

PRINT MEDIA IN RURAL DEVELOPMENT: A CASE STUDY OF FOUR DISTRICTS OF KARNATAKA STATE

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Abstract : Rural people are actively participating in the process by utilizing their space in the rural development sphere. But, rural people in India still lack education and there is a considerable economic dependency on men in the rural areas. Coverage of rural development issues by print media has sensitized alertness and it has helped rural people to improve their skills required to perform as rural people. With this background the present study is an attempt to analyze the role of print media in rural development and that is reaching and influencing rural people to perform their role effectively. The data was collected by surveying 640 rural peoples.

Key Words: Rural Development, Print Media, Reading Habits, Rural People.

1. INTRODUCTION:

Information and Communication has been playing an important role in today's world. The rural development in India is one of the most important factors for growth of the Indian economy.

This study majorly focuses on the scope of newspaper in rural development. The present study is an attempt to analyze the role of print media in rural development and which print media is reaching and influencing rural people to perform their role effectively. The data was collected by surveying 640 rural peoples. In India, out of total population of 121 crores, 83.3 crores live in rural areas (Census of India, 2011). Thus, nearly 70 per cent of the India's population lives in rural areas. These rural populations can be characterized by mass poverty, low levels of literacy and income, high level of unemployment, and poor nutrition and health status. The maximum rate of illiteracy and poverty added to the inadequacy of the mass media to reach almost people who reside in villages in India.

The print media have a remarkable impact on rural society because of their acceptable idioms, functional significance and entertainment component. Print media can overcome the difficulty of language, speech, words another barriers of communication like, interest, understanding, interpretation, attitude and perception.

This paper discusses the print media in rural development in rural areas. One of the major components and driving force of rural development is communication. Conventionally, communication includes print media. This paper highlights that, although Mass Media play a prominent role in the Rural Development of national scene, media industries from a number of print medium are heavily across the Nation.

The mass media included several media technologies that are envisioned to influence large viewers. Broadcast media (also called as electronic media) communicate the facts electronically and include television, radio, movies, and certain other media like cameras and video raise. Alternatively, print media use a fleshly item for sending their facts, such as a newspaper, magazines, brochures, newsletters, books, leaflets and pamphlets (Potter, 2008).

The study of explanation of media and development, it's clear that development can derive with the help of media very fast. As media is known as the fourth pillar of democracy, the responsibility of media is very vast. Rural development is always slow due to economical and political process. Development of rural area should be the top priority of any country but it is not so.

2. RESEARCH CONTEXT AND LITERATURE REVIEW:

Review of literature helps in constructing a broader understanding on the selected topic. Following are some of the literature review which supports the study and tries to structure out perspective on different aspects. Review of literature is the most important element in the process of research.

Ashish Sen (Media Development, Bangalore) underlines the pertinent and the pro-active role played by media in India. He says, "In terms of reach and access, India's print and broadcast media is strong; Approximately 60% of urban Indians and 25% of rural Indians read print media on a regular basis, and 96% of the country is reached by radio".

Like wise, Balasubramaniam (1983), revealed that farm and newspaper articles were short, practical useful and conveyed latest technology and it is very useful for creating awareness in rural society.

Henceforth Chauhan K. (1998), in his study, 'Impact of T.V. on social Transformation', revealed that the majority of the respondents have benefited by all three TV programmes of rural development such as family welfare (84.0 %) Krishi Darshan (74.4 %) and health hygiene (67.6 %) respectively. This means that T.V. is producing positive effect on the rural development programmes.

Ranjit Rajadhyaksha (2004) wrote, 'Over the last hundred years migration from villages to towns has been steadily increasing. The "push" factor has been, probably more important than the "pull" factor in this: the increased pressure of population on land has driven the most vulnerable section of rural population, the poorer tenants and laborers, to the cities and plantations.

Dubey V. K. and Pandey K. N. (2004), in their study 'Communication Strategy for Rural Development', found that the desired behavioral change in rural society can be achieved by multimedia (e.g. Print, Electronic, Traditional etc.) strategy for communicating and reinforcing the new and appropriate local practices. Before developing and using a communication strategy the information need of the community needs to be identified.

Ritumani Haloi (2015) main objective of this paper is to examine the significance and constraints of media (Electronics and Print) in rural development especially in the state of Assam. Changing the mindset of the viewers, media persons and political and administrative bureaucrat one can solve and minimize the problems of media industry.

Muhammad Samar, Hassan Ali & Muhammad Waqas (2016) the role of mass media in rural development in District Rajanpur. In the findings they suggest The Government should take steps to raise literacy rate in the rural area. possible uses of print media in development.

Adhrit Chandra Pati Tripathi (2017) In this article the researcher has investigated the role of mass media in rural development in Raebareli and Varanasi districts of Uttar Pradesh about the rural development programmes in their areas. The majority 47.2% respondents were getting information about the rural development programmes from interpersonal sources, followed by 23.2% from newspaper, 16% from television, 13.6% who were getting information from radio, and none from internet. Thus, out of total 500 respondents.

3. STATEMENT OF THE PROBLEM:

Print Media In Rural Development : A Case Study Of Four Districts Of Karnataka State. The purpose of rural development is to improve the standard of living of the rural population-is multi-sectoral including agriculture, industry and social facilities. New media are becoming more accessible, and users can obtain information from various sources. Although the Internet is not a panacea for rural development problems, have not allowed for much interaction with users. Some examples of areas where Newspapers could play a catalytic role in developing rural areas include: Creating employment, Market outlook, Empowering rural communities.

4. OBJECTIVES:

The main objective of the study is to identify the perception of rural people regarding print media. and evaluate that which media (electronic and print) is more effective for rural development.

1. To know the role of media in rural development among rural people.
2. To study sources of rural development information of rural people.
3. To find out the Rural Development news readers among Rural Peoples.
4. To analyze the role of rural development through media.
5. How the various Mass Media have been utilized in the rural development?
6. To identify the work done by the newspapers

5. RESEARCH DESIGN:

The questionnaire method has been used. The analysis has been done through using the primary data and secondary data. Multi stage sampling method has been used to select the sample. Survey method has been used for the present study and questionnaire was prepared to collect data from the rural peoples. The study has been made by surveying Rural Peoples. As per my observation, Four Districts in Karnataka. Are considered for survey from each division. Karnataka is broadly divided into four revenue divisions, four divisions namely, Mysore, Bangalore, Kalaburagi and Belgaum. From each division one district is selected and from each district two taluks are selected, from each district and as from each Taluk two Hobalis are selected and as from each Hobli two rural are selected, from each rural twenty rural peoples are selected. Each district 160 rural peoples are selected and from all four districts Totally 640 respondents has been taken for the present study.

6. SCOPE OF THE STUDY:

This study is an attempt to make a critical analysis of the work done by the media and various newspapers as a role of rural development in Karnataka State. The study has vital importance not only from media point of view but also from the development and improvement point of view.

7. RESULTS AND DISCUSSION :

The findings are presented in two parts. First part deals with socio personal and second part deals with the print media content and its role in rural development.

Table -1: Socio personal characteristics of the Respondents

Characteristics	No. of Respondents	Percentage
Age		
18-35	414	64.69
36-55	198	30.94
Above 55	28	4.37
Total	640	100
Qualification		
Illiterate	60	9.37
Primary and Secondary	251	39.22
College	286	44.69
Post Graduation	40	6.25
Others	03	0.47
Total	640	100
Annual Income		
11 Thousand	397	62.03
11-1 Lakh	220	34.38
Above 1 Lakh	23	3.59
Total	640	100

Age : The above table clearly shows that the majority of the respondents 64.69% belong to the age group of 18-35, followed by 30.94% of respondents belong to the age between 36-55, further, for about 4.37% of the respondents belong to the age group between above 55.

Qualification: The followed part of the table shows the Qualification of the respondents. The majority of the respondents 44.69% of them belong college category. Followed by 39.22% of the respondents belong to the have studied up to primary and secondary school followed by 9.37% of the respondents are illiterate as the respondents education is hardly encouraged in the rural area. However there are hardly 6.25% of respondents who have completed the education Post Graduation. Finally just about 0.47% them belong to the group of others.

Annual Income: The last bit of piece shows the Annual Income of the respondents. The majority of the respondents 62.03% of them have eleven thousand annual income, followed by 34.38% of the respondents are 11-1 Lakh and finally there are about 3.59% of them belong to the group of above 1 Lakh.

Table -2: Social Participation of the Respondents

Social Participation	No. of Respondents	Percentage
Distc/Taluk/Gram Panchayath	17	2.66
Self Help Groups	68	10.63
Co-operative	40	6.25
Farmer's Association	19	2.97
Women's Union/Youth's Association	58	9.06
Political Party	37	5.78
Others	11	1.72
No Social Participation	390	60.93
Total	640	100

N=640

The above table shows the Social participation in various groups and association. It revealed that the 10.63% of respondents is part of Self Help Groups. In Women's Union/Youth's Association about 9.06% of the respondents have their participation. 6.25% Co-operative, Political participation of the respondents 5.78% Political Party, just 2.97% of the respondents have their participation in Farmer's Association, members of local administrative bodies like Distc/Taluk/Gram Panchayath are just 2.66%. But it is notable that a majority of 60.93% of the respondents does not have participation in any social organization, so this indicates there is a need to motivate the rural people to actively participate in social organizations and this can be achieved by educating them about the social organization so in this content the media should consider as one of the responsibility to save the rural peoples and motivate them by giving stories related to the above subject.

Table -3: Respondents Travel Frequency to Town/City

Town/City Meet	No. of Respondents	Percentage
Weekly Once and More	310	48.44
Weekly Once	207	32.34
15 Days	107	16.72
Occasionally	16	2.5
Total	640	100

The above table shows the travel frequency of the respondents from their village to their nearest Town/City for various purpose. 48.44% of the respondents travel weekly once and more, followed by the 32.34% of the respondents travel weekly once, and then comes the respondents who travel every 15 days are 16.72% followed a very low 2.5% of the respondents do not have regular visits to the city, they only travel during any occasion.

Table -4: Available Media at Home

Media Available	No. of Respondents	Percentage
Radio	229	35.78
Newspaper	321	50.16
Television	607	94.84
Mobile	590	92.19
Internet	184	28.75

N=640

It was observed from the above table that a greater number of study population i.e., 94.84% of the respondents own Television, followed by 92.19% of them own Mobile, 50.16% are newspaper subscribers, 35.78% of them had Radio and very negligible number of respondents had Internet facility 28.75%. This finding clearly highlights the popularity and the reach of the Television even in the rural areas and mobile. From the above table we find the which media is popular among the rural respondents, whether the respondents are literate or illiterate poor or privileged they are more attracted to Television as audio and visual effects have more attraction compared to audio and print information.

Table -5: Newspaper Reading Habit

Frequency	No. of Respondents	Percentage
Everyday	417	65.16
Sometimes	223	34.84
Total	640	100
Time Spent on Reading Newspaper		
One Hour OR Below	394	61.56
2-3 Hours	196	30.63
>3 Hours	50	7.81
Total	640	100
Categories of News Read		
Social	464	72.5
Agriculture	498	77.81
Government News	486	75.94
Political News	468	73.13
Rural Development	432	67.5
Sports	480	75
Educational	415	64.84
Entertainment	395	61.72
Crime	416	65
Women and Children's	296	46.25
Business	292	45.63
Religious	311	48.59
Science	283	44.22
Others	40	6.25

N=640

The above the table shows the newspaper reading habit of the respondents. The first part of the table shows that It revealed that about 640 respondents read newspaper majority 65.16% of the respondents read everyday followed by 34.84% of the respondents read sometimes.

The followed section of the table shows the number of hours spent reading newspaper by the respondents. The majority of the readers more than 61.56% of the respondents read newspaper up to one hour or below. are 30.63% they read two-three hours in a day. and 7.81% None of the respondents read more than three hours.

The last section of the table shows the different categories of present in the newspaper that are read by respondents majority 77.81% of the respondents read agriculture news, followed by 75.94% of the respondents read government news, 75% of them read sports news, 73.13% of them read politics news, 72.5% of them read related social issues, 67.5% of them read issues related to rural development news, 65% of them read crime, 64.84% of them read related to educational, 61.72% of them read entertainment, 48.59% of them read related religious issues, 46.25% of them read related women and children issues and just 44.22% of the respondents read science news lastly 6.25% of the respondents read related to others. Agriculture, government news, sports, political, social issues and rural development categories are most preferred news items of the newspaper reading habit of the respondents. From this data we can say that the newspapers reading habit of the rural people is playing major role in the rural development as the preferred categories indicate.

Table -6: Respondents Response Towards Media for Getting Rural Development News

Media	No. of Respondents	Percentage
Newspaper	640	100
Radio	267	41.72
TV	153	23.91
Internet	36	5.63

N=640

In view of rural development, the rural peoples strive to know the complete information about the rural development programs. As the literacy rate among the rural people is gradually increasing. They show interest in knowing day to day developments. For this purpose they depend on different media. The above table shows the response of the selected respondents in getting the rural development news. The Majority 100% of the respondents depend on daily newspaper, and also 41.72% respondents depend on radio and some 23.91% respondents depend on TV and a few only 5.63% respondents depend on Internet.

From the above data it is clear the print media has highest priority than the electronic media, there may be different reasons like accessibility, user friendly and lack of information so on.

Table -7: Respondents Response Towards Different Newspapers in Knowing Rural Development News

Different Newspapers	No. of Respondents	Percentage
Small and Medium Newspapers	640	100
State Level Newspapers (Kannada)	196	30.63
National Level Newspapers (English)	25	3.90

N=640

There is no doubt whether it is National daily (English), State Level Newspapers (Kannada) or the Small and Medium Newspapers (Regional/Local Newspapers) all are reaching the rural mass. This is happened because of improvement in connectivity i.e. road transport. The above table shows the response of the respondents towards different newspapers in knowing the rural development news. The highest 100% of the respondents read Small and Medium Newspapers (Kannada) and next comes the state level newspapers (Kannada) 30.63% and lastly a least of 3.90% respondents read National Level Newspapers (English).

From analysis of the data of above table we can judge that Small and Medium Newspapers (Kannada) are of keen interest of rural people compared to State level and the National level newspapers in knowing the development news related to rural region.

Table -8: Respondents Rural Development News Subject of Interest from Newspapers

Categories	No. of Respondents	Percentage
Agricultural	532	83.13
Employment	503	78.59
Education	440	68.75
Road	451	70.47
Drinking Water	515	80.47
Health	451	70.47

Houseing	282	44.06
Women and Children	230	35.94
Electrical Power	400	62.5

N=640

From the above table it shows the rural respondents are interested in reading the different categories of rural development issues from newspapers, 83.13% the highest priority is for agriculture and next priority is 80.47% for drinking water issues, followed by employment news 78.59% , road and health issues 70.47%, education 68.75%, electrical power 62.5%, housing 44.06% and lastly women and children 35.94%. From the above data we can say that rural peoples are trying to educate themselves by reading newspapers Stories/News for their daily updates in all categories of rural development.

Table -9: Respondents Opinion Towards Different Newspapers in Knowing rural development News

Different Newspapers	No. of Respondents	Percentage
Small and Medium Newspapers	519	81.09
State Level Newspapers (Kannada)	96	15
National Level Newspapers (English)	25	3.91
Total	640	100

The above table shows the respondents opinion towards different newspapers as a information source of rural development Stories/News. So a maximum of 81.09% respondents consider Small and Medium Newspapers (Kannada) as a major source in feeding the information of rural development issues, and few 15% respondents depend on State Level Newspapers (Kannada) and a least 3.91% of the responds depend on National Level Newspapers (English) as a source of rural development information. The data proves that the regional Kannada dailies i.e. the Small and Medium Newspapers (Kannada) have attracted more rural Mass Compared to other newspapers.

Table-10: Respondents Opinion Towards Impact of Rural Development Issues Covered by Newspapers

Frequency	No. of Respondents	Percentage
Completely	213	33.28
Up To some extent	391	61.09
Not at all	36	5.63
Total	640	100

The above table depicts degree of impact about development news covered by the newspapers, 61.09% respondents say it is up to some extent, 33.28% say it has helped completely, and the remaining a few 5.63% say they did not get anything from the newspaper. From the data we can say that there is a need of rectifying the problem in satisfying the rural peoples/readers.

Table -11: Respondents Opinion Towards Rural Development News Published in Newspapers

Credibility	No. of Respondents	Percentage
Completely	204	31.88
To some extent	419	65.47
Not at all	17	2.65
Total	640	100
News Quality		
Best	178	27.81
Better	426	66.56
Not good	22	3.44
Poor	14	2.19
Total	640	100
Perception of Understanding the rural news reports		
Very easy	224	35
Easy	367	57.34
Hard	43	6.72

Very Hard	6	0.94
Total	640	100
whether rural problem solving improved		
Yes	528	82.5
No	53	8.28
Don't know	59	9.22
Total	640	100

The above table shows the opinion of the respondents with respect to Credibility, Quality, and solutions towards rural development issues published in the newspapers.

Considering credibility to some extent is 65.47% of the respondents expressed. 31.88% say completely trusted and a few 2.65% says not at all trust worthy.

If we consider the quality of the rural development Stories/News content a majority of the respondents 66.56% say better, 27.81% say best and some 3.44% say not good and least of them 2.19% say poor.

The next point is about the perception of the rural news reports published a majority of the respondents 57.34% say the rural reports published in the newspaper are easy to understand and 35% very easy to understand and some 6.72% say it is hard and very negligible respondents 0.94% say very hard to understand and lastly the respondents were asked that whether the rural reports published in newspapers have helped in solving their problems, a majority 82.5% has agreed yes and a few of them 8.28% did not agree and said no and few 9.22% were neutral and said don't know.

The above data analysis says that the rural news published in newspapers have more than average performance in performing their responsibility towards the rural development aspect.

CONCLUSION:

The study shows that there is need to look into the preference of issues for all the newspapers. Print media are most effective in changing the rural developments and superstitions, inherited as a part of newspapers the people in rural areas. As a result of the major findings of the study the following conclusion was drawn. In our study it is concluded that, the print media is a universal for understanding medium in communication level. Print media are most effective in changing the rural development. This Study has proved that, the holding of Print media on the rural development masses is still strong so as to development of the rural Karnataka.

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