

**RESEARCH ARTICLE :**

Suggestions of the farm women to increase the utility of mass media

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SUMMARY : The present investigation was conducted in Parbhani, Hingoli and Nanded districts in Marathwada region of Maharashtra State. A structured interview schedule was used to collect data from 150 respondents who were viewing agricultural programmes on TV, as well as listening agricultural programmes on radio and also reading agricultural articles in the newspaper. The qualitative data were quantified using suitable statistical tools. The suggestions given by the farm women to increase the utility of mass media was studied by frequency and percentage method. Regarding suggestions to improve farm telecast majority of the respondents suggested to change the telecasting time (56.66 %) and to use local language (52.66%). Regarding suggestions to improve farm broadcast, respondents suggested to use simple language (59.33%) and provide useful information timely (50.67%). Regarding suggestions to improve utility of newspaper, respondents suggested that information should be given in easy language (60.00%), case studies of experienced farm women should be published in the newspaper (54.66%), information should be practicable (52.66%), letters must be bold enough (51.33%) and statistics of the nation, state and region should be avoided (46.00%).

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BACKGROUND AND OBJECTIVES

Farmers despite hard work and intensive techniques used, if they are not better communicated and educated, cannot compete with multinational companies, because modern agriculture is information intensive and it calls for more and more exposure to the latest technologies as well as information about the crop demand and market prospects. Despite continuous emphasis on technology transaction through various extension services and community development programmes in

the agricultural sector, the fruits of development have not been equally relished by the farming community and one important reason is communication failure in the sense that information related to technology upgradation has not so far reached the farming community (Tyagi and Sinha, 1999).

The use of mass media is more advantageous because reliable and scientific information in a simple language on a specific topic and generally well illustrated with pictures can reach a large number of users,

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quickly and simultaneously. The readers, listeners and viewers can use mass media at their leisure and can keep for future references. The information communicated through mass media is definitely well organised and easily understandable. Hence, there is need to increase the utility of such mass media in line with suggestions given by the farmers/farm women.

RESOURCES AND METHODS

The study was conducted in Parbhani, Hingoli and Nanded districts in Marathwada region of Maharashtra State. From each district, two talukas were randomly selected. From each taluka, five villages were selected randomly by lottery method. A common list of the respondents who were viewing agricultural programmes on television, as well as listening agricultural programmes on radio and also reading agricultural articles in the newspaper were prepared and from each village 5 respondents were selected randomly by lottery method from the list. Thus, there were a total of 150 respondents,

from whom the data were collected. The Ex-post facto research design was used for the study. The data were collected by visiting the respondents personally with the help of structured interview schedule. The qualitative data were quantified using suitable statistical tools. The suggestions given by the farm women to increase the utility of mass media was studied by frequency and percentage method.

OBSERVATIONS AND ANALYSIS

The findings of the present study as well as relevant discussion have been summerized under following heads:

Suggestions given by the farm women to improve farm telecast:

Table 1 depicted that, majority of respondents (56.66 %) suggest to change the telecasting time, 52.66 per cent suggest to use local language. About 45.33 per cent suggest to provide success stories of progressive farm women, 44.00 per cent suggest to present information in

Table 1 : Distribution of the farm women according to suggestions given by them to improve farm telecast

Sr. No.	Suggestions	Frequency	Percentage
1.	Change the telecasting time	85	56.66
2.	Use local language	79	52.66
3.	Provide timely information	56	37.33
4.	Use visuals while telecasting	56	37.33
5.	Present information in the demonstration form	66	44.00
6.	Increase the telecasting duration	40	26.66
7.	Cast success stories of progressive farm women	68	45.33

Table 2 : Distribution of the farm women according to suggestions given by them to improve farm broadcast

Sr. No.	Suggestions	Frequency	Percentage
1.	Provide useful information timely	76	50.67
2.	Change broadcasting time	54	36.00
3.	Use simple language	89	59.33
4.	Increase the broadcasting duration	20	13.33

Table 3: Distribution of the farm women according to suggestions given by them to improve utility of newspaper

Sr. No.	Suggestions	Frequency	Percentage
1.	Information should be given in easy language	90	60.00
2.	Letters must be bold enough	77	51.33
3.	Information should be practicable	79	52.66
4.	Too much statistics of the nation, state and region should be avoided	69	46.00
5.	The article should contain complete and relevant information about the topic	37	24.66
6.	Case studies of experienced farm women should be published in the newspaper	82	54.66

the demonstration form and equal amount of the respondents (37.33%) suggest to use visuals while telecasting and provide timely information. Only 26.66 per cent respondents suggest to increase the telecasting duration.

Suggestions given by the farm women to improve farm broadcast:

It has been observed from Table 2 that, regarding suggestions to improve farm broadcast, 59.33 per cent respondents suggest to use simple language, followed by provide useful information timely (50.67%), change broadcasting time (36.00%) and increase the broadcasting duration (13.33%), respectively.

Suggestions given by the farm women to improve utility of newspaper:

The data presented in Table 3 indicated that, regarding suggestions to improve utility of newspaper, nearly 60.00 per cent respondents suggest that information should be given in easy language, 54.66 per cent suggest that case studies of experienced farm women should be published in the newspaper, 52.66 per cent suggest that information should be practicable, 51.33 per cent suggest that letters must be bold, 46.00 per cent suggest that statistics of the nation, state and region should be avoided and only 24.66 per cent suggest that the article should contain complete information about the topic. These all above findings are more or less similar with the findings of Dabhade (2001); Vinkare (2002); Naganikar (2005); Singh and Upadhyay (2006); Bhosle *et al.* (2008) and Ango *et al.* (2012).

Conclusion:

It was observed from the relevant findings that, regarding suggestions to improve farm telecast majority of the respondents suggested to change the telecasting time, to use local language, to cast success stories of progressive farm women, to present information in the demonstration form, to use visuals while telecasting and to increase the telecasting duration. Regarding

suggestions to improve farm broadcast, respondents suggested to use simple language, provide useful information timely, change broadcasting time and increase the broadcasting duration. Regarding suggestions to improve utility of newspaper, respondents suggested that information should be given in easy language, case studies of experienced farm women should be published in the newspaper, information should be practicable, letters must be bold enough, statistics of the nation, state and region should be avoided and the article should contain complete information about the topic.

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