CHAPTER VII

MASS MEDIA AND THE RURAL SOCIETY: A STRUCTURAL ANALYSIS
This Chapter is intended to delineate the extent of exposure of the rural population to the media under consideration. Analysis has also been made in this chapter to find out the structural association of mass media and rural society.

By structures of rural society, we mean the differentiation based on age, religious/caste affiliation, educational attainment, income, socio-economic status, place of residence and occupation. The three structures of the mass media considered were the press, the radio and the cinema.

**Exposure of Rural People to the Media**

Analysis as shown in table 7.1 indicates that the exposure of rural population to the media is not satis-
factorily high even in states like Kerala where the literacy rate is comparatively high.

48.75% of the total sample of the study have low exposure (score below 15) to the media and 39.25% have medium exposure (score between 15 and 30). Only 12% have high exposure (score 30 and above).

It is believed that the background variables, namely, age, religious/caste affiliation, income, socio-economic status, education, place of residence and occupation are influencing the extent of exposure of the rural people to the media. Accordingly analyses were made to find out the influence of these variables on the exposure of the people to the media.

1. Age and Exposure to the Media

The age of the people is assumed to be associated with the extent of exposure. Since the youngsters are, generally, more educated, it was assumed that the exposure to the mass media decreases with increase in age.

Table 7.1 shows that this hypothesis is not true. Contrary to our assumption it is revealed in the table that age has no influence on the exposure to the mass media. A comparison of the calculated value of chi-square with the
The table value confirms the lack of association between the variables.

**TABLE 7.1: RELATIONSHIP BETWEEN AGE AND LEVEL OF EXPOSURE TO THE MEDIA**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Level of exposure to the media</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (Score below 15)</td>
<td>Medium (Score 15 - 30)</td>
<td>High (Score 30 &amp; above)</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Low (Below 35 years)</td>
<td>56(43.90%)</td>
<td>31(37.80%)</td>
<td>15(18.30%)</td>
<td>82(100%)</td>
<td></td>
</tr>
<tr>
<td>Middle (35 - 50 years)</td>
<td>91(50.84%)</td>
<td>69(38.55%)</td>
<td>19(10.61%)</td>
<td>179(100%)</td>
<td></td>
</tr>
<tr>
<td>Upper (50 years and above)</td>
<td>68(48.92%)</td>
<td>57(41.01%)</td>
<td>14(10.07%)</td>
<td>139(100%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>195(48.75%)</td>
<td>157(39.25%)</td>
<td>48(12%)</td>
<td>400(100%)</td>
<td></td>
</tr>
</tbody>
</table>

Chi-square = 4.4696, d.f. = 4, Table value at 0.05 level = 9.488

The association is not significant. The hypothesis is rejected.

2. Religious/Caste affiliation and level of exposure to the mass media

Deep attachment to religion can influence the behaviour patterns of people. This might be true in the exposure of people to the mass media also. Hence it was
hypothesised that the exposure of the rural people to the mass media is associated with their religious/caste affiliation.

To test the hypothesis, analysis as shown in table 7.2 was made. The analysis shows that religious/caste affiliation is a very strong background variable which influences the rural people in this matter. Among the different religious/caste groups, the Christians have highest exposure to the media. Next comes the Hindus (Non-Scheduled Caste). The exposure of the other two groups is low.

**TABLE 7.2: RELIGIOUS/CASTE AFFILIATION AND LEVEL OF EXPOSURE TO THE MASS MEDIA**

<table>
<thead>
<tr>
<th>Religious/ Caste affiliation</th>
<th>Level of exposure to the mass media</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (Below Score 15)</td>
<td>Medium (Score 15 -30)</td>
</tr>
<tr>
<td>Hindu (Non-Scheduled Caste)</td>
<td>28(28%)</td>
<td>63(63%)</td>
</tr>
<tr>
<td>Muslim</td>
<td>68(68%)</td>
<td>30(30%)</td>
</tr>
<tr>
<td>Christian</td>
<td>18(18%)</td>
<td>47(47%)</td>
</tr>
<tr>
<td>Hindu (Scheduled Caste)</td>
<td>81(81%)</td>
<td>17(17%)</td>
</tr>
<tr>
<td>Total</td>
<td>195(48.75%)</td>
<td>157(39.25%)</td>
</tr>
</tbody>
</table>

Chi-square=111.5350, d.f.=3, Table value at 0.01 level=11.345. The association is significant.
The hypothesis is accepted.

3. Education and exposure to the mass media

Education is the threshold through which the print medium can enter into the society. Hence the association between education and exposure to the media is almost certain. However, for confirming and understanding the strength of their relationship, analysis was conducted as shown in table 7.3.

**Table 7.3: Education and Level of Exposure to the Mass Media**

<table>
<thead>
<tr>
<th>Educational Status</th>
<th>Level of exposure to the mass media</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (Below score 15)</td>
<td>Medium (Score 15 - 30)</td>
</tr>
<tr>
<td>Illiterate</td>
<td>109(93.16%)</td>
<td>8(6.84%)</td>
</tr>
<tr>
<td>Primary educated</td>
<td>80(40.20%)</td>
<td>115(57.79%)</td>
</tr>
<tr>
<td>Secondary educated</td>
<td>6(8.82%)</td>
<td>34(50%)</td>
</tr>
<tr>
<td>College educated</td>
<td>0(0%)</td>
<td>0(0%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>195(48.75%)</strong></td>
<td><strong>157(39.25%)</strong></td>
</tr>
</tbody>
</table>

Chi-square=156.3825, d.f.=2, Table value at 0.01 level=9.210

The association is significant.
The table reveals that the association between the variable is very high as indicated by the chi-square test. Accordingly the hypothesis is accepted.

4. Income and level of exposure to the mass media

Since income is found to influence many of the human behaviours, in this context, it was hypothesised that the higher the income status of the rural people the greater will be their exposure to the mass media.

TABLE 7.4: INCOME AND LEVEL OF EXPOSURE TO THE MASS MEDIA

<table>
<thead>
<tr>
<th>Income status</th>
<th>Level of exposure to the mass media</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (Below Score 15)</td>
</tr>
<tr>
<td>Low (Below Rs.15000 per annum)</td>
<td>183(60.84%)</td>
</tr>
<tr>
<td>Middle (Rs.15000-3000 per annum)</td>
<td>6(9.38%)</td>
</tr>
<tr>
<td>High (Rs. 30000 and above per annum)</td>
<td>1(3.70%)</td>
</tr>
<tr>
<td>Total</td>
<td>195(48.75%)</td>
</tr>
</tbody>
</table>

Chi-square=107.0317, d.f.=2, Table value at 0.01 level = 9.210

The association is significant.
It is seen in table 7.4 that the increase in mass media exposure of the respondents is very consistent with their increase in income status. The chi-square test confirms the association. The hypothesis is therefore accepted.

5. Socio-Economic Status and exposure to the mass media

This section of the analysis is intended for testing the hypothesis that there is association between the Socio-economic status of the rural people and their exposure to the mass media.

**Table 7.5: Socio-economic Status and level of exposure to the mass media**

<table>
<thead>
<tr>
<th>Socio-Economic Status</th>
<th>Level of exposure to the mass media</th>
<th>( \text{Total} )</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low ((\text{Below score 15}))</td>
<td>Medium ((\text{Score 15 - 30}))</td>
</tr>
<tr>
<td>Low ((\text{Below score 35}))</td>
<td>173(68.38%)</td>
<td>73(28.85%)</td>
</tr>
<tr>
<td>Middle ((\text{Score 35-70}))</td>
<td>22(19.82%)</td>
<td>72(64.86%)</td>
</tr>
<tr>
<td>High ((\text{Score 70 &amp; above}))</td>
<td>0(0%)</td>
<td>12(33.33%)</td>
</tr>
<tr>
<td>Total</td>
<td>195(48.75%)</td>
<td>157(39.25%)</td>
</tr>
</tbody>
</table>

Chi-square=122.2707, d.f.=2, Table value at 0.01 level=9.210

The association is significant.
The data were analysed as shown in table 7.5. The table shows that the exposure of people belonging to high socio-economic status group to the mass media is very high. The calculated value of chi-square is far bigger of the critical value which implies that the association between the variables is beyond doubt.

The hypothesis is accepted.

6. Social Overheads of the area of residence and exposure to the mass media

The influence of the physical environment on the behaviour of human beings is a well known fact. Here, it was assumed that where there is greater amount of social overheads in existence, the people of that area will be having more exposure to the mass media.

TABLE 7.6 : SOCIAL OVERHEADS OF THE AREA OF RESIDENCE AND EXPOSURE TO THE MASS MEDIA

<table>
<thead>
<tr>
<th>Amount of social overheads of the area</th>
<th>Level of exposure to the mass media</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (Score below 15)</td>
<td></td>
</tr>
<tr>
<td>Lesser</td>
<td>94(47%)</td>
<td>200(100%)</td>
</tr>
<tr>
<td>More</td>
<td>101(50.50%)</td>
<td>200(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>195(48.75%)</td>
<td>400(100%)</td>
</tr>
<tr>
<td></td>
<td>Medium (Score 15 - 30)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>88(44%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>69(34.50%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30(15%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total (Score 30 and above)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>18(9%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>48(12%)</td>
<td></td>
</tr>
<tr>
<td>Chi-square=5.5506, d.f.=2, Table value at 0.05 level=5.991</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The association is not significant.
Table 7.6 indicates that there is no significant difference between the exposure of people belonging to two areas which are having different amounts of social overheads. The chi-square test also indicates lack of association between the variables. Accordingly the hypothesis is rejected.

This result implies that nature of physical environment has very little or even no influence on the media utilisation of the rural people while the personal characteristics are highly related to exposure to the media.

7. Main occupation and exposure to the mass media

The nature of work of an individual has much influence on his activities that are not related to his vocation. The media utilization pattern is to be analysed in this background. It was, therefore, hypothesised that the level of exposure to the mass media and the nature of main occupation of the people are associated.

Table 7.7 shows that there exists association between the nature of occupation and level of exposure to the mass media. The exposure is very high for the white collar employees. This is because they have fixed time of work and it enhances their opportunity to expose themselves
more to the media. The chi-square test indicates very high
association between the variables.

TABLE 7.7: MAIN OCCUPATION AND LEVEL OF EXPOSURE TO THE
MASS MEDIA

<table>
<thead>
<tr>
<th>Main Occupation</th>
<th>Level of exposure to the mass media</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (Score below 15)</td>
<td>Medium (Score 15 - 30)</td>
</tr>
<tr>
<td>Agriculture</td>
<td>56(44.44%)</td>
<td>60(47.62%)</td>
</tr>
<tr>
<td>Manual labour</td>
<td>125(66.49%)</td>
<td>58(30.35%)</td>
</tr>
<tr>
<td>White collar</td>
<td>4(7.84%)</td>
<td>16(31.38%)</td>
</tr>
<tr>
<td>employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>10(23.57%)</td>
<td>23(65.72%)</td>
</tr>
<tr>
<td></td>
<td>195(48.75%)</td>
<td>157(39.25%)</td>
</tr>
</tbody>
</table>

Chi-square=64.4658, d.f.=3, Table value at 0.01 level=11.345.

The association is significant.

The hypothesis is accepted.

This chapter also analysed the data for developing
a micro level explanation on the inter-relationship between
the different sections of the rural population and the three
structures of mass media.

3. Age and exposure to each of the mass media

It was hypothesised that age is influencing
the extent of exposure of the people to the press, the radio and the cinema.

8 (a). Age and exposure to the press

Data relating to the age and exposure of the respondents to the press are shown in table 7.8

**TABLE 7.8 : AGE AND EXPOSURE TO THE PRESS**

<table>
<thead>
<tr>
<th>Age groups</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below 35 years)</td>
<td>58(70.73%)</td>
<td>20(24.39%)</td>
<td>4( 4.88%)</td>
<td>82(100%)</td>
</tr>
<tr>
<td>Middle (35-50 years)</td>
<td>133(74.30%)</td>
<td>39(21.79%)</td>
<td>7( 3.91%)</td>
<td>179(100%)</td>
</tr>
<tr>
<td>Upper (50 years and above)</td>
<td>95(68.34%)</td>
<td>40(28.78%)</td>
<td>4( 2.88%)</td>
<td>139(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>286(71.50%)</td>
<td>99(24.75%)</td>
<td>15( 3.75%)</td>
<td>400(100%)</td>
</tr>
</tbody>
</table>

Chi-square=1.5889, d.f.=2, Table value at 0.05 level = 5.991

The association is not significant.

Table 7.8 indicates that there is no significant association between the variables.
8 (b). Age and exposure to the radio

Table 7.9 reflects the association existing between age and exposure to the radio. The chi-square test confirms the relationship.

**Table 7.9: Age and Exposure to the Radio**

<table>
<thead>
<tr>
<th>Age groups</th>
<th>Level of exposure to the radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Low (Below 35 years)</td>
<td>28(34.15%)</td>
<td>50(60.98%)</td>
</tr>
<tr>
<td>Middle (35-50 years)</td>
<td>63(35.20%)</td>
<td>100(55.87%)</td>
</tr>
<tr>
<td>Upper (50 years and above)</td>
<td>37(26.62%)</td>
<td>76(54.68%)</td>
</tr>
<tr>
<td>Total</td>
<td>128(32.00%)</td>
<td>226(56.50%)</td>
</tr>
</tbody>
</table>

Chi-square = 12.7654, d.f. = 4, Table value at 0.05 level = 9.488

The association is significant.

The significant association between age and exposure to the radio is established by the application of chi-square test. Exposure to the radio is higher for the upper age group. Only 26.62% of this group have low exposure to the radio while 54.68% and 18.70% have medium and high
exposure respectively to the medium.

People cannot expose themselves to the radio broadcast according to their own convenience. They have to adapt to the timing of the broadcast. The lower age group people will be busy with their vocations during most of the broadcast time. Naturally their consumption of this medium will be low. On the other hand, the upper age group is contributed by people who have retired from their active life and they can avail themselves of the timing of the radio. This might be the reason for their greater exposure to the radio. Another reason is the low literacy of the upper age group. Since illiteracy is not a barrier to listen to the radio, many of them turn to it for satisfying their information needs.

8 (c). Age and exposure to the cinema

The association between age and exposure to the cinema is established in table 7.10. Here the lower age group stands as a distinct section by having greater exposure to the film than other two age categories. 56.10% of them have medium exposure to the cinema and 4.88% have high exposure. No other group has such a high exposure pattern to the medium.
TABLE 7.10 : AGE AND EXPOSURE TO CINEMA

<table>
<thead>
<tr>
<th>Age groups</th>
<th>Level of exposure to the Cinema</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (39.02%)</td>
<td>46(56.10%)</td>
<td>4(4.88%)</td>
<td>82(100%)</td>
</tr>
<tr>
<td>Lower (Below 35</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>years)</td>
<td>(Below 35)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle (35 - 50</td>
<td>95(53.07%)</td>
<td>77(43.02%)</td>
<td>7(3.91%)</td>
<td>179(100%)</td>
</tr>
<tr>
<td>years)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper (50 years</td>
<td>78(56.12%)</td>
<td>60(43.17%)</td>
<td>1(0.72%)</td>
<td>139(100%)</td>
</tr>
<tr>
<td>and above)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>205(51.25%)</td>
<td>183(45.75%)</td>
<td>12(3%)</td>
<td>400(100%)</td>
</tr>
</tbody>
</table>

Chi-square=6.7429, d.f.=2, Table value at 0.05 level = 5.991

The association is significant.

Cinema is primarily considered as a medium for entertainment. The quest for enjoyment in life will get reduced as people become older. This declining interest of the older generation in the pursuit of pleasure (cinema) is reflected in our analysis.

Hence the hypothesis that age is a deciding factor in the exposure to the press, the radio and the cinema holds good for the media except the press.
9. Religious/Caste affiliation and exposure to each of the mass media

Religious ethic influences the behaviour of people. Therefore it was hypothesised that the extent of exposure to the press, the radio and the cinema is influenced by their religious/caste affiliation.

9 (a). Religious/Caste affiliation and exposure to the press

The data relating to the religious/caste affiliation and exposure to the press is given in Table 7.11.

**Table 7.11: RELIGIOUS/CASTE AFFILIATION AND EXPOSURE TO THE PRESS**

<table>
<thead>
<tr>
<th>Religious/Caste affiliation</th>
<th>Level of exposure to the press</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (11.50%)</td>
<td>286(71.50%)</td>
</tr>
<tr>
<td>Hindu (Non-Scheduled Caste)</td>
<td>Medium (24.75%)</td>
<td>99(24.75%)</td>
</tr>
<tr>
<td>Muslim</td>
<td>High (3.75%)</td>
<td>15(3.75%)</td>
</tr>
<tr>
<td>Hindu (Scheduled Caste)</td>
<td>Total</td>
<td>400(100%)</td>
</tr>
</tbody>
</table>

Chi-square=93.2111, d.f.=3, Table value at 0.01 level=11.345

The association is significant.
The chi-square test indicates highly significant association between religious/caste affiliation of the respondents and their exposure to the press. The Christians are found to have highest exposure to the press. 60% of them have medium or above medium exposure. The Hindus come next to the Christians, 36% of them have exposure to the press at medium or above medium level. The exposure of Muslims and Hindu (Scheduled caste) is considerably low.

Due to many reasons the Scheduled Caste members are very backward in education. This might be the reason for their extremely low exposure to the print medium.

9 (b). Religious/Caste affiliation and exposure to the radio

Regarding exposure of the respondents to the radio, its association to the religious/caste affiliation is clearly revealed.

As in the case of the press, here also the Christian community has greater exposure to the radio. 72% of them have medium exposure and 16% high exposure. Hindus also have almost the same exposure to this medium. (67% have medium and 13% high exposure). The Muslim and Scheduled Caste communities have comparatively low exposure.
TABLE 7.12: RELIGIOUS/CASTE AFFILIATION AND EXPOSURE TO THE RADIO

<table>
<thead>
<tr>
<th>Religious/Caste affiliation</th>
<th>Level of exposure to the Radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Hindu (Non-Scheduled Caste)</td>
<td>20(20%)</td>
<td>67(67%)</td>
</tr>
<tr>
<td>Muslim</td>
<td>39(39%)</td>
<td>45(45%)</td>
</tr>
<tr>
<td>Christian</td>
<td>12(12%)</td>
<td>72(72%)</td>
</tr>
<tr>
<td>Hindu (Scheduled Caste)</td>
<td>57(57%)</td>
<td>42(42%)</td>
</tr>
<tr>
<td>Total</td>
<td>128(32%)</td>
<td>226(56.50%)</td>
</tr>
</tbody>
</table>

Chi-square = 55.9743, d.f. = 3, Table value at 0.01 level = 11.345

The association is significant.

Here again the low exposure of the two latter communities is an after effect of their inability to purchase a radio receiving set. Another reason might be educational backwardness. Low educated people utilize radio only for entertainment purpose even if they have radio receiving sets. But the educated people exploit the entertaining and educating capacities of this medium.

9 (c). Religious/Caste affiliation and exposure to the cinema

Table 7.13 illustrates exposure of the different religious/caste groups to the cinema. The chi-square test
applied to the data shows that the two variables are strongly associated.

**TABLE 7.15: RELIGIOUS/GASTE AFFILIATION AND EXPOSURE TO THE CINEMA**

<table>
<thead>
<tr>
<th>Religious/Gaste affiliation</th>
<th>Level of exposure to the cinema</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (32%)</td>
<td>Medium (65%)</td>
</tr>
<tr>
<td>Hindu (Non-Scheduled Caste)</td>
<td>32(32%)</td>
<td>65(65%)</td>
</tr>
<tr>
<td>Muslim</td>
<td>81(81%)</td>
<td>17(17%)</td>
</tr>
<tr>
<td>Christian</td>
<td>34(34%)</td>
<td>60(60%)</td>
</tr>
<tr>
<td>Hindu (Scheduled caste)</td>
<td>58(58%)</td>
<td>41(41%)</td>
</tr>
<tr>
<td>Total</td>
<td>205(51.25%)</td>
<td>183(45.75%)</td>
</tr>
</tbody>
</table>

Chi-square=63.9928, d.f.=3, Table value at 0.01 level=11.345

The association is significant.

The Muslim Community stands far behind the others in its exposure to the cinema. This might be due to the adherence of its members to the religious proscription of the medium for them. No religion extols the indulgence of its members in worldly pleasures which are usually the theme of films. But the hold of other religion/castes on their members is more liberal than that of Islam. The low
standing of the Hindu (Scheduled Caste) in exposure to the cinema, again, is accountable for by its members' incapacity to spare large sums of money for viewing films. Hindus (Non-Scheduled Caste) and Christians have almost equal exposure to the cinema and the exposure is fairly high. 65% of the Hindus (Non-Scheduled Caste) and 60% of the Christians have medium exposure.

Therefore, it is concluded that the Hindu and Christian communities are more exposed to the 3 media than the Muslim and Hindu (Scheduled Caste). The hypothesis that the extent of exposure of people to the media is influenced by their religious/caste affiliation is accepted.

10. Education and exposure to each of the mass media

Education is one of the primary agencies which make up the behaviour patterns of the people. Hence it was assumed that the extent of exposure to each of the mass media is associated to the level of education of the people.

10 (a). Education and exposure to the press

Table 7.14 gives the data relating to exposure of the respondents to the press and their educational attainment.
<table>
<thead>
<tr>
<th>Educational Status</th>
<th>Level of exposure to the press</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Illiterate</td>
<td>117</td>
<td>0</td>
</tr>
<tr>
<td>Primary educated</td>
<td>153</td>
<td>46</td>
</tr>
<tr>
<td>Secondary educated</td>
<td>16</td>
<td>45</td>
</tr>
<tr>
<td>College educated</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>236</td>
<td>99</td>
</tr>
</tbody>
</table>

Chi-square = 143.5593, d.f. = 1, Table value at 0.01 = 6.635

The association is highly significant.

Needless to say that the illiterates will be exposed to the print medium very badly. Their access to this source of information is mediated by others who are literate.

Among the literates, exposure is at various levels. It is seen that the higher the educational attainment the greater will be the exposure to the press. The chi-square value testifies the association between the variables.

10 (b). Education and exposure to the radio

The radio is also used more by the better educated
sections of the community. Table 7.15 gives the details of the exposure of the respondents to the radio. The association between the variables is confirmed by the chi-square test.

**Table 7.15 : Education and Extent of Exposure to the Radio**

<table>
<thead>
<tr>
<th>Educational status</th>
<th>Level of exposure to the radio</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illiterate</td>
<td></td>
<td>65(55.56%)</td>
<td>41(35.04%)</td>
<td>11(9.40%)</td>
<td>117(100%)</td>
</tr>
<tr>
<td>Primary educated</td>
<td></td>
<td>57(28.64%)</td>
<td>119(59.80%)</td>
<td>23(11.56%)</td>
<td>199(100%)</td>
</tr>
<tr>
<td>Secondary educated</td>
<td></td>
<td>6(8.82%)</td>
<td>52(76.47%)</td>
<td>10(14.71%)</td>
<td>68(100%)</td>
</tr>
<tr>
<td>College educated</td>
<td></td>
<td>0(0%)</td>
<td>14(87.50%)</td>
<td>2(12.50%)</td>
<td>16(100%)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>128(32%)</td>
<td>226(56.50%)</td>
<td>46(11.50%)</td>
<td>400(100%)</td>
</tr>
</tbody>
</table>

Chi-square=40.9235, d.f.=4, Table value at 0.01 level = 13.277

The association is significant.

Data pertaining to the consumption of radio broadcast show that the thirst for perceiving the environment through the communication media is high for better educated groups. The access to the radio is not barred to the illiterates since most of the broadcasts are in the local language. The low economic status of the lower educated might be one
of the reasons for the low exposure of the group to this medium. Another reason will be their attitude towards the medium itself. The less educated people perceive the radio as a medium for entertainment.

10 (c). Education and exposure to the cinema

The exposure to the cinema is increasing with increase in educational status. In table 7.16 it is revealed that 17.09% of the illiterates have medium exposure to the cinema. Among primary educated respondents, 54.27% have medium exposure and only 0.50% have high exposure. Exposure of the secondary and college educated is still higher. The association between the variables is obvious according to the chi-square test.

Analyses based on tables 7.14, 7.15 and 7.16 confirm the hypothesis that the better educated are exposed to each of the mass media to a greater extent. The low educated section of rural people is least exposed to the press. Their exposure to the radio and the cinema is fairly high in comparison with their exposure to newspapers and periodicals.

Hence as Lerner had pointed out, the better educated is scanning the environment by the use of the mass media to become more mobile in personality (Lerner: 1958).
### Table 7.16: Education and Extent of Exposure to the Cinema

<table>
<thead>
<tr>
<th>Educational status</th>
<th>Level of exposure to the cinema</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (82.91%)</td>
<td>Medium (17.09%)</td>
</tr>
<tr>
<td>Illiterate</td>
<td>97</td>
<td>20</td>
</tr>
<tr>
<td>Primary educated</td>
<td>90 (45.23%)</td>
<td>108 (54.27%)</td>
</tr>
<tr>
<td>Secondary educated</td>
<td>17 (25%)</td>
<td>43 (63.24%)</td>
</tr>
<tr>
<td>College educated</td>
<td>1 (6.25%)</td>
<td>12 (75%)</td>
</tr>
<tr>
<td>Total</td>
<td>205 (51.25%)</td>
<td>183 (45.75%)</td>
</tr>
</tbody>
</table>

Chi-square = 79.7251, d.f. = 2, Table value at 0.01 level = 9.210

The association is significant.

11. Income and Exposure to the Mass Media

Income which is an index of economic stability of people is influencing their media habit. It was therefore hypothesised that the extent of exposure of the rural people to the press, the radio and the cinema is associated with their income status.

11 (a). Income and Exposure to the Press

Table 7.17 contains the data relating to exposure of the different income groups to the press.
TABLE 7.17: INCOME AND EXPOSURE TO NEWSPAPERS AND PERIODICALS

<table>
<thead>
<tr>
<th>Income groups</th>
<th>Level of exposure to the press</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (84.79%) 14.56% 0.65% 100%</td>
<td></td>
</tr>
<tr>
<td>Low Income Group (Below Rs. 15000</td>
<td>Medium 57.81% 7.81% 100%</td>
<td></td>
</tr>
<tr>
<td>Middle Income Group (Rs. 15000</td>
<td>High 62.96% 29.63% 100%</td>
<td></td>
</tr>
<tr>
<td>to 30000 per annum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Income Group (Rs. 30000 and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>above per annum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>286(71.50%) 99(24.75%) 15(3.75%)</td>
<td>400(100%)</td>
</tr>
</tbody>
</table>

Chi-square = 117.7589, d.f. = 1, Table value at 0.01 level=6.635

The association is significant.

The chi-square test indicates that income is a factor which influences the exposure of the respondents to the print medium. The higher income groups are more exposed to the press. The recurring expenditure to be incurred on this item is the stumbling block of the lower income group in their path to greater exposure to the printed materials. Even if they are otherwise capable of using this medium, they cannot afford the periodical expenditure on procuring printed materials. As earlier stated, the low income group
will be lower in educational attainment. In the previous analysis it was proved that education is conducive to high exposure to the press. (Table 7.14).

11 (b). Income and exposure to the radio

The radio listening also is associated with the income of people as indicated in table 7.18.

<table>
<thead>
<tr>
<th>Income status</th>
<th>Level of exposure to the radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Low Income Group (Below Rs. 15000</td>
<td>126(40.78%)</td>
<td>163(52.75%)</td>
</tr>
<tr>
<td>(per annum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Income Group (Rs. 15000 to</td>
<td>2(3.13%)</td>
<td>43(67.19%)</td>
</tr>
<tr>
<td>30000 and above per annum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Income Group (Rs. 30000 and</td>
<td>0(0%)</td>
<td>20(74.07%)</td>
</tr>
<tr>
<td>above per annum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>128(32%)</td>
<td>226(56.50%)</td>
</tr>
</tbody>
</table>

Chi-square = 34.0119, d.f. = 2, Table value at 0.01 level = 9.210

The association is significant.

The chi-square test conclusively proves the existence of relationship between the two variables. Even though
it is revealed that the higher the income the greater the exposure, the lower income categories are also well exposed to the radio broadcast in contradistinction to their meagre exposure to the printed materials. In the low income group, only 14.56% have medium exposure to the press. The corresponding figure in the case of radio is 52.75%. The high exposure of the low income group to the radio is contributed by the qualities associated with this medium, namely, low investment, absence of literacy barrier and entertaining ability. These characteristics are more attractive to the lower income group. The capacity of radio communications to break terrestrial and topographic hurdles is also a reason for the lower income group being more exposed to it even when staying in remote inaccessible areas.

11 (c). Income and exposure to the cinema

Table 7.19 shows the association between income and exposure to the cinema.

The chi-square test indicates the existence of association between the variables. That is, the higher income groups are more exposed to the cinema.

But it is to be highlighted that the consumption of this medium by the low income group is higher than their
### TABLE 7.19: INCOME AND EXTENT OF EXPOSURE TO CINEMA

<table>
<thead>
<tr>
<th>Income status</th>
<th>Level of exposure to the cinema</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (55.99%)</td>
<td>309 (100%)</td>
</tr>
<tr>
<td>Low Income Group (Below Rs 15000 per annum)</td>
<td>Medium (43.04%)</td>
<td></td>
</tr>
<tr>
<td>Middle Income Group (Rs 15000 to 30000 per annum)</td>
<td>High (0.97%)</td>
<td></td>
</tr>
<tr>
<td>High Income Group (Rs 30000 and above per annum)</td>
<td>27 (100%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>400 (100%)</td>
<td></td>
</tr>
</tbody>
</table>

Chi-square = 12.1715, d.f. = 1, Table value at 0.01 level = 6.635

The association is significant.

Utilization of the press. 43.04% of the low income group have medium exposure to the cinema while only 14.36% of the low income group have medium exposure to the press.

The cinema is primarily considered as a cheap entertaining agency and it contains palatable stuffs to people belonging to all categories. So the society, on the whole, will be exposed substantially to this agency if other conditions are in favour. However, the low exposure of the lower income
groups, may be explained in terms of the non-availability of this medium in their locality. Cinema houses are concentrated in the urban centres. The low income ruralites cannot afford to go all the way to the city to see a movie. But the better off people in the rural area do not have such financial problems. Even otherwise they will be regular frequenters to the nearby towns.

12. **Socio-Economic Status and exposure to each of the mass media**

   It was assumed that the extent of exposure to the media is decided by the socio-economic attainment of an individual, measured in terms of education, income and a host of other factors.

12 (a). **Socio-Economic Status and exposure to the press**

   Table 7.20 contains data relating to the exposure of our respondents to the press according to their socio-economic standing.

   Exposure to the printed materials is highly associated with the socio-economic attainment of the rural population. The association is to such an extent that we can say the print medium is the hallmark of the socio-economically elevated group.
TABLE 7.20: SOCIO-ECONOMIC STATUS AND EXPOSURE TO THE PRESS

<table>
<thead>
<tr>
<th>Socio-Economic Status</th>
<th>Level of exposure to the press</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (91.70%)</td>
<td>Medium (46.85%)</td>
</tr>
<tr>
<td>Low (Below Score 35)</td>
<td>20 (7.91%)</td>
<td>5 (4.50%)</td>
</tr>
<tr>
<td>Medium (Score 35 - 70)</td>
<td>9 (3.75%)</td>
<td>15 (69.44%)</td>
</tr>
<tr>
<td>High (Score 70 and above)</td>
<td>15 (3.75%)</td>
<td>15 (3.75%)</td>
</tr>
</tbody>
</table>

Chi-square = 137.8783, d.f. = 1, Table value at 0.01 level = 6.635

The association is significant.

12 (b). SOCIO-ECONOMIC STATUS AND EXPOSURE TO THE RADIO

As revealed in table 7.21, the radio is also a medium which is more within the reach of the socio-economically advanced structures of the community. But it is to be also noted that this medium is not so far away from the socio-economically backward strata as the press is. Only 7.91% of the lowest layer of the society have exposure to the press at a medium level. But 48.22% of the category have medium exposure to the radio. The contact of the middle socio-economic
status group to the radio also is higher than it's exposure to the press. 73.87% and 48.65% belonging to the middle socio-economic stratum have medium exposure to the radio and the press respectively.

**TABLE 7.21: SOCIO-ECNOMIC STATUS AND EXPOSURE TO THE RADIO**

<table>
<thead>
<tr>
<th>Socio-Economic Status</th>
<th>Level of exposure to the radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Low (Score below 35)</td>
<td>119 (47.04%)</td>
<td>122 (48.22%)</td>
</tr>
<tr>
<td>Middle (Score 35-70)</td>
<td>9 (8.11%)</td>
<td>82 (73.87%)</td>
</tr>
<tr>
<td>High (Score 70 and above)</td>
<td>0 (0%)</td>
<td>22 (61.11%)</td>
</tr>
<tr>
<td>Total</td>
<td>128 (32%)</td>
<td>226 (56.50%)</td>
</tr>
</tbody>
</table>

Chi-square=84.3027, d.f.=2, Table value at 0.01 level=9.210

The association is significant.

12 (c). **Socio-Economic Status and exposure to the cinema**

Regarding the cinema, the association between the socio-economic status and exposure to it is positive.

As in the case of the other media, exposure to the cinema increases with increase in socio-economic status.
<table>
<thead>
<tr>
<th>Socio-Economic Status</th>
<th>Level of exposure to the cinema</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Score below 35)</td>
<td>153(60.48%)</td>
<td>253(100%)</td>
</tr>
<tr>
<td>Medium (Score 35 - 70)</td>
<td>43(38.74%)</td>
<td>111(100%)</td>
</tr>
<tr>
<td>High (Score 70 and above)</td>
<td>9(25%)</td>
<td>36(100%)</td>
</tr>
<tr>
<td>Total</td>
<td>205(51.25%)</td>
<td>400(100%)</td>
</tr>
</tbody>
</table>

Chi-square=25.5037, d.f.=2, Table value at 0.01 level=9.210

The association is significant.

Here also unlike in the case of the press, but similar to radio, the low socio-economic category is in greater contact with the cinema than that with the press: 38.35% belonging to the low and 55.36% belonging to the medium socio-economic layers have medium exposure to the cinema. This again shows that they are not as much exposed to the cinema as to the radio.

Hence the hypothesis that socio-economic status of an individual is one of the determinants in the exposure to the different structures of the mass communication is accepted.
13. **Social overheads of the area of residence and exposure to each of the mass media**

The physical, social and cultural milieu are likely to influence the mass media exposure of the people. Therefore it is reasonable to assume that the social overheads of the area of residence and exposure to the press, the radio and the cinema are associated.

13 (a). **Social overheads of the area of residence and exposure to the press**

But the data relating to the consumption of the press and the social overheads of the area of residence do not reveal any association with each other. The chi-square test also does not give any proof for assuming such association.

**TABLE 7.23 : SOCIAL OVERHEADS OF THE AREA OF RESIDENCE AND EXPOSURE TO THE PRESS**

<table>
<thead>
<tr>
<th>Amount of social overheads of the areas</th>
<th>Level of exposure to the press</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Lesser</td>
<td>149(74.50%)</td>
<td>45(22.50%)</td>
</tr>
<tr>
<td>More</td>
<td>137(68.50%)</td>
<td>54(27%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>286(71.50%)</td>
<td>99(24.75%)</td>
</tr>
</tbody>
</table>

Chi-square = 1.9217, d.f. = 2, Table value at 0.05 level = 5.991

The association is not significant.
This lack of association might be an indication that media consumption habit is not influenced by any external agency. There is no demonstration effect in this matter as in the case of economic behaviours of the people. The motivation is from within and it is the personal ability on the individual that causes exposure to the print medium.

13 (b). Social overheads of the area of residence and exposure to the radio

Similar result was obtained when the association between the overheads of the area and extent of exposure to the radio was analysed. The analysis is shown in table 7.24.

TABLE 7.24: SOCIAL OVERHEADS OF THE AREA OF RESIDENCE AND EXPOSURE TO THE RADIO

<table>
<thead>
<tr>
<th>Amount of social overheads of the areas</th>
<th>Level of exposure to the radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (30%)</td>
<td>Medium (59%)</td>
</tr>
<tr>
<td>Lesser</td>
<td>60</td>
<td>118</td>
</tr>
<tr>
<td>More</td>
<td>68</td>
<td>108</td>
</tr>
<tr>
<td>Total</td>
<td>128</td>
<td>226</td>
</tr>
</tbody>
</table>

Chi-square = 1.0294, d.f. = 2, Table value at 0.05 level = 5.991

The association is not significant.
13 (c). Social overheads of the area of residence and exposure to the cinema

In the case of exposure to the cinema also, it is revealed (Table 7.25) that the social overheads of the area have no influence on the exposure pattern of the people. The calculated value of chi-square does not indicate any relationship between the variables even at 5% level of confidence.

**TABLE 7.25 : SOCIAL OVERHEADS OF THE AREA OF RESIDENCE AND EXPOSURE TO THE CINEMA**

<table>
<thead>
<tr>
<th>Amount of Social Overheads of the areas</th>
<th>Level of exposure to the cinema</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Lesser</td>
<td>98(49%)</td>
<td>97(48.50%)</td>
</tr>
<tr>
<td>More</td>
<td>107(53.50%)</td>
<td>86(43%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>205(51.25%)</strong></td>
<td><strong>183(45.75%)</strong></td>
</tr>
</tbody>
</table>

Chi-square = 1.3897, d.f. = 2, Table value at 0.05 level = 5.991

The association is not significant.

Hence the conclusion is that exposure to the medium is independent of the social overheads present in the area of residence of the people.

Since we see that no particular medium absorption
is related to the overheads of the area, the hypothesis connecting exposure to the individual medium and amount of social overheads of the area is rejected.

14. **Main occupation and exposure to each of the mass media**

Analysis 7 revealed that main occupation is a determining factor of the level of exposure of the people to the mass media. In this section analyses have been made to find out the relationship between main occupation and exposure to the individual medium. It was hypothesised that the level of exposure of the people to the three media namely the press, the radio and the cinema is associated with the nature of their main occupation.

14 (a). **Main occupation and exposure to the press**

Table 7.26 shows the relationship between main occupation of the respondents and their exposure to the press.

It is seen that exposure to the press is highly influenced by the nature of work of the respondents. It is seen that exposure of the white collar employees to the press is the highest. 23.53% of this category have high exposure. The corresponding figure for the agriculturist is 2.38%. The other two categories have no high exposure at all.
**TABLE 7.26 : MAIN OCCUPATION AND LEVEL OF EXPOSURE TO THE PRESS**

<table>
<thead>
<tr>
<th>Main Occupations</th>
<th>Level of exposure to the press</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Agriculture</td>
<td>74(58.73%)</td>
<td>49(38.89%)</td>
</tr>
<tr>
<td>Manual labour</td>
<td>176(93.62%)</td>
<td>12(6.38%)</td>
</tr>
<tr>
<td>White collar employment</td>
<td>11(21.57%)</td>
<td>28(54.90%)</td>
</tr>
<tr>
<td>Business</td>
<td>25(71.43%)</td>
<td>10(28.57%)</td>
</tr>
<tr>
<td>Total</td>
<td>286(71.50%)</td>
<td>99(24.75%)</td>
</tr>
</tbody>
</table>

Chi-square=130.1005, d.f.=3, Table value at 0.01 level=11.345

The association is significant.

14 (b). **Main occupation and exposure to the radio.**

Analysis on exposure to the radio reveals (Table 7.27) a very significant result. It proves the association between the variables and highlights that exposure of the agriculturists to the medium is very high. 23.81% come under the high exposure group. 13.75% of the white collar employees also have high exposure. The agriculturists can adjust their work according to the broadcast time of the radio. Moreover the 'rural programme' which has been emphasised by the radio may be attracting the agriculturists highly. This shows that
the potency of the medium to bring about agricultural development is fairly high.

TABLE 7.27: MAIN OCCUPATION AND LEVEL OF EXPOSURE TO THE RADIO

<table>
<thead>
<tr>
<th>Main Occupations</th>
<th>Level of exposure to the radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low (26.98%)</td>
<td>126(100%)</td>
</tr>
<tr>
<td>Agriculture</td>
<td>34(26.98%)</td>
<td></td>
</tr>
<tr>
<td>Manual labour</td>
<td>83(44.15%)</td>
<td>188(100%)</td>
</tr>
<tr>
<td>White collar employment</td>
<td>5(9.80%)</td>
<td>51(100%)</td>
</tr>
<tr>
<td>Business</td>
<td>6(17.14%)</td>
<td>35(100%)</td>
</tr>
<tr>
<td></td>
<td>128(32%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>226(56.50%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>46(11.50%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>400(100%)</td>
<td></td>
</tr>
</tbody>
</table>

Chi-square=56.0582, d.f.=6, Table value at 0.01 level=16.812

The association is significant.

14 (c). Main occupation and exposure to the cinema

Analysis in Table 7.28 reveals that the cinema is attracting the white collar employees to a greater extent. 74.51% and 11.76% of this category respectively have medium exposure and high exposure to the cinema. Exposure of other groups by occupation is almost same. The white collar employees have fixed time of work and they are generally employed in urban or sub-urban centres where the movie house
are usually located. These might be the reasons for their greater exposure to the medium. The financial position of these employees will be better.

**TABLE 7.28 : MAIN OCCUPATION AND LEVEL OF EXPOSURE TO THE CINEMA**

<table>
<thead>
<tr>
<th>Main Occupations</th>
<th>Level of exposure to the cinema</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Agriculture</td>
<td>76(60.31%)</td>
<td>48(38.10%)</td>
</tr>
<tr>
<td>Manual labour</td>
<td>105(55.85%)</td>
<td>80(42.55%)</td>
</tr>
<tr>
<td>White collar</td>
<td>7(13.73%)</td>
<td>38(74.51%)</td>
</tr>
<tr>
<td>Business</td>
<td>17(48.57%)</td>
<td>17(48.57%)</td>
</tr>
<tr>
<td>Total</td>
<td>205(51.25%)</td>
<td>183(45.75%)</td>
</tr>
</tbody>
</table>

Chi-square=34.5454, d.f.=3, Table value at 0.01 level=11.345

The association is significant.

The analyses under this section indicate that the press and the cinema are utilized to a greater extent by the white collar employees. The radio is the favourite medium of the agriculturist.

The hypothesis proposing relationship between exposure to each of the media and nature of main occupation of the people is accepted.
Summary

The exposure of the rural people to the three media, namely, the press, radio and cinema, when taken together is found to be associated with the background variables such as education, religious/caste affiliation, income, socio-economic status and main occupation. However, the amount of overheads of the area of residence and age are not determinants of the people's exposure to the media.

When association of the exposure to each of the media with the background variables was calculated, the following results were obtained. There is no difference in the extent of exposure to the press on account of difference in age. But regarding the radio, the older sections of the population are more exposed to it. The youngsters are more exposed to the cinema. The exposure to all the three media is also associated with the religious/caste affiliation of the rural people. Exposure to each of the media is found to increase with increase in educational attainment. Another finding is that income and exposure to the press, the radio and the cinema are related factors.

The socio-economic status is highly positively associated with exposure to the three media under consideration.
However, it was seen that the social overheads of the area of residence is not influencing the exposure of the people to any one of the three media. Finally, very high association exists between occupation of the rural people and their exposure to each of the media.