CHAPTER - II
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In any scientific investigation, a comprehensive and relevant Review of Literature is very important. Only a few research works have been conducted in the purview of the proposition undertaken for study. Some relevant information having direct or indirect bearing on the present study have been collected and are being summarised below in chronological sequence.

Strauss and Kidd, (1948), Observed that through the use of visual aids students learnt 35 percent more in a given period of time, and remembered upto 55 percent.

Dubey (1958): reported that Audio-Visual aids motion pictures, and printed literature can effectively be called into service for causing change. Wood (1957): has found that visual aids are excellent in teaching.

Misra and Dey (1967): were of the view that the extent of knowledge of farm women towards grain storage practices was found to be significantly associated with age, education, land holding and urban contacts in televised area and caste and land holding in non-televised area other variables were found to be non-significantly associated.
A Report NCERT (1970): revealed that 10 percent of respondents wanted agricultural telecast to be made daily, 58 percent on alternate days, 25 percent considered the frequency of telecast twice in a week is adequate and only 7 percent were of the opinion that frequency should be reduced to once a week.

Kaur (1970): rating the linking of the respondents of KRISHI DARSHAN KARYAKRAM on the fourth point continue namely very good, so-so and dislike, reported that 72 percent of the respondents termed it good whereas 8 percent termed it as so-so.

Sekhan (1970): studied the effectiveness of TV as a media of communication and revealed that farmers educated upto matric and above made maximum gain in knowledge of recommended cultivation practices and showed corresponding increase in this adoption process.

Sinha (1970): was of the view that majority of respondents were preferred programmes on entertainment followed by agricultural, household and health care respectively.

Hanart (1970): stated that about 26 percent of the farmers regularly watched TV on agricultural programme, 24 percent watched them from time to time, 50 percent never watched them. Similarly
62 percent of the farmers listened to the Radio for agricultural programme, 36 percent listen less regularly and 19 percent not at all.

**Sharma and Dey (1970):** found that, 46 percent of the respondents of TV group viewed 'Krishi Darshan' regularly against 61 percent of the Radio group who listen to 'Krishi Jagat'.

**Kaur (1970):** expressed that the extent of knowledge of farm women towards grain storage practice was found to significantly associated with age, education and land holding.

**Singh (1971):** the attitude of farm women towards grain storage method was found to be significantly associated with land holding and urban contacts in televised area and education.

**Shingi and Modi (1974):** concluded that farmers watching the agricultural programme on TV were less ignorant about agricultural programme on TV, were less ignorant about agricultural practices than the non-viewers. Farmers learned about 40 percent of the new items of information on TV and was most effective medium of communication for the weaker section.

**Bhatia et-al (1975):** found that out of 19 villages, 53 percent operated daily and 33 percent
operated once a week or less. This study found that "set failure" was the main reason. It took more than a week to get the set repaired. In 25 percent villages electricity failure occurred at least once in a week payment to custodian did not help to improve the operation situation.

**Chauhan and Sinha (1976):** studied that farmers who were exposed to instructional telecast recorded a significant higher increase (0.02) in the level of adoption of wheat technology as compared to control village.

**Chaudhary, C.L. (1976):** reports that a fairly large percentage of farmers have accepted the use of irrigation, fertilizer, improved seed and other practices as launched by C.D. programme in M.P.

**Mishra (1976):** observed that 36 percent of respondents could understand the telecast completely. Only 3 percent could understand a little only. Respondents reported that technical and difficult words create difficulties for them in understanding the content of telecast.

**Mehra (1976):** observed that the villagers of Rajasthan followed the programme of TV on agriculture with great interest and some started vegetables not usually grown in Rajasthan.

**Patel, Trivedi and Vyas (1976):** reported that
fantasy was the most appealing element, next was entertainment and the last, information, the conclusion presented are that the information load should be low that technical information is more relevant for children over 11 years of age, and whenever presented for younger children information should be simple to comprehend.

Mritunjayan (1977): was of the opinion that 9.20 p.m. would be suitable to many farmers in attending the programme after their daily routine work. A duration of 20 minutes for each farm telecast would be useful to cover technical doubts.

Desai (1977): evaluated that the farmers gained significantly more knowledge after viewing programmes on improved farm practices the telecasts were received favourably, information given in television programmes appeared to be more comprehensive and clear compared to that given over the other mass-media television had a greater appeal to the illiterate and small farmers where information does not reach.

Sinha (1978): reported that young farmers were more favourably disposed to viewing 'KRISHI DARSHAN KARYAKRAM of Delhi.'

Jha (1978): reported that the consumption of transmission period of time by entertainment programme ranged between 36.24 percent and 38.40
percent of the total transmission time followed by informational programme with time consumption ranging between 15.4 percent and 27.8 percent whereas the time consumption of educational programme ranged between 7 percent and 15.1 percent only.

John A. Knight (1980): reports that (i) 6.75 percent of farmers prefer interview with farmers followed by 28.04 percent who prefer discussion and straight talk. He also reported that 50.47 percent of respondents prefer "what-to-do" type of information. (ii) 68 percent of farmers prefer farmers, 41 percent scientist of the universities, 33 percent Block level Extension Workers, 21 percent village development officer (VDO) and 4 percent AIR personnel to broadcast farm programme.

Jha, R.C. and Singh, B.P. (1980): were of the view that quite a few programmes meant to provide education to citizen has been added and the frequency of educational programmes like KRISHI DARSHAN KARYAKRA has been increased resulting into igher share of transmission period by educational programme.

Gupta, M.P. Dr. and Sanga, G.S. (1980): were of the opinion that 82 percent of the rural TV viewers were matriculate and above, and only 6 percent were educated upto primary. Thus the majority of the viewers were educated.
Sharma, S.K. (1981): studied that TV which has relatively superiority over radio in communicating message to farmers, should be developed at all levels.

Parmar (1983): indicated that audience size depended upon a host of factors viz. agriculture season, time of transmission, kind of programme, weather conditions, social factors etc. But it can safely be concluded that the average audience was about 90. These study also indicated that an overall a large majority of the audience consisted of weaker sections - small/marginal farmers, landless, laboures, lower castes, artisans etc.

Sinha, Dubey and Yadav (1983): reported that the SITE telecast contained programmes on agricultural technology to a great extent which obviously had very little clue for modern values whereas a said-82 in which males and females of several Asian countries of different politi-co-religious took part, obviously had some clues.

They were also of the view that farmers level of formal education and their size of holding were not related with their acquisition of overall modernity implying there by that despite their poverty and illiteracy farmers are capable of acquiring modern values.
Swarnkar (1983): concluded from the study that the farm women of televised area with younger age, higher education, small farm size and always urban contacts had high knowledge and small farm size and always urban contacts had changed in their attitudes due to the impact of television whereas in non-televised area a higher caste and larger farm size of farm women had high knowledge and higher education.

Mishra, Joshi and Trivedi (1983): found that educational television programmes were viewed with interest, and comprehension was also good, as the content was already covered in the class. It was also concluded that if teachers were better motivated, and transmission followed systematic, planned schedule then impact would be greater.

They further indicated that television had helped to gain knowledge in Gujarati Science and Social Study. Although statistically the gains seemed non-significant, if indicates a definite trend towards higher performance of experimental groups. Both teachers and parents valued television a shaving audio-visual qualities, but very few actually watched the programme.

Singh (1984): was of the view that awareness,
knowledge and adoption of new agricultural practices was higher in experimental village and TV viewers than non-experimental village and non-viewers. He also pointed out the television reached about 15 percent of the farmers in one year.

Agrawal and Chaudhary (1984): were of the opinion that children 9-11 years comprehend educational television programme better than children of the lower age group, as general awareness was poor among children of the lower age group explanation of the concepts shown aided the comprehension level, scientific experimentation, oceanography, historical places, national and international festivals, personalities sports etc. are the most suitable subject areas to be taught through television and television viewing was higher in the evenings compared to the morning transmission hours.

Sanga, G.S. (1985): reported that TV was considered as the most credible source of information for agriculture by the rural TV viewers which obtained credibility index 26.5. It was followed by Agricultural University (RCI-7), Radio (RCI-3), Block Extension Staff (RCI-0.65), and relative, friends and neighbour (RCI-0.01).

Joshi (1985): According to his views Indian personality are far from the reflection of changing life pattern and problems of basic social categories.
Varlakshi (1985): was of the opinion that the process of adoption of new technologies like biogas, animal management and child health care were ignited by particular telecasts on the rural programmes and viewers ultimately turned out to be happy adopters of the advocated technologies.

Pokharapurkar (1985): told that some experimental educational TV programmes revealed that rural children are not very familiar with symbols like arrouse, charts etc., puppets - children below two years were attracted by the puppets and they were found to be effective in communicating messages or demonstration. Format was found more communicative than song format. In dowmantry format, no difference was noticed in appeal or character identification whether the commentary was a child or adult voice.

Tripathi and Singh (1986): founded that television is definitely more effective in dissemination of agricultural information.

Jesudayan (1986): indicated that this inherent conflict by showing that more than 80 percent viewers by the same brand of soap, toothpaste, detergent and similar other products which they have been using for more than five years, prior to the period of the advertisement boom. These 80 percent are
the ones who are the elite and owners of television.

**Srivastava (1986):** indicated that in terms of the public cost per viewer, TV will become perhaps the cheapest medium of mass communication in Indian and also perhaps in the world taking the projected number of TV sets at 63 million, the private cost of buying TV would come to Rs. 20991 million by the year 2000 AD. It may also be noted that while the public cost of production and transmission would decrease rapidly, the annualized private cost of owning and viewing TV would not decline at all for an individual.

It is estimated that the commercial revenue would go up by ten times of 1985-86 figures by the year 2000 AD. The total budget of Doordarshan is only expected to increase by at the most five times this will mean that commercial revenues as a percentage of the total budget would group to 49-56 percent.

**Singh (1988):** revealed that the majority of farmers have favourable attitude towards TV. It is significantly associated with education and annual income.

**Dahma, O.P. (1989):** pointed out that researches have shown people learn 25 percent to 30 percent more when we use visual aids in our teaching as
compared to simple talking.

Singh (1990): conducted a comprehensive study of the viewers and non-viewers attitude towards community television and pointed out that attitude of viewers was favourable towards community TV viewing.