

## Communicability of Circular Letter, Folder and Booklet

The main advantage of controlled mass media, according to Rao (1970) is that the message presented can be localised, correct to last specification, and applicable to the farmers of the district.

Though many research studies were conducted to find out the effectiveness of the information materials, only a few studies have aimed to find out the communicability of these information materials. Thus by selecting circular letter, folder and booklet on sunflower cultivation a study was conducted in Thondamuthur Block in Coimbatore district with the objective of assessing the communicability of these materials.

The initial knowledge of the farmers was tested and then they were treated with these three materials. The number of respondents per treatment is 25. The communicability score of these materials was calculated by subtracting the pretested score from the post test score. 't' test was employed to assess the significance of these materials in their communicability. Results are presented below.

TABLE 1

Name of material	Mean difference	't' value	C. D value
Circular letter	2.48	7.74**	0.6592
Folder	2.60	8.66**	0.6180
Booklet	4.56	12.00**	0.7828

The three materials were found effective in communicating the informations furnished therein. From the present observation it may be seen that booklet is superior than the circular letter and folder. The farmers have also preferred booklets to the other types of printed materials. Thus it can be stated that booklets are better communicating the message than the circular letter and folder which were found on par in their communicability.

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### REFERENCES

- RAO, C. S. S. 1970 *Research in Extension Education*. Caxton Press Pvt. Ltd., New Delhi.