unknown fact about the environment that is important to him in any manner. For example: the poor financial condition of the bank, forecast of rains, the death of a person in the family, that a particular cloth shop will start its annual sale next Sunday.

2) In the second case of adjustment behavior, the communication can point out an existing feature of the environment and reminding the receiver that his needs would be fulfilled if he adjusts in a given manner. For example: that the farmers by using the high yield varieties of seeds, he can increase his farm output. If the tissue cultured plants are used in sugar cane cultivation the yield will be better and the plant has capability to protect itself from diseases.

3) Finally, communication can make the attention of the receiver and bring behavior adjustments by new way of patterning his relationship to the environment. For example: the farmer can use a new mobile phone and can contact agricultural market for taking his marketing decisions.
Therefore, from the point of behavior change the most useful stages observed are awareness, attitude change and adaptation.

The developmental communication research assists the policy makers. It compiles the inventory of present media including both modern and traditional. It analyses the communication needs of the society. It also underlines the importance of communication component in all aspects of National developmental programs of the government. It studies the constraints of communication delivery vis-à-vis socio-economic and cultural aspect of society in implementation stage and proposes the alternative communication strategies to suit the particular situation. The research is also helpful in formulating the objectives of the future communication policies and future needs.

The communication process performs an amplifying or booster function by exaggerating, magnifying the actions of certain individuals to an extent that they can be felt throughout the society in a sense transforming mere man-sized acts into society-sized acts. In this way, communication process establishes a common frame work of issues under consideration; people strive to see into future.

Similarly, the study of the political relations and governance essentially involves in the communication and its content between rulers and ruled, as well as the rulers and ruled among themselves. Reading newsletters and level of information are correlated even in villagers. However, the impact of news letter is not very significant in terms of manifestations and occupation of the person is positively and significantly correlated to economy with the degree of impact. The degree of impact of the news letter is also correlated with the frequency of visits to the town by the villagers. It means that the other activities such as going to towns for markets and interacting with agents are also linked to broadening the individual’s views in understanding the messages in communication episodes.

In the past, rural villages used to be at low awareness due to low communication reach. But now the scenario has been changed due to continuous flow of information into the villages through DTH TV, Radio, Mobile phones and Internet and the levels of awareness level is also accordingly rising. The rising awareness will have short term as well as long term impact on the developments. The unwanted information flow into the rural areas has become a challenge today.
as it is contrary to the socio-economic development of the society. As such unwanted information engages the rural villagers and time is wasted without improving their living standards.

The road and rail transportations, rural electrification, irrigation, green revolution in agriculture and communication revolution are impacting the rural villages. However, the farmers neither change their occupation nor the traditional way of cultivation very easily. The changing of occupation is very difficult compared to introducing machinery in the cultivation. If a farmer wants to change the machinery for higher productivity, he has to visit the places of knowledge, meet experts and refer the media. But all the farmers are not fortunate enough to take a lead in the search for knowledge and opportunities available in doing the cultivation in modern ways. In such situations, it is the responsibility of the government to provide developmental information to the needy farmers.

The Ministry of Information and Broadcasting has its country wide network of different media units. The Radio and Television, Press, Field Publicity, Films and Publication Division networked in breadth and depth of the country. Through these media the information about governmental programs were disseminated to rural farmers. The expansion of government owned Radio and Television, private Radio and Television broadcasting stations are providing services in the district of Nanded. A private FM Radio station is also functioning in Nanded district. Private operator are being allowed in Television broadcasting through DTH TV and Cable Television and private Print Media helping the media to reach the rural villages. The multi-media revolution is bombarding the society with their content and making the rural society to wake up and opens up to receive the messages and Informations.

However, most of the media content is heavily oriented to entertainment and very less related to developmental information. Also there is very less control over the content of the programs by the government as the media laws and regulation are at the infant stage. The press and media were not made accountable. The lack of control on the media content was occasionally being criticized in the media. The presentation of cultural deviations and human dignity are become a commercially motivated just to attract audience. The partial and biased reporting is becoming very common today to suit the business interests of
the media organizations. The purpose of mass media is to provide functional democracy to raise the voice of people is being defeated by commercial interest of media owners. The freedom of press became the freedom of media owners to express their views. Every person is not enjoying at the same platform for information needs. There is discrimination in terms of information sharing, based on high and low socio-economic, educational and cultural status of the individual in the society. The social institutions are not in harmonious with each other, if the communication is shot down. The communication channels integrate the various institutions of the society, to establish relations and to make the society progress. The developmental communication is used to improve socio-economic conditions of farmers by supplying relevant information for taking proper decisions.

3.1) Background:

The unawareness and poverty is rampant in rural villages. Every day it is the news in the media that the farmers are attempting to suicide due to poverty, low yield of crops, draughts and lack of guidance in case of losses in cultivation. The rural farmers are unaware of most of the governmental welfare and developmental schemes. The farmers are to be guided with the use of well established communication network and required to provide benefits from the developmental schemes. At the gross root level, the villages are not changing rapidly. They are located away from the developmental establishments and institutes of learning. Within the villages are also inter-caste interactions and participation are not being promoted due to communication taboos developed based on socio-economic, cultural, educational and high and low status differences exists in the villages among people. There is no free flow of information into villages and the castes are regulated so that they are exclusively dedicated to their own caste.

From the available literature it is evident that not much work was done in comparing the rural and tribal communication and extension services after the revolutions in media in a district level. Moreover, in remote rural and tribal villages geography is a barrier. The geographical remoteness and isolation of villages from modern and techno rich towns is the main barrier to developments. The barrier arising out of rural remoteness can be erased and farmer’s economic progress can be achieved by the drills of development communication in those
non-reachable tribal villages. This research is intended to study, the communication and media role in socio-economic development in two villages in a district, one rural village which is located near to the District Headquarter and other is a remote tribal village.

Much of the budget is allocated on campaigns for awareness of governments developmental programs; the communication research is useful in choosing a strategy for maximum impact. The research was undertaken to find out the role played by the expanding mass media, penetrating markets and extending transportation facilities for the socio-economic developments of the selected villages. The mass media is capable of breaking the geographical and social barriers of communication. It is required to study the role of mass media in supplying the developmental information to the remote villages and socio-economically poor farmers. The computers, internet, Direct to Home (DTH), mobile phones, in built mobile phone radios, television, radio, I pods, Web casting, internet, print media and many forms of mass communication available today than never before to help rural farmers.

The district is the smallest administrative unit in governance. This smallest unit is considered as uniform in administrative purpose but developmental disparities exist among villages in the district. The district planning department plans the developmental programs of the government to be benefited equally to all the villages of the district. So that over all development of all villages in the district becomes uniform. But there is a developmental hierarchy among villages of Nanded district. All the villages are not uniformly developed but they are polarized in terms of geographical locations, agricultural activities, farm machinery, dairying, extension of various departmental services, village infrastructure, Gram Panchayat and village leadership, general awareness of people, literacy, marketing interactions, Radio, TV, mobile phones and transportation facilities etc.., The tribal and rural people's cultivation and other occupations run through generations without any change. The fixed and old patterns of occupations and agriculture can be changed by making them aware of scientific innovations through developmental communication. The agriculture is the primary economic activity in the villages of the Nanded district. The large numbers of people in the villages including owners of land and land less depend
on agriculture for their livelihood. Therefore, the improvement in cultivation leads to improvement in life.

With this background, the research is undertaken to study the developmental communication impact on rural villages in relation to dissemination of agriculture information, infrastructure development and extension services of various departments.

3.2) Location of the study and selection of villages:

It is practically not possible to survey whole of the district to study the developmental disparities and communication impact in the district. The data handling for analysis is a problem in this type of micro-level case studies if data collected becomes large. It may also lead to erroneous interpretations and conclusion. Therefore, the small villages around 150 to 180 households are selected, which has independent Gram Panchayat. The social composition is also given importance in selecting the villages. Two villages in the district representing tribal and rural villages were selected. The tribal village selected for study has only tribal families and the rural village has forward, back ward and scheduled caste families. The rural village is closed to and tribal village far away from the district headquarter were selected to test the hypothesis of the research. In addition the parameters pertaining to land ownership, cropping pattern, irrigation facilities and communication devices used in daily life were considered in the selection of villages.

The universe of this study are two tiny villages in Nanded district in Maharashtra state. They are Zari a rural village and Gargotwadi a tribal village. Zari is in Loha Taluka and Gargotwadi located far way from any town near Pandurna village in Bhokar Taluka. Zari is geographically very near to (i.e. 8Km) and Gargotwadi is very far from (i.e. 45 Km) Nanded, the district headquarter. Zari is also located near to Swami Ramanand Theertha Marathwada University, Vishnupuri Lift Irrigation Project and Maharashtra Industrial Developmental Corporation, Nanded. Moreover, Zari is an award winning village on developmental activities and Gargotwadi is like any other typical tribal village. These two villages are purposefully selected based on socio-economic indicators of development. They are highly contrasted in every aspect. In Zari majority of
the farmers engaged in agriculture and livestock and its associated activities. In Gargotwadi the tribal families mostly depends upon agriculture and migrate out to towns for want of daily wages in Rabi season. Cultivation is carried out in Gargotwadi only in Kharif but in Zari cultivation is carried out in two seasons. The selections of two villages were made as per the objectives of the research. The developmental communication impact is studied in sociological perspectives in the limited area of communication media and extension services in these two villages.

Keeping in view of socio-economic conditions and needs of developmental information in rural and tribal villages, Zari and Gargotwadi are purposefully selected.

3.3) Justification of Study:

The wide spread illiteracy and caste based social stratification in rural areas is a big problem in interpersonal interaction and sharing of information. High and low caste interaction is not based on social equality and respect for one another, but it is based on power relations and based on age old prejudices. The occupational dependence of one caste to other is slowly eroding in the villages. But the caste prestige of olden days is still persisting and making hindrance in equitable sharing of information among different castes. The developmental information is not easily passed on from one caste person to the different caste person. Due to these practices the society is not changing rapidly at the grass root level. The rich people are becoming richer and poor people are becoming poorest.

Modern machines are useful for increasing agricultural production to improve socio-economic conditions in rural areas, but they first enter into the towns in the districts due to well connected roads and communication media to scientists and scientific laboratories, institutes and industries, national and international markets. The modern machines of development slowly percolate into rural villages. The rich and affluent people get more leisure time and they spend more time on entertainment, recreational and pleasurable activities including engagement with mass media. These people are first to know the developmental information by virtue of their better socio-economic position and social surveillance through media and other agents. The poor farmers get less
leisure time and their life is filled with socio-economic inadequacies. The entire time of the day is engaged in hard work to fulfill their daily needs. They do not have time and opportunity to use mass media for entertainment and to know about information that improves their life. These ignorant people require developmental information for alleviation of poverty from their life by developmental information.

The differences and similarities among tribal and rural villages are studied by many researchers. However, studies on developmental communication patterns operating in isolated tribal village in comparison with highly developed rural village within the same district are very rare. The mass media integrates the isolated tribal village into main streams of national life by breaking barriers and connecting with them directly. Micro level studies on communication and development in rural villages is also essential to understand the developmental dynamics through awareness at the grass root level.

Therefore, this research is required very much to know the status of developmental communication at the grass root level in bringing awareness of developmental issues in the two very basic types of villages i.e. tribal and rural in the district.

3.4) Significance of the Study:

This research is intended to look into the matters of social change and developments taking place in this era of communication revolution in the rural and tribal villages. Media and its contents are foreign to the village folks as it introduces the new cultures, new ideas and new life styles. The media is useful in increasing the awareness about scientific developments and helps in modernization of villages. Local FM radio stations, Direct to Home Television, cable television, terrestrial television, Internet and computer networks, local newspapers and spread of personal communication systems such as mobile telephone, rural telephone etc., intensified the volume of information flow and interaction among people. The contact and communication between different regions of people is more today than never before in the past. The villages are now opened up with the help of various media exposures and the stagnated life of villages is being impacted.
The research focuses on the impact of communication on developments in rural and tribal villages with an assumption that increased awareness makes farmers to use opportunities for the progress. The inequalities in awareness create inequalities in socio-economic developments among farmers. The media impacts on learning of science and technology, health awareness, western cultural diffusion, on the process of socialization, modernization and many other areas, which also contributes to the development of rural areas.

The rural society is being transformed due to impact of literacy and vocational trainings to learn new occupations. The caste regulations and restrictions on participation of lower caste are becoming less in the modern markets and communication era. The socio-economically better off farmers have access to different sources of information to further improve their status. To make poor cultivators to improve their life equally, different media sources are needed to provide information to improve socio-economically.

This research work has been carried out to see the changing patterns of village farmers after the media revolution in the country. An attempt has been made to get a clear picture of communication impact on the development of farmers in rural villages.

3.5) Purpose of Study:

The study has been undertaken to see the communication impact on agricultural development and to bring awareness in general for socio-economic advancement of cultivators in two villages one is rural and the other is a tribal in Nanded district. The study has been undertaken to see how the location of village to district headquarters impacts on the awareness and village development. The nearness of the village location facilitates more face to face interaction with district resources of information. The distant villages need media to connect with district resources of information. In the absence of media between distant villages and district resources there will be no information sharing and the villages remain undeveloped. The extension officials and media play a key role in distant villages to make the rural farmers aware of developmental information.

The DTH TV, radio, mobile phones and other media are entering into the rural villages; the rural farmers are now interacting more with the urban people.
and visiting frequently to the markets in towns due to road and transportation facilities. The purpose of this research is to find out the impact of media and interpersonal interaction of rural farmers with urban elites for awareness and for socio-economic development. The research is also useful to discover new facts and to verify old facts about the impact of communication on society. The research will also help the policy makers and implementers to recognize the importance of media and interpersonal interactions in developmental process.

The farmers are required to know about the farming inputs like seeds, fertilizers, pesticides, irrigation, farm machinery, cropping patterns and soil preparation, harvesting and threshing. The farmers are also required to know about the market trends to sell the agricultural produce at profitable price. The changing awareness of the farmers changes the farmer's agricultural decisions. The study provides information about options, various media and extension services available to the rural farmers for becoming aware of the innovations in farming science and marketing information for socio-economic development.

3.6) Objective of the Study:

Objective of the present research is to establish relationship between sociological variables and communication variables particularly for the development of villages in tribal and rural areas. Transportation and media communication have shortened the time and distance between places. These factors contributed in increasing the mobility of the people, inter mixing of persons and cultures. There are many factors which promote socio-economic developments such as leaving traditional occupations in the villages and switching over to industrial occupations, the educational qualifications, professional and vocational trainings, business and knowing new opportunities through communication, adapting to scientific farming etc are useful in improving the social position.

The objectives of the study are as under:

a) To examine the direct and indirect effects of communication on the socio-economic conditions of the people.

b) To find out the relationship, if any, with respect to mass media boom in rural and tribal villages in bringing change in livelihood.

c) To assess the growing awareness with respect to mass media exposure.
d) To determine the extension exposure of households in respect of improving farm technology.

e) To measure impacts of mass media and interpersonal communication in acquiring developmental information in today's media rich social environment.

3.7) Hypothesis:

In development communication the messages are being supplied to the needy persons by engaging a subject expert or with mass media. In this communication process the needy person becomes familiarizes with the content of the communication and establishes a relation with the information and technology to improve socio-economic conditions. To improve socio-economic conditions with communication is by “knowing for doing” i.e. Productive information. In this way communication acts not only acts as a catalyst of social change but also learning latest knowledge to increase production. Therefore, communication shapes all the social, economical and technological processes and it becomes a backbone of every aspect of social life.

The rural and tribal villages are detached from the world. The villages are not connected well with the cities and towns, scientific establishments and world markets. The villages are stagnated, inert and closed societies. The remote and closed villages can be made open and accessible by transportation and communication connectivity. The literature survey is carried out from earlier works on communication and development to formulate the hypothesis of my research. The proposed study intends to test the following hypothesis.

1. Smaller the physical distance between sources of Communication and masses more will be the impact of developmental communication and vice-a-versa.

2. Higher the socio-economic strata of the universe, higher will be the Communication channel usage and more will be the development.

3.8) Research Design/Methodology:

To test the hypothesis on developmental communication and its impact planned actions of data collection from the review of literature and field survey in the selected two villages and analysis constitutes the research design of this study. This study is undertaken with the help of quantitative and qualitative tools of research. In order to understand the objectives of modern communication
revolution impact on socio-economic development of rural and tribal villages i.e., to analyze and understand the contemporary rural communication and its impact on development of rural villages, the researcher employed Quasi-participation observation method using structured questionnaire, interview schedules, formal and informal discussions with heads of the families and learned people in the villages.

A structured questionnaire was prepared incorporating various independent variables related to sociological, economic, educational and demographic information of the family and dependent variables pertaining to inter-personal interaction, extension services and media use of the household in familiarizing and awareness with new farming information. In this way quantitative data was collected through administration of questionnaire in each household in two villages, followed by assessment through observation and discussions with learned people to corroborate the data collected through questionnaire.

The interview questionnaire incorporated contemporary variables and scenario of socio-economic and technological developments in the society in improving the quality of life in general and improving the farming in specific. Variables such as location of the village, family details, literacy, occupation, income, housing and electrification, land ownership, farm mechanization, ownership of material goods, domestication of animals etc., pertaining to social variables are included in the questionnaire. In addition, the social variables such as religion and culture, drinking water facilities and sanitation, Gram panchayat institution, agricultural extension services, medical and veterinary services etc., are incorporated in the study.

These methods helped in collecting quantitative and qualitative information in answering the research questions on changing trends of rural communication, markets, transportation facilities, occupational mobility and employment, agricultural extensions, DTH television, radio and mobile phones and rising literacy for socio-economic developments and the impact of globalization in the remote tribal and rural villages. The method helped in understanding the impact of government’s developmental policies, positive
discrimination policies, and reservation policies for women and weaker sections of the people for equitable development of rural masses.

Finally, the researcher contacted employees working in various sectors and living in the village such as teachers, village assistant and acquired information regarding the services available in the studied villages. The tools and techniques used for the research methodology are able to extract the reliable data from the households in both the villages of study. Personal involvement of the researcher and local pupils helped in collecting data and finalizing the results for achieving the intended objective of the research. Investigator bias in social research is a major issue. Therefore, care has been taken to avoid this bias.

3.9) Data Collection:

The data is collected from two sources. 1) Documentary sources or secondary sources of information and 2) field survey or primary sources of information.

3.9 (a) Secondary Data Collection:

The essential information material was collected about the people of Nanded from published sources like "The District Gazetteers, Census Hand Book, Social and Economics Abstracts" and books like "Stanik Itihas Ani Sahitya" and many reports while conducting the field work. The web sites of various departments of state and of district administration were also visited for collection of data. The Collectorate, Zilla Parishad Office, Agricultural Department, Irrigation Department, State Transport Department, Medical Hospital, Nanded Market and Agricultural Market, Mudkhed and Bhokar Market, Vishnupuri Dam, Temples and Gurudwaras, Malegaon Yatra, Television Center, Radio Station, Bharat Sanchar Nigam Limited for mobile phones and land line, Post Offices, News papers circulation department, Electrical Distribution Company, Schools and Colleges, Krishi Vigyan Kendra, Cotton Research Station, Marathwada Agricultural University are visited. Most of the departments and governments web sites also visited.

Documentary data related to political economy of Hyderabad state and about Nanded district was collected mainly from the state Archives of Andhra
Pradesh at Hyderabad. The documents referred include H.E.H Nizam's State Gazettes, Reports on various departments, Annual Administrative Reports, published books on Nizam's government.

Documentary data also collected related to extension and communication impact on agriculture from journals of communication, journal of agricultural extension, published books on agricultural extension, unpublished research documents, reports and research papers etc. The Osmania University, National Institute of Rural Development and Institute of Agricultural Extension Education libraries at Hyderabad are visited for collection of literature on communication impact. The All India Radio Nanded and Parbhani, S.R.T.M University Nanded and Marathwada Agricultural University Parbhani libraries were visited for secondary data collection on communication and development.

3.9 (b) Primary Data Collection:

The primary data is collected from selected two villages one each from tribal and rural areas using structured questionnaire. The criteria for selecting the villages for completely rural and tribal villages based on the social composition of castes and tribes respectively for comparison at the time of analysis as both the villages are considered traditionally different. The caste, tribe, land ownership and location of the village were considered dominant factors which affect the life styles and communication interaction and rural developments of villages in the district. Total 181 families from Zari and 130 families from Gargotwadi were surveyed. Each household has been considered as one units of survey for this study. The survey was conducted in Gargotwadi from June to December to avoid missing of sampling from the families which usually migrate to near by towns during Rabi season. Later, households in Zari were surveyed.

The total households for Gargotwadi are 130 tribal families. Out of these, 75 belong to Aundh and 55 belong to Banjaras. The Gargotwadi is a tribal village and the Aundh is scheduled tribe and the Banjaras is a nomadic tribe. The total households samples for Zari is 181 families that includes, 115 households of upper caste Maratha, 8 households of Vishwakarma, 35 households of Wad, 15 households of Mahar and 8 households of Matang. The Zari is a rural village of...
the study composed of upper caste Maratha, Vishwakarma is a back ward caste, Wad is Vimukta Jati, Mahar and Matang are the scheduled castes.

I am a non-Marathi speaking person. Due to my job in All India Radio, I am working in Maharashtra state. I have taken help of a Marathi speaking person during the field work of data collection, to act as a mediator between the researcher and the informant for data collection. In this micro-level study in two villages the research demands quasi-participatory interview method with structured common questionnaire, which is same for all households in the selected two villages. The survey was carried out in every household in both the villages. The administration of this interview questionnaire for every household took 1-2 hours.

At the time of survey, the Gram Panchayat elections were just concluded. In Zari I entered through my office driver who knows the ex-Sarpanch very well. Since my office driver belongs to neighboring village of Zari. After meeting with ex-Sarpanch, I made rounds in the village with ex-Sarpanch and had discussion about village achievements. After that I and my friend met school teachers and introduced ourselves and explained to them the purpose of village survey. The young male adolescents gathered around us. After some time they disappeared but two persons remained with us. These adolescents used to move with us from household to household and gave essential information whenever we required. Some senior persons were very much particular about the gain they would receive by this survey, as they came to know that I am a government employee. Some of them discussed about their socio-economic problems and their children's education, in the hope that we may be helpful to them. Besides each household survey, interviews, discussions were held with the ex-Sarpanch, village assistant, teachers working in the village, employees, graduates and professional like doctors from the village to collect data on various issues related to communication and development of the village.

The researcher gathered data through administration of structured questionnaire from every household. The quasi-participatory method is adapted in the data collection because it is useful for researcher's visual observation of socio-economic status of households. The visual observation helps in judging the "Quality of life" in actual settings as a confirmation to the responses of various
variables by the households. Visual observation is also useful when the respondent is unable to give verbal answers to the researcher's questions. The visual observation is essential, because the respondents of the questionnaire do not report actual income, assets, wealth, resources etc.,. Some households may lead a rich and lavish life but their reported socio-economic status and income do not commensurate with that of visually observed fact. On the other hand those who are poor do not like to be confessed that they are poor before the researcher. These are some the facts of field realities. People pretend when it comes to revealing of socio-economic statuses. Therefore, this research is intended to establish and understand the relationship between socio-economic variables of the households with that of communication variables and their impact in development. The participatory interview method minimize the blurred and distorted picture in understanding the socio-economic conditions of the households and it helps gathering of accurate and reliable data in comparison with other methods. Therefore, the participatory interview with structured questionnaire and visual observation methods act as a balance of evidence in assessing the socio-economic statuses and other variables of the households. Rapport is very much required in this type of quasi-participatory structured interview to collect factual data. In both the villages, I have followed the same method to enter and introduce my self with the ex-Sarpanch through my acquaintances.

3.10) Data analysis:

The two villages are deliberately selected from many villages in the district to suit the analytical answering of the research questions. The researcher visited the two villages after being acquired the required knowledge pertaining to district, village profiles, communication use, socio-economic parameters and developmental initiative of the government from the secondary sources of information which will help in sampling. The sampling was carried out in all households. The data collected on such factors which affect the communication and socio-economic development of rural villages, the data collected from the samples and its independent and dependent variables are linked to address the research questions.
The raw data is collected in the two villages by the administration of structured questionnaire. The quantitative data was tabulated from the raw data collected through questionnaire to be made amenable for analysis. For this data is categorized based on caste, tribe, followed by socio-economic classification such as ownership of land, ownership of vehicle, domestication of livestock, agricultural machinery, media etc., and communication exposure. The two major factors of social stratification in the villages are land and the caste or tribe as the case may be. The land ownership is varied from landless laborer to large land owners. These two basic factors are utilized for understanding and analyzing the impact of developmental communication in this study. In this study, the households are classified into six land ownership categories, they are landless labors (No land), marginal farmers (0-2.5 acres), small farmers (2.5-5.0 acres), semi-medium farmers (5.0-10.0 acres), medium farmers (10.0-25.0 acres), large farmers (>25.0 acres). The agriculture is the primary occupation, but few families are engaged in employment, self employment, own shops, do business and artistic works in the studied villages. The family details, literacy and education, socio-economic are considered as independent variables and interpersonal and mass media communication variables are considered as dependent variables in the questionnaire. The data generated through independent and dependent variables provided information to test the hypothesis of the research and to help in understanding the socio-economic development through communication and awareness.

Further, socio-economic classes in each village is classified as six homogenous groups such large land owners, medium land owners, semi-medium land owners, small land owners, marginal land owners, and landless laborers. The communication exposure is also classifies in to three groups such as regular, occasional and rarely. The communication exposures with global media such as DTH TV, Radio, Mobile Phones, News Papers, extension services of various departments and village level interactions among people were analyzed. The facts and figures were systematically sorted out; common characteristic data in each category is placed in the respective classes. The summarized data were presented in tabulation in a compact form for further analysis. The categorized data were compared with one another and interpreted to extract valuable information from in this research as conclusions.
3.11) Limitations:

This study is not pertaining to specific agricultural machine or specific channel of communication on specific crop and their impact on developments of rural villages. The specific type message and various communication channels are not used as a communication inputs and the impact of that message are not measured in this study. It is the study of communication revolution taking place in this era and its impact on the rural and tribal societies and their integration with towns and cities. It is the study to asses the vibrations taking place in the tribal and rural areas in response to communication revolution. It is the sociological study to estimate, how the socio-economic and geographical distances determine the impact of communication revolution and help in reaching to the new opportunities of development and finally integrating with the global world. The research is focused on the participation aspect of farmers in various departmental extension services.

Social issues are complex, multi-faceted and dynamic. The social phenomenon is not measurable quantitatively in an exact manner like in science where we can measure exactly the speed of vehicle, weight of the object, but the social phenomenon can be analyzed qualitatively. This research is a non-specific media, non-specific time and non-specific episodic study of communication impact on rural society. It is the general sociological study which attempted to estimate the impact of various communication media on development in rural and tribal settings in one district administrative set up. Hence, this study has limitation of advising farmers about the media they should use for their specific developmental questions.

This study is useful in giving the message that changing awareness, changes the life. Unequal distribution of information through the various media exemplifies the inequality in the society. The information needs about opportunities available for personal and societal developments is a primary factor. At least information must be supplied to all citizens of country about developmental schemes, so that they should not be kept in the darkness.
3.12) Conclusion:

Developmental communication about agricultural science is dry and boring in comparison with folk arts, cinema, entertaining programs. Even then it is highly required to study the agricultural extension and developmental communication impact as they are pre-requisites for the development of village farmers. The general and open communication also reduces the distance between experts in towns and farmers in the villages. Communication promotes co-operation and co-ordination among castes and tribes which is essential for village solidarity. In a nutshell, people should not battle for information in the rural areas. The lack information about development shatters all the doors to close. The primary function of democratic nation is that, the people should be moved from ignorance to awareness with the free flow of information.

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REFERENCES


