

CHAPTER 2

REVIEW OF LITERATURE

In the Indian context, there are very few evaluative studies to measure the effects of TV on rural viewers (Agarwal, Ambekar, 1977). Very little attempt has been made to understand the process of rural television communication. The studies done in India had shown that TV is helpful in imparting knowledge on Agriculture. The educative role of TV in health and hygiene and family planning is to be explored. Content Analysis of TV programmes is still in the infant stage.

Related research studies done in India and abroad are reviewed in two sections.

- 2.1 Reviews of studies on effectiveness of TV as communication media.
- 2.2 Reviews of studies on content analysis of TV programmes.

2.1 Reviews of studies on effectiveness of TV as communication media

Impact of Television on Farmers was studied by Mishra and Sharma (1967). Five agriculture programmes were selected for evaluation purposes. The programmes selected covered the main aspects of agriculture development like crop sanitation, cultivation of summer vegetables, raising crops on saline soils, veneer grafting in mango, cultivation of Pusa Giant Napier grass. The gain in

knowledge of respondents as a result of telecast was found to be significant in all the five programmes. The retention of knowledge gained by respondents as a result of viewing the telecast was found to be statistically significant in all the five programmes after 15 and 30 days of the telecast.

The effect of age, caste, economic status and socio-economic status on gain in knowledge and its retention of the respondents was insignificant in all the programmes. Only the effect of education was found significant on gain in knowledge and its retention by the respondents in all the programmes. The effect of social participation was significant in two programmes. In general, respondents liked the agricultural telecast since 61 per cent of them reported their liking as 'very much', 29 per cent by saying 'much' and 10 per cent by saying 'so so'. On an average 20 to 30 farmers viewed every telecast. Majority of the respondents could understand the content of the telecast. The farmers were satisfied with the clarity of the picture on TV screen. They reported that distortion was noticed in voice. With respect to presentation of programme, the farmers had more liking for programmes supported by discussion and illustrations.

Relative effectiveness of radio and television as communication media in dissemination of agricultural information was studied by Dey and Sharma (1968) in Delhi.

The specific objectives were to study the relative effectiveness of radio and television with respect to gain and retention in knowledge of the farmers, and to study the effect of some important socio-economic factors on gain and retention of knowledge through two media. The effect of media participation on gain in knowledge through two media and the attitude of farmers towards agricultural telecast and broadcast were also studied.

Three villages having teleclubs and the other three villages with radio rural forums were randomly selected. Fifty per cent of 20 members of each of the teleclubs and radio rural forums were selected at random as respondents. The programmes selected were similar in content and the channels of communication. The programmes selected were storage of grains and seeds, control of insect pests in summer vegetables and know your fertilizers.

The selected farmers of teleclubs and radio rural forums were exposed to those programmes through TV and radio, respectively. 'Before and after measurement'

design was followed for the evaluation of effectiveness of two media with respect to gain and retention of knowledge with the respondents.

On an average, TV viewers gained and retained higher knowledge than radio listeners in all the programmes. There was reduction of knowledge with lapse of time in both the cases and with all the programmes. On an average, with the respondents of both TV and radio groups, higher the education, the higher was gain and retention of knowledge. In case of both the radio and TV groups, the respondents between 30-35 years gained and retained highest amount of knowledge.

In the TV group, no relationship between gain and retention of knowledge and socio-economic status was observed. In the radio group, lower socio-economic status seemed to exert some kind of retarding effect on gain and retention of knowledge in programmes. On the whole individuals had favourable attitude towards both 'Krishi Jagati' and 'Krishi Darshan' programmes. In case of all the three programmes in comparison to respondents of radio group, respondents of TV group felt the practices more useful, decided early to try them and adopted the practices in their farms.

The effectiveness of TV as a medium of communication for imparting scientific know-how to the farmers was studied by Sekhon (1968) in New Delhi.

The investigation was carried out to know the extent to which the farmers have already been using the recommended practices for raising the important crops of the area and to the extent, the TV as a medium of communication is helpful for imparting know-how in respect of improved cultivation of important crops. The reaction of farmers towards the installation of TV in their villages with special reference to agricultural telecast was also studied.

Fifty farmer members of the teleclubs, 25 from each club were selected purposively as they were regular viewers and were required to take part in post telecast discussions. For the purpose of the study undertaken, four agricultural telecasts, i.e. 'cultivation of peas', 'potato', 'dwarf wheat' and 'berseem' were selected as these are the important crops of the area.

The study showed that the bench mark level of knowledge of farmers about the improved cultivation of the crops under study was lamentably poor and varied from 45.2 per cent to 55 per cent only. The comparative study of the benchmark and adoption of recommended cultivation practices proved beyond doubt that TV had an impact.

The farmers with qualifications of matric and above made maximum gains in knowledge of recommended cultivation practices and showed corresponding increase in their adoption to raise the crops under study. All the respondents, included in the sample liked the Krishi Darshan immensely. Ninety per cent of the farmers under study had no difficulty in understanding the telecasts. The ladies expressed their desire for more programmes on home improvements, in simple language and slow conversation. Menfolk stressed more upon the programmes on agriculture in foreign countries.

Impact of Television on Farm women was undertaken by Kaur and Koshy (1970) in Delhi. The study attempted the following objectives :

To study the immediate gain in knowledge by the farm women as a result of viewing the selected telecasts.

To study the retention of gained knowledge by the farm women after a lapse of 15 days of the telecast.

To study the relationship of some factors such as age, size of landholding, education, caste, socio-economic status and possession of cattle's association with the gain in knowledge.

To study some of the factors viz.
age, size of landholding, education,
caste, socio-economic status and
possession of milch cattle associated
with the retention of knowledge gained
through selected telecasts.

To study the reaction of farm women
towards 'Krishi Darshan' programme
in general.

The study proved that the farm women gained
significant amount of knowledge about the three selected
practices shown on television.

The mean percentage of knowledge retained
varied from 72.38 per cent to 83.26 per cent when
measured after 15 days of each telecast.

After viewing the telecasts, 50 per cent, 62.5
per cent and 60 per cent of the farm women felt like
trying the improved practices relating to the 'cultivation
of paddy', and the 'cultivation of early cauliflower'
and the control of the diseases of cattle, respectively.
A highly significant negative correlation existed between
gain in knowledge and improved farm practices and the age
of the respondents, for each of the three telecasts.
No significant correlation between gain in knowledge and

size of landholding was observed. A highly significant positive correlation was noticed between formal education and gain in knowledge in the case of each of the selected improved farm practices. Farm women having education up to High School and above, gained more knowledge as compared to those with primary education and the illiterates. Caste was found to have no significant correlation with the gain in knowledge. A highly significant positive correlation existed between socio-economic status of the respondents and their gain in knowledge in all the practices. A highly significant positive correlation was recorded between gain in knowledge and the number of milch cattle possessed by the respondents in regard to 'control of diseases of cattle'. About 92 per cent of the women liked this programme.

Most of the respondents that is 86 per cent wanted the 'Krishi Darshan' to be telecasted in the middle of the television programmes. Ninety two per cent of the women felt difficulty in following the language including metric system of weights. As high as 67 per cent of the farm women indicated 'Krishi Darshan' as the first preference amongst a number of programmes.

The evaluation of 'Krishi Darshan' programme was done by the department of Adult Education, N.C.E.R.T.

in the year 1969. The specific objectives of the study were : (1) to measure the knowledge gained by the televiewers through telecasts, (2) to measure the knowledge retained which they gained from the telecasts, (3) to study the change in attitude due to telecasts towards the improved agricultural practices, (4) to study the induced action as well as change in adoption of improved farm practices due to telecasts and (5) to study the opinion and reaction of televiewers towards television as a source of information in agricultural practices.

The study was conducted in the four selected Community Development Blocks of the Union Territory of Delhi. 'Before and after' type of design with one control group was used. Sixty respondents from the control village were matched with the experimental groups with respect to education and landholding. Seven programmes were selected. Topical hints to farmers, 'story of a successful farmer', 'weed control in sugarcane', 'foliar fertilization of vegetables', 'after care of summer vegetables', 'control of insect pests in summer vegetables' and 'storage of food-grains' were the programmes.

The study showed that Ragine programmes of Haryana, short skits and plays based on rural life should be arranged before and after the 'Krishi Darshan'

Programme. There was demand for supply of written material after the 'Krishi Darshan'. The viewers had difficulty in understanding the technical terms. Too much subject matter made programme difficult to understand for some people. Viewers had difficulty in hearing and viewing the programme.

Awareness of the rural TV viewers about the Development programmes of Amritsar Doordarshan was attempted by Sanga et al. (1979). The specific objectives of the study were to measure the awareness of rural TV viewers about the various developmental programmes of Amritsar Doordarshan and to measure the awareness of the rural TV viewers about the various dimensions of developmental programmes of Amritsar Doordarshan.

For the purpose of the study, Amritsar District of Punjab State was purposively selected. Out of the 15 blocks, 5 blocks were randomly selected from each block to constitute the sample. Data were collected personally with the help of an interview schedule. The rural TV viewers were more aware about the SITE programmes than other development programmes of Amritsar Doordarshan. The rural TV viewers were more aware about the language used in the various developmental programmes which was followed by subject matter, duration, weeks for telecast,

name of the programme, days and time of the telecast of the development programmes.

It was found that they were significantly more aware about the language and subject matter of these programmes than other dimensions like duration, weeks for telecast, names, days and time of telecast. Also the rural TV viewers were less significantly aware about the time and days of the telecast than other dimensions under study.

A study of the factors influencing the viewing behaviour of the farmers towards agricultural programmes on television in Delhi villages was studied by Singh and Sharma (1971).

The study revealed that on the whole, a slightly favourable attitude towards TV in general was discernable among the respondents. The respondents having differential attitude towards TV significantly differed among themselves with regard to their level of education, economic status and age. Those who had a tendency towards favourable attitude were higher in education, lower in economic status and younger in age.

Most of the programmes on TV were designed for the urbanites was felt by majority of these respondents.

Regarding the frequency and timing of the 'Krishi Darshan' about 69 per cent of the respondents preferred the status quo of bi-weekly telecast.

Out of the 17 selected variables examined for their relationship with the viewing behaviour, 12 factors were found to be significantly related at 0.01 level. These were (1) distance, (2) education, (3) age, (4) size of holding, (5) attitude towards TV, (6) attitudes towards 'Krishi Darshan', (7) attitudes towards agriculture as an occupation, (8) level of aspiration, (9) economic motivation, (10) scientific orientation, (11) relationship with TV custodian, (12) adoption.

Among eight different sources of information, TV occupied 5th place on the scale of credibility. Of the 13 motives of viewing TV, eight motives were found to be more important indicatives of the viewing pattern of the farmers. Among those 'to seek popular entertainment' came out to be the most important one. The other important motives were to while away time, to get news and to watch 'Krishi Darshan' in that order. To spend an evening pleasantly, to entertain guests, to learn useful information and to watch without purpose were found to be comparatively feeble motives for viewing TV.

Effectiveness of television and its combinations in transferring technological know-how to farmers was studied by Chauhan and Sinha (1977) in Bihar.

The study by Chauhan and Sinha (1977) proposed to test whether effectiveness of TV in imparting knowledge about farm technology to the farmers increases when combined with some other medium/media channels to communicate farm technology to them. To study the effectiveness in imparting knowledge to the farmers; TV and group discussion; TV and leaflet; TV and group discussion and leaflet were the combinations of the media selected.

A Before After type experimental design was adopted in the study by Chauhan and Sinha (1977). The study was conducted in the Vaishali district of North Bihar. Four villages were randomly selected and then the following four treatments were randomly allocated. Television (T_1), Television + Group discussion (T_2), Television + Leaflet (T_3) and Television + Group discussion + Leaflets (T_4). In addition, one village where SITE TV was not installed served as control group. Fifty farmers who used to view the TV regularly and the same number of farmers from the control villages were randomly selected to form the sample of the study.

Among the treatment villages, the highest amount of knowledge was gained by the farmers who were exposed to both printed matters and group discussion alongwith the telecast though they did not differ significantly from those who were exposed either to group discussion or to printed matter alongwith the telecast. To study the influence of assigned variables, the correlation coefficients were calculated. The correlation coefficients were found to be significant only in case of cosmopoliteness and increase in modernity. The other variables did not show any significant relation with the gain in knowledge.

Impact of SITE television on Audiences Sense of Efficacy and Faith in Norm was studied by Chauhan and Sinha (1977).

This study was conducted in the Vaishali district of Bihar covered under the SITE. Four experimental villages which had TV and one control village were randomly selected. Fifty regular TV viewers from each of the four TV villages and fifty farmers from control villages were finally selected randomly to constitute the sample. Personal interview was used for collecting the data. The findings showed that TV failed to instil in its audience the feeling of being capable of influencing

the government and its activities. The impact of TV on change of their attitude towards norm was not very clear.

Another study on the effect of SITE TV on Democratic conservative outlook of the rural audience was studied by Chauhan and Sinha (1977). The main purpose of the study was to see whether television can help the farming community to make them better farmers by changing their outlook from authoritarian conservative to democratic progressive. The study was conducted in the Vaishali district of North Bihar. The data were collected from four SITE TV villages. A fifth matching village having no SITE TV was selected as control. Fifty viewers from each of the four experimental villages and fifty farmers from the control village were randomly selected to constitute the sample. The data were collected with the help of a structured interview schedule. The result show that the experimental villages did not differ significantly from the control village in respect of conservative - authoritarian outlook. TV achieved a remarkable success in helping its viewers to cast off the iron grip of their conservative authoritarian outlook to some extent. The study showed that the impact of TV in changing the democratic authoritarian outlook of its audience was uniform in the villages under experiment.

Changes in scores were correlated with the respondent's age, education, size of holding, social participation, material possession, caste, size of family, socio-economic status, outside contact, contact with extension agencies, cosmopolitaness, exposure to group as well as mass media and extent of TV viewing.

A factor analytic study of student and adult judgements of television news was done by Smith, James Richard (1976) in the Pennsylvania State University.

The study by Smith and Richard (1976) investigated college students' and adult judgement of television news. The key goals of the study were to describe the dimensions of judgement and compare them with the findings of related studies and to suggest the bi-polar scales that will reliably tap stable dimensions of judgement of television news.

Two populations were studied. A total of 126 adult and 137 student questionnaire were completed. A four step process based on subject supplied adjectives was used to select the bipolar adjectival scales. Each subject judged the concept of television news on 25 such scales and also answered 11 questions related to demographic characteristics and television viewing habits.

The results of the factorial analysis of each data set showed that there were six dimensions of judgment of television news for each population. Four key dimensions seemed stable across population differences.

General Evaluation, Ethicality, Presentation and Brevity. Statistical comparison of the two factor leading matrices revealed little difference between student and adult results.

There was a significant positive correlation between age and reported television news exposure in the adult data, but a non-significant relationship in the student data. The hypothesis that for adults reported news exposure would be negatively correlated with educational level was not supported. The prediction that adults would report greater television news exposure than students and that college males would report greater news exposure than college females, were both supported.

Adolescent Television Use As a Possible Socialisation Agent was carried out by Lampkin Emmett Coleridge (1976) in the Stanford University. Eight hundred and sixty one students were included in the final analysis, based upon a 3 x 4 x 2 factorial design crossing three school grades (7, 9, 11) with four racial ethnic sub-groups and two social status groups defined by the

respondent's father's attained level of education. A questionnaire administered in class room situation was used to obtain information (1) media use patterns and preference, (2) reasons for viewing TV, (3) perceptions of TV as it relates to real life experiences, (4) programme preferences.

Assessments of social status influences suggested that education though high school does not provide clear distinctions between socio-economic groups nor does it affect electronic media use.

The overall results for electronic media use present a staggering picture. The average adolescent reports spending over $8\frac{1}{2}$ hrs each day with some form of media, at least 4 hrs of which are used to watch TV. Racial ethnic analysis showed black adolescent to be predominant users of electronic media (11 hrs per day), 5.3 hrs of which are devoted to TV.

An analysis of the life style characteristics of viewers of selected television programme types was carried out by Hanrahan and Joseph (1981) in Indiana University. In the study by Hanrahan and Joseph (1981) life style research was defined as the measurement of people's activities, interests and opinions. This study employed life style data to determine whether (1) life

style differences existed between heavy and light viewers of two television programme types (Movie and Police Programmes) and heavy viewers across these programme types, (2) life style variables enhanced the above analysis when age and household income were separately controlled, (3) life style profiles revealed patterns supporting the assertion that programme choice is value expressive behaviour.

The data for the study were derived from the 1975 National Consumer Mail Panel of Market Facts (4750 adults). Responses to roughly 155 life style statements were factor analysed yielding eleven female and ten male dimensions. These factors were used to compare heavy and light viewers within the two programmes types examined and heavy viewers across the two types. Programme types were also derived using factor analysis. Classification of respondents into heavy and light viewing groups by types was done employing viewing frequency data for programmes within each type. Significant differences between viewer groups was determined by performing a test on mean factor scores.

The study by Hanrahan and Joseph (1981) found statistically significant differences between heavy and light viewers within programme types. For example,

female heavy movie viewers were significantly more price conscious, home oriented and involved in their community than were the light viewing counterparts. Male heavy viewers of police programmes were more outdoors - oriented price conscious and politically conservative than males classified as light police viewers.

Males who frequently viewed police programmes, for example, were more likely to agree with items in the Religious/Moral values factor such as "I often read the Bible" and "spiritual values are more important than material things" than were male heavy movie viewers. Such results occurred in analysing both the total male and female samples and selected demographics within the full sample. They suggested that programme type audiences are not homogenous and life style data can enrich viewer portraits even when demography is controlled.

2.1.1 Reviews on social evaluation of SITE programmes

According to the Technical Report by Indian Space Research Organization, Bangalore (1977) the social evaluation of SITE programme was carried out in the year 1975-76. SITE was conducted from August 1, 1975 to July 31, 1976 as a pilot project. SITE covered 2,330 villages, spanning 20 districts of six states namely, Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.

Instructional TV programmes for adult viewers were telecast in the evening for about two and a half hours which included half hour national Hindi programmes in Hindi, Kannada, Oriya and Telugu. Social evaluation of SITE followed an inter and multi-disciplinary approach.

The study explored the extent to which a climate for development was created by SITE, the extent to which SITE accelerated the process of development, and the extent to which the attitudinal and behavioural changes took place as a result of SITE.

The SITE survey was designed as a field experiment having pre- and post-observations in experimental and control groups. To predict the direction of change, during SITE, survey was also conducted. The respondents were classified as control (C), rare viewer (E_1), occasional viewer (E_2) and frequent viewer (E_3).

In the first stage, 12 experimental villages and six control villages in each cluster were selected by matching the population range of the experimental villages. Seventy two respondents of 15 years and above were randomly selected from each of the 108 SITE villages (72 experimental and 36 control). The actual number of respondents interviewed in pre-SITE survey was 7,772; in during SITE survey it was 6,623; and in post SITE

Among females, in general, higher the frequency of reported TV viewing greater was the change. In the area of adoption of health innovations, there was positive change gain among occasional and frequent viewers of both sexes, the gain among frequent viewers being highest. An examination of the magnitude of scores shows that for both males and females the changes were positively associated with differential exposure to TV.

In general, the young, the unmarried and the married respondents with two and less children gained more knowledge about health innovations than others. The magnitude of gains was more in illiterates than literates. It seems that community TV played an important role in narrowing the knowledge gap among various sections of the rural population that did not have access to sources of information on modern health.

The female frequent and occasional viewers show 10.5 per cent and 8 per cent higher desire for a small family, respectively over control group. More females than males changed or gained in family planning due to TV viewing. The illiterate TV viewers, who had no prior mass media exposure and who did not go out of the village gained most in family planning due to TV viewing. But desire for small family was shown by literates more than illiterate viewers.

In the pre-SITE survey, the agricultural awareness was high, hence no apparent gain was observed in the post-SITE survey but awareness of animal husbandry indicates positive gain. The exposure to TV has led to substantial gain among cultivators who were frequent viewers.

The young and the illiterate cultivator with no prior mass media exposure, regardless of their landholding size, who were occasional and frequent viewers seemed to have gained most in awareness, knowledge, adoption and use of agriculture and animal husbandry innovations.

In political socialization, knowledge gain about political information, in general was high, though control group gained thereby indicating that other media also contributed. Empathy gain score of female frequent viewers was greater than the control group and male frequent viewers. It was observed that male frequent viewers gained in national integration significantly more than control group.

In both attitudinal, as well as, in behavioural information the overall modernity increased as a result of TV viewing. The total overall modernity gain score was higher among female frequent viewers compared to male frequent viewers which is statistically significant. The illiterate male and female frequent and occasional viewers

gained more than the literate frequent and occasional viewers. The aspiration level for a profession like medicine, engineering etc. changed in a positive direction both in male and female frequent viewers, more so among the females. In general the data on females provided consistent support to the general hypothesis when compared to the data on males.

A social evaluation of SITE was done in the Kheda district of Gujarat State by Agarwal et al. (1981).

The specific objectives were as follows :

To study the process of rural communication.

To study the various existing channels of rural and developmental communication.

To study the rediffusion process of developmental message at pre- and during Kheda transmission period.

To study the substitution process if any of the existing channels of communication by TV ~~int~~roduction.

To study the positive and negative roles played by TV in accelerating rural development in areas of agricultural, animal husbandry, family planning, health and hygiene and nutrition.

To study the microlevel changes brought about as a result of TV viewing in the village culture.

To study the "Aspects of TV programme components".

To evaluate the impact of the national programme in Hindi on Kheda rural viewers.

To study the process of adoption of developmental messages.

TV centre has been set up in the premises of Milk Producers' Co-operative Society which is located more or less in the centre of the village. On an average 245 persons viewed TV in Dadusar on a given day. There is appreciable attendance difference in the first and second half of the year.

The most striking feature is the fewer number of female viewers in the age group of 15 to 24 years as

compared to male viewers. It was observed that those lived near TV centre regardless of age, sex came to view TV in large numbers. Similarly, Christian children, women and men all viewed TV in large numbers. It was found that TV has attracted more educated persons. Among the viewers, 38.3 per cent viewers are students, majority of whom are from primary classes. Second comes labourers who are almost equally divided between viewers and non-viewers. Among the cultivators not more than 7.2 per cent are viewers.

In general, Patel households were among non-viewers of TV because they remained busy in their fields. During berry collection and tomato picking seasons labourers had to stay for the night near the trees and in the fields and so could not view TV. Some of the villagers had a notion that daily viewing TV would ruin their eyesight.

The programme content of Kheda included National Hindi programmes and Gujarati programmes.

Single most important factor that influenced the programme preference was language. Whenever popular programmes were telecast, viewers tried to repeat the songs and also tried to memorise if it was a new song.

About 74 per cent of the total programmes consisted of agriculture programmes.

Various recommended practices were adopted. For example, a few of them tried and actually adopted the new scientific method of irrigation. They also adopted bed preparation for paddy shown on TV.

In general, animal husbandry programmes were well received because they had a direct bearing on the day to day life and problems of the villagers.

Some viewers got enthused enough to get prepared to obtain bank loans for proper, viable poultry keeping.

Rabbies, measles and other infectious diseases and particularly TB drew in immediate and full attention of the viewers.

Hygiene and sanitation programme inspired the viewers to launch a cleanliness programme.

To the villagers, family planning subject was a taboo. So many people were shy to view such a programme.

Landless labourers saw in it a new ray of hope for better future. Many felt that they would get higher daily wages.

Religious programmes appealed to the villagers who are basically religious.

2.2 Reviews of studies on content analysis of TV programmes

Content analysis of Farm Telecast, Viewer's Information Need and Factors Influencing Viewing and Feedback Behaviour.

This study was carried out by Singh and Prasad (1973) in Delhi. The specific objectives of the study were :

To analyse the general content of Krishi Darshan programme since its inception and to study the emphasis and importance placed on the various hardcore information telecast;

To analyse the specific content of Krishi Darshan programme for a selected interval of time (May-June, 1973) and to study the intent and direction of the messages;

To ascertain the various elements involved in the composition of the farm telecast and to assess the viewer's reaction towards it for a specific period;

To measure the planning orientation of TV personnel and to observe the extent of systematic programming procedure involved, in bringing out the ultimate farm telecast;

To determine the farm information need of the viewers (communication) information need, perception of the experts (communicators) and to estimate the extent to which TV caters to the viewers' need;

To study the viewing behaviour and feedback behaviour of the farmers and to determine their relationship with some of the selected socio-psychological correlates;

To examine the reasons of non-viewing the Krishi Darshan programme and to locate some of the associated factors with it, and

To find out the possible relationship between the extent of information of the telecast content and the viewers' information need level.

Due to increased emphasis on entertainment, Home Science, Nutrition and Child Development programmes, percentage of the agricultural programme has come down from 81.35 per cent to 60.31 per cent from the year 1967 to 1973. The viewers gave lower ranks to almost all the compared discussion programmes as against other modes of Krishi Darshan.

The farms news telecast was perceived of lower standard by the rural viewers than those of expert viewers.

Krishi Darshan viewing behaviour of the farmers was more influenced by his level of education, media exposure, family norms and need for achievement. Education was found negatively related with one's viewing behaviour. The extent of farm information need for all the main areas were realised far less by the communicatees for themselves than the extent perceived by the communicators for the communicatees.

Among the various need disposition variables of the farmers, only need for achievement was found positively related and significantly contributing to one's viewing behaviour. Among the reasons attributable to non-viewing of Krishi Darshan, situational reasons of non-viewers were found more significant compared to

their personal reasons and technical reasons of the programme. Package of practices of summer crops was placed at the top by television whereas the same was ranked fifth important information need item by viewers. Grain storage, credit and marketing and the achievement stories of progressive farmers were ranked first, second and third important items by the communicatees whereas the same were ranked eleventh, third and second important items by the television.

It was revealing from the results that amount of information present in the selected contents of Krishi Darshan had positive relationship with that farmers information need disposition on these areas. But the differential rank of importance perceived by TV about the communicatees' farm information need might create a significant information gap.

A study on Kentucky Educational Television Network was carried out by Perry et al. (1977) in the U.S.A. This study traces the background of the Kentucky Educational Television Network and its development as an educational television delivery system through the complexities and changes of Kentucky's political system. The chief contention pursued is that Kentucky's state bureaucracies have altered its ETV systems, planned mode

of operation and service to a significant degree. The study is limited to the period between 1950 and 1971.

It was found that KET has never been able to implement its original plan of operation and to provide all of the services originally intended. The two most important reasons for the latter were found to be, first, a lack of continuity among elected State Officials, especially in regard to the Governor and the Superintendent of Public Instruction, and second competition for funding among the educational bureaucracies of the state.

KET occupies an ancillary and secondary relationship to the State's educational systems and still must compete for funding with those bureaucracies. Non-support of KET in the political arena by the State Universities has been partly responsible for the KTV production centres not being used as planned.

KET, left with only one broadcast channel, does not have the flexibility to schedule a diversity of programmes for the manifold needs of the state at the same viewing hours. Moreover KET has never had the funds for programming it has sought. Despite its handicaps, KET, nevertheless has made a considerable contribution to Kentucky's educational system and to the general public.

The development of Method for Analysing perceptions of Network prime-time television series according to selected dramatic elements, programme attributes and audience needs.

The investigation was attempted by Zietz et al. (1980) in Temple University, U.S.A.

The study by Zietz et al. (1980) develops and utilizes a methodology capable of assessing a viewer's perception of and preference for elements of television programmes on a number of different levels.

The elements included television types, character and plots, obtained from suggestions from previous studies and a theoretical framework developed within. In addition, programme and character attributes were included to help explain perceptions of the elements. Along with the programme attributes a set of "functions" (called from the "uses and gratifications") literature was employed. Their inclusion was based on the promise that one's perception of and preference for programme elements is influenced by the way in which these elements are seen as satisfying certain needs. To incorporate all the elements and attributes; the technique of Metric Multi-dimensional scaling in conjunction with multiple regression analysis was employed. MMDS was used to

produce a "cognitive map" representing the subjects's perceptions of the relationship between the elements and their preference for the elements. Character, programme and functions attributes were then placed within the map as vectors through the use of multiple regression.

Subjects were 316 University students. An examination of the "cognitive map" along with the regressed lines identifying the underlying factor analytic dimensions revealed much about the perceptions of this group. Contrary to previous survey findings, programme plots were not any more central to preference than were programme types. Two distinct plot type grouping were discovered, thus suggesting that certain plots seem to go best with certain types of programmes. An objective analysis was offered of the patterns evolving from the interplay of the programme elements and the character, programme and function attributes. Programme elements were found to be differentiated on a number of bases including the degree to which they were seen as providing excitement, their perceived sophistication, their association with particular plots and their linkage with reality.

The results obtained indicate the potential of the use of the technique as an aid for television programme producers and writers.

A study on the relationship of Manifest and Latent content to Television programme preferences of viewers was carried out by Costello et al. (1981). It was investigated the relationships of manifest and latent content, and awareness and unawareness of latent content, to viewer preferences for commercial television programming.

Two hypotheses have been derived that strength of latent content is positively correlated with viewer preferences; and that viewer's awareness of latent content within a television programme is negatively correlated with viewer's preferences.

Ten programmes, five from each of the two situations, comedy television series were rated by two judges on an instrument constructed by the investigator. The two programmes from each series that were highest and lowest on this measurement were retained. Subjects were 158 undergraduates at Adelphi University, all were unpaid volunteers. Each subject viewed one of the four programmes under one or two conditions. In the first condition subjects were exposed to a questionnaire which prodded awareness of the programmes' latent content. In the second condition subjects were exposed to a questionnaire which conditions operationalised awareness and unawareness of latent content.

In addition, each subject was provided with a red button and a green button. Subjects were asked to depress the green button during the parts of the programme they specially liked or enjoyed and red button during the parts of the programme they specially disliked or did not enjoy. Each button started and stopped a timer. The score on the green button provided a measure of viewer preference.

Strength of latent content, viewers awareness or unawareness of latent content and the series each subject viewed were independent variables in all ways.

Strength of latent content explained about 12 per cent of the variance in viewer preferences with the probability of type 1 error less than .00001. Unawareness of latent content explained two per cent of the variance in viewer preferences with less than .09. When series was entered before strength of latent content, it was associated with 6 per cent of the variance in viewer preferences with less than .002.

Public perceptions of influences of television content was carried out by Hayes and Stephen (1981) in the Ohio University, U.S.A.

The study by Hayes and Stephen (1981) examined the relative importance of two conditions which appear to

be associated with the audience participating in any means of feedback: (a) the degree to which a response is believed to affect subsequent content and (b) the degree to which one has access to a means of responding.

The study considered five sources of influence on TV content; direct audience feedback; ratings; advertisers; preferences of television executives and government. For each of these resources of influence, public perceptions were ascertained regarding (a) the relative importance of the source of influence, and (b) the respondents access to the source of influence. Respondents also estimated the importance which TV decision makers could assign to each of these five factors.

An instrument with Likert type items was developed through pre-testing. It was administered by telephone to a random sample of persons in the countries which comprise the Saint Louis television market's area of dominant influences. Responses from the general public were compared with a random sample of persons who had written letters to Saint Louis television stations. A total of 225 persons were interviewed.

Of the five variables examined, the public believes that ratings and advertisers have the greatest

influence on television content, followed by the preferences of television executives, then letters from viewers and finally Government. The most accessible means of influencing television contents is perceived to be through advertisers and secondarily by writing letters to television stations. Thus, advertisers are not only thought to have substantial influence on TV programmes but are also seen as a very accessible source of influence.

A comparison of letter writers with other respondents suggest that audience participation in the process of expressing preferences to the mass media is better explained by the accessibility of a means of feedback than by the influence the feedback response is expected to have on subsequent content.

SUMMARY OF REVIEW OF LITERATURE

The need for communication researches specially in a developing country like India is well established in the literature. The studies conducted in India are mainly on the impact of TV on Agriculture. Studies done in India are mainly carried out in the Institutions as part of the research degree.

Communication researches in India are still in the infant stage. Studies done abroad are more indepth studies.

'Before and after' type of design is mostly used for finding out the impact of TV. The studies have proved beyond doubt that TV is instrumental in imparting knowledge on Agriculture. TV is also helpful to the people in retaining the information. The audio and visual impact of TV play a great role in the life of the illiterate persons also. Studies showed that the illiterates gained more than the literate viewers. There are very few studies dealing with the farm women. Content analysis of TV programmes is still an unexplored field.