

SUMMARY AND CONCLUSION

Today mass media play an important role for disseminating information among the people and for activating them to achieve better socio-economic levels. This is due to the development potential of the mass media.

The present study was aimed at finding out the relationship between mass media access and reach as one of the factor of socio-economic development in rural areas of Manipur.

The source of primary data was interview of 400 heads of households belonging to two areas inhabited by two different communities (Meitei and Kom). Pungdongbam village is inhabited by the Meitei community which is the majority of the state. Keirap Khullen Haotak is inhabited by Kom which is a small tribal community and it is briefly mention above in the Chapter 1.

Interview was conducted using a well developed schedule. Chi- square test was used for testing the relationship between the variables.

The findings of the study are given below:

Mass Media Access and Reach

The latest information from Directorate of Information and Public Relations, Government of Manipur, there are 22 newspaper in the state till the end of 2011.

According to 2011 census report of Manipur, the access and reach of radio in Manipur is 63.1 per cent. The data shows that there is high access of radio in the state. The access and reach of radio in rural areas is 50 per cent and

36.75 per cent in the urban area. Radio is highly accessed in all the rural areas of Manipur. Between 2001 and 2011 the number of radio households in Manipur increased by 6.0 per cent. District wise Imphal East district has highest percentage of radio households by 71.7 per cent and Manipur topped in radio listenership.

In the year 2001, 46.4 per cent households have television and it increased by 22.0 per cent in the year 2011 reaching a percentage of 68.4 per cent.

Access and reach of television is 36.75 per cent in rural area and 50.0 per cent in urban areas. Imphal West district has the highest number of television households by having 76.5 per cent.

Internet is one of the new media which is very useful in our day to day life. But according to census data, by 2011 there is only 2.1 per cent of internet households in Manipur. For rural area it is 1.1 per cent and 4.2 for the urban area. As regard to the traditional media, it is the medium for rural masses and it is highly accessed in every part of the state.

In the survey of two villages, Pungdongbam village and Keirap Khullen Haotak village, it recorded that mass media have a good reach and highly accessed.

The percentage of newspaper subscribers and readership is 66.0 per cent in Pungdongbam village. But, only 33.0 per cent newspaper readership in Keirap Khullen Haotak village, this might be due to communication and transport system. And both the two villages have low percentage of exposure to periodicals.

Regarding radio, it is seen that 82.0 per cent in Pungdongbam village and 40.0 per cent radio listeners in the Keirap Khullen Haotak village. For television, it is found that 94.3 per cent viewers in Pungdongbam village and 85.0 per cent viewers in Keirap Khullen Haotak village.

Generally cinema is considered as a medium for recreation and entertainment. But for cinema, there is no such data or record for audience survey. The study of the two villages also enquired into the film taste of rural people. From the study, it is found that in Pungdongbam village 95.7 per cent of respondents have habits of watching films. And for the Keirap Khullen Haotak village, 84.0 per cent of respondents have habit of watching films. This medium attracts people belonging to all categories. But contrary to the other media, the use of internet is only 16.7 per cent and 9.0 per cent respectively. Out of 400 respondents only 59 were access to this medium.

In both the two villages the reach and access of traditional media is 62.7 per cent. Every category of people is access to this medium. As it is the means of communication having special characteristics to express socio-cultural, religious, moral and emotional needs of the people of society to which they belong.

From study in two villages, it is found that mass media are high access and reach (shown in chapter 2) . But print media is less exposed compare to the other media. The major reason for this is the literacy barrier, communication and transportation. Also internet is less exposed to these areas.

Mass Media and Socio-economic Development

Agriculture is the mainstay of a rural economic. According to the study also both the two villages their main occupation is mainly on agriculture and the source of income depends on it.

From the above analysis, in Pungdongbam Village 11.3 per cent respondents are white-collar employees and 88.7 per cent agriculturists. This indicates the occupation of the village is mainly on agriculture and their source of income depends on it. Occupation and income depends on each other and the average rate of the income of the respondents is low as their annual income is below Rs 30000-50000.

4.7 per cent illiterate, 19.3 per cent primary educated, 59.3 per cent high school educated and 16.7 higher secondary educated respondents recorded in the sample of the survey. No graduate and post graduate respondents found in the sample of survey in Pungdongbam village.

In Keirap Kulen Haotak Village, 25 out of 100 respondents are White-collar employee and 75 are agriculturists.

8.0 per cent illiterate, 37.0 per cent primary educated, 22.0 per cent high school educated, 12.0 per cent higher secondary educated, 14.0 per cent graduate and 7.0 post graduate respondents recorded in the sample of the survey at Keirap Khullen Haotak Village.

In Pungdongbam Village, 84.0 per cent of respondents are residing in kacha house and 16.0 per cent in pucca house.

18.7 per cent respondents are using only pond, stream, well and tube-well as their source of drinking water. 46.0 per cent are using only tape water and 35.3 per cent are using tape water and pond, stream, well and tube well as their source of drinking water.

In Keirap Khullen Haotak Village, there is no single respondent residing in the pucca house and their source of drinking water is from pond, stream, well and tube-well. There is no arrangement of tape water in the village.

48.7 per cent respondents households uses LPG and 51.3 per cent uses chullah for preparing food in Pungdongbam Village. But in Keirap Khullen Haotak Village, only 3.0 per cent of respondents households uses LPG for preparing food. 97.0 per cent respondent's households uses chullah, this might be due to transport system.

In Pungdongbam Village, 62.7 per cent respondents households having sanitary toilet and 37.3 per cent respondents households having non-sanitary toilet system. This indicates the respondents are aware of sanitary system.

Cent percent of respondents households having sanitary toilet system in Keirap Khullen Haotak Village. It signifies the area is highly aware of sanitary system.

In Pungdongbam Village, 38.7 per cent respondent's households have preferred only government hospitals and centres, 6.0 per cent have preferred only private clinic and 55.3 per cent having both government and private centres for medical treatment.

In Keirap Khullen Haotak Village, 18 per cent respondent's households have preferred government hospitals and centres, 6.0 per cent preferred private clinic and 76 per cent preferred both government and private hospitals for medical treatment.

Every medium (mass media) has its own specialties. The exposure to the people to the media when taken together is found to be associated with some background variables and some are not associated between them.

From the study, it is found that the illiterates are not exposed to the print media. Even if exposed, it is through the literates. Though the cinema requires its viewers to be collected together at one place at fixed times, but radio does not have many of such drawbacks.

It is found that, television is enjoyed by all section, but it is less exposure to the low income groups. Internet is primarily a medium of infotainment and it is more exposed to the literates and higher income groups. Traditional media is one of the best medium for information in rural areas where illiterates and low socio-economic status are mostly resides.

There is no difference in the extent of exposure to the radio and cinema on account of the difference in age. The younger group is more exposed to the print (Newspapers and Periodicals), television and internet. But regarding the traditional media older sections are more exposed to it. The exposure to the media is found to increase with increase in educational attainment. The printed materials are highly associated with educational attainment of people. Even in radio which is not barred to the illiterates section, the educated are more exposed

to it. As regard to television, cinema and also traditional media the educated are more exposed to it. Analysis on the educational attainment and media exposure it is confirmed that the better educated are exposed to each of the mass media to a greater extent.

Occupation is also one of the determining factors of the people's absorption of the communications of the individual medium. Exposure to the newspapers and periodicals is highly influenced by the nature of the work. White-collar employees are more exposed to the newspaper and periodicals than the agriculturists. In case of radio the agriculturists are exposed. The white-collar employees groups are more exposed to the television. There is no relation in the extent of exposure to the occupation and cinema, traditional media and access to internet.

The income also enhances the people's exposure to each of the media. Increase in mass media exposure is very consisted with their increase in income status. Radio is the cheapest medium, the analysis also revealed that all income groups have greater exposure to it. The chi-square test indicates that income is a factor which influences the exposure of the respondents to the print medium. The higher income groups are more exposed to the medium. The recurring expenditure on the printed materials should be the reason for less exposure of lower income group in print media. Internet is expensive medium were the lower income groups sometimes cannot afford to access to this medium. But the better off people in rural area do not have such financial problems. Regarding

traditional media, it is meant for every section, but the study revealed that the higher income groups are more exposed to the medium.

Monthly savings is also another factor and associated to the exposure of the media. It is seen that those who have monthly savings and with more savings are greater exposed to each of the media.

Exposure to the media is found to be increase with increase in socio-economic status (shown in table 3.55- 3.80). Thus, the study revealed that the socio-economic status is highly positively associated with exposure to the mass media. And exposure to the mass media is associated to socio-economic development of the rural people.

Mass Media in the Process of Rural Development

The effect of the mass media on the process of development was analyzed at important stages. It is found that the mass media have fairly high influence in adoption of modern practices for development. As media is the primary source of information about development practices ranging from one to eight.

The level of adoption induced by the mass media is not associated with the background variables, such as age, occupation, income and association is found with exist between educational attainment of the people.

65.2 per cent of respondents have adopted modern practices ranging from one to two (low level adoption), 32.1 per cent have three to four (medium level adoption) and only 2.7 per cent have five and above practices (high level adoption) mainly due to the influence of mass media. Adoption of innovations induced by mass media will depend on education as educated are more adopted

than the illiterates. 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.

It is also found that all income groups have adopted the development practices induced by the mass media. It was assumed 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 sponsor several schemes and programme for development of rural areas, so that each and everyone from all income groups may adopt the development practices. This must be the main reason that the adoption of development practices created by mass media does not depend 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. This will definitely bring transformation to the rural areas.

It can be concluded that all the media are suitable agencies for bringing about better socio-economic status of the rural masses. And media access and reach as one of the factors of socio-economic development.