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## Opinion of rural women regarding available communication sources at village level

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### Abstract

Communication network serve as the "Nervous system" in any organized group. Inadequate information to the rural people especially to the rural women has been considered as an important reason for the slow rate of adoption of innovations. The present study had been conducted on 120 respondents of three villages of district Kanpur Nagar on basis of random selection. The main objective of the study to know the opinion of respondents regarding communication sources. To measures the opinion of rural women a five point scale suggested by Likert (1932) was exercised. The results of the study indicated that the most of the rural women were having unfavorable opinion toward the communication sources such as the existing communication network lacks information for rural women and it lacks the programme on women health, employment and awareness about various programme, and in this study they have also favorable opinion toward few statements about communication sources such as communication sources has not been developed so that it could reach to all the rural women and it does not cover all the information regarding household activities.

**Keywords:** Women regarding, communication sources

### Introduction

With the advent of the global information society, new communication technology are increasingly being adopted as effective tools for reaching rural audience. India has made considerable progress in the field of science and technology, however extent to which the scientific and technical information reaches the rural mass remains unanswered. The government, semi government and many other private organizations are therefore working for development of strong network of mass communication as it has the potential of creating awareness among the masses. In a study, Sinha et.al. (2001) <sup>[1]</sup> reported that the network of communication was not at all intensive for the selected home improvement messages. The reason behind trend could be that message were highly innovative under rural situation in typical district of Haryana. The analysis of communication pattern clearly shows the existing channels of communication through the key communicators of different messages. The channels are amenable to identification by simple stoichiometric analysis which an extension worker can do for every village with little training which in turn would help to improve. The effectiveness home science places of communication varies on the basis of importance of message and on the type of message.

### Methodology

Descriptive research design was followed for conducting the study in district Kanpur Nagar. Out of ten blocks of the district one block was selected and from the selected block, three villages were selected randomly. 40 respondents were chosen at random basis from each village, thus, the total 120 respondents were selected for the study. To measure the opinion of the rural women regarding communication sources a 'five point' rating scale suggested by Likert (1932) <sup>[2]</sup> was exercised i.e. Strongly agree, Agree, Undecided, Disagree and Strongly disagree with corresponding value 5, 4, 3, 2 and 1 respectively.

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## Results of the study

**Table 1:** Distribution of the respondents on basis of opinion regarding communication network

S. No.	Statements	Mean
1.	Communication networks has not been developed so that it could reach to all the rural women.	3.23
2.	The existing communication network lacks information for rural women.	2.88
3.	Communication lacks the programme on women health, employment and awareness about various programmes.	2.86
4.	The present communication network lacks the blending of different sources.	3.17
5.	Extention workers are mainly male which restricts dialogues with rural women.	1.81
6.	Communication networks needs lots of improvement to reach the village.	2.20
7.	Rural women find it very difficult to assess information from the existing communication networks.	2.76
8.	Communication network does not cover all the information regarding household activities.	3.08
9.	Commnication networks needs to design programme in order to address for women.	2.16
10.	Communication network at village level still lacks the information of modern communication technology.	2.68
11.	Communication network gives all information related to time and labour daving devices.	2.75
12.	Communication networks helps to reach large number of people in respect to their level of literacy in language.	3.52

It is obvious from table, that the statements 'Communication networks has not been developed so that it could reach to all the rural women', 'The present communication network lacks the blending of different sources', 'Communication network does not cover all the information regarding household activities' and 'Communication networks helps to reach large number of people in respect to their level of literacy and language' with mean 3.25, 3.17, 3.08, and 3.52 respectively, which are above to the neutral score and could be considered to indicate highly favorable opinion towards the specific issues covered by the statements.

Further the statements 'The existing communication network lacks information for rural women', 'communication network lacks the programme on women health, employment and awareness about various programmes', 'Extention workers are mainly male which restricts dialogues with rural women', 'Communication networks needs lots of improvement to reach the village', 'Rural women find it very difficult to assess information from the existing communication network', 'Commnication networks needs to design programme in order to address for women', 'Communication network at village level still lacks the information of modern communication technology', and 'Communication network gives all information related to time and labour daving devices' With mean score 2.88, 2.86, 1.81, 2.20, 2.76, 2.16, 2.68 and 2.75 respectively. Which were below to neutral value of the scale, this indicate that the opinion of the rural women towards above statements were unfavorable.

Thus, it may be concluded that communication network still lacks women related programmes and modern communication technology specially for rural areas.

## References

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