5.1 Major Findings of the Study

The present study, conducted with the objective to investigate the social background, general information, educational benefits and a comparative study of TV and Radio programmes on different ways. The data has been collected through a set of interview schedule with different items and were listed by descriptive techniques. Findings are obtained from the analysis and interpretations of the study. The major finding of the present investigation has been mentioned below.

Social background of the respondents

- In the study, the respondents are different age groups, There are total 12% (36) belongs to very young (15-20 years) boys and girls, 25.67% belongs to young (21-30 years) people, 42.33% belongs to Middle age (31-50 years) people and 20% belongs to Old age (51-70 years) people.

- In this study, the mother tongue of the respondents is 85.67% Assamese, 9.33% Hindi and 5% Bengali.

- The respondents are 87.33% belongs to Hindu religion, 6% belongs to Muslims, 4.67% belongs to Christians and 2% belongs to Sikh religion.

- The study reveals that, among the respondents 32% are belongs to General Caste, 60.67% belongs to OBC, 4% belongs to SC and 3.33% belongs to ST category.

- Among them 77.67% s are married and 22.33% unmarried respondents.
• The study indicates that among the respondents 8% know only Assamese language, 15% know Assamese and Hindi language, 10.67% know Assamese and Bengali language, 43% know Assamese, English and Hindi language and 23.33% know all four language i.e. Assamese, English, Hindi and Bengali language.

• In this study the educational qualification of the respondents is 15% ME passed, 24.67% HSLC passed, 23% HSSLC passed, 24% Graduate, 4% Post Graduate and 9.33% other Technically educated.

• All my respondents are from middle class society. Among them (the respondents), 8.33% are Govt. and Private service holder, 12.67% are Businessmen, 6% are Retired person, 22.33% are Housewife, 6% are Students and 48% are Cultivators.

Benefits of TV Programmes:

• All respondents reveal that the TV educational programmes are useful for the people.

• All respondent reveals that the TV programmes helps in different ways in daily life of the people. 26% of the respondents believe that the TV programmes help people by providing news and report for the day, 44% believe that it provide relaxation and entertainment and 30% believe that, it help through school programmes, documentaries and advertisement of new product to teach us about the world.

• All the respondents opined that the TV programmes helps the people in enhancing education in different ways. 10% of the respondents believe that TV creates awareness about the traditional or formal system of education for
expansion and improving the standards of education. 50% believe that, it is an important instrument to foster the sense of unity and integrity among the people through the cultural programmes, debates, talk shows etc. 20% believe that, it provides vocational information about production and consumption practices in industry and agriculture, use of manures and highbred seed, employment news etc. 20% of the respondents support all the above three options.

- All respondents are opined that the TV programmes are effective in improving literacy.

- All respondents opined that the TV programmes helps in language development. 06% reported that for language development TV programmes helps in the vocabulary development, 20% believe that, it helps in learning literature of the language and 74% believe that, it helps in all options like,- vocabulary development, correct pronunciation and learning literature of the language.

- 94% of the respondents reveal that the TV programmes are serving for development of the society in different ways. 10% of the respondent reported that the TV programmes are highly serving in the society, 10% believe that it provide moderately serving in the society and 74% believe that, it serving according to social demand.

- The all respondents opined that the TV programmes help in the rural development in different ways. Where 14% of the respondent expected that the TV programmes focus on rural development by providing health care and education, 06% believe that it helps through infrastructure and governance in rural development, 80% believe that it helps in all,- health care and education,
infrastructure and governance, agriculture and environment etc. for rural development.

- 34% of the respondent reported that, TV helps the people in their life to get latest news within short times, 36% reported that it helps them to exchange information with each other, 20% reported that people get knowledge and sensitize on various social problems through TV, and 10% reported that all the three options are necessary in society.

- 24% of the respondent reported that TV programmes helps to educate the people and make them aware about the latest technology and life skill, 26% reported that it provides a vast world of knowledge and entertainment, 20% reported that, TV creates awareness about various cultural and social issues among the people and 30% of the respondent reported that all the three options are necessary in shaping the society.

- The all respondents reported that the TV programmes help to change and reform our society adequately.

- 16% of the respondent opined that the TV programmes helps in rural development by providing information about new agricultural techniques among the rural people, 60% reported that, it helps through creating environmental awareness and skill development among the rural people, 24% of the respondents are reported that all three options are necessary for rural development.

- The all respondents reported that the TV agricultural programmes are useful for the farmers for agricultural development.
• 20% of the respondents opined that the TV agricultural programmes can motivate the farmers to use modern agricultural technology, 64% of the respondents opined that the TV programmes can motivate to use best farming practices, soil and water management, prequestion on disease, weather and market information etc. 6% of the respondent opined that the TV agricultural programmes motivate the farmers regarding government schemes and beneficiaries and 10% of the respondents accepts the all three options.

• 24% of the respondents reported that TV highlights new agricultural policies and encourages farmers to take an active part in the developmental process and to improve the living conditions in their communities, 70% of the respondents reported as TV provide information on better farming methods, improved seeds, timely planting, agro-forestry, better harvesting methods, soil conservation, marketing, post-harvest handling and diversification etc. for agricultural development through live talk shows, phone-in programmes and on location broadcasting, and only 6% of the respondents accepts the all three options.

• 34% of the respondents expect to develop and sustain a platform for interaction between farmers from TV agricultural programmes, 06% of the respondents believe that TV programmes initiate a system for healthy feedback from the beneficiaries of various developmental activities initiated by the government, 36% of the respondent expect a positive change in the agricultural scenario by empowering the farmers with latest information, 24% of the respondents reveals the all three options.

• All respondents are opined that the fishery related TV programmes are effective in fish farming.
• All respondents are opined that the fishery related TV programmes helped them in different ways. 50% of the respondents reported that, this programmes helped them through provide some scientific methods to increase the quality and quantity productions, where 44% respondent reported that this programmes provide message about good medicine and feeding for safety and quality production, and 06% respondent reported that this programme helps us to know about governmental grants and some necessary helps.

• All respondents are reported that TV fishery related programmes are important for the development of the society. 70% respondents say’s that it provides some guide for self- employment. 24% says that, it helps to get more profit instance of less investment and time. And 06% says that it helps to develop state economy by exporting much production.

• All respondents are satisfied with the fishery related TV programmes.

• All respondents are reported that they like political talk shows in different ways, where 70% reported that they like it because it is a big source for political awareness. 24% says that they are able to know the ground realities and hidden truths from talk shows.

• All respondents say that, these talk shows have the role for creating political awareness. 20% of the respondents say that it helps in create awareness through discussion on different issues, 60% of the respondents says that these talk shows literate people politically and form opinion regarding different issues, 06% respondents says that it provide information about the functions of political parties, and 14% respondents reveals the all three options.
• All respondents reported that the talk shows bring people close to the political process. 30% of the respondents say that it motivate people to participate in political process, and 70% respondents says that it provide knowledge and understanding of political process and make them aware.

• All respondents reported that these talk shows are able to motivate the youngsters to engage with a particular party or leader by developing their trust in them. Among them 74% reported as motivated and 26% reported as moderately motivated the viewers.

• All respondents are opined that the TV political programmes are effective in creating political awareness.

• All the respondents reveal that the TV business and advertisement programmes have the role in shape business policy. 56% of the respondents says that it provide platforms in exchange ideas of business policy, experiences and opinions and discuss their different views for a better awareness of services. 34% respondents says that it provide an important role in opening up new market and improving existing market and giving a space through which enterprises can promote and advertise their product and services. 10% of the respondents reveal the all three options.

• All respondents’ reveals that the TV advertisings are important for business organization,

• All respondents reveal that TV advertisings are important in improving business. 10% of the respondents reveal that it is one of several methods of promotion which helps the company to use marketing its product and services. 36% of the respondents reveal that it help in communicate with each other
through public relation, events, products and services for improving business. 44% reveals that this programme helps to inform customers about the new product and stimulate interest in the market place. 10% of the respondent reveals the all three options.

- All respondents reveal that the TV advertisement programmes are helpful in different ways. 50% of the respondents reveal that TV advertisements can influence people’s purchase decision. 06% reveals that the advertisement programmes can influence voter’s decision. 14% reveals that it creates public awareness about some important issues like- disease, charitable causes or environmental degradation etc. 30% of the respondents reveals the all three options.

- All the respondents reveals that the TV advertisements helps in business development.74% of the respondents reveals that it create awareness of the product service, company and brand about the goods in the customers mind. 10% of the responds reveals that it provides an exciting, audio-visual experience to present the business in a dynamic and persuasive way. 16% of the respondents reveal the all three options.

- All the respondents reveal that the TV advertising programmes are effective in different ways.

- All the respondents reveal that the women related TV programmes are useful for women empowerment.

- All the respondents reveal that the women related TV programmes are helpful in the areas of women empowerment. 14% of the respondents reveal that the TV women related programmes help them to acquire life skills to earn their
livelihood. 06% of the respondents reveal that these programmes help them to learn about the laws against domestic violence. 10% of the respondents reveal that these programmes help them in increase of the participation and access of women to self-expression and decision making. 70% of the respondents reveal that these programmes help them to create awareness among the women to establish gender equality and equal rights at all spheres of social life.

• All the respondents reveal that the TV women related programmes are important in women empowerment. 64% of the respondents reveal that these programmes help them to inculcate for women a sense of self-respect, economic independence and equality in status with men. 06% of the respondent reveals that these programmes help them to create the awareness about the Dowry Prohibition Act, maternity right, and other aspects of law. 30% of the respondent reveals all three options.

• All respondents reveal that the TV women related programmes are most helpful in the areas of family life. 70% of the respondents reveal that such type of programmes helps to learn the rural women about good family management and 30% of the respondents reveal that these programmes help the women truly empower, embody, successful and confident in the family life.

• All respondents are reported that the TV programmes are important in improving child’s knowledge and development. 34% of the respondents reveal that TV programmes can increase child’s knowledge. 36% respondents reveal that it helps the child to understand the importance of proper nutrition, health and exercise. 08% reveals that these type of programmes help to prepare the
child for their academic and future life. 14% of the respondents reveal the all three options.

- All respondents are opined that the younger children’s are benefitted from TV child related programmes in different ways. 36% of the respondents reveal that this type of programmes help to develop literacy skills, numerical skills etc. 64% respondents reveal that this type of programmes helps to develop social awareness, socialization of the children.

- All respondents are opined that the older children’s are benefitted from TV child related programmes in different ways. 16% of the respondents reveal that this type of programmes help in intellectual and creativity development. 10% respondents reveal that this programme help in educational development. 14% respondent reveals that this programme helps in the development of social skills also and 60% respondents reveal the all three options.

- All respondents are opined that the teenager’s are benefitted from TV child related programmes in different ways. 36% of the respondent reveals that these programmes help to encourage the teenagers in reading, writing and critical thinking. And 64% of the respondents reveals in all three options.

- All respondents reveal that the TV child related programmes are effective in improving child education.

- All respondents reveal that different kinds of TV programmes help in the development of information and knowledge of the children. 46% respondents reveal that the TV News, current affairs and documentaries provide academic, political and social information and knowledge. 20% reveals that TV provides knowledge on proper nutrition, health and exercise through advertisement. 24%
reveals that TV programmes can increase child’s knowledge on nature, science and technology etc through discovery and national geography channel.

- All respondents reveal that the health and sanitary programmes of TV are more effective for the society.

- All respondent reveals that this TV programmes are useful in the development of the society.

- 94% respondent reveals that the TV health and sanitary programmes help people in different ways. 10% of the respondent reveals that this type of programmes helps us to know about different type of diseases. 44% respondent reveals this programmes provide message about advance treatment and prequation. 40% of the respondents reveal that it gives knowledge about foods, exercise and others for good health.

- The entire respondent reveals that the TV programmes help in different ways for health development. 30% of the respondents reveal that this programmes help to inform people about different diseases, their etiology and preventing way. 60% of the respondents reveal that it creates awareness about health problems and preventing diseases and promoting health among the people. 10% of the respondents reveal the all three options.

- All respondents are opined that the people are benefitted from TV health and sanitary programmes in different ways. 16% of the respondents reveal that this type of programme helps to aware people in prevents from some diseases like cholera, malaria; diarrhea etc. 60% reveals that it protects people from bad pollution atmosphere. 24% reveals that it helps people to maintain good environment.
• All respondents reveal that the TV programmes are effective in cultural development.
• All respondents reveal that the cultural programmes of TV are helping the people in different ways. 26% of the respondents reveal that the TV cultural programmes help to introduce the past and present culture in new generation. 10% of the respondents reveal that this TV programmes help people to contribute the cultural effect for next generation. 34% of the respondent reveals that it helps to develop the culture in society. 30% of the respondent reveals that this programmes help to expose inner quality and creativity of the people.
• All respondents say that, the cultural programmes of TV have the role on reform the society. 36% of the respondents reveal that this type of programmes provides consciousness among the people about the views of right and wrong concept. 64% of the respondents reveal that this kind of programmes provide consciousness about some wrong customs, superstitions etc. and to reform for good society.
• All respondents reveal that the TV programmes are effective in moral and spiritual development.
• All respondents reveal that the moral and spiritual related programmes of TV are helping the people in different ways. 70% of the respondents reveal that this type of programmes encourages the development of human character. 24% of the respondents reveal that this programme encourage the appreciation of one’s culture, environment etc. to leads super moral qualities of tolerance, unity and harmony in existence. 06% of the respondent reveals that this programme
inculcates in a child the good habits of accommodation tolerance and open
mindedness.

- All the respondents are satisfied with the TV programmes in moral and spiritual
development.
- All respondents reveal that the TV sports programmes are effective for the
society.
- All respondents reveal that the sports related TV programmes are helping the
people in different ways. 20% reveals that this type of programmes help people
to learn about the roles of sports. 44% of the respondents reveal that these
programmes can encourage people to get involvement with sports. 16% of the
respondents reveal that this programme can helps to know about the techniques
for good performance.
- All the respondents are satisfied with TV sports related programmes in the
society.
- All respondents reveal that the environment related TV programmes are
effective for environmental awareness.
- All respondents reveal that the environment related TV programmes are
helping people in environmental awareness. 30% reveals that this type of
programmes help to creates awareness among people, the causes for air and
water pollution based diseases. 30% of the respondents reveal that these
programmes create awareness of general public about environmental pollution
problem and encouraging them in environmental conservation activities. 16% of
the respondents reveal that these programmes create awareness about waste land
development through afforestation and tree planting for environmental protection. 24% of the respondent reveals all the three options.

- All the respondents are satisfied with environmental related TV programmes in environmental awareness.

- 94% of the respondents reveal that the TV programmes are helping people in the appropriate uses of leisure time. 44% reveals that this type of programmes helps the viewers to make involvement with face-to-face group discussion at leisure time. 20% of the respondents reveal that these programmes helps the people by engaging in amateur sports or games due to structural changes in working and living conditions. 30% of the respondents reveal that these programmes help by teaching the student viewers without the intervention of parents and teachers. 06% of the respondent reveals no comment.

- All the respondents are satisfied with the TV programmes in the leisure time uses.

- All respondents reveal that the TV programmes are effective in National Integration.

- All respondents reveal that the TV programmes are helping people in National Integration in different ways. 30% reveals that this type of programmes helps in promoting unity and cultural upliftment of the people. 16% of the respondents reveal that these programmes helps the people in creating the sense of identification through the propagation of common cultural values and symbol, by giving interpretation to events to promote unity of the nation. 40% of the respondents reveal that these programmes help to create awareness of different life style in a society and enlighten people through their programmes by
reflecting cultural values of different societies. 14% of the respondent reveals all three options.

- All respondents reveal that the TV programmes are effective in the process of Globalization.

- All respondents reveal that the TV programmes are helps in the areas of Globalization in different ways. 40% reveals that the programmes help in the development of the world into a global village by offering information in the every sphere of society. 26% of the respondents reveal that these programmes help in the process of socialization and produce a new culture. 28% of the respondents reveal that these programmes help to strengthen the peace and international understanding to the promotion of human rights. 10% of the respondent reveals all three options.

Benefits of Radio Programmes:

- 94% of the respondents reveal that the radio broadcasting educational programmes are useful for the people.

- All respondents reveal that radio broadcasting programmes helps in enhancing education in different ways. 30% of the respondents reveal that the radio broadcasting programmes create awareness about the traditional or formal system of education for expansion and improving the standards of education. 50% reveals that, it is an important instrument to foster the sense of unity and integrity among the people through the broadcasting of cultural programmes, debates, talk shows etc. 06% reveals that, it provides vocational information about production and consumption practices in industry and agriculture, use of
manures and highbred seed, employment news etc. 14% of the respondents reveals all three options.

- All respondents reveal that the radio broadcasting programmes helps in the areas of language development. 06% respondents reveal that the radio broadcasting programmes helps in vocabulary development, 04% reveals that, it helps in correct pronunciation, 20% reveals that it helps in learning literature of the language for language development and 70% of the respondents reveal the all three options like:- vocabulary development, correct pronunciation and learning literature of the language.

- All respondents reveal that the radio programmes are effective in improving literacy.

- All respondents reveal that society’s are very much influence by the role of radio broadcasting programmes in different ways. 40% of the respondent reveals that, radio programmes provides latest news within short times and help the people in their daily life. 30% reveals that it helps them to exchange information with each other. 10% reveals that through radio broadcasting people get knowledge and sensitize on various social problems. and 20% reveals that the all the three options are necessary for the development of the society.

- All respondent reveals that the radio broadcasting programmes are help in shaping society in different ways. 30% of the respondent reveals that radio broadcasting programmes helps to educate the people and make them aware about the latest technology. 30% of the respondents reveal that it provides a vast world of knowledge and entertainment. 24% reveals that it creates
awareness about various cultural and social issues among the people and 16% of the respondent reveals that the all three options are necessary in shaping the society.

- All respondents reveal that the radio broadcasting programmes has the impact to change and reform the society adequately.

- All respondents reveal that the radio broadcasting agricultural programmes are useful for the farmers.

- All the respondents reveal that the radio broadcasting agricultural programmes can motivate people in the farming sector in different ways. 14% of the respondents reveal that the radio agricultural programmes can motivate the farmers to use modern agricultural technology. 50% of the respondents reveal that it can motivate to use best farming practices, soil and water management, prequestion on disease, weather and market information etc and 36% of the respondents reveal the all three options.

- All of the respondents reveal that the radio broadcasting programmes are helpful for the farmers in different ways. 10% of the respondents reveal that the radio programmes acts as a substitute of formal education for the illiterate farmers. 80% of the respondents reveal that radio provide information on better farming methods, improved seeds, timely planting, agro-forestry, better harvesting methods, soil conservation, marketing, post-harvest handling and diversification etc. for agricultural development through live talk shows, phone-in programmes and on location broadcasting, and 10% of the respondents reveal the all three options.
• All respondents are reveal that the fishery related radio broadcasting programmes are effective in fish farming.

• All respondents are reveals that the fishery related radio broadcasting programmes helped in different ways of the people. 64% of the respondents reveal that, this programmes helped them through provide some scientific methods to increase the quality and quantity productions. 20% respondent reveals that these programmes provide message about good medicine and feeding for safety and quality production. 06% respondent reveals that through these programmes peoples came to know about governmental grants and some necessary helps and 10% of the respondents reported that the all three options are necessary for the development of fish farming.

• All respondents reveal that the radio broadcasting fishery related programmes are important for the development of the society. 94% of the respondents reveal that it provides some guide for self- employment and 06% reveals that, it helps to get more profit instance of less investment and time.

• All respondents are satisfied with the fishery related radio programmes in the development of our society.

• All respondents reveal that the radio broadcasting political awareness programmes are useful for the people in different ways.

• All respondents reveal that the radio political related programmes helps in creating political awareness. 10% of the respondents reveal that it helps in create awareness through discussion on different issues 44% of the respondents reveal that these programmes literate people politically and form opinion regarding different issues. 30% respondents reveal that these programmes help
the general people by providing knowledge and understanding of political process and making them aware and 16% respondents reveals the all three options.

- All respondents are opined that the radio broadcasting political programmes are effective in creating political awareness.
- All the respondents reveal that the women related radio broadcasting programmes are useful for women empowerment.
- All the respondents reveal that the radio broadcasting women related programmes are important in women empowerment. 74% of the respondents reveal that these programmes help to inculcate for women a sense of self-respect, economic independence and equality in status with men. 10% of the respondent reveals that these programmes help to create the awareness about the Dowry Prohibition Act, maternity right, and other aspects of law. 06% of the respondents reveal that these programmes help to create the awareness about the government policies in the field of agriculture for development and 10% of the respondent reveals all three options for women empowerment.
- All respondents reveal that the radio broadcasting women related programmes are most helpful in the areas of family life. 70% of the respondents reveal that the family related Radio broadcasting programmes help the rural women to learn about family management and 30% of the respondents reveal that these programmes makes the women empower, embody, successful and confident in their family life.
- All respondents reveal that the radio broadcasting child related programmes are effective in improving child education.
All respondents reveal that the child related radio broadcasting programmes are most helpful for child development. 70% of the respondent reveals that these programmes helps in creativity development among the child. 10% of the respondents reveal that it helps in the development of the inherent ability of the child. 06% reveals that it helps to introduce them with new things and inventions and 14% reveals with the all three options.

All respondents are satisfied with the child related radio broadcasting programmes in child development.

All respondents reveal that the health related radio broadcasting programmes are more effective in health development.

The all respondent reveals that the radio broadcasting health related programmes help in different ways for health development. 16% of the respondents reveal that this programmes help to inform people about different diseases, their etiology and preventing way. 70% of the respondents reveal that it creates awareness about health problems and preventing diseases and promoting health among the people and 14% of the respondents reveal the all three options for health development.

All the respondents reveal that the health related radio broadcasting programmes are helpful for the rural women in different ways. 24% of the respondents reveal that these programmes can create awareness among the women about health issues and it can improve the health status of the women. 36% of the respondents reveal that these type of programmes provide information about the causes of various health problem and their solution. 10% of the respondents reveal that these programmes provide awareness among the
women about government facilities and various rules and laws on gender and 30% of the respondents reveal the all three options.

- The all respondents are satisfied with the health related radio broadcasting programmes in the development of our society.
- The all respondents reveal that the radio broadcasting advertisements are effective in business development.
- All respondents reveal that the radio broadcasting advertisement programmes are helpful in different ways. 16% of the respondents reveal that the radio advertisements can influence people’s purchase decision. 04% reveals that the advertisement programmes can influence voter’s decision. 60% reveals that it creates public awareness about new products, new inventions and some important issues like- disease, charitable causes or environmental degradation etc and 20% of the respondents reveal the all three options.
- The all respondents are satisfied with the radio broadcasting advertisement programmes in the development of our society.
- All respondents reveal that the radio broadcasting programmes are effective in cultural development.
- The all respondents reveal that, the cultural programmes of radio broadcasting have the role on reform the society. 04% of the respondents reveal that this type of programmes brings to people some real events with a dramatically shape. 36% of the respondents reveal that these programmes provide consciousness among the people about the views of right and wrong concept. 60% of the respondents reveal that this kind of programmes provide consciousness about some wrong customs, superstitions etc. and to reform for good society.
• All the respondents are satisfied with the culture related radio broadcasting programmes in cultural development.

• The all respondents reveal that the radio broadcasting programmes are effective in moral and spiritual development.

• The all respondents reveal that the moral and spiritual related radio broadcasting programmes are helps people in different ways. 40% of the respondents reveal that this type of programmes encourages the development of human character, intellectual and physical skill development. 44% of the respondents reveal that these programmes encourage the appreciation of one’s culture; environment etc. to leads super moral qualities of tolerance, unity and harmony in existence. 16% of the respondent reveals that these programmes inculcate in a child the good habits of accommodation tolerance and open mindedness.

• The all respondents reveal that the radio broadcasting moral and spiritual related programmes are useful in the society.

• The all respondents reveal that the radio broadcasting sports related programmes are useful in the society.

• The all respondents reveal that the sports related radio broadcasting programmes are helping people in different ways. 30% of the respondents reveal that this type of programmes help people to learn about the roles of sports. 50% of the respondents reveal that these programmes can encourage people to get involvement with sports and 20% of the respondents reveal the all three options.

• The all respondents reveal that the environment related radio broadcasting programmes are effective in environmental awareness.
• All respondents reveal that the environment related radio broadcasting programmes are helping people in environmental awareness. 24% of the respondents reveal that this type of programmes help to creates awareness among people, the causes for air and water pollution based diseases. 60% of the respondents reveal that these programmes create awareness of general public about environmental pollution problem and encouraging them in environmental conservation activities and 16% of the respondent reveals all the three options.
• All respondents reveal that the radio broadcasting programmes are useful for the appropriate use of leisure time of the listeners.
• 90% of the respondents reveal that the radio broadcasting programmes are helping people in the appropriate uses of leisure time. 10% of the respondents reveal that this type of programmes helps the people to make involvement with face-to-face group discussion at leisure time. 40% of the respondents reveal that these programmes helps the people by engaging in amateur sports or games due to structural changes in working and living conditions. 40% of the respondents reveal that these programmes help by teaching the students their lessons, math’s etc. without the intervention of parents and teachers.
• All respondents reveal that the radio broadcasting programmes are effective in National Integration.
• All respondents reveal that the radio broadcasting programmes are helping people in National Integration in different ways. 10% of the respondents reveal that this type of programmes helps in promoting unity and cultural upliftment of the people. 56% of the respondents reveal that these programmes helps the people in creating the sense of identification through the propagation of
common cultural values and symbol, by giving interpretation to events to promote unity of the nation. 24% of the respondents reveal that these programmes help to create awareness of different lifestyle in a society and enlighten people through their programmes by reflecting cultural values of different societies. 10% of the respondent reveals all three options.

- All respondents reveal that the radio broadcasting programmes are effective in the process of Globalization.

- All respondents reveal that the radio broadcasting programmes are helps in the areas of Globalization in different ways. 24% of the respondents reveal that the programmes help in the development of the world into a global village by offering information in the every sphere of society. 36% of the respondents reveal that these programmes help in the process of socialization and produce a new culture. 30% of the respondents reveal that these programmes help to strengthen the peace and international understanding to the promotion of human rights and 10% of the respondent reveals all three options.

**Findings related to the comparison between Radio listeners and Television viewers:**

One of the major findings of the study is that Television is more powerful media than Radio.

- The majority of the respondents reveal that the TV programmes are most effective than Radio in education and literacy development among the general people. 83% of the respondent support TV whereas; only 12% support Radio and 5% support the both media TV and Radio in education and literacy development.
• 78% of the respondent reported that the TV programmes are most effective than Radio in social reform and social change, whereas, only 17% support Radio and 15% supports the both TV and Radio.

• 69% of the respondent reported TV as the most effective media in agricultural development and fish farming, whereas, only 15% support Radio and 18% supports both TV and Radio.

• 85.67% of the respondent reported that the TV programmes are played most effective role in creating political awareness of the people, whereas, only 9.33% support Radio and 5% supports both TV and Radio.

• 65.67% of the respondent reported that TV programmes are played a most effective role in women empowerment, whereas, 26.33% support Radio and 8% supports the both TV and Radio.

• 72.67% of the respondent reported that the TV programmes are most important in child education whereas, only 27.33% support Radio in this regards.

• 88% of the respondent reveals that the TV programmes are played most effective role in creating awareness on environment and health & sanitation and only 12% respondents support Radio on this regards.

• 58% of the respondent reveals that the TV programmes has an effective role in cultural development whereas, 37% reveals Radio and only 5% respondent reveals both Radio and TV on this purpose.

• 83.67% of the respondent reveals that the TV programmes are played most effective role in sports whereas, only 16.33% reveals Radio on this regards.

• 88.33% of the respondent reveals the effectiveness of TV on moral and spiritual development whereas, only 11.67% reveals Radio.
• 79% of the respondent reveals the importance of TV on leisure time uses appropriately, whereas, 16.67% reveals Radio and 4.33% reveals both TV & Radio on this regards.

• 93.67% of the respondent reveals the effectiveness of TV in advertisement and business development, whereas, only 6.33% reported Radio in this regards.

• 78.67% of the respondent reveals the importance of TV in globalization, whereas, only 15.33% reveals Radio and 6% of the respondents reveals the both TV & Radio in this regards.

Thus as a whole, it is found that the proper and effective functioning of TV and Radio programmes have a role in promoting education among the general people through non-formal way.

5.2 Discussion on the Findings:

Non-formal education is a purposeful and systematically organized form of education. It is an alternative system of formal education. It is free from rigidity with regards the curriculum, the learning materials, methodology, the venue, duration or the length an individual takes to complete a particular instructional session.

Mass media are called agencies of non-formal education due to its wide coverage of educational items in a systematic way. Radio and Television is the chief instrument of mass-media. They impart helpful and qualitative service for communicating information to the masses in social, political, business and educational sphere.

The collected data were analyzed and interpreted on the basis of the formulated objectives. The purpose of the present study has been highlighted on the role of Radio and Television in promoting education through non-formal way.
Radio and Television are both very popular among the people and it provides education non-formally among the general people successfully. These mass media have made education effective and interesting. The remote and inaccessible area people also reach education on different aspects through it easily.

Radio and Television both has positive and negative influence on society. In this study the researcher study only the positive impact of Radio and Television in education.

The present study is related to the role of Radio and Television in promoting education. This study mainly focused on the non-formal education through Radio and Television for the development. The researcher tries to highlight the different factors of non-formal education through Radio and Television like as,- education and literacy development, agricultural development, social change and social reform, political awareness, business and advertisement, women empowerment, child development, health development, cultural development, moral and spiritual development, sports, environmental awareness, appropriate use of leisure time, development of national integration and globalization.

From the present study it has been found that both Television and Radio provide various programmes for the development and create awareness among the general people. It helps in the development of the language and literacy. It also helps in social reform and social change and to motivate the farmers to do quality and quantity products and self-dependent.

According to the respondents, among these two media Television is most influential than Radio. Television has the double impact of seeing and hearing of the subject at the same time, which makes the subject easy, forceful and meaningful. But in
Radio they can learn anything only through listening from Radio broadcasting. The visuals, colour, sound and motion provide entertain for them. They can relax after a hard day’s work by watching TV. Therefore it has been found that, the majority of the respondents reported TV as the best medium than Radio in the development of their day-to-day life.

The findings of the study also have some significant messages for the programme director and publishers, who may also have a significant role and responsibility in educating the uneducated people of our society and to help in rural development.