CHAPTER III

METHODOLOGY
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Any investigation on communication and development, presupposes, a minimum understanding of the processes of development and communication. The search for a suitable theoretical framework for ‘communication’ and ‘development’ must theoretical perspectives relating to the broad sphere of social structure and social transformation. The discussion will deal with competing theoretical issues related to the field of communication and development. In order to have a clear view and more proper orientation to the problem on hand, the emphasis throughout the discussion will be on communication, the developmental phenomenon and the relative effects of communication and development. The theoretical principles relating to communication will taken up for discussion first.

3.1 Mass Communication: A Theoretical Overview

Human behaviour can be best understood only through communication, that is, "the process by which messages are transferred from a source to a receiver" Rogers holds that the external stimulus perceived by the individual provides impetus for behaviour alteration\(^1\) and therefore the change in the level of knowledge, attitudes and over the behaviour of the receiver is more specially due to the effects of communication patterns.

The sociological perspective study of the relationships between the media, society and the process of mass communications. The cognitive
orientation perspective stresses certain concepts like attitudes, belief, perception, needs, and gratification. In its evolutionary dimension, communication is viewed by scholars both in terms of its mechanical and scientific technology and the social forms necessary for making effective societal use of it. The conflict model explains the communication process in a unique way as also the nature of social action. Babble\(^2\) writes in this regard that, "Marx directed much of his attention to the process of communication by which members of the oppressed group recognised the true state of affairs and developed a unified "class consciousness" with a plan of social action".

The symbolic interactionism perspective is basically a social-psychological perspective. This perspective emphasizes the relationships between individual mental activities and the social process of communication. The other psychological processes include cognitive orientation, stimulus response psychology and the psycho-analytical paradigm. Communication specialists mostly use the cognitive approach in the study of the effects of communication on individuals. De Fleur and Sandra Ball-Rokeach\(^3\) have pointed out "how pattern of action are learned from media portrayals; and how attitudes, knowledge, values and behavioural probabilities can be altered through persuasion". They further stress that contemporary research efforts accentuate the need to understand the process of mass communication.

The several competing paradigms that purport to explain the communication process are supposed to provide a convenient set of
theoretical tools to explain the phenomenon of communication these theoretical paradigms are of very little help to one whose investigating it.

The ability to do research on the effects of communication rests on sophisticated techniques and procedures of communication science. The researches based on the earlier theories of communication have shown that the communication process has great power to influence every individual more or less uniformly. Later research has helped in the formulation of new theories which refute earlier views and they have assumed more selective and less powerful effect in certain areas. The theories and research strategies pertaining to the communication process have to be revised in order to arrive at more effective and increasingly valid and reliable generalizations. The advancement of developmental communication based on several significant theoretical formulations show how communication can influence individual and society.

The theory of uniform influences provided a starting point in the early researches on communication the findings however have paved the way for alternative theories like selective influence theories, theories of indirect influence and theories of development communication, diffusion of innovations approach and other similar paradigms.

The task now is to identify a dominant paradigm to explain communication in the development process. Among the major research tradition in communication, the adoption - diffusion
tradition is concerned with innovation. And it originated consequent
OH the difficulties encountered in convincing American-Farmers to
adopt the products of Agricultural research. The works of De Fleur
(1982), Lucian Pye (1972), Schramm (1971), Fredrick Frey (1966),
Rogers (1962), Berlo (1960), Lerner (1958) and many others have
provided the expertise as well as systematic methods of the
communication process. Actually it is through the works of the above
scholars that communication research has broadened out on two
important fronts and theoretical and applied research got
internationalised and brought with in its scope the communication of
any kind of Jim ovation.

Recent theories of communication are based on the role of
communication in "developmental activities. There are various
approaches to the study of developmental communication and they
are the communication effects approach, the adoption-diffusion of
Innovations approach, the mass media and modernization approach.

Some scholars of communication have attempted to explain
human behaviour due to the effects of the communication in terms of
Freudian principles. The 'hypodermic needle' model developed by
Berio, Schramm's 'bullet theory' and the stimulus-response theory' of
De Fleur et al belong to this school of thought. The Introduction of the
concept of mass society and the development of western societies. In
the early 19th century have also made them contributions to
communication research. The earlier models of Schramm and Berio
conceptualised the flow of communication as a simple and
mechanistic process. The post World War II period has provided new areas of enquiry into communication research. The works of Kartz and Klapper (1960), Lazars Filed (1955); Hovland et al (1949) and Me Qull and Windall have explained the powerful effects of communication in society especially in mass media effects. As Melkote\(^5\) has observed, "the orientations of communication such as transmission of information and communication- as persuasion came to be transferred to fields such as agricultural extension, health, education and public relations", mainly due to the shift in emphasis regarding the role of the mass media. Because of its powerful effects media communication still constitutes an important theoretical model in communication research. However, those that were developed later like the diffusion of innovation theory and the effect of mass media in modernizing a society paved the way for new theoretical links in Communication research. The major thrust in this regard was given by Rogers, Lemer, Inkles, Schramm and others.

3.2 **Diffusion of Innovation Theory**

The diffusion of innovation theory holds that "the communication is a one way process terminating in the demonstration to the receiver of the validity of the communicator’s position".\(^6\) Rogers and Agarwala, Rogers\(^7\) explain the adoption diffusion model as monological and they define communication "as the process by which an idea is transferred from a source to receiver with the intention of changing his or her behaviour." The concept of social structure has been introduced by the above scholars in adoption diffusion analysis to
explain the communication process: They hold that, "the structure is the arrangement of the components and subsystems within a system and that it refers to the patterns of relationships among the units in a social system, relationships which may be expressed in terms of power, status or other variables." The sociometric techniques of Rogers and Agarwala Rogers rely on communication networks and explain structure as a relatively stable context which lends both predictability and stability to day-to-day communications. A similar study by Rogers and Shoemaker emphasizes how" the social system norms serve as incentives or restraints on the Individual's decisions". In general the studies made by Rogers with others tend to point out that the volume of interaction is more important than the content with regard to adoption and diffusion of innovations. Melkote shows that the diffusion of innovations approach is rooted in the assumptions of exogenous change theories. Golding writes that static, societies are brought to life by outside influences, technical aid, knowledge, resources and financial assistance and (in a slightly different form) by the diffusion of ideas" and the notion of exogenously induced change has a determining effect in diffusion research. Everett Rogers has identified certain key elements in the analysis of the diffusion of an Idea or innovation. He holds that innovation is an idea which is considered as new by the recipients and its communication through certain channels among the members of a social system over a period of time. Katz has a similar view of diffusion. He writes that diffusion is " the process of spread of a given new idea or practice over
time via specifiable channels, through a social structure such as neighborhood, factory or tribe.”

Melkote\textsuperscript{12} defined adoption, “as the process through which the individual arrived at the decision to adopt or reject the innovation from the time he/she first became aware of it”. The classical diffusion model points our four elements - awareness, interest, evaluation and adoption - in the innovation decision process. The diffusion studies made by Frey (1973), Rogers, (1962), Lionberger (1960) have shown that the adoption process of the individual decision maker has five elaborate stages. In the later writings of Rogers one can find the stages in the innovation decision process identified as knowledge, persuasion, decision, implementation and confirmation.

A significant difference underlies the adopter groups and diffusion research points out their personal characteristics, position in the social structure and media behaviour. In general, many diffusion studies suggest a picture of the underlying power-communication process that shows the innovator as an individual with comparatively strong communication links to modern sectors outside his community. He may or may not have a conspicuously large opinion leadership domain himself, but in the progressive community the innovators are either powerful themselves or at least linked to early adopters who are disproportionately influential in the community.”\textsuperscript{13}

Studies of the diffusion of innovations research have established the importance of communication in the change process. The entry
of exogenous ideas in local communities has emphasized the nature and role of communication in the dissemination of innovations. In order to have a minimum understanding of the change process which is of vital consequence to the social structure it is proposed to have a suitable theoretical framework for the understanding of the developmental process. Hence an elaborate discussion of the communication process.

3.3 Development Phenomenon

In recent years the discussion of development is marked by an ambiguity of orientations. Moreover, there is a vague anxiety that development is lost sight of in the proliferation of theories and activities. The crucial element of change has been identified in the meanings of development and social scientists have identified development as process-cum-action. In order to understand the meaning of development in the right dimensions, especially in the early 1980s, scholars turned their attention to the salient features of the change process. The intellectual climate during this period was favourable to the change process and it treated development as a special case or a variant of social change.

Describing the process of change Nieuwenhuijze has shown that development differs from social change. He avers "Development is special change with an inherent and identified thrust or direction". It could be seen from the statement that both the process and action perspectives are discernible in the development process. Considering the fact that communication has
affected the socio-cultural entity in a number of ways. It has to be regarded as more necessary than other resources to achieve developmental goals. Development is unthinkable Neiuwenhuijze holds without increased participation by the common man in public affairs. Since development is about changing the world, the practical achievements are of intrinsic importance. According to Aldan Faster - Carter, "development in social science means the progressive alteration succession of different types of socio-economic formation over time. The underdevelopment phenomenon is largely a contribution of western scholars who worked in Latin America and who tried to explain the dependent nature of societies. The chief proponent of the underdevelopment paradigm, Andre Gundar G.Frank argued that, underdevelopment is not due to the survival of archaic institutions and the existence of capital shortage in regions that have remained isolated from the stream of world history but on the contrary brought about by the very same historical process which also generated economic development the development of capitalism itself."

Goldthorpe pictures Parsons' view on development as, "shifts in the pattern variable from ascription to achievement from particularism to universalism" and the shifts identified by Parsons in terms of achievement and universalism show that concrete factors are associated with development. While attempting an explanation of the change process David Apter identifies modernization and defines it as a non economic process which originates when a culture embodies
an attitude of enquiry and questioning about how men made choices and
as the problem of choice is central to man to be modern is to see life as
alternatives, preferences and choices It follows than that modernization
has been viewed in terms of choices. It is also important here to take
note of Apter's view of the interrelationship and overlapping
characteristics of development, Industrialization and modernization.
Development in its most general form according to him results from the
proliferation and integration of functional roles in a community. He
holds modernization as a particular case of development and that it
implies three conditions viz. - a social system that can constantly
innovate without falling apart differentiated, flexible social structures
and a social framework to provide the skills and knowledge necessary
for living in a technologically advanced world. Industrialization is held to
be a special aspect of modernization, which is related to manufacturing.
While it is possible to attempt at the modernization of a country
without much industry, but it is not possible to industrialize it
without modernization”. The development has multidimensional
and global character for Herb Addo and his ’associates whose view at in
terms of transformation of human conditions. They understood
transformation as ”the unfolding, or preservation of structures and
processes which can yield and secure the bases of life for all the world
inhabitants under Just equitable and therefore humane conditions
and for them only such a transformation merits the designation
‘development”.

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The holistic view of development will have to take in the various factors that are relevant to the understanding of the real and true nature of development. While earlier definitions have stressed more on economic growth and Industrialization ignoring human factors. Everett Rogers\textsuperscript{21} stressed the human factors that the conceived development as "a widely participatory process of social change in a society, intended to bring about, both social and material advancement (including greater equality, freedom and other valued qualities) for the majority of the people through their gaining greater control over their environment".

The overall change of social structure was traced by many scholars to the impact of communication from the Third World. For example the studies made by Beltran (1976), Rogers(1976), Fjes (1976), Golding (1974), Shaw (1966),Schramm and Ruggles(1967), Lerner (1958) have highlighted the influences of the media in particular and communication in general on the change process.

Daniel Lerner\textsuperscript{22} showed that there was a strong correlation between the indices of the mass media and the development of a nation. Lerner viewed development as a global process follows:" everywhere, for example, he elaborates "increasing urbanization has tended to raise literacy; rising literacy has tended to increase media exposure, increasing media exposure and has "gone with" wider economic participation (per capita income) and political participation (voting)". Lerner further points out that." the media spread psychic mobility most efficiently among peoples who have achieved in some
measures (the antecedent conditions of geographic and social mobility. "23

Explaining the impact of modernization upon persons living in several countries today. Lemer writes that modernization is more likely to proceed without violent discontinuities of policy and personnel ..."24 He also shows that mass media to be both an Index and agent of modernization in societies. He also implied that causality among the variables is based on the strength of the correlation. His findings suggest that the spread of literacy, emergence of a mobile personality and a high level of empathy provide congenial to this a climate acceptance of the change process in the Third World societies. The diagram presents the model of development:

Change Agency **Communication and Mass Media in the Model of Development**

| Literacy and Mass Media Exposure Plus Change Agency Interpersonal Communication | Adoption of Technological Innovations | Individual and National Development |

The Psychological basis of the development process was consisting of individual values and attitudes. The chief proponents who made a study of these are Me Clalland. (1966), Inkles (1966), Hegan (1962), Lemer (1958) and others and they have written about Uie role of value - normative complexes in the modernization process.
Some of the attributes identified by other scholars have been summarised by Melkote25 and listed as "mobility, high participation in organizations and electoral process, interest articulation, interest aggregation, high ambitions for self and children. Institutionalized political competition, secularism, appetite for national and international information, achievement motivation, desire for consumption of new goods and technology, preference for urban areas, new attitudes to wealth, work, saving and the possibility of change, desire for the geographical mobility, socio-economic and political discipline and the deferral of gratifications".

3.4 **Communication** and Development

Discussion on the role and place of communication which follows in societal change implies that culture assists the progress of development. The chief roles of communication according to Rogers are the provision of technical information about developmental problems and possibilities, appropriate innovations and the circulation of information about self development.

"Schramm26 avers that only when communication can build itself into the social structure, is it going to show any real hope of extensive results, only when media channels can mix with interpersonal channels with organisation in the village, are you going to have the kind of development you will like."

Development priorities have added a new dimension to communication and the participation of people in the developmental process. The new communication functions are participatory media
which social transformation has been identified as another fact of development. Another development is a new approach which focuses itself on the human and economic concerns of development. Melkote\textsuperscript{27} writes: "Another Development considers participation by itself as central to development process. Increased participation of the people as enabled through interpersonal and group communication, to indigenous communication channels or the mass media arc seen as synonymous with individual and social development".

The role of communication in participatory approaches depends on the normative goals and standards set by the host communities. Contemporary developmental communication and the dominant of it theories have emphasized the relevance of grassroots’ participation as a vital phenomenon of development. The operational framework of the present Investigation is rests on the postulates of the scholars discussed in the foregoing paragraphs.

3.5 Methodology

The present study is an attempt to analyse the patterns of communication, their nature and role in the development of rural communities. An attempt has been made through cross- sectional analysis of inter and intra group pattern of social interaction, to assess the process and pattern of social change in the Dindigul District in general and in the selected villages in particular.
Many massive rural development programmes have been launched by the central and state governments for improving the standard of living of people, eradicating poverty and increasing production. But their efforts have not produced the desired results. It so because of lack of social participation and involvement, lack of faith and diffidence about government actions, violent resistance to change, inveterate habitual behaviour including the resistance to take up challenging tasks and the absence of orientation towards accomplishing targets in rural areas. These problems will have to be solved by proper transfer of science and technology. Science and technology could better be made to serve the needs of society, and contribute to human betterment and to accelerate social progress. It could be achieved by the adoption of new ideas, values and technology; a well organized rural information system will go a long way by creating in the rural folk and awareness of the problems, the dire needs of their society and their realization it will also equip them for exercising choices relevant to development in a rational manner.

Researchers, administrators, policy makers and programme staff are not aware of information and material which could be useful in their work. Therefore, a proper and appropriate information system is warranted for the development of rural areas.

Communication brings about diffusion of information beaming to the adoption of innovations in rural areas and
enhances the socio-economic and political participation of the rural communities. This participation is necessary for development is a comprehensive, complex and evolutionary process. For this process to succeed what is needed is a combination of science and technology, adequate infrastructural support and efficient management. A number of components are involved in the dynamic, multidimensional process of development which brings about qualitative as well as quantitative changes. Only two major areas of changes in rural areas have been taken up for study and they are the two vital areas of socio-economic dimension and political socialization. The role of communication in rural development has been studied to identify factors that influenced change in these areas.

An attempt has been made in the present study to examine the role of fourth estate and electronic media in socio-economic dimension and political socialization. Innovativeness is an indicator of modernization that adoption of advanced practices is a prime mover of development that diffusion of innovation is the orientation to improvement and development of rural people are assumption that under to this study. The focused in this study is to assess the role of fourth estate and electronic media in rural empowerment and to measure the level of satisfaction derived by them on fourth estate and electronic media.
3.6 Objectives of the Study

- To review the theoretical orientation of communication and development.
- To study the social interaction of rural people.
- To analyze the role of fourth estate and electronic media on the development of rural areas.
- To identify the factors influencing satisfaction on the coverage of fourth estate and electronic media.
- To offer suggestions on the basis of findings of this study.

3.7 Hypotheses

Hypotheses have been framed to indicate the direction in which the research study should proceed. In tune with objective III mentioned above. The following hypotheses have been formulated and tested in the study:

- There is no difference in the importance of ratings given by the respondents on Fourth Estate and Electronic Media have caused in Social development
- There is no difference in the importance of ratings given by the respondents on Fourth Estate and Electronic Media have caused in Political development
- There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Economic development
• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Communication development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Education development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Community development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in National development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Agricultural development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Rural development

• There is no difference in the importance of ratings given by the respondents on Fourth Estate and Electronic Media have caused in Cultural development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Industrial development
• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Environmental development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Sports development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Women development

• There is no difference in the importance ratings given by the respondents on Fourth Estate and Electronic Media have caused in Human resource development

The following are hypotheses that have been tested in the study:

- Age influences the level of satisfaction i.e., the higher age of the respondents, the more would be the satisfaction.
- Sex influences the level of satisfaction i.e. urban respondents derive more satisfaction than rural respondents.
- Marital status influences satisfaction i.e. married respondents derive more satisfaction than their counterparts.
- Social status influences satisfaction i.e. respondents belonging to forward social status derive more satisfaction than the others.
Education influences the level of satisfaction i.e., the higher 

$PVP$ of derive more would be the satisfaction.

Type of family influences satisfaction i.e. respondents belonging to nuclear family derives more satisfaction.

The size of the family affects the satisfaction i.e., the bigger family, the lesser would be the satisfaction.

Contact with Change Agents influences the level of satisfaction i.e., the higher level of contact, the more would be the satisfaction.

Occupation influences the level of satisfaction i.e. the self employment respondents have more satisfaction than the others.

Income influences the level of satisfaction i.e., the higher income is the more would be the satisfaction.

Exposure to Urban influences the level of satisfaction’ i.e., the active people derive more satisfaction than others.

The Local participation influences the satisfaction i.e., the participants have more satisfaction than the others.

3.8 Selection of the Study Area

Dindigul district in Tamilnadu was selected for the present study. The major reasons for the selection of the district are the social, physical and physiological conditions of the district. The essence of the Indian cultural heritage, way of life and sociological systems could be found in the district. The people are multilingual
and multi religious and the district is thickly populated and has a varied ecoejmtam. In spite of the high literacy level of the people and multiple cropping on a fertile soil, agriculture productivity of the district is very low compared to that of the other districts of Tamilnadu. The district is small in area and the villages have a high density of population.

The Researcher has followed the sampling method for the selection of study respondents. The random sampling method is used for collecting the data from the villagers. The four villages included in the sample were on basis to one village from each of the four directions. Four villages Natham, Nilakottai, Vedasandur and Palani each of from the four directions were selected for this study because they are.

- 10 km away from the nearest urban centre
- Their population is more than fifteen thousand and
- They have different physical characteristics.

From these four villages twelve hamlets were selected for the study. While making a selection of hamlets due care has been taken to see that they had a proper representation of all the caste groups. Also factors like land holdings, infrastructural facilities, communication network were taken into consideration when the hamlets were selected. The selected hamlets are furnished below:
<table>
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<tr>
<th>DiffiflHaM</th>
<th>Name of ike Villages</th>
<th>Name of the Hamlets</th>
<th>Number of Households</th>
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<tbody>
<tr>
<td>East</td>
<td>Natham</td>
<td>Idayapatti</td>
<td>176</td>
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<td></td>
<td></td>
<td>Pannuvarpatti</td>
<td>246</td>
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<td></td>
<td></td>
<td>Kodangipatti</td>
<td>123</td>
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<tr>
<td>South</td>
<td>Nilakottai</td>
<td>Bangalapatti</td>
<td>287</td>
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<td>Chinnamanaickankottai</td>
<td>167</td>
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<tr>
<td></td>
<td></td>
<td>Bangalapatti</td>
<td>197</td>
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<tr>
<td>North</td>
<td>Vedasandur</td>
<td>Kulathupatti</td>
<td>226</td>
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<tr>
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<td></td>
<td>Nallur</td>
<td>248</td>
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<td></td>
<td></td>
<td>Vellampatti</td>
<td>162</td>
</tr>
<tr>
<td>West</td>
<td>Palani</td>
<td>Neikarapatti</td>
<td>268</td>
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<tr>
<td></td>
<td></td>
<td>Kombaipatti</td>
<td>163</td>
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<tr>
<td></td>
<td></td>
<td>Iravimangalam</td>
<td>117</td>
</tr>
</tbody>
</table>

Note: For all practical purposes only the names of the selected villages selected are used and not the hamlets.

All relevant information were collected from official reports and also from the records of the various government departments and offices such as the District Statistical Department, the Panchayat Offices, the Department of Agriculture, the Farmers Training Centre and Offices of the Villages and Block Offices.
3.9 Sampling

**TCfl DCF Cent of the households of each hamlet** were identified by the systematic random-sampling method. The household is a basic unit of this present investigation and analysis and the functional adult of the household is the respondents. Two hundred and forty households of the chosen hamlets are chosen. The respondents not available for the study at the first visit were interviewed during the subsequent ones. In very few cases (7 in all) the functional adult respondents were not available at the time of all the visits. In such cases the neighbouring households were considered and they functioned as the household for the data required.

**3.10 Tools of Enquiry**

Interview schedule, as the tool of the researcher was prepared after a careful scrutiny of the relevant literature and utmost care has been taken to include all the questions necessary to be focusing the enquiry on the objectives of the present study. The pilot study carried out by the investigator made him have a better perception of the problems.

On the basis of the pilot study, an interview schedule was prepared for the purpose of collecting data from the respondents. The interview schedule was originally prepared in English and translated into the vernacular Tamil and this was used for collection of data. The interview schedule was pre-tested with a
sample of 30 respondents. After the pretest, it was found that the Questions were well-focused to Meet the objectives of the present study and the interview schedule was finalized. The questions posed to the respondents covered the following:

- a) the Socio-economic and demographic variables
- b) communication behaviour - (social participation, access to mass media, exposure to urban influences and contact with change agents),
- c) role of fourth estate and electronic media on development and
- d) the respondents level of satisfaction on fourth estate and electronic media.

3.11 Field Work and Collection of Data

The fieldwork for the study was conducted during the period between July 2008 and February 2009. The researcher himself was involved in data collection. Interview schedule was used during the interviews. Before the interview, proper rapport was established. The data were recorded by the researcher in the interview schedule.

The schedules thus filled up were thoroughly checked to ensure accuracy, consistency and completeness. On an average each interview took about 40 minutes. The data thus collected were categorized and posted in the master table for further processing.
3.12 Data Processing

After filling the data, schedules were edited properly. A master table was prepared to sum up all the information. With the help of the master table, classification tables were prepared and they were taken directly for analysis.

3.13 Data Analysis

The general plan of analysis ranges from simple descriptive statistics to \(^2\)F test. The extent and variation of satisfaction derived by the respondents were measured through scale and analysis on the basis of the scores of components.

The factor wise analysis was made. The dependent variable ‘satisfaction’ was related to independent factors influencing the same. The respondents were grouped according to these factors and accordingly their mean and range of ‘satisfaction scores’ for each factor group was calculated. In order to find out the significance of the difference between the average, analysis of variance, \(^2\)F test, co-efficient of correlation analysis and partial regression analysis have been applied.

The opinion of respondents on the impact of fourth estate and electronic media are tested and analyzed with Kolmogorov-Smirnov test (KS - test). The formula for KS-test is \(D = O - E\). \(D\) refers to calculated value.

\(O\) refers to cumulative observed proportion and \(E\) refers to cumulative expected proportion.
O is calculated on the basis of observed frequency i.e., the actual importance ratings given by the respondents. The total number of respondents is 240. The calculation part of this test is explained with the following example. Suppose, 180 respondents have given their opinion for gradation “Strongly Agree” in a statement the observed proportion is calculated by dividing 180 by total respondents i.e., 240. The resultant value (0.75) is the observed proportion. For all gradations, the same method of calculation is followed. On the basis of observed proportion, cumulative observed proportion is calculated.

Cumulative expected proportion is calculated on the basis of expected proportion. Since there are five gradations, for each gradation (i.e. 0.20) is assigned as expected proportion. On the basis of expected proportion cumulative expected proportion is calculated.

For each gradation, the difference between cumulative observed proportion and cumulative expected proportion is calculated. The highest difference will be taken as calculated value. The calculated value is compared with the table value.

If the calculated value is more than the table value, the null hypothesis is rejected. On the other hand if the calculated value is less than the table value, the null hypothesis is accepted.
3.14 Problems and Limitations of the Study

The researcher depended upon both primary and secondary sources of data for the statistical part of the study, which were readily available in the form of government publications, books and articles published in different periodicals, newspapers besides unpublished research works so far done in this field of study, though scarce. But when the corroborative evidence was required to be collected, it was not readily available. In such a situation the researcher had to make available a sample of 240 in several categories which consisted of the rural people in the selected villages, and professionals - who were important and influential functionaries in different media organizations including editors of newspapers, directors of television and other personal involved in content production.

In the researcher could collect some more data through his field study would have been better. But it was neither physically nor financially feasible. Going around the selected villages for interviews posed serious limitations to the investigator.

Thus, the researcher found collection of data in villages difficult. However, the investigator overcome the problems by making them understand the purpose of the study and often they realized that to solve the rural problems and widen facilities some sort of an enquiry was needed like a doctor seeing the symptoms of a patient for diagnosis and recovery. The researcher in this
connection maintained cordial relations by listening to their everyday experiences.

As far as the interviewing of the media professionals was concerned, the researcher in a preliminary attempt e-mailed the questionnaire to the selected professionals and there was not much response form them. With no choice left, the researcher preferred personal interviews.

The study is on the rural areas of Dindigul district. It is observed as a limitation that there was very few studies on communication have been carried out in India resulting in an acute dearth of research materials.

**3.15 Chapter Scheme**

The first chapter provides a brief introduction about communication and development.

The second chapter is concerned with Review of Literature of fourth estate and electronic media.

The third chapter deals with the design and execution of the study.

The fourth chapter provides the profile of respondents regarding social and political interaction.

The fifth chapter is the core chapter and assesses the role of fourth estate and electronic media on the development of rural
The sixth chapter is used to identify the factors influencing satisfaction on the coverage of fourth estate and electronic media.

The last chapter contains summary, suggestions and conclusion arrived at by the researcher in the course of this study.

3.16 Conceptual Framework

Mass media is defined as an instrument of communication which imparts information to a large audience without making any personal contact between the sender and the receiver. The radio, television and newspaper form the mass media communication.

Electronic Media

Electronic media serves to integrate the people of the nation and meet the basic information requirements of the members of the society of social, economical and political development. The radio and the television are important medium of electronic media of communication.

Fourth Estate

Fourth estate takes the responsibility of transferring messages through print media from a source to a receiver. It provides impetus for behaviour alteration and therefore the change in the level of knowledge, attitudes and over the behaviour of the receiver on social, economical and political development.
3.17 Salient features of Dindigul District

District Profile*

Dindigul district was carved out of the composite Madurai District on 15.9.85 and named after one of the illustrious son of Tamil Nadu, Thiru.C.N. Annadurai who was affectionately called as Anna by one and all. Dindigul, which was under the rule of the famous Muslim Monarch, Tipusultan, has a glorious past. The famous Naik King Muthukrishnappa Naicker constructed the historical Rock Fort of this district.

**Physical Features:**

It is located between 10005" and 100 9” North Latitude and 77030” and 78020” East Longitude. Erode; Coimbatore, Karur and Trichy districts on the North, by Sivaganga and Tiruchi District on the East, by Madurai district on the South and by Theni and Coimbatore Districts and Kerala State on the West, bind this district. It is spread over on area of 6266.64 Sq. Km. It comprises of 3 Revenue Divisions, 8 Taluks and 14 Panchayat Unions.

For a long time, Dindigul town has been associated with Iron locks, Iron safe of good quality and durability. A lock-manufacturing unit under co-operative sector is functioning here. Another industry for which Dindigul is noted is Leather Training. The widely known “Angu Vilas scented Tobacco” and “Roja Supari” are produced in this town and are being sent to various places in
our State and outside. It is flourishing industry gives employment to vid<£ Section, of people.

This district is having a flourishing handloom industry at Chinnalapatti, which is located at 11 Kms away from Dindigul on the Madurai-Dindigul road. Art -Silk sarees and sungudi Sarees produced in Chinnalapatti are famous throughout India. More than 1000 families are engaged in this Industry. Dindigul city which is an important wholesale market for Onion and Groundnut has the network of inter-district roads connecting Coimbatore, Erode, Tiruchi, Karur, Madurai and Sivaganga Districts.

This district is privileged to have one of the “Six Celebrated Hill Abodes of “Lord Muruga” at Palani Hills, where the famous Dhandayuthapani Temple is situated on the hilly rock at a height of about 450 mts. Thousands of pilgrims come down to this holy temple every day particularly during festival days, like “Thaipoosam, Adi-kiruthigai, Panguni Uthiram, Sura-samharam, Vaikasi-visagam and monthly Karthigai”. Provision of three Electric Winches, the first of its kind in India is unique feature of this temple. It facilitates the aged, children and the disabled to reach the temple in 8 minutes. The income of the temple, which is the Largest in the State, is growing year by year.

Besides this famous Murugan Temple, there is also another Murugan temple at Thirumalaikeni, 25 Km. away from Dindigul town, which is becoming a growing pilgrim centre. Abirami Amman
temple in Dindigul town and Raja Kaliyamman Temple at Thefhlipatti 0.0 Kâ€‘i. away from Dindigul are the other important Temples which attract several thousand pilgrims.

Kodaikkanal, a popular Summer Resort, located at an altitude of 2133 meters in the Western Ghats is the “Princess of Hill Stations in Tamil Nadu”. A notable feature of this Hillock is “Kurunji” flowers blooming once in 12 years. Next blooming in the year 2006. It is also famous for potato cultivation.

Peranai and Sirumalai are the two fine picnic spots of this district. There are four dams viz, Palar Porundalar, Varathamanathi, Parappalar in Palani Taluk and Maruthanathi in Dindigul Taluk augment irrigation facilities to agricultural fields in this district. Nilakkottai town is famous for Brass Vessels and Jewellery. Nilakkottai Taluk is famous for the growing and marketing of flowers and Grapes. Oddanchatram is a noted market centre for vegetables. It is also famous for the export of Butter, manufactured in the nearby villages using cream separators. Batlagundu is an important market centre for Tomato. Pattiveeranpatti in Vathalagundu Block is famous for Cardamom and Coffee curing enterprises.

**Demographic Features:**

According to 2001 Census, its population is 19,18,960. Dindigul district is one of the important districts of the Tamil Nadu state. The district has a population density of 317 persons per sq.
km., which is very low compared to 478 in the state. The annual exponential growth rate of the district during 1991-2001 is 0.00861, which is lower than that of the state 0.01061. About 35 per cent of the population of the district lives in urban areas in contrast to 44 per cent in the state. The sex ratio of the district is 986 females per 1000 males, which is equal to the state average of 986. The literacy rate (computed based on the literacy of population age 7+ years) of the district is 79 per cent (87 per cent for males and 71 per cent for females), which is lower than the rates of the entire state (82 per cent).
References

1. EvafAtt M. Roger s. *Op. OIL. p48-49*


8. Ibid, p. 77-78


12. Melkote op.cit., p.78


23. Ibid., p.55

24. Ibid., p.84

