

Listeners' Preferences about Different Components of Farm Broadcast Programmes

Manoj Kumar¹, M.N. Ansari² and A.K. Singh³

ABSTRACT

The study aims to know the listeners' preferences towards different components of farm broadcast programmes under the penetration range of Patna Akashvani Kendra of Bihar state. A sample of 60 radio listening farmers was randomly drawn from two blocks and data were collected through the pre-tested interview schedule. The findings suggest that majority of the radio listening respondents were satisfied with the present timing of the farm broadcast. Maximum percentage of the respondents preferred the frequency of farm broadcast to be daily and a duration of 45 minutes. The findings revealed that Agricultural programme, News and Pitara were the most preferred radio programmes in order of their preference. The study showed that the crop production and farm machinery were the most and least preferred areas respectively towards various subject matter concerning in the field of agriculture. The interview with progressive farmers was the most preferred mode of presentation whereas straight talk was the least one as revealed by the selected respondents.

Keywords: Preferences, Radio, Listeners, Farm Programmes

INTRODUCTION

In developing country like India, mass media of communication are of vital importance. Mass media create impact by playing their role as change agent, reflector and reinforce of dominant values, opinions, knowledge, belief and attitude in society which can have a significant impact on the decision of development planners, policy makers and legislators that affect development programmes. Among different mass media, Radio is the cheapest, fastest and farthest reaching mass medium successfully cutting the barriers of literacy and distance. Radio caters to a large rural population which has no access to television and where there is no power supply. It can play a crucial role in improving the socio-economic status of farmers who are still unaware of various agricultural and rural development schemes launched by the government for their upliftment. Radio plays a very important role in the dissemination of farm information to the farmers. Farmers tend to expose themselves to farm radio programmes which are in accordance with their existing attitude, values, needs and interests. Akashvani Kendra, Patna is the first Akashvani Kendra of Bihar state and its listening jurisdiction is whole of the state. A number of agricultural and rural

development programmes have been broadcast since inception for farming community in order to boost their farm production and raise their socio-economic status. With this view, the study concerned with following specific objectives to know the preference of listeners towards frequency (Day) and duration of farm broadcast programmes, to find out the relative preference of listeners with regards to different broadcast programmes, to analyze the relative preference of listeners towards various subject matter areas in agriculture and ascertain the relative preference of listeners with regards to different mode of presentation

METHODOLOGY

The study was conducted in two blocks namely Pusa from Samastipur district and Muraul from Muzaffarpur district of Bihar which were situated in the North-East penetration range of Akashvani Kendra Patna. Out of these two blocks, two villages from each block were selected purposively based on the assumption that these villages were having largest number of radio sets in their possession. Fifteen radio listening farmers were taken from each of the selected villages on the basis of random sampling technique. Thus, a total number of 60 radio

¹PG Students, Department of Extension Education, Dr.R.P.C.A.U, Pusa, Samastipur, ² Assistant Professor, Department of Extension Education, Tirhut College of Agriculture, Dholi, Distt.- Muzaffarpur, BIHAR-848125, ³University Professor, Department of Extension Education, Dr.R.P.C.A.U, Pusa, Samastipur

listening farmers were constituted as the sample for the present study. For collection of relevant data, the personal interview schedule was specially structured and prepared in order to get the desired response of farmers in face to face situation. The data were further subjected to put under suitable statistical analysis for meaningful results.

RESULTS AND DISCUSSION

The results of the present research enterprise are being discussed here as

Table 1: Preference of listeners towards frequency (Day) of farm broadcast

n=60		
Number of days	F	%
Two days	01	1.66
Three days	02	3.33
Four days	04	6.66
Five days	03	5.00
Six days	09	15.00
Daily	41	68.33

It could be observed from the above table that majority of the respondents *i.e.* 68.33 per cent were preferred farm broadcast daily. It was also observed that 1.66 per cent, 3.33 per cent, 6.66 per cent, 5.00 per cent and 15.00 per cent respondents preferred farm broadcast two days, three days, four days five days and six days respectively.

Table 2: Preference of listeners towards duration of farm broadcast

n=60		
Duration	F	%
15 minute	02	3.33
30 minute	19	31.66
45 minute	25	41.66
60 minute	14	23.33

The table 13 revealed that almost 41.66 per cent and 31.66 per cent of the selected respondents were reported to have listened for 45 minutes and 30 minutes respectively of duration while 3.33 per cent and 23.33 per cent of the selected respondents were reported to have listened for 15 minute and 60 minutes respectively of duration.

Table 3: Relative preference of listeners with regards to different broadcast programmes

n=60					
Programmes	Highly preferred	Preferred	Not preferred	Total scores	Rank
Agricultural Programmes	45 (75.00)	12 (20.00)	03 (5.00)	162	I

News	42 (70.00)	11 (18.33)	09 (15.00)	157	II
Pitara	35 (58.33)	13 (21.66)	12 (20.00)	143	III
Cultural programmes	30 (50.00)	13 (21.66)	17 (28.33)	133	IV
Health and family planning	23 (38.33)	18 (30.00)	19 (31.66)	124	V
Sports	17 (28.33)	20 (33.33)	23 (38.33)	114	VI

It is seen here from table that the total preference score value of six categories of the radio programme ranked for 162 to 114. It was also apparent that the six categories of the programme were ranked in the following order of most to least preference with total score of each categories appearing in their respective parentheses: Agricultural programme (162), News (157), Pitara (143), Cultural programme (133), Health and family planning (124) and Sports (114). A cursory look of the table 16 would suggest that the percentage of the highly preferred respondents of three categories of programmes, *viz.*, agricultural programme, News and Pitara were more than 50.00 per cent indicating that they were highly popular and favoured programme. On the other hand the percentage score of not preferred respondents programme related with three categories namely, cultural programme, Health and family planning and Sports was found 28.33 per cent, 31.66 per cent, and 38.33 per cent respectively.

Table 4: Relative preference of listeners towards various subject matter area in agriculture

n=60					
Areas in agriculture	Highly preferred	Preferred	Not preferred	Total scores	Rank
Crop production	52 (86.66)	08 (13.33)	-	172	I
Plant protection	50 (83.33)	10 (16.66)	-	170	II
Horticultural crops	49 (81.66)	04 (6.66)	07 (11.66)	162	III
Agriculture News	45 (75.00)	08 (13.33)	07 (11.66)	159	IV
Animal Husbandry	43 (71.66)	13 (21.66)	04 (6.66)	158	V
Agril. Marketing	39 (65.00)	10 (16.66)	11 (18.33)	148	VI
Meteorology	30 (50.00)	19 (31.66)	11 (18.33)	139	VII
Fisheries	24 (40.00)	16 (26.66)	20 (33.33)	124	VIII
Farm machinery	14 (23.33)	15 (25.00)	31 (51.66)	103	IX

It could be observed from the table that subject of crop production was preferred by the majority of the respondents. The total preference score related to crop production was found 172 indicating the fact that this was highly preferred area for radio farm programme. It was

followed by Plant protection (170), Horticultural crops (162) and Agriculture News (159), Animal husbandry (158), Agricultural marketing (148), Meteorology (139), Fisheries (124), and Farm machinery (103). The least preferred subject area was found as farm machinery during the study. The reason for preferring programme on field crops and to some extent plant protection measures and horticultural crops was obvious because the entire selected respondent was primarily engaged in farming as their main occupation.

Table 5: Relative preference of listeners with regards to different mode of presentation

n=60					
Modes of presentation	Highly preferred	Preferred	Not preferred	Total scores	Rank
Interview with progressive farmers	48 (80.00)	06 (10.00)	06 (10.00)	162	I
Discussion	42 (70.00)	10 (16.66)	08 (13.33)	154	II
Interview with specialist	38 (63.33)	15 (25.00)	07 (11.66)	151	III
Success story	30 (50.00)	18 (30.00)	12 (20.00)	138	IV
Question answer	24 (40.00)	25 (41.66)	11 (18.33)	133	V
Straight talk	19 (31.66)	28 (46.66)	13 (21.66)	126	VI

Form the table it is evident that the total preference scores related with all along six modes of presentation, viz., interview with progressive farmer, discussion, interview with specialist, success story, question answer and stalk talk was found the total scores of relative preference 162, 154, 151, 138, 133 and 126, respectively. It is inferred that interview with progressive farmer was the most preferred mode of presentation which was followed by discussion, interview with specialist, and success story, question answer and straight talk modes in order of their successive descending rank.

The reason for preferring interview with progressive farmer, mode was not very difficult to establish. When farmers hear local people on the radio set it involves excitement among them and discussion interspersing broadcast matter of local area condition hearing the effect of the practices being advocated by farmers themselves was able to convince them about the efficacy of the recommended practices. Success story would develop conviction which leads to confidence building among the respondents. An interview with specialist also appears to the popular mode of the presentation. On the other hand question answer and straight talk method were liked relatively least because, as informal interview indicated they cover the many topics or cover too much area in order

to enable them to comprehend or remember the things being listened or told about.

CONCLUSION

The study concluded that majority of the respondent preferred the frequency of the farm programme broadcast daily and duration of 45 minutes. Therefore, the existing duration should be increased at the desired level in order to have better participation in listening to farm community. For making the farm broadcast more effective, a relatively more programme must be devoted in the areas of crop production, plant protection and horticultural cultivation and the programme should be given in interview with progressive farmers and discussion forms of presentation, which might lead to better perception for acceptance and adoption of improved agricultural innovation.

Paper received on : January 23, 2018

Accepted on : January 30, 2018

REFERENCES

- Ango, A.K., Illo., A.I., Abdullahi, A.N. and Amina, A. 2013. Role of Farm-Radio Agricultural Programmes in Disseminating Agricultural Technology to Rural Famers for Agricultural Development in Zaria, Kaduna, State, Nigeria. *Asian Jr. of Agril. Extension, Economics & Sociology*, 2(1) : 54-68.
- Bellurkar, C.M., Nandapurkar, G.C. and Rodge, J.R. 2000. Preferences and suggestions of televiewers towards various TV programmes. *Maharashtra Journal of Extension Education*, 19 : 33-36.
- Chandra, R., Singh, P., Mishra, B. and Singh, B. 2004. Radio Listening Behaviour and Preference of Rural People, *Indian Journal of Extension Education*, 40 (1&2) : 121-125.
- Garg, S. K., Rai, D. P., Badodiya, S. K. and Shakya, S. K. 2014. Perception of Radio Listeners about Effectiveness of Farm Broadcast in Transfer of Agricultural Technology. *Indian Research Journal of Extension Education*, 14 (2): 78-81
- Kumar, P. and Se, N.V. 2001. Preferential modes of presentation of farm radio programmes. *Indian Journal of Extension Education*. 37 (1&2) : 87-88.