Chapter - 5

Major Findings, Suggestions & Conclusion
5.1 Major Findings

After presenting tables and providing explanations and interpretations, broad findings of the study were presented. They were as follows:

**Media Preference:**

With regard to the mass media preference more than half of people preferred television (53%) compared to radio (24%), newspaper (20.8%) and other (2.2%) mass media like internet, mobile, magazines etc. It clearly indicated that most of respondents preferred television because different media may have different audience, but there is a considerable overlap between the audiences of one medium with those of the other. Lazarsfeld and Merton called this phenomenon as *all-or-none principle*.

**Time Spent on Media:**

With regard to time spent on newspaper reading nearly half of respondents (47.2%) spent 30 or less than 30 minutes to read daily newspaper compared to 1 hour (28.5%), 2 hours (17.5%) and above 2 hours (6.8%). It clearly showed the interest of the respondents to read newspaper. Researchers have shown that persons are above average in exposure to one media to other media as well. Comparing the present result with the findings of M.V. Ramanamma (2005), it is evident that people spent 15 to 30 minutes because of their busy work.

With regard to time spent on watching television programmes in rural areas one third of respondents (33%) spent minimum 2 hours per day as compared to 1 hour (28.7%), above 2 hours (25.5%) and 30 or less than 30 minutes (12.8%). This data showed that people spent an average of 2 hours per day for watching television. Compare to time spent on newspaper reading, time spent on television watching is more. The television acts as a ‘window to the world’ in real time, because TV gives the sense of intimacy and personal involvement that it seems to be able to cultivate between spectators and presenters on screen.
Development Contents in Media:

About one third (37.8%) of respondents opined that television contained more rural development contents as compared to newspapers (29.7%), radio (28.5%) and other (4%) media like magazines, internet etc. Majority people (68.5%) were influenced by development contents. The agriculture was the desired objective of media for about one third (36.5%) of respondents as compared to health (20.5%), education (30%) and employment (13%). This shows that still in rural areas, agriculture is the main occupation.

Media Exposures:

With regard to media exposure, almost equal number of respondents said that political issues (39.8%) and social issues (36%) and others economic issues (19%) and cultural issues (5.2%). From this it is clear that media play a vital role in modern politics. It is considered to be the main source of news and information for most people and the main channel of communication between politicians and citizens. This view is supported by J.V Vilanilam’s (2009) study on “Development News in Seven Newspapers of India”. The study revealed that all the seven newspapers covered more governmental and political news than development news. Further he explained that development news was of vital importance to a developing country such as India, and news on the social changes that are occurring in different parts of the country, particularly those changes that are regressive and even harmful to the smooth transition from a tradition-bound, non-liberal and patently harmful to the poor and the socially backward.

About half (49.3%) of respondents opined that media acts as a mouthpiece of development programmes as compared to (20.2%) did not and (30.5%) no opinion. The role of media is not just to impart information to the people but to have a desired impact upon people’s mind. This is possible only when the media is fully aware. However, media will not lose sight of the primary goal of development through programmes that disseminate information, create awareness, promote social change, improve education and skills etc., serving as
"active" rather than passive media. They promote and reflect debate on vital issues. Thus, media puts the view on various issues and reflect diverse viewpoints and generate debate on important issues. Media provides a platform for debate and serves as a mouthpiece.

**Changes Made by Media:**

More than half of the respondents (58.8%) said media programmes play a vital function of improving educational level of viewers. As Marshal Mc Luhan puts it, it is a cool medium one has to present things softly and pleasantly if one wants a maximum impact. It should be noted that the knowledge gap theory proposes that there can be appreciable differences in learning as a result of exposure to media information. Individuals with distinct backgrounds frequently demonstrate differential learning from the mass media. Individuals with prior information to media and higher education frequently learn more when exposed to media information. In contrast, individuals with lower education and less prior information tend to learn less, thus representing an increase in the knowledge gap.

About half of (47.2%) of the respondents opined that the use of media in their profession was highly useful as compared to media was not so useful (16.5%) and media was not useful at all in their profession (11%) and no opinion (25.3%). The media are considered useful interpreters of various events and issues for the information, education, enlightenment and entertainment of their users.

**Improvement Needed in Media Programmes:**

With regard to aspects of programmes in which channels need improvement about half of (46.7%) respondents said content, (27.8%) technical, (10.3%) timing and (15.2%) other aspects like quality of programmes, quality in programme theme etc. From the above data it is clear that most of the people preferred improvement in content. The causes lie in the nature of the new mass media. People opined channels need creativity and innovation. It is true that each regular programme variable in content, but they are usually stable in shape. All are aware that in such a fashion conscious medium, innovation needs not only invention but
also a well developed sense of opportunity if it is to reach the screen. As T.C Worsley has pointed out, there is the ever-present gravitational pull of the: the fictional idea, character or characterization based not on an observation of life itself, but on an earlier fictionalized version of life.

**Newspaper Reading Habits:**

Almost equal number of people read daily Kannadaprabha (34.3%) and Prajavani (33.2%) and remaining Vijayakarnataka (23.5%) and other newspapers (9%) such as Udayavani and Samyukta Karnataka. Kumari Shipra (2007) opined that newspapers have become a class medium catering only to the rich and the powerful. However, language newspapers do cater to the lower levels of society. But their reach and access are linked to literacy and capacity to purchase. Further a wide gulf has been created between the “information rich” and information poor”.

Almost equal number of respondents opined Prajavani (34.3%) and Kannadaprabha (33.2%) newspaper contained more development related news as compared to Vijayakarnataka (23.2%) and others newspapers (9.3%). The second Press Commission of India (1982) in its survey of the state of the press in the country observed that “the extent of development reporting in regional language newspapers had improved considerably in some widely read dailies in Bengali, Kannada, Malayalam and English. These newspapers have reported regularly on development related topics and major socio-economic issues such as the conditions of tea gardens, labor problems of drought and irrigation, dowry death and the general treatment of women, the plight of under trial prisoners and the living conditions of urban slum dwellers etc.”

**Development Programmes in TV Channels:**

Because of regional influence majority (90.2%) of people watch Kannada television channels and they watch more ETV Kannada (27%) and Chandana (17.8%) for development programmes.
Agriculture Programmes:

According to the study, more than half of the respondents (52.8%) were aware of Annadatha programme as compared to Krishi Darshan (34.3%), Marali Mannige (9.7%) and other programmes (3.2%). With support to this the Joshi Working Group on software for Doordarshan also observed: the trouble with many development programmes like Krishi Darshan that they were produced within the studio with urban men in rural grab. It is often an urban view of rural programmes or problems of urbanized villages. For this Joshi Committee recommended that more than half of the time of Doordarshan must be related to the development.

Health Programmes:

Among the T.V channels, which telecast health programmes, Total Health is most preferred programme (34.3%) followed by Health Show (29.2%) Nitya Sanjivini (27%) and Health Line (9.5%). These programmes educate the people about health issues through documentaries, commercials, news programs, public service announcements and other ways. Many programs also consist of interviews, discussions or reviews. They also telecast about how to have a nutritional diet and teach us how to make different nutritional dishes etc.

The mass media not only informs individuals about health issues, but its message can also be used to influence individuals to action. The diffusion of innovation theory holds that the mass media can be a crucial component in influencing beliefs and attitude that will eventually lead to a behavior. Similarly, one of the major constructs of the health belief model is the cue to action that helps trigger a particular behavior. A cue to action is something that helps move someone from wanting to make a health change to actually making the change. These cues to action range from bodily events to environmental factors that stimulate an individual to act. The health belief model recognizes media campaign and promotion as one of the effective environmental cues to action (Janz, Champion, & Strecher, 2002).
Educational Programmes:

Among the T.V channels, which telecast educational programmes, Adult Education is the most preferred programme (41%) followed by Youth Programme (30.8%) IGNOU Programme (16.8%) and ETV (Educational Television) was only 11.3 % of viewership. In the social aspects of television, several studies have found that educational television has many advantages. The Media Awareness Network explains in its article that television can be a very powerful and effective learning tool for people if used wisely. The article states that television can help young people discover where they fit into society, develop closer relationships with peers and family and teach them to understand complex social aspects of communication.

Employment Programmes:

According to the study, about half of the respondents (47.3%) were aware of employment advertisements as compared to Margadarshan (31.2%), AIR Hostess (16.3%) and other programmes (5.2%). This result was supported by the theory ‘Uses and Gratification’ introduced by Elihu Katz, Denis McQuail and Michael Gurevith. They turned their attention to how audiences used the media to live out their fantasy lives and to seek out their gratifications, or even to inform and educate themselves about the world and its people. Thus media ‘effects’ were related to the needs and activities of audiences. The theory was largely concerned with the selection, reception and nature of response of audiences to the media, the assumption being that individual members in an audience made conscious selection of channels and programmes. It was also assumed that audiences made supplementary and compensatory uses of mass media.

Development Projects:

According to the study majority (81.3%) of respondents stated that they were aware of Bhoomi project as compared to Kaveri (16.5%) and other programmes (2.2%) like Bhoo Chethana etc. The technological innovations have brought improvement in agriculture sector in many respects. Communication is
very powerful tool to impart information to improve rural development. Television has made significant impact in the socio-economic and cultural development in our country. It works not only as informer, educator and entertainer but also as a good interpreter. Because of these qualities, it helps to eradicate poverty and illiteracy, ensure employment in rural regions, enhance their capacity building and talents for a comprehensive development and connects them with the main stream.

Source of Information:

Regarding source of information about NGOs majority of people (67%) preferred workers as compared to direct communication (18.7%), mass media (13.3%) and others (6%). More than half of people were aware of NGOs Agriculture Extension Programme, Sampoorna Suraksha Programme, Jnana Deepa and Siri Gramodyoga programmes. The organizations put considerable efforts for rural development. A perusal of their programme activities provides a view on the combination of delivery and service activities and employment generation activities. It is to be mentioned that NGOs have taken location specific activities, which were formulated after analyzing the needs and priorities of their target. The study indicated that majority of the programme activities ultimately lead to progress in health and hygiene, education, employment generation, self reliance, economic development and behavioral changes. Importance to ecological preservation, safety and security feeling and community development was also there.

Voluntary organizations have special qualities in their style of functioning such as flexibility in operation, sensitivity to changing needs, high level of motivation of the functionaries and innovations. Dhillon and Hansra (1995), while discussing about the role of NGOs had indicated that the NGOs in general have firsthand experience and knowledge of local needs, problems and research at local
level, they are closer to the minds and hearts of the people and they are with commitment and zeal of voluntary action.

**Impact of NGO Programmes:**

More than half of the respondents (65.2%) said development programmes did impact on them and majority of people (72.7%) said these programmes were helpful in development process. Majority (70%) of respondents preferred government for development process. Majority (75.7%) of respondents said that they were getting sufficient development information from central and state governments. A half of respondents (54.5%) said that these programmes made them to participate in development activities.

**5.2 Suggestions**

Media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for stability of the state. From the early stages of the introduction of the media in India various attempts were made to exploit their potential for development purposes. The history of development communication in India can be traced to 1940's when radio broadcast was done in different languages to promote development communication through various programmes, like - Programs for Rural Audience, Educational Programs and Family Welfare Programs. Today television in our country is also used as a medium for social education, weapon against ignorance and awareness among the people, through its difference programs like Educational Television (ETV), Countrywide Classroom (CWC), and Teleconferencing etc.

Looking at the outcome of the study it is practical evidence that most people of this country dwell in rural areas as a result of natural cause, as a result of this most of them can only get information through the media. The researcher recommends that the channels and other mass communication channels like
books, magazines and television should be harnessed to carry out or disseminate more information about development to the rural areas.

Media's impact is not limited to the political realm. A country's economy benefits by being more open. By having access to economic information, citizens are better informed about what is happening in their communities and in commercial and financial markets, allowing them to make better informed choices. Overall society benefits, too.

In addition to current events, media educate the public on issues related to agriculture, health, education, employment, the environment, women, children, and minorities. Independent media give voice to those whose voices often are not heard and engage marginalized groups in a more participatory discussion of programs that impact their lives.

Democratic, social, political, and economic development goes hand-in-hand with media development. While short-term projects that utilize media for specific goals - health information campaigns, a more comprehensive media development strategy holds the potential to create the conditions for sustainable democratic and economic development. The establishment and nurturing of free and independent media is crucial across all sectors to achieve real and sustained overall development of society.

Further researcher can concentrate on the importance of various programmes like science and technology, women empowerment, non-formal education, child development and others for a better evaluation of rural development in Karnataka.

The present work concentrate only on Television, Newspaper, some Government and NGOs programmes. It can be extended to radio, rural newspapers etc. University departments can conduct research on different aspects of development communication.
5.3 Conclusion

Communication could play an important role in disseminate information about agriculture, health education and employment development. Television is one of the powerful channels of the mass media, which transmit information very fast among the people. It can be said that most important communication tools presented today is mass media through use of this technology information can be transferred easily to the people.

The mass media not only create political and social awareness but also help in carrying development messages in rural areas.

Communication plays a vital role in the development of the rural sections in many parts of the country. Communication between farmers, agricultural institutions, central and state governments and NGOs was made possible by exchange of information and experience and effective use of communication technologies and communication devices. Communication tools made it possible to ensure that the voice of the people in the country side was heard. Television and newspapers were also an important communication option to rural people for adoption of new initiatives and it made them able to participate in development activities. The language newspapers and television channels were very effective in disseminating development messages in rural areas. The governments and NGOs should consider this in implementing their development projects.

By its very nature as mass media, communication for rural development can provide information useful to all segments of rural populations. However, it would serve as a first effort toward advancement of "rural extension" services and activities aimed at rural development concerns beyond those of agriculture. Thus, extension and communication activities would be expected to work. The impact of media on the social and cultural lives of the people is noteworthy. This aspect could be capitalized upon to improve the existing programmes, devise new channels through which outreach can be expanded to include local needs and sensitivities.