CHAPTER – VIII

SUMMARY AND CONCLUSION
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Summary of Findings:

The findings from the survey conducted, which are reflected in the previous chapters of Socio-economic profile, media seeking habits, level of health awareness and effectiveness of mass media strategy on health awareness in urban and rural setting may now be summarized as follows:

The Socio-Economic profile of the respondents in Agartala may be outlined as follows:

1. The data has been gathered from Agartala Municipal Council area. A total number of 225 respondents were taken as sample of the study and 225 respondents were interviewed through survey schedule by the researcher.

2. Most of respondents (52.44 percent) belong to the age group of 21-40 years followed by 28.44 percent respondents belong to the age group of 41-60 years.

3. Majority of the respondents (66.66 percent) are male and remaining 33.33 percent are female.

4. Most of the respondents (65.77 percent) are married, while 32.88 percent are unmarried and very few (1.33 percent) of the respondents are widow.

5. Almost all the respondents (97.77 percent) profess Hinduism and very few (2.22 percent) of the respondents belong to Muslim religion.

6. The representation of general caste category (56.88 percent) is the highest, while 24.0 percent of the respondents belong to Scheduled Caste category, 16.88 percent belong to Other Backward classes category and only 2.22 percent belong to Scheduled Tribe category.

7. The representation of Bengali mother tongue (96.88 percent) is the highest as the study area is Bengali dominated, while mother tongue of 1.77 percent of the respondents is Kakborok, 0.88 percent is others and 0.44 percent is Manipuri.

8. All the respondents (100 percent) know Bengali language. However, 76 percent of the respondents also know English language, 40.4 percent respondents know Hindi, 2.22 percent know Kakborok and 0.44 percent knows other language also.
9. Educational qualification of most of the respondents (32.88 percent) is upto Higher Secondary level followed by good numbers of respondents (26.66 percent) are also Graduate. 21.77 percent of the respondents attained education upto Secondary level (High School), 6.66 percent of respondents attained education upto Primary level only. 10.66 percent respondents are Post Graduates and a few respondents (1.33 percent) have professional qualification.

10. Most of the respondents (21.77 percent) are Housewife followed by 19.11 percent of the respondent's occupation is business and again same 19.11 percent of respondents are Students and 13.77 of the respondents are in Govt. Service. Among the remaining, 9.33 percent of the respondents are Retired Employee, 4.0 percent respondents are in private Sector, 3.55 percent respondents are agriculturists, a very few (2.22 percent) are Professional and only 7.11 percent respondents have reported of other occupation.

11. Regarding size of the family, most of the respondents (86.66 percent) have small family (1-5 members), while 9.77 percent of the respondents have medium family (6 – 8 members) and only 3.55 percent of respondents have large family (above 8 members).

12. Regarding type of the family, most of the respondents (83.11 percent) have reported to have joint families, while only 16.88 percent of respondents have nuclear family.

13. Majority of the respondents (78.22 percent) have reported to have one earning member in the family, while 20.0 percent of respondents are having two earning members in the family; very few (1.33 percent) have three earning members and only 0.44 percent of respondents have four & above earning members in the family.

14. Regarding monthly family income of the respondents, majority of the respondent’s family belong to medium income group. The data reveal that 48.44 percent of the respondent’s family income is Medium followed by 32.88 percent of respondent’s family income is upper medium income group and 18.22 percent of respondents belong to Low income group and only 0.44 percent of respondents belong to upper income group. Thus, the data indicates that majority of the respondent’s family belong to medium income group.
The Media Seeking Habits of the Respondents in Agartala Municipal Council area may now be summarized as follow:

1. Regarding access to mass media by the respondents at their home, it is revealed that most of the respondents (96.88 percent) have TV at home, while only 16 percent of respondents have Radio and on other hand, majority of the respondents (82.22 percent) subscribe Newspaper, while the percentage of magazine subscriber at home is only 18.66 percent. The representation of respondents who access Mobile is 68.44 percent and only few respondents (9.77 percent) access internet at their home.

2. In case of habit of reading newspapers, the responses show that majority of the respondents (84 percent) read newspapers, while only 16 percent of the respondents do not read newspaper.

3. As far as the frequency of newspaper reading is concerned, majority of the newspaper readers (73.01 percent) read newspaper daily, while 26.98 percent readers read newspaper occasionally.

4. Bengali newspapers are read mostly. Majority of the respondents (89.41 percent) read Dainik Sambad, a Bengali local daily followed by 49.73 percent of the respondents read Daily Desher Katha (Bengali daily) and 38.09 of the respondents read another Bengali daily Syandan Patrika in comparison with other Bengali local dailies. The representation of number of people read English local dailies is very low like 2.11 percent read Tripura Times, an English daily and only 1.05 percent of readers read another English daily Tripura Observer.

5. All newspapers readers (100 percent) have preferred to read Bengali newspaper. However, 3.17 percent readers have also preferred to read English newspapers and Bengali newspapers both.

6. As far as the content of newspaper is concerned, majority of the newspaper readers (79.89 percent) read Headlines, while a good number of readers take interest on News (61.90 percent), Sports contents (39.15 percent) and First Page News (28.04 percent). The representation of readers read Health contents is very low (only 6.87 percent).
7. Majority of the newspaper readers (81.48 percent) do not have habit of reading Sunday Supplementary, while only few respondents (18.51 percent) usually read Sunday Supplementary.

8. Regarding contents read by the respondent in Sunday Supplementary, most of the respondents (60 percent) have habit of reading Story & Novel. Again, 37.14 percent of readers read Cover Story of Supplementary; Entertainment section is read by 37.14 percent of respondents and other sections of Supplementary are read by only 8.57 of respondents.

9. As far as frequency of reading of health supplementary is concerned, only few respondents (17.98 percent) read Health Supplementary, while majority of the respondents (83.78) do not have habit of reading Health Supplementary.

10. Health Supplementary of Dainik Sambad Patrika is read by most of the readers (70.58 percent), while few respondents (14.70 percent) read health supplement of Syandan Patrika, only 8.82 percent of respondent read health supplement of Daily Desher Katha and health supplement of other newspapers are read by only 5.88 percent of respondents.

11. Regarding habit of reading outstation daily newspapers, only few respondents (19.57 percent) read Outstation Daily, while majority of the respondents (80.42 percent) do not read any outstation daily.

12. As far as languages preferred by the respondent in outstation daily newspaper reading, majority of the respondents (75.67 percent) read Bengali outstation dailies, while only few respondents (9 percent) read English outstation dailies.

13. Majority of the outstation newspapers readers read Anandabazar Patrika (72.97 percent), while 35.13 percent readers read Times of India, 18.91 percent readers have preferred The Telegraph, 16.21 percent of readers read Bengali daily Bartamaan and also English daily The Statesman, 5.40 percent readers read Bengali daily Sambad Pratidin, only 2.70 percent readers have preferred English daily The Asian Age and other outstation daily newspapers are also read by 8.10 percent respondents.

14. In case of reading magazine, only few respondents (23.11 percent) read Magazine, whereas majority of the respondents (76.88 percent) do not read magazine.
15. Majority of the magazine readers read Bengali Magazine; while only 26.92 percent of readers read English Magazine and only 1.92 percent reader read Hindi Magazine.

16. As far as the type of magazine reading is concerned, the reader of Bengali Magazine ‘Desh’ (51.92 percent) is the highest followed by Bengali Magazine ‘Sananda’ (26.92 percent) is the second highest.

17. Regarding habit of reading Health Magazines, few respondents (26.92 percent) read Health Magazine; whereas majority of the respondents (73.07 percent) do not read any Health Magazine.

18. Majority of the readers of health magazine read Bengali Magazine ‘Sustha’ (42.85 percent) followed by 35.71 percent of readers read other magazines.

19. Regarding habit of radio listening, it is observed that the numbers of people listen to Radio is very low. Majority of the respondents (84 percent) do not listen to Radio, whereas only 16 percent of respondents listen to Radio.

20. Majority of the respondents (50.0 percent) have preferred Evening (5-8 pm) session for radio listening followed by 41.66 percent preferred Morning session; 30.55 percent of radio listeners listen radio in Night 8 pm & above session and only few listeners (8.33 percent) have preferred Afternoon session for radio listening.

21. Most of the respondents (38.8 percent) spend 1-2 hours in listening to radio followed by 33.33 percent listeners spend less than an hour in radio listening. The time devoted by 27.77 percent respondents to radio listening is more than 2 hours.

22. As far as the type of listening radio programme is concerned, most of the radio listeners (66.66 percent) reported to listen News. A good numbers of listeners (58.33 percent) have also preferred to listen Hindi Film Music followed by 16.66 percent preferred to listen Bengali/ Kakborok Music, while few listeners (13.88 percent) reported to listen Health Programmes in comparison with listening of other programmes.

23. Majority of the radio listeners (55.55 percent) preferred to listen FM (Radio O-La-La) followed by 52.77 percent preferred to listen Aakashbani (All India Radio). The few respondents (11.11 percent) also listen FM of AIR, only 2.77 percent preferred to listen Vividh Bharati and other radio channel.
24. Regarding habit of watching TV, almost all the respondents (98.22 percent) watch Television, while only 1.77 percent of respondents do not watch TV.

25. Most of the respondents (43.89 percent) have preferred Morning session for watching TV followed by 38 percent of respondents have preferred Night 8 pm & above session. It is observed that 28.95 percent of respondents watch TV in Afternoon session and 23.07 percent respondents watch TV in Evening (.5-8 pm) session.

26. Majority of the respondents (81.44 percent) watch TV more than two hours daily, whereas 14.93 percent respondents spent 1-2 hours for watching TV and rest of the respondents (3.61 percent) watch TV less than an hour daily.

27. Majority of the respondents (83.25 percent) watch TV through Cable, whereas few respondents (16.74 percent) do not watch TV through cable

28. As far as the type of watching TV programme is concerned, most of the TV viewers (60.63 percent) reported to watch Movies in Television followed by a very good numbers of viewers (56.56 percent) reported to watch Serials. Again, 42.08 percent preferred to watch Sports, while 35.74 percent viewers reported to watch Film Songs, 23.07 percent of viewers watch Reality Shows, 11.76 percent have also reported to watch News, 2.26 percent of viewers have preferred to watch Interviews in TV and 1.80 percent of viewers watch other programmes also.

29. Zee TV has the largest viewership (51.13 percent) among the respondents in Agartala Municipal area. It is observed that 24 Ghanta is watched by most of the respondents (40.72) in the category of Bengali Channels; Zee Cinema is watched by most of the respondents (41.62 percent) in the category of Movie channels; Star Sports is more popular (22.17) percent among the sports channel, Aaj Tak is watched by most of the respondents (21.26 percent) in the category of News channels. However, the data also show that 24.88 percent of viewers have also preferred to watch Local Cable News in Agartala Municipal area.

30. Regarding watching Health Programmes on TV, only few viewers (32.57 percent) watch Health Programme on TV, while majority of the TV viewers (67.42 percent) do not watch any Health Programme on TV.

31. Majority of health related programme viewers (38.88 percent) watch ‘Talk Show with Doctor’ programme in Doordrashan Agartala, while 31.94 percent viewers watch Doctor on Call (24 Ghanta Channel), 25 percent of TV viewers watch
'Doctor on Line' (Local Cable) and few viewers (15.27 percent) watch other health related programme in other TV Channels.

32. Majority of the respondents (84 percent) watch Film, whereas 16 percent respondents do not have habit of watching Film.

33. As far as place of watching Film is concerned, all the respondents in Agartala Municipal area watch Film in Television.

34. Regarding habit of internet access, majority of the respondents (88 percent) in Agartala Municipal area access Internet, while only 12 percent of the respondents do not access Internet.

35. Majority of the respondents (44.44 percent) access Internet twice a week followed by 29.62 percent of the respondents access internet thrice a week, 14.81 percent of respondents access Internet once a week, 7.40 percent access internet four times a week and only 3.70 percent of respondents access Internet once in two weeks.

36. As familiarity of respondents with different Traditional Media is concerned, most of the respondents (45.33 percent) are familiar with Folk Song followed by 39.11 percent respondents are familiar with Miking. Kirtan is known to 27.11 percent respondents, while Yatra is known to 26.66 percent respondents, Drum beating is known to 23.555 percent of respondents, Puppet Show is familiar with 12.88 percent respondents, Hojagiri Dance is known to 5.77 percent respondents and few respondents (4.88 percent) are familiar with other modes of Traditional Media.

The health awareness level of the respondents in Agartala area may now be summarized as follows:

1. Majority of the respondents (98.66 percent) are familiar with the disease Cancer followed by 97.33 percent respondents have heard about AIDS; while 92.44 percent of respondents have heard about Malaria, 68.88 percent respondents have heard about Diabetes, 65.33 percent of respondents are familiar with the disease Tuberculosis, 44.44 percent of respondents have heard about Jaundice, 44 percent of respondents have heard about Diarrhoea, 34.22 percent of respondents have heard about chicken pox, 24 percent of respondents are familiar with Anaemia, 20 percent of respondents have heard about Leprosy,
14.22 percent of respondents have heard about Rabies and only 11.55 percent of respondents have heard about Goiters.

2. Regarding the awareness level of the respondents about various means of transmission of HIV/AIDS, majority of the respondents (57.99 percent) are aware, whereas 36.98 percent of the respondents are moderately aware and only 5.02 percent of the respondents are less aware.

3. As far as the awareness level of the respondents about the preventive measures of Malaria is concerned, majority of the respondents (77.88 percent) are aware, whereas 18.75 percent of the respondents are moderately aware and only 3.36 percent of the respondents are less aware.

4. Regarding the knowledge level of the respondents about the preventive measures of TB, majority of the respondents (81.63 percent) are moderately aware, whereas only 12.92 percent of the respondents are aware and 8.16 percent of the respondents are less aware.

5. Majority of the respondents (88.73 percent) are moderately aware regarding possible causes for Cancer, whereas only 6.30 percent of the respondents are aware and 4.95 percent of the respondents are less aware.

6. Regarding awareness level of the respondents about the Preventive measures of Anaemia, majority of the respondents (70.37 percent) are moderately aware, whereas 18.51 percent of the respondents are less aware and only few respondents (11.11 percent) are aware.

7. Majority of the respondents (81.81 percent) are aware regarding Preventive measures of Diarrhea, whereas 16.16 percent of the respondents are moderately aware and 2.02 percent of the respondents are less aware.

8. As far as the awareness level of the respondents about control measures of Diabetes is concerned, majority of the respondents (65.80 percent) are aware, whereas 21.29 percent of the respondents are moderately aware and 12.25 percent of the respondents are less aware.

9. Regarding finding out whether the respondents have ever heard about one recently common communicable disease in the State, majority of the respondents (68.88 percent) are not familiar with the communicable disease Meningococcal Meningitis, whereas only 31.11 percent respondents have heard about the disease.
Majority of the respondents (71.42 percent) are moderately aware regarding preventive measures of Meningococcal Meningitis, whereas only 27.14 percent of the respondents are aware.

The effectiveness of different kinds of mass media and communication activities on health awareness in Agartala may now be summarized as follows:

1. It is observed that among the total respondents, who usually read newspaper; most of them (57.14 percent) were unable to recall a health related message in the newspaper, whereas 42.85 percent of respondents were able to remember health related message in the newspaper. The data indicate that 'Safe Sex, prevent AIDS' is the most popular message among the urban people (25.92 percent) followed by 'Choose life, not Tobacco' (20.98 percent) and Stop breeding of Mosquitos (13.58 percent).

2. Most of the respondents (75 percent) were unable to recall a health related message in the magazine, whereas 25 percent of respondents were able to remember health related message in the magazine. The data indicate that 15.38 percent of respondents can recall health message 'Diabetes patient should avoid direct sugar' and also another message 'Stop AIDS, keep promise' and rest of the respondents can recall different nine type of health care messages.

3. Most of the respondents (77.77 percent) were unable to recall a health related message in Radio, whereas only 22.22 percent of respondents were able to remember health related message in the Radio. The data indicate that 25 percent of respondents can recall the message 'Exclusive breast feeding upto six months' and 12.5 percent of the respondents can recall each different six type of messages.

4. It is observed that among the total TV viewers, most of the respondents (59.27 percent) were unable to recall a health related message on Television, whereas 42.53 percent of respondents were able to remember health related message on TV. The data indicate that most of the television viewers (32.97 percent) who are able to recall health messages, can recall the message 'Polio drop is must for each and every child of 0-5 years' followed by 20.21 percent of the respondents can recall the message 'Safe sex prevent AIDS' and 9.57 percent of respondents can recall 'Go for safe delivery at Hospital only'.

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5. Majority of the respondents (92.59 percent) who access internet were unable to recall a health related message and only few respondents (7.40 percent) were able to recall health messages on internet. The data show that the respondents who can recall health messages through Internet are able to recall the messages likely ‘Tobacco can cause Cancer’ and ‘Safe sex prevent AIDS’.

6. Most of the respondents (65.33 percent) were unable to recall a health related message on Hoarding / Banner, whereas 34.66 percent of respondents were able to remember health related message on Hoarding / Banner.

7. Most of the respondents (63.55 percent) were unable to recall a health related message on wall writing, whereas 36.44 percent of respondents were able to remember health related message on wall writing.

8. It is observed that only few respondents (11.11 percent) were able to recall a health related message on Leaflet/ Brochure / Handbill, whereas most of the respondents (88.88 percent) were unable to recall a health related message on Leaflet/ Brochure / Handbill.

9. Most of the respondents (82.66 percent) were unable to recall a health related message on Poster, whereas only 17.33 percent of respondents were able to remember health related message on Poster.

10. Majority of the respondents (97.33 percent) did not attend any community/ group meeting on health awareness in their locality, whereas only 2.66 percent respondents have reported to attend any community / group meeting on health awareness in their locality.

11. It is observed that majority of the respondents (96.88 percent) did not attend any health awareness campaign in their locality, whereas only 3.11 percent respondents have reported to attend any health awareness campaign in their locality.

12. It is found that only few respondents (12 percent) have reported to be involved in IPC with health worker on any health topic, while majority of the respondents (88 percent) have reported to be not involved in Inter personal communication with health worker on any health topic.
13. Majority of the respondents (90.22 percent) were unable to recall a health related message through Rally / Tableaux, whereas only 9.77 percent of respondents were able to remember health related message through Rally / Tableaux.

14. Most of the respondents (73.33 percent) have reported that they did not visit any health fair, while 26.66 percent of the respondents have reported that they have visited the health fair.

15. It is observed that most of the respondents (63.33 percent) were unable to recall a health related message in Health Fair, whereas only 36.66 percent of respondents were able to remember health related message in Health Fair.

16. Most of the respondents (59.55 percent) have not reported to recall a health related message through any traditional media, while 40.44 percent of the respondents have reported to recall health related message through traditional media.

17. As far as popularity of the Traditional Media among the respondents is concerned, most of the respondents (54.94 percent) have come across a health related message through Miking, while 37.36 percent of the respondents reported any other traditional media, 16.48 percent of the respondents reported Kirtan, 12.08 percent respondents have come across a health message through Yatra, 7.69 percent reported Folk song, 6.59 percent of respondents have reported Hojagiri Dance and only 2.19 percent of respondents have reported Drum beating.

18. Most of the respondents (94.22 percent) have reported to recall a health related message, which recommends a change in any behaviour to avoid a health risk, while only 5.77 percent respondents are unable to recall such health related message.

19. It is observed that most of the respondents (93.77 percent) have reported to recall a health related message, which has increased respondent’s health awareness for a healthy life, whereas only 6.22 percent respondents are unable to recall such health related message.
The Socio-Economic profile of the respondents in Ambassa may now be summarized as follow:

1. The data has been gathered from Ambassa Block area. A total number of 225 respondents were taken as sample of the study and 225 respondents were interviewed through survey schedule by the researcher.

2. Most of respondents (58.22 percent) belong to the age group of 21-40 years; 38.66 percent of the respondents belong to age group of 41-60 years, only 3.11 percent belong to the category of 10-20 years age.

3. Majority of the respondents (71.55 percent) are male and remaining 28.44 percent are female.

4. Most of the respondents (86.22 percent) are married, while 13.77 percent of the respondents are unmarried.

5. Most of the respondents (78.22 percent) profess Hinduism. The representation of Muslim community among respondents is 14.66 percent and very few of the respondents (7.11 percent) also belong to Christian religion.

6. The representation of general caste category (33.77 percent) is the highest, while 26.66 percent of the respondents belong to Other Backward classes category; 24.0 percent of the respondents belong to Scheduled Caste category and 15.55 percent of the respondents belong to Scheduled Tribe category.

7. Mother tongue of most of the respondents (81.77 percent) is Bengali, while Kakborok is the mother tongue of 14.66 percent of the respondent's; 2.66 percent is Hindi and 0.88 percent is Manipuri. The representation of Bengali mother tongue is the highest as the study area is Bengali dominated.

8. All the respondents (100 percent) know Bengali language as the study area is Bengali dominated. However, 73.33 percent of the respondents also know English language, 60 percent respondents know Hindi, 14.66 percent of the respondents know Kakborok and 0.88 percent know other language.

9. Educational qualification of Most of the respondents (34.22 percent) is upto Secondary level (High School) followed by those who attained education upto Higher Secondary level (29.77 percent), while 9.77 percent of the respondents attained education upto Primary level only, but 17.33 percent of the respondents are Graduates and 7.11 percent respondents are Post Graduates and a few respondents (1.77 percent) have professional qualification.
10. Most of the respondent's (28.44 percent) occupation is business followed by 28 percent of the respondents are in Govt. Service and 15.11 percent respondents are agriculturists.

11. Regarding size of the family, almost all the respondents (95.55 percent) have small family (1-5 members), while only 4.44 percent of the respondents have medium family (6 – 8 members).

12. Regarding type of the family, most of the respondents (87.55 percent) have reported to have joint families, while only 12.44 percent of respondents have nuclear family.

13. Most of the respondents (51.11 percent) have reported to have one earning member in the family, while 47.11 percent of respondents are having two earning members in the family; very few (1.77 percent) have three earning members in the family.

14. Regarding monthly family income of the respondents, majority of the respondent's family belong to low and medium income group. The data reveal that 40.44 percent of the respondent's family income is Low (Up to Rs. 5000) followed by 40.0 percent of respondent's family income is medium (Rs. 5001 to Rs. 10000) and 15.55 percent of respondents belong to upper medium income group (Rs.10001 to Rs.20000) and only 4.0 percent of respondents belong to upper income group (Rs.20001 & above).

The Media Seeking Habits of the Respondents in Ambassa area may now be summarized as follow:

1. Regarding access to mass media by the respondents at their home, it is revealed that most of the respondents (84 percent) have TV at home, while only 9.77 percent of respondents have Radio and on other hand, majority of the respondents (76 percent) subscribe Newspaper, while the percentage of magazine subscriber at home is only 7.11 percent. The representation of respondents who access Mobile is 45.77 percent and no respondents access internet at their home.

2. In case of habit of reading newspapers, majority of the respondents (71.55 percent) read newspapers, while only 28.44 percent of the respondents do not read newspaper.
3. As far as the frequency of newspaper reading is concerned, majority of the newspaper readers (92.54 percent) read newspaper daily, while 7.45 percent readers read newspaper occasionally.

4. Bengali newspapers are read mostly. Majority of the respondents (91.92 percent) read Dainik Sambad, a Bengali local daily followed by 48.44 percent of the respondents read Daily Desher Katha (Bengali daily) and 39.13 percent of the respondents read another Bengali daily Syandan Patrika in comparison with other Bengali dailies. The representation of number of people read English local dailies is very low like 1.86 percent of respondents read English daily Tripura Times and only 2.48 percent respondents read other newspapers.

5. All newspapers readers (100 percent) have preferred to read Bengali newspaper. However, 1.86 percent readers have also preferred to read English newspapers and Bengali newspapers both.

6. As far as the content of newspaper is concerned, majority of the newspaper readers (96.27 percent) read Headlines, while a good number of readers take interest on News (83.85 percent), First Page News (60.24 percent) and Sports contents (41.61 percent). The representation of readers read Health contents is very low (only 9.93 percent).

7. Majority of the newspaper readers (83.22 percent) do not read Sunday Supplementary, while only few respondents (16.77 percent) usually read Sunday Supplementary.

8. Regarding contents read by the respondent in Sunday Supplementary, most of the respondents (77.77 percent) have habit of reading Story & Novel. Again, 70.37 percent of readers read Cover Story of Supplementary; Entertainment section is read by 33.33 percent of respondents and other sections of Supplementary are read by only 18.51 percent of respondents.

9. As far as frequency of reading of health supplementary is concerned, only few respondents (20.49 percent) read Health Supplementary, while majority of the respondents (79.50 percent) do not have habit of reading Health Supplementary.

10. Most of the readers (51.51 percent) read health supplementary of Dainik Sambad Patrika, while 21.21 percent respondents read health supplement of Syandan Patrika, only 18.18 percent of respondents read supplement of Daily Desher Katha and health supplement of other newspapers are read by only 9.09 percent of respondents.
11. Regarding habit of reading outstation daily newspapers, only few respondents (13.04 percent) read Outstation Daily, while majority of the respondents (86.95 percent) do not read outstation daily.

12. As far as languages preferred by the respondent in outstation daily newspaper reading, all of the respondents (100 percent) read Bengali outstation dailies, while only few respondents (9 percent) also read English outstation dailies.

13. Majority of the outstation newspapers readers read Anandabazar Patrika (80.95 percent), while only 19.04 percent readers read Sambad Prtaidin, 9.52 percent of readers read Bartamaan and English outstation daily newspapers namely The Telegraph and Times of India are read by 4.76 percent respondents only.

14. In case of reading magazine, only few respondents (11.55 percent) read Magazine, whereas majority of the respondents (88.44 percent) do not read magazine.

15. All magazine readers (100 percent) read Bengali Magazine and only 7.69 percent of readers also read English Magazine.

16. As far as the type of magazine reading is concerned, the reader of Bengali Magazine ‘Sananda’ (34.61 percent) is the highest followed by Bengali Magazine ‘Anandalok’ (30.76 percent) is the second highest.

17. Regarding habit of reading Health Magazines, very few respondents (11.53 percent) read Health Magazine; whereas majority of the respondents (88.46 percent) do not read any Health Magazine.

18. All the readers of health magazine (100 percent) read Bengali Magazine ‘Sustha’ only.

19. Regarding habit of radio listening, it is observed that the numbers of people listen to Radio is very low. Majority of the respondents (88 percent) do not listen to Radio, whereas only 12 percent of respondents listen to Radio.

20. Majority of the respondents (40.74 percent) have preferred Morning session for radio listening followed by 33.33 percent of respondents have preferred Night 8 pm & above session. It is observed that 25.92 percent respondents have reported to prefer Evening (5-8 pm) session and only few listeners (14.81 percent) have preferred Afternoon session for radio listening.

21. Most of the respondents (62.96 percent) spend less than an hour in listening to radio followed by 51.85 percent listeners spend 1-2 hours in radio listening. The
time devoted by only 29.62 percent respondents to radio listening is more than 2 hours.

22. As far as the type of listening radio programme is concerned, most of the radio listeners (88.88 percent) reported to listen News. A good numbers of listeners (77.77 percent) have also preferred to listen Hindi Film Music followed by 22.22 percent preferred to listen Bengali/ Kakborok Music, while 14.81 percent listeners reported to listen Film based Programmes, 7.40 percent listen any other programme and only 3.70 percent listeners listen radio drama / serials.

23. Majority of the radio listeners (74.07 percent) have preferred to listen FM (Radio O-La-La) followed by 70.37 percent have preferred to listen Aakashbani (All India Radio). The few respondents (14.81 percent) also listen FM of AIR and only 3.70 percent have preferred to listen Vividh Bharati and other radio channel.

24. Regarding habit of watching TV, most of the respondents (92.88 percent) watch Television, while only 7.11 percent of respondents do not watch TV.

25. Majority of the respondents (71.77 percent) have preferred Evening (5-8 pm) session for watching TV followed by 57.41 percent of respondents have preferred Morning session. It is observed that 45.93 percent of respondents watch TV in Night 8 pm & above session and 37.79 percent respondents watch TV in Afternoon session.

26. Majority of the respondents (69.85 percent) watch TV 1-2 hours daily, whereas 56.93 percent respondents spent more than two hours daily for watching TV and rest of the respondents (8.13 percent) watch TV less than an hour daily.

27. Majority of the respondents (77.99 percent) watch TV through Cable, whereas few respondents (22 percent) do not watch TV through cable.

28. As far as the type of watching TV programme is concerned, most of the TV viewers (65.07 percent) have reported to watch Serials followed by a very good numbers of viewers (64.59 percent) reported to watch News. Again, 55.02 percent of respondents have preferred to watch Movies, while 40.19 percent viewers have reported to watch Film Songs, 38.75 percent of viewers watch Sports, 36.36 percent have also reported to watch Reality Shows, 5.26 percent of viewers have preferred to watch Talk Shows and only 1.91 percent of viewers watch other programmes also.
29. Zee TV has the largest viewership (49.28 percent) among the respondents in Ambassa area. It is observed that Star Jalsha is watched by most of the respondents (41.62 percent) in the category of Bengali Channels; Zee Cinema is watched by most of the respondents (34.92 percent) in the category of Movie channels; Star Sports is more popular (26.79 percent) among the sports channel, Aaj Tak is watched by most of the respondents (15.31 percent) in the category of national news channels. However, the data also show that a very good number of viewers (37.79 percent) have preferred to watch Local Cable News and again 35.88 percent viewers also watch Agartala Doordarshan in Ambassa area.

30. Regarding watching Health Programmes on TV, only few viewers (22.00 percent) watch Health Programme on TV, while majority of the respondents (77.99 percent) do not watch any Health Programme on TV.

31. Majority of health related programme viewers (52.17 percent) watch ‘Talk Show with Doctor’ programme in Doordrashan Agartala, while 36.95 percent viewers watch Doctor on Call (24 Ghanta Channel), 17.39 percent of TV viewers watch ‘Doctor on Line’ (Local Cable) and few viewers (6.52 percent) watch other health related programme in other TV Channels.

32. Majority of the respondents (89.33 percent) watch Film, whereas few respondents (10.66 percent) do not have habit of watching Film.

33. As far as place of watching Film is concerned, majority of respondents (87.06 percent) in Ambassa area watch Film in Television. However, 37.81 percent of respondents also watch Film through Video and very few respondents (2.48 percent) have also reported to watch Film in Cinema Hall.

34. Regarding habit of internet access, majority of the respondents (95.11 percent) in Ambassa area do not access Internet, while only few respondents (4.88 percent) access Internet.

35. Majority of the respondents (63.63 percent) access Internet once in three weeks followed by 18.18 percent of the respondents access internet four times a week, 9.09 percent of respondents access Internet once a week and also once in two weeks.

36. As familiarity of respondents with different Traditional Media is concerned, most of the respondents (92.88 percent) are familiar with Kirtan followed by 66.22 percent respondents are familiar with Miking. Yatra is known to 39.11 percent respondents, while Folk Song is known to 34.66 percent respondents,
Puppet Show is known to 20.44 percent of respondents, Drum beating is familiar with 6.66 percent respondents, other traditional media is known to 4 percent respondents and few respondents (1.33 percent) are familiar with Hojagiori Dance.

The health awareness level of the respondents in Ambassa area may now be summarized as follow:

1. Majority of the respondents (95.55 percent) are familiar with Malaria followed by 92.44 percent respondents have heard about Cancer; while 87.11 percent of respondents have heard about Diarrhoea, 83.11 percent respondents have heard about AIDS, 75.11 percent of respondents are familiar with the disease Tuberculosis, 69.77 percent of respondents have heard about Diabetes, 60 percent of respondents have heard about Jaundice, 36.44 percent of respondents have heard about Leprosy, 24.88 percent of respondents are familiar with Chicken Pox, 17.33 percent of respondents have heard about Anaemia, 8.44 percent of respondents have heard about Rabies and only 5.77 percent of respondents have heard about Goiters.

2. Regarding the knowledge level of the respondents about various means of transmission of HIV/AIDS, majority of the respondents (44.91 percent) are moderately aware regarding various means of transmission of HIV/AIDS, whereas 39.03 percent of the respondents are aware and only 16.04 percent of the respondents are less aware.

3. As far as the knowledge level of the respondents about the preventive measures of Malaria is concerned, majority of the respondents (53.95 percent) are aware, whereas 35.34 percent of the respondents are moderately aware and only 10.69 percent of the respondents are less aware.

4. Regarding the knowledge level of the respondents about the preventive measures of TB, majority of the respondents (54.43 percent) are moderately aware, whereas only 17.15 percent of the respondents are aware and 28.40 percent of the respondents are less aware.

5. Majority of the respondents (81.25 percent) are moderately aware regarding possible causes for Cancer, whereas only 12.01 percent of the respondents are aware and 6.73 percent of the respondents are less aware.

6. Regarding the knowledge level of the respondents about the Preventive measures of Anaemia, majority of the respondents (53.84 percent) are
moderately aware, whereas 35.89 percent of the respondents are less aware and only few respondents (10.25 percent) are aware.

7. Majority of the respondents (56.63 percent) are aware regarding Preventive measures of Diarrhea, whereas 23.46 percent of the respondents are moderately aware and 19.89 percent of the respondents are less aware.

8. As far as the knowledge level of the respondents about control measures of Diabetes is concerned, majority of the respondents (49.04 percent) are moderately aware regarding control measures of Diabetes, whereas 35.66 percent of the respondents are aware and only 15.28 percent of the respondents are less aware.

9. Regarding finding out whether the respondents have ever heard about one recently common communicable disease in the State, majority of the respondents (80 percent) are not familiar with the communicable disease Meningococcal Meningitis, whereas only 20 percent respondents have heard about the disease.

10. Majority of the respondents (57.77 percent) are moderately aware regarding preventive measures of Meningococcal Meningitis, whereas only 8.88 percent of the respondents are aware and 33.33 percent of respondents are less aware.

The effectiveness of different kinds of mass media and communication activities on health awareness in Ambassa may now be summarized as follows:

1. It is observed that among the total respondents, who usually read newspaper; most of the respondents (77.01 percent) were unable to recall a health related message in the newspaper, whereas 22.98 percent of respondents were able to remember health related message in the newspaper. The data indicate that majority of the respondents (24.32 percent) can recall the message ‘Use Mosquito net to prevent Malaria’ followed by 18.91 percent can recall the message ‘Wash hands properly before taking food’ and 10.81 percent of the respondents can recall the message ‘In case of high fever, go for blood test for Malaria’

2. Most of the respondents (69.23 percent) were unable to recall a health related message in the magazine, whereas 30.76 percent of respondents were able to remember health related message in the magazine. The data indicate that the
magazine readers of rural setting can recall different eight categories of health care messages.

3. Majority of the respondents (59.25 percent) were unable to recall a health related message on Radio, whereas 40.74 percent of respondents were able to remember health related message on Radio. The data indicate that 18.18 percent of respondents can recall the message ‘Immunization is essential for your child’ and also another message ‘Janani Suraksha Joyana for delivery at Hospital’ and 9.09 percent of the respondents can recall each different seven type of messages.

4. It is observed that among the total TV viewers, most of the respondents (60.28 percent) were unable to recall a health related message on Television, whereas 39.71 percent of respondents were able to remember health related message on TV. The data indicate that most of the television viewers (34.93 percent) can recall the message ‘Use Condom to prevent AIDS followed by 25.30 percent of the respondents can recall the message ‘Polio drop is must for each and every child of 0-5 years’ and 9.63 percent of respondents can recall ‘Tobacco can cause Cancer’.

5. All the respondents (100 percent) who access internet were unable to recall a health related message on Internet.

6. Most of the respondents (69.33 percent) were unable to recall a health related message on Hoarding / Banner, whereas 30.66 percent of respondents were able to remember health related message on Hoarding / Banner.

7. Most of the respondents (76 percent) were unable to recall a health related message on wall writing, whereas only 24 percent of respondents were able to remember health related message on wall writing.

8. It is observed that only few respondents (2.22 percent) were able to recall a health related message on Leaflet/ Brochure / Handbill, whereas most of the respondents (97.77 percent) were unable to recall a health related message on Leaflet/ Brochure / Handbill.

9. Most of the respondents (94.22 percent) were unable to recall a health related message on Poster, whereas only 5.77 percent of respondents were able to remember health related message on Poster.

10. Majority of the respondents (99.11 percent) did not attend any community/ group meeting on health awareness in their locality, whereas only 0.88 percent
respondents have reported to attend any community / group meeting on health awareness in their locality.

11. It is observed that all of the respondents (100 percent) reported that they did not attend any health awareness campaign in their locality.

12. It is found that only few respondents (1.77 percent) have reported to be involved in IPC with health worker on any health topic, while majority of the respondents (98.22 percent) have reported to be not involved in Inter personal communication with health worker on any health topic.

13. Majority of the respondents (94.22 percent) were unable to recall a health related message through Rally / Tableaux, whereas only 5.77 percent of respondents were able to remember health related message through Rally / Tableaux.

14. Most of the respondents (92.44 percent) have reported that they did not visit any health fair, while 7.55 percent of the respondents have reported that they have visited the health fair.

15. It is observed that most of the respondents (58.82 percent) were able to recall a health related message in Health Fair, whereas 41.17 percent of respondents were unable to remember health related message in Health Fair.

16. Most of the respondents (53.77 percent) have reported to recall a health related message through traditional media, while 46.22 percent of the respondents are unable to recall health related message through any traditional media.

17. As far as popularity of the Traditional Media among the respondents is concerned, most of the respondents (53.71 percent) have come across a health related message through Miking, while 40.49 percent of the respondents reported Kirtan, 20.66 percent of the respondents reported Folk Song, 14.87 percent respondents reported any other traditional media, 14.04 percent respondents have come across a health message through Yatra and only 4.13 percent of respondents reported Puppet Show.

18. Most of the respondents (60.44 percent) have reported to recall a health related message, while only 39.55 percent respondents are unable to recall message, which recommends a change in any behaviour to avoid a health risk.

19. Most of the respondents (51.11 percent) are unable to recall a health related message, which has increased respondent’s health awareness for a healthy life, whereas 48.88 percent respondents have reported to recall such health related message.
COMPARATIVE STUDY
OF KEY FINDINGS OF
URBAN AND RURAL SETTINGS
Comparative Study of Key Findings of Urban and Rural Setting

Comparative picture of social background of the respondents in urban and rural setting:

**Age Group:** Majority of the respondents belong to the age group of 21-40 years in both urban and rural setting.

**Sex Ratio:** The data reveal that majority of the respondents are male in both urban and rural setting.

**Marital Status:** The data show that majority of the respondents in the both urban and rural settings are married.

**Religion:** It is observed that in the urban area almost all the respondents (97.77 percent) profess Hindu religion and very few (2.22 percent) of the respondents belong to Muslim religion, while in the rural area most of the respondents (78.22 percent) profess Hinduism and representation of Muslim community among respondents is 14.66 percent and very few of the respondents (7.11 percent) also belong to Christian religion.

**Caste:** Caste constitutes the core unit of traditional Indian Social stratification. The data show that the representation of general caste category (56.88 percent) is the highest in urban settings, while representation of general caste category in the rural setting is 33.77 percent.

**Mother Tongue:** The data show that almost all the respondent’s (96.88 percent) mother tongue is Bengali in urban area, while Bengali is the mother tongue of 81.77 percent of respondents and tribal language Kaborok is the mother tongue of 14.66 percent of the respondent’s in rural setting.
**Educational Qualification:** The data reveal that educational qualification of most of the respondents (32.88 percent) is up to Higher Secondary level followed by good numbers of respondents (26.66 percent) are Graduate in the urban setting, while educational qualification of most of the respondents (34.22 percent) is up to Secondary level (High School) and few of respondents have higher level (Graduate, Post Graduate) education in rural setting. Thus, it can be concluded that education level of the respondents is higher in urban setting than rural setting, but the level of education is also good in rural settings of Tripura also.

**Occupation:** The data reveal that in the urban settings most of the respondents are housewife followed by good numbers of respondent’s occupation is business and good numbers are student also, while in the rural settings most of the respondent’s occupation is business. In rural settings, 15.11 percent respondents are agriculturists, while in urban settings only 3.55 percent respondents are agriculturists.

**Size of the family:** The data show that majority of the respondents in the both urban and rural settings have reported to have small family (1 to 5 members). So regarding family size, the respondents of both setting are almost equal.

**Monthly family income:** The family income has an important bearing on the socio-economic background of a person. The data indicate that in urban area majority of the respondent’s family belong to medium income group followed by a good numbers of family belong to upper medium income group, while in rural area majority of the respondent’s family belong to low and as well as medium income group.

**Comparative picture of Media Seeking Habits in Urban and Rural Setting:**

**Subscription / access of media at home:** Regarding access to mass media by the respondents at home, the data show that majority of the respondents (82.22 percent) subscribe Newspaper and the percentage of magazine subscriber at home is 18.66 percent in urban setting, while in rural setting 76 percent respondents subscribe Newspaper and the percentage of magazine subscriber is only 7.11 percent.
The data reveal that most of the respondents (96.88 percent) have TV at home in urban setting, whereas only 84 percent of respondents have TV at home in rural setting. In the present study only 16 percent of respondents in the urban setting have Radio, while only 9.77 percent of respondents in the rural setting have Radio. The data also reveal that the representation of respondents who access Mobile in urban setting is 68.44 percent, while the percentage in rural setting is 45.77 percent. The present study also show that in the urban setting only few respondents (9.77 percent) access internet at their home, while no respondents access internet at their home in rural setting.

**Newspapers read:** In case of habit of reading newspapers, the responses show that majority of the respondents (84 percent) read newspapers in urban setting, while 71.55 percent of respondents read newspapers in rural setting. It indicates that the habit of newspaper reading is more among the urbanities rather than the rural people.

The data also show that majority of the newspaper readers (92.54 percent) read newspaper daily in rural setting, while only 73.01 percent of the newspaper readers read newspaper daily in urban setting.

**Types of Newspaper read:** As far as the type of newspaper is concerned, all the respondents in the urban and rural setting have reported to read Bengali newspapers mostly as the study area is Bengali dominated. The data reveal that in both the situation Dainik Sambad, Bengali daily is read by majority of the respondents followed by Daily Desher Katha, another Bengali daily. The representation of number of people read English local dailies is very low like 2.11 percent read Tripura Times and 1.05 percent read Tripura Observer in urban setting, while only 1.86 percent of respondents read English daily Tripura Times in rural setting.

**Contents of Newspapers read:** As far as the content of newspaper is concerned, majority of the newspaper readers both in urban and rural setting have reported to read Headlines, followed by a good number of readers take interest on News (61.90 percent), Sports contents (39.15 percent) in urban setting, while readers of rural setting take interest on News (83.85 percent) and First Page News (60.24 percent). The representation of readers read Health contents in urban setting is very low (only 6.87 percent), while the percentage in rural setting is 9.93 percent.
Respondents read Sunday Supplementary: The data show that majority of the newspaper readers (81.48 percent) in urban setting do not have habit of reading Sunday Supplementary, while 83.22 percent of readers in rural setting also do not read Sunday Supplementary.

Respondents read Health Supplementary: The data reveal that only few respondents (17.98 percent) in urban setting read Health Supplementary, whereas 20.49 percent of readers of rural setting read Health Supplementary. It indicates that the habit of health supplementary reading is more among the rural people rather than the urbanities. The data reveal that in both the situation health supplementary of Dainik Sambad, a Bengali daily is read by majority of the respondents

Respondents read Outstation Daily: The data show that 19.57 percent of readers in urban setting read Outstation Daily while only few respondents (13.04 percent) read Outstation Daily in rural setting.

Majority of the respondents in both the situation read Bengali outstation dailies. It is also observed that out of the outstation dailies, Anandabazar Patrika, Bengali daily is read by most of the respondents in both the situation. Regarding reading of English outstation dailies the data show that most of the respondents (35.13 percent) in urban setting read Times of India, while in rural setting The Telegraph and Times of India are read by only 4.76 percent respondents.

Magazines read: In case of reading magazine, few respondents (23.11 percent) read Magazine in urban setting, while only few respondents (11.55 percent) read Magazine in rural setting also. It indicates that the habit of magazine reading is more among the urbanities rather than the rural people.

All the respondents in the urban and rural setting have reported to read Bengali magazines mostly as the study area is Bengali dominated.

Types of Magazines read: As far as the type of magazine reading is concerned, the reader of Bengali Magazine ‘Desh’ (51.92 percent) is the highest followed by Bengali Magazine ‘Sananda’ (26.92 percent) is the second highest in the urban setting, while reader of Bengali Magazine ‘Sananda’ (34.61 percent) is the highest followed by Bengali Magazine ‘Anandalok’ (30.76 percent) is the second highest in the rural setting.
Respondents read Health Magazines: The data reveal that 26.92 percent of respondents read Health Magazine in urban setting, while few respondents (11.53 percent) read Health Magazine in rural setting.

Majority of the readers of health magazine in urban setting read Bengali Magazine ‘Sustha’ (42.85 percent) followed by 35.71 percent of readers read other magazines, while in rural setting all the readers of health magazine (100 percent) read Bengali Magazine ‘Sustha’ only.

Radio Listening: Regarding habit of radio listening, it is observed that the numbers of people listen to Radio is very low in both urban and rural area. In urban setting only 16 percent of respondents listen to Radio, while only 12 percent of respondents listen to Radio in rural setting.

Majority of the respondents (50.0 percent) have preferred Evening (5-8 pm) session for radio listening in urban setting, whereas majority of the respondents (40.74 percent) have preferred Morning session for radio listening in rural setting.

Most of the respondents (38.8 percent) spend 1-2 hours in listening to radio followed by 33.33 percent listeners spend less than an hour in radio listening in urban setting, while most of the respondents (62.96 percent) spend less than an hour in listening to radio followed by 51.85 percent listeners spend 1-2 hours in radio listening.

Programme and Channel preferred on radio listening: As far as the type of listening radio programme is concerned, most of the radio listeners of urban and rural setting have reported to listen News mostly followed by Hindi Film Music as second preference in both the situation.

Majority of the radio listeners of urban and rural setting have reported to listen FM (Radio O-La-La) followed by Aakashbani (All India Radio) as second preference.

Television Watching: The data show that almost all the respondents (98.22 percent) watch Television in urban setting, while most of the respondents (92.88 percent) watch Television in rural setting also. It indicates that numbers of TV viewers are more in urban area than rural setting.
Most of the respondents (43.89 percent) have preferred Morning session for watching TV in urban setting; while majority of the respondents (71.77 percent) have preferred Evening (5-8 pm) session for watching TV in rural setting.

Majority of the respondents (81.44 percent) watch TV more than two hours daily in urban situation, while Majority of the respondents (69.85 percent) watch TV 1-2 hours daily in rural situation.

The data reveal that majority of the respondents (83.25 percent) watch TV through Cable in urban setting, while 77.99 percent of rural respondents watch TV through Cable. So the cable TV viewers are more in urban setting than rural area.

Programme and Channel preferred on TV watching: As far as the type of watching TV programme is concerned, most of the TV viewers (60.63 percent) in urban area reported to watch Movies in Television followed by a very good numbers of viewers (56.56 percent) reported to watch Serials, while in rural area most of the TV viewers (65.07 percent) have reported to watch Serials followed by a very good numbers of viewers (64.59 percent) reported to watch News.

The data show that Zee TV has the largest viewership among the respondents in both urban and rural area. In the category of Bengali Channels, 24 Ghanta is watched by most of the respondents (40.72) in urban area and Star Jalsha is watched by most of the respondents (41.62 percent) in rural area. The data also show that 24.88 percent of viewers have also preferred to watch Local Cable News in urban area, while a very good number of viewers (37.79 percent) in rural area have preferred to watch Local Cable News.

Regarding watching Health Programmes on TV, 32.57 percent viewers of urban area watch Health Programme on TV, while only few viewers (22.00 percent) of rural area watch Health Programme on TV. It may be concluded that the viewers of health programmes are more in urban area than the rural setting.

Habit of Watching Film: The data reveal that majority of the respondents (84 percent) watch Film in urban area, while 89.33 percent of respondents watch Film in
rural area. So it is observed that the habit of watching film is higher in rural area than urban setting.

As far as place of watching Film is concerned, all the respondents (100 percent) in urban area watch Film in Television, while majority of respondents (87.06 percent) in rural area watch Film in Television and few respondents (37.81 percent) in rural area also watch movie through video.

**Internet Access**: The data reveal that only 12 percent of the respondents in urban area access Internet, while only few respondents (4.88 percent) access Internet in the rural area. So it concludes that numbers of respondents who access internet are very less in both the urban and rural setting, but the numbers of people who access internet are higher in urban area than the rural setting.

**Familiarity with Traditional Media**: The data reveal that most of the respondents (45.33 percent) are familiar with Folk Song followed by 39.11 percent respondents are familiar with Miking in urban area, while most of the respondents (92.88 percent) are familiar with Kirtan followed by 66.22 percent respondents are familiar with Miking in the rural situation.

**Comparative picture of health awareness level in Urban and Rural Setting:**

**Familiarity with different diseases**: The data reveal that in the urban setting, majority of the respondents (98.66 percent) are familiar with the disease Cancer followed by 97.33 percent respondents have heard about AIDS; while 92.44 percent of respondents have heard about Malaria, 68.88 percent respondents have heard about Diabetes, 65.33 percent of respondents are familiar with the disease Tuberculosis, 44.44 percent of respondents have heard about Jaundice, 44 percent of respondents have heard about Diarrhoea, 34.22 percent of respondents have heard about chicken pox, 24 percent of respondents are familiar with Anaemia, 20 percent of respondents have heard about Leprosy, 14.22 percent of respondents have heard about Rabies and only 11.55 percent of respondents have heard about Goiters.
The data show that in rural setting majority of the respondents (95.55 percent) are familiar with Malaria followed by 92.44 percent respondents have heard about Cancer; while 87.11 percent of respondents have heard about Diarrhoea, 83.11 percent respondents have heard about AIDS, 75.11 percent of respondents are familiar with the disease Tuberculosis, 69.77 percent of respondents have heard about Diabetes, 60 percent of respondents have heard about Jaundice, 36.44 percent of respondents have heard about Leprosy, 24.88 percent of respondents are familiar with Chicken Pox, 17.33 percent of respondents have heard about Anaemia, 8.44 percent of respondents have heard about Rabies and only 5.77 percent of respondents have heard about Goiters.

So it may be concluded that majority of the respondents in urban setting have heard about Cancer and AIDS, while majority of the respondents in rural setting have heard about Malaria and Cancer.

**Awareness level about the means of transmission of HIV/ AIDS:** Majority of the respondents (57.99 percent) in urban setting are aware about the means of transmission of HIV/ AIDS, while majority of the respondents (44.91 percent) are moderately aware in rural setting also.

**Awareness level about the preventive measures of Malaria:** Majority of the respondents (77.88 percent) in urban setting are aware about the preventive measures of Malaria, while majority of the respondents (53.95 percent) are aware in rural setting also.

**Awareness level about the preventive measures of TB:** Majority of the respondents (81.63 percent) are moderately aware about the preventive measures of TB in urban setting, while majority of the respondents (54.43 percent) are moderately aware in rural setting also.

**Awareness level about the Possible causes for Cancer:** Majority of the respondents (88.73 percent) are moderately aware regarding possible causes for Cancer in urban setting, while majority of the respondents (81.25 percent) are moderately aware in rural setting also.
Awareness level about the preventive measures of Anaemia: Majority of the respondents (70.37 percent) are moderately aware in urban setting, while majority of the respondents (53.84 percent) are also moderately aware in rural setting.

Awareness level about the preventive measures of Diarrhea: Majority of the respondents (81.81 percent) are aware in urban setting regarding Preventive measures of Diarrhea, while majority of the respondents (56.63 percent) are also aware in rural setting also.

Awareness level about the control measures of Diabetes: Majority of the respondents (65.80 percent) are aware in urban setting regarding control measures of Diabetes, while majority of the respondents (49.04 percent) are moderately aware in rural setting.

Awareness level about the preventive measures of Meningococcal Meningitis: Majority of the respondents (68.88 percent) are not familiar with the communicable disease Meningococcal Meningitis in urban setting, while 80 percent of the respondents are also not familiar with the communicable disease Meningococcal Meningitis in rural setting.

Majority of the respondents (71.42 percent) in urban setting are moderately aware regarding preventive measures of Meningococcal Meningitis, whereas Majority of the respondents (57.77 percent) are moderately aware in rural setting also.

Comparative picture of exposure to mass media on health awareness in Urban and Rural Setting:

Recall a health related message in newspaper: The data show that among the total newspaper readers, 42.85 percent of respondents in urban area are able to recall a health related message in the newspaper, while only 22.98 percent of rural respondents were able to recall a health related message in the newspaper. So it concludes that more number of respondents belong to urban area can recall health messages rather than the respondents of rural area.
Recall a health related message in magazine: The data reveal that only 25 percent of respondents of urban area are able to remember health related message in the magazine, while only 30.76 percent of respondents of rural setting are able to remember health related message in the magazine. So it concludes that majority of the respondents in both urban and rural area can not recall health messages in magazine.

Recall a health related message on Radio: The data show that out of the total radio listeners, only 22.22 percent of respondents in urban setting are able to remember health related message on Radio, whereas 40.74 percent of respondents of rural setting are able to remember health related message on Radio. So it concludes that majority of the respondents in urban area can not recall the health messages on Radio.

Recall a health related message on Television: The data show that 42.53 percent of respondents in urban area are able to remember health related message on TV, while only 39.71 percent of respondents in rural area are able to remember health related message on TV. So it concludes that majority of the respondents in both urban and rural area can not recall health related message on TV.

Recall a health related message on Hoarding / Banner: To find out whether the respondents would be able to recall any health related message on Hoarding / Banner, the present study show that 34.66 percent of respondents of urban area are able to remember health related message on Hoarding / Banner, while only 30.66 percent of respondents are able to remember health related message on Hoarding / Banner. So the researcher may conclude that majority of the respondents in both urban and rural area can not recall any health related messages on Hoarding /Banner.

Recall a health related message on Wall Writing: The data show that 36.44 percent of respondents are able to remember health related message on wall writing in urban setting, while only 24 percent of respondents of rural situation are able to remember health related message on wall writing. So it concludes that majority of the respondents in both urban and rural area can not recall any health messages on Wall writing.
Recall a health related message on Poster: The data reveal that only 17.33 percent of respondents of urban area are able to remember health related message on Poster, while only very few respondents (5.77 percent) of rural area are able to remember health related message on Poster. So it concludes that majority of the respondents in both urban and rural area can not recall health messages on Poster.

Attended any community / group meeting on health awareness: The data show that only very few respondents (2.66 percent) of urban area have reported to attend any community / group meeting on health awareness in their locality, whereas only 0.88 percent respondents of rural area have reported to attend any community / group meeting on health awareness in their locality. So it concludes that almost all the respondents of both urban and rural area did not attend any community / group meeting on health awareness.

Attended any health awareness campaign likely Haat Divas / Village Health Day: The data reveal that only 3.11 percent respondents of urban area have reported to attend any health awareness campaign in their locality, while all of the respondents (100 percent) of rural area reported that they did not attend any health awareness campaign in their locality.

Visited any Health Fair: The data reveal that only 26.66 percent of the respondents of urban area have reported that they have visited the health fair, while only 7.55 percent of the respondents of rural area have reported to visit health fair. So it concludes that very few respondents have attended health fair in urban area, but the number respondents of rural area attended health fair is very very less.

Recall a health related message in Health Fair: The data show that only 36.66 percent of respondents of urban area are able to remember health related message in Health Fair, whereas that most of the respondents (58.82 percent) of rural situation are able to recall a health related message in Health Fair. So it concludes that number of people visited health fair in rural area is very less, but out of them most of the respondents can recall health related message in Health Fair.
Access to health related message through Traditional Media: The data show that 40.44 percent of the respondents in urban area have reported to recall health related message through traditional media, while most of the respondents (53.77 percent) in rural area have reported to recall a health related message through traditional media. So it concludes that the number of respondents can recall health message through traditional media is much higher in rural area rather than urban area.

Types of Traditional Media: As far as the type of traditional media is concerned regarding recalling of health messages, the data reveal most of the respondents of both urban and rural area have come across a health related message through Miking.

Recall a health related message recommends a change in any behaviour to avoid a health risk: The data reveal that most of the respondents (94.22 percent) of urban area have reported to recall a health related message, which recommends a change in any behaviour to avoid a health risk, whereas most of the respondents (60.44 percent) of rural area also have reported to recall the message. So it concludes the number of respondents can recall the message which recommends a change to avoid a health risk is much higher in case of urban situation rather than the rural situation.

Recall a health related message, which has increased health awareness for a healthy life: The data show that most of the respondents (93.77 percent) of urban area have reported to recall a health related message, which has increased respondent’s health awareness for a healthy life, while only 48.88 percent respondents of rural area have reported to recall such health related message. So it concludes that the number respondents of urban area who can recall a health message for increasing health awareness for a healthy life is higher rather than the rural situation.
CONCLUSION
Conclusion:

The endeavour of this study has been to analyze the media seeking habits of the urban and rural people and effectiveness of mass media strategy for health awareness among the common people of urban and rural settings in Tripura. Mass media is the one of the important tools for social mobilization and generating health awareness among the masses. A well planned mass media strategy is required to use the media effectively and to achieve the success in generating awareness among the community. Television is the most popular mass media in both urban and rural setting of the State among all other mass media. Cable TV viewers are higher in urban setting than rural setting. As far as preference of local audio-visual media is concerned for disseminating health care messages, Agartala Doordarshan and local cable news are more popular in rural setting than urban setting. Evening (5-8 pm) session is preferred by majority of rural respondents, while most preference session for urban respondents is morning session. Radio has lost its popularity both in the urban (16 percent) and rural (12 percent) setting. It indicates that people are loosing interest in broadcast media like radio both in the urban and rural setting. The radio is mainly used for listening news and Hindi film music and the most preferred channels are FM Channel Radio-O-La-La-La and Aakashbani (All India Radio) in both the setting. Evening (5-8 pm) session is preferred by majority of urban radio listeners, while most preference session for rural listeners is morning session.

The newspapers readers are more in the urban setting (84 percent) rather than the rural setting (71.55 percent), but maximum rural readers use to read newspapers daily in comparison with urban readers. The rural readers mostly read health supplementary of local dailies rather than urban readers, but the number is less for both the setting. It is found that Dainik Sambad, Bengali daily has the highest readership followed by Daily Desher Katha, another Bengali Daily as second preference in both urban and rural setting. The readers of English local dailies are very less in both setting; however Tripura Times is mostly popular among English daily readers. The number of outstation daily newspaper readers are less in both urban (19.578 percent) and rural (13.04 percent) settings and the highest readership outstation daily is Ananda Bazar Patrika, Bengali daily in both the settings. The habit of reading of magazines is very low.
in both urban (23.11 percent) and rural (11.55 percent) settings. However, Bengali Magazines are read mostly and Bengali magazine ‘Desh’ has the highest readership in urban setting and Bengali magazine ‘Sananda’ has the highest readership in rural setting. The habit of watching film is higher in rural setting rather than the urban setting. The trend of accessing internet is very low in both urban (12 percent) and rural (4.88 percent) setting. So while formulating the media plan for health awareness, the right media for maximum target audience is to be identified.

Majority of the respondents in urban and rural setting are more aware about the preventive measures of Malaria and also prevention of Diarrhea rather than other diseases. The level of awareness is higher in urban setting in answering different categories of question for prevention and control of various diseases in comparison with the rural setting.

The main task for prevention of diseases is the systematic spread of information through effective mass media to generate awareness on health care issues. It is observed that majority of the respondents both in urban and rural setting can not recall health messages disseminated through mass media like Newspaper, TV, Radio, Magazine etc. But TV is comparatively more effective, as maximum number of respondents is able to recall health messages which were telecasted through TV. Majority of the respondents both in urban and rural setting can not recall health messages disseminated through different medium like hoarding, wall writing, poster, rally. However, hoarding display is comparatively more effective. As far the effectiveness of traditional media is concerned, Folk Song in urban setting and Kirtan in rural setting are the most popular and important media of communication, but majority of the respondents in both the setting has reported to recall health awareness messages through Miking. So while formulating media design for health communication, the most popular traditional media for urban and rural setting likely Folk Song and Kirtan may be utilized as media of communication. Thus, the study has served a comprehensive understanding of media seeking habits of the people and identifying the effective mass media strategy for health awareness in both urban and rural setting.
Suggestions for Further Research:

This study has vital importance not only from academic point of view but also from the development policy. The study provides relevant information regarding role of mass communication in health awareness and the trend of utilizing media strategy for urban and rural setting. The information regarding the media strategy and health awareness is very useful for not only further study in this area but also a better understanding of media seeking habits of the people in urban and rural setting. This work will not only be enlightening academic interest but also serve as a light house to the media planners and communication experts to formulate appropriate media strategy which will be most useful in catering and mainstreaming the awareness programmes to the urban and rural masses. This study can be used as a base for further research and few suggestions for further research works are given below:

1. The study regarding media seeking habits and mass media strategies for health awareness for a specific and particular target group like adolescents, women etc may enlighten the health communication research.

2. A study on role of mass communication for prevention and control of a particular disease may be carried out for both urban and rural setting.

3. An impact assessment of Information Education Communication (IEC) campaign of any National Health Programme may be undertaken to identify the effectiveness of the campaign.

4. Vernacular press plays an important role in reaching common people. The health awareness messages appearing in the vernacular press can be analyzed for content analysis.

5. A study of using Information Education Communication (IEC) materials for mass communication in Health & Family Welfare programmes may be conducted to assess the reach and impact of the materials.

6. A study regarding information seeking behaviour and access of communication channels by the tribal for their health awareness may be a topic for further research work.