CHAPTER - VIII

CONCLUSIONS

Finally to arrive at a sharp focus it is to note that this study of mass communication in sociology is a study of entire social structure, mass media, socio-cultural values and aspirations of the rural people involved. Hence in this Chapter we have summarised our findings about radio in general and response pattern of the audience in particular.
A contextual framework of our study has been given prior to the findings. And certain suggestions are made for improving the quality and the contents of the broadcasting programmes. The Chapter is concluded with the limitations of the broadcasting media in rural society.

Development of the rural area and change in rural society depends on suitable approaching the target groups and to turn the opinion of the people at large, it is well accepted that rural broadcasting and rural development is a related phenomenon. An acceleration to agro-industrial development can be given by proper broadcasting support. In India radio is the only participatory local media for the development of village society. Agrarian, ecological, socio-cultural, economic and educational problems of rural people can be solved by using radio as a tool of information explosion. Therefore, the priorities and practices have been studied to analyse the benefits of broadcasting, developing systems of communication, discovering new ways of independent rural service, examining the prevailing patterns and reconstruc-turing current schedules are the major problem tackled here. Analysing of radio programmes and development was a major objective of this study and this has been fulfilled in a great deal in this present research.
In the First Chapter sociological approach to broadcast media was rightly pin-pointed. Here an attempt was made to highlight importance of sociological research in mass communication. The Western research works were surveyed and Indian viewpoint was specially noted. The detailed discussion of various viewpoints and objectives of the research problem have been properly analysed. This provides a new insight and proper perspective for the study of broadcasting and its impact on social change in rural India general and backward region like Marathwada in particular. A brief survey of previous studies was made and it was pin-pointed how the present thesis brings a new solution to the problems of media impact. Up-to-date published books, reports and surveys have been used here, which provide a background to the perfect understanding of this problem. The whole hypothesis leads to a new dimension to the mass communication research.

The Second Chapter concentrates on a brief history of development of broadcasting in rural India.
In this chapter a review of the brief history of the development of broadcasting in rural India was undertaken. It was pointed here how meagre efforts were made in pre-independence period to develop broadcasting in rural India. A major share goes to this phenomenon in the Nehru age of modernization. Gandhian goals of reshaping Indian village to Ramrajya was welded in the phase of 1947 to 1962. Here it was stressed how this phase went blank to the rural masses of backward region like Marathwada. It is interesting to note that cross-cultural and multi-dimensional communication circuits were evolved in the 1970's. In this phase after establishing of Parbhankar radio station in 1968 and after remodelling the Aurangabad radio station in September 1976, the communication impact become more widespread to the rural masses of Marathwada. In order to study the impact of this development on rural masses the history of Indian broadcasting was studied on a larger scale.

Chapter Third attempts to analyse the different trends and methods in audience research were crystallised and an optimum method of assessing media impact was used. Different communication theories were viewed in order to support the arguments.
The first part of this was regarding the methodology and theoretical framework, while the second part which covers the actual methods and techniques used for the study of the impact of broadcasting. The interview schedule technique was used to collect the information. The data collected was systematically presented by adopting a new approach. In this connection 200 cases were testified by using an intensive schedule for analysis in depth.

The Chapter Fourth deals regarding the village, social structure and personal information of the respondents. Here a brief background to the Indian village society was provided.

Chapter Fifth dealt with the understanding of the nature of rural broadcasting. It provided the background to the sociological analysis of mass media. In this Chapter it was pointed that the pattern of radio holding in these villages, period of holding and timings of listening, places of radio listening, radio programmes response pattern, preferential pattern of programmes, interests in particular centres. The findings which are based on questionnaire routed
in these villages. The initial findings regarding age, standard of education, caste, religion, family formulation, occupational patterns, income group distributions, land and cattle holdings etc. were explained. This being basic data provides a basic frame work for further sociological analysis.

Explorations of the study reveal that there is a wide ranging response to the village programmes. Radio holding is increasing as functional literacy awareness is growing. This is certainly a positive trend. It is also clear from this Chapter that the village audience given preference to agricultural programmes, further they have an immediate attention towards social problems. Language, culture, and localizing of environmental problems are also other factors responsible for popularity of these programmes. In this way it is clear that the radio has been deeply involved not only informing the people of the realities and complexities of the situation but also in providing the means of expression for their aspirations. From the analysis of this chapter it is concluded that Indian village society witnessed a dynamic change in
the post-independence period. Both, internal and external values, were reshaped material life was changed.

The selection of two villages pathahivni and Harangul was made by the random sampling. The various criteria for the selection of these villages were re-examined and it was found that the concepts regarding introduction of science, extension and agricultural research, food, dress, family welfare, education had gradually changed in these villages. The regional personality, location of villages, language, communication, settlement pattern, the nature of population was studied which has provided a scientific base for sociological analysis regarding impact of broadcasting of these villages. The Chapter has presented a socio-economic and cultural personality of the villages explored for this research and has provided perspectives and insight to focus changing villages cultivated by the process of broadcasting. A profile of two selected villages has emerged on the basis of the above change.

In Chapter Fifth the impact of rural broadcasting on agricultural extension was properly studied.
The point highlighted here is that the broadcasting can be more effective if it is cultivated through listener groups, and Charcha Mandals. The masses can be cultivated by organising these programmes more effectively.

The efforts of All India Radio, Government of Maharashtra, Information and Public Relation Department and Marathwada Agricultural University, Parbhani and different agencies were judged, through schedule questionnaire. A special attempt was made to assess viability of farm programmes and an ideal programme planning for the effective impact of agricultural programme was suggested in order to re-arrange these efforts. The careful probings of relative organisations, their functioning and work had revealed that there is a need of co-ordination to accelerate these channels. The village farmer is a best communicator in this regard. A newly educated agriculturist who receives the new message and transmits it to rural masses to reshape the peripheral areas is an ideal communicator evolves in the process of farm forum discussions, i.e. Charcha Mandals. Mass communication Research Methods and media analysis techniques were
used to draw these findings. At places, reports, records and recommendations were quoted and properly interpreted.

In agricultural communication major problem was felt regarding adoption of new innovations. In this connection impact of advertising, use of fertilizers, equipments, dairy and animal husbandry programmes, were analysed, feedback evaluation was also made, tools like letters, discussions were evaluated and suggestions were made to improve these programmes.

In Chapter Seventh the audience response pattern was sociologically analysed. In this Chapter a case study of 200 villagers in Peth Shivani and Harangul villages from Parbhani and Lature districts respectively was made and impact of broadcasting on the changing villages scientifically reconstructed which provides a graphic picture of the social dynamism enginnered by the impact of broadcasting. These findings were drawn on the basis of interview schedules that the village masses readily receive the messages of change through radio, the message reaches constantly and make a cumulative impact to change the attitude of the Indian villagers.
The data collected was properly tabulated and presented systematically. Special efforts were made to assess areas such as customs and traditions, superstitions and blind beliefs, women’s emancipation and eradication of evil practices, caste and religious feelings, economic changes, health and family welfare, education and youth welfare, cultural and recreational changes were carefully analysed to study the total change swept in the village society by the broadcasting of communication.

The entire analysis in this Chapter presents a record of social change and draws the conclusion how broadcasting plays an instrumental role in this process. Thus a major exploration in socio-logical perspective was carried out. Audience response pattern was carefully evaluated on the basis of Sociological research. Respondents' information was properly analysed to observe the changing village society. In the whole chapter an attempt was made to show how radio renaissance was brought a new change among the Indian rural masses. The radio impact so rigorous that it has reshaped the village society. Both science and education were introduced to village society by
broadcasting. This has been reviewed on the basis of social research methods. It was pointed that the radio has brought a new transformation in Indian society, which was backward and traditional. It is more effective than the print media. Special attempt has been made to study the impact of programme schedules on village society. The Chapter finally suggests various measures to improve and strengthen rural programme in the future course of time to meet the changing aspirations of the village society.

The conclusion of the last Chapter is a total recall of previous Chapters and highlights salient features of the findings made through these observations. The total analysis and interpretation based on sociological approach highlights the impact of broadcasting on rural masses. These probings lead to the conclusion that radio has enlightened and reshaped village social structure. The tool of oral communications is more effective in the typical Indian society which has rich oral and folk traditions. The message of modernization through broadcasting has slowly revitalized Indian village masses and it has reshaped Indian society to the phase of scientific innovation and their adoption leading to modernization both turning to a new social structures. These findings also suggest a model plan for effective use of reshaping Indian rural masses through the media of broadcasting. The entire thesis has re-examined the audience response to the broadcasting and has finally presented a sharp focus on radio renaissance which has swept the Indian villages in various fields.
The present research is the study of the audience response patterns to the rural broadcasting programme and hence it concentrates on the impact of broadcasting on developing region like Marathwada which has a rural base. The findings drawn on the basis of facts and figures are presented below.

Regarding personal information of the respondents it has been observed that factors such as age, education, religion and caste, family structure, occupational pattern, income group distribution, land and cattle holding etc. affect the potentiality of the listeners. Broadcasting reshapes changing citizens in a changing village. Both internal and external values of life are influenced by radio. Due to the radio, social milieu and cultural ethos are being slowly changed and public mind is nourished towards the progressive path.

It has been found that the head of the family is a responsible person who receives the various messages through radio programmes and tries to update his knowledge. He, not only receives the new messages of social change but keeps informed his family members...
about these messages. So he plays a very important role as an opinion leader in the village family.

A careful study of the composition of Indian village family and nature to the response of broadcasting, it has been found that the head of the family in the village society receives the message from radio and discusses it amongst the family members.

Education being less and print media being non-available, rural people at large are informed, educated and entertained only by the companion media like radio.

It has been pointed that when majority people of a religion accept the challenge of change, the minorities also attempt to receive the messages of total change through media like broadcasting. It is thus a new look of cultural broadcasting has fostered unity in diversity in village society on one hand and the process of change on the other.

Rural radio forums are a very promising activity in radio broadcasting, provided the objective always remains to cover the topics of vital interests to the
listeners of radio programmes. So also in our study
Radio farm forums, as transmission agents for dissemi-
nation of knowledge, proved successful as the reaction
of villagers to the forum was enthusiastic. There is
a significant objective of socio-economic change behind
farm forum programmes. These programmes cultivate
villagers' mind positively for social change and they
foster dynamic values in their mind. These forums
also helped the farming community in taking decisions,
evaluating new ideas brought to them and exchange of
experiences. In this respect our findings reveal
that the farming is the dominating business in rural
areas and other businesses are allied to the farming.
Being so farm forum programmes are major relevant
programmes to the village audience. It is also found
that progressive farmer implements new ideas and new
techniques with great enthusiasm and then only other
farmers follow him. The worth noting point is that
due to the proper support of Agriculture University
the contents of the farm forum Programmes have been
enriched.

It is observed in this study that customs like
child marriage, dowry, polygamy are being changed and
new progressive outlook has been evolved by the
listening of radio programmes. Apart from these the
practices such as Bhanamati by which the whole family
was disturbed, now considerably reduced since rural
broadcasting programmes have become active in the area.
Thus the change is taking place gradually in the
attitude of the rural people in respect of blind beliefs
and superstitions because of effective radio programmes.
The evil practices such as child marriage, dowry,
diverse, problem of widow marriage are being reduced
due to the programmes broadcast in this respect. The
special programme i.e. Bhagini Mandel is an effective
programme for awakening women. Especially the problems
related to family welfare, promotion of female education,
their health, children's care, and other allied
problems of women have been tackled through women's
programme and also fostered new cultural values amongst
the women.

Regarding caste and religious differences in the
villages our study reveals that broadcasting has
brought down the caste and religious differences and
tried to socialize the village people as the feeling
of social equality has been slowly brought up through
the broadcasting programmes in this respect.

It is observed that the new agricultural equipment like tractors, electric motors, spray pumps, new sowing equipments etc. are being readily accepted by the village farmers due to the radio listening.

In respect of the information regarding the financial agencies which provide rural credit facilities, it is revealed that the broadcasting propagated the required information and villagers are benefitted through various rural financial agencies. In this way rural broadcasting cultivates village mind for economic, technological change and economic organizations are made open for financial assistance to the villagers.

The careful listening of the programme like Kamgar Jagat for the village labourers, brought awareness in the village workers. It is also clear that radio played a vital role in spreading employment information to the village youth through the employment news, popularly known as Rojgar Samachar.
Village youth being a potent force of social change receives a message of modernization through the programme of Yuva-Vani. The programme for the youth, by the youth and of the youth indeed seeks to bridge the generation and information gap in the village youth.

In the village society where lack of education and knowledge had created the barriers in the progress of village masses, broadcasting played a major role in promoting and expanding the attitude towards education of the village people. Particularly, the school broadcasting is the solid foundation of all the educational programmes. The nature of school broadcasting is all comprehensive and novel to support rural education.

In response to the listening of news it is found that village people like to listen the regional news rather than All-India and world. This habit brings general awareness and educate people.
Regarding the response to the health and family welfare programmes, it is observed that broadcasting slowly promotes health awareness and brings a positive change regarding family welfare programmes.

Regarding cultural and re-creational programmes, it is found that the rural people favour to like their own traditional recreational programmes through folk songs and folk music rather than other programmes of entertainment.

It is clear through our study that the wide and comprehensive cultural mind is being developed due to the radio programmes for developing Hindi as a national language and national integration.

It is also found that inter-personal communication brings effects in villagers communication pattern. This phenomenon changes attitude of the people on micro level leading to a large opinion change.
Being a subject of social relevance in this thesis certain suggestions are also made for improving the quality and the contents of broadcasting programmes so as to reach it effectively to the rural masses.

There is a wide ranging response to the rural broadcasting programmes. However there is a need of qualitative improvement. Befitting radio programmes be produced according to the needs and aspirations of the villages. Further timings of the programmes must be convenient to the villagers being suitable to their day-to-day activities. The language of the content must be easy, simple and communicative.

Farm forum programmes should concentrate on the aims and objectives of agriculture communication. Further, their contents must be rich and depth application of the knowledge must be practicable to the day-to-day farm life. The regular radio listeners and the progressive agriculturists should be invited in the radio stations and their experiences and ideas should be broadcast for the benefits of other farmers.
To strengthen the standard of rural broadcasting programmes a panel of experts including village social workers, media men and sociologists should be appointed as an advisory body.

A well co-ordinated audience research unit must be attached to each station and radio research officer should go to the villages to collect the information regarding the difficulties of the radio listeners in all aspects of broadcasting programmes.

Preferable the staff and officers of the radio stations should be from the same region as he is acquainted with the problems of particular area. Each region having an independent cultural identity bears a special typical Indian language to understand the society and culture, local officer will be more effective than an outsider.

Radio must plan further systematically in forecasting various epidemics and diseases to prevent their effects. In this way radio promotes preventive and social medicine and can be useful to the illiterate rural people.
Stress on feedback must be given and some incentives should be given to the good questions raised by the farmers.

In socio-economic change of the village society programmes like family planning, health, science and technology can be fastened a message loaded package of a radio play. The present media and programme schedules have an urban nature. It should be changed and be effective for rural development. The development planners and communicators have to identify themselves with the rural poor and underprivileged. Here lies the role of broadcasting as a catalyst in socio-economic change. Maximum resources must be taken up to the village people and information leading to development must be continuously explored. Accordingly socio-economic needs and aspirations of the villagers must be understood and an independent rural service must be established for better state of condition in village society. Relevant research projects must be undertaken to understand forefronting problems and needs of rural audience. A broad national perspective in needed to overcome communication gaps. More success
of broadcasting in charge lies in agriculture, but further efforts are needed to bring total change in the way of life. Democratic participation in development can be possible only by broadcasting as an engine of social change.

Agriculture communication is the case of village programmes. The challenge of improving these programmes is not so easy. Careful listening, observation, practice and experience is a process that must rigorously followed. Farm Forum programmes must concentrate on aims and objectives, further their contents must be rich and depth application of the knowledge must be practicable to the day-to-day farm life. Mere dogmatism will never solve the problem. Agricultural communication must be reactive and proactive both leading to tackle the agrarian issues. Major issue and their effective solutions provides access to the agrarian information. The knowledge and message spread through these programmes must be research based. The conceptual clarity, performance of participations, the role of experts, the search for proper co-relation of the programme to the audience, all these aspects would
change the profile of agrarian communication. As it is observed in our findings that due to the proper link between the Agriculture University and regional radio centre, the contents of the farm programmes have been enriched, like 'Radio Rice', in Kerala, here in this area Sugarcane and Sunflower are the popular crops due to the linkage of farmer and University through radio. Hence we would like to suggest that each regional radio centre must be properly strengthened by agriculture University or research Centre.

All these discussions provide a plan for qualitative improvement of the rural radio programmes. Rural programmes, such as Farm Forum, Bhagini Mandal, and school programmes must be totally reshaped and made the more relevant to the village audience. It is true that Radio has played a catalysis role, but further it must be made effective to change the village society.

Thus in this thesis a socio-economic and cultural personality of the two villages explored for the research and has provided the perspectives and insight to focus changing villages cultivated by the process of broadcasting. A profile of two selected villages has emerged on the basis of the above change. All this analysis provides a background to the sociological analysis. Further, it
has been pointed that the pattern of radio holding in the villages, period of holding of radios, timings of listening, places of radio listening, radio programmes' response pattern, preferential pattern of programmes and interests of audience towards listening of particular centres. The explorations of the study reveal that there is a wide-ranging response to the village programmes. Radio holding is increasing as functional literacy awareness is growing. This is a certainly a positive trend. It is also cleared from this explanations that the village audience given preference to agricultural programmes. Further they have an immediate attention towards social problems. Language, culture and localizing of environmental problems are also other factors responsible for popularity of these problems. In this way it is clear that the radio has been deeply involved not only in informing the people of the realities and complexities of the situation but also in providing the means of expression for their aspirations. From this analysis, it is concluded that the nature of broadcasting programmes must be slowly shifted from
urban to rural language, participation of villagers, thematic changes must be deeply rooted in the presentation of programmes. If programme schedules are arranged according to the interests and aspirations of masses, they can be made more effective for village listeners.

In spite of all these potentials, radio has few limitations which cannot be neglected. Though radio is one of the important media of social change yet there are certain limitations on the working of radio. Sometimes entertain advertise role of the radio is more rigorous than information education role. Further AIR programmes have a challenge of commercial broadcasting corporation of Shrilanka. Again this is used for purely entertainment purpose. The trend today some time is also more alarming in the context of Vividh Bharati commercial programmes which have been produced as a challenge to the Shrilanka programmes. In this race the listener is diverted from education to entertainment and radio is used to enjoy time tune, music and filmsongs etc.
Another important challenge to the radio is arrival of T.V. in the semi-urban areas. T.V. is audio-visual media and have a tremendous amount of captivity which radio does not have. Further radio messages cannot be retained in a self-like print media such as newspapers and magazines. The role of books and reading habits can never be fostered only by listening. Radio thus with its limitations is not the only one media of social change. It creates slowly social awareness about new values and prepares atmosphere for change particularly in village where T.V. is not available, newspapers are not accessible and books are not available. The major phenomenon which favours radio in social change is that radio is the only media which can overcome barriers of illiteracy in all respects in village society.

In nutshell, it has been pointed that broadcasting plays a catalising role in social change. In this thesis it has been scientifically proved that socio-economic needs and aspirations of the villagers must be understood, and an independent rural service must be established for the better change in village society. However the urgent necessity is to
meet challenge of rural communication in Indian context. In this connection relevant research projects must be undertaken to understand forefronting problems and needs of rural audience. A broad-social perspective is needed to overcome the communication gaps in rural broadcast programme. In democratic participation model can be possible only by broadcasting as an engine of social change.

In rural broadcasting a communicator must be well aware of rural masses and their values without which, field extension is totally impossible. Broadcasting has thus reshaped Indian society in the last ten years. However, in view of the success in the past decade it is to be said that much has been achieved and much can be achieved if rural communication is improved by understanding social and cultural intitites and interests of the people. Total social change through broadcasting can be fostered if the profile of broadcasting is made more relevant and more applied to the rural society at large.

In the entire thesis we have also noted down that villagers are very receptive to the new ideas, technology and innovations introduced through radio. As an instrument of change, can revolutionize the rural community, if handled properly.