

Balancing role of traditional and advanced communication media in field conditions

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ABSTRACT

The present age is considered as the 'information age' where rapid dissemination of booming IT technology and advanced communication media have the capability to benefit the impoverished masses not only the educated elite. The new innovative communication technologies are need based, accessible, innovative, and transferable and timely. This makes agriculture more productive by need based real time information and customized, categorized information to the end users. This study carried at Dharwad aims to document the balancing role of traditional and advanced communication media utilized by extension personnel while communicating with the farmers. The structured questionnaire along with personal interview was utilized as the tool for data collection. The study revealed that traditional communication media such as charts, television, models and slides show are still the more preferred aid for communicating in the field conditions while the tools of information technologies, telephone and computers are being utilized to a greater extent.

KEY WORDS : Advanced communication media, Information age, Dissemination of information

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INTRODUCTION

The increasingly competitive and fast changing world of today getting amalgamated with rapid changes in the fields of information processing, storage and dissemination brought forward by the advancements of science, information and communication technology is creating information society for each and everyone. Similarly, Kumar *et al.* (2002) stated that owing to the breakthrough in science and technology, there is virtually an information explosion going to occur as the world today has gone far ahead in the use of electronic communication system. They were of the opinion that the electronic media are revolutionizing the communication process resulting in the emergence of many new communication devices such as Interactive Computer Video Technology (ICVT), Computer Aided Systems (CAS), Internet, Videotext, Teletext Video Conferencing. But these advanced media are putting enormous demands for multi-skilled, adaptive, intellectual and innovative work force. If knowledge,

inherent skills, talents and learning are not renewed and refreshed, the capacity of individuals and extension workers of communities or nations to adapt a new environment will be considerably reduced. Also, the new technologies or the advanced communication media are based on certain commands, technicalities and require specific formalities before operation, but still, they are increasingly utilized even in developing and developed countries at a faster pace due to their economicity, timeliness and message accuracy. Patnaik and Saravanan (1999) also supported the advanced communication network *i.e.* internet and its capability that makes it to be used for research purposes as it helps in faster exchange of information economically and also data are available in digitalised model. Now-a-days, the researchers around the world can use this medium to work together, exchange ideas and results and many even carry out joint experiments or simulations without being in the same space as it reduces the communication and distance gap through

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