



Opinions of viewers 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 viewers 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 :

Viewers,
Opinions, Farm
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METHODOLOGY

The present study was conducted in Parbhani district of Marathwada region of Maharashtra state. The research study was conducted in Parbhani Taluka of Parbhani district. 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. For collection of relevant data, an interview schedule was specially structured. Frequency and percentages were calculated. The study was confined to "Aamchi Mati Aamchi Manse" placed into service by Mumbai Doordarshan and telecast on every Monday to Friday between 7.05 to 7.30 p.m. and also to the women programme, "afternoon transmission" on Mumbai Doordarshan.

RESULTS AND DISCUSSION

The respondents were asked whether they place the credibility on television as a source of technical and general information (Table 1). It was found that 95.33 per cent respondents placed the credibility on television as a source of technical and general information. Only 4.67 per cent of them expressed negative opinion, *i.e.* they did not think that TV was a source of technical and general information. It means that as far as credibility of information is concerned, majority of the respondents placed highest credibility on telecast. This may be because of 'seeing is believing' is one of the principles of learning behaviour.

Table 1 : Credibility of TV as a source of technical as well as general information (n=150)

Sr. No.	Credibility			
	Yes		No	
	Frequency	%	Frequency	%
1.	143	95.33	07	4.67

This finding is corroborative to the findings of Supe (1971), Singh and Singhi (1975), Sangha and Gupta (1985) and Malhotra (1986). The finding in case of farm telecast is corroborative to the finding of Saxena *et al.* (1995).

When exposure to television of the respondents was studied (Table 2), it was found that agricultural programmes on television were viewed regularly by 42.00 per cent of the respondents. The finding is contradictory with the finding of Antwal *et al.* (2001).

The programmes were viewed often and never by equal number of respondents (23.33 per cent). Only 11.34 per cent respondents viewed it occasionally. In case of

Home Science programmes on TV, 66.00 per cent of the respondents viewed it regularly, 18.00 per cent viewed it often. Percentage for never viewers was 8.67. But 7.33 per cent viewed the Home Science related programmes occasionally. So, it can be concluded that TV as a mass medium was more proper to seek the information pertaining to Agriculture and Home Science. The present finding is in consonance with the finding of Mane (1988).

It was revealed that a great majority (86.67 per cent) were knowing about the both telecast's timings. This indicates that viewers were very keen in viewing the farm and home programmes on television to get the information as well as to improve the home and farm conditions and also to develop the skills. This finding about Agriculture is in agreement with Mane (1988).

It was also noticed that majority of the respondents (82.67 and 63.34 per cent) not used the information actually given through the farm and home telecasts, respectively. Percentages for used information were 17.33 and 36.66, respectively. So, it can be concluded that majority of the respondents used actually the information given through Home Science telecast. It may be due to the reason that respondents were female.

It is clear from Table 3 that maximum number (87.33 per cent) of the respondents were satisfied with the time apportioned for the farm and home telecasts, while only 12.67 per cent expressed inadequacy.

In opinions, the maximum (76.66 per cent) viewers the farm and home telecasts were easy to understand. Only 18.67 per cent understood it partially. This might be due to the fact that the viewers had satisfactory level of formal education, which might have helped them in understanding the language. This finding is in agreement with the observations made by Mane (1988).

The data in respect of the opinion of the viewers regarding the mode of presentation of the farm and home telecasts is also given in Table 3. It is clear from the table that more than half of the respondents (64.00 per cent) wanted mode of presentation as 'demonstration and talk', 12.00 per cent wanted 'interview method', while 10.00 per cent expressed that mode of presentation should be 'discussion oriented'. Percentage for 'straight talk' mode was 9.33. The percentage of respondents, who did not express, was 4.67. This finding is contradictory with the finding of Vinkare (2003).

It can be concluded from these findings that demonstration with talk was the better mode of presentation. The finding is substantiated by the findings of Pillai *et al.* (1987). The finding in case of mode of presentation is substantiated by the finding of Ingole and

Table 2 : Exposure and awareness of timing and use information through farm and home programmes on TV (n=150)					
Sr. No.	Category	Farm programmes		Home programmes	
		Frequency	%	Frequency	%
Exposure					
1.	Regular	63	42.00	99	66.00
2.	Occasionally	17	11.34	11	7.33
3.	Often	35	23.33	27	18.00
4.	Never	35	23.33	13	8.67
Awareness about timings					
1.	Aware	130	86.67	130	86.67
2.	Not aware	20	13.33	20	13.33
Use of information given through farm and home telecasts					
1.	Used	26	17.33	55	36.66
2.	Not used	124	82.67	95	63.34

Table 3 : Opinions of respondents about the timings, language and mode of presentation of farm and home telecasts (n=150)			
Sr. No.	Category	Frequency	%
Adequacy and suitability of timings			
1.	Adequate	131	87.33
2.	Not adequate	19	12.67
Opinions about language			
1.	Understood	115	76.66
2.	Understood partially	28	18.67
3.	Did not understand	7	4.67
Mode of presentation preferred by the televiewers			
1.	Straight talk	14	9.33
2.	Interview method	18	12.00
3.	Discussion oriented	15	10.00
4.	Demonstration and talk	96	64.00
5.	Not expressed	7	4.67
Discussion and taking notes			
1.	Discussed with others	99	66.00
2.	Not discussed with others	51	34.00
3.	Took notes	37	24.66
4.	Did not take notes	113	75.34

Ingle (1992).

In the same table, data regarding discussion and taking notes about the farm and home telecasts is also given. It is clear that more than half (66.00 per cent) of the respondents discussed about the programmes with others and while near about one fourth (24.66 per cent) of them were taking the important notes regarding the programmes, whereas majority of them (75.34 per cent) were not interested in taking down the important notes.

Conclusion:

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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