CHAPTER I
INTRODUCTION

Communication is one of the most fundamental characteristic of human society. The purpose of communication is to be enabled to know each other, share experiences and above all to help each other to achieve greater progress. Communication is the process of sending and receiving information. It is a vehicle through which we develop, maintain and improve human relationships. Communication is integral part of our life. We constantly exchange our thoughts, ideas and motions with others, in our every day life, to satisfy our physical, emotional or other needs. In fact, society cannot survive in the absence of communication.

Communication involves interaction with our environments, physical, biological and social. If deprived of this interaction we would not be aware of whether we are safe or in danger. This basic need for communication can perhaps be traced to the process of man’s evolution. In prehistoric age human being living in caves possessed the basic, senses of sight, hearing, touch, smell and taste. In 1000 BC communication took place by drawing pictures. Man started living in social groups in the periods from 3000 to 2000 BC. The story of modern mass
communication begins in the 15th century with Johannes Gutenberg's invention of printing from movable types. People were able to produce and send messages much faster. Three other inventions in the 19th century further aided the ability to communicate, i.e., transportation, telegraph, and telephone. Thereafter in the 20th century, electronic communication revolutionized systems and developed radio and television, a new communication medium able to communicate without wires.

The rise of electronic after Radio and Television brought the computers and satellite systems with which we can communicate with anyone, anywhere, at any time.

Today we are living in the age of information and communication. Many of the societies are already changing from being advanced industrial societies to "Information, Societies" in which computer technologies, their networks, and other enhanced forms of interpersonal and institutional communication are a major force. Some of the western countries have already entered the information age.

In India, the significance of communication in equipping people with new information and skills and mobilizing them for their willing participation in various development programmes and activities has been well recognized and emphasized in Five
Year Plan. Even in subsequent plans this concern about communicating with the people living in remote villages got more priority. Due to which all available methods of communication have been developed and strengthened manifold over the years. In recent years, there is a policy shift in favouring of new communication technologies to accelerate the pace of development.

It is well established fact that media technology has been accepted as an effective tool to bridge the geographical distance between the message senders and receivers. Extensive use of electronic and print media in support of agriculture extension, diffusion of information technology, social reforms, education and health awareness etc. can be seen all over the world.

The use of television, radio, video and film has not only reduced the gap of information but has also contributed to economic growth of many developed and developing countries as well. The "Satellite Instructional Television Experiment" in India contributed to the agriculture production and enrollment of children in schools. The popularity of educative entertainment programmes shows the effect of television on the overall process of development. Audio-visual presentation of reports and
messages minimizes distortions and helps in transforming traditional society into progressive society.

Communication, is part of the very fabric of society. It takes place at all levels between peoples and between institutions, from government to people from people back to government, and through many channels both inter-personal and mediated.

Communication maintains and animates life. Communication is a dynamic process of action and interaction towards a desired goal. Thus it is "a process of sharing or exchange of ideas information, knowledge, attitude or feeling among two or more persons through certain signs and symbols".

The primary function of communication is to inform, educate, entertain and influence people to make them function smoothly. It also has a secondary function to perform as well, through debates and discussion, cultural promotion and integration, it fosters creativity and understanding among people, groups, and societies so that they live in peace and harmony.

1.1 MASS MEDIA

If 19th century is known for Industrial Revolution the 20th century may appropriately be called the age of mass media
development. The development of communication acts, as a social techniques have been the phenomena of 20th century and is perfecting the art of mass communication to convey information, education and entertainment. Telephone and the telegraph, were early scientific instruments of direct communication like the press, the radio the television.

The term mass communication, which was coined at the end of the 1930s, has too may connotations to allow of a simple agreed definition – Gerbners (1967) defines it "social interaction through messages". The term "mass" denotes great volume (of people and production) while 'communication' refers to the giving and taking of meaning, the transmission and reception of messages. Janoneitz (1968) defines "mass communication comprise the institutions and techniques by which specialized groups employ technological devices (Press, Radio, Films etc.) to disseminate symbolic content to large, heterogeneous and widely dispersed audiences".

The important vehicles of mass communication prominent among the people are newspapers, magazines, radio, films, television, satellite TV, cable TV and Internet. Broadly divided into print and electronic media, Print has history of 500 years where as electronic media came into existence in 20th century and has become symbol of technological revolution in the world.

Print media which includes newspapers, magazines, books and other printed material serves the literate society. In 21st century, print media has seen rapid growth due to demand of
information and education. Newspaper industry flourished (Report of Press in India - latest position). It has been observed that print media growth increase in urban area and has less penetration in rural India whereas 80 percent people live in rural areas.

During 2003—04 (as per Press India report) the growth of newspaper and periodicals was steady as over the previous years. It is seen that the number of registered publications rose by 2689 from 55,780 in 2002-03 to 58,469 at the end of March 2004. No newspapers reported ceasing of publications during the period. The total circulation of newspapers showed a decrease of 6.28 per cent from 14,20,05,543 copies in 2002-03 to 13,30,87,588 copies in 2003-04. There was also a decrease in the number of newspapers submitting annual statements from the previous year of 7156 to 5591 during 2003-04.

In recent decades, the United States, Japan and most European nations have become information societies in which information workers have outnumbered the occupational categories: farmers, industrial workers, or service workers total work force. Information workers main job is to gather, process, or distribute, or to produce information technologies like computers or telecommunication equipments. Information
workers are computer programmers, teachers, journalists, and managers.

In India, people engaged in service occupation are 25 percent of workers, 60 percent are farmers and 15 percent work in factories. Those engaged in service occupation, out of them 10 million are information workers. These millions of information workers are mostly urban having life style similar to information workers of Silicon Valley, Tokyo, London.

1.2 NEW MEDIA

The creation of Information society in 1990 is mainly due to communication technologies of computer including its various applications (in telecommunication radio, television, cable satellites, Internet etc.). India is a developing nation that is making remarkable progress toward development through the information. It is helpful in delivering and improving the education, health and other programmes framed for rural India. It also fits with nation of creating an efficient, responsive and transparent government as exemplified by the InfoTech policies of Andhra Pradesh.

New communication technologies such as satellites, cable, television, wireless telephony, the internet and computers have
brought noticeable changes in Indian society these are new media of communication. Communication technology includes hardware equipment, organization structures, social values by which individual collect, process and exchange information. Radio, Television, newspaper and film are example of Mass media communication. In which message reaches large audience, feedback is limited and delayed. In inter personal communication message is conveyed directly to individual or masses in which feedback is immediate. The New Media is mixture of these both communication. New Media like interpersonal communication provide message to targeted audience via E-mail in internet, which is also interactive and use of hardware make it characteristics like mass media communication. New media is interacting. Participants have control and can also exchange the interactive technologies of communication and have brought communication revolution in India. The computer and its applications in satellite and cable television, tele-communication, internet are driving force for social changes in India.

Today we are living in the age of information and communication. As we know communication is one of the most fundamental characteristics of human society, whereas,
information is the key to human progress. Man kind has travelled a long way to reach this present stage of development from the stone age to the atomic age, it was always a journey forward and the driving force of this journey was information. The eternal urge of man to inform and to be informed widened the horizon of knowledge, and provided a strong impetus to the development of society.

Since most people in our country live in villages and depend on agriculture for their livelihood, it is essential to bring rapid and sustainable development with the help of latest farm technology and effective communication system. If social change of vast magnitude is to take place within the democratic framework, the communication task is to inform, persuade and educate the rural masses; only mass communication can play the required role to meet the future challenges.

Schramm (1964) also feels that for nations to develop, people had to change and social change of great magnitude is required. To achieve it, people must be informed, persuaded and educated. He also suggests that information must flow, not only to them but also from them, so that their needs can be known and so that they may participate in the acts and decisions of
nation's buildings; and information must also flow vertically so that decisions may be made, work organised and skills learned at all levels of society. Here is where mass communication enters the calculus.

The approach of 'Communication for development' has been the key factor for acquiring the new technologies in communication in the developing and developed countries for their widely spread geographical regions cutting across the linguistic and cultural barriers. Rural development has always been a prime concern of all governments in India. The mass media is a convenient tool with the government to reach out a very large population. The challenge of directing the fast pace of socio-economic changes within the framework of available time and resources could be possible only if the required information is properly disseminated. Thus, the mass media becomes the prime ingredient for bringing the Indian villages out of their traditional inertia.

The media scenario in India has undergone a spectacular change since Independence. From the era of bullock cart we have travelled down the modern age of satellite technology and yet the progress achieved is inadequate, because our rural areas are still without proper media and communication network.
Highlighting the role of information in development, Yadava (1998) says that today we are living in the age of information and communication. Many of the societies are already changing from being advanced industrial societies to 'Information societies'. He appreciates the developments taken place in this regard in our country and says that in India the significance of communication in equipping people with new information and skills and mobilizing them for their willing participation in various development programmes and activities has been well recognised and emphasised in five year plans, the blue print of country's development strategies.

We have observed that in recent years there has been a definite policy shift in favour adopting more of new communication technologies to accelerate the pace of development and change. Dwarahanath (2002) says that India is on the threshold of a new communication revolution of which satellite, computer, television and video are major manifestations. The communication scene in India is transforming in such fundamental ways that many Social scientists speak of the dawn of the information age.

Gupta (2002) also says that the information super-highways are bridging not only people and cultures or countries
and communities but also hopes and aspirations. Media is acting as a vehicle of education and extension; in instrument of social change and social justice; a watchdog and a social corrective. Because of its reach and impact, it is sensitizing people about the crucial role they can play in stepping up the pace of economic development and nation building.

Johnson (2000) sees in context of use of mass communication for rural development and says that many remote village in India have leaved from a society governed by oral traditions to one that is based primarily on electronic media conveyed through the medium of television. He observes that the arrival of television into the village has influenced certain structural barriers. Now people from all sections of the community, without regard to class, caste, gender, age or educational status have equal access to the same information.

But still, there is a need to deeply look into the flaws and shortcomings in our communication strategy for rural development. It is important to point out here the findings of the Vidyalanhar Committee appointed in 1963 to study the impact of mass communication sponsored by the Ford Foundation, are quite relevant even today. The committee in its assessment of the
result of the efforts of mass media towards creating awareness of the planning process states:

"It must be confessed that the needs of the society we are seeking to establish are neither efficiently not adequately being served by the existing publicity programmes. They have not succeeded in projecting an impressive popular image of the plans and in inculcating a conception of economic and social development, which can be regarded as constituting an integral part of the life and activity of the coverage citizens. The impact that the existing programmes have created on the public has been tenuous, vague and diffused in an unplanned attempt to achieve too much with too few resources. Plan publication has failed to touch any section of the population in a forceful manner. Aiming primarily at dissemination of information it has lacked purpose and has genuinely been weak in its approach both in content and media utilized."

It is in this context, very important to see that media strategies for rural development will have to be essentially geared-up to the ethos and the relevance to the people whom development plans are intended to benefit. Therefore, the media strategies for rural development-should essentially include the rural press, local radio stations, rural programmes on television and reinforcement-through extension agencies, so as to facilitate and reinforce the adoption process through inter-personal and face to face communication process.
Hartmann et al. (1989) also observe that the inter-personal communication is a much greater source of information than mass media, yet the later did provide to have certain development consequences. They observe that media exposure emerged as a significant factor influencing the adoption of better agricultural and health practices and in promoting more positive attitudes towards women and greater awareness of social problems affecting respondents.

Banerjee (2007) also expresses that one of the principal causes of poverty and deprivation is exclusion. Communication was thus seen to be a key instrument to provide the poor and the marginalized with access to knowledge and opportunities to better their lives and participate in the social economic activities of a community or nation and benefit from development communication is thus an essential means to link communities, educate the poor and marginalized and to create a society of inclusion.

Similarly, Rana (2009) in his doctoral study of village community and electronic media observes that there is a need to frame development policy with the active involvement of communication component and such policies should be framed
at grass root level or need based approach so that a realistic communication approach may be adopted.

It is in this context, there is a need to take in depth study on media impact on community development programme and also a need to evolve media policy to enable village community to have a smooth transition from traditional society to that of modern one, that too, without loosing its rich cultural values and ethos.

1.3 Mass Communication And Rural Development

The technological innovations in the past few years have made human communication more and more universal. The impact of such rapid expansion of the

Communication facilities have been overwhelming on human society in general. This homogeneous effect of the mass communication has to use the words of Marshall Macluhan "Transformed this world into a 'Global Village'" ! Modern communication technologies have made possible the sending of message sat the speed of light to link homes with personal two-way communication devices and to bring entertainment and information to people at their doorsteps.

With a consequence of this revolution, the mass media radio and television have become very important in our country.
However in comparison to developed countries communication facilities in our country to general public especially people living in rural area are certainly inadequate and hardly meet their socio-economic needs. In India rural populace need information and decision making tools for better farming and for other subsidiary works and day-to-day operations, which will improve the quality of their life and also empower them. Moreover, make them better off at par with urbanities. Presently villagers mostly depends on information that reaches them by various means such as extension personnel, traders, shopkeepers, teachers or through printed material like posters, pamphlets, radio, television and other traditional mode of communication, but these are not sufficient enough to fill the needs of the poor people living in villages who want to improve his income for livelihood.

Vemuswami (1984) uses the mass communication for dissemination of information, ideas and entertainment by the use of communication media, which include a variety of means such as the radio television and films besides the newspaper, publications and advertisements.

The radio and television programmes for education of the farmers and the rural folk have already captured their
imagination and bid fair to take big leap forward before long in transforming the farm and rural front of our country facing the problem of illiterate masses unable to use the print and electronics medium.

UNESCO has also described at least eight functions of mass media, as:

- Dissemination of Information;
- Socialization;
- Motivation;
- Promoting debates and discussion on public issues;
- Education;
- Culture Promotion;
- Entertainment; and
- Integration.

Schramm (1964) highlights the role of mass media in development says:

"It is hardly possible to imagine national economic and social Development going on at its present pace without some modern Information multipliers, and indeed, without mass communication, probable the great freedom movement and national strings of last few decades never would have come at all"

It is recognized that there is an urgent need for mass education and communication media for accelerating social change, creating awareness and inculcating scientific temper
among the masses as communication has been viewed as one of the keys to the process of social and culture change (Yadva, 1986). It will also inculcate desired attributes and attitudes among the masses necessary for national development. Sharma and Singh (1972) indicated that mass media alone could enter the calculus of development and offer the greatest possibilities for effective action through its capability of disseminating technical expertise and useful knowledge among millions of villagers, particularly, cultivators living in far-flung areas.

Communication has the potential of providing the required help in the process of a participatory model of development in which the information will not only flow downwards from the government to the people but will also have provision for upward communication from masses to the government. The “two way communication” will give a new thrust to decentralization of planning. It will also make the decision-makers and policy planners aware of the real condition, needs, problems, aspirations and perceptions of the masses of the country. Thus, it can eradicate the distortions in the process of development caused by “one way communication.”

Joshi (1983) made the point rightly:
Communication has yet to emerge as an policy instrument, social, educational and cultural planning. The economics and sociology if communications are still An unexplored field in India. As a result there is not Enough theoretical support to communication planning.

Further, there is reason to believe that the communication system is far from showing any concern for the problems and needs of the rural folk, the poor people, the workers, peasants, common people and women. The elite are making it an instrument of consumerism and Counter Reformation. Things are changing at fast rate in the field of communication. The parochial world of small groups has expanded into a great society in a comparative short period. This situation has been characterized by Joshi (1985) as a situation “an unguided social transition” and full of turmoil, tension, anxiety and uncertainties. This transition has produced the mass society but not yet a framework of sensitive mass communication- its cultural apparatus and its conscious human agents. It is therefore advocated by Klapper (1960) that:

A shift away from the tendency to regard
Mass communication as a necessary and Sufficient cause of audience effect, towards A view of media as influence, working amid Other influences in a total situation.

He also expressed that:
Mass communication essentially operates through Mediating factors such as groups membership, Selective exposure, defense mechanism – such that

They typically render mass communication a contributory agent, but not the sole cause in a process of reinforcing the existing conditions in question..., the media are more likely to reinforce then to change.

Sitaram (1969) in his study of 221 persons in ten villages located Harsan district, Mysore then, found a very significant impact of radio listening.

Jha and Katyar (1972) found that radio listeners age, level of education, degree if awareness and frequency of radio listening were not associated with their attitude towards farm radio broadcast in Jaipur. Vajpai (1971) in his study in Uttar Pradesh examined the role of political participation, mass media and empathy in modernization. A positive relationship was found between empathy and variables pertaining to modernization, such as, participation higher education mass media exposure and achievement motivation. Messages carried by mass media were found to have an effect on citizen’s information level in shaping their cognition of important aspects of life.
In the area of efficacy, Gupta, (1973) found among the 220 high school students from sixth to tenth standards in India that those belonging to lower social class showed a higher sense of political efficacy as measured by their responses to items on an adopted version of the political efficacy scale of Easten and Dn尼斯 (1967). The factors mainly responsible for affecting the sense of political efficacy were exposure to media and father's activities.

In a study by Mukherjee (1979) it was revealed that the radio exposure was found to have a small direct effect on information. This is surprising because radio exposure is supposed to be a powerful instrument for political modernization. As mass medium, radio programme should lead to greater awareness, contribute information about social environment and perhaps should help to form opinion. But experience in India and in other developing countries shows that radio has served these important functions.

Abell (1965) in a study of eighty villages in Ghana a developing country has found that radio forums were useful in for improving the comprehension of villagers towards inter village
co-operation, forming of cooperatives, and food nutrition and emphasized that radio has been effective tool for modernization in developing countries by adopting different strategies. On similar ground studies of radio forums in Dahomey (McArany, 1973) as well as in Togo (Kahnert, 1967) have in general demonstrated the effectiveness of this strategy of radio usage in developing countries. Several studies have shown that radio forums are effective in increasing knowledge, changing certain types of attitude and adoption of new practices and innovation.

Similarly, the television has to take new initiative in the field of education and development. Television can revolutionize the system of information, education and communication, the government's document challenge of education: A policy Perspective (1985) takes note of this aspect. Acharya (1987), too, opines that in Indian context, the challenge is to provide a people oriented, problem oriented, and development oriented television that takes care of Indian society.

In India, the study of television started with the evaluation of Delhi Krishi Darshan Programme. Mishra (1967) Sekhon (1968) Dey (1968), and the study conducted by National Council of Educational Research and Training (1968) found the viewers
characteristics as a responsible factor in the gain of forming knowledge and its proper utilization. On the other hand, Sinha (1974) identified the middle class of cultivators as respective and said that this class is most ready for change. Also, a number of evaluation studies have been conducted on SITE. Most of the studies tested in the report of Gore (1979) are impact programme specific studies. The study of Eapen (1979) analyses the role of television custodians, and the teacher’s perception of school programme in Karnataka State. Singhi’s study based on survey design, conducted at the end of SITE reveals that SITE reduced the knowledge gap between the rich and poor people in the society. Chauhan and Sinha (1976 and 1977) credited the television for increasing the level of adoption during SITE in Bihar villages. In another study Chauhan and Sinha (1979) tried to evaluate the impact of SITE television on efficacy of the villagers towards norms. Sangha (1979) points out that though the villagers are not aware of time and date schedule of the telecast of developmental programmes but are more aware of those programmes that were telecast frequently.

In the evaluative studies by Schchida nanda and Jha (1980) and Agarwal (1981) it has shown the potential advantages
of process analysis in the understanding of the role of mass media in rural development. Selvam (1982) studied the telecast programme Education for Life on the rural adults in the district of Chingleput, Tamil Nadu, in the fields of agriculture and animal husbandry, health and nutrition, family welfare and political socialization with special reference to the level of awareness, knowledge, adoption and use. Data were collected with the help of an interview schedule from 15 villages of three Blocks, of which 9 were experimental and 6 controlled. In the pre survey 446 viewers, in the mid survey 383 and in the post survey 369 viewers were interviewed. The study revealed that the higher exposure to television programme led to change in awareness, knowledge, better adoption of change in agriculture and animal husbandry, gain in knowledge and in the areas of health and nutrition, family welfare and political socialization. The dummy variable technical analysis proved that the innovation in health and political socialization were not due to demographic variables but due to exposure to television viewing, however, the illiterate and young women gained more than literate and old women in the areas. Sinha (1985), too, reveals that “a medium like television can play a positive role in rural development, the process through which a society moves to
acquire capability of enhancing quality of life of people, primarily through the solution of its economic problems or increasing the per capita income”.

Howitt (1982) is also of the view that, “It is undeniable that people can learn from the mass media. Learning from the media is self evident.” He further concludes that “It is easy to point out to the lack of public awareness of information which has been disseminated through the mass media as evidence of the ineffectiveness of the media as a means of educating and informing the public. If the same time this tends to assume that human learning is a much more simple process than in fact it is. The newspaper, magazine, radio and television provide information when they schedule it, not when the audience necessarily needs it.”

Highlighting the importance of mass media in rural development and trends in mass communication in 21st century, Yadava (1999) says that there have been revolutionary changes in technologies of mass communication, which are both challenge and opportunities. He says that the new fervor for modernization and progress through adoption of the latest communication technologies enhances the capabilities of
communications at various level, both within and outside the organization with latest mass communication technologies one is able to multiply one's messages fast enough and reach the intended audience quietly and instantly.

Zassoursky (2001) expresses that we are living in information society where the internet has given way to Open Society due to advancement in new information and communication technologies. He says:

"Today the internet provides us easy access to information, practically from any place on the globe and opens up new opportunities for dealing with the financial and industrial markets and for using news sources all over the world. Unlimited public space of the internet makes it an ideal vehicle of the open-society."

Similarly, Kuthiala (2002) observes that digitalisation of data, delivered by dramatic new switching techniques and 'fibre optics' to home and work place offers access to infinite amount of material within a matter of seconds.... Mass communication basic nature have been changed by the new technologies inventions. which is almost one way flow of information to an
interactive media system. He says mass media can be personalized with the modern technology.

Although there was tremendous growth of mass communication in India as well as in third world country but still more than seventy percent people have no reach to this ever expanding new wave of mass communication. The mass media is mostly confined to urban and semi urban areas in our country and to cover the rural areas still remain big challenge due to numerous complexity.

Yadava (2000), detail the causes for this limited access mainly due to poor literacy rate, poor purchasing power. More than forty percent people in India living below poverty line, bad road condition for timely distribution of newspapers. Most of the villages still inaccessible having no transportation system, no maintenance of television and radio sets, meaning thereby no information percolating to people in the rural areas.

Murthy (1990) cities his sentiments that merely sophisticated hi-tech communication hardware cannot fulfill the aspirations of people. The hardware needs to be adapted to the needs of the people in as much as bringing the latest information for their benefit. He further says that despite modern electronic
communication technologies, we have not done well, as well as those who preceded us in our society. We are still unsure about the role the media should play in the overall development of the people of India... Social change, social values, social development, social aims, and social motives have become mere jargon for the communicator, who, either due to lack of perception of media possibilities or inadequate training, fails in his duty.

Banerjee (2007) is also of the opinion that although the new information and communication technologies provides us the opportunities with flow of information from outer world but there are numerous problems also in the process of development. Only when the poor and marginalized are included in the design and application of communication development initiatives, it could be expected to take the smallest step towards their empowerment. So that the aim of development could be fulfilled.

1.4 Significance of Study

The linkage of the rural development programmes – aiming at alleviating poverty among the rural masses through their
contribution and active participation in their programmes—with
the mass communication for the social development of the village
community has become the integral part of the community
development programmes being given the due emphasis over the
Five Year National Plans. Due to various efforts, our planners
have been failed to formulate definite communication strategies
while framing rural development programmes and so far modern
mass media such a radio and television have been proved not so
effective among the rural masses.

Ray (1992) thinks that our planners have not been able to
evolve a clear policy on rural development and we have not been
able to make effective use of the communication media.

Murthy (1990) also comments that despite modern
electronic communication technologies, we have not done as well
as those who preceded us in our society, we are still unsure
about the role these media should play in the overall
development of the people of India. He says that the direct social
aim was to make available to people anything, it was thought
they might need, through credible and necessary
communication, this has failed. We are still a developing
country.
It is in this context that mass media assumes a crucial role. Especially in the rural and hill areas which are still to witness many of the modern facilities to improve living conditions, economic development with the aim of helping the poorest amongst the poor, illiterate and ignorant but innocent people so that they are able to use the facilities of modern life for their betterment and progress. The print media useful only to the literates or neo-literate. The radio and television had been assigned in educating the masses to play a constructive role in the developmental programmes, launched for their own uplift and equally in providing necessary feedback from the grass root level to the administrative agencies and political set up for making the developmental programmes a real success.

Johnson (2000) also observed during his research work in India that there is a gap between the changing ideas, beliefs, and values versus the reality and practices of people. He says that one must attempt to understand the whole environment in order to grasp the dynamics of a certain variable. He comments that village life is not static or simple; it is complex and variable. Relationships, whether inter-caste, gender, family, age, or between land holder and land tenant, are in constant
flux. The romantic view of traditional villages is one of harmony, solidarity, cooperation, and simplicity. He says that the more I learned about village society, the more I realized its complexity. It is through this learning process that I made sense of the role of television in rural life.

It is in this context, the present study, that too, in rural area of Himachal Pradesh where even today the reach of modern mass media, particularly the television is limited, seems to be relevant to come up with some insights of media effects on the rural masses.

It has been observed in Himachal Pradesh that due to its difficult terrains information flow was slow and distorted most of the time and many areas remain isolated from rest of world for want of information. It is to be seen that how communication use to flow to the people and how they got connected to rest of the world. Whether it was village opinion leader, extension officer or the radio and television that give the new dimensions to the thoughts.

1.5 DELIMITATIONS:

The present study was confined in its scope in following manner:
• Only quantitative approach was followed in the conduct of study.

• The study was delimited to certain quantifiable indicators of community life.

1.6 OBJECTIVES:

The following were the objectives of the study:

• To study the impact of the communication strategy adopted for executing rural development programmes.

• To study the role of media to ascertain the general awareness level and contribution for improving living condition of target groups.

• To study the source of communication used by beneficiaries living in watershed areas H.P.

• To study the comparative effects of modern and traditional methods of communication among rural masses.