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## Uses and advantages of advanced communication media for different purpose and extension work

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### Abstract

Communication is a process of sharing experiences in such a manner that it becomes a common possession. It modifies the behaviour of both the parties who take part in it. Thus, it can be said that in 21st century, it is necessary to “uses and advantages of advanced communication media for different purpose and extension work”. It proper perspective of message dissemination and feedback along with people’s participation and contribution.

Therefore, present study entitled “uses and advantages of Advanced communication media for different purpose and extension work” was undertaken in the year 2014-15 in district Kanpur and district Lucknow of Uttar Pradesh state in which 77 respondent were selected purposively from 6 Government and 6 non-government organisations. Thus total number of 84 respondents was selected. The data was collected on socio-personal characteristics of the respondents advanced communication media used by different organisations for the purpose of rural development, factors involved in selection of advanced communication media constraints faced and suggestions for improvement with the help of pre-tested structured interview schedule. It was found the analysis of the data that out of total respondents, majority of the respondents belonged to Government and Non Government organisation, 32.7% belongs to 45 to 50 years of the age group, 34.5% education up to graduate and experience of 6-10 years in the field of extension, teaching and research, 41.7% respondents belongs to middle management level of Hierarchy, 59.5 percent respondents belonged to joint family and 59.7 of the organisations where processing mobile followed by computer, fax, radio, television, VCR /VCD, films etc. It was also observed that highest utilisation of advanced communication media and tools such as mobile, computer, fax, telephone pager etc. For the purpose of official documentation, communicating with farmers/farm women, training programmes, field demonstration, field visit, seminar/ workshop and research work. Factors involved in selection of advanced communication media were compatibility, credibility, message to be communicated, basic facilities and nature of extension teaching methods to be covered.

**Keywords:** Communication, extension, media

### Introduction

Modern communication Technologies have to the potential to bypass several stages and sequence in the process of development encountered in earlier decades as these technologies and obscured by the limitation of the old communication media in the terms of accuracy, cost, speed, quality, quantity and timelines. The old communication Technologies have been practiced in all organisations irrespective of public and private organisation, over a fairly long time. The availability of communication Technologies calls for an early switch over too new communication Technologies, i.e., advancements of Information Technology and Telecommunication. The changes is indispensable as this would enable the management to solve the problem relating to the qualitative improvement of transmission of message, diffusion of innovation in various sphere of rural development and its accessibility to all irrespective of any bias. It may be more appropriate to mention that new communication technologies or advanced devices serve as an aid for speedy transmission, accuracy etc. and not as replacement of the human element as it tends to have equality, quantity, quality and economics.

The use of Advanced Communication Technology can tackle some of the basic problems of predominant old, manual and outdated Communication Technology involving over cost, time, lack of accuracy, inability to shoulder quantity of message loads.

Thus, in this present area the search for alternative methods has led to change in people perception about Communication Technology leading to innovations giving way to advanced communication media, namely computers, internet, audio and video cassettes, recorder and player, geographic information system, management information system, telephone, mobile telex and video conferencing, interactive video disc and computer assisted instruction etc. Which are proving successful in rural development. These are acting as powerful

analytical tool which can be used for rural development and planning of development activity. As rural development is not merely Agricultural Development but also include rural transformation i.e., development of all the facts of human civilization. It is a continuous process for all round improvement in rural life by improving their source of income and raising employment opportunities.

## Results and Discussion

**Table 1:** Distribution of respondents according to use of advanced communication media for different purpose and extension work, N=84

SN	Communication media purposes	Telephone/Mobile	Fax	Pager	Computer	Film/ LCD	Video conferencing	VCD/VCR	Internet	Interactive video disc
1	Official Communication	29(34.5)	34(40.5)	26(30.9)	40(47.6)	36(42.9)	16(19.0)	12(14.3)	32(38.1)	16(19.0)
2	Documentation	23(27.4)	21(25.0)	25(29.8)	23(27.4)	30(35.7)	32(38.1)	25(29.8)	29(34.5)	15(17.9)
3	Communicating									
	*farmers	35(41.7)	39(46.4)	41(48.8)	25(29.8)	40(47.6)	36(42.8)	29(34.5)	40(47.6)	25(29.8)
	*farm women	32(38.1)	35(41.7)	25(29.8)	29(34.5)	31(36.9)	24(28.6)	19(22.6)	26(30.9)	30(35.7)
	*higher authorities	12(14.3)	11(13.1)	13(15.5)	15(17.9)	9(10.7)	16(19.0)	20(23.8)	10(11.9)	12(14.3)
	*friends	16(19.0)	15(17.9)	13(15.5)	25(29.8)	16(19.0)	18(21.4)	30(35.7)	26(30.9)	24(28.6)
	*colleagues	13(15.5)	15(17.9)	8(9.5)	10(11.9)	9(10.7)	4(4.8)	6(7.1)	2(2.4)	9(10.7)
	*others	12(14.3)	11(13.1)	14(16.7)	18(21.4)	20(23.8)	19(22.6)	18(21.4)	10(11.9)	15(17.9)
	Training programme	31(36.9)	33(39.3)	30(35.7)	28(33.3)	24(28.6)	36(42.9)	29(34.5)	33(39.3)	26(30.9)
4	Field demonstration	36(42.8)	25(29.8)	19(22.6)	27(32.1)	28(33.3)	33(39.3)	38(45.2)	26(30.9)	29(34.5)
5	Field visit	33(39.3)	21(25.0)	24(28.6)	28(33.3)	38(45.2)	34(40.5)	25(29.8)	39(46.4)	30(35.7)
6	Seminar/workshop	32(38.1)	22(26.2)	19(22.6)	26(30.9)	20(23.8)	24(28.6)	30(35.7)	34(40.5)	18(21.4)
7	Research work	33(39.3)	27(32.1)	30(35.7)	32(38.1)	38(45.2)	30(36.9)	24(28.6)	28(33.3)	29(34.5)

The perusal of the table 1 that media of communication for different purpose and extension work, advanced communication media as official communication used by respondents 34.5 percent telephones, 40.5% fax, 30.9% pager, 47.6% computer, 42.9% laptop, 19.0% video conferencing, 14.3% VCD, 38.1% internet, 19% interactive video disc. While in documentation 34% in internet, 38.1 percent video conferencing, 35.7 percent in film / LCD and 29.8 percent in pager. Communicating farmers got information through 47.6 percent internet, 42.8 percent video conferencing, 47.6 percent film/LCD, 48.8 percent pager and 46.4 percent through fax. Farm women were got information through 41.7% with fax, 38.1 percent with telephone, 34.5 percent by computer and 35.7% interactive video disc and computer assisted instruction. Higher authorities where got information through 14.3% telephone, 13.1% fax, 15.5% Pager, 17.9 percent computer, 10.7% film /LCD, 19.0% video conferencing, 23.8 percent VCD/VCR, 11.9% internet, 14.3% interactive video disc. Friends were got information through 19.0% telephone, 17.9 percent fax, 15.5% Pager, 29.8 percent computer, 19.0% film/LCD, 21.4% video conferencing, 35.7% VCD/VCR, 30.9% internet, 28.6 percent interactive video disc. Through communicating media used by colleagues 15.5% telephone, 17.9 percent fax, 9.5% Pager, 11.9%

computer, 10.7% film/LCD, 4.8% video conferencing, 7.1% VCD/VCR, 2.4% internet, 10.7% interactive video disc and other use by communicating 14.3% telephone, 13.1 percent fax, 16.7% Pager, 21.4 percent computer, 23.8 percent laptop, 22.6 percent video conferencing, 21.4 percent VCD/VCR, 11.9% internet, 22.6 percent video conferencing, 21.4 percent VCD/VCR, 11.9 percent internet, 17.9 percent interactive video disc. The communication media used to go through training programme used 36.9 percent telephone, 39.3 percent fax, 35.7 percent Pager, 33.3% computer, 28.6 percent film/LCD, 42.9% video conferencing, 34.5 percent VCD/VCR, 39.3 percent internet, 30.9% interactive video disc. Extension work advanced communication media as field demonstration used by respondents 42.8 percent telephone, 29.8 percent fax, 22.6 percent pager, 32.1 percent computer, 33.3 percent film/LCD, 39.3 percent video conferencing, 45.2 percent VCD/VCR, 30.9 percent internet, 34.5 percent interactive video disc. As well as used by field visit, seminar/workshop, and advanced communication media as research work experiment by respondent 39.3 percent telephone, 32.1% fax, 35.7% Pager, 38.1 percent computer, 45.2 percent film/LCD/ 36.9 percent video conferencing, 28.6 percent VCD /VCR, 33.3% internet, 34.5% interactive video disc.

**Table 2:** Distribution of respondents according to advantages of using advanced communication media, N=84

S.N.	Advantages	Symbol	Yes	No	Mean Score	Rank
1.	Easy communication	A	72.6	27.4	1.73	II
2.	Time saving	B	81.0	19.0	1.81	I
3.	Economical	C	64.3	35.7	1.81	III
4.	Easy understanding	D	59.5	40.5	1.60	V
5.	Wider scope and reach	E	54.8	45.2	1.55	IX
6.	Source of information related to recent advances	F	64.3	35.7	1.64	III
7.	Acquiring knowledge and skills	G	52.4	47.6	1.52	XI
8.	Learning independently	H	58.3	41.7	1.58	VI
9.	Working effectively	I	56.0	44.0	1.56	VIII
10.	Thinking critically/analytically	J	47.6	52.4	1.48	XIII
11.	Enhancement of self confidence	K	48.8	51.2	1.49	XII

12.	Enhancement of social contact	L	61.9	38.1	1.62	IV
13.	Enhancement of family contact	M	48.8	51.2	1.49	XII
14.	Enhancement of friends Contact	N	53.6	46.4	1.54	X
15.	Enhancement of academic Contact	O	64.3	35.7	1.64	III
16.	Overall personality development	P	57.1	42.9	1.57	VII

Table 2 indicates that advantages of communication media for rural development 81% respondents were found to use advanced communication media for the time saving with mean score value of 1.81 ranked I, followed by 72.6% of respondent were taking help through easy communication with mean score value of 1.73 ranked II, 64.3 percent of respondents as economical, source of information related to recent advanced and enhancement of academic contact media with mean score value of 1.64 ranked III. Whereas 61.9% of respondents were using enhancement of social contract with mean score value of 1.62. Rank IV. 59.5% of respondents were using advantages of communication media easy understanding with mean score value of 1.60 ranked V, while 58.3 percent of respondents were using advantages of communication media through learning independently with mean score of 1.58 Ranked VI. 57.1 percent of respondents were using advantages of communication media overall personality development with mean score value of 1.57 ranked VII. Whereas 56.0% of respondents were using advantages of communication media technique working effectively with mean square value of 1.56 ranked VIII. 54.8% respondents were using advantages of communication wider scope and reach with mean score value of 1.55 ranked IX, 53.6% of respondents were agree about enhancement friends contact with mean score value of 1.54 ranked X, While 52.4 percent of rural development respondents were given opinion about acquiring knowledge and skill with mean score value of 1.52 ranked XI, 48.8% of respondents were having advantages communication media enhancement of self confidence and enhancement of family contact with mean square value of 1.49 ranked XII, Whereas 47.6 percent of respondents were using communication media thinking critically with mean Score value of 1.48 ranked XIII.

### Suggestions and Recommendations

1. Advanced communication media should be undertaken and emphasized to provide a general understanding in relation to media of past, present and future media of global world.
2. It has also suggested that encouragement of utilization of advanced communication by the villagers pioneered by different organization should be studies case wise to provide a brief idea related to possibilities of advanced communication media becoming a global media for prosperity.
3. Extension personnel should be provide adequate training and skills on the advanced communication media uses so that they can utilize these communication media and tools for delivering required information to the people timely and accurately.
4. The community workers should be properly educated and skilled as she/he is in maximum contact with community.
5. It is also suggested to contact a detailed study on the factors responsible for the utilization of advanced communication media.
6. It is suggested that there should continued effort to insure that high quality advanced communication media be freely available and easily accessible.

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