

## **Chapter – 4**

### **MASS MEDIA AND RURAL DEVELOPMENT PROCESS**

Development of rural societies mainly depends on their progress in agriculture, animal husbandry, mother and child care, population control, and political consciousness of the people. For achieving advancements in these field modern practices have been devised were mass media are one of the mechanisms.

The following development practices were taken for the analysis:

1. Adoption of the HYV paddy seeds.
2. Application of Chemical fertilizers.
3. Animal Husbandary
4. Medical care of the expectant mothers.
5. Immunization of children against diseases
6. Adoption of birth control methods.
7. Political rights.
8. Education

The influence of the media on the adoption stages was analyzed. The adoption of the mass media was analyzed with the background variables discussed in the previous chapters, namely age, education, occupation and income of the respondents.

#### *Influence of Mass Media at the Adoption Stage*

Adoption of development practices by people is the ultimate aim of development communications. In this context the adoption of development

practices depends on many factors. The background of adopter, the gains from the practices and the qualities of the agencies that advocate the practices are the main decisive factor for adoption by people.

About the qualities of the various promoting agency, face to face contact, credibility of the agency, availability of the person who recommended the practice are the required factors for accepting the recommendation by people. But in mass media, almost all these features are absent.

It is to be emphasized that mass media are effective agencies for making people aware of the existence of more productive and modern practices.

#### **4.1 Age and Level of Adoption Induced by Mass Media**

It is believed that young people are supposed to be more entrepreneurial and receptive to modern ideas and practices than older ones. And also biasing of age is present in adoption of the recommendations of mass media on development practices.

It was assumed that there exists a relationship between age and level of adoption of development practices propagated by mass media.

Table 4.1

## Age and Level of Adoption of Development Practices Induced by Mass Media

Age (in years)		Level of adoption			Total
		Low (1-2 practices)	Medium (3-4 practices)	High (5 practices and above)	
Under 30	Count	31	20	3	54
	%	57.4%	37.0%	5.6%	100.0%
31 - 40	Count	69	40	2	111
	%	62.2%	36.0%	1.8%	100.0%
41 - 50	Count	72	46	5	123
	%	58.5%	37.4%	4.1%	100.0%
Above 50	Count	73	36	3	112
	%	65.2%	32.1%	2.7%	100.0%
Total	Count	245	142	13	400

Chi-square = 3.064 with p-value =0.801

The test is not significant.

Table 4.1 shows that there is no significant association between the variables. That is, the adoption of innovations due to the influence of mass media is not attributable to the age of the people. Each age group has aware of the development practices and adopt to it which is induced by the mass media.

Thus, the hypothesis is rejected.

#### 4.2 Education and Level of Adoption Induced by Mass Media

It was assumed that educated are more adopted the development practices induced by mass media.

Table 4.2

Education and Level of Adoption of Development Practices Induced by  
Mass Media

Educational Attainment		Level of adoption			Total
		Low(1-2 practices)	Medium (3-4 practices)	High (5 practices and above)	
Illiterate	Count	11	10	1	22
	%	50.0%	45.5%	4.5%	100.0%
Primary	Count	68	25	2	95
	%	71.6%	26.3%	2.1%	100.0%
Up to High School	Count	113	78	9	200
	%	56.5%	39.0%	4.5%	100.0%
Up to Higher Secondary	Count	34	28	0	62
	%	54.8%	45.2%	0.0%	100.0%
Graduate	Count	13	1	0	14
	%	92.9%	7.1%	0.0%	100.0%
Post Graduate	Count	6	0	1	7
	%	85.7%	0.0%	14.3%	100.0%
Total	Count	245	142	13	400
	%	61.2%	35.5%	3.2%	100.0%

Chi-square = 23.629 with p-value =0. 009

The test is significant.

Testing of the hypothesis showed positive results. Educated are more adopted the high level of development practices. Though illiterates are also adopted the development practices induced by mass media.

The value of chi-square test reveals there is association between the variables. The hypothesis is, therefore, accepted.

### 4.3 Occupation and Level of Adoption Induced by Mass Media

Table 4.3

Occupation and Level of Adoption of Development Practices Induced by Mass Media

Occupation		Level of Adoption			Total
		Low(1-2 practices)	Medium (3-4 practices)	High (5 practices and above)	
White-collar employment	Count	35	23	1	59
	%	59.3%	39.0%	1.7%	100.0%
Agriculture	Count	210	119	12	341
	%	61.6%	34.9%	3.5%	100.0%
Total	Count	245	142	13	400
	%	61.2%	35.5%	3.2%	100.0%

Chi-square = 0.793 with p-value =0.673

The test is not significant.

The analyses try to test the hypothesis that there exists association between the nature of the occupation of the people and level of adoption of development practices induced by mass media.

The chi-test reveals that the association between the variables is not significant. Every category has adopted each level of development practices.

Accordingly, the hypothesis is rejected.

#### 4.4 Income and Level of Adoption Induced by Mass Media

Table 4.4

Income and Level of Adoption and Development Practices Induced by Mass Media

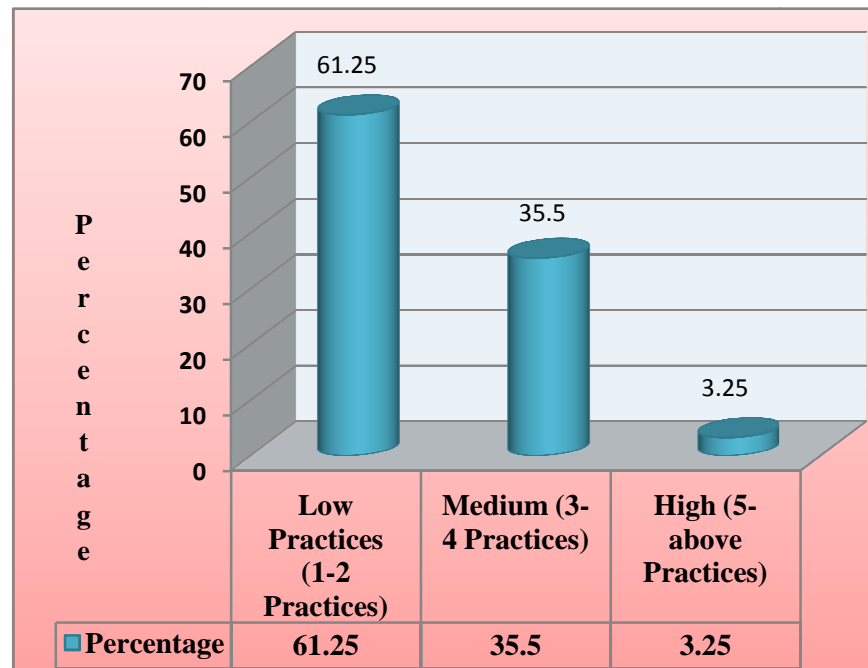
Income status		Level of Adoption			Total
		Low(1-2 practices)	Medium (3-4 practices)	High (5 practices and above)	
Below 30000	Count	95	53	6	154
	%	61.7%	34.4%	3.9%	100.0%
30000 to 50000	Count	67	44	5	116
	%	57.8%	37.9%	4.3%	100.0%
50000 to 100000	Count	55	27	0	82
	%	67.1%	32.9%	0.0%	100.0%
Above 100000	Count	28	18	2	48
	%	58.3%	37.5%	4.2%	100.0%
Total	Count	245	142	13	400
	%	61.2%	35.5%	3.2%	100.0%

Chi-square = 4.596 with p-value =0. 597

The test is not significant.

Table 4.4 reveals that there is no association between income and adoption of development practices induced by mass media. All income groups have adopted the development practices created by the mass media.

## 2. Percentage Chart for Level of Adoption of Development Practies



**Figure 2: Level of Adoption of development practices**

The above figure shows that 61.25 per cent of respondents have adopted modern practices ranging from one to two (low level adoption), 35.5 per cent have three to four (medium level adoption) and only 3.25 per cent have five and above practices (high level adoption) mainly due to the influence of mass media.

## **Analysis**

1. The influence of the media on the adoption stages of development practices was analyzed and it is high.

Analysis on the relationship between the background variables and the level of adoption for development practices induced by mass media is not related to such variables as age, occupation and income. However, association is found to exist between educational attainment of the respondents and pattern of adoption. 61.25 per cent of respondents have adopted modern practices ranging from one to two (low level adoption), 35.5 per cent have three to four (medium level adoption) and only 3.25 per cent have five and above practices (high level adoption) mainly due to the influence of mass media.

2. Adoption of innovations induced by mass media will depend on education and educated are more adopted than the illiterates.
3. As regard to age, occupation and income there is no association between adoptions of development practices induced by mass media.
4. It is believed that the biasing of age is present in adoption of the recommendations of mass media on development practices. But, every age group has aware and adopted the development practices which are induced by mass media.

Also each category of occupation has adopted the development practices according to their needs and requirements.



5. All income groups has adopted the development practices induced by the mass media. It was assume that the level of adoption of development practices created by mass media depends on income of the people. But, it is clearly found in the analyses income is not a factor for adoption of development practices.

Nowadays, government sponsore several schemes and programme for development of rural areas, so that each and everyone from income groups may adopt the development practice. This must be the main reason that the adoption of development practices created by mass media does not depends on income of the people.

From the study, it is found that maximum respondents are aware and had already adopted the development practices through awareness imparted by mass media. Large number of participation and adoption of development practices will lead to socio-economic development of the rural people. This will definitely bring transformation to the rural areas.