CHAPTER - I
REVIEW OF LITERATURE

Revolutions in the society do not come by fate. They are the resultant efforts made by genius men of science and art. But the significant social change takes place only when the people participate in the transformational social movements. It is a fact that scientists and artists have social responsibility to improve the life of the common man.

However, through the historical moorings of society it is learned that, the social movements do not happen immediately, due to lack of participation by the majority of people in social transformations for various reasons. Majority of people are passive and they are required to shed their inhibitions to participate in social movements to become more open and flexible in their attitude to social transformation. This calls for mobilization of people and it is carried out by various communication media in the villages. One such area is to mobilize the farmers to accept the new scientific tools and methods of doing the very same ancient activities like cultivation is one of the important elements in the social change process. The farmers can be mobilized to replace the old farm operations with new scientific ways to achieve more agricultural production.

It is a fact that even today majority of the Indian population depends for their livelihood on agriculture particularly in villages. The social change process with the help of farming operations, the farmer will be considered as a communicating unit, to increase the agricultural production. In communication process it is considered that, to speak is to affect others. The communication is like any other work. The "saying and seeing" are not just perceptual but also practical manifesting into various impacts. Today, the communication is a big business in the world. As a matter of fact rejecting communication and innovation means rejecting progress in life. The spread of reason and knowledge in the society is always done by various communication channels. The revolutionary awareness in the people can be brought by popularization of the information about the subjects of issues there by revolutionary changes can be introduced in to the society. This way the forces of social change around the man put pressure on
him through various modes of communication to change and the change becomes the law of life. In such situations, not to change becomes very difficult than to change. In this way, communication which is aimed at developing the agriculture by spreading scientific innovations to the farmers becomes the developmental communication for the farmers.

Sigmund Freud once said regarding the impact of communication that, "civilization began, the first time an angry person cast a word instead of a rock". The communication is very important factor in civilization process as the signs and symbols carry shared meaning which facilitate understanding and help in maintaining continuity as well as to introduce change.

The impact of communication can also be traced to war situations. The tremendous impact of communication was first time realized by the mankind was in the World War II. The success of communication through various channels of propaganda and printed leaflets related to World War II helped the countries to win in the war. Even today the message war goes on before, during and after the actual missile war. The message war and missile war can not be separated from one another in war situations. Such is the impact of communication on the military as well as on common man.

After the World War II, most of the colonial countries which were under foreign rule got freedom to govern their countries by themselves. These new countries had very low literacy, high poverty and low infrastructure, low agricultural production, lack of awareness, lack of reason and scientific outlook, poor health conditions and over all the countries were underdeveloped. These new democratic countries felt the need of the development and to improve the agricultural productivity to become self reliant in all spheres of human affairs. In this situation the developmental communication system evolved to popularize the concepts of modernization and to disseminate the developmental information, so that these countries can achieve the goal of development.

In this light the social scientist, Ms Nora Quebral of Indonesia defined developmental communication as "The Art and Science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of human potential". Developmental
communication is the process of disseminating the information for the purpose of improving the life. It stimulates and promotes goal oriented behavior and work ethics. It makes the participants to feel that they have the ability to influence their future and environment. Without developmental communication the technical innovations of cultivation do not reach to the farmers. Through the communication farmers establishes relationships with agricultural institutes, research departments and other agencies, then new interactive pathways are formed and ultimately the innovations are implemented in cultivation and the farmers socio-economic conditions are improved.

The developmental communication is referred with many names based on its functional usage such as developmental support systems, integrated rural communication and participatory communication etc. It is a positivistic, participatory and multi-lateral promotional communication. The social responsibility of communication activity is the first objective of any developmental communication. The developed societies transmit their “images” of developed status to developing and underdeveloped societies through various channels of mass media. The mass media in turn mobilize the masses of under developed societies to become modernized.

The function of communication in the society depends on the formats of the content or messages. All communication episodes do not have same purpose from audience point of view. For example the entertainment communication promotes more leisure than productive work. It is loaded with fun, music, songs, jokes and other amusement messages which take the audience away from the realities of painful life. The rich and affluent people engage more in such leisure time activities. The educational communication content is loaded with updated subject matters which fall under process of learning. It needs more attention to understand new subject matter for the audience. It is more serious communication than the entertainment. Similarly, in the villages those who want to become rich and affluent engage themselves in agricultural developmental communication and activities.

The other very important function of communication is to know about our past. For example Asoka’s rock edict depictions at Sanchi are studied by Archeologists and deciphered the life and policies and developmental
programmes under taken by King Asoka. The social progress, civilization and 
passing of social heritage of the society are primarily shaped by human 
communication systems. The experiences and knowledge generated through the 
ages in the course of living are preserved and passed on to the next generation 
through various communication media for social evolution.

Broadly, the social scientists identified three main functions of the 
communication in the society. They are: 1) the surveillance of environment, 2) the 
correlation of different parts of society in response to environment and 3) the 
transmission of social heritage from one generation to the next.

Similarly, there are three main purposes of communication episodes. 
They are: 1) Informative – an appeal to the rational mind, 2) Persuasive – an 
appeal to the social and the emotions and 3) Entertainment – escape from reality. 
The three main tenets of mass communication are education, information and 
entertainment. These tenets are to be in that order to fulfill the social 
responsibility of the mass communication in each episode. The first two tenets 
fulfill the social responsibilities and the third tenet makes the audiences to engage 
themselves in the communication act by making it light and interesting.

Therefore, the communication as such is not at all a new thing to human 
beings. The communication formats and messages may be changing with time 
and the age. The communication is the most basic and routine thing. We always 
engage in it, either in receiving state or in transmitting state of signs, signals and 
symbols of information sharing. The communication and information was used by 
ancient people for certain purposes i.e. for hunting and for protection without well 
developed communication devices. The modern man may be using 
communication to fulfill various demands of life and also using sophisticated 
communication devices. The functions of the communication are remaining same 
and even valid today.

According to scientists, the messages (M) are transferred from a source 
(S) to a receiver(R) through a communication channel (C) in the communication 
process. This simple model of communication process is called S-M-C-R. For 
example a farmer is being asked to participate in an agricultural program. In this a 
message (M) is being conveyed to the farmer (R) through a spoken language (C) 
by an expert (S).
Usually, the agricultural and farming skills, attitudes and orientations are inherited and transmitted from generation to generation in the family of cultivators. But the changing technicalities in farming and particular skills are to be learned individually. These new farming techniques which will be helpful in improving and making easy the task structure of agriculture. The new techniques and skills also increase the agricultural production. The farmers’ progress depends on communication capacity or comprehensive ability, participatory attitude, affordability or socio-economic status and technological resources.

From the simple communication abilities such as listening and watching from various sources about new technology one becomes aware of new agricultural practices. The Radio, TV, News papers, Sign boards, Shop owners and Marketing business men, Parents and Peers become the communication environment to the farmers in the villages. These entire media environment around people will change and mould them accordingly. Therefore, sound socio-economic statuses lead to sophisticated communication environment around them and people further improve their socio-economic status with the use of latest information.

Individuals adapt new technologies by way of social interaction and by means of sensory stimulations with shared meanings or symbolic modes or signs. So that ideas are transferred from one person to another person. Those who are adaptable to modernization become developed than those who are not. Similarly the farmers who are flexible towards modernization become socio-economically developed.

It is reported that, the agricultural extension methods and communication episodes act as catalysts to improve farm productivity and to enhance the capabilities of the farmer beyond traditional methods of farming. Many such studies on communication which have impact on the society have shown that there exist a co-relation between level of public information and technological developments in the country. The communication is an index as well as an agent of change in a total social system.

Several factors contribute to the farmers’ non-participation in agricultural modernization. The geographical isolation, social isolation and mental isolation decrease the possibility of farmers’ adaptation of new farming technology.
communication processes have the capabilities to fill all the three gaps. The development communication means filling the empty minds with empirical knowledge to make the mind open to experience the novelties in the world. The growing awareness and knowledge makes the farmer open to adaptation of new technology and in achieving economic efficiency in agricultural production.

The social change process happens in stages and in an orderly manner. The history of social change indicates that, the social change itself is the mobility acquired by the individual in three major forms of human mobility – physical, social, psychic – is essentially required for a modern society in that order. The first phase is Physical mobility i.e. geographical migration from one's own soil. The age of western exploration opened up new worlds and grouped them with colonial nativity. The second phase is the social mobility in this the man who liberated from his native soil, sought liberation from native status. He does not want to be in his father’s shadow and also not interested in playing the routines social roles. In this way he changes his place of birth in first phase now he wants to change his place of society with new social roles at new place 10.

Ever since the mass media explosion and spread of literacy started in the society, the people are becoming modern very easily. They also are refashioning the social organization on the basis of achievement rather than the old ascription statuses11. The electronic media such as Television, Radio, and Computers are revolutionizing various aspects of production processes. These media are more powerful than machines man used to act on the object of labor and they are even using some of the intellectual functions in the control of production process. In short the media have become not just the “Extension of Hand” but an “Extension of Brain”12.

More over, the Mass Media has the potential to reach out to every person by flying over and destroying the socio-structural elements which prevents free flow of information and communication from one social stratum of person with the other social strata. The public broadcaster have the responsibilities of truly reaching the non-reachable public not only by geographical coverage of its signals but also producing socially relevant programs related to blind and handicapped persons, old age persons, tribal people and many other special programs cutting across all sections of population of the country. The public
broadcaster has no primary motive of earning profit from the broadcasting services but to serve the public for nation building.

The mass media plays a vital role in learning new things consciously or otherwise. It provides general and specific knowledge and makes the person aware of the world around him. The mass media is very much addictive. The children and the adult alike are flocking to the Television sets, film shows, newspapers, radio sets, internet and mobile phones. The individuals are now a days learning new things more from mass media than from interpersonal communication. These mass media have more social influence and bring more social awareness immediately in the large number of people instantaneously. Due to this great capacity of mass media to influence people, the owners of the media become commercial and produce and present the communication material for self sake. The mass media if contains only non relevant, harmful stuffs which subvert the youth to have harmful effects at social level.

It is also important to note that, the mass communication has the limited possibility for audience participation due to transmission of messages in one way only. But the mass communication plays a significant role in formation of public opinion, publicity and propaganda of government policies by reaching to the rural and tribal areas including those areas which are unreachable in all seasons of the year.

The rapid changes in communication and information processing using digital technology, mediated online communication have become reality. The computer networking communication is faster, better and widely accessible to variety of information through Dot-coms, e-mails, web browsing and downloading of variety of information. The emergence of internet polarized the individuals, those who have digital access and those who have not. It created a great digital division in addition to communication gaps already present in the societies. But due to convergence of mass media, information technology, computer technologies, the internet provides unlimited access to variety of subjects to all those who have skills of accessing and who have internet accessing rights. This means, those who want to develop are required to be with pro-technology mindset and use this communication revolutions to get aware of development processes.
The fringe effects of communication extend to other areas of agricultural production. It is reported that, the land reforms will not help the beneficiaries unless agricultural services such as extension, finance and rural service delivery (such as social and infrastructure) are addressed. The communication system also plays a role of harmonizing and integrating various social groups for reinforcing participants creative approaches in fulfilling basic needs and solving social problems. The revolutions in the communication media is a special concerns to the new and emerging nations in that it helps in socio-economic development.

The main purpose of fourth estate i.e. mass media is to participate in society, presenting and representing social issues for social good. To highlight the governmental policies and to inform the common man is the social responsibility of the media. It can also advocate policies and set agenda for social development. But today, the fourth estate is a big business and it is commercialized for profit. The family is no more playing the key role in socialization process of individuals. The socialization process is changing due to new communication technology, T.V, Radio, Films, Schools and Educational Institutes, News papers, Internet Communication, Peer Communication, Marketing Communication, Fashion Communication etc.

With the help of multiplicity of communication media the individuals are getting exposed to global culture much more than the local community culture thereby making greater impact in socialization process. New elements are being introduced in the community culture by the communication media. The passing of community culture by families to the new generation is declining and the family is no more in a position to transfer age old traditions to new generation. The communication media revolution bombarding the individual to expose to variety of culture thereby a comparative cultural analysis can be made by the individuals. The society is opening up to accommodate various cultural practices with out much resistance. In the ancient society the travelers from foreign countries were allowed to know about the culture and life style of their land, today the communication media is playing the role of this traveler.

Even though the mass communication has the capacity to break the social barrier, the mass media is not being enjoyed much by the poor, un-educated,
unemployed and tribal people. It is mostly accessible to rich, educated, employed and urban people. The higher the social status in terms of social, economic, cultural, educational and political, the higher will be the usage of mass media. The higher social status people are also active members of mass media activities; it includes media ownership and content production personnel. It is evident that the media covers the matters which it hears in a loud voice, the attractive visuals of grand happenings and celebrity lives of few people of the society. The poor being only the consumer of media content, without any privilege to express in the mass media. The poor people life scarcely occupies the space in the mass media in comparison with affluent people's lives. It is the duty of government to hear the needs of the poor people, who are socio-economically backward and formulate a developmental communication content to bring about awareness and fulfill their needs and aspirations.

In order to emphasize the importance of communication for human development and excellence, the United States has included communication as a basic right of citizens that is right to freedom of opinion and expression. The right to information and communication is receiving attention in day to day contemporary affairs. The right to communication includes in addition to human rights, the right to development, and equal opportunity for basic resources such as education, health services, food, housing, employment and fair distribution of income.

The developmental communication facilitates acquiring skills to do farming work in a modern way for socio-economic gains. Acquiring skills depends on individual intelligence, interest, resources, time, availability of relevant information and expertise. Adaptation of latest technology depends on socio-economic and cultural background of individual, belief system. The developmental communication is mainly aims at the adaptation of innovations, changing the attitude and behavior of people. It is a participatory and two way communications. The developmental communication is more of an interpersonal communication and it requires social involvement. Therefore, the mass media play a supportive role only. Mass media coverage is extensive in geographical area and is useful in creating awareness and to create an interest in society about innovation. The developmental communication rarely employs single channel for
information dissemination. It uses multi-channels and media-mix in the communication process.

The dimensions of developmental communication are expanding. It includes not only dissemination of scientific and technological information for economic growth but also dissemination of information to introduce new value systems in to society's native culture by communicating rationalism, nationalism, health and education, social justice and secularism, democratic values and equality of citizens, gender equality, individual rights and freedom. Other such modern social and scientific issues and views change the people's perspectives of world view.

To describe the developmental communication in practice it is necessary to state that it links specialists with the layman with a purpose to adapt the new scientific innovations for socio-economic improvements 17. Of course with the help of person to person communication, mass media (print, Radio, T.V. Computer Networks), group communication, extension agents and other traditional folk communication methods are discussed earlier. The main aim of developmental communication is to pursue the layman to change his behavior of doing the jobs with new technological tools for gaining profits 18.

To address the Indian scenario taking into consideration the characteristic of Indian society that there are division in the country based on multi-lingual, multi-ethnic, multi-religious and multi-regional. The developmental communication messages productions and information disseminations are to be made taking into consideration of the above social divisions at the local levels. The single developmental information in one language can not have same impact throughout the country. The same developmental information has to be made in a number of languages and dialectical ways to suit the local areas where it is intended to be disseminated to have a meaningful impact. The use and promotion of local language and decentralization of polity are needed for socio-economic development of local areas 19. In our country local press, local Radio stations, local T.V. stations, community Radio Centers, area specific folk media and local dialectical communication media are to play a dominant role in the development process.

25
Although by nature and content the developmental communication is dull and drab in comparison with political, entertainment communication. It is too difficult to exercise and does not evoke large audience. But it is essential to drill the developmental communication uninterruptedly to promote interest and to ensure participation of the ignorant rural masses for social enlightenment  

The development communication is aimed at making developmental awareness not only just for few families, but for entire masses of the society. Over all development and equitable distribution of resources in the country are the basic tenets of welfare and democratic state. Awareness and knowing of opportunities are not to be monopolized to just few families and castes, but to all masses and all castes of the society, to have a healthy competition. The first five year plan in 1951 launched the community development program, which included the agricultural extension services to increase agricultural productivity under "grow more food" campaign. This is perhaps first developmental communication by the independent India in an organized manner.

The information flow from top to bottom must be supplemented by bottom to top. The generation of information and its dissemination must be area specific so that linguistic and cultural variation should not act as a barrier in the flow of the developmental data  

Communication access and public participation occurs in three levels  
1) Communication within communities 2) Communication at national level. 3) Communication at international level. And passive reception of message will not yield developmental process. For social change process the group has to receive three fold flow of information 1) Information stemming from the historical past 2) Information arising out of group dynamic itself 3) Information coming from the outside world. The information must flow in a multi directional way in the social network and it must touch all the points in the community so that noticeable communication impact takes place. 

In rural areas use of mass media such as print, radio, T.V is very less in comparison with urban areas. T.V and radio signals reach rural villages also. But due to lack of receivers in rural villages rural folk do not enjoy them. In rural villages' interpersonal interaction, group communication, kisan melas, exhibitions and other folk media are popular.
Mass media has a powerful tendency to arouse passion in the audience. The way television cameras capture close up footages of subject matter, the radio tone dramatically modulated with emotional background music and the print media properly chooses the slant words and sentences; all these things are used to arouse interest and to attract the audience. Censorship decides what can be presented or what can't be in the media for mass consumption. There is an organized pre-censorship of films before exhibition, in India. But for other mass media there is not much evolved pre-censorship, only self censorship of producer of the programs or editor of the press is responsible. The media is also used for lying, spreading of rumors, spreading of superstitions, unscientific information and distorting the information. The impact of unchecked mass media content degrades human dignity, pollute culture and do not improve standard of living.

The gap between the messages communicated by the sender and the messages perceived by the receiver become the communication gap. The communication gap between the sender and receivers of the information is less in face to face interactions due to availability of immediate feedback to minimize the communication gap. The radio, television and newspaper being one way disseminates the information. Due to this reason the mass media is supplementary in use and can not be a substitute for interpersonal interactions in learning the new ideas and using new tools in the process of developmental communication.

Half of the farm work force constitutes women. However farming decisions were taken by male members of the family. In a study it is noted that the larger the farm holding lesser the decision taken by women and Vis-a-versa. In the marginal and small farming families the physical involvement in farming operation is more in respect of women which may facilitates increase in farm decision making.

Moreover, there is a global structure of information capitalism. Women are being treated as “non technical” human beings. Men's labor is considered productive in the calculation of nations economy where as women's labor is considered reproductive and outside the calculation of national economy. Gender politics applicable to information flow also. Main stream information flow is a male stream information flow.
Developmental communication requires to put an effort to reduce such communication gaps among persons of varying socio economic and gender difference in the society. Communication strategies are to be curved out for supply of specialized information to special groups depending upon the assessment of information needs.

In 1975-76 Satellite Instructional Television Experiment (SITE) was conducted in India for the purpose of developmental communication. INSAT satellite is used for developmental communication even today in Jhabua a tribal district of Madhya Pradesh, where 85% of people are tribes with only 14% are literates. They depend mostly on forest produce and agriculture. Innovative software approaches used in which local people are being used in production of audio visual programmes with a tribal cultural ethos as a main content in dissemination of agricultural related information. To have a good impact the programmes were presented in entertaining, enjoyable and educative manner. In 1998 evolution of satellite development communication was carried out and result show positive feedback in respect of knowledge gained by recipient population.

The factors contributing to farm mechanization has been identified. They are subsidies or low interest loans to farmers, sufficient availability of agricultural inputs such as HYV seeds, fertilizers, irrigation facilities, pesticides, other agro chemicals etc. Easy availability of electricity, diesel, petrol, availability of sales and service centers, market place, educational inputs such as extension workers Radio TV news papers farm magazine also contributed in the farm mechanization process.

Advertisements use powerful communication approaches. It is paid form of communication. Advertisers not only show and tell about product but try to stimulate basic human emotions, intellect and that too not for once but repeatedly. Advertisements are short communications. They do not tell the story. They simply target the human emotions and rationality for a very short duration. This type of approaches makes the consumers not only aware of the product but also pursue to purchase the product.

Advertisements use variety of communication tools such as Direct mail, Exhibitions, Posters, Wall Writing, Neon signs, Sign boards, Sky balloons, Banners, Electronic displays, Meet the customers, Panel discussions, Song,
Dramas, Bus and Train panel writing, Sponsoring sports events, Street plays, Puppet shows, Folk forms, Press briefings of new products, Sponsoring local festivals, Sangeet sammelans, Constructing bus shelters, Offering scholarships, Promoting local causes, Product launching events, Pamphlets, Leaflets, Charts, Graphs, conventions, Concerts, Trade shows, Brochures, Field publicity, Film shots, Campaigns, Token gifts, Calendars, Seminars, Diaries and many more paid methods of communication tools are used by seeds and fertilizer companies to attract the farmers.

It is a well known fact that the communication has some inherent limitations. That is, not all who receive messages will understand it. Those who understand the message may not agree to it. Those who understand the message, agree to it, but may not be willing to decide and change his behavior. Moreover, information over load takes place when the delivered messages are beyond the capacity to process and understandability of the receivers.

Ideally there should not be any gap between message content of sender and message content of receiver. If there is no such gap between sender and receiver we call them to be completely in tune with each other and for a given stimulus expected response is elicited. In other cases there will be misinterpretations, misunderstandings and distortions in communication which will not elicit desired response, if these things exist between sender and receiver.

In addition, for understanding to take place, the communication should be in two way and with out any barrier in the way of communication process. Some of the well known barriers are Physical, Environmental, Semantic and Perceptual. Such barriers are called Noise. Even in the course of communication act, dissent, disagreement and murmurs of the receivers are required to attend immediately so that conflicts can be reduced, understanding and acceptance of messages can be increased. In other words the meaning to the communication act is the response it gets.

Therefore, the level of information and mode of communication may have to be varied based on audience’s educational, intellectual, cultural and social background. So, they can grasp and understand the messages. Individual and group differences have to be taken into account to create attention to the messages by asking questions, passing curious information about subject matter, by use of
local proverbs and sayings and stories etc. Such techniques facilitate participation of audiences in the communication process.

Lobbying is also one form of communication. It involves educating selected group of persons most intensely for attaining certain goals. Propaganda type of communication usually distorts the facts and even spreads false information to achieve purpose.

The importance of participation is very much explained in a Chinese Proverb. It says: If I hear it I Forget, If I see it I Remember, If I do it I Know. The importance of knowledge, attitude and practice is embodied in this proverb.

Let's now consider in brief to enhance the communication impacts in improving agricultural practices. Communication is like a drug or a capsule it acts once it is consumed. In the communication act new information is disseminated or old information is repeated or some new information is added to old information. The facts, concepts, relationships and agricultural new production techniques are explained to farmers in various communication formats. Communication content is processed through perceptual process involving sense organs of sight, sound, smell, touch and taste. Multiple impacts will be experienced by the multiple impressions received through these sense organs in the communication act. Of all the sense organs sight and sound are most important for quick and maximum learning experience. For easy understanding of communication the content must be pleasing to senses, must be in simple design format of the messages, accurate and presentation must be in a way to stimulate the action.

Planning must be the first thing in any communication act. Planning increases the chances of success of communication act. Simultaneous evaluation of communication should take place in the course of act. The subject expert of farm technology must constantly observe indirectly the facial expression and other body languages of farmers and their voluntary participation in communication act. The expert can directly ask questions about subject matter and see their answers. The expert must provide space for audience participation for maximum impact. The impact of communication can be easily seen in direct and active participation of audience rather than in passive communication.
episodes. The follow ups and continuity in communication is very important for greater impact on audience.

The information may come from many channels of communication systems of the society. The individual capacity and capability of receiving information from different sources of communication makes him aware of variety of options available in social environment to tackle his life's situations. In this review of literature the communication modes were broadly classified as 1) person to person communication ( face to face and mediated ) 2) print media communication ( Mass Media) 3) Electronic media ( Radio and TV ) 4 ) Participative Communication. The literature under review is mostly reported by Indian researchers there may be some exceptions to it.

1) Person to Person Communication:

The human beings have wide range of communicative capabilities compared to other animals. There is a space in the human brain for speech which is not in animals at all. The language and speaking is an important element of human beings in social ascendancy and social interaction. The most important human factor in communication is face to face interaction and is an essential feature of community life and all sorts of social existence.

As a matter of fact, face to face interpersonal interaction is the primary communication without any intermediates. In this the participants breathe the same air in additions to receiving audio-visual information while communicating. In social relationships the closeness has greater impact compared to looseness which has no impact. It is the primary care settings in any human relations also. In a care taking climate, the information shared among participants will be positive. The face to face interaction also promotes "culture of enquiry" among different sections of the society in villages.

There are various combinations of communicative elements in a face to face interaction such as the physical presence, non-verbal and visual information, socio-cultural cues and verbal information is all radiating about intent of the participants in the communication episode. Non verbal gestures are the richest communication content and with immediate feedback. Interpersonal communication is not just audio-visual communication occurring face to face.
with immediate feedback. But it is a multi sensory communication such as touch is used for re-assuring, tea for taste is offered for confidence building between participants. It is the primary mode of communication and all other communication modes are supplementary to it. Due to this information richness its impact is much more and much immediate than any other mass media. In the farm extension techniques the face to face interaction takes place in field trips, demonstration camps, exhibition camps, real and specimen tool presentations. The adaptation of innovation in agricultural technology is accelerated by face to face interactions. The interpersonal interactions are most likely to take place in leisure time gatherings in the villages such as village meetings, tea shops, fairs and festivals and friends meetings etc.

The verbal communication mainly breaks down the barrier between people and tries to decrease the mental isolation among participants. The mass media in particular is also decreases geographical isolation between regions of the country. The modern societies are media rich societies and traditional societies engage mainly in direct and person to person communication. Hence, there was more psychological attachment and social solidarity between people in traditional societies. Where as in modern society mass media mediates between people, there arises a lack of personal touch between people and more of psychological isolation and less of social solidarity.

As discussed, the two way communications is to be there between educator and educatee. “Without dialogue there will be no communication. Without communication there will be no true education”32. Therefore in order to make effective communication the educators and extension person must understand the structural conditions in which thought and language of the people are dialectically framed33. In India many languages and dialects have preserved their identity from centuries even with lack of state patronage and without script to develop as a literature. People are mostly comfortable with their mother tongue.

A study in Bangladesh revealed that farmers received insufficient information in comparison to information needs. There is an undesirable gap between demand and supply of farm information. Most of the information flow is
"supply-led" rather than "demand-led". Farmers mostly receive information through interpersonal sources.

In another study conducted in Kallikudi block of Madurai in Tamilnadu, it was found that, opinion leaders in the village sought information from the extension workers. The opinion leaders judged the farm information in the light of local socio-economic conditions. They memorized information and some even noted in a note book and later disseminated the information through interpersonal communication and informal chitchat during the social functions. Therefore identification of opinion leaders in the village is important to increase the adoption of farm technology developed by universities and scientists. The farmers themselves go to opinion leaders for knowing and understanding any type of problem they are facing and seek the opinion leader's advice for solving it. Primary group and Reference group leaders become opinion leaders and influence the other's decisions.

The over all scenario in the rural villages indicates that there is a declining trend of opinion leaders due to industrialization and rapid communication developments. The cultural leaders such as Brahmin and others who perform Puja, Bhajans, Kirtans, Kathas, etc. are declining due to availability of Reel, Cinema, CDs, Cassettes and other Electronic media to perform above cultural events. Among the lower castes the leadership emerged through caste panchayats and their leadership is also declining due to spread of literacy and media awareness. The traditional cultural and caste leaders are declining but the formally elected leaders through adult franchise are on the rise. The formal leaders who have been elected are actively participating in developmental activities compared to informal leaders. In fact there were no village wide leaders in the villages who can be acceptable to all. But there exists factional leaders. Therefore, for dissemination of developmental works factional leaders must be approached in addition to village head man or praddhan.

Rural community is almost homogenous in the sense that people think, live, dress, behave and act in similar ways. Rural life is characterized by primary social relations, face to face and informal interactions are very common. Therefore, interpersonal interaction is predominant over mediated communication in shaping social behavior of rural masses.
In the villages persons with similar values and tastes tend to be drawn towards each other and form a friendship groups. In villages gossips and public opinion were the main source of social control. Informal gathering during leisure time is very common in the villages. The person living in contemporary society with new ideas and new tools are considered modern. People sought advice from such person whenever the demand arises. This contemporary person becomes a leader who bridges the bond between village people and out side village world.

The experience has shown that in popularizing of new farming practices the mass media have to be reinforced by personal contact with local significant persons. Broadcasting can not do any of the essential tasks of extension workers. Without extension workers plans and programmes continue to fail due to lack of knowledge and guidance in the village community. Mass media can be able to bring timely information directly to village farmers. But mass media can only play supportive role to interpersonal communication in developmental communication.

Face to face interaction is both rich in qualitative and quantitative content of the communication process. There is a spontaneous response and feedback. Therefore it is less time consuming, direct, produces instant results and dialogues can be adjusted to the moods of the participating parties. Interpersonal communication can be compared to the burning candle lightening another candle. A magnetic iron is transforming another iron piece to get magnetized. The genuine concern for transformation can be achieved with it, in a trustful climate. The frank and fair information sharing is capable of bringing revolutions and reforms in the society.

In rural society oral tradition is very commonly practiced. Face to face interactions facilitates immediate feedback. The media is highly suitable for situations calling for attitude formation and behavior change. Mass media communication takes place by institutional sources. It has the power to spread the message quickly and simultaneously to large audiences. But it is an impersonal media very few people adapt to new innovation by mass media awareness campaign alone.

Interpersonal influence from the closed ones by talk back and feedback is required to convince oneself for adopting new innovations. It is the quality of the
interpersonal relations rather than the quantity of the mass media which plays predominant role in accepting farm innovations40.

Non governmental organizations (NGO) play pivotal role in increasing the level of awareness. The NGO volunteers go to villages for meeting and talking to the target population. As the volunteer is an outsider to the village his information will have an intended impact. The NGO may employ mass media for dissemination of information if the target population is large and diversified. Therefore, NGOs play an important role in developmental communication.

Exhibitions, Kisan Melas and Kisan Rallies act as celebrations due to participation of many farmers at one place at a time. This type of gatherings not only useful for information sharing but also used to consolidate the farmers cause. The gatherings take the festive shape and become symbolic for the pride of the farmers community. Therefore these gatherings go into the permanent memories of the farmers and leave a long term impact in the minds of the farming community.

In the villages, the horizontal communications take place with in caste people. In horizontal communication the participants share similar language vocabulary and equal knowledge of all social activities. The vertical communications take place among different caste groups. So the vertical communication is based on the unequal power relations among different caste groups. Here the participants may use same language but there exists vocabulary differences between high and low status people. Similarly the subject knowledge among the participants is unequal. High caste people have high prestige, highly educated and exposed to modernity and are obvious choice to become leaders of delivering developmental information to the rest of the village.

The mediated interpersonal communication is possible through telephone and mobile phone conversations, radio and Television phone-in programs, Call centers and teleconferencing are the modern communication techniques helping the farmers in dissemination of farm information. These technologies are attending the needs of farmer's instantaneously. Many Agricultural Universities have started farmers call centers for answering the farmer's queries.
Traditional media offers close physical and psychological contact between performers and audiences.

2) Print Media:

Indian society was an oral society until the first English news paper was published in 1780 from Calcutta. After Independence, the print media expanded both at the national and regional levels based on regional languages. Presently small, medium and large press organizations are in print business serving the Nation.

Comparatively reading news paper is harder than listening to radio and watching television. Also written words are even harder to receive compared to listening words and seeing pictures. Therefore, selection of proper and simple words is important for common man to understand the printed messages. Composition of words and understandable messages formatting sentences are very important in print media. Unlike the radio and T.V in which many persons can listen and watch the simultaneously, in print media only one person can read at a time.

Even today 70 percent of the Indian population still lives in the villages; as such circulation of news papers and printed materials is becoming a problem due to remoteness and transportation problems. Therefore, mofussil and district, small news agencies play a big role in reaching the print media to villages in comparison with medium and large news papers. As Press Commission of India pointed out that rural reach is very limited that calls for concerns and attention of press.

One of the most democratic principles is representation. In this sense local news must be covered by news paper to represent the social issues from rural areas at par with urban areas.

Marshall Mc Luhan famous media authority predicted that an eclipse of press will come in this age of electronic media boom. However print media survived from the challenges of electronic media in the service of man kind. Press improved its lay out and visual display with colors and diversified its content. The news style of reporting, writing and editing was adopted to make
news paper reading attractive. Modern news papers illuminate the readers mind with its cartoons, graphics, photos and illustrations. Moreover, print media expanded in several formats and forms to reach out to grass root population in different languages such as community papers, advertisement leaflets, and professional or specialized periodical.

First Prime Minister of India Mr. Nehru considered that press journalism was neither history nor literature in a hurry. He said that it is a part of human action with social and political purpose. He did not like the press with only baronial interests. For him mass circulation of press is meant for realizing the untapped potentials of the people.

The analysis of news paper content shows that majority of the space is covered by advertisement which earn money for the news paper and the other important topics covered are politics, economics and business news, crime and entertainment, sports, photo news, features, international, national, local news, train and bus timings, weather information. But very less space is allocated to developmental news, educational and science news.

The English news papers mainly, The Hindu, The Times of India, The Hindustan Times and The Indian Express cover rarely the information pertaining to agricultural developments. However, they do report only economic aspects of agricultural and rural development. It is only The Hindu that reports latest scientific agricultural information regularly in a particular day of the week.

As far as regional language press is concerned the contribution of Malayalam press to agricultural development is worth mentioning. Especially Malayalam Manorama, Mathruboomi, Kerala Kaumndi and Desabhimani news papers cover weekly farm features which includes articles, news stories and success stories of farmers with pictures. Some of the news papers also organize Kisan Melas and farmers meet. Malayalam Manorama have a press strategy to honor the best farmer of Kerala once in two years by awarding the title Karshak Sri, a citation and Rupees One lakh cash award.

A study on content analysis of women’s agricultural activities in Nigerian news papers revealed that public news papers reported more agricultural information compared to private news papers. Large news papers reported more
agricultural information compared to small news papers. Public news papers reported agricultural information due to social responsibility, whereas private news papers did not report any agricultural information as this information can't increase the circulation of the newspaper. Private news papers are ready to report matters which earn them profits. In addition, the study reported that newspapers content to some extent "mirror" the social reality dictated by the governmental, non-governmental, international programmes especially the policy makers and intellectuals.

In a survey conducted among the farmers who have the habit of above average readership of farm articles revealed that, teashop is the most common place for reading newspapers followed by relatives' homes, library, panchayat office in addition to purchase of newspapers and subscription to newspapers. For males in the village the common place for reading newspapers is teashops, whereas for females it is neighbor's home. The majority of the readers spend less than 30 minutes. Per day for reading both dailies and magazines. Most of the respondents preferred to read current events followed by agricultural news and politics. Very few people read sports and marketing information in dailies in the villages. While reading magazines males gave preference to politics and females for stories. The respondents mainly read the news for storing the information they have read. Very less number of respondents used press cutting for preservation. Most of the males respondents share the information with their friends followed by relatives and fellow farmers, whereas females interacted more with neighbor followed by friends and relatives.

In India, there is a rise in printing of farm journals. Rural literacy is also on the rise, farm journals are subsidized. In spite of this, there is a poor circulation of the journal in the rural villages. It is observed that most of the farm journal articles are also not balanced. For example, majority of the contents are related to mechanized agriculture followed by animal husbandry and home science. Crop productions received more attention than farming fruits and vegetables. The text of the farm journals are too technical and beyond the comprehension of the average farmer.

Rural or community newspapers are the real movers of the national development. Rural press brings down the barriers of isolation by inculcating
reading habits in the villages. It also helps increase agricultural production and awareness of the rural people. In facts press demands more active participation and involvement of the audience than Radio and Television. Press allows re-reading or re-exposure whenever needed by preservation and produces better retention of information.

Rural press operates at grass root level. It can mobilize people by reporting common problems in local language, dialect and idiom for people to understand. Rural press plays significant role where basic infrastructure such as roads, railways and other transport systems are lacking which hampers the distribution of national, regional news papers and magazines. Rural press provides a platform for horizontal participatory communication in isolated village networks.

Of late many regional language news papers have started their local (district) editions. The grass root journalists and reporters are operating without any proper appointment orders from the news papers. Mostly they get remuneration on the basis of length of the item printed. Therefore, the journalists utilize their profession for acquiring rich economic dividends by adopting foul means. Moreover, most of them are not trained journalist. There exists an unhealthy nexus between local elites and news men. These journalists primarily use this profession for fulfilling their self interest. Due to the above reasons the content of the news paper suffers from standards and leads to yellow journalism. Non issues often become the head lines whereas socio-economic and developmental issues are kept aside.

In the farm extension the print media includes news papers, news letters, news stories of successful farmers, folders, wall writings, posters, calendars, circular letters, bulletin, reports, charts and maps and pamphlets. Cyber technology is also making strides into print journalism and textual information. Many journals, magazines and news papers have their e-journal, e-magazines and e-news paper versions respectively. To accesses these e-print media, one needs internet connection for browsing. The Mobile telephones have SMS (Short Message Services) functions. Many fertilizers and seed companies are using these technologies for forwarding fertilizers and seeds information to the mobile user farmers. The meteorological and marketing departments are also sending weather
information and market information to farmers with latest updates. Now the farming community is receiving adequate information regarding modern farming inputs availability in the markets, weather conditions and other relevant information.

3) RADIO

Radio is the only media for those people who can't read, can't purchase newspaper and can't afford to purchase Television. It is the cheapest of all mediums. The other sound media in farm extension services includes Radio tape recorder, Disc and Digital audio recorders, Public address systems and Phones.

Therefore, Radio is the most accessible mass based media in India. It is not only the cheapest of all mass media but also portable. It broadcasts Educational, Informational, Entertainment and Developmental programs in all regional languages by All India Radio with its wide network throughout the country.

The rural broadcasting with Low Power Radio Transmitters would ensure the country side in each District quality programmes to the specific problems of the local community as per the need and demands. The centrally planned messages about development can also be modified at local Radio Station to evoke desired response in the local community. The Local Radio Stations are playing a big role in U.S.A and Australia with programmes production and local news units. The rural people are interested in local events such as development activities in Tahasils, Panchayat Semites etc., rather than activities in Legislative Assemblies and Loksabha.

The success of broadcasting depends on the participation of all section of society in the programme production process. In Britain there is “Viewers and Listeners” Association and a “Radio and TV committee” consists of Writers and academicians. In India also the All India Radio has program advisory committees for rural, industrial and tribal programmes for advising and improving broadcasting services.

The outdoor broadcasting is more important compared to the studio broadcasting specifically for development communication. It facilitates
participation of rural people in farm and fields for recording the real activities of rural life. The broadcaster come in face to face with rural people and develops rapport which helps in designing the message to have a greater impact on listeners. The out door broadcasting is a participatory communication in which two way communication is established between broadcaster and people.

The broadcasting has become a part of everyday live in the contemporary society. The popularity of Television and Radio are spreading in the society much more than any other art form to find their place in the home, in the car, in the office, on the street and the mediums are constantly in the company with the people. This constant company makes some people to become Radio and TV addictive.

The Farm and Home unit of All India Radio played a significant role in spreading of new agricultural technology to the remotely distributed farmers in the country. The Radio is continuously disseminating information related to agricultural improvement daily. The radio is extending support to various types of farmer's training and functional literacy programs with support of the Ministry of Agriculture and Education. The radio communication helped in accelerating "The Green Revolution" in the country otherwise which could not have been achieved so early.

A study on impact of Radio was taken up at Machal village in Alwar district, situated on the Behror- Kund road in Rajasthan. One of the farmers in this village had received the State Award for the highest yield of wheat per acre. In this village the Radio is a status symbol, it is the item to be expected in dowry or a gift from the relatives. Most of the radio listeners are men and they generally listen in free time in the house, a separate place called Baithak. The radio listening in the morning is negligible and peak listening is in the evening time from 17:00 to 21:00 hours. The young farmers preferred to listen to music and Vividh Bharati programmes. The "Krishi Jagat" programme was regularly listened by the framers and they complained that the farm input recommended was not available in the market, some programmes are out dated and many other programmes were just repetitions. The progressive farmers have expressed desire to listen to advanced information.
Yet another study was conducted in Mady taluk of Mandy district in Karnataka state by Farm and Home unit of All India Radio, Bangalore. In this study the Radio lessons were relayed to a group of farmers in a sequence so as to synchronize with concurrent field operation. The respondents had good scope for discussion after the Radio lessons. It is found that Radio lessons cut across the socio-personal characteristics of farmers in increasing knowledge and adoption of fertilizers among participants compared to non-participant farmers. Highly educated and young farmers gained slightly higher knowledge and higher comprehension than the farmers of low education and old age. The data also showed that there was no significant association between cosmopolitanism and knowledge increase as a result of Radio lessons exposure.

There are many studies on the impact of radio communication on audiences. It is evident from the literature review that, science and engineering subjects can be effectively demonstrated through Television media whereas social sciences can be explained effectively by Radio.

As per the available information the radio communication in agricultural extension services used effectively for providing farm hints and interview from agricultural scientists on various subject matters. The radio communication is least useful in explaining the usage of new agricultural machine working which can be demonstrated in television media.

4) TELEVISION

As discussed earlier, Television can explain the technical "know-how" to the farmers by demonstration. Even though, television have the capacity to explain in real time the experiment developing countries like India showed that television and other mass media are not sufficient for diffusion and adoption of new farm technology. The Mass media is to be coupled with interpersonal communication in the diffusion of innovation process.

A study on media preference and its impact on farm productivity among planter of hill zone in Bhadravati area of Karnataka were carried out. All India Radio and Doordarshan farm broadcast and telecast impacts and media preference were studied. Majority of the respondents preferred media is television followed by Radio and least preferred media is Radio. Both television
and radio preferred respondents expressed that the level of farm knowledge, adoption and yield level remains same, uninfluenced by the media. The owners of the electronic media, used them to increase social status and to seek entertainment during leisure time.

Television has the capacity to demonstrate live the events as they are happening. Because of this, television is regarded as a credible media for information. Average person spends more time watching television than doing any other work except sleeping and working. Research has shown that television has potential for being used in teaching almost every subject such as agriculture, typing, sewing, science and arts, sports and many other subjects.

In today's information age television, video cassette recorders /players (VCR/VCP), compact disc players (CD), digital video devices (DVD), computers and satellite communication are transnational technologies. These are now available world wide including third world countries. In India, the television services are backed by the benevolent government. Today many private television channels are in operation in the country. The video revolution has been democratized and video parlors have sprung into towns and big villages. However, most of these private television channels and parlors contain programmes and cassettes of entertainment, music, cinema and songs etc. These materials are not only polluting the cultural ethos but also creating an easy escape route from the pressing realities of life. Many studies such as Kheda Rural Television and National Diary Research Institute Karnal revealed that video recorders when played back at grass root villages can initiate rural development by means of participatory horizontal communication. Video can also humanize the process of communication itself.

A study was conducted in two tribal villages of Banswara district of Rajasthan state to study the visual perception and comprehension of charts of nutritious food for children to the illiterate tribal women. The first chart deals with ingredients needed to make poshak, second deals with amount of ingredients needed to make poshak, third deals with method of making poshak, fourth deals with the ways to feed the child and fifth deals with the amount to be given at different stages of infancy. Pre and post exposure perception and comprehension were measured. It is revealed that during exposure 80 to 100
percent respondents could identify half of the visuals correctly; none could identify half katori oil seeds, similarly barfi because they are not exposed to such visuals and they were not familiar with milk. During pre exposure test 60 percent respondents were in the category of average and 6 percent in the category of poor perception. In post test all the respondents exhibited good perception.

An extension study was conducted on farm communication through television in Phultala Thana of Khulna district of Bangladesh among television viewers of farmers. The findings suggest that Bangladesh television weekly programme "Mati and Manush" (Soil and Man) were watched adequately for the purpose of agricultural information in comparison with "Krishi Kousahal" (techniques in agriculture). There exists a positive correlation between farmer's annual income, innovativeness, education and access to other mass media with agricultural information through Bangladesh Television.

Doordarshans's Krishi Darshan programmes evolution study was conducted in three villages of Hissar district in Haryana. It is found that Krishidarshan programmes were not watched regularly and low priority was accorded by the TV owners. It is mainly due to power supply failure at the time of relay and also the time of relay is not coincided with the leisure time of farmers. The programme presentation is also not appealed to the farmers because most of them were studio based monologues and lacking field visuals and the discussion were mostly related to a particular area of specialization. The viewers expressed that interview with farmers in their field with their experiences and opinions on various practices will be more useful. The viewers were also interested to learn about "packages" completely which could be adopted rather than one aspect or specialization practices.

The most disadvantages of electronic media (TV and Radio) are that, in a family no two people can operate a TV remote control in the same room at the same time for tuning of preferred channel. The channel/programme selection for viewing/ listening will be decided by one person. This will limit the other family member's selection of choice of their programme at the same time.

Television impact in socio-economic development is very much high in comparison to other media. Each society has its own social values and attitudes. The television programmes which depict the characters and messages contrary to
the traditional cultural traits, people oppose the telecast of such programmes and reject them. Developmental communication should not conflict with existing patterns of social life and cultural traits. The new innovations and developmental patterns should be depicted in a culturally acceptable manner. Farmers with poor socio-economic background resist such developmental telecasts, because they fear that existing and known cultural traits and known way of doing work will be wiped out. New technological information which affects their daily earning will be resisted immediately. Therefore, the new information is to be formatted and depicted in a culturally acceptable and economically gainful manner.

The audio and video farm extension media includes television, film, slides presentation and overhead presentation, chalkboard and bulletin boards with expert explaining. Computers and mobile phones have the capacity to carry audio, video and text messages and have become very important mass media in the modern era.

The impact of information dissemination is lesser when only audio or video is used as compared to the impact created by using both audio and video together. Like any other goods the messages have been commodified by the media owners. The content value of the programmes depends on the sensationalization, shock value, timing, newness and dramatic presentations of audio visuals. The unimportant news can be made important by producing series of programmes on that topic. This way the media is playing tricks to increase the value of the content.

5) Participative Communication:

There are many channels of communication to increase the level of awareness to the audience about various subject matters. But raising the knowledge and increasing the level of awareness have little effect on the behavior of the audience if he is not participating in it. The participatory communication is needed to change the audience behavior as per the desired purpose. The participatory communication involves subject experts and target farmers especially the poor and women engaging in the horizontal form of communication without social, economic, physical, personal and cultural barriers. All the stake
holders are involved in making the developmental message in a responsible manner to yield results and the episode becomes a success.

In participative communication the target farmers are not considered as passive receivers, but as proactive participants in the change process. It is not a top-down model like the educational communication. The trainer and the trainee are presumed and assumed to be at the same platform. It is an open and two way communication with free flow of information and the targeted farmers decide their own role in the process of becoming aware of new technology. The participants’ knowledge and attitudes are changed in the course of it. The participants have been given a chance to voice their views in the episode. It is a form of democratic process of communication. The communication episode is of the participants, by the participants and for the participants. It is the communication for action and there is a lot of scope for possibilities.

The developmental communication and social mobilization are not a short term course to bring social change. It requires considerable resources, repeated communication drills and long term strategy to realize the social and behavioral change. It uses multi-media, the community radio stations, camcorders, desk top publishing (DTP) etc. In all the media the local farmers are involved in the designing and production of messages, so that the farmers start taking control of their lives. It involves not only sharing of information but also understanding and working together.

The Participatory communication is a type of narrowcasting of audiences on certain selected topics on development. The programs are produced with the involvement of same audience for the comprehension of the context and content of the programs. It is the way of democratic process of communication system for the development of the society. The speed of diffusion become slow and minimum if the distance between source and receiver are high, the source and receiver are not directly participating and not working together in the production and consumption of contextual messages of social issue in the communication process.

The face to face interaction takes place when the participating actors come closer. As the distance widens between actors there arises the need of media to establish the communication link. The participatory communication uses both
face to face interaction and mediums to produce the messages. The idea of mere participation in communication episode will wipe out the underlying inhibition and opposition of the audience against the subject matter. Therefore, it yields good results in a short span of time.

The technological knowledge is mostly tacit in nature. It can only be understood when it is used by the farmers. Therefore, the diffusion of the data from person to person and by mass media results in difficulties and becomes costly. But in the participatory communication method the tacit knowledge can be easily handed down to the users by demonstrations, training them practically. In the interpersonal communication the source and receiver are active in participation, whereas in the mass media the source and receiver are in passive mode of participation. The developmental communication is a participatory communication.

Developments occur only with two-way communication. The efforts fail with one way of communication. The telecommunication connectivity and other media technology can assist in rural economy, community and agricultural development. The open and participatory approach is suitable to have instant results. For providing opportunity to women and youth are allowed to participate and volunteer their time and energy for practical and identifiable tasks. Partnership, accessibility and connectivity, communication promotes sustainable development. The farmers are to be made aware of challenges and opportunities in social, economic and technological fields around them.

The participatory communication is expert driven and expert content act. However the emphasis is on the horizontal communication. The audience gains knowledge easily while they are involving in the knowledge production. The age of the audience is a good predictor of success of the participatory communication. The youth is generally adapted to the tide of the time in understanding the contextual information compared to old.

The participatory communication uses tools such as radio forums of India, radio schools, folk media, traditional social gatherings, training and visit to farms. It is not only an awareness act but also cognitively registers the total episode in to the memory. The incomprehensible data and information gathered through the
flooded mass media are of no use to the audience and it will further confuse the audience.

6) SOCIOLOGY OF NON- PARTICIPATION:

The audiences' views are very important in the process of communication as they are one of the stake holders to participate in the communication episodes. But there are certain social, economical and other factors which hinders participation of farmers in the developmental process. The level of participation determines the level of awareness among the farmers which in turn have various degrees of impacts of communication. Social structure, heterogeneity, social differences and anonymity widens the social distance between farmers, where as communication introduces participation and reduces the social distance between individuals. Therefore, the study of sociology of non-participation becomes an essential factor in the study of impact of developmental communication.

There are four types of rural social characteristics which results in non participation of rural poor. They are: 1) accommodative nature of the poor, the poor is either not interested or helpless and frustration of their status. 2) The sense of inadequacy, the poor has no confidence and courage to come forward to participate due to social and cultural barriers 3) the poor access to information and facilities. The poor have no knowledge about the procedure and receive no help to participate 4) Weak bargaining, the poor are prevented from participating by the rural rich.

In addition to socio-structural impediments which prevent the non-participation of rural farmers there are other factors also. A study revealed that the socio-economic factors inhibit farm mechanization process. The high cost of farm machines and equipment, low investment capacity of farmers, small and fragmented land holdings, low risk bearing capacity of farmers, unfamiliarity of farm machines and equipment, enough and easy availability of animal power for variety of farm operations, easy and large number of available farm laborers, the poor credit support system from banks, lack of cooperative subsidies by the government and non governmental organizations, lack of appropriate farm machines and equipment to suit job specific and location specific conditions, lack of spare parts and service centers in the event of failure of machines, non
promotion of dealers and manufacturers and finally poor extension service system.

The nature of cultivation work of the rural farmers also determine in non-participation. A study in Devanahally and Doddaballapur talukas of Bangalore in Karnataka revealed that dairy farmers even though small and marginal farmers participated in extension services, where as the agricultural laborers did not participate due lack of spare time. Literates have highly participative compared to the non-literates.

The extension workers not only interact with farmers but also government and NGOs which formulate agricultural development. There exists a lack of inter-agency cooperation due to emphasis of different interests by different agencies. The extension worker has to do paper work to his organization explaining the contradictory messages and the reason for non-cooperation of other agencies involved. Such situations create communication "noise" with rural farmers, causing misunderstanding. Many agricultural programmes fail due to non-integrated approach to developmental programmes.

In a study on comprehensive area development project (CADP) showed that there exists a gap between formal goals of CADP and perceived goals of the targeted farmers due to distortions in the dissemination. This incompatibility in formal and perceived goals resulted in the non-participation. Moreover the rural poor is disorganized and their life is governed by the trinity of land lords, money lenders and traders who control the information flow into the village, the rural poor also have no knowledge about their rights and governmental policies. There exists a conflict of interests between "haves" and "have-nots" in implementing the developments which impedes the mass participation.

Indian field bureaucracy exhibits dependency syndrome that is field officers do not take prompt action where the situation demands and look for upwards to higher level for orders. The three dimensions of bureaucracy i.e. accountability, responsibility and autonomy have never been realized in normal as well as emergent situations. Due to lack of these functions execution in the field level the bureaucracy collapses in the face of demanding situation which results in non-participation of people.
Community listening studies showed that Harijans and women in many villages are not allowed to participate when radio sets were on. Illiterates found it difficult to follow the radio messages. The only middle class farmers derive maximum benefits from community listening. Media is capable of delivering timely information to all farmers simultaneously, but field studies show that due to poverty all are not able to own a radio set. Many people find it irksome to go to community centers to listen to dull developmental programmes after day long hard work; rather they prefer to listen to escaping entertainment programmes in the neighborhoods.

Language is also a hindrance in non-participation. During Satellite Instructional Technology Experiment (SITE) the programmes made in Delhi in Hindi for the purpose with communication again and again.

Every person dreams about improving his socio-economic conditions. It is the lack of awareness about opportunities that is the first barrier to the economic development. Developmental communication informs about the availability of opportunities to move out of poverty. There exists a linear equation between communication, awareness and development. Sharing of developmental information evokes favorable reactions (or some times cognitive oscillation also) and repeated exposures leads to association of audiences with the developments. The confidence and hope built up by development communication is finally accepted. This acceptance of new information changes the society completely.
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