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Use of advanced communication media for rural development

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Abstract

The present study entitled “use of advanced communication media for rural development” was undertaken in the year 2014-15 in the district Kanpur and district Lucknow of Uttar Pradesh state in which 7-7 respondent was selected purposively from 6 government and 6 non-government organization. The total no of 84 respondents was selected. The data was collected on social-personal characteristics of respondents, advanced communication media used by different organizations for the purpose of rural developments, factor involved in selection of advance communication media constraints faced and suggestion for improvement with the help of pre-tested structured interview schedule. It is found the analysis that out of total respondents, majority of respondents belonged to government and non-government organization, 32.7% belong to 45-50 years of 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 belong to middle management level of hierarchy, 59.5% respondents belonged to joint family and their monthly income was rs 20,000 to 30,000. It is also observed that highest utilization of advanced communication media and tools such as mobiles, computer, fax, telephone, paper etc. for purpose of official documentation, communication with farmer /form women training programme field demonstration and field visit, seminar, workshop and research work.

Keywords: Media, communication, rural development

Introduction

Modern communication Technologies have the potential to bypass serial stage and sequence in process of development encountered in earlier decades as these Technologies and obscured by the limitations of old communication media in terms of accuracy, cost, speed, quality, quantity and timeliness. The old communication Technologies have been practiced in all organizations irrespective of public and private organization over a fairly long time. The availability of communication technologies calls for an early switch over to new communication technology that is advancement of information technology and telecommunication. The change is indispensable as this would enable the management to solve the problems relating to the qualitative improvements of transmission of message, diffusion of innovation in various spheres of rural development and 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 human elements as it tends to have equality, quality, quantity and economics.

The use of advanced communication technology can tackle some of the basic problems are predominant old, manual and outdated communication technology involving over cast time lack of accuracy inability to shoulder quantity of message loads.

Result and discussion

The persual table 1. that media of communication for different purpose and extension work, advanced communication media as official communication used by respondent 34.5% telephone, 40.5% fax, 30.9% Pager, 47.6% computer, 42.9 percent laptop, 19% videoconferencing, 14.3% VCD, 38.1% internet, 19% interactive video disc. while in the documentation 34.5% internet, 38.1 percent videoconferencing, 35.7 percent in film/ LCD and 29.8 percent in pager. Communicating farmers got information through 47.6% internet, 42.8% videoconferencing, 47.6% film/ LCD, 48.8% pager and 46.6 percent through fax.

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Farm women were got information through 40.1% with fax, 38.1 person with telephone, 34.5% computer and 35.7 percent interactive video disc and computer assisted instruction. Higher authorities were got information through 14.3% telephone, 13.1 percent fax, 15.5% Pager, 17.9 percent computer, 10.7% film/ LCD, 19% video conferencing, 23.8 percent VCD /VCR, 11.9% internet, 14.3% interactive video disc. Friends were got information through 19% telephone, 17.9 percent fax, 15.5% Pager, 29.8% computer, 19% film/ LCD, 21.4 percent 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 others use by communicating 14.3% telephone, 13.1 percent fax, 16.7% Pager, 21.4 percent computer, 23.8 percent laptop, 20.6%

video conferencing, 2 1.4% VCD /VCR, 11.9% internet, 17.9 percent interactive video disc. The communication media use to go through training program 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% VCD /VCR, 39.3 percent internet, 30.9% interactive video disc. Extension work, advanced communication media as field demonstration used by respondents 42.8% telephone, 29.8 percent fax, 22.6% Pager, 32.1 % computer, 33.3% film/ LCD, 39.3 percent videoconferencing, 45.2 percent VCD /VCR, 30.9% internet, 34.5% interactive video disc. As well as used by field visit, seminar/ workshop, and advanced communication media as a research work experiment by respondents 39.7% telephone, 32.1 % fax, 35.7% Pager, 38.1 %computer, 4 5.2% film/ LCD, 36.9% video conferencing, 28.6% VCD /VCR, 33.3% internet, 34.5% interactive video disc.

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

	Communications media purpose	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	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)
	Farmers	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)
	Farm women	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)
	Higher authorities	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)
	Friends	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)
	Colleagues	12(14.3)	11(13.1)	14(16.4)	18(21.4)	20(23.8)	19(22.6)	18(21.4)	10(11.9)	15(17.9)
4.	Training programmer	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)
5.	Field demonstration	36(42.8)	25(29.8)	19(22.6)	27(32.1)	28(45.2)	33(39.3)	38(45.2)	26(30.9)	29(34.5)
6.	Field visit	33(38.1)	21(25.0)	24(28.6)	28(33.3)	38(45.2)	34(40.5)	25(29.8)	39(46.4)	30(35.7)
7.	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)
8.	Research work	33(39.3)	27(32.1)	30(35.7)	32(38.1)	38(45.2)	31(36.9)	24(28.6)	28(33.3)	29(34.5)

Recommendation and suggestion

1. Advanced communication media should be undertaken and emphasised to provide a general understanding in relation to media of past, present, and future media in global world.
2. It is also suggested to contact a detailed study on the factor responsible for utilization of advanced communication media.
3. The community worker be properly educated and skilled as she/he is in maximum contact with community.
4. It is also suggested that availability of advanced communication should be confirmed according to need of receiver.

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