

Comparative Analysis of Media Reach in Rural Area of Punjab

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ABSTRACT

The study was undertaken to evaluate comparative analysis of media reach and its effectiveness in rural area of Punjab. One hundred respondents were interviewed randomly with a pre-tested questionnaire. The data were analyzed by one way ANOVA and differences in mean were assessed by using Turkey-b. The study revealed that television, radio and newspaper were accessible to 99%, 73% and 66%, respectively of the respondents with significantly ($p<0.05$) higher availability of television. The use of television for watching news, serials and agricultural programmes were significantly ($P<0.05$) higher where as radio has upper edge ($p<0.05$) in case of music listening. The 56% respondents thought mass media impacted both negative and positive on social and cultural values. About 60% ($P<0.05$) rural respondents considered television was most satisfying media while 15% felt it was radio, 19% voted for newspaper while 6% opted for internet . Therefore, from the present study it may be concluded that television is quite popular, effective and most satisfying mass media in rural area of Punjab.

Keywords: Media reach, rural area, effectiveness, Punjab

With the development of new communication technologies, the power of mass media has gained greater importance. A growing socio-economic status, literacy and consumer spending power have contributed to an expanding consumer base of various forms of mass media –newspaper, radio and television. Success of most development programmes run by government depends on the nature and extent of use of mass media in mobilization of people for development. Radio, Television and Newspaper have been acclaimed to be the most effective media for diffusing the scientific knowledge as well as government policies to the masses. The present study was conducted with a major objective to evaluate the comparative analysis of media reach and its effectiveness in rural area of Punjab.

Materials and Methods

This study was conducted to evaluate the comparative analysis of media reach and its effectiveness in rural area of Punjab. A random sampling technique was used for selecting samples. One hundred farmers were selected from rural area of Jalandhar district of Punjab and interviewed with a pre-tested questionnaire. The data were analyzed by one way ANOVA (Snedecor and Cochran, 1994) using the software package SPSS version 16 (SPSS, 2007) and differences in mean were assessed by using Turkey-b.

Results and Discussion

The study showed that majority of the respondents (59%) were under graduates where as 20% graduates, 15% post graduate and only 6% were illiterate respondents. Out of total respondents 51% were females. The study revealed that all the three mass media television, radio and newspaper were available in rural area and found accessible to 99%, 73% and 66%, respectively of the respondents. The availability of television was significantly ($p < 0.05$) higher as compared to others. (Table 1). The findings are agreed with Ramachandran et. al. (2006) who found that among the different types of mass media available in rural areas, television has the greatest reach.

Table 1. Media reach in rural area

S No	Mass media type	Frequency	Percentile	SE
1	Availability of TV	99c	99	0.25
2	Radio Listening	73b	73	0.33
3	Reading of Newspaper	66a	66	0.39

Figures with different superscript in a column differ significantly, $P < 0.05$

Reach and use of television in rural area: The study highlighted that 99% of respondents have television sets. Similarly Ramachandran et. al. (2006) also reported that television in more than 80% of houses. The 88% of male and 80% of female respondents had cable/satellite television facility. Irrespective of sex, 36% of respondents liked news based programmes, 22% liked serials and 25% liked musical programmes while 17% of people liked agricultural related programmes (Table 2). The use of television for watching news, serials and agricultural programmes were significantly ($P < 0.05$) higher as compared to radio (Table 3).

Reach and use of radio in rural area: Radio has found to be the most appropriate medium of mass communication in the rural population (Okwu et. al., 2007).

In Punjab, radio was accessible to 73% of total respondents; out of which 13% listened frequently, 60% listened occasionally while 27% never accessed radio in their life. With respect to gender, 18% and 8% of males and females used radio frequently whereas 22% and 32% of males and females never listened to it. Among respondents 46% listened to radio for musical programmes, 25% preferred news based programmes whereas 10% listened radio to gain information about agriculture (Table 2). The use of radio for listening music was significantly ($P<0.05$) higher as compared to television (Table 3).

Table 2. Purpose of using mass media (%)

Mass media	News	Music	Serials	Agricultural
Television programmes	36b	25a	22b	17b
Radio programmes	25a	46b	0a	10a
S.E.	0.25	0.32	0.39	0.26

Figures with different superscript in a column differ significantly, $P<0.05$

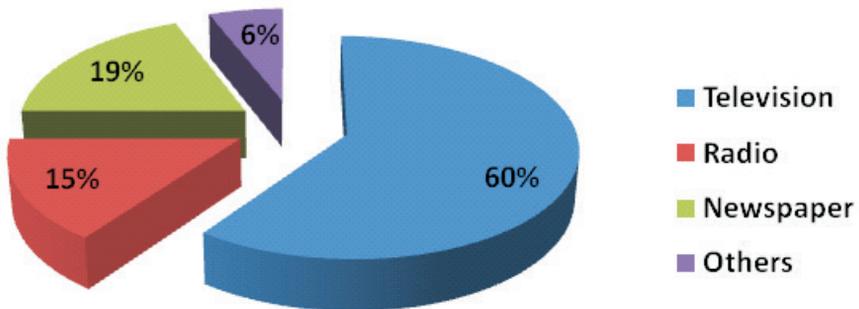


Fig. 1. Mass media and Satisfaction of respondents

Reach and use of newspaper in rural area: Print has qualities that make it a suitable medium for information diffusion in rural areas because print messages need relatively simple and cheap technology to produce. Newspaper was accessible to 66% of total respondents; out of which preference was 23%, 23%, 18% and 8% for sports, politics, crime and agriculture related news (Table 2), respectively by the rural respondents where as 28% of respondents opted for no response. Out of total respondents, 41% liked Ajit, 30% Jagbani, 2% Punjabi Tribune but 27%

respondents read some other newspapers like The Tribune, Dainik Jagran, Dainik Bhaskar or Punjab Kesri (Table 3). The differences were statistically significant ($P < 0.05$). With respect to gender, 42% of males and 40% of females read Ajit while 32% of males and 28% of females read Jagbani newspaper. About 94% respondents read 1-2 newspaper in a day. Only 6% read 2-3 newspapers daily whereas no one read more than three newspapers in a day. Surprisingly, readers were so addicted to newspaper reading, 26% felt boring in non availability of newspaper while 29% felt they missed something in their daily life.

Table 3. Likelihood of different newspapers by rural respondents (%)

Category	Ajit	Jagbani	Pbi Tribune	Any other
Males	42d	32c	2a	24b
Females	40c	28b	2a	30b
Total	41d	30c	2a	27b

Figures with different superscript in a row differ significantly, $P < 0.05$

Impact and satisfaction of different mass media: The results revealed that 25% of total respondents thought that mass media impacted positive on social and cultural values while 19% said the impact was of negative. However, 56% respondents opted for both negative and positive impact. With respect to gender, 48% of males and 64% females thought that the impact was mixed i.e. both negative and positive in nature. Similarly, Kumudha and Thilga (2014) also reported positive and negative role of mass media in the society. About 60% ($P < 0.05$) of rural respondents felt television -the most satisfying media while 15% felt it was radio, 19% voted for newspaper while 6% opted for something else i.e. internet, mobiles etc. (Fig 1). With respect to gender, 52% of males and 68% of females found significantly ($p < 0.05$) higher satisfaction with television as compared to other mass media.

Conclusion

Therefore, from the present study it may be concluded that television is quite popular and effective form of mass media in rural area of Punjab. No doubt it has negative and positive impact on social and cultural values but still it is the most satisfying media for the rural people.

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