Chapter - 2

Review of Literature
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The current concerns in communication research are exhibiting significant trends. We witness an attempt towards critical evaluation of research concepts in developed countries by modern research specialists. Comparative research in the field of development communication and its effects on social structure is being undertaken. Developing countries are similarly trying to develop their own research strategies suitable to their realities and needs. With the extensive use of satellites for electronic media, communication and information revolution has taken place. It has raised many research questions demanding urgent attention of social and technical scientists. The colossal power that the electronic media is causing concern at global level. There is an obvious issue of politicalization of communication. Current researchers have taken into account international ramifications of communication problems and their attempt towards critical and objective assessment of strategies, priorities, structures, imbalances as evident in world's communication networks.

2.1 World Studies

Everett M. Rogers (1962) a renowned communication expert has three works to credit, namely, Diffusion of Innovations (1962), Communication of Innovations (1971), and a revised work, Diffusion of Innovations (1983). These books are seminal and are based on a series of generalizations from research work on the diffusion of innovations and facilitate greater understanding of the diffusion process.

Rogers begins with defining communication and diffusion. According to him, the main elements in diffusion of new ideas include an innovation which is communicated through certain channels over time among the members of a social system. He talks of five attributes of innovations which determine the rate of its
adoption, namely, relative advantage, compatibility, complexity, triability and observability. He opines that mass media channels are more effective in creating knowledge of innovations whereas interpersonal channels are more effective in forming or changing attitudes towards the new idea and thus in influencing the decision to adopt or reject a new idea. Rogers also refers to terms like heterophily and homophily. Heterophily is the degree to which pairs of individuals who interact are different in certain attributes such as beliefs, educational, social status and the like. Homophily is the degree to which pairs of individuals are similar in certain attributes. According to Rogers, more effective communication takes place between individuals who are homophilous.

According to Rogers, there are five adopter categories, i.e., innovators, early adopters, early majority, late majority and the laggards. In the end, Rogers analyses the consequences, which occur as a result of the adoption or rejection of an innovation. Consequences can be direct, indirect, desirable, undesirable, anticipated or unanticipated. One of the undesirable consequences is the widening of socioeconomic gaps. According to Rogers, an important role of diffusion agencies is to explore more effective strategies for creating a greater degree of equality among members of social systems.

K.Sadanadan Nair and Shirley White in the book 'Perspectives on Development Communication' (1993) had come out with a model that reconceptualized development communication and incorporates the notion of an interface between participation, communication and organizational change processes as well as social and cultural change leading to social justice and egalitarian rights in development. The focus of their model was to marshal human resources in the development process via acquisition of communication skill, and utilization of effective communication strategies.

The model does not eliminate the traditional elements of - Sender, Message, Channel, Receiver, and Effect. It places the source and the receiver in an
equalitarian relationship inherently promoting dialogic communication process. The most important aspect of this model is the recognition of indigenous knowledge as a necessary component in a dialogue and the interface of the communication and participation processes.

Rajni Kothari had laid out the charge for rethinking and changing communication perspectives in the 1990s. She says, "It [development communication] has to be thought of not as a specialized concern, but as part and parcel of the struggle for human liberation, freedom and justice, strengthening the struggles of communities and cultures of national entities that are thought to be marginalized, and of already marginalized people within these and other societies (Rajni Kothari, 1988).

She emphasizes that communication could expose the hypocrisy of the rhetoric in international forums come up which is in direct contrast to the same elite’s behavior in their own societies. Communication should be a process that contains the forces of backlash and promotes the forces of transformation and survival.

Sapir observed, “Every cultural pattern and every single act of social behavior involves communication in either an explicit or implicit sense.” (Sapir 1931 reprinted in Berelson and Janowitz 1966: referred Binod C. Agrawal).

Schramm, a communication expert thinks, “Society is a sum of relationships in which information of some kind is shared. Let us understand one thing about it: Human communication is something people do. It has no life of its own.” (Schramm, 1976).

Wilbur Schramm (1964) in his work ‘Mass Media and National Development’ explores the hypothesis that an adequate flow of information, in particular, an appropriate use of mass media could make a substantial contribution to national, economic and social development.
According to Schramm, the problem of a developing nation is to mobilize resources for modernizing many of their life patterns and, in doing so, to bring about the necessary social change speedily. This is where information becomes important. To achieve social change, people must be informed, persuaded and educated. Information must have a two-way flow to them and from them, so that their needs are known and they can participate in the acts of nation building. According to Schramm, only formal education has the potential ability to carry new ideas and skills from the modernizing cities to traditional villages. Mass media is swifter than formal education and serves adult population as well whereas the impact of education is mainly on youth. Schramm opines that in most developing countries, mass media is under used and underdeveloped. He also makes some recommendations about the development of the mass media in developing countries, such as:

1. A developing country should examine the flow of development information within its borders.
2. It should examine the use of mass media in multiplying the flow of information on development.
3. It should plan a balanced and measured growth for its mass media.
4. There should be no hesitation in investing in a well considered programme of mass media development and use.
5. A cooperative relationship between the organs of government responsible for its mass media and those responsible for education and development should be established.
6. Steps should be taken to facilitate the circulation of news.
7. Local media should be established and maintained.
8. Special attention should be given to combining mass media with interpersonal communication.
9. Restrictions imposed by the state on the import of informational materials need to be reviewed.

10. Media personnel should be properly trained.

11. Feedback on its mass media should be sought from the audiences, to the extent possible.

12. A special statute of information should be drawn as an integral part of its plans of socioeconomic development, and such a statute should be adapted, through successive revisions, to the successive phase of national development.

13. New technical developments in communication should be freely made use of in cases where these developments fit in its needs and capabilities.

In 1950-51, Daniel Lerner (1964) studied six Middle-Eastern countries namely Iran, Egypt, Turkey, Syria, Lebanon and Jordan. Lerner saw the history of modernization in the countries. His studies find a process occurring in three phases. According to him, urbanization in which skills and resources which characterize modern industrial economy are developed comes first. Within this matrix, the development of the attributes of literacy and media growth comes next. In the third phase, institutions of participation get developed. Lerner coined the term ‘mobile personality’ for the man who changes in a developing society. According to him, the mobile personality is high in empathy and has the capacity to identify with the changing environment.

Lerner sees the role of a nucleus of mobile, change-accepting personalities as an important one. Also, he states that, a growing mass media system to spread ideas and attitudes of social change and then the interaction of urbanization, literacy, industrialization and media participation are equally important. He concludes that mass communication serves as a “great multiplier” in
development, the device that can spread the requisite knowledge and attitudes immeasurably, more quickly and widely than ever before.

Leonard Doob (1961) studied the conditions at the birth of mass communication in Africa and the variables involved in understanding and using communication at that stage of development. A major part of the study is concerned with the need to understand the conditions which exist due to the confrontation of new and old communication systems. On the one side is the potency of new media while on the other side is the need to be aware of local culture and symbol systems in using the media. Doob observed that many a communications systems failed because they were not adapted to the local culture. Used with due understanding of local cultural environment, the media can be very effective.

Allan R. Holmberg's (1960) study was conducted in a hacienda in Peru where the inhabitants lived under a feudal system. The hacienda belonged to the state and was rented to the highest bidder every ten years. Cornell University took the hacienda on lease as an experimental site. The experiment was to find out whether, without any large infusion of funds, the Indians could be helped to develop economically and socially. The programme of change centered on economics and technology, nutrition and health, and education. As a result of this change process the social organization also got changed. Clinics and modern health practices were introduced, schooling was made attractive and control was gradually transferred to an elected group of hacienda residents. It was seen that in eight years so much progress was made that Cornell was able to transfer the lease to elected officials of the hacienda.

According to Holmberg, one of the greatest needs is the development of community solidarity. Communication with the outside world is also desirable so that emulation of good things can take place. Holmberg says, "While radio, newspapers and films may play a leading role in the process of accelerated
modernization, the establishment of regional newspapers and radio stations would be a major step forward; in the early stages only a patient face-to-face explanation and demonstration can provide effective channels of communication.

Ely D. Gomez (1970) in his study on ‘The Role of Local Radio Stations in Community Development in the Philippines’ highlights the role played by radio as a medium of rural communication. He explores effective methods that local stations might employ in order to maximize the message of community development. He also lists several factors involved in receptibility to radio as a major influence in attitudinal change, and calls for co-operation with government agencies and other institutions. The study was limited to the influence of radio on development programmes.

2.2 Indian Studies

Not much work has been done on the interrelationships between rural development and communication in India. Much of the literature which is to be found is on theoretical formulations and is not based on empirical studies. Besides, most of the studies have followed the western model. They have tried to study the effect of modern mass media on development. But in India, mass media channels are not so widespread as to ensure proper study and generalization.

“The impact of Communication on Rural Development” by Prodipto Roy, Fredrich and Rogers (1969) is a comparative study of two countries – Costa Rica and India. The study is centered on how various channels of communication can bring about increase in knowledge and greater adoption of innovations in the rural setting. The research design of the Costa Rican study involved benchmark measurement of knowledge evaluation and adaption of 23 innovations in agriculture, health and social education and the effect of a 52 week programme of two treatments – radio forums and reading forums to increase knowledge and the adoption of innovations. The radio forums consisted of 52 on and a half hour broadcasts which were heard and discussed by volunteer groups in four villages.
The reading treatment consisted of 52 pamphlets which were discussed in four other villages. Six villages received no communication treatment thus representing a control setting.

The findings showed that association was found to be stronger between knowledge evaluation or evaluation-adaption. Secondly, association was found between contact variables and knowledge and adaption. It was also seen that if the contact variable is interpersonal then the association is stronger with adoption than with knowledge but if the contact variable is through mass media then association is stronger with knowledge than with adoption.

In the Indian study, one more communication treatment was added, i.e., animation leader training to the already existing radio and reading forums. Radio fora involved 23 village people and about 2,300 recipient hours. Animation training involved 27 villages' recipients in two to three camps, each lasting few days. Investment in the literacy reading treatment was highest. Every night, 85 village trainees met for about two and a half hours for 300 days. The radio forum and animation treatments focused specially on selected agricultural treatments and health innovations. The literacy classes focused on raising adult participation to a level of functional literacy while reading fora centered on printing material about selected innovations.

The findings reveal that radio fora were superior in bringing about both agricultural and health adoption for both participants and non-participants. Animation training had a negative effect on six of the eight dependent variables for participants and non-participants. There was actually less increase in knowledge and adoption of innovations in the animation villages than in control villages. Literacy classes were superior to other two treatments in bringing about increased agricultural knowledge for non-participants. Thus it can be concluded that overall use of mass media in diffusing innovations and knowledge can bring about desired changes.
Y.B Damle (1956) has studied the diffusion of modern ideas and knowledge in seven villages in India. The study examines the awareness of people about the national scene, national policies, world political structures, modern ideas regarding cast and religion and the impact of movies, radio, sports, newspapers, lectures, political propaganda, etc. Both the items of communication - intra-national and inter-national were analyzed structure-functionally using Merton's approach.

Damle argued that it is not merely by being close to a city that the communication would be stronger or faster in a village. The more important thing is that the inherent social structure of a village of a village should be such that it facilitates communication. Whatever is visible or can be made visible, appeals to people because they can identify themselves with it. It was also seen that educated respondents were more exposed to mass media than the illiterates.

Sharma (1987) has underlined the fact that since the media of communication are the main channels of disseminating knowledge about development programmes launched by the government for the betterment of its citizens and are the means of creating awareness about regional, national and international events among the people, a proper understanding of the communication process is indispensable to the introducing of a planned change in democratic society like that of India.

Departing from the focus of earlier researches he has also emphasized that the point is not whether the mass media change the attitudes of ruralities or not, but under what conditions they do so. He has posed such questions as to who are the persons exposed to the media in rural settings? How far does the objective condition, such as the size of the village and its distance from a city govern the effect of the media? Which media are more effective? What is the relative effectiveness of various media on three major areas of interest, viz., economic,
political administrative and cultural? He tried to answer them on the basis of empirical data collected from four villages in Rajasthan.

Respective mass education and media set-ups created in the states and union territories carried out the media activities for family planning and welfare. That was done with the assistance of media units of Ministry of Information and Broadcasting. Mass communication media have created awareness about family planning in India. Patel's (1968) study revealed that a little less than half of the respondents did not feel the need to know about family planning through the radio as interpersonal communication acted as a stimulus in the practice of family planning.

Poffen Berger's (1969) study in a village in south Gujarat showed that due to the traditional social set-up, effective husband-wife communication in general was difficult and it affected attitudes about fertility. Patel (1969) has pointed out the effectiveness of local visual media and leadership groups in diffusion of family planning messages. Sharma (1971) studied the role of television as a tool for promoting family planning in India.

Role of communication in agriculture has been the concern of many studies. Murthy (1969), Singh (1970), Gaikwad (1972) and many others have studied factors affecting communication behavior of the farmers. It has been shown in this type of studies that social and demographic factors like age, caste, education, socio-economic status and land owned affected the communication behaviors of farmers. It has also been shown that local influential people and leaders are more exposed to newspapers and radio. Village level workers, family members, friends, upper caste educated persons and kens played a vital role in such communication as adaptation and diffusion of certain agricultural technology and innovations.

Expansion of media can produce development of society and vice versa. This may be the reason why Verghese considers communication as both an instrument and product of development (Verghese, 1980), Roy and others found a
significant correlation between the degree of exposure to the radio and amount of change in agriculture, health, animal husbandry (Roy and others 1969). Singh and Singh also reported similar findings. In their study on communication and development they came to the conclusion that there was a positive relationship between communication and development of a region. They believe that as a matter of fact both communication and development processes support and reinforce each other (Singh and Singh, 1981).

Bella Mody (1991) in her study, ‘Designing Messages for Development Communication: An Audience Perception Based Approach’ has critically opposed the ‘dominant paradigm’ and argued for upward movement of communication and development based on active participation of the people. She observed: “It is basically grassroots participation in decisions on the design and implementation of the particular kind of national transformation desired. The end is to give people’s lives back to them free from domination by colonial powers, an authoritarian state, transactional corporations and structures in equality such as caste and class. The mass media are useful if they promote mass participation as a means or an end. The south cannot blindly initiate since the complexity, scale and intensity of social and economic and political mobilization it needs for transformation are quite distinct from anything the north ever needed or experienced. Mostly the Third World States have dominant single party system, a strong military and an entrenched civil service administration. This is where non-governmental agencies come in to promote solidary networks of countervailing organizations of marginalized majorities to contract there dominant groups.

Y.V. Lakshmana Rao (1996) in his study on ‘Community and Development; A Study of Two Indian Villages’, describes the functions of communication in a developing community as the development. He concludes with a model showing the relationship between communication and development in a traditional village. The researcher lived in the villages and studies the relationship between
communication and development for several months. He states that the relationship between communications plays a significant role in national development and the relationship between communication and development is constant and cumulative. The study, based on participant observation method, does not contribute significantly for the advancement of development communication system in India.

K.N. Singh and Chamala Shankaraiah (1969) in their study on ‘Communication Strategy for Developing Countries with Special References to India - A View Point’ discussed the factors that influenced the planning of communication strategy, the adoption process and sources and communication the effectiveness of radio and television and their impact on farmers, the communication patterns in relation to the progressiveness of the villages. The researchers have limited the scope of investigation to radio and television with respect to rural development.

Anand Mohan Prasad Sinha (1982) studied ‘Communication Theory of Modernization: An Empirical Exploration in Two Indian Villages’. The study has concerned toward an examination of the role of mass communication in the modernization process. The data for this study were gathered from two villages in Bihar during 1969. The study says that the differences in the social system of the two villages under study had the heavily conditioned media diet and media use by the villagers. The study also substantiates earlier findings that literacy is not a precondition to mass communication playing an influential role in modernization.

Kenneth J. Forman (1972) studied ‘Communication and Messages Diffusion in Four Indian Villagers’. This study is concerned with diffusion of specific messages through four rural communities in the Jabalpur district of Madhya Pradesh. The messages dealt with an agricultural topic, a local event. The study involves a comparison of the diffusion patterns across messages and across villages; an investigation of the link between the mass media and the interpersonal
network and examination of the communication behavior of different categories of individuals in the interpersonal network and testing of a technique for using a key individuals as a channel for introducing technical information into a community. The study has focused its attention on diffusion of innovation vis-a-vis interpersonal channels of communication. The role of other media of communication in the process of adoption of innovation has not been specifically studied by the researcher.

Jagamohan L. Rao (1972) has studied ‘Communication and Modernization in Three Indian Villages: The influence of Status Inconsistency’. The study was conducted with 210 persons drawn from villages of Andhra Pradesh. Ritual caste rank, level of education and amount of farm income were considered important indicators of social status and were utilized in the measurement of status and inconsistency. The study variables included radio listening, movie exposure, newspaper exposure, urban contact and change agent contact. The study reveals that the degree of status inconsistency and degree of heterophily with respect to farm income were significantly associated with the friendship and information. The study deals with the modernization among people based on educational, social and economic status factors.

Arbind K. Sinha (1985) conducted a study namely, “Mass Media and Rural Development: A Study of Village Communication in Bihar”. During 1975-76 and analyzed the process of existing rural communication, the barriers of communication and social-cultural implications of satellite television. He has made an attempt to understand the role and relevance of television in development. The total field work was divided into three phases, namely Pre-SITE, during SITE, and Post-SITE and conducted in Ismailpur.

The study reveals: (1) Mass media exposure is limited to listening of film songs through radio, that too by very few. (2) The contribution of mass media that is radio, newspapers and even cinema is almost non-existent for development. (3)
The village has its own verbal communication system which is face-to-face and expressed through gestures and symbols and are codified and decodified (by the villagers). (4) Official channels involved in development activities have been operating through village level worker and other workers. The television enjoyed higher credibility than other sources of information on development viewpoint. The study is limited to the role of television in the process of development in a single village.

N.K. Jaiswal and others (1981) conducted a micro level study on 'Development Communication: Process and Impact' in Mahabubnagar in Andhra Pradesh during 1978-79. Though its thematic scope was ambitious-setting communication in a context of development the study was limited in area of communication between programme and the people. The objectives of the study were: to explore formal and informal channels of communication and assess how far communication channels and contents are effective to convey developmental information to the population, to study utilization of developmental information by the target audience, to study the integration of channels, inputs and development functionaries and to study the shape of communication policy planning, etc.

The findings of the study are: the informal channels of communication seem to play a greater role in terms of utilization of information; utilization of development information in terms of application is low except for agriculture, integration of communication channels, inputs and developmental functionaries is low, mass media are not integrated into ongoing programmes and communication policy planning does not exist. Important sources of communication namely, traditional media, new media, tele media and non-government organizations have not been included in their study.

The study brings forth the fact that adequate preparation was not made through mass media channels as also the person to person discussing to educate the beneficiaries about the programmes that were being implemented to improve their socio-economic life. The researchers have called upon planners to encourage mobilization of the poor for achieving the goals of development through proper communication packages. They have also suggested that poor people have to be involved not only in planning for development but also in the entire gamut of implementation of these programmes.

J.S Yadava (1985) studied 'Communication and Management of Integrated Rural Development Programme' in Haryana State. The project officials of the District Rural Development Agency disseminate the information to the target groups through the block officials. The official circulars, workshops, conferences, visits and periodical progress reports serve as the main mechanism of both vertical, mainly top to bottom, and horizontal communication about the IRDP. The study reports that: (a) an overwhelming majority of the respondents were not exposed to all media; (b) the block officials were the primary sources of information to the people; (c) the beneficiaries demanded more information on procedural aspects regarding financial assistance and other formalities through hand bills and posters with instructions. The researcher suggests that interpersonal channels of the communication between the officials and the village beneficiaries need to be strengthened and also supplemented through simple publicity material.

Paul Hartman and others (1989) conducted a study on 'The Mass Media and Village Life in Selected Villages in Kerala, Andhra Pradesh and West Bengal States'. The study was based on survey and participant observation methods. The findings are: (1) The mass media and official media channels did not cater to the development of the poor. (2) Inter personal communication was more dominant
than mass communication. (3) Communication media played only a supportive role rather than a primary role in the process of development.

C. Pichandy (1994) in his study 'Communication and Social Influence: A Study of the Uses and Rural Agencies' conducted in Tamil Nadu analyzed the specific effects of house video viewing on the attitude, behavior and social changes on the audience. He has found that rural audience attached more importance to the uses of home video for information, education and entertainment in comparison with urban audiences. The study also reveals the effects of video viewing on attitudinal, behavioral and social changes. The researcher suggests that a comprehensive programme of suitable video production in various regional languages in accordance with the vowel need specifies, local specifies and the contextual requirements would do better justice to development communication.

Sharma (1987) has underlined the fact that since the media of communication are the main channels of disseminating knowledge about developmental programmes launched by the government for the betterment of its citizens and are the means of creating awareness about regional, national and international events among the people, a proper understanding of the communication process is indispensable to the introducing of a planned change in democratic society like India. The media activities for family planning and welfare are carried out by respective mass education setups created in the states and union territories and these media units of the Ministry of Information and Broadcasting, mass media of communication have created awareness about family planning in India.

Patel (1969), Sharma (1971), Natrajan and Krishna Moorthy (1972) did a study on that subject. Patel has pointed out the effectiveness of local visual media and leadership groups in diffusion of family planning messages. Sharma studies the role of television as a tool for promoting family planning in India. Natrajan
and Krishna Moorthy (1972) have emphasized the importance of exhibitions in educating illiterate people for family planning. The Audience Research Unit of All India Radio in Bombay (1970), Delhi (1971a) and Calcutta (1971b) conducted surveys on the impact of mass media on family planning practices.

Impact of television on child care was studied by Nivedita Barthakar and Mala Hanalique in 1999. The study was conducted in the municipality areas of Tejpur in Sonitpur district of Assam. It was designed with the objectives to examine the influence of TV on mothers regarding feeding practices, health and hygienic practices of the baby, and influence of educational level of mothers on child rearing practices. From the study it was observed that majority of the mothers were influenced by television.

Recognizing the potential of radio for disseminating information related to child survival and development (CSD is rural areas of India), UNICEF proposed in 1982 a project to tap the effectiveness of this medium to enhance material and child health (MCH) care. The project was launched with an orientation workshop and a series of surveys to map out a workable plan for the improvement of radio programming for effective extension of education on child development to rural women.

As many of the rural women did not have radios, they were organized into listening groups. Each of these groups was provided with a radio set and they met regularly at the appointed hour. As a result of group listening 97.19 per cent of women and 70.59 per cent of men group animators in Haryana reported significant gaining of knowledge about CSD issues.

The main objective of the study was to study the reactions of the respondents towards various aspects of video films produced on AIDS. The sample of the study comprised 419 female students of the first and the second year of all the department of faculty of Home Science. The major finding was that majority of the respondents, that is, 64.2 per cent, belonged to low socio-economic
status and more than 50 per cent had less health consciousness. Content studies on
sex roles have documented patterns in the portrayal of women and men. Experimental studies have shown possible effects on behavior and attitudes. Kilbourne (1990) underscored the need for such research.

L.S. Ainapur (1986)'s 'Rethinking on Rural Development in India' traces the historical development of rural development programmes in independent India. It analyses the concept of development associating the term with our planning perspectives. The paper points out the effects of the development programmes on rural life arguing that dependency, high mobility towards cities, high aspirations and resultant social tension have been the products of development programmes in India. It is further proposed by the author that some important issues demand our urgent attention and there is a need for rethinking on rural development, with an accentuation or grass roots level efforts rather than centralized, vertical planning attempts.

'Development Theory and Culture' scans through the literature on social development, punctuating on important theoretical views. In this paper M. Ram Mohan Rao demands for a closer look at the question of culture in the process of development.

Jan Brouwer, (1992) in his paper 'The Modern State, Indian Traditions and Development', proposes that the failure and success of development programmes need to be viewed in relation to India's tradition. He argues that in contemporary India there are three factors relevant for the study of development, namely, the modern state, the traditional practice and the scriptural tradition. Following Heesterman's theoretical lead, the paper demonstrates correspondences and discrepancies between these three factors with relevance for development. A case is also made for the study of local knowledge systems, practices and perceptions within the framework of specific programmes for integrated development.
R.V. Balaram’s paper ‘Development Theory and Ecology’ reviews various ecological approaches to national development. It is argued that while these approaches take divergent viewpoints regarding national development in the Indian context, all of them agree on the need for harmonizing the process of production with nature. They accentuate, in general, on decentralization of economic and political power, appropriate technology to suit societal needs and the possibilities to find alternate sources of energy.

‘Development Planning and Social Change in Rural India’ by K.V.M. Varambally discusses the objectives of national planning from an economist’s point of view. In spite of attempts of implementation at the community level, the author of the paper argues, the programmes have fallen short of their expectations to a considerable degree. Centralized planning which did not suit the needs of rural areas has resulted in the poor performance of the plans. The bureaucratic approach to planning is yet another hurdle to be overcome. According to the author of this paper, insufficient attention to continuous evaluation of plan implementation has, in fact, worsen the condition of rural economy over the years. The paper provides quantitative evidence to support its basic contention.

‘Nutritional Status and Human Resource Development: Some Issues’, by M.S. Malathi and Ch. Umamohan have proposed that health and nutritional status of population in an important indicator of development. This is so because health and nutritional inputs determine the growth and development of human organism, opportunities for acquisition of skills and social placement in life. The paper examines the nutritional status of pre-school rural children, and analyses its relationship to social background variables such as caste, size and type of family, age of the mother and provision for nutritional food intake.

Rashmi Jain (2003), in her work ‘Communicating Rural Development: Strategies and Alternatives’ studied the implementation of some programmes of development in selected villages of Rajasthan in the context of a communicational
framework. The evaluation of these programmes has been undertaken keeping in view the role of communication in developmental processes.

M.V. Ramanamma (2005) studied 'Media Influence on Women in Chittor district vis-à-vis their Own Development'. The research work identifies an insight into media content priorities, development preferences of women and also their access to media. She also examined the role of women as policy makers and administrators are discussed. The concept of gender is examined in the light of transient society. The role of government especially in formulating policies for the development of women under the five year plans and the significance of the National Commission for Women in women's development including the protection of their rights and addressing issues that stall women's development is examined.

Rajesh Kumar (2011) in his paper 'Development Communication: A Purposive Communication with Social Conscience - An Indian Perspective', Development Communication is communication with a social conscience. It takes humans into account. Development communication is primarily associated with rural problems, but is also concerned with urban problems. It has two primary roles: a transforming role, as it seeks social change in the direction of higher quality of values of society. In playing its roles, development communication seeks to create an atmosphere for change, as well as providing innovations through which society may change. This paper tries to explain the concept, theory and practice of development communication, especially in Indian context. Different approaches to development communication have been discussed and their relevance to Indian model of development communication has been analyzed and interpreted.

Baishakhi Nag's (2011), "Mass Media and ICT in Development Communication: Comparison & Convergence", seeks to analyze that media, telecommunications and computing/information systems, commonly referred to
as information and communication technology (ICT), have long been associated with economic development and social/cultural change. Historically analyses of ICT and social change have relied on measures of the ownership, availability, access and use of various technological systems to evaluate their significance and social impact. Technology assessment of today's new media and ICT requires measures that more closely reflect their fundamentally social, interactive, performative and participatory character. The scope of a given ICT resource is the variety of users and sources made available via the technology. A defining attribute of internet-based information resources, especially compared to mass media, is the enormous diversity of documentary and interpersonal resources that they make available via hyperlink structures, which allow users to follow any number of possible paths to locate and retrieve information according to their interests and inclinations at the moment. If the interactive quality of the contemporary media landscape makes it a far richer and more engaging arena for social action and development, it also presents analysts with a variety of new policy challenges. Perhaps the most complex consequence of the transition from mass to new media has arisen as media industries sought to preserve and extend the market models and regulatory frameworks of the past.

Charulata Singh's (2011), ICTs, New Media and Revival of Traditional Media - Key to Rural Development', this paper puts light on a different angles and highlights that ICTs cannot result in rural development without the use of traditional media. The traditional media needs to be applied through new media. New media has the potential to revive traditional media, which is the key to development in rural areas. The ICT induced environment at the global and local levels provide for the new dimensions to be worked with indigenous forces. The much debated Virtual world is coming out in the real world to result in development.
Rajesh Kumar (2011) in his article on "Development Communication: A Purposive Communication with Social Conscience - An Indian Perspective", says development communication is communication with a social conscience. It takes humans into account. Development communication is primarily associated with rural problems, but is also concerned with urban problems. It has two primary roles: a transforming role, as it seeks social change in the direction of higher quality of values of society. In playing its roles, development communication seeks to create an atmosphere for change, as well as providing innovations through which society may change.

Payel Sen Choudhury (2011) in his article, "Media in Development Communication" says Communication is used for more than just passing on information from one person to another. It is often used as a tool to facilitate the participation of people in developmental activities. Such form of communication is known as development communication. According to Everett Rogers “Development communication refers to the uses to which communication are put in order to further development.” It can thus be said to be an approach to communication which provides communities with information they can use in bettering their lives. Development communication has two primary roles, i.e. Transforming role, as it steps social change in the direction of the hygiene taste of today’s generation in this competitive market and a socializing role by seeking to maintain some of the established values of the society.

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 is difference programs like Educational Television (ETV), Countrywide Classroom (CWC), Teleconferencing etc. Experiments in Satellite technology has been conducted in recent years to bring about Social change and development. This has been done in the form of SITE Program and Kheda Communication Projects.

Archan Mitra (2011) in one of her article “New Media and Convergence: A Development Communication Perspective” says the work is to endeavor the development of communication through the hands of new media and how it works to transform society through technology giving new insights into Cultural, social and environmental aspects so as to reach not only mere development but sustainable development. Today we need this new form because it has taken over all the other forms and has converged them into one super effective form of communication which has fluidity, electronics, interface, interactivity and many more qualities. This convergence has simultaneously transformed our society our culture and a new social structure and a new culture that is the cyber culture is about to emerge and take over the world in the next few century.

Rommani Sen Shitak (2011) in one of his article “Television and Development Communication in India: A Critical Appraisal” traces the journey of television in India which started for promoting development and serving the cause of the poor and the underprivileged. While some efforts were made to fulfill these brave goals, television also earned the unholy reputation of being a vehicle for government propaganda. Doordarshan — the public service broadcaster was the only available terrestrial network till 1991 when transnational satellite television channels began to make forays into the country. Soon Indian players entered the television industry thereby leading to enormous expansion. Since
then, the very nature of Indian broadcasting has changed. Television has transformed from a medium devoted to development communication and the cause of the marginalised, to a true middle-class medium. Contemporary Indian television is divorced from the realities of the 'other half of India that lives in abject poverty and deprivation, thus presenting a distorted view of social reality.

Vineet Kaul (2011) his article "Development Communication in India: Prospect, Issues and Trends" explains how did the discipline and practice of development communication begin? Who were the founders and how were the first experiments implemented? The purpose of this paper is to provide an overview of development communication. To do so, the first section focuses on the theoretical perspective and evolution of development communication. This study then specifies the components of development communication and, having done so, proceeds to evaluate the various approaches to this conceptual formulation. Thus, it discusses the extension and community development approach, the ideological and mass mobilization method, the centralized mass media method, the localized mass media method, and the integrated approach. It concludes that since development communication is not simply concerned with the mere provision of information on development activities, it should not stop with conventional mass media. Rather, it must involve strong components of social organization and interpersonal and traditional modes and media if it is to succeed.

Dhanshri M. Patil's (2011) article "Recent Trends of Print Media in Development Communication" explains development communication is a communication used for the development of human beings. Print media and electronic media both play a significant role in the development communication of any country. In India, the Government uses print media to secure wide coverage of messages through various newspapers and journals. Print media as a traditional media plays a significant role in the development communication. In India, print media strengths have largely been shaped by its historical experience and, in
particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration. Today various modern and sophisticated technologies are being used by the print media in both developed and under-developed countries and they also face stiff competition from electronic media.

2.3 Studies in Karnataka

R.L. Patil's paper 'Integration of Urban Poor in Social Development Planning with Special Reference to Karnataka State' proposes to analyze the ways and means of integrating the urban poor into the social development planning of our growing urban areas. It is argued that urban development policies should consider the socio-cultural background of the migrants and the urban poor while planning for the urban development.

Selden Menefee and Audrey Menefee conducted an interesting study of mimeographed newspaper in Mysore containing some development information known as Menefee experiment, a small newspaper called 'Gram Samachar' was published in Kannada, the local language, for 13 weeks to test the effects communication on the villages. For the purpose, four villages were chosen near Tiptur in Karnataka. The researchers found an increase in the information level of the regular readers because of the newspaper.

The book 'Mass Media, Mass Culture and Development' written Vignesh N. Bhat analyses the role of a media system in the popular adoption of new symbols of interaction. This paper concentrates on the impact of mediated messages in changing the patterns of day-to-day living. Drawing from quantitative data collected during his study of audience response to television commercials in rural Karnataka, he highlights the issues relating to problems of development support media in India in the context of social change.
Not many research efforts have taken place with regard to the role of communication in rural development in India. Most studies concentrated on the effects or impact of media. Perhaps this is one of the pioneering studies that attempts to find out the role of communication in rural development focused in the selected districts of Karnataka. It has also focused on the relation between government and NGOs in the development context of selected districts of Karnataka. And the study is likely to promote further efforts in this area. It is not only an effort in developmental communication, but also in terms of other areas of development.