

## Perception of television viewers towards effectiveness of farm programmes

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### ABSTRACT

The investigation was carried out in Dhule tahsil of Dhule district (M. S.) with the view to study the effectiveness of farm programmes on television as perceived by the televiewing farmers, and to assess expectations cum suggestions of televiewers about telecasts of farm programmes. The results of study revealed that majority of the televiewers perceived as 'fair' effectiveness of farm programmes. A majority of them found the farm programmes useful and simple to understand, gained the required, new and latest information, witnessed seasonable telecasts, and perceived from good to very good clarity of pictures and sound of telecasts. Further, the televiewers mainly expected that the farm telecasts may include demonstrations, experiences of local farmers, discussions between scientists and farmers, specialists' lectures with visuals, opportune telecasts and telecasting accurate, latest and complete information for the use of televiewers.

Patil, Mahalaxmi P. and Suryawanshi, S.D. (2011). Perception of television viewers towards effectiveness of farm programmes. *Asian Sci.*, 6(1 & 2):1-5.

**Key Words :** Perception, Telecasts, Effectiveness, Televiewers

### INTRODUCTION

Farm journalism plays a vital role towards sustainable rural development in all spheres of life, especially on modern agriculture with improved technology. Television is more powerful in communication amongst mass media as it involves auditory and visual functions simultaneously. It has a vast potential for socio-economic transformation of society as it reaches to both literates and illiterates. Now, agricultural technology is being exploded at a faster rate than ever. Its transference to the agricultural clientele through television is helping to bridge the gap between research results and farmer's yields. The evaluation study conducted by NCERT to measure, gain in knowledge of televiewers as a result of viewing 'Krishi Darshan' programme indicated that experimental group gained more knowledge (Anonymous, 1969). Similarly, Kale and Khuspe (1982) revealed that the agriculture programmes were quite useful but could be improved by making appropriate use of traditional methods of communication. Looking to the importance of television being instrumental as societal change, the first programme on agriculture and rural development was started on Delhi Doordarshan Kendra on January 26, 1967 under the name Krishi Darshan. The first television center was started on October 2, 1972 at Mumbai (M.S.). The Mumbai Doordarshan Kendra telecasts agriculture and rural development programmes under the head 'Amachi Mati

Amachi Manse' since 1974.

Farm information is disseminated to the farmers through 'Amachi Mati Amachi Manse' programme of Mumbai Doordarshan – 'Sahyadri' channel. The value of the programme can be assessed and judged through audience response. With the view to study effectiveness of the programme, it was thought necessary to study perception of television viewers towards effectiveness of farm programmes. With this objective in view, the present study on 'perception of television viewers towards effectiveness of farm programmes' was undertaken.

### RESEARCH METHODOLOGY

The research study was conducted in Dhule tahsil of Dhule district of Maharashtra state during July-December 2010. Two stage sampling method *viz.*, selection of villages and selection of televiewers was followed. For selecting villages, the list of villages having television range was obtained, from which ten villages of Dhule tehsil were selected randomly. A list of televiewers from the selected villages was prepared for each village. Eight televiewers of 'Sahyadri' channel were selected by  $n^{\text{th}}$  number method from each of the 10 villages. Thus, the total sample size was 80 televiewers. The data were collected from 80 respondent televiewers with the help of personal interview schedule specially structured for the purpose. The data were compiled analyzed, and

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