



## Opinions of televiewers about farm and home telecasts

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### ABSTRACT

The present study was conducted in Parbhani district of Marathwada region of Maharashtra state. Half of urban and half of rural respondents were selected. Villages were selected in the radius of 10 km. from Taluka head quarter, where the maximum numbers of television sets were installed. Data were collected from 150 female respondents from four villages including Parbhani. An interview schedule was specially structured for data collection. The data were analyzed by using frequencies and percentages. From the study, it was found that majority of the respondents placed the highest credibility on TV as a source of technical and general information. Agricultural and home science programmes were viewed regularly by the majority of the respondents. A great majority of the respondents were aware of the timings of both of the telecasts but they did not use the information actually given through the telecasts. The maximum numbers of the respondents were satisfied with the time apportioned for the telecasts. Maximum televiewers expressed that the programmes were easy to understand and demonstration with talk was the better mode of presentation. Majority of the respondents had discussions with others about the programmes, whereas few of them were interested in taking the important notes about the programmes.

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### INTRODUCTION

It is possible to increase production if scientific information is communicated effectively to the large farming community. Effective communication of farm and home information for the development of the farmer and the women is a key to socio-economic transformation of a nation.

TV is the best medium of education and for social change. It quickly carries the impressive combination of sound, live movement and colour. Studies have shown that, it has direct impact on audience. In very short time of period, TV had caught every body's attention. TV is the most effective way to spread education, speed up development, promote national integration, social change and rural development. It helps to learn new things and enlarges mental horizon. It informs innovations and new farm and home technologies.

Studies have shown that mothers and children recognized TV as a teacher of new things, which could not be learnt by other

means. It is a fastest medium of conveying information. Through television, the important activities can be telecast for the benefit of rural masses.

The greatest factor in making farm and home telecast effective as an educational tool is the high sense of credibility that should develop in farm and home audience.

The credibility status can be raised to desired height, provided the farm and home telecasts cater to the information needs of its intended viewers. Hence, Delhi Doordarshan and Mumbai Doordarshan placed agricultural and women related programmes into services, on every Monday to Friday.

The present study was undertaken with following objectives To check the credibility of TV as well as to identify the exposure, awareness of timing and use of information through farm and home telecast programmes and to know the opinions of respondents about timings, language and mode of presentation of farm and home telecasts.

### Key words :

Televiewers,  
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