

## Preferences of Farmers in Agricultural Broadcasting Techniques

Agricultural programmes are broadcasted by All India Radio, Tiruchi in different ways so that the message is properly conveyed and understood by the farmers. Different techniques such as interview with progressive farmers, dialogues, talks by specialists, and folk songs are followed in communicating agricultural information through radio. A study was conducted to find out the techniques of farm broadcast which have attracted the farmers in creating interest regarding agricultural programmes,

The study was conducted in Madurai district. One hundred and eighty farmers having the habit of listening to farm broadcast of All India Radio were selected from Madurai East, West and Melur Panchayat Unions by random sampling technique. All the techniques of farm broadcast followed by All India Radio, Tiruchi were grouped into eighteen items and a list of these techniques were arranged in an order. The list was given to the farmers and each technique was explained to them. The farmers were asked to rank the techniques in the order of their choice in creating and sustaining interest and communicating the message

effectively. Scores were assigned to techniques and the total score for each technique was calculated and were arranged in descending order and the 't' test was used to test the significance.

It is clear that the interview with progressive farmers was ranked first by the farmer. Hanson (1946) has recorded that interview type of presentation was given first choice by the farmers. The technique 'Talks by farmers' were ranked second by the majority of the farmers and dialogue ranked as third.

The dialogue between man and woman was given a first rank by the majority (75 per cent) of the respondents. The second rank went to the dialogue between woman and woman. The dialogue between man and man was ranked as third by most (69-89 per cent) of the respondents. Thus, the dialogue between man and woman was preferred by farmers during agricultural broadcasts (Table 2).

Beyond these three techniques there is a sudden decline of scores with respect to the rest of the techniques. (Table 1). This means that these



TABLE 1. Techniques preferred by farmers

Random order allotted	Techniques	Score obtained	Rank	't' value
e	Interview with progressive farmers	1287	I	0.002
b	Talks by farmers	1210	II	—
d	Dialogues	1100	III	0.043
l	Discussion by farmers	815	IV	—
c	Success stories narrated by farmers	775	V	—
p	Question and answers for Radio Rural Forum	690	VI	0.015
o	Quiz programme	659	VII	0.014
g	Folk songs	535	VIII	0.016
f	Dramas	509	IX	0.020
q	Hints for agriculturists	508	X	—
n	Interview with non-officials like P.U. Chairman M.L.A., or M.Ps	478	XI	—
h	Villupattu	450	XII	—
m	Interview with specialists	448	XIII	—
j	Announcement and forecasts	330	XIV	—
k	Farm news	287	XV	—
a	Talks by specialists	230	XVI	—
r	News on farmers clubs	191	XVII	—
i	Seminar	135	XVIII	—
	Total	10637		

techniques were not preferred by the farmers. The techniques like talks by specialists, news on farmers clubs and seminar are the methods which were least preferred by the farmers as

they were given 16th, 17th and 18th ranks. The farmers assigned various reasons for the different rankings of different methods, as could be noted in Table 3.



TABLE 2. Preference regarding different dialogues

Category	I Rank %	II Rank %	n=93 III Rank %
Between man and man	18.28	11.82	69.19
Between man and woman	75.27	13.98	10.75
Between woman and woman	3.45	74.20	19.36
Total	100.00	100.00	100.00

A majority (81 per cent) of the farmers reported that the top ranked techniques were in the local language understandable and appealing to the rural people (Table 3). Nearly 43 respondents reported that the techniques preferred by them were in the normal speed of delivery. Eighteen per cent preferred the techniques as they were interesting to hear. Other techniques as 'talks by specialists', seminar which were least preferred were mechanical

TABLE 3. Reasons attributed by farmers for choosing different types of farm broadcasts

Reason	n=180 Percentage
They are in the local language, understandable and appealing to rural people	81.1
They are in normal speed of delivery	42.7
They are interesting to hear	18.8

in nature and the farmers lost interest in hearing such techniques.

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#### REFERENCE

- HANSON, H. P. 1946. Radio Listening Analysis. University Farm, Minn. Univ. Agr. Extn.: 22-25.

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### Radio Ownership Among Farm Broadcast Listeners

The present study was undertaken to find out the extent to which radio or transistor sets are owned by farm broadcast listeners. The study was conducted with 99 rice growing farm broadcast listeners spread over nine

villages of Kodumudi block selected at random in the year 1973 with a pre-tested interview schedule. The relationship of personal characteristics like age, education with possession of radio sets was also studied.