CHAPTER II

REVIEW OF RELATED LITERATURE

Research is the systematic and objective analysis and recording of controlled observations that may lead to the development of generalizations, principles or theories, resulting in prediction and possibility ultimate control of events.\(^1\) Technically it is an academic activity. It is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment.\(^2\) A careful review of the research journals books, dissertations, theses and other sources of information on the problem to be investigated is one of the important steps in the planning of any research study.\(^3\)

Review of related literature means thorough checking and formal examination of all the findings of various research works, research articles, research abstracts, information published in books, journals, newspapers, internet etc. which have close connection with the area of investigation and the problem undertaken for research.\(^4\)

Review related literature helps to introduce to the investigator with current knowledge in the area of his study. The main purpose of review related literature are,-

(i) It enables the researcher to define the limits of his study. It brings the up-to-date knowledge on the work to the researcher which others have done and to state the objectives clearly and concisely.

(ii) It helps the researcher to avoid the unfruitful and useless problematic areas and to select the areas in which the positive findings may be find out and he (the researcher) is able to provide knowledgeable effort in a meaningful way.
(iii) It helps to the researcher to avoid the unintentional duplication of well established findings.

(iv) Review related literature helps the researcher to be understood about research methodology i.e. to conduct, to know about the tools and instruments, to provide statistical methods for establish the valid results in the specific area.

(v) It helps to know about the recommendations of previous researchers to list in their studies for further research.

The sources of review related literature are two types,— primary sources and secondary sources, in the primary sources, the researcher collect information directly from the form of research articles, books, monographs, dissertations or theses etc. He can provide his own judgments in the study and it is a time consuming process. The secondary source includes the form of encyclopedia of education, education indexes, abstracts, bibliographies, bibliographical references and quotation sources. The use of primary or secondary sources are depends on the nature of the study of the researcher.5

The present investigator has also gone through books, thesis, internet and earlier studies related to the subjects which are briefly discussed below.

2.1 Studies done at International Level:

The communication as an area of scientific investigation has attracted the sociologists in the early part of twentieth century under the influence of “Chicago School” in Sociology. The Chicago school develops a general approach to social theory that emphasized the role of communication in social life (the most important general statements were Cooley, 1902, 1909, Dewey, 1927, Mead, 1934).

There were also many important Chicago style studies of the social significance of communication conducted outside the Chicago sphere. These included most notably
the attention given to communication media and leisure in Lynd and Lynd’s (1929, 1937) classic studies of “Middle town” but also major studies of journalism and film (Desmond 1937, Lee 1937, Rosten 1937, 1941, Thorpe 1939). These studies suggested that mass communication was having broad impact on patterns of everyday life and the creation of a national culture. They also showed the importance of understanding media institution as parts of a larger social process.

After World war second the centre of sociological communication research was to shift from the Chicago school to Colombia. Lazarsfeld had more substantial impact on the sociology of communication, however, through the establishment of a unit for applied social research at Colombia. Lazarfeld succeeded in translating the office into a general centre for applied research that became an integral part of the university structure. Lazarfeld’s applied research institute evolved into a model that was duplicated in many other universities. Some of the significant works of Colombia research shops were such classic works as Lazarfeld(1940), Cantril et al (1946), Lazarfeld and Stanton (1941, 1944, 1949), Merton (1946), Katz and Lazarfeld (1955) and Kalappar (1960).

A number of very useful reviews of research findings on mass media effects have been attempted by Berelson(1948), Havland (1953), and (1954), Klapper (1960), Cox (1961), Berelson and Steiner (1964), Halloran (1965), Belson (1967).

The audience research studies, which have been mainly descriptive have looked at the audience in its social setting and attempted to map out the salient features of audiences behaviour, interests and options. The first independent research directed at the mass media audience was Allport and Cantril’s work on radio (1935), followed by a
group of impressive and lucid studies, dealing with radio, print and film by Lazarfeld and associates during 1940s. The arrival of Television has since promoted a new cop of studies in the Radio research tradition (Bogart 1956, Steiner 1963, Belson 1967).

Doob (1961) says that in the examination of the role mass media in the transition of traditional societies on developing nations to a modern form, the Lerner (1958), Rogers (1962, 1969) and Schramm (1964) have espoused the view that mass media prepare, instigate and undersigned the development of a modern society. Their prominent works on the role of communication in development are most influential

Hundreds of ‘diffusion’ studies based on Rogers’s model have now been carried out in many parts of the world and have resulted in a refinement of the communication techniques involved. The idea of a ‘two-step flow’, for instance, has been developed to analyzing these (Rogers, 1976).

In 1997 Simpson, A. Rae determine in “The Role of Mass Media in Parenting Education” reported that there was significant strengths in current media efforts to reach parents as well as there was also significant weakness, particularly in the coherence and availability of the knowledge base on which the media and the field depend.

There has been a new development in communication studies in last a few years and which has been highlighted on the subject like information technology and information society.

Singhal and Rogers (2001) acknowledge the Internet for serving as an invaluable resource in researching, writing and illustrating. They accessed a number of
Indian newspapers, magazines and hundreds of other relevant web sites tracking down the source through the Internet, bringing in an instant the physical distance.

Holsapple and Joshi (2002) offer professionals a rich framework for planning and applying knowledge management practices within an organization. This framework organized around themes of knowledge manipulation, organizational influences provides a usable and useful common language for practitioners, as well as some important themes for intensive research.

Livraghi and Monti (2002) examine the growth of Italian Internet use in international perspective. They show the relatively rapid growth on Italian Internet use in the late 1990s with data from 1996-2000 displayed in eight charts. They view Internet availability to be a critical infrastructure for important social practice in advanced industrial societies.

Scott Wallstein (2003) uses data from a unique new survey of telecommunications regulators and other sources to measure the effects of regulations on Internet development. Wallstein finds that countries requiring formal regulatory approval for Internet service Providers (ISPs) to operate have fewer Internet users and hosts than countries that do not require such approval. Moreover, countries that regulate ISP final user prices have higher Internet access prices than countries without such regulations. These results suggest that developing countries’ own regulatory policies can have large impact on the digital divide.

In 2004, Joe Kingsley conducted a study on “The Role of Mass Media in Community Development”. In his studies he mentioned that, community newspapers and local FM Radio stations keep our community connected to the past by
communicating the stories and traditions and connect to the present and to the future by delivering images and news of our people around the world.

In 2004, Agner’s study on “Real Role of Mass-media in Modern Democracy” and reported that mass-media is the backbone of Democracy.

2.2 Studies done at National Level:

Communication research in India started in earnest in 1950s. Several research studies have been conducted in the realm of mass communication. The focus of communication studies in India in the earliest phase has been developmental process and diffusion of agricultural innovations (Alahari 1997).

Y.B.Damle’s article (1956-57) in “Public Opinion Quarterly” under the title “Communication of Modern Ideas: Knowledge of Indian Villagers” can be regarded as the first major work in the field of the sociology of communication in India. He studied the diffusion of modern ideas and knowledge in seven villages near Puna (Maharastra) and showed that it was not merely the distance from the city that facilitated on hindered communication of ideas and knowledge. It was equally affected by the social structure of the community which determined the qualitative quantitative content of the communication.

Dube (1958) pointed out that the mass media generated greater awareness of national issues and problems. The media also promoted national awareness by putting across the massage of nation integration. The use of mass media in education, public health programmes, agriculture and others helps a lot to the Indian people.
Another important landmark in communication research in India is the book by Y.V.Lakshmana Rao (1966). He conducted a study in the villages of Andhra Pradesh to find out the role of communication in national development. He came to the conclusion that the development of communication and the resulting flow of information is followed by, or goes hand in hand with, development in other areas. Information of certain kinds, once released, awakens appetite for new things or for new ways of doing things.

Since the establishment of Indian Institute of Mass Communication (IIMU) in New Delhi in 1965 by Government of India, Various types of researches have been undertaken in various dimensions of communication such as Communication and Elections, Communication for Tribal Development in North Eastern Region, Response to visual posters, Role of Daily News papers during elections and effectiveness of puppetry and film (Gupta 1985).

V.M.Patel (1968) conducted a study in a village in Ahmedabad district of Gujrat to assess the effectiveness of the Radio as a medium of communication regarding family planning. In all 161 persons (either husband or wife, who possessed a planning a radio set) were interviewed. The study revealed that about 44.6 percent of the sample did not feel the need to know about family planning through the Radio.

R.P.Patel (1969), in a paper presented at the UNESCO conference on “Family Planning and Mass Communication” discussed mass education strategies for family planning in India. He also discussed the problem of media arrangement and media selection at central, state and districts levels.
B.N. Berlhaker (1970) studied “The Influence of Communication in the Rural Population with Special Reference to Radio and Newspaper”. His findings indicate that for the younger generation Radio and Newspapers followed by Cinema were the main media of communication. Specific examples of the impact of mass communication in a village situation include change in social institutions and social relations and adoption of improved agricultural methods and health practices.

The role of Television as a tool for promoting family planning in India was discussed by S.K. Sarmah (1971). He also touched upon the importance of mouth media approach.

P. Patankar and Lilian Dey (1973) have analysed the role of village level workers in the communication of information on family planning programme amongst the villagers.

Atal (1973), in his essay on “Dynamics of Nation Building: Insulators and Apertures” delivered as the Gandhi Memorial Lecture at the university of London, developed a communication model for analyzing nation building in which he discussed social apertures and insulators as facilitating and obstructing mechanisms in the free flow of information.

The role of Television in the context of rural communication was analysed by P.M. Shingi and Bella Mody (1974). They found that farmers watching agricultural programmes on TV were less ignorant than non-viewers.

George Gerbner (1984) studied the effects of daily Television viewing on the political self-designations. The study has shown that those who watch more Television
are significantly more likely to call themselves moderates and avoid labels like liberals and conservatives. Heavy viewers also perceive themselves as moderates. It was concluded that Television cultivates moderate notions and blurs the traditional differences.

Peterson, Bates and Ryan (1986) in their study attempted to verify, the notion that most adults who watch television for more than four or more hours per day view what is on rather than selecting what to what. The authors found that 20 percent heavy viewers watch Television programmes passively, while the rest actively select what to what out of six available programme patterns. Passive heavy viewers of Television have more or less similar socio-demographic characteristics, while the selective heavy viewers differ with each other with respect to demographic characteristics.

Sharma, S. C, (1987), carried out a research work on “Media, Communication and Development”. The objectives of his study were,-

(i) To ascertain the extent of exposure and reliance placed upon different types of media of communication,

(ii) To investigate the extent of exposure to different types of media, viz, mass and traditional and their relationship with the factors such as SES (Socio-Economic Status), village size and proximity to a city.

(iii) To see, if the different types of media have differential effects on various areas of interest.

(iv) In assess the relative’s effectiveness of different types of media of communication.
In his study, he found that the highest rate of population (rural and urban) were more exposed the mass media than traditional media.

Mahajan (1990) in her study of “Television and Women’s development” investigated the role of Television in the process of modernization. Based on the data collected from Women college students she inferred that in terms of modernizing process Television is not an unalloyed blessing and it can be counter-productive to the modernizing effort, if not rationally planned. She also found ambivalence among the respondents about the effects of Television on traditional values.

Dharamvir (1990) has attempted to delineate the role of mass media in determining political awareness, sense of political efficacy and participation among prospective voters belonging to an urban locally in Uttar Pradesh. He concluded that the level of mass media exposure affects one’s level of political awareness and sense of efficacy. However, he also reported that higher exposure to mass media has a negative effect on political participation as the highly exposed tent to be less participative.

Subhanarayan, G. (1991) conducted a study on “Television and social behaviour”. In his study, he emphasised that communication in a democratic society necessarily means two way communication terms of continuous process of message dissemination and feed back to assume a positive role in the policy development, integrating social, economic, educational and cultural planning in national development.

Aggarwal, V. B. (1992) study on, “Mass-media in rural development: Some Research Issues” emphasized that Television will have to be people oriented, problem and development oriented, to be effective in the national development to build a democratic socialistic society with equality for all.
Agarwalla, Sunita (1997) of Gauhati University made a study on “Educational Impact of Television on the Social and Moral Development of Women in Greater Guwahati”. The main objective of the study were to find out educational and training programme of television for women and to study the influence of utility programme like agriculture, veterinary, health, family planning, crafts, literacy programmes among the different strata of the women of greater Guwahati. The findings of the study show that Television can act as powerful tool for social change. It could help in changing the status of women in society. It could help in this field by making the women conscious about their rights in society; make them self-dependent and so-on.

Chandra (2000) conducted a study on “Television and Indian Culture”. In his study, he emphasized that, mass-media has enhanced the awareness of people regarding new educational institutions as well as new subjects such as,- fashion designing, computers, human and animal science, general knowledge of people has increased, etc.

Borman, Rupmala (2011) of Gauhati University, carried a research work on “Influence of Mass-media on the Psycho-Social Behaviour of the Adolescents”. The objectives of the study are,-

(i) To study the influence of print media in psycho-social behaviour of adolescents,

(ii) To study the influence of electronic media on psycho-social behaviour of adolescents,

(iii) To study the comparative influence of print media and electronic media on psycho-social behaviour of adolescents,
(iv) To study the influence of mass-media on the attitude of adolescents regarding love, sex, drug use, etc.

(v) To study the influence of mass-media on the values among the adolescents,

(vi) To study the influence of mass-media on the interest among the adolescents.

In this study, the researcher found that, the interests of the adolescents are significantly influenced by mass-media basically in the field of cultural and sports. The interest towards fashion is also influenced by mass-media. Kaur and Kaur (2002) in their study also observed that TV was the most important media of information regarding fashion awareness among rural and urban adolescents.

Borah, Amulya Kumar (2013) of Assam University, Silchar, carried a research work on "Mass-media Communication and Society". The findings of the study show that, TV has become a major vehicle of communication revolution all over the world. The local news channels, serials, etc. helped to enrich the people getting information in their own language about the current events happening all over the world.

It is now clear from the above discussion that electronic mass media communications are paving their way in Indian society in a significant manner. It is important to understand the socio-economic background of the Television viewers and Radio listeners in recent years. What are their media habits? What are the patterns of viewing Television and listening Radio? What kind of changes are taking place in their social and cultural life as a result of their exposure to Television and Radio? This proposes to undertake a research study of social background and patterns of the Television viewers & the Radio listeners and the changes taking place in their social
and cultural life as a result of their exposure to Television & Radio in a developing rural and urban setting i.e. Golaghat District of Assam.

2.3 Resume of the Review of Related Literature

In the present chapter the investigator has classified the review of related literature into two sub-headings as (a) Studies done at International level and (b) Studies done at National level. Total 35 (thirty five) reviews have been searched during the study period, among which 12 (twelve) are done in International Level and 23 (twenty three) in National Level. This review provided sufficient ideas and explanations to the investigator for conducting the present investigation. Some generalized reviews of these studies are given below:

(1) In some studies, it is found that the digital device has a great role in the developing countries. Regular Internet practice developing countries cannot compare with the poor practice countries. In advanced industrial societies, internet creates a worldwide highway of information.

(2) In another studies, it is found that the current media play an important role in providing information, advice and support to the parents. But on the other hand some parents have not benefitted from media efforts because they are not reached by the media or they are not preferred.

(3) In some studies, it is found that Community Newspaper and FM radio station can connect the ancient period with the present by communicating the stories and traditions and also connect the present and to the future by delivering images and News of the people around the world.
In some studies, it is found that mass-media brings greater awareness of national issues and problems as well as promoting awareness of national integration.

In another studies, it is found that the development of communication and the flowing of information helps to development of the other areas also. In this study, the author fined out that the communication has a great role in National Development.

In some studies, it is found that in rural areas Mass communication has a great role by bringing a change in social institutions and social relations among the people and to improved agricultural methods and health practices. In some studies, it is also found that the TV watching farmers are more benefitted than the non viewers.

In another studies, it is found that mass media is a good exposure of political awareness and sense of efficacy. However, there are also some negative effects on political level. As a result highly exposed tent to be less participated.

In some studies, it is found that the in a democratic society communication has two means that is continuous process of message spreading and making a positive role in the policy development, integrating social, economic, educational and cultural planning in national development.

In some studies it is found that mass media has a great effect by creating awareness among the people regarding new educational sources and the scope such as.-fashion designing, computer education, human and animal science and general knowledge of people etc..
In another studies, it is found that TV can act as a powerful tool for social change. It helps to change the status of women in society, and also make them conscious about their rights and self dependent and so-on. The TV news channels and serials helped to improve the people by getting information in own language about the current events happening all over the world.

Through this way the investigator has included all the relevant and important studies as review of related literature. The above generalization, it is shown that there are also available some another study such as,- role of Radio and TV in education, role of mass media in all spheres of society, comparative study on role of Radio and TV etc. The above generalizations of the study give an opportunity to the investigator to work on the existing problem. Therefore, through the present study, the investigator has tried to study the existing part of Radio and Television in Non-formal education. The above mentioned generalizations do provide substantial help to the investigator to work on the present research study.
References:

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2. Kothari, C.R. Research Methodology, p-1

3. Koul, Lokesh, Research Methodology in Educational Research, p-83

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