

# Effectiveness of Mass Media in Agricultural Communication

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## Abstract

*Mass media helps administrators and policy makers expand their audience reach, which is crucial considering the fact that face-to-face channels of communication often require abundant human resources to reach masses in rural areas. Agriculture communication is the process of communicating agriculture related information to the stakeholders of agriculture activities. The study reveals that oral communication channel plays a major role in providing information to the rural respondents vis-à-vis mass media channels. Majority of development schemes have reached stakeholders through oral communication than mass media, says the study. It may be inferred that oral communication channels are the major source of information in agricultural communication to the extent of creating awareness about development oriented programmes of the government.*

**Keywords;** Agriculture communication, mass media, oral communication, development programmes

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## INTRODUCTION

Agriculture development is the primary concern of a developing country. Central, state and local governments allocate funds for the enhancement of people who depend on agriculture for livelihood. Agriculture development depends on the programmes, schemes and projects that bring about the development in villages. The demand for information about services has grown. Mass media plays a vital role as the link between government or service providers, advertisement producers and the farm community authorities to educate and entrust the media with essential development information, which is disseminated to the farmers in readily accessible formats through a variety of media channels. Mass media helps administrators and policy makers expand

their audience reach, which is crucial considering the fact that face-to-face channels of communication often require abundant human resources to reach masses in rural areas.

Reaching out to the beneficiaries of agriculture development programmes has become a challenging task for the policy makers and administrators. Studies have endorsed the potential of public service advertisements in the form of print, sound, motion pictures to effectively reach and persuade target audience to adopt new behaviors, or to remind them of critical information. Public service advertising has been serving as a mechanism for social change and economic growth over the years. It has been instrumental in creating awareness amongst masses on socio-economic themes, seeking their participation in developmental activities and eradication of poverty and social evils.

### **Mass Media and Public Service Advertising**

Mass media such as print (newspaper, magazines, direct mail etc), Broadcast and Electronic (radio, television, cinema, online, audio-visual, cellphone etc), outdoor media (billboards, hoardings, posters etc ), Indoor displays, traditional media ( folk theatre, folk songs, folk dance, magic shows, puppet shows) and inter- personal communication channels contribute as effective tools in the process of agriculture communication.

A public service announcement or advertisement is a message in public interest communicated by the media paid or free with the purpose of creating awareness and to effect behavioral and attitudinal change among people. “The newest term for public service advertising is development advertising. These type of advertisements focus on social issues such as family planning, national integration, population, care for aged and disabled, cautious driving, campaigns against alcohol, drugs and smoking. The primary purpose of PSAs is educating people through hard-hitting messages. These advertisements do not sell product and services but ideas and messages.” (Keval J Kumar, 1994)

Agriculture communication is the process of communicating agriculture related information to the stakeholders of agriculture activities. Access to information and improved communication is a crucial requirement for sustainable agricultural development. Modern communication technologies when applied to conditions in rural areas can help to improve communication, increase participation, disseminate information, and share knowledge and skills. Mass media plays an important role in the process. The challenge is not only to improve the

accessibility of communication technology to the rural population but also to improve its relevance in local development. Agricultural Machinery, Agronomy, Animal Science, Biotechnology, Cytogenetic, Dairy Science, Food Science and Technology, Forestry, Horticulture, Irrigation, Plant Breeding, Plant Microbiology, Plant Nutrition, Plant Pathology, Poultry, and Soil Sciences are the subjects for development in the field of agriculture.

## LITERATURE REVIEW

Chaurasiya & Sharma (2014) delineate that farmers need high information about production technology and also landholding, annual income, social participation, risk preference, farming experience, utilisation of different source of information, knowledge and adoption behaviour. Chhachhar (2012) analysed the perceptions on the role of television in dissemination of agricultural information among farmers. The study revealed that the role of television is very low in the study area. There is need to produce more agricultural related programs on television and telecast on appropriate time where farmer can get benefit from television programmes.

Farooq (2007) assessed the role of print media in agricultural technology transfer. The result depicts that fellow farmers and print media were the sources of agricultural information of all the respondents. However, based on the rating of various information sources by respondents with respect to their contribution in the dissemination of agricultural information the print media got 3<sup>rd</sup> position after fellow farmers and television. The most used form of print media for agricultural information was pamphlets followed by posters, newspapers, books / booklets, magazines and journals. Irfan *et al.*, (2006) investigated the role of mass media in the dissemination of agricultural technologies among the ultimate users - the farmers. This shows that majority of the respondents gave first preference to television, one fourth of them gave second preference to radio, and a few gave third preference to print media as source of agricultural information. A vast majority of the respondents did not listen/ watch agricultural radio/TV broadcasts regularly or occasionally.

## RESEARCH METHODOLOGY

Research on media and development communication, especially importance of Public Service advertisements in development communication is a subject of great relevance to the society; it provides new perspective for implications as a strong communication technique. The

study was conducted in Karnataka state. In each revenue division, one particular district was selected based on stratified random sampling. *Taluk, Gram Panchayat (GP)* and villages were also stratified for the study purpose. Altogether 400 respondents were selected from these four revenue divisions. The primary data was analysed based on certain standardized statistical tests like descriptive statistics which include-frequency and percentage analysis, graphical representation, Chi-square test and Cramer's V. All statistical tests were carried out through the Statistical Package for Social Science (SPSS-version 20).

## OBJECTIVES

- To study the mass media exposure among respondent farmers;
- To analyse the awareness of agriculture development schemes and programs among farmers;
- To study the source of information of agriculture development schemes and programmes;

## DATA ANALYSIS AND DISCUSSION

Table 1: Exposure of Mass Media among Respondents

Mass Media		Tumkur	Kalaburgi	Chamarajanagar	Uttara kannada	Total	Test statistics
Newspaper	F	53	41	53	30	177	X <sup>2</sup> =5.29; p=.021 CV=.193;p=.002
	%	53.0%	41.0%	53.0%	30.0%	44.2%	
Magazine	F	13	9	20	6	48	X <sup>2</sup> =231.04;p=.000 CV=.161;p=.015
	%	13.0%	9.0%	20.0%	6.0%	12.0%	
Radio	F	20	12	38	4	74	X <sup>2</sup> =158.76;p=.000 CV=.324;p=.000
	%	20.0%	12.0%	38.0%	4.0%	18.5%	
Television	F	96	90	96	93	375	X <sup>2</sup> =306.25;p=.000 CV=.103;p=.238
	%	96.0%	90.0%	96.0%	93.0%	93.8%	
Cinema	F	28	18	49	12	107	X <sup>2</sup> =86.49;p=.000 CV=.318;p=.000
	%	28.0%	18.0%	49.0%	12.0%	26.8%	
Online media	F	16	11	14	12	53	X <sup>2</sup> =216.09;p=.000 CV=.057;p=.733
	%	16.0%	11.0%	14.0%	12.0%	13.2%	
Social media	F	12	8	8	7	35	X <sup>2</sup> =272.25;p=.000 CV=.068;p=.605
	%	12.0%	8.0%	8.0%	7.0%	8.8%	
Mobile	F	77	61	78	81	297	X <sup>2</sup> =94.09;p=.000

	%	77.0%	61.0%	78.0%	81.0%	74.2%	CV=.178;p=.005
AV vans/ video van	F	40	8	38	0	86	X <sup>2</sup> =129.96;p=.000
	%	40.0%	8.0%	38.0%	0.0%	21.5%	CV=.432;p=.000

Table 1 shows that the mass media exposure among rural people with respect to Television and Mobile is high whereas it is moderate in case of Newspaper and low in Magazine, Radio, Cinema, online media, Social media and mobile audio-visual publicity van . Chi-square test reveals that there is a significant difference between groups of frequencies of all mass media channels. Significant association was observed in all mass media channels except Television ( $CV=.103; p=.238$ ), Online media ( $CV=.057; p=.733$ ) and Social media ( $CV=.068; p=.605$ ). In addition, it is observed that, mass media channels viz., Television is high and Magazine, Online media and Social media are low exposure channels in all districts. However, with Newspaper, Tumkur, Kalaburgi and Chamarajanagar districts have moderate exposure and Uttara Kannada district has low exposure. With Radio and Cinema, Tumkur, Kalaburgi and Uttara Kannada districts have low and Chamarajanagar district has moderate exposure. With Mobile phones, Tumkur, Chamarajanagar and Uttara Kannada districts have high and Kalaburgi district has moderate exposure. Tumkur and Chamarajanagar districts have moderate, Kalaburgi district is low and Uttara Kannada district has no exposure with AV-van.

Figure 1: Exposure with Mass Media among Respondents

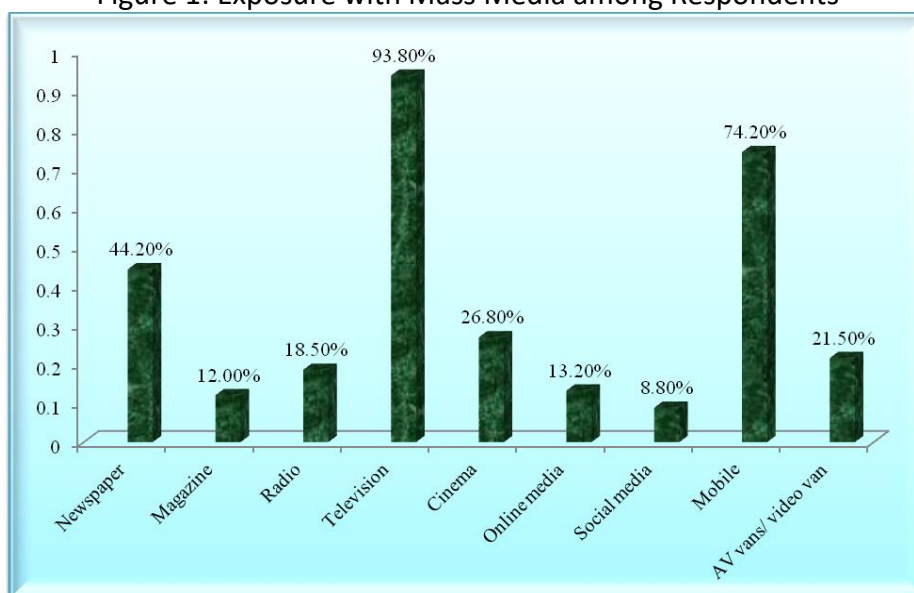


Table 2: Awareness about Agriculture Development Schemes and Services among Rural People

Agriculture Schemes		Districts				Total
		Tumkur	Kalaburgi	Chamarajanagara	Uttara Kannada	
<i>Krishi Bhagya Yojana</i> (KBY)	F	32	35	32	19	118
	%	32.0%	35.0%	32.0%	19.0%	29.5%
Test statistics		$X^2 = 67.24; p = .000$ $CV = .136; p = .061$				
<i>Ganga Kalyana Yojana</i> (GKY)	F	81	33	42	44	200
	%	81.0%	33.0%	42.0%	44.0%	50.0%
Test statistics		$X^2 = .000; p = 1.00$ $CV = .367; p = .000$				
National Horticulture Mission Yojana (NHMY)	F	64	26	16	31	137
	%	64.0%	26.0%	16.0%	31.0%	34.2%
Test statistics		$X^2 = 39.69; p = .000$ $CV = .379; p = .000$				
<i>Krishi Utshav / Abhiyan</i> (KU/A)	F	63	39	38	59	199
	%	63.0%	39.0%	38.0%	59.0%	49.8%
Test statistics		$X^2 = .01; p = .920$ $CV = .227; p = .000$				
<i>Bhoochetana Yojana</i> (BCY)	F	65	65	33	85	248
	%	65.0%	65.0%	33.0%	85.0%	62.0%
Test statistics		$X^2 = 23.04; p = .000$ $CV = .384; p = .000$				

In the case of KBY out of 400 respondents only 118 (29.5%) of them were aware and large majority (70.5%) of them were unaware. Chi-square test reveals a significant difference between groups of frequencies ( $X^2 = 67.24; p = .000$ ) indicating that majority of the sample were not aware of the scheme. When awareness regarding KBY has verified across 4 districts a non significant association was observed ( $CV = .136; p = .061$ ) indicating similarities among all districts.

In the scheme of GKY out of 400 respondents 200 (50%) of them were aware and remaining 50% of them were unaware. Chi-square test reveals a non significant difference between groups of frequencies ( $X^2 = .000; p = 1.00$ ) indicating that the level of awareness and unawareness among respondents is equal in the scheme. When awareness regarding GKY was verified across 4 districts a non significant difference was observed ( $CV = .136; p = .061$ ) indicating high in Tumkur and similarities in remaining districts.

In the program of NHMY only 137 (34.2%) of them were aware and remaining 65.8% of them were unaware. Chi-square test reveals a significant difference between groups of frequencies ( $X^2 = 39.69; p = .000$ ) indicating that majority of the sample were not aware of the

scheme. When awareness regarding NHMY was verified across 4 districts a significant difference was observed ( $CV=.379$ ;  $p=.000$ ) indicating moderate in Tumkur and similarities in remaining districts regarding least awareness.

In the case of KU/A out of 400 respondents only 199 (49.8%) of them were aware and majority of 50.2% of them were unaware. Chi-square test reveals a non significant difference between groups of frequencies ( $X^2=.01$ ;  $p=.920$ ) indicating that majority of the sample were not aware of the scheme. When awareness regarding KU was verified across 4 districts significant association was observed ( $CV=.227$ ;  $p=.000$ ) indicating similarities of awareness in middle range in all districts.

In the scheme of BCY, majority of the respondents 248 (62%) of them were aware and remaining 38 % of them were unaware. Chi-square test reveals a significant difference between groups of frequencies ( $X^2=23.04$ ;  $p=.000$ ) indicating that majority of the sample were aware of the scheme. When awareness regarding BCY was verified across 4 districts, a significant difference was observed ( $CV=.384$ ;  $p=.000$ ) indicating high awareness in Uttara Kannada and least in Chamarajanagars districts and similarities in remaining districts.

Table 3: Source of Information for *Krishi Bhagya Yojana*

<i>Krishi Bhagya Yojana</i>		Districts				Total
		Tumkur	Kalaburgi	Chamarajanagara	Uttara Kannada	
Oral communication	F	27	32	31	14	104
	%	27.0%	32.0%	31.0%	14.0%	26.0%
Test statistics		$X^2=92.16$ ; $p=.000$ $CV=.164$ ; $p=.013$				
Publications media	F	5	5	0	7	17
	%	5.0%	5.0%	.0%	7.0%	4.3%
Test statistics		$X^2=334.89$ ; $p=.000$ $CV=.128$ ; $p=.087$				
Newspaper	F	5	4	14	2	25
	%	5.0%	4.0%	14.0%	2.0%	6.3%
Test statistics		$X^2=306.25$ ; $p=.000$ $CV=.190$ ; $p=.002$				
Radio	F	4	0	4	0	8
	%	4.0%	.0%	4.0%	.0%	2.0%
Test statistics		$X^2=368.64$ ; $p=.000$ $CV=.143$ ; $p=.043$				
Television	F	2	0	7	3	12
	%	2.0%	.0%	7.0%	3.0%	3.0%
Test statistics		$X^2=353.44$ ; $p=.000$ $CV=.149$ ; $p=.030$				
Outdoor advertisements	F	4	1	5	2	12
	%	4.0%	1.0%	5.0%	2.0%	3.0%
Test statistics		$X^2=353.44$ ; $p=.000$ $CV=.093$ ; $p=.329$				
AV-van	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	0.3%
Test statistics		$X^2=396.01$ ; $p=.000$ $CV=.087$ ; $p=.390$				

Institutional activities	F	0	3	1	0	4
	%	0.0%	3.0%	1.0%	0.0%	1.0%
Test statistics		$\chi^2=384.16; p=.000$ CV=.123 ; p=.109				
Extensive media	F	0	1	0	0	1
	%	0.0%	1.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000$ CV=.087 ; p=.390				

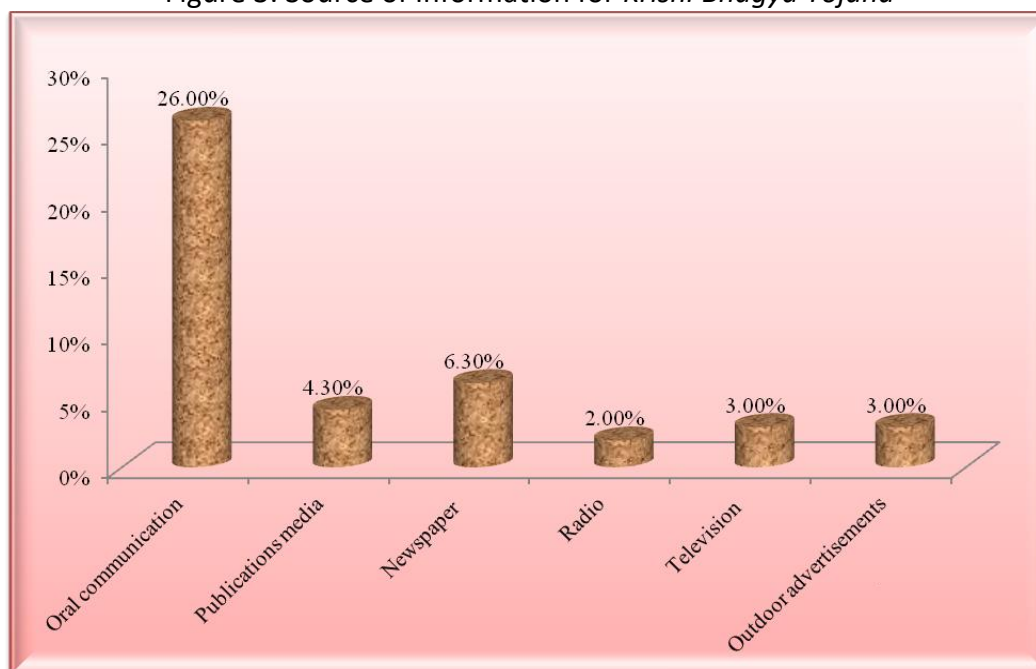
Figure 3: Source of Information for *Krishi Bhagya Yojana*

Table 3 shows that, oral communication channels are the major source of information in the awareness of *Krishi Bhagya Yojana* (26%) and a significant association was observed in all the districts ( $CV=.164$ ;  $p=.013$ ). Newspaper, Radio, Television, Outdoor Advertisement, audio-visual van, Institutional Activities and extensive media contribute less to provide information regarding this scheme. Chi- Square Test reveals that there is a significant difference between groups of frequencies of all channels.

Table 4: Source of Information for *Gangakalyana Yojana*

<i>Gangakalyana Yojana</i>		Districts				Total
		Tumkur	Kalaburgi	Chamarajanagara	Uttara Kannada	
Oral communication	F	60	28	35	31	154
	%	60.0%	28.0%	35.0%	31.0%	38.5%
Test statistics		$\chi^2=21.16; p=.000$ CV=.260 ; p=.000				
Publications media	F	1	2	2	1	6
	%	1.0%	2.0%	2.0%	1.0%	1.5%



Test statistics		$\chi^2=376.36; p=.000$ CV=.041 ; p=.879				
Newspaper	F	10	2	4	3	19
	%	10.0%	2.0%	4.0%	3.0%	4.8%
Test statistics		$\chi^2=327.61; p=.000$ CV=.146 ; p=.036				
Radio	F	5	0	1	2	8
	%	5.0%	0.0%	1.0%	2.0%	2.0%
Test statistics		$\chi^2=368.64; p=.000$ CV=.134 ; p=.067				
Television	F	2	1	0	4	7
	%	2.0%	1.0%	0.0%	4.0%	1.8%
Test statistics		$\chi^2=372.49; p=.000$ CV=.113 ; p=.165				
Outdoor advertisements	F	0	1	2	5	8
	%	0.0%	1.0%	2.0%	5.0%	2.0%
Test statistics		$\chi^2=368.64; p=.000$ CV=.134 ; p=.067				
Institutional	F	3	0	0	0	3
	%	3.0%	0.0%	0.0%	0.0%	0.8%
Test statistics		$\chi^2=388.09; p=.000$ CV=.151 ; p=.028				
Other	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000$ CV=.087 ; p=.390				

Table 4 reveals sources of information for *Ganga Kalyana Yojana*. In this case oral communication channel plays a major role to provide information to the rural people (38.5%). In addition, a significant association was observed in all districts (CV=.260; p=.000). Newspaper, Radio, Television, Outdoor Advertisement, Institutional Activities and others contribute less to provide information regarding this scheme. Chi- Square test reveals that there is a significant difference between groups of frequencies in all channels.

Table 5: Source of Information for National Horticulture Mission Yojana

National Horticulture Mission Yojana		Districts				Total
		Tumkur	Kalaburgi	Chamarajanagar	Uttara kannada	
Oral communication	F	60	25	13	19	117
	%	60.0%	25.0%	13.0%	19.0%	29.3%
Test statistics		$\chi^2=68.89; p=.000$ CV=.401 ; p=.000				
Publications media	F	1	2	1	4	8
	%	1.0%	2.0%	1.0%	4.0%	2.0%
Test statistics		$\chi^2=368.64; p=.000$ CV=.087 ; p=.382				
Newspaper	F	2	2	2	4	10
	%	2.0%	2.0%	2.0%	4.0%	2.5%
Test statistics		$\chi^2=361.00; p=.000$ CV=.055 ; p=.746				
Radio	F	1	1	0	1	3
	%	1.0%	1.0%	0.0%	1.0%	0.8%
Test statistics		$\chi^2=388.09; p=.000$ CV=.050 ; p=.799				

Television	F	1	0	1	7	9
	%	1.0%	0.0%	1.0%	7.0%	2.3%
Test statistics		$\chi^2=364.81; p=.000$ CV=.187 ; p=.003				
Outdoor advertisements	F	0	0	0	3	3
	%	0.0%	0.0%	0.0%	3.0%	0.8%
Test statistics		$\chi^2=388.09; p=.000$ CV=.151 ; p=.028				
Institutional activities	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000$ CV=.087 ; p=.390				
Other	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000$ CV=.087 ; p=.390				

The above table shows that, oral communication channels are the major source of information for awareness of National Horticulture Mission *Yojana* (29.35%) and a significant association was observed in all districts (CV=.401; p=.000). Newspaper, Radio, Television, Outdoor Advertisements, Institutional Activities, and others were low to provide information regarding this scheme. Chi- Square Test reveals that there is a significant difference between groups of frequencies in all the channels.

Table 6: Source of Information for *Krishi Utsav/ Abhiyana*

<i>Krishi utsav/ abhiyana</i>		Districts				Total
		Tumkur	Kalaburgi	Chamarajanagar	Uttara kannada	
Oral communication	F	54	33	28	42	157
	%	54.0%	33.0%	28.0%	42.0%	39.3%
Test statistics		$\chi^2=18.49; p=.000$ CV=.202 ; p=.001				
Folk media	F	0	1	0	0	1
	%	0.0%	1.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000$ CV=.087 ; p=.390				
Publications media	F	2	11	2	1	16
	%	2.0%	11.0%	2.0%	1.0%	4.0%
Test statistics		$\chi^2=338.56; p=.000$ CV=.207 ; p=.001				
Newspaper	F	9	3	11	7	30
	%	9.0%	3.0%	11.0%	7.0%	7.5%
Test statistics		$\chi^2=289.00; p=.000$ CV=.112 ; p=.169				
Radio	F	2	1	1	0	4
	%	2.0%	1.0%	1.0%	0.0%	1.0%
Test statistics		$\chi^2=384.16; p=.000$ CV=.071 ; p=.568				
Television	F	0	0	2	6	8
	%	0.0%	0.0%	2.0%	6.0%	2.0%
Test statistics		$\chi^2=368.64; p=.000$ CV=.175 ; p=.007				
Outdoor advertisements	F	4	1	5	2	12
	%	4.0%	1.0%	5.0%	2.0%	3.0%

Test statistics		$\chi^2=353.44;p=.000 CV=.093 ; p=.329$				
AV-van	F	2	0	0	0	2
	%	2.0%	0.0%	0.0%	0.0%	0.5%
Test statistics		$\chi^2=392.04;p=.000 CV=.123 ; p=.110$				
Institutional activities	F	1	4	2	2	9
	%	1.0%	4.0%	2.0%	2.0%	2.3%
Test statistics		$\chi^2=364.81;p=.000 CV=.073 ; p=.540$				
Others	F	0	1	0	0	1
	%	0.0%	1.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01;p=.000 CV=.087 ; p=.390$				

Table 6 reveals sources of information for *Krishhi Utsav/ Abhiyana*. In this case oral communication channel plays a major role to provide information to the rural beneficiaries (39.3%). In addition, significant association was observed in all districts ( $CV=.202; p=.001$ ). Moreover, Folk Media (3%), Publication Media (4%), Newspaper (7.5%), Radio (1%), Television (2%), Outdoor Advertisement (3%), AV-van (5%), Institutional Activities (2.3%) and other (3%) have less contribution in providing information regarding this scheme. Chi- Square Test reveals that there is a significant difference between groups of frequencies of all the above channels.

Table 7: Source of Information for *Bhoochethana Yojana*

<i>Bhoochethana yojana</i>		Districts				Total
		Tumkur	Kalaburgi	Chamarajanagar	Uttara kannada	
Oral communication	F	41	57	17	41	156
	%	41.0%	57.0%	17.0%	41.0%	39.0%
Test statistics		$\chi^2=19.36; p=.000 CV=.293 ; p=.000$				
Publications media	F	7	7	0	9	23
	%	7.0%	7.0%	0.0%	9.0%	5.8%
Test statistics		$\chi^2=313.29; p=.000 CV=.147 ; p=.035$				
Newspaper	F	8	5	9	7	29
	%	8.0%	5.0%	9.0%	7.0%	7.3%
Test statistics		$\chi^2=292.41; p=.000 CV=.057 ; p=.729$				
Radio	F	4	0	2	3	9
	%	4.0%	0.0%	2.0%	3.0%	2.3%
Test statistics		$\chi^2=364.81; p=.000 CV=.100 ; p=.264$				
Television	F	1	1	5	12	19
	%	1.0%	1.0%	5.0%	12.0%	4.8%
Test statistics		$\chi^2=327.61; p=.000 CV=.211 ; p=.000$				
Film theater	F	0	0	2	0	2
	%	0.0%	0.0%	2.0%	0.0%	0.5%
Test statistics		$\chi^2=392.04; p=.000 CV=.123 ; p=.110$				
Outdoor advertisements	F	28	10	17	40	95
	%	28.0%	10.0%	17.0%	40.0%	23.8%

Test statistics		$\chi^2=110.25; p=.000 CV=.267; p=.000$				
Online media	F	0	0	0	1	1
	%	0.0%	0.0%	0.0%	1.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000 CV=.087; p=.390$				
AV-van	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	0.3%
Test statistics		$\chi^2=396.01; p=.000 CV=.087; p=.390$				
Institutional activities	F	3	2	0	0	5
	%	3.0%	2.0%	0.0%	0.0%	1.3%
Test statistics		$\chi^2=380.25; p=.000 CV=.117; p=.141$				

Table 7 reveals sources of information for *Bhoochethana Yojana*. In this case oral communication channel plays a major role in providing information to the rural respondents (39.0%). In addition, significant association was observed in all districts ( $CV=.293; p=.000$ ). Moreover, Publication Media, Newspaper, Radio, Television, Film Theater, Outdoor Advertisement, Online Media, AV-Van and Institutional Activities contribute less in providing information regarding the scheme. Chi- Square Test reveals that there is a significant difference between groups of frequencies of all above channels.

## CONCLUSION

Communication media is known as an effective tool for development even in agriculture. The challenge for policy makers and administrators is to find an effective media, strengthen it, and make it accessible to the farmers. The study reveals that oral communication channel plays a major role in providing information to the rural respondents vis-à-vis mass media channels. Majority of development schemes have reached stakeholders through oral communication than mass media, says the study. It may be inferred that oral communication channels are the major source of information in agricultural communication to the extent of creating awareness about development oriented programmes of the government.

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