Statement of the Problem

In developing countries, the role of mass media is very wide. Mass media plays a pivotal role in shaping public opinion. Its impact can be traced right from the opinion formation to almost every field of human activity. It has emerged as the important medium for raising the awareness especially among the illiterate and semiliterate population.

The impact of mass communication on socio-economic development has, therefore, not received as much attention among social scientists as other means of development. This is more so in India where 72.22 percent of the people live in villages. This inhibited the use of newspapers for mass communication. The radio become cheap in India only in the 1950s and television entered India only in the beginning of the 1960s. It is because of this that there is a paucity of studies in this area. Nevertheless, the impact of these media on development remains paramount. Hence, it is important to make a study on the role of mass media communication in development which should only add something hopefully useful but also throw new insights for policy makers and programme planners.

The press, the radio and the television are found to be the most widely used and influential media. Mass media have been considered as potential agencies for the development of people primarily because their reach is very wide. Further, television and radio have the power to overcome the literacy barrier and hence their interaction with the illiterates may be higher. Consequently, mass media are very suitable instruments for the rapid development of underdeveloped countries like India, Where material resources are in short supply and education of people low.

An examination of available literature on mass communication indicates that not much work has been done on the impact of media communication in the context of a rural society and it was also found that certain fields in development communication are, by and large, remaining unattended by sociologists. Further, the nature and extent of exposure and interrelation between mass communication and development in the social and economic life of rural population is one among them. The impact of social variables on the relationship between mass media effect and development of rural society is not satisfactorily analyzed. The association between the different mass media communication and rural population is also remaining
without proper academic attention. Therefore, it is rewarding to conduct a comprehensive study to understand the meaningful impact of mass media on rural society of Haryana.