

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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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.

Table 1. Extent of radio ownership among farm broadcast listeners

Category	Possess radio/ transistor	Do not pos- sess radio/ transistor	Total (n=99)	X ² value
I Age				
Youth (25 yrs and below)	16	11	27	0.222 N. S.
Mid-Adulthood (26-45 Yrs)	19	17	36	
Late-Adulthood (46 years and above)	23	13	36	
II Education				
Illiterate	4	14	18	17.79**
Primary school educated	13	14	27	
High school educated	20	7	27	
College educated	21	6	27	

Table 2. Number of radio sets possessed

Category	Number possessed		(n=58)
	Radio alone	Radio and transistor	
I Age			
Youth	16	—	
Mid-Adulthood	16	3	
Late-Adulthood	20	3	
II Education			
Illiterate	4	—	
Primary school educated	13	—	
High school educated	18	2	
College educated	17	4	

The study revealed that there is a dichotomy in respect of owning a receiving set by the farm broadcast listeners. They either possess a receiving set or do not possess one.

In general 58.59 per cent of farm broadcast listeners did possess either a radio or transistor while 41.41 per cent did not possess either of them. In the extent of radio ownership, insofar as age was concerned there was no large variation with range of ownership. Singh and Sandhu (1971) reported that persons responsible to introduce radio in the family were less than 40 years old in 76.80 per cent and less than 25 years old in 31.10 per cent. There was a progressive increase in radio ownership from the illiterate to college-educated groups indicating thereby that higher the education, more was the extent of ownership. Statistical analysis also proved that there is a positive association between education and possession of radio sets. Dhaliwal and Sohal (1971) also found that percentage of more highly educated families owing a radio stood high.

The possession of one radio and a transistor was distinctly restricted to the age groups of mid and late-adults;

and to higher education-groups of high school and college-educated (Table 2).

Thus a majority of the farm broadcast listeners do possess receiving sets and the possession was high among the educated-groups and mid-and late-adult groups.

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