

THE ROLE OF MEDIA IN RURAL DEVELOPMENT: A STUDY OF DHARAWAD RURAL DISTRICT (KARNATAKA)

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ABSTRACT

Development is a multi-dimensional concept in its nature, because any improvement of complex systems, as indeed actual socio-economic systems are, can occur in different parts or ways, at different speeds and driven by different forces. Development' is a process of structural societal change. Thomas (2000, 2004) refers to this meaning of development as 'a process of historical change'. Rural development means an overall development of rural areas socially, economically, politically and culturally - so that the people are to lead a pleasant life. Agriculture plays the most important and decisive role in rural development. Television has proved the most effective media in promoting the development in rural areas. But, there is a question that whether radio can really bring about change. The study tries to know that "The Role of Media in Rural Development; A study of Dharawad" A simple random sampling technique is used for the study. The total Sample size is 120 respondents. Data is collected with a Constructed questionnaire. The study shows that through television programmes the rural areas are developing by creating awareness on education, health issues, etc.

Keywords: Media, Development, Rural, Dharawad.

INTRODUCTION

Television provides a voice to the voiceless and allows rural communities to play an active role in their development. It allows for greater access to information systems and, perhaps more importantly, helps in the development of democratic societies by providing a forum to respond to and question. The media have come up with different developmental programmes that have positively contributed to the change in rural people's way of life. These include programmes on farming, health, marital values, environment, cultural issues, human rights, democracy, law and order, religious teachings and peace and reconciliation. Rural development generally refers to the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated area. Rural development has traditionally centered on the exploitation of land-intensive natural resources such as agriculture and forestry.

Robert Chamber defines rural development as a strategy to enable a specific group of people (small scale farmers, the tenants, the landless, the poor men and women) to gain what they want and need for themselves and their children.

Uma Lela defines rural development as improving standard of the mass of the low income population residing in rural areas and making the process of their development self-sustaining.

The need for rural communities to approach development from a wider perspective has created more focus on a broad range of development goals rather than merely creating incentive for agricultural or resource based businesses.

REVIEW OF LITERATURE

Saad Ullah Khan (2002) says though the government is spending millions of rupees in the name of rural development, but still it's not getting the desired results. There can be many reasons behind this. But the first and the foremost reason is the communication gap between government devised policies and common masses. Though, the policies are extremely good, but common masses remain ignorant regarding them because of lack of information, illiteracy, proper guidance, and lack of training in this field.

Dr. Dhanraj A Patil, 2010 says today's era of cable channels and open skies, privatization, liberalization and globalization not only promote cultural imperialism but also threaten to dislocate ecosystems, cottage and small scale industries and local jobs and employment pattern in India.

Biraahwa Nakabugu Media signifies a process, which entails the exchange of views from various sources and the adaptation of media for use by the communities. It allows members of a community to gain access to information, education and entertainment and offers an opportunity for the community to participate actively in the media as planners, producers and performers. It is the means of expression of the community rather than for the community. It is different from urban radio in that it is directed specifically to rural people and to their information needs.

Denis Ocwich 2006 says the rapid growth of Television has raised concerns over whether they are serving the public interest or the interests of advertisers and their profit-minded owners. On the one hand, there are people who argue that the Television is conduits of Western cultural products like music and advertisements, which are suppressing development-oriented local content.

STATEMENT OF THE PROBLEM

The Media is telecasting rural development programs in subjects like Sanitation, women empowerment, health, education & hygiene, taking care of children, etc. “The Role of Media in Rural Development: A study of Dharawad Rural District (Karnataka)” has been taken up with following objectives.

OBJECTIVES

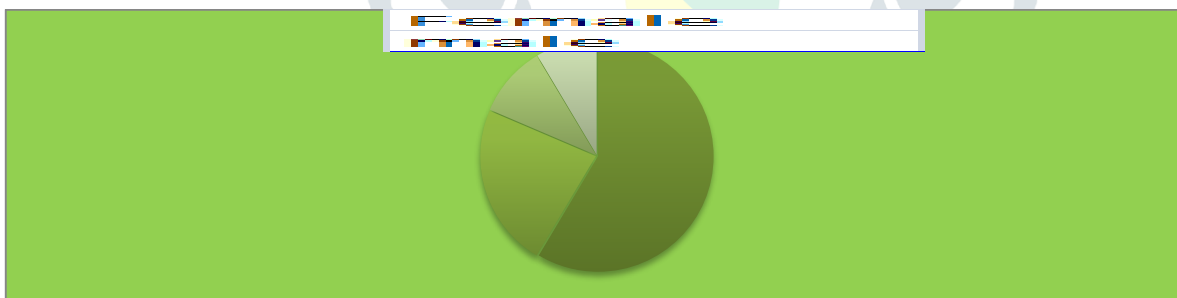
1. To find out the Media is broadcasting developmental programmes.
2. To identify, rural is developing by these programme or not.
3. To know that whether Media is a comfort medium among the rural population to seek information.
4. To study the rural development of Dharawad Rural Districts.

RESEARCH DESIGN

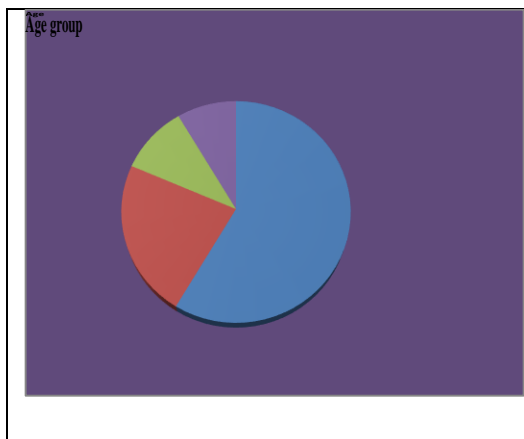
Survey method has been used to draw the results. Navalur, Sattur and Hattikol Village of Dharawad Rural District have been selected for the study. Navalur is a very Interior Village of the District, Sattur and Hattilol the villages which is 7 Km away from Dharawad City. 40 respondents i.e., 20 Male and 20 Female respondents are randomly selected from each village which counts up to 120 respondents. The primary data is collected from the respondents through personal interview with the help of questionnaire.

FINDINGS AND DISCUSSION

- **Table 1: Gender
Gender**

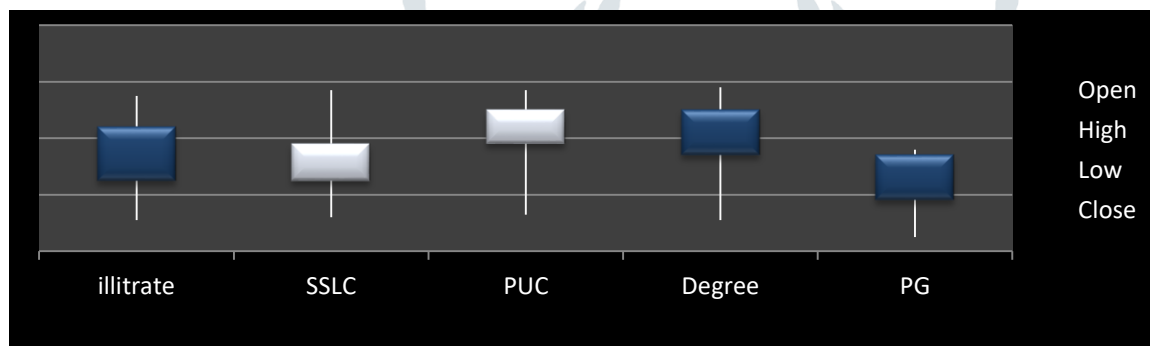


- **Table 2: Age group of the selected respondents**



The above table 2 refers to the age group of the respondents. Among 120 total respondents, Majority of them 43 (35.82%) of the respondents belong to the age group of 31-40 followed by 32 (26.67%) of the respondents belongs to the age group of 20-30 and 29 (24.07%) of the respondents belongs to the age group of 41-50 and 16 (13.43%) of the respondents belongs to the age group of above 50.

Table 3: Educational Qualification of the Respondents



Education qualification of the respondents has been shown in the above table. It was noticed that majority 63 (52.52%) of them were Illiterate, followed by 13 (10.82%) of them have studied up to SSLC, 22 (18.33%) of them have studied up to PUC, further, 12 (10.00%) of them were Graduates, 10 (8.33%) of them were Post Graduates.

Table 4 .Occupation of the Respondents

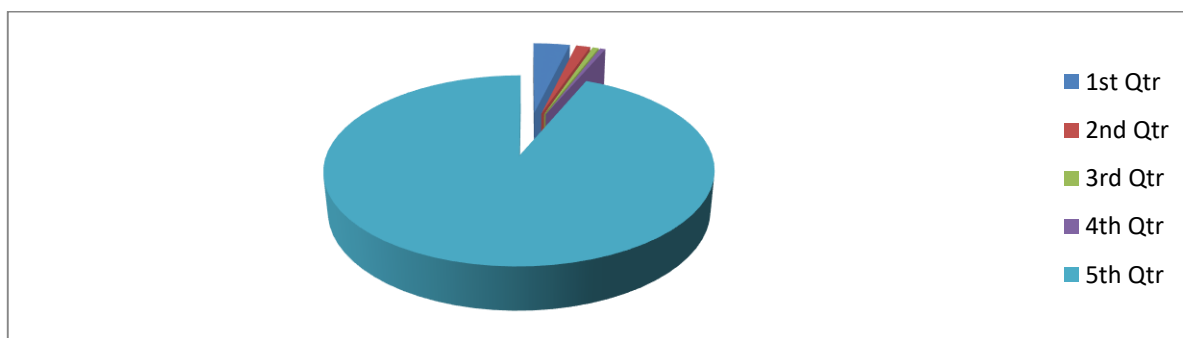


Table 04 reveals that Occupation of the respondents is recorded in the above table. Majority 44 (36.67%) of the respondents are farmers, followed by 38 (31.67%) of the respondents are daily wagers and 20 (16.67%) of the respondents are homemakers, followed by 10 (8.32%) of the respondents are businessmen and lastly 08 (6.67%) of the respondents are govt. servants.

Table 5. Income of the Respondents

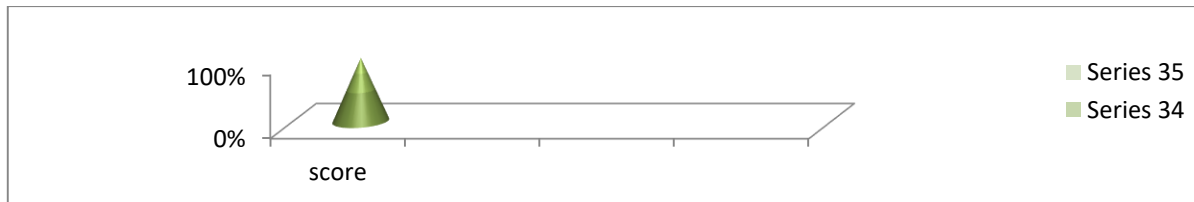


Table 05 Reveals that Income of the respondents are shown in this table. Maximum number of the respondents 38 (31.67%) of the respondents are having their income from 11,000 - 20,000 followed by 26.67% of the respondents are having their income from 1,000 - 10,000 and 16.67% of the respondents are having 41,000 - 50,000 of the income, 13.02% of the respondents are having their income from 21,000 - 30,000 and only 11.67% of the respondents are having their income from 31,000-40,000.

Table 6: Respondents Watching to Television



In accordance with the table 6 reported about the usage of Watching Television, nearly most of the respondents (73.33%) watching Television regularly, followed by 17.50% watching occasionally and only 09.16% of the watching rarely.

Table 7 .Number of hours respondents Watching Television

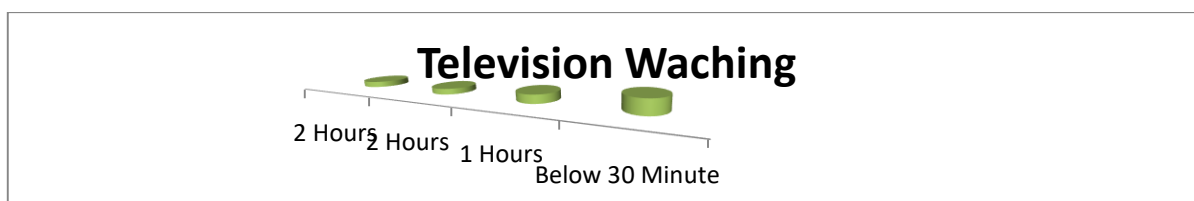
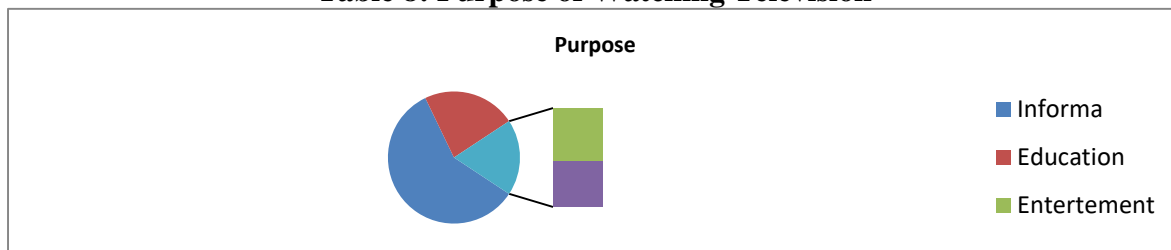


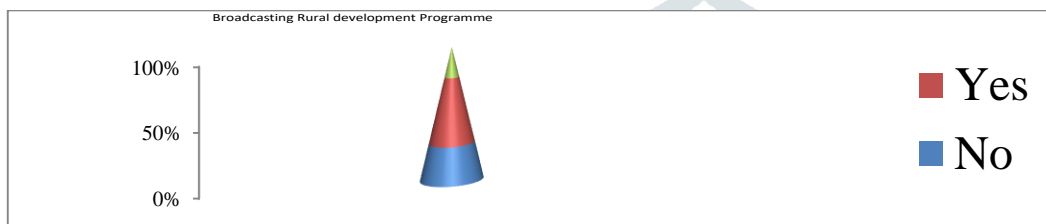
Table 7 reveals the duration of Television Watching, majority of the respondents (45.83%) spend one hour to watching Television, followed by 13.63% of the respondents spend 2 hours in watching Television.

Table 8: Purpose of Watching Television



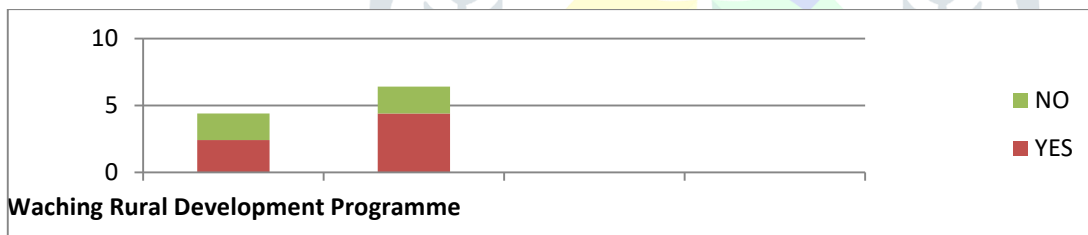
This table 8 tells about purpose of Watching Television, nearly 36.60.% of the respondents are Watching Television for the purpose of information, followed by 31.67% of the respondents Watching Television for Education purpose and 31.63% of the respondents listen to radio only for Entertainment purpose.

Table 9. Broadcasting Rural development Programme



This table 9 reveals about is Television is broadcasting rural development programme, half of the respondents 50% says yes and the other half of the respondents opined that No.

Table 10 : Respondents Watching to Rural development Programme



The table 10 tells about the respondents watching to the rural development programme, that 39.17% of the respondents says that yes we will watching, followed by the 60.83% of the respondents opinded that no we will not watching to the development programmes.

Table 11 .Types of programmes watching by respondents

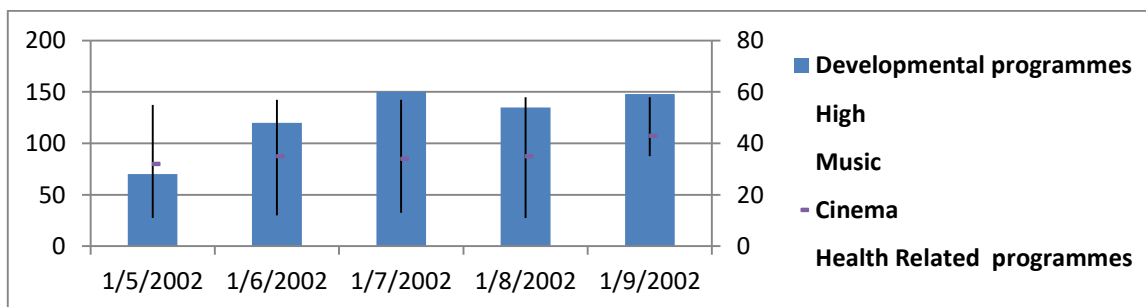
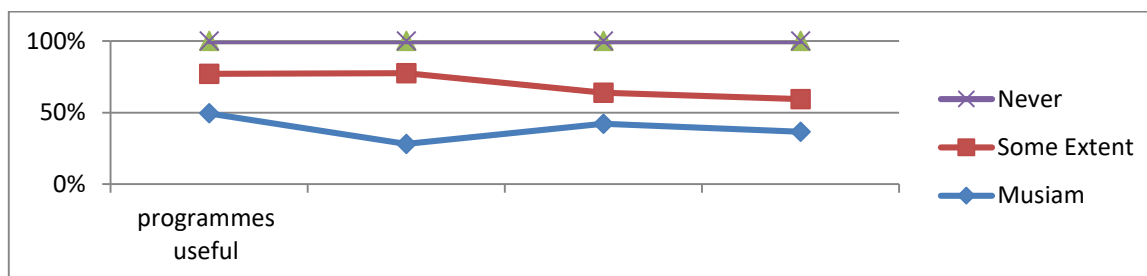


Table 11 tells about the types of programmes broadcasting by Television, 11 (09.17%) of the respondents says that they will give importance for the Development programmes, which they get the information about the Water, Sanitation, Women Related Issues etc. and 24 (20%) of the respondents opined that they will give importance for the Health Related programmes, 32 (26.67%) of the respondents says that they will watching this Serial, 25 (20.93%) of the respondents will watching Music which will give entertainment 28 (23.33%) of the respondents watching Cinema on television.

Table 12 .Extent of Programme useful for the respondents



This table 12 reveals about the extent of the programmes useful for the respondents. 40 (33.37%) of the respondents tells this porgrammes are useful for the Maximum level and 58 (48.33%) of the respondents opined for some extent it is useful and 22 (18.30%) of the respondents tells that never these programme will not useful for them.

CONCLUSION

Social media easily gets into every household. By this study the respondents say Media is giving very good programmes for the rural people, by which they are getting awareness about the good and bad, by the health programme they could keep their surroundings clean and they came to know about the new health policies provided by the government and they are getting to know the importance of education and by these programmes they get some hints for the individual development by one way or the other way.

In the present day rural development happens in a rapid way through media, rural folk gets good information, it is not pertained to television alone. Television's contribution to rural development is commendable, by increasing information & educative programmes as per the opinions of the respondents; we conclude that further development may happen through Television & other mass media by telecasting right programmes.

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