Use of Radio and Television as a Mass Communication Media for Transfer of Agriculture Technology by Faculty of Agriculture, VNMKV

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Abstract: - *The present paper aims to know the contribution of faculty of agriculture VNMKV, Parbhani in transfer of agriculture technology by using Radio and Television as a mass communication media. The result of the study shows that out of 113 respondents 83.19 % respondents participated in Radio Talk and 14.15 % T.V. Show type of extension activity for transfer of agriculture technology to farming community. It was observed that faculty members have given contribution to 792 radio talks and 68 TV shows on different channels for transfer of improved agriculture technology to farmers.*

Keywords: Mass Communication, Media, Radio, Television, Agriculture Technology

1. Introduction

Radio, television are the effective mass communication media for transfer of scientific knowledge to the farming community. Impact of radio and television is equal among literate as well as illiterate farmers even in interior areas, (within short time) and hence these media have importance in transfer of improved agriculture technology to farmers. In India there are various channels broadcasting agriculture programmes on the use of various technologies to boost agriculture development. Therefore radio and television could serve as a suitable media for dissemination of farm information and latest technologies among farming community in a short time. Realizing the importance of Radio and

Television mass media in dissemination of information on improved agriculture practices to the farming community an attempt was made to know the contribution the form of number of radio talks and participation in T.V. shows by agriculture faculty of Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani for transfer to improved technology to farmers with following objectives.

2. Conceptual Analysis

2.1 ***Mass Communication Media*****: -** Mass communication refers to the imparting and exchanging of information on a large scale to a wide range of people. It is usually understood to relate newspaper, magazine, and book publishing, as well as radio, television and film, even via internet as these mediums are used for disseminating information ("Mass communication," 2017)

2.2 ***Faculty of Agriculture*****:-** Under Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani there are seven faculties namely Faculty of Agriculture, Faculty of Horticulture, Faculty of Agriculture Bio-technology, Faculty of Food Technology, Faculty of Agriculture Engineering and faculty of Home Science. Among these, only Agriculture faculty was selected for the present study. Under this Agriculture Faculty there are six constituent colleges spread in Parbhani, Latur, Osmanabad, Beed, Jalna and Hingoli districts of Marathwada region of Maharashtra state

3. Method of Sampling

Assistant professors and Associate professors were considered as respondents for the study. Structured questionnaire was distributed personally by visiting the respondents from six constituent Agriculture Colleges of Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani. The researcher received satisfactory response from the faculty members and received 113 filled questionnaires. The collected data has been analysed by using specific statistical techniques.

4. Objectives of Study

1. To find out the contribution of respondents in the form of radio talks and

TV shows for transfer of improved agriculture technology to farmers.

2. To find out number of radio talks and TV shows delivered by faculty

5. Limitations

The following are the limitations of study

1. Study is limited to six constituent Agriculture Colleges of Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani only.
2. Only publications of faculty of VNMKV, Parbhani during the period 2000 to 2015 were considered for present study.

6. Review of Literature

Fawole (2008) showed that pineapple farmers will use information from easily available and accessible sources such as radio and

newspapers. Improving the knowledge base of farmers will facilitate information sharing amongst them. Research and extension should therefore develop contents in both radio and newspapers that will expand farmer's knowledge base and practical skill for improved pineapple production.

Opara (2008) showed that 88.1 percent of the farmers indicated agriculture extension agents as their source of information, 71.2 percent indicated fellow farmers, 63.2 percent indicated radio, 43.3 percent indicated television, etc. The results further showed that majority (70.00%) preferred the extension agent to the other media (radio 28.40 %, friends and relatives 27.20 %, television 19.10 % etc.). The result emphasized the need for the extension agency to regularly identify those sources of information that farmers prefer or use most, as this will enable them to deliver agricultural information effectively to the farmers.

The findings of Agwu and Adeniran (2009) revealed that farmers received their agricultural information mostly through mediated and professional inter-personal channels/methods. The findings further showed that radio (multiple regression t-value= 3.40) and fellow farmers (multiple regression t-value = 3.40) were the most perceived appropriate channels for disseminating agricultural information as reported by the farmers. However, the result of the study showed that extension agents (multiple regression t-value=3.37), radio (multiple regression t-value=3.34) and television (multiple regression t-value=3.16) were the most reliable channels for communicating agriculture information to farmers.

7. Results And Discussion

Contribution of respondents in Radio Talk and T.V. Show type of extension activity

The data regarding the participation of respondents in Radio Talk & T.V. Show type of extension activities was collected and analyzed as presented in Table 1.

Table No. 1: Distribution of respondents according to their participation in Radio talk & T.V. Show type of Extension Activity.

Sr. No.	Faculty Designation	No of faculty	No. of faculty delivered Radio Talk	%	No. of faculty given T.V. Show	%
01	Professor	09	08	88.88	01	11.11
02	Associate Professor	32	28	87.50	04	12.50
03	Assistant Professor	72	58	80.56	14	19.44
	Total	**113**	**94**	**83.19**	**16**	**14.15**

It is observed from Table that out of total 113 respondents 94 (83.19 %) respondents participated in Radio Talk and 16 (14.15 %) in T.V. Show type of extension activity for transfer of agriculture technology to farming community.

It is observed that 88.88 % Professors participated in Radio Talk and 11.11% Professors participated in T.V. Show type of extension activities followed by 28 (87.50 %) Associate Professors participated in Radio Talk and 4 (12.50 %) Associate Professors participated in T.V. Show and Assistant Professors 80.56% & 19.44 % Radio talk and T.V. Show respectively.

It is revealed from Table 1 that contribution of Professors (88.88%) was higher than of Associate Professors, (87.50 %) and Assistant Professors, (80.56%) in Radio Talk & T.V. Show type of extension activities. The reason lying behind this could be that Professors and Associate Professors have more experience and length of service than Assistant Professors.

No. of Radio Talks & T.V. Shows delivered by respondents.

The data regarding the number of Radio Talks delivered and participated in T.V. Show was collected and analyzed according to their designation and presented in Table 2.

Table No. 2: Number of Radio talk & T.V. Show by respondents.

Sr. No.	Faculty Designation	No of	No of Radio Talk delivered	Average	No of T.V. Show	Average
01	Professor	09	72 (9.1)	8.0	13 (19.11)	1.44
02	Associate Professor	32	372 (46.96)	11.62	43 (63.23)	1.34
03	Assistant Professor	72	348 (43.56)	4.83	12 (17.65)	0.17
	Total	**113**	**792**	**7.27**	**68**	**0.60**

(Figures in parenthesis are percentage of total)

It is observed from the Table No. 2 that the respondents delivered 792 radio talks and participated in 68 TV shows on different channels. Associate Professors delivered more radio talks as compared to the Professors and Assistant Professors. Whereas Professors actively participated in TV shows with high average contribution compared to the Associate Professors and Assistant Professors.

It can be concluded that the Associate Professors were found more active and delivered highest number of radio talks. Whereas Professors found more active in participation in TV shows with high average contribution (1.44) among the other respondents.

8. Conclusion:-

Radio and television serves as the effective medium for dissemination of farm information and latest technology. The faculty members of Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani were found to be effectively using radio and television as media for satisfying the information needs of farmers. It was observed that 94 (83.19 %) respondents participated in Radio Talk and 16 (14.15 %) T.V. Show type of extension activity for transfer of agriculture technology to farming community.

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