CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The comparative study of audience perception on farm programs of electronic media in Kerala was special in its kind due to many reasons. The main challenge faced by the researcher was the very high standards of general and media literacy among the population of Kerala. The high media saturation and the replacement of medium wave Radio receiver by cable, DTH and terrestrial Television receivers simultaneously helped and challenged the research in many ways. However, the conclusions out of the findings and observations are as follows.

Farmers, who are the audience of farm programs, have a very serious approach towards the medium. They are maintaining a critical point of view towards the content of the programs. Farmers are reasonably aware about the financial side of the programs and the monitory aspirations of both private and Government owned Television channels.

Even though, the farmers are not aware on the technical terminology and jargons, they have ideas about success stories, program serials and they are even informed about channels are not maintaining an audience research section like AIR.

Though the farmers accept Doordarshan as the credential source of farm information and methods, they are inclined to the entertainment value of programs too. They prefer to have more entertainment value for the programs of Doordarshan. Surprisingly, they have very solid suggestions on even about the shots which add entertainment value to the farm broadcasting methods of Doordarshan.
Farmers are very much aware about the fact that media is just an instrument for inspiration and persuasion. They strongly believe that the source of information and new methods is agricultural research and an effective change happens only when there are adequate infrastructure and marketing facilities, along with the proper support from Government agricultural guideline and support systems like Krishi Bhavans. They strongly believe that media alone cannot create any magic in increasing agricultural production.

Farmers are pointing out the lack of response to the feedback and queries of farmers on farming methods, as an evidence for the difference in levels of commitment of Government and private owned Television channels.

Farmers are still perceiving AIR farm programs are far more committed to farmers and farming than any other electronic medium. However, they are seriously lacking Radio receivers with medium wave reception facility.

Farmers perceive that the farming methods on newly introduced crops are more adoptable than the farming methods of traditional crops in both private and Government owned Television channels. There are multiple factors behind this observation from farmers.

Farmers changed in terms of viewing habits and they prefer success stories, which are totally irrelevant and they even think that such stories encourage people to go for farming and they opined that such stories are good sources of inspiration. However, they are all very much sure about the importance and particular about the presence of entertainment factor even in farm programs.

Farmers expect direct interaction of any expert of the new farming method to implement the method in their agriculture practices. Though introduction of a new idea in the T.V. is acceptable, farmers need the direct instruction of expert on field to start implementing the new farming practices.

Farmers still have an affinity towards print media reports and agricultural pages and they have complaints to print media on the removal of agricultural
information pages from news papers. They prefer the reports in print media as it facilitates them to collect and refer articles when they need it.

Farmers still have an eye of doubt about the credibility of farm programs by private T.V. channels. Even if they prefer private Television channels for listening and adopting new farming methods and other farm information, they scrutinize programs to know whether they are a sponsored programme by a particular agro-chemical or agro-fertilizer manufacturer.

**RECOMMENDATIONS**

The study about farmers’ perception on farm programs by electronic media in the faculty of Social Sciences, especially with a mass communication perspective is probably the first in its kind. To determine the methodology and questionnaire models was rather challenging. However, it spreads light to an area which is not yet explored or analyzed by researchers.

During the pilot survey in Kanjikuzhy Panchayath, the researcher observed a political bias of farmers to a particular political party and effect of this political bias on the programs, participation of farmers in farm programs produced by certain channels run by political parties and how the proximity factor affects the viewing habit of farmers, irrespective of any quality standards, and programme type. As the researcher has no expertise on research in political Science, the researcher recommends conducting a research on how political factors affect the media watching habit of farmers.

The researcher recommends for a study on the viability of a central information system for farmers and access for farmers to that information system using cable Television technology and options.

The researcher recommends for a psychological study on the farmers beliefs and altercations on their points of view, which makes them to choose or reject certain methods broadcasted by Television channels and Radio stations.
The researcher strongly recommends strong and committed research collaborations between countries like India, Pakistan and Uzbekistan, as they are having a knowledge and research pool on the effective use of electronic media in dissemination of agricultural information.

Both central and state agricultural ministries can apply the method of farm programme production on the platform of private Television channels and broadcasting them through private Television channels to exploit the popularity of private Television channels.

Farmers are also exposed to the features of globalization. Apart from broadcasting only the farming methods, they are expecting programme packages which contain global news on farming, surprising small news on farming and farming outcomes, information on controversial agricultural discoveries like killer seeds. A separate programme production culture should be nurtured based on the fact that farmers are a separate segment who deserves separate attention.

Pamphlets and leaflets on special crops and innovative farming methods, distributed following the broadcasting of such methods could be very much effective and it will make the farmers to collect and refer them when needed.

A central agro-extension system which coordinates print, audio and audio-visual medium to support each other will facilitate better reception and adoption rates of farm programs.

New media methods can be effectively used to create a central database which provides anytime access to the information. It can effectively bridge the communication gaps through interactive methods of communication.