

PREFERENCES OF VIEWERS ABOUT DIFFERENT CONTENTS OF FARM TELECASTS

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ABSTRACT

The present study was conducted in 9 progressive villages of three tehsils of Dausa district of Rajasthan. 180 respondents i.e. 90 female and 90 male were selected for inclusion in the study sample. The data were collected by personal interview technique. The results of study show that most of the male and female respondents view agricultural programs from 6-7 pm during winter season, whereas 8-9 pm is the preferred time during summer, majority of farmers liked ½ an hour duration of programme as preferred duration. The male subjects like agricultural loan and insurance whereas female subjects like animal husbandary and dairying on priority basis.

INTRODUCTION

The role of mass media as an instrument for social, cultural and economic changes is much more vital today than ever before. This is on account of the revolution in information science all over the world. Mass media can provide attention on different development programmes, mobilize people and give them opportunity to express their reactions. They can inform people about needs and problems, innovations and results. Consumption of mass media has to be regarded as one of the indices of development. The present age has been rightly termed as an "information age". People want adequate and authentic information as early as possible. The mass media, namely, newspaper, radio and television try to satisfy this important need of the people craving for information. Of these mass media, television, is the most exciting means of communication ever devised by man.

Kottak (1990) while studying the impact of television in rural Brazil pointed that television possession gives social status in the community and that it acts as a source of privileged information. Saksena (1998) observed that television has brought about two useful contributions to the nation, firstly, those living in remote corners of the country have been pulled out of their pockets of isolation and merged into

the nation mainstream and second it has provided a 'window' on the social and cultural scene in other parts of the country and beyond. Kashem and Hossain (2000) concluded that almost half (46 per cent) of the TV viewing farmers opined that television, as an agricultural information medium was highly useful in receiving agricultural innovations. This implies that television is playing a significant role in the rural areas in diffusing technical information on various aspects of agriculture.

Salzman (1993) pointed out that television playing important role in the modernizing processes of rural life i.e. democratization, consumerism, urban modeling and linguistic hegemony-that are presently widespread and each has major ramifications for cultural life locally and beyond, and they all deserve close and detailed attention by anyone trying to understand contemporary life. Johnson (2000) maintained that television is influencing the economic, social and political landscape, and relationship of village life. Whether it is the message portrayed or the mere presence of television, villager's relationship, economic decisions, political awareness, participation, and worldview are being influenced by television.

In this information age, television has become popular because of its tremendous and audible

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appeal. It has ability to convey life and events in action to develop a profound influence upon the viewers. It provides viewers with realistic experiences, which capture their attention and motivate them in proper direction. So keeping in mind the use of television in the process of social change, which is extensively beneficial in Indian context, appears to be a neglected area for agriculture development as seen by the growth in past decades. The study to find out the preferences of viewers in respect to timings, frequency, duration and modes of presentation about different farm telecast was undertaken.

RESEARCH METHODOLOGY

Dausa district, which falls under semi-arid eastern plain agro-climatic zone of Rajasthan, was purposively selected for the study. Three tehsils of Dausa district were purposively selected bearing in mind its own transmitter center. Total 9 progressive villages (3 from each tehsil) were randomly selected. Twenty TV owner farmers (10 Male and 10 Female) were randomly selected from each village, thus making a total sizeable sample of 180 respondents. The data were collected with the help of well structured interview schedule and the data were analyzed by using different statistical tools viz; percentage, mean, standard deviation, rank, and rank correlation coefficient.

RESULTS AND DISCUSSION

Preferred timings for viewing the farm telecasts

The preference of respondents, based on their timings of viewing of the farm telecast has been presented in Table 1. It reveals that during the winter season, majority of the male respondents preferred to watch the telecast between 6 to 7 pm (M.S. 2.41) followed by between 5 to 6 pm and between 7 to 8 pm and hence ranked accordingly 2 and 3rd, respectively. In case of female, majority of the respondents also preferred to watch the telecast between 6 to 7 pm (M.S. 2.28) followed by between 7 to 8 pm and between 5 to 6 PM and hence ranked accordingly 2nd and 3rd, respectively. It was seen that there was hardly any difference between male and female preference for time of viewing the farm telecast.

Most of the male and female respondents preferred to watch the farm telecasts between 6 to 7 pm during the winter season. It was due to the fact that because of the early sunset, they returned to their homes early after doing farm activities, and so it was a convenient time for watching the television.

During summer season, majority of the respondents preferred to watch the telecast between 7 to 8 pm (M.S. 2.44 male and M.S. 2.56

Table 1. Preferred timings for the viewing farm telecasts (n=180)

S. No.	Timings	Male (n=90)		Female (n=90)		Pooled	
		Mean score	Rank	Mean score	Rank	Mean score	Rank
A.	Winter season (October-March)						
(i)	Between 5.00-6.00 pm	1.93	II	1.58	III	1.76	III
(ii)	Between 6.00-7.00 pm	2.41	I	2.28	I	2.34	I
(iii)	Between 7.00-8.00 pm	1.49	III	2.13	II	1.81	II
B.	Summer season (April-September)						
(i)	Between 5.00-6.00 pm	1.52	III	1.38	III	1.45	III
(ii)	Between 6.00-7.00 pm	1.92	II	2.06	II	1.99	II
(iii)	Between 7.00-8.00 pm	2.44	I	2.56	I	2.50	I

female) followed by between 6 to 7 pm and between 5 to 6 pm and hence ranked accordingly 2nd and 3rd respectively. Again as in winter season, male and female agreed for the same timing as most acceptable that is 7 to 8 pm. In hot weather sunsets

late, so farmers come home late from farms. Hence, one hour's delay was found in the preferred timing in the hot season as compared to the cold season. The overall trend was the same for the pooled category of farmers.

Preferred duration for viewing the farm telecasts

The preference of respondents, based on their duration of viewing the farm telecast has been presented in table 2. The table indicates that majority of the males and females preferred to watch the telecast for duration of 1/2 an hours (M.S. 2.44

male and M.S. 2.12 female) followed by 15-20 minutes and above 1/2 an hour and hence ranked accordingly 2nd and 3rd respectively. The same trend was shown by the overall majority. The most preferred duration of telecast viewing was V2 hour (M.S. 2.18). It was followed by 15-20 minutes and above 1/2 hours and hence ranked accordingly 2nd and 3rd, respectively.

Table 2. Preferred duration for viewing the farm telecasts (n=180)

S. No.	Duration	Male (n=90)		Female (n=90)		Pooled	
		Mean score	Rank	Mean score	Rank	Mean score	Rank
1.	15-20 minutes	1.99	II	1.95	II	1.97	II
2.	1/2 hours	2.44	I	2.12	I	2.18	I
3.	Above 1/2 hours	1.65	III	1.92	III	1.78	III

Preferred frequency for viewing the farm telecasts

The preferred frequency of viewing the farm telecast has been presented in Table 3. The table shows that majority of the males and females preferred to watch the telecasts ‘Frequently’ (M.S. 2.33 male and M.S. 2.31 female) followed by ‘Regularly’ and ‘Occasionally’ and hence ranked accordingly 2nd and 3rd, respectively.

Similarly overall majority of the respondents preferred most to watch the telecasts ‘Frequently’ (M.S. 2.32) followed by ‘Regularly’ and ‘Occasionally’ and hence ranked accordingly 2nd and 3rd, respectively.

This was because both male and female respondents felt that 2-3 farm telecast/weeks on fixed days were sufficient. It would create a regular interest among the farmers and also the curiosity was maintained if the days were fixed for each and

Table 3. Preferred frequency for viewing the farm telecasts (n=180)

S. No.	Frequency	Male (n=90)		Female (n=90)		Pooled	
		Mean score	Rank	Mean score	Rank	Mean score	Rank
1.	Regularly (3-5 telecasts/ week)	1.87	II	1.94	II	1.90	II
2.	Frequently (2-3 telecasts / week)	2.33	I	2.31	I	2.32	I
3.	Occasionally (one telecast / week)	1.80	III	1.47	III	1.63	III

every farm telecast. Both males and females were equally enthusiastic about frequently watching TV. They waited for their favourite programmes.

Preferred contents of farm telecasts

The data in the Table 4 reveals that ‘Agricultural finance & Insurance’ (M.S. 2.42) content was assigned the first rank by male respondents, whereas females assigned first rank to ‘Animal production & Dairying’ (M.S. 2.45). The

2nd, 3rd and 4th rank were assigned by male respondents to field crops, agricultural enterprises and animal production & dairying, respectively. In case of female respondents the 2nd, 3rd and 4th ranks were assigned to home science, field crops and agricultural finance & insurance, respectively. Similarly, overall the table also indicates that ‘Agricultural finance & insurance’ (M.S. 2.24) content was assigned the first rank followed by animal production & dairying, field crops,

Table 4. Preferred contents of farm telecasts (n=180)

S. No.	Contents	Male (n=90)		Female (n=90)		Pooled	
		Mean score	Rank	Mean score	Rank	Mean score	Rank
1.	Field Crops	2.18	II	2.11	III	2.14	III
2.	Fruit Production	1.61	X	1.53	X	1.57	XII
3.	Vegetable Crops	1.80	V	1.97	V	1.89	VI
4.	Animal Production and Dairying	1.94	IV	2.45	I	2.19	II
5.	home Science (Health nutrition and Family Welfare etc.)	1.64	IX	2.22	II	1.93	V
6.	Rural Development Programmes	1.64	IX	1.58	IX	1.61	X
7.	Agricultural Finance and Insurance	2.42	I	2.06	IV	2.24	I
8.	Agricultural Marketing	1.69	VIII	1.67	VIII	1.68	IX
9.	Agricultural Enterprises (Food processing, mushroom, bee keeping etc.)	2.04	III	1.89	VI	1.97	IV
10.	Watershed and Drought Management	1.80	V	1.80	VII	1.80	VII
11.	Agricultural Machinery	1.75	VI	1.67	VIII	1.71	VIII
12.	Organic Farming	1.70	VII	1.49	XI	1.59	XI
13.	Farm Forestry	1.57	XI	1.49	XI	1.52	XIII
14.	Medicinal and Aromatic Plants	1.57	XI	1.44	XII	1.50	XIV

$r^2 = 0.775^{**}$

** Significant at 0.01% level of significance

agricultural enterprises, home science and were assigned 2nd, 3rd, 4th and 5th rank, respectively. The data in table further reveals that statistically significant correlation in ranked data ($r^2=0.775$) existed between male and female preferences regarding contents of farm telecast. This was something expected as they perform similar roles in the society.

This result might be due to the fact that farmers need more capital investment to get better benefits. As males they were more risk bearing and Heads of the family. They were eager to know about the various agricultural finance & insurance policies to safeguard the value of their products against natural calamities. After that they preferred to view the programmes on field crops, it was because field crop production was main agricultural occupation of the entire area. So far as female respondents were concerned, they preferred most to view the programmes on animal production and dairying following by home science. It was due to the fact that the females usually look after the home and take care of livestock and home science activities.

Research studies at TART have indicated repeatedly that 80% of animal care is done by females. Almost 100% of the home related jobs are done by them. All this lead to their differential choices of contents while viewing the TV. Patel and Survavanshi (1995) reported similar findings.

Preferred modes of presentation of farm telecasts

Table 5 depicts the preferences of respondents regarding different modes of presentation in the farm telecast. Table shows that 'Discussion with farmers and scientists' (MS. 2.52) mode of presentation was assigned the first rank by the male respondents, whereas females assigned first rank to 'Discussion-cum-demonstration' (M.S. 2.43). It was followed by interview with scientist, reply to questions, discussion-cum demonstration, lecture method, and dramatized presentation, and ranked as 2nd, 3rd, 4th, 5th and 6th important modes of presentation by the male respondents, respectively. Whereas for female respondents, it was followed by discussion with farmers and scientists, reply to

Table 5 Preferred modes of presentation of farm telecasts (n=180)

S. No.	Mode of presentation	Male (n=90)		Female (n=90)		Pooled	
		Mean score	Rank	Mean score	Rank	Mean score	Rank
1.	Lecture method	1.87	V	1.75	V	1.81	V
2.	Discussion with farmers and Scientists	2.52	I	2.24	II	2.38	I
3.	Interview with scientists	2.25	II	1.79	IV	2.02	IV
4.	Dramatized presentation	1.60	VI	1.50	VI	1.55	VI
5.	Discussion-cum-demonstration	2.01	IV	2.43	I	2.22	II
6.	Reply to question	2.14	III	2.00	III	2.07	III

questions, interview with scientists, lecture method, and dramatized presentation and ranked as 2nd, 3rd, 4th, 5th and 6th important modes of presentation, respectively.

Overall, it was found that the discussion with farmers and scientists (M.S. 2.38) was most preferred mode of presentation and was ranked as 1st. It was followed by discussion-cum-demonstration, reply to questions and interview with scientists, lecture method and dramatized presentation and ranked as 2nd, 3rd, 4th, 5th and 6th important modes of presentation, respectively.

The reasons for best preferred mode of presentation as Discussion with farmers and scientists could be because they have similar discussion groups and situations in the village. They identified and empathized with the TV group and liked it the best. Patel and Suryavanshi (1995) and Rathakrishnan et al. (1996) reported similar results regarding preference about modes of presentation.

CONCLUSION

It was observed that during the winter season, most of the male and female respondents preferred to watch the telecast between 6 to 7 pm. Whereas, in summer season, both male and female respondents preferred to watch the telecast between 7 to 8 pm. Majority of the male and female respondents preferred to watch the telecast for duration of 2 hours. Both male and female respondents preferred to watch the telecasts

‘Frequently’. The study also revealed that ‘Agricultural finance & insurance’ content was assigned the first rank by male respondents, whereas, females assigned first rank to ‘Animal production & Dairying’. Discussion with farmers and scientists (M.S. 2.52) was mostly preferred mode of presentation by the male respondents followed by interview with scientist.

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