

Effectiveness of combination of different communication media

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ABSTRACT

An investigation was undertaken to study gain and retention of knowledge through different communication media viz., lecture plus demonstration, printed material and electronic media. Control and experimental groups consisting 30 rural female respondents were pre-tested. The three communication media were provided to the experimental group with an interval of one week and scores were recorded. Scores were also recorded after 21 and 30 days. The data were analyzed by using T test. The significant gain and retention of knowledge was noted at 15 days after intervention programme. Post knowledge score was more in case of electronic media, whereas mean gain knowledge was more in case of lecture plus demonstration. The intervention package was proved to be effective as the rural women from the experimental group were significantly different from the control group for post knowledge score and mean gain knowledge score.

INTRODUCTION

It is indeed an age-old practice of human being to seek information from one another and crave for something new, which will improve their quality of life (Tamuli *et al.*, 1998).

Normally people accept new idea, practice or innovation after several exposures through a series of communication media and sources of information. So, it is necessary to use communication methods and techniques in a variety of combinations to have their greatest impact leading people to adopt recommended practices (Gupta, 1999). Information related to household activities also can be disseminated to the housewives through various methods and techniques.

The success of extension workers depends upon the selection and use of right extension teaching methods at the right time and in the right way. Earlier studies showed that when different extension teaching methods used, either as single method or combination of methods, the effectiveness of different extension teaching methods vary accordingly (Gajare *et al.*, 1991 and Nagaratna and Sundaraswamy, 1998).

There is no single media, which is effective in all the situations for all the jobs, but the combination of methods has impact on people. Considering the wide area coverage, exposure and frequent use by people, mass media play

an important role in the transfer of technology (Kothikhane, 2003).

Rural women play an integral role not only in agricultural production but also in the efficient use of agricultural produce. It is therefore, necessary to communicate the knowledge of improved agricultural technology and home making practices to the farm women through various communication media. Keeping in view, the study was conducted with the objectives : to study the overall gain and retention of knowledge by rural women at different intervals and to study the effectiveness of the combinations of different communication media in terms of gain in knowledge and retention.

METHODOLOGY

For studying effectiveness of the combinations of different media (*i.e.* lecture plus demonstration, print and electronic media), two groups of 30 rural women were randomly selected as control and experimental group. Both the groups were pre-tested and the knowledge scores were recorded on first day. On the same day, the experimental group was provided with lecture plus demo on post-natal care and then the knowledge scores of the rural women were recorded immediately. After 7 days again the knowledge scores of both the groups were recorded and printed material

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