CHAPTER 4

FINDINGS AND DISCUSSION

The present investigation was undertaken with the main purpose of studying the impact of TV in terms of knowledge on rural people and the content analysis of the selected TV programmes namely Green Leafy Vegetables, Polio, Vaccination and Laparoscopy. The study was conducted in the Kheda district of Gujarat State. The data were collected by interview technique from 320 rural people. 't' test and chi-square tests were calculated to analyse the data.

The findings are discussed in the following major sections :

General information about the experimental villages.

General information about the control villages.

Background information of the women and men respondents of the experimental villages.

Extent of watching the TV programmes per week by the people of Akhdol, Piplag, Bedva and Mogari villages.

Content analysis of selected TV programmes.

Gain in knowledge in the four selected TV programmes.

Retention of knowledge in four selected TV programmes.

Association of socio-economic status and age with the gain and retention of knowledge.

Reactions of rural people towards the selected TV programmes.

4.1 General information about the experimental villages

The study was conducted in the Kheda district of Gujarat State. Kheda was the only rural television station in India devoted to education and development (Agarwal, 1981). One kilowatt television transmitter was installed in Pij village to serve an area of 3000 sq km of Kheda district.

The revenue villages selected as experimental villages for the study were Akhdol, Piplag, Bedva and Mogari.

4.1.1 General information of the Akhdol, Piplag, Bedva and Mogari villages

Akhdol and Piplag villages are located in Nadiad Taluka. Akhdol village is about 3 km and Piplag village 2½ km from Nadiad town. There were frequent bus services through Akhdol and Piplag villages. So facilities existing in Nadiad Taluka could be easily availed by the villagers of Akhdol and Piplag. The general information of the Akhdol village was got from Panchayat Office. Sarpanch provided the information about the Piplag village.

Bedva and Mogari villages are located in the Anand Taluka. Bedva village is about 10 km and Mogari 2 km

from Anand town. The general information about the Bedva and Mogari villages was collected from the Panchayat and Dairy staff of Bedva and Mogari villages, respectively.

As Table 1 indicates the main occupation of the experimental villages was agriculture. It was observed that the experimental villages had facilities like post office, primary health centre, co-operative society, middle school, panchayat and mahila mandal. Only Mogari village had high school facility. The experimental villages were dominated by Patel castes. The villagers were growing mainly Tobacco and Groundnut. The villagers took interest in keeping the animals like cows, buffaloes and goats.

4.2 General information about the control villages

Khorvad and Navapura are nearby villages. There was only one Panchayat for Khorvad and Navapura.

Khorvad and Navapura were comparatively small villages as only 150 families were staying in these villages. Javol and Palayia are located in Nadiad Taluka. Javol is about 15 km from Nadiad town and Palayia about 12 km. The information about Javol and Palayia was collected from Panchayat staff. Sarpanch provided the information about Khorvad and Navapura.

Table 1. General information of Akhdol, Piplag, Bedva and Mogari villages

Information	Akhdol	Piplag	Bedva	Mogari
Number of families	400	600	730	1200
Number of men	1500	1800	2207	1452
Number of women	1700	1700	1954	3600
Average land holding	1 bigha	1 bigha	8 bighas	8 bighas
Main occupation	Farming	Farming	Farming	Farming, service
Facilities	Post office Primary Health Centre, Private Doctors, Cooperative Society, Middle School, Panchayat, Mahila Mandal	Post office Primary Health Centre, Cooperative Society, Middle School, Panchayat, Mahila Mandal	Post office Market, Primary Health Centre, Cooperative Society, Middle School, Panchayat, Mahila Mandal	Post office Market, Primary Health Centre, Cooperative, Society, Private Doctor, Bank, Panchayat, Mahila Mandal, High School
Castes	Parmar Patel Brahmin Harijan Tailor	Patel Thakur Parmar Lohia Brahmin Mistri	Patel Shatriya	Patel
Religious groups	Hindu Christian Muslim	Hindu Muslim Christian	Hindu Christian Muslim	Hindu Christian Muslim
Crops grown	Tobacco Groundnut Bajra	Tobacco Groundnut Rice Wheat Bajara	Bajra-Tobacco Groundnut	Rice-wheat Groundnut Bajra Tobacco
Animals kept	Cows, Buffaloes Goats	Cows, Buffaloes, Goats	Cows, Buffaloes, Goats	Cows, Buffaloes, Goats

As Table 2 shows the number of women exceeded men in all the control villages except Khorvad. In all the control villages, the average land holding per person was 1 bigha. Main occupation in all the control villages was reported to be farming. Comparing to the experimental villages, control villages did not have many facilities. It could be seen that there was no market facilities in all the four villages. There were milk co-operative societies in all the control villages. All the control villages had primary schools except Javol which had middle school. It was seen that cereals like rice, wheat and groundnut were produced in all the control villages. Tobacco was grown in Khorvad and Navapura. Cows, buffaloes and goats were the main animals kept in all the four villages. It was seen that people belonging to various castes were staying in these villages.

4.3 Background information of the women and men respondents of Akhdol, Piplag, Bedva and Mogari villages

The investigator tried to find out caste, occupation, education, land, type of family, size of family, social participation, type of house, farm power and material possession of the viewers of TV programmes. These factors were probed into as they might have an influence on the gain and retention of knowledge.

Table 2. General information of Khorwad, Navapura, Javol and Palayia villages

Information	Khorvad	Navapura	Javol	Palayia
Number of families	150	150	400	400
Number of men	1133	1000	1000	1000
Number of women	1036	1050	1400	1500
Average land holding	1 bigha	1 bigha	1 bigha	1 bigha
Main occupation	Farming	Farming	Farming	Farming
Facilities	Post office, Primary Health Centre, Milk Coop. Society, Primary School, Panchayat	Post office, Primary Health Centre, Milk Coop. Society, Primary School, Panchayat,	Primary Health Centre, Milk Coop. Society, Middle School	Post office, Cooperative Society, Primary School, Panchayat
Castes	Chauhan Brahmin Vaghri Harijan, Raval, Rohit	Harijan Raval Rohit	Harijan Vaghri Rajput	Harijan Vaghri Rajput
Religious groups	Christian Hindu	Hindu Christian	Hindu Christian	Hindu Christian
Crops grown	Bajra Tobacco	Bajra Tobacco	Groundnut rice, wheat	Groundnut bajra
Milch cattle	Buffaloes Goats Cows	Cows Goats Buffaloes	Cows Buffaloes Goats	Cows Buffaloes Goats

The traditional caste system is the basis of Hindu social organization. It is the caste system which determines the function and social status of the individual. It was seen from Table 3 that majority of women, who watched the TV programmes were Patels. It was found that none of the castes formed majority of the men. Nevertheless, a large number of people belonged to Patel and Parmar castes.

The main occupation in case of women and men was agriculture. The significance of education in modern society can not be over-estimated. It was encouraging to note that majority of the women were literate. Out of 80 women studied, about 23 women were high school passed and 26 were middle school passed. About 42 per cent of men were high school passed.

As Table 3 indicates, majority of the families owned land. In case of men and women, more number owned 1-5 acres of land. There were only few who were possessing upto 5 acres. It was seen that joint family system was predominant in these villages. Majority of the families had above 5 members. It was worthnoting that majority of the families had pucca houses followed by mixed houses.

Farm power like drought animals or tractor was absent in all the families. One could infer that they

Table 3. Background information of the women and men respondents of Akhdol, Piplag, Bedva and Mogari villages

	Akhdol N = 20 Frequency		Piplag N = 20 Frequency		Bedva N = 20 Frequency		Mogari N = 20 Frequency	
	Women	Men	Women	Men	Women	Men	Women	Men
Caste								
Patels	14	8	16	9	15	12	12	12
Non-Patels	6	12	4	11	5	8	8	8
Occupation								
Farming	15	16	14	7	15	15	10	10
Business	4	2	5	6	5	4	6	9
Service	1	2	1	7	0	1	4	1
Educational level								
Illiterate	0	0	0	0	1	0	5	3
Can read only			1	0			2	1
Can read and write	1	3	3	4			1	0
Primary	6	2	3	6			4	6
Middle	8	6	7	3	8	6	3	0
High School	5	8	4	7	10	11	4	8
Graduate	0	1	2	0	1	3	1	2
Land								
No land	6	4	7	15	4	4	8	8
Less than 1 acre	0	2	1	0	0	2	3	2
1 - 5 acres	11	13	8	5	11	10	6	4
5-10 acres	3	1	4	0	5	4	3	6
Type of family								
Nuclear	2	2	3	5	2	4	11	12
Joint	18	18	17	15	18	16	9	8
Size of family								
Upto 5 members	2	2	3	5	3	4	10	13
Above 5 members	18	18	17	15	17	16	10	7
Type of house								
Kaccha	0	3	3	10	2	6	1	5
Mixed	8	11	5	1	9	3	10	2
Pucca	12	6	12	9	9	11	9	13

It was worth noting in Table 4 that majority of men, 65 per cent watched the TV programmes 3-4 times in a week. In case of women, majority did not fall in any of the categories. Nevertheless, 45 per cent watched the TV programmes 3-4 times in a week. Women had to make adjustments in household work to watch the TV programmes. All the men, watched the TV programmes atleast once in a week. One could infer that rural people take interest in watching the TV programmes.

Table 4. Extent of watching the TV programmes per week by women and men of Akhdol village

Extent	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Do not watch	1	5	0	0
1-2 times in a week	7	35	2	10
3-4 times in a week	9	45	13	65
5-6 times in a week	3	15	5	25
Total	20	100	20	100

The reasons for watching the TV programmes were found out.

Table 5. Reasons for watching the TV programmes by women and men of Akhdol village

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
To watch light entertainment programmes like film songs, dramas	19	95	20	100
To obtain knowledge on agriculture, animal husbandry and family planning	11	55	13	65
To acquire useful information about the outside world	8	40	10	50
To get news	5	25	5	25

Several reasons were assigned for watching the TV programmes. All the men reported that they watched TV programmes for entertainment purposes. A large number of women also watched the TV programmes to be entertained. After a heavy day's work, TV mainly served as an entertainment medium. TV served as an educational medium also in imparting knowledge on agriculture and animal husbandry. TV served as a window to the outside world according to 50 per cent men and 40 per cent women. It could also be seen that village people did not ascribe much importance

to know the news (Table 5). One could conclude that TV served as an entertainment and educational medium. Among women, one woman did not see TV programme because she was busy with the household work. Village people should be motivated more to make the effective use of educational programmes.

4.4.2 TV viewing in Piplag

In Piplag, community TV sets were installed at Panchayat office and Dairy building. Polio was shown in the Piplag village. The programme was shown in the Panchayat office.

It was remarkable that 95 per cent of women and men used to watch the TV programmes atleast once in a week. Majority of men, 60 per cent used to watch the TV programmes 3-4 times in a week (Table 6). Among the women, 50 per cent watched the TV programmes 1-2 times in a week. Women might be eager to watch the TV programmes more frequently. Since the women were busy in household chores like cooking, food, milching the animals during the telecast time, they might not be able to go and watch the TV programmes. There were social restrictions also which prevent the women in viewing the TV programmes.

Table 6. Extent of watching the TV programmes per week by women and men of Piplag village

Extent	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Do not watch	1	5	1	5
1-2 times in a week	10	50	7	35
3-4 times in a week	8	40	12	60
5-6 times in a week	1	5	-	-
Total	20	100	20	100

Reasons narrated by women and men of Piplag village for viewing the TV programmes are given in Table 7.

Majority of the Piplag respondents, 90 per cent women and 80 per cent men narrated that they watched the TV programmes mainly for entertainment purpose. To obtain knowledge on agriculture, animal husbandry and family planning were also pinpointed by majority of men. Among the women, only 40 per cent mentioned that they watched TV to obtain knowledge on Agriculture, Animal Husbandry and Family Planning. In Piplag, there was a representative sample of farmers and service community. So women were not involved much in the agriculture and animal husbandry operations. To acquire useful information about the outside world was also given importance by 50 per cent men and 45 per cent women

Table 7. Reasons for viewing the TV programmes as given by women and men of Piplag village

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
To watch light entertainment programmes like film songs, dramas and movies etc.	18	90	17	85
To obtain knowledge on agriculture, animal husbandry, family planning	8	40	14	70
To acquire useful information about the outside world	9	45	10	50
To entertain guests	1	5	1	5
To obtain news	1	5	1	5

One could conclude that in Piplag village also TV served mainly as an entertainment medium.

4.4.3 TV watching in Bedva

In Bedva, community TV sets were installed at Panchayat office and Dairy building. The programme Vaccination was shown in the Dairy building of the Bedva village.

Table 8. Extent of viewing the TV programmes in a week by women and men of Bedva village

Extent	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
1-2 times in a week	9	45	4	20
3-4 times in a week	6	30	11	55
5-6 times in a week	4	20	5	25
Do not watch	1	5	0	0

As Table 8 indicates majority of men i.e., 55 per cent watched the TV programmes 3-4 times in a week. In case of women, majority did not fall in any of the four categories. A large number of women, 45 per cent watched the TV programmes 1-2 times in a week. The frequency of watching the TV programmes in case of men was more. It might be because women were busy during the telecast time. Getting the men's consent in going and watching the TV programmes in a community situation might be another factor for the low attendance of women.

Several reasons were assigned for watching the TV programmes by women and men of Bedva village for watching the TV programmes (Table 9).

Table 9. Reasons for watching the TV programmes by women and men of Bedva village

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
To watch light entertainment programmes like film songs, dramas and movies	15	75	14	70
To acquire useful information about the outside world	10	50	11	55
To obtain knowledge on agriculture, animal husbandry and family planning	9	45	9	45
To get news	8	40	4	20
To entertain guests	6	30	0	0
To while away time	2	10	0	0

It could be seen that majority saw TV as entertainment medium. Entertainment might be one of their main needs. It could be observed that during the entertainment programmes there was a heavy rush. The educative value of TV was also recognised by women and men as 50 per cent women and 55 per cent men mentioned that they watched TV to acquire useful information about the outside world. To obtain knowledge on agriculture, animal husbandry and family planning was also one of the main reasons to watch the TV programmes for both women and men. It was noted that

45 per cent men and women watched the TV programmes to get the latest informations about agriculture, animal husbandry and family planning. Since India is an agricultural country more men and women should be encouraged to watch the TV programmes on agriculture and animal husbandry. Among women, 5 per cent did not watch TV because during the telecast they were busy with the household work. Rural people should be motivated to see the educational programmes on TV.

4.4.4 TV watching in Mogari

In Mogari, community TV sets were installed at Panchayat office and Dairy building. The programme on Laparoscopy was shown inside the Panchayat office.

The impact of the programme could be reflected in the extent of watching the TV programmes and the reasons for viewing the programmes.

The impact of TV on rural people was clear from the fact that all the women and men used to watch the TV programmes. It was worth noting from Table 10 that about 65 per cent women and 85 per cent men watched the TV programmes 3-4 times in a week. Few of the families had TV sets placed in their homes. This might also be one of the reasons for more frequent watching of the TV programmes for both men and women. The developed village might be

another reason encouraging the women to watch the TV programmes.

Table 10. Extent of watching the TV programme per week on Laparoscopy by women and men of Mogari village

Extent	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
1-2 times in a week	6	30	3	15
3-4 times in a week	13	65	17	85
5-6 times in a week	1	5	0	0
Total	20	100	20	100

The TV, mainly served the entertainment purpose as 95 per cent each mentioned that they watched the TV programmes to get entertained. In villages, only few women and men get the facilities to go outside the villages for entertainment purpose.

It could be seen in Table 11 that TV served as a medium in imparting knowledge on agriculture and animal husbandry operations. Majority of the women - 60 per cent saw TV as a medium to obtain useful information about the outside world. Comparing to women, men took more interest in receiving the news. TV played an active role in educating and entertaining the rural people in Mogari village.

Table 11. Reasons for watching the TV programmes by women and men of Mogari village

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
To watch light entertainment programmes like film songs, dramas and movies	19	95	19	95
To obtain knowledge on agriculture, animal husbandry, family planning	13	65	13	65
To acquire useful information about the outside world	12	60	9	45
To get news	2	10	5	25

In all the villages, majority of men used to watch the TV programmes produced by Pij TV atleast 3-4 times in a week. In case of Bedva and Piplag, among women more number of women watched the TV programmes 1-2 times in a week. In case of Akhdol and Mogari villages, the extent of watching the TV programmes of women per week was 3-4 times. Women might be busy with the household work during the telecast time. Social restrictions might be another factor for the low attendance of women. All the men in four villages used to watch the TV programmes atleast once in a week. Among the women respondents, 5 per cent did not watch the TV

Programme in three villages, Bedva, Akhdol and Piplag. In Mogari village there were more private TV sets. This might have encouraged the women in watching the TV programmes atleast once in a week.

In all the villages, women and men viewers watched the TV programmes to see light entertainment programme like film songs, dramas and movies. Among the educational programmes to obtain knowledge on agriculture, animal husbandry and family planning figured first except in Bedva village. Since men and women were engaged in agriculture operations, they should be encouraged more to view the TV programmes in agriculture and animal husbandry and family planning. Men and women did not ascribe much importance to receive the news. The village workers can motivate the rural people to use TV to get the news and other educational programmes.

4.5 Content analysis of selected TV programmes

Berelson (1952) defined content analysis as a research technique for the objective, systematic and quantitative description of the manifest content of communication.

Experts from Education Media Research Centre of Gujarat University did the content analysis of the selected TV programmes. They had done their developmental communication course after completing their degree from Gujarat University.

The general analysis of the content was based on a questionnaire prepared by the investigator specially for this purpose. The questionnaire developed by Mody and Sarupria (1977) was used to analyse the technical aspects of the programme.

The experts had analysed the content after viewing the particular programmes. The general analysis and the technical analysis of the content of the selected TV programmes were carried out separately.

4.5.1 Content analysis of TV programme on Green Leafy Vegetables

The programme 'Green Leafy Vegetables' mainly dealt with the importance of eating green leafy vegetables and how one suffers by not consuming green leafy vegetables daily.

Two experts from Gujarat University made an attempt to analyse the general aspects of the content of Green Leafy Vegetables after viewing the programme. Both of them opined that importance of consuming Green Leafy Vegetables was mainly dealt in the programme. One could infer that importance of consuming green leafy vegetables was well explained through the programme.

It can be seen from Table 12 that one of the experts opined that there was content error and the other expert did not see any content error. According to the

Table 12. Opinion about the content of the programme on Green Leafy Vegetables

Aspects	N = 2	
	Yes	No
	Frequency	Frequency
Content errors	1	1
Ambiguous content	1	1
Content important to rural people	2	0
Appropriate amount of content	1	1
Appropriatness of the programme according to their age (16 to 40 years)	2	0
Appropriatness of the programme according to their education level (Illiterate to middle)	2	0

subject matter specialists, there was not any content error. About the ambiguity of the programme also, opinion was divided. Subject matter specialists were of the opinion that there was no ambiguity in the content. The expert who opined that there was ambiguity did not specify the ambiguity. Both of them felt that content was important to rural people. Green leafy vegetables were quite inexpensive. They were easily available in the village. Many diseases could be prevented by consuming Green leafy vegetables.

Sometimes the programmes might be overloaded with too much content. It might also happen that the programme did not contain enough subject matter. Among the experts, one was of the opinion that there was appropriate amount of content and the other mentioned in the negative manner.

It is evident from Table 12 that men and women who viewed the TV programme were mainly in the age group of 16 to 40 years. From the educational point of view, there were people belonging to illiterate to middle standard. There was no difference of opinion in the level of the programme appropriate to the level of the audience.

By seeing the content of the programme, one of the experts did feel that the programme could explain how useful Green leafy vegetables are in the daily diet. This particular objective could not be fulfilled by the particular programme according to the rest.

Table 13 indicates that about the understandability of the commentary, there were different opinions. Half of the experts felt that programmes was too difficult. Village people did not express any difficulty in understanding the programme.

To the question, whether the programme develops the main points adequately, half of the experts felt in the affirmative way and the rest of them in the negative way.

Table 13. Opinion about other aspects of the programme on Green Leafy Vegetables

	N = 2 Frequency
Understanding of the programme	
Too simple	1
Too difficult	1
Adequate development of the main points	
Yes	1
No	1
Characters featured	
Occupation	2
Change of setting	
Same setting	2
Rural urban or unclear setting	
Rural	1
Not clear	1
Language	
Local	2
Fastness	
Normal	2
Formats used	
Puppet	1
Documentary presentation	1

Occupational characters got featured in the programme. All the experts felt that same setting was being used throughout the programme.

Local setting could have more influence on the rural people. One of the experts felt that the setting was rural and the other opined that it was not clear.

To make a good impact, the characters should be able to express in the local language, which could be easily followed by the rural people. According to the experts producers took interest in producing the programme in the local language (Table 13).

It was encouraging to note that both the experts felt that the fastness of the commentary was normal. It was neither very fast nor slow. Puppetry and documentary presentation were the formats used in the programme.

4.5.1.1 Message system analysis of Green Leafy Vegetables

Message System Analysis of Green leafy vegetables was carried out by four experts of the Educational Media Research Centre of Gujarat University, Ahmedabad. They are involved in producing educational programmes for radio and TV.

The questionnaire developed by Mody and Sarupria (1977) was used for Message System Analysis. According to

the authors this is an indirect "unobtrusive measure" that studies the programming authority's attempt to communicate with villagers without making producers aware that they are being observed analytically.

Message system analysis was carried out after viewing the whole programme. It was seen that the duration of the programme varied from 13 minutes to 15 minutes.

All the experts pointed out that the correct name of the programme was "Eat, drink and be happy". Importance of consuming Green leafy vegetables was the main theme as pointed out by experts. Gabaji, Sukliben, Motuji, Kadvaji and Tanuji were the main characters. All the experts pointed out the characters.

According to Table 14, Tanuji was seen as the head of the village and as agriculture labourer. Tanuji was shown as tilling his field in the TV. programme. Kadvaji was explaining the importance of consuming Green leafy vegetables. So his role was seen as Gram Sevak by majority of the experts. Sukliben was shown as the housewife, wife of Gabaji. Gabaji was the brother-in-law. Motuji was playing the role of Baniya. Role of the various characters were clear from the TV programme according to the experts. According to majority of the experts, Gabaji and Motuji were old. Sukliben was running in 40 years. Kadvaji was of about 35 years according to two of the experts. Tanuji

Table 14. Distribution of the characters according to their role, age and sex

Characters	Role	N = 4 Number of experts	Age	N = 4 Number of experts	Sex	N = 4 Number of experts
Tanuji	Agriculture labourer	2	60	1	M	4
	Head of village	2	45	2		
			54	1		
Kadvaji	Gram Sevak	3	35	2	M	4
	Agriculture labourer	1	55	1		
			65	1		
Sukliben	Wife of Gabaji	1	40	3	F	4
	House wife	3	35	1		
Motuji	Brother of Sukli	1	50	3	M	4
	Baniya	3	45	1		
Gabaji	Agriculture labourer	3	45	3	M	4
	Brother-in-law	1	38	1		

was in the old age group, according to majority of the experts. The sex of the various characters were correctly pointed out by the experts.

Table 15 indicates that about the occupation of the characters, experts had almost the same opinion. Only two respondents opined about the social class of the characters. About Kadvaji and Tanuji opinion was divided as poor and middle class.

Table 15. Distribution of the experts according to the occupation and social class of the characters

Characters	Occupation	N = 4 Number of experts	Social class	N = 4 Number of experts
Gabaji	Agriculture labourer	4	Poor	2
Motuji	Baniya	3	Middle	2
	Businessman	1		
Sukliben	Housewife	3	Poor	2
	Wife of Gabaji	1		
Kadvaji	Gram Sevak	4	Poor	1
			Middle	1
Tanuji	Retired	1	Poor	1
	Labourer	3	Middle	1

Dress was appropriate to their role as one of the experts expressed. Others did not answer. Dominant trait was the health according to three of the experts and importance of Green leafy vegetables according to one of

them. Messages were treated in the puppetry formats according to all of them. Sound was expressed as dialogue and music. Settings were the rural house and field, according to them. There were two locations, farm and house according to two experts. Two of the experts mentioned that there were two settings. Locations were also two. The topic of the programme was health, according to all the experts. To educate the people the importance of Green leafy vegetables was the goal of the programme. According to three of the experts target audience were the rural people. One of them gave the opinion as rural people and uneducated mass of urban areas.

There was agreement on the technical aspects of the TV programme on Green leafy vegetables. One could infer that the programme on Green leafy vegetables was produced well.

4.5.2 Content analysis of TV programme on Polio

In the particular case, general analysis of the content on Polio was done by three experts who had done their one and a half year developmental communication course after completing their degree from Gujarat University.

The programme on Polio emphasised that this disease occurs mostly in children. The programme dealt

with how the virus enters the body, the various parts of the body affected by Polio, symptoms of Polio and the importance of Polio vaccine.

The topics given priority in the programme were questioned. The investigator wanted to know what are the main points told through the commentary and depicted in the picture.

The various experts found importance of Polio vaccine, need to give Polio vaccine to children and Polio in general as the items emphasised (Table 16). One can infer that the importance of Polio vaccine was well depicted in the programme.

Table 16. Topics given priority in the programme on Polio

Topics	N = 3 Frequency of the experts
Importance of Polio vaccine	1
Need to give Polio vaccine	1
Polio in general	1

It is clear from Table 17 that none of the experts found any content error or ambiguous content areas. The programme did not have any content error according to the subject matter specialists. The experts felt that the

Table 17. Opinion about the content of the programme on Polio

Aspects	N = 3 Frequency of experts	
	Yes	No
Content error	0	3
Ambiguous content areas	0	3
Appropriate amount of content	3	0
Content important to rural people	3	0
Appropriatness of the programme according to their age (16 to 40 years)	3	0
Appropriatness of the programme according to their education (Illiterate to middle)	3	0

programme did not have any ambiguous content areas. All the experts felt that the programme contained appropriate amount of content. A good programme has the major teaching aspects limited. Subject matter should consist of only specific points of topic. According to the experts the content was important to rural people. The content was important to rural people as we saw many children suffering by Polio in rural areas.

The study included respondents belonging to 16 to 40 years. The experts unanimously expressed that the

About theme of the TV programme on Polio, one of the experts opined that Polio, causes and treatment as the main theme, another saw as importance of Polio vaccine and the third expert mentioned that awareness of Polio and its prevention. One could infer that the importance of Polio vaccine was mainly dealt in the programme. The importance of Polio vaccine to prevent Polio and the symptoms of Polio were mainly dealt in the programme. All the experts felt that the programme was documentary based. One of the experts felt that there were about 100 shots. Another two did not answer this question. The experts experienced that the sound effect was music. Location of the programme was seen as hospital by all the experts. Majority of the experts felt that the topic was Polio. All the experts felt that the goal of the programme was to educate the rural people how to prevent Polio.

About the target audience, there was division of opinion. According to one of the experts the programme is produced for children and parents. Another expert opined that the programme is produced for middle class villagers. Since the experts were in agreement with most of the various aspects of the content, the programme is produced well. The investigator is correct in selecting this programme for study.

4.5.3 Content analysis of TV programme on Vaccination

The TV programmes on Vaccination deals with the importance of tripple vaccine against whooping cough, diptheria and tetanus. Tripple vaccine is to be administered after the child is three months old. Children of above five could get vaccinated against tetanus and diptheria. Adult people could take tetanus vaccine in three doses.

The particular programme on "Vaccination" was content analysed by three experts after viewing the programme. Its purpose was to provide knowledge, new insights, a representation of "facts", and a practical guide to action. Three experts did the general analysis of the contents of vaccination programme.

The importance of tripple vaccine was given priority according to two of the experts out of three (Table 19).

Table 19. Topics of priority in the programme on Vaccination

Topics	N = 3 Frequency of experts
Health of children should be taken care of	01
Tripple vaccine is given against diptheria, tetanus and whooping cough	01
The need to take Polio vaccine, tripple injection and tetanus injection in case of injury	01

It is evident from Table 20 that none of the experts could find any content error or ambiguous content areas. They were of the opinion that the content was important to rural people. Experts were satisfied with the amount of content. Content was given by the medical officer, so there was less chance of content error and ambiguity of content. We usually see that the sanitary conditions of the villages are poor. Medical facilities are also scarce in the villages. In such circumstances it was better to be inoculated against various diseases and prevent the diseases.

Table 20. Opinion about various aspects of content on Vaccination

Aspects	N = 3 Frequency	
	Yes	No
Content error	0	3
Ambiguous content areas	0	3
Content important to rural people	3	0
Appropriate amount of content	3	0
Appropriatness of the programme according to their age (16 to 40 years)	3	0
Appropriatness of the programme according to their education (Illiterate to middle)	3	0

Specially when the programmes are prepared for the rural audience one needs to take care that the level of the programme must be according to the understanding ability of the audience.

It was found that rural people were in the age group of 16 to 40 years and the educational status showed that there were people belonging to illiterate group and middle passed. All the experts felt that the understandability of the programme was according to their age and education (Table 20).

All the experts felt that the programme could serve to teach the importance of tripple vaccine to children.

It was found that majority of the experts felt that the programme was too simple. There was unanimous opinion among the experts that the programme develops the main points adequately.

According to all the experts, occupation character got featured in the programme. About the frequency of setting of the programme, majority of the respondents explained that same setting was used throughout the programme. The importance of rural setting was well explained by communication researchers. All the experts pointed out that the rural setting was used in this programme (Table 21).

Table 21. Opinion about some aspects of the TV programme on Vaccination

Aspects	N = 3 Frequency
Simplicity of programme	
Too simple	2
Neither too simple or too difficult	1
Adequate development of the main points	3
Characters featured	
Occupation	3
Frequency of setting	
Same setting	2
Two setting	1
Kind of setting	
Rural	3
Kind of language	
Tough	1
Local	2
Fastness of commentary	
Very fast	1
Normal	2
Format	
Drama	3

It is found in Table 21 that the local language was used in this programme. Subject matter specialists should be in a position to express the subject matter in the local dialect. It was encouraging to note that programme was developed in a normal speed. The programme was presented through the drama format.

4.5.3.1 Message system analysis of Vaccination programme

Message system analysis of Vaccination programme was done by the four experts of Educational Media Research Centre of Gujarat University, Ahmedabad. To analyse the technical aspects of content of Vaccination programme, the questionnaire developed by Mody and Sarupria (1977) was used. The programme was analysed after viewing the whole programme.

All the experts agreed that Vaccination programme lasted for 15 minutes. They pointed out the correct name of the programme as 'Hidden Enemies'. Importance of 'Tripple Vaccine' was the main theme of the TV programme according to all the experts. One of the experts also added that the TV programme dealt with the diseases against which tripple vaccine could be given like whooping cough, diptheria and tetanus.

The characters of the programme like Mother, Vimu, Ravji and Sharda were well identified by all the

experts. There was an agreement about the age and role of the characters (Table 22).

Table 22. Distribution of the experts according to the identification of the characters

Characters	Age	N = 4 Number of experts	Role	N = 4 Number of experts	Sex	N = 4 Number of experts
Mother	50	4	Mother	4	F	4
Vimu	20	3	Elderly girl from city	1	F	4
	24	1	Urban lady	1		
			Student	2		
Ravji	30	3	Son	1	M	4
	35	1	Husband	3		
Sharda	25	3	Daughter-in-law	1	F	4
	30	1	Wife	3		

Mother's occupation was given as housewife by all the experts. Vimu's occupation was seen in different ways. One of the experts said she was an urban lady, and another said that a girl from city. Rest of them opined that she was a student. From the general observations, two of the experts opined that Ravji belonged to the lower class and all others belonged to the middle class. Rest of the

experts mentioned that all the experts belonged to the middle class. About the dress, only two experts gave their opinion. One of them mentioned that the dress was appropriate to their role and the another said dress was traditional. One of the experts pointed out that there were 40 shots. Others did not opinion about the number of shots.

Message was treated in the dramatic form according to all the experts. Sound effect was dialogue and music according to all the experts. Location of the programme was given as rural house by two experts and house by one of them. One of the experts also added that the study was located in the village. To educate people about Vaccination was the goal of the programme according to all the experts. One of the experts also added that the programme aimed at teaching the rural people the diseases which can be prevented by tripple vaccination. There was differences in the opinion of the experts about the target audience. The programme was produced for the rural audience according to two, for rural and urban both according to one, and general audience according to the other expert.

The investigator is justified in selecting this programme for study. There was an agreement among the experts about the various characteristics of the cast of the programme. Dramatic form of presentation of the

Programme is well appreciated in the villages. So one could infer that the programme will be entertaining and educative. Majority of the experts opined that the setting of the programme was rural and the target audience were rural folk. To make an impact in the rural areas programmes could be content analysed to see whether producer's messages are really being reflected in the programme.

4.5.4 Content analysis of TV programme on Laparoscopy

The three experts from Gujarat University analysed the general aspects of content of the programme "Laparoscopy" after viewing the programme.

The programme mainly dealt with the simplicity of operation, the conditions for undergoing the operation, what precautions one had to take after undergoing the operation and the advantages of the Laparoscopy operation. The expert's opinion about the Laparoscopy operation were dealt in this session.

It could be seen that the experts mentioned various topics as given priority in the programme. It was seen that majority did not point out to any topic. However, utilization of Laparoscopy operation, ignorance in the villages about Laparoscopy operation, need to regulate size of the family, aspects involved in family planning

operation and post operation care were mentioned as the items emphasised (Table 23).

Table 23. Various topics given priority in the programme on Laparoscopy

Topics	N = 3 Frequency
Utilization of Laparoscopy operation for rural people	1
Ignorance in the villages about Laparoscopy operation	1
Need to regulate size of family	1
Aspects involved in family planning operations particularly those operations performed on women	1
Post operation care	1

Table 24 shows that majority of the experts pointed out that there was no content error. About the ambiguity of the programme two of the experts opined that there was ambiguity. According to one expert Madhuben looked too young though she had three children. Another expert did not specify the ambiguity. All the experts felt that the content was important to rural people. The simplicity of the operation, the less time woman needs to be admitted in the hospital and the simple post-natal

Table 24. Opinion about the content of the programme on Laparoscopy

Opinion	N = 3 Frequency	
	Yes	No
Content errors	1	2
Ambiguous content areas	2	1
Content important to rural people	3	0
Appropriate amount of content	2	1
Appropriatness according to their age (16 to 40 years)	2	1
Appropriatness according to their education (Illiterate to middle)	3	0

care made this operation, an important one for the rural women. There was appropriate amount of content according to the respondents.

Table 24 indicates that the programme was according to the age and education level of the audience. The audience mainly consisted of people belonging to 16 to 40 years of age. The education level showed that there were people who were illiterate to middle passed.

All the experts expressed that the programme could teach the advantages of Laparoscopy operation.

Table 25. Opinion of the experts about some aspects of the content on Laparoscopy

Aspects	N = 3 Frequency
Difficulty of the programme	
Simple	1
Difficult	2
Adequate development of the main points	3
Characters featured	
Occupation	3
Frequency of setting	
One setting	2
Two settings	1
Setting	
Rural	3
Kind of language	
Local language	3
Fastness	
Normal	1
Very fast	2
Format	
Drama	3

About the simplicity of the programme, experts had different opinions. According to majority of the experts, the programme was difficult as it contained many topics. The main points were developed step by step according to all the experts. Occupational characters got featured according to all the experts. One setting was only used according to most of the experts. The importance of rural setting for attracting rural people was highly emphasised by communication specialists. All the experts showed that the rural setting was used in this programme (Table 25).

It could be seen that producers took care in producing the programme in the local language. The message was delivered in a very fast manner according to two of the respondents. The format 'drama' was mainly used in the programme (Table 25).

The TV programme on Laparoscopy needs to be shown again as people took lot of interest in this topic, and as there was no major defect in the programme.

4.5.4.1 Message system analysis of Laparoscopy programme

Message system analysis of Laparoscopy programme was done by four experts of the Educational Media Research Centre of Gujarat University, Ahmedabad.

The technical aspects of the Laparoscopy programme was analysed by them. The duration of the programme showed that it varied from 13 minutes to 15 minutes. Programme was identified as 'Correct way' and 'Laparoscopy' by all the experts. Experts made an attempt to identify the characters.

Table 26. Distribution of the experts according to the identification of the characters

Characters	Role	Age	N = 4 Number of experts	Sex	N = 4 Number of experts	Occupation	N = 4 Number of experts
Kanji	Husband	35	2	M	4	Land labourer	3
		30	1				
		Not given	1			Not clear	1
Madhu	Wife	30	1	F	4	Housewife	4
		32	1				
		25	1				
		Not given	1				
Gangaba	Mother	55	2	F	4	Housewife	4
		50	1				
		Not given	1				
Kusumben	Health worker	30	2	F	4	Health worker	4
		35	1				
		Not given	1				

The characters of the programme like Kanji, Madhu, Gangaba and Kusumben were correctly identified by all the experts as is evident from Table 26. Husband's age was given as 35 years by two of the experts and as 30 years by one. According to the producer husband was depicted as 30 years. Madhu's age was perceived in the range of 25 to 32 years. According to the producer, Madhu was 29 years old. Gangaba was seen as 55 years old by two of the experts and the producer. Kusumben's age varied from 30-35 years according to different experts. Producer depicted Kusumben as having 35 years. Occupation of the characters were clear to all the experts except in case of Kanji, the husband. One of the experts opined that his role was not clear. All the experts mentioned that the characters were Hindus. According to two of the experts they were belonging to the Patel caste. Others did not mention the caste. According to two of the experts all the characters belonged to the middle class. One of the experts perceived nurse belonging to the middle class and the rest of the characters to the lower income group. One expert did not express his opinion.

About the dress, one expert pointed out that the dress was traditional and the other said appropriate to their role. Two of them did not make any remark. Dominant trait was family planning according to two of the experts.

Another expert viewed as the importance of Laparoscopy for family planning and to remove the misconception about the Laparoscopy operation. Importance of the programme was also seen as family planning by two of the experts. One of the experts emphasised that the programme aims to educate people about this technique of family planning. Others did not opinion about these aspects.

In case of Laparoscopy programme, the experts agreed about the various characteristics of the actors. This programme served the purpose of teaching the importance of family planning and the technique of Laparoscopy operation. Since the programme was rural based, the investigator was correct in selecting this programme.

4.6 Gain in knowledge in the four selected TV programmes

Gain in knowledge is one of the measures of effectiveness of the medium. Television mobilizes a greater degree of attention than the other mass media. Its message is delivered with greater impact because it mobilizes two senses rather than one. Since sight as well as hearing is focussed, there is less possibility of distraction. It is capable of overcoming learning barriers for many people, presenting important ideas, helping to mould attitudes, providing information in ways which demand neither high verbal proficiency nor physical presence at the scene of action.

An attempt was made to find out the gain in knowledge by women and men of experimental villages on TV programmes on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy. To find out whether television has contributed towards any gain in knowledge of telecast programmes, knowledge scores of these practices were separately calculated both for the control and experimental groups. Before the selected programmes were telecast, the knowledge test was administered both for the control and experimental groups to assess the knowledge. Immediately after the programme, the knowledge was again measured for the experimental and control groups. The gain in knowledge of women and men in the experimental villages are given in separate tables.

Table 27. Gain in knowledge of women in the experimental villages on selected TV programmes

TV programmes	Mean of the difference between post and pre-telecast knowledge scores	Sd	SE	t
Green Leafy Vegetables	2.45	0.51042	0.11413	21.47**
Polio	5.30	2.00263	0.44780	11.83**
Vaccination	4.75	1.99671	0.44648	10.63**
Laparoscopy	6.45	1.05006	0.23480	27.47**

tabular value 2.86
** Significant at 0.01 level.

Table 28. Gain in knowledge of men in the experimental villages on selected TV programmes

TV programmes	Mean of the difference between post and pre-telecast knowledge scores	Sd	SE	t
Green Leafy Vegetables	1.90	0.71819	0.16059	11.83**
Polio	5.40	1.18766	0.26557	20.33**
Vaccination	4.15	2.08440	0.46609	8.90**
Laparoscopy	7.25	1.91600	0.42843	16.92**

tabular value 2.86

** Significant at 0.01 level.

As Table 27 and 28 indicate the 't' values of the mean of the difference between post and pre-telecast knowledge scores for the experimental group were significant at 0.01 level among women and men indicating the significant gain in knowledge in the experimental group who viewed television programme. The 't' values were significant in case of all the programmes among women and men. As a result of viewing the telecast on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy, women and men gained significant amount of knowledge. It was highest in case of Laparoscopy among women followed by Green Leafy Vegetables. Among men, it was highest in case of Polio followed by Laparoscopy.

During the time of investigation, women were undergoing Laparoscopy operation in these villages. Women handle Gredn Leafy Vegetables, so they might have took more interest in Green Leafy Vegetables.

Because of the working of the two senses, that audio and visual simultaneously the respondents appeared to have gained significant amount of knowledge about Green Leafy Vegetables, Polio, Vaccination and Laparoscopy. Both the senses might have complemented and supplemented each other in clarifying the new messages on advantages of consuming Green Leafy Vegetables, the symptoms of Polio, the importance of tripple vaccination and Laparoscopy operation presented on television and facilitating the understanding. The applicability of the programme might have also helped the women and men in taking interest in the programme and gaining information. According to the opinion of the experts and villagers the programmes were prepared and transmitted in an understandable way.

It was interesting to note that the gain among females was more than the males. Visual clarity of TV might have helped the women who were not exposed much to other media to understand, comprehend and gain more knowledge on Laparoscopy, Green Leafy Vegetables and Vaccination shown on TV. In case of Polio programme the

knowledge gain was more among men. Before seeing the TV programme on 'Polio' men were more inquisitive in gaining more knowledge. The physical handicap the children have to suffer throughout life might have motivated the men in gaining more information. The transmission of all the programmes were clear according to women and men. The finding is in agreement with the findings of the social evaluation of Satellite Instructional Television Experiment carried out in 1977 which showed that changes were more pronounced in the area of health and also among women.

The gain in knowledge of women and men in control villages on selected TV programmes was studied (Table 29 and 30).

Table 29. Gain in knowledge of women in the control villages on selected TV programmes

TV programmes	Mean of the difference between post and pre-telecast knowledge scores	Sd	SE	t
Green Leafy Vegetables	0.200	0.41295	0.09234	2.165*
Polio	0.70	0.80132	0.17918	3.906**
Vaccination	0.75	0.96655	0.21613	3.470**
Laparoscopy	0.50	0.68824	0.15390	3.248**

tabular value 0.05 = 2.09
* Significant at 0.05 level
** Significant at 0.01 level.

Table 30. Gain in knowledge of men in the control villages on selected TV programmes

TV programmes	Mean of the difference between post and pre-telecast knowledge scores	Sd	SE	t
Green Leafy Vegetables	0.200	0.41295	0.09234	2.165*
Polio	0.65	0.58715	0.13129	4.950**
Vaccination	0.75	0.78640	0.17584	4.265**
Laparoscopy	0.40	0.59824	0.13377	2.990**

t value 0.05 = 2.09
0.01 = 2.86

* Significant at 0.05 level
** Significant at 0.01 level.

Tables 29 and 30 indicate that 't' value was significant at 0.05 level for women and men in case of Green Leafy Vegetables. In case of Polio, Vaccination and Laparoscopy the 't' values were significant at 0.01 level for women and men. The gain in knowledge in the control villages group from the time of pretelecast survey till the post telecast survey was significant. In this group all the mass media except TV and health workers might be disseminating information on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy.

The experimental group was then compared with the control group for their gain in knowledge (Tables 31 and 32).

The experimental group was then compared with the control group for their gain in knowledge. As Tables 31 and 32 indicate the 't' values were highly significant at 0.01 level for women and men indicating that the experimental group gained significantly more knowledge about Green Leafy Vegetables, Polio, Vaccination and Laparoscopy than the control group. It was of some interest to note that men gained more knowledge about Polio than women. Before seeing the TV programme on Polio, men revealed their quest to gain more knowledge on Polio. The audio visual impact of TV might have helped the women and men in gaining more information. The contents of Polio programme were illustrated through the diagrams. Among women the gain was highest in case of Laparoscopy programme. Since Laparoscopy was the need of the day, women might have taken more interest in this programme. The second highest gain among women was Green Leafy Vegetables. Among men Polio was followed by Laparoscopy in the gain in knowledge.

In a short span of time Laparoscopy method seems to have become very popular even among the rural population. In a country like India, where majority of women are lost in their household work, a method which would cause the least disturbance in the daily routine would perhaps be

Table 31. Difference in the gain in knowledge of men in the experimental and control groups on selected TV programmes

TV programmes	Mean		Sd		SE		't' value
	Experimental group	Control group	Experimental group	Control group	Experimental group	Control group	
Green Leafy Vegetables	1.89999	0.199999	0.515789	0.1684210	0.1307872	0.1307872	9.19**
Polio	5.3999985	0.649999	1.4105282	0.3447366	0.2094795	0.2094795	16.033**
Vaccination	4.14999	0.75000	4.344737	0.6184208	0.9715134	0.1382833	6.825**
Laparoscopy	7.2500001	0.399999	3.6710513	0.3578946	0.8208723	0.0800277	15.26**

** Significant at 0.01 level.

Table 32. Difference in the gain in knowledge of women in the experimental and control groups on selected TV programmes

TV programmes	Mean		Sd		SE		't' value
	Experimental group	Control group	Experimental group	Control group	Experimental group	Control group	
Green Leafy Vegetables	2.44998	0.199999	0.2605267	0.1684210	0.1035555	0.1035555	15.36**
Polio	5.0000	0.69999	4.7368401	0.6421051	1.0591889	0.1435922	8.29**
Vaccination	4.7500001	0.599999	3.9868401	0.8842096	0.8914854	0.1977155	8.40**
Laparoscopy	6.4499985	0.5000000	1.1026412	0.4736840	0.1985152	0.1985151	21.193**

** Significant at 0.01 level.

more acceptable. The null hypothesis that there will be no significant differences in the gain in knowledge of control and experimental groups in the fields of health and hygiene, nutrition and family planning programme is rejected.

Both men and women did not face any difficulty in understanding the language of the TV programme on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy. The programmes were shown in the dairy building or panchayat office which were spacious enough to accommodate women and men.

The findings of this study is in agreement with the findings of the following studies. The first evaluation of Krishi Darshan was done by the National Council of Educational Research and Training Centre, New Delhi in the year 1968. According to its report, television has positively been useful in increasing the knowledge regarding new farm technology, (NCERT, 1968). The Indian Agricultural Research Institute, New Delhi conducted a series of studies on the effectiveness of television for agricultural development.

Sharma and Singh (1972) have summarised the findings of 16 such research studies related to Krishi Darshan. They observe that the studies have convincingly

shown the effectiveness of TV in imparting technical information to the farmers. In each case a significant increase in the baseline knowledge of the farmers was observed after exposing them to agricultural telecasts. Findings of studies conducted outside India also indicates that television exposure leads to knowledge gain. SITE experiment carried out in the year 1977 showed that higher level of exposure to TV higher was the change. The information gap that existed between the different sections of the population was narrowed down because of the community television. The major findings were that in the area of health innovations in general, awareness and knowledge increased during SITE year.

An attempt was made to compare the knowledge gain in the various programmes like Green Leafy Vegetables, Polio, Vaccination and Laparoscopy programmes by women and men.

Table 33. Comparison of gain in knowledge by women and men after viewing television programmes on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy

Title of the programme	't' value	
	Women	Men
Green Leafy Vegetables	15.36**	9.19**
Polio	8.29**	16.63**
Vaccination	8.40**	6.82**
Laparoscopy	21.19**	15.26**

** Significant at 0.01 level.

A bird's eye-view of the Table 33 clearly indicates that there were significant differences in knowledge before and after the telecasts for all the TV programmes because the 't' values were significant at 0.01 level. Among women, the gain was more in case of Laparoscopy followed by Green Leafy Vegetables. It might be because these two topics might have more applicability in their lives compared to Polio and Vaccination. During the time of investigation, women were undergoing Laparoscopy operation. They were eager in gaining more information. Drama and puppetry format might have attracted them towards the programme. In case of men they gained more knowledge in Polio followed by Laparoscopy. Men were eagerly questioning the investigator to get more informations about Polio. Physical handicap, the children has to suffer throughout their life motivated the men to pay keen attention to this topic. It was encouraging to note that men took interest in Laparoscopy operation as the decision to undergo the Laparoscopy operation is a joint decision. They were particular in gaining more information and avoiding the complications after the Laparoscopy operation. The Table also revealed that the gain was more among women except in case of Polio.

4.7 Retention of knowledge of rural people on selected TV programmes

TV messages could be more concrete and less abstract. The viewer has less room than the listener in which to exercise his imagination. Television messages are delivered with greater impact.

The retention of knowledge of women and men were separately found out in the various selected TV programmes. To find out whether television has contributed towards any retention in knowledge of telecast programmes, retention scores of these practices were separately calculated both for the control and experimental groups. The knowledge test was administered both for the control and experimental groups to assess the knowledge after 15 days. The knowledge scores of televiewers 15 days after the telecast was compared with the immediate knowledge scores after seeing the TV programme. The knowledge scores of non-televiewers, 15 days after the first administration were compared with the knowledge scores of second administration. Retention of knowledge of men and women on selected TV programmes were separately found out.

As Table 34 indicates retention of knowledge among women was significant at 0.01 level for all the selected TV programmes in the experimental villages.

Women televiewers retained significantly more knowledge by viewing the telecast. The fact that most of the knowledge gained by televiewers was retained indicates that information communicated through TV on advantages of consuming Green Leafy Vegetables, symptoms of Polio, importance of tripple vaccine and Laparoscopy helped the women televiewers to recall and recollect the information easily. After seeing the telecast, women might have discussed these topics which might have helped the women in retaining the information.

Table 34. Retention in knowledge of women in the experimental villages on selected TV programmes

TV programmes	Mean of the difference between post and retention scores	Sd	SE	't' value
Green Leafy Vegetables	1.00	0.79472	0.17770	5.63**
Polio	1.90	0.85224	0.19057	9.97**
Vaccination	1.30	0.97872	0.21895	5.94**
Laparoscopy	1.05	1.05006	0.23480	4.47**

tabular 't' 2.71

** Significant at 0.01 level.

There was reduction in knowledge due to the lapse of time. The Table 35 reveals that retention of knowledge among men in the selected TV programmes like Green Leafy Vegetables, Polio, Vaccination and Laparoscopy was significant at 0.01 level. Men televiewers retained significantly more knowledge after viewing the telecast. The puppetry and the drama formats might have also helped the men in retaining the information. It was of some interest to note that men retained more information on Polio than women. The TV programme on Polio contained more information. Organization of the content of the message might be another factor in retaining the knowledge. It has been shown by the educationist that organization of the content of a message as one of the pre-requisites of retention. Learners organize their material and that organization facilitates learning and retention.

Table 35. Retention in knowledge of men in the experimental villages on selected TV programmes

TV programmes	Mean of the difference between post and retention scores	Sd	SE	't' value
Green Leafy Vegetables	0.80	0.69585	0.15560	5.14**
Polio	2.65	0.87509	0.19568	13.54**
Vaccination	1.20	0.89443	0.20000	6.00**
Laparoscopy	1.45	1.35627	0.30327	4.78**

tabular 't' 2.71
** Significant at 0.01 level.

Retention of knowledge scores of women of experimental villages were compared with the retention scores of control villages. 't' value was calculated to know the difference in retention among the experimental and control villages. It has been found in Table 36 that 't' value was significant at 0.01 level indicating that the experimental group retained significantly more knowledge than the control group. The retention was highest in case of Polio among women.

Retention scores of experimental villages were compared with the control group in case of men also. It has been found in Table 37 that 't' value was significant at 0.01 level indicating that men of experimental villages could retain good amount of knowledge. Men retained more knowledge in case of Polio programme. The content of the Polio programme was well illustrated through the diagrams.

The fact that most of the knowledge gained by televiewers was retained indicates that the information communicated through TV helped the televiewers to visualise the information, which in turn might have resulted in better recall and retention of the knowledge gained. Besides this, after seeing the telecasts, the televiewers discuss the programmes and this might be partly responsible for more retention.

Table 36. Difference in retention of knowledge of women of experimental and control villages on selected TV programmes

TV programmes	Mean		Sd		SE		't' value
	Experimental group	Control group	Experimental group	Control group	Experimental group	Control group	
Green Leafy Vegetables	1.0	0.15	0.79472	0.36635	0.17770	0.08192	4.34**
Polio	1.90	0.05	0.85223	0.45595	0.19056	0.10195	8.56**
Vaccination	1.3	0.15	0.97872	0.36635	0.21885	0.08192	4.92**
Laparoscopy	1.05	0.10	1.05006	0.44721	0.23480	0.10000	3.72**

tabular 't' 2.71

** Significant at 0.01 level.

Table 37. Difference in retention of knowledge of men of experimental and control villages on selected TV programmes

TV programmes	Mean		Sd		SE		't' value
	Experimental group	Control group	Experimental group	Control group	Experimental group	Control group	
Green Leafy Vegetables	0.80	0.05	0.69585	0.22361	0.15560	0.05000	4.59**
Polio	2.65	0.10	0.87509	0.30780	0.19568	0.06883	12.29
Vaccination	1.2	0.15	0.89443	0.36635	0.20000	0.08192	4.86
Laparoscopy	1.45	0.05	1.35627	0.22361	0.30327	0.05000	4.55

tabular 't' 2.71

** Significant at 0.01 level.

Organization of the content of the message might be another factor in retaining the knowledge. Learners organise this material and that organization facilitates learning and retention. One could infer that the content of the programme was well organized. They took interest in getting their children vaccinated. The applicability of the topic in their daily life might have helped the men and women in paying more attention. The null hypothesis that there will be no significant differences in the retention of knowledge of control and experimental groups after a lapse of 15 days in the fields of health and hygiene, nutrition and family planning programmes is rejected.

The present study also agrees with the findings of Kaur (1970) on the impact of television on farm women. The farm women gained significant amount of knowledge of the three selected practices shown on television. The mean percentage of knowledge retained was high and varied from 72.38 per cent to 83.26 per cent when measured after 15 days of each telecast.

Jesudason (1977) found that in general, the magnitude of awareness gain score was higher as a result of TV viewing among female occasional and frequent viewers than the male viewers of the same categories.

It seems that the females who did not have access to such information earlier, directly received it through TV and were able to absorb it more than the male.

Verma (1977) found that among the females, frequent and occasional viewers, show 10.5 per cent and 8.0 per cent higher desire for a small family respectively, over control groups as a result of TV viewing. On the whole more females than males changed or gained in family planning due to TV viewing.

Mishra (1967) reported that there was significant increase in knowledge from 10.12 per cent to 28.15 per cent with farmers exposed to telecast. Retention of gained knowledge after 15 and 30 days was also significant.

TV helped in retaining the knowledge gained was shown by the present study also. A good amount of knowledge was retained by women and men by viewing the TV programmes.

4.8 Association of socio-economic status and age with gain and retention of knowledge

Socio-economic status of the head of the family was measured by using a socio-economic status scale developed for rural areas by Pareek and Trivedi (1964). On the basis of the score obtained people were categorised into five groups namely lower (upto 13), lower middle (14-22), middle (23-32), upper middle (33-42), upper (43 and above), as given in the socio-economic status scale.

Socio-economic status of the respondents is shown in Table 38.

Table 38. Distribution of the respondents according to the socio-economic status

Socio-economic categories	Number of people			
	Akhdol	Piplag	Bedva	Mogari
Upto 13	1	4	0	0
14-22	15	22	8	9
23-32	22	12	29	21
33-42	2	2	3	1
43 and above	0	0	0	0
Total	40	40	40	40

All the respondents were divided into three age groups young (15-24), middle (25-39) and old (above 39).

Table 39. Distribution of the respondents according to their age

Categories	Number of people			
	Akhdol	Piplag	Bedva	Mogari
15-24	18	7	7	6
25-39	20	31	27	32
Above 39	2	2	6	2
Total	40	40	40	40

Association of socio-economic status and age with the gain and retention of knowledge were found out.

4.8.1 Socio-economic status and knowledge gain

In case of women, the socio-economic status of the head of the family was found out. Gain in knowledge due to TV viewing is not a simple process. Simultaneous influences of many variables may be involved.

In the present investigation, the selected programmes were shown in the Panchayat office or Dairy building. It was freely available to all the people. Because of this facility, one would not expect that socio-economic status will not be associated with gain in knowledge. So it was hypothesised that there is no significant relationship between the socio-economic status and knowledge gain. Chi-square test was calculated to find out the association between socio-economic status and knowledge gain on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy. To carry out the 't' test, two groups were formed, those who obtained the socio-economic status score upto 22 and those who obtained 23 and above. There was no sizeable number of rural people in the different socio-economic status groups.

The χ^2-values given at Table 40 show that there was no significant differences in the knowledge gain due to

Table 40. Chi-square values showing the association between socio-economic status and knowledge gain due to TV viewing

TV programme	Chi-square values	d.f.	Level of significance
Green Leafy Vegetables	0.019	1	N.S.
Polio	0.101	2	N.S.
Vaccination	0.305	2	N.S.
Laparoscopy	1.651	2	N.S.

N.S. = Non-significant.

socio-economic status. In other words, the rural women and men who viewed the telecasts gained more or less the same amount of knowledge irrespective of their socio-economic status. The programmes seen on TV have been understood equally well by women and men of different socio-economic groups because of television's audio as well as visual effect. The null hypothesis that there is no relationship between the socio-economic status and the knowledge gain is accepted.

4.8.2 Socio-economic status and retention

Chi-square values were calculated to see the association between retention in knowledge due to TV viewing and socio-economic status of the respondents.

There was no sizeable number of women and men in the different socio-economic groups. To carry out the statistical tests two groups were formed, those who obtained the socio-economic status score upto 22 and those who obtained 23 and above.

Table 41. Chi-square values showing the association between socio-economic status and retention due to TV viewing

TV programmes	Chi-square values	d.f.	Level of significance
Green Leafy Vegetables	0.913	2	N.S.
Polio	0.884	2	N.S.
Vaccination	0.268	2	N.S.
Laparoscopy	0.137	2	N.S.

N.S. = Non-significant.

As Table 41 indicates the Chi-square values were non-significant in case of all the selected TV programmes. There was no significant differences in the amount of knowledge retained between the different socio-economic status groups. The two way effect of TV might be responsible for the observed trend in the result. Picturisation of technical information might have helped the televiewers to visualise the information, which in turn might have

resulted in better recall and retention of the knowledge gained by all socio-economic status groups.

The finding of this study was in agreement with the social evaluation of SITE experiment on adults conducted in 1977 that socio-economic status was negatively related to TV viewing. Relative effectiveness of radio and television as communication media in dissemination of agriculture information was studied by Dey (1968). He found that there was no relationship between gain and retention of knowledge and socio-economic status.

4.8.3 Age and knowledge gained

Rural people who viewed the television programmes on Green Leafy Vegetables, Polio, Vaccination and Laparoscopy were divided into various age groups, namely young (15-24), middle (25-39) and old (above 39) as shown in Table 39. The chi-square was calculated to see the association between knowledge gained and the age. In case of Green Leafy Vegetables, Polio, Laparoscopy, there was only two people above 39 years who viewed the television programmes. Since there were only 2 people in the old age group, chi-square value were calculated only between the young and middle age group.

Table 42. Chi-square values showing the association between age and knowledge gain due to TV viewing

TV programmes	Chi-square values	d.f.	Level of significance
Green Leafy Vegetables	0.043	1	N.S.
Polio	0.033	1	N.S.
Laparoscopy	0.509	2	N.S.
Vaccination	0.863	4	N.S.

N.S. = Non-significant.

It was seen in Table 42 that the chi-square values were non-significant in case of all the selected TV programmes. Rural people belonging to the various age groups could gain more or less the same amount of information due to TV viewing. One could infer that TV could be effectively used to disseminate information among the young and middle age group.

4.8.4 Age and retention

An attempt was made to study the retention in knowledge due to TV viewing among the various age groups. Chi-square values were calculated for the young and middle age groups for the programmes in Green Leafy Vegetables, Polio and Laparoscopy as there was not enough people in the old age group.

Table 43. Chi-square values showing the association between age and retention due to TV viewing

TV programmes	Chi-square values	d.f.	Level of significance
Green Leafy Vegetables	0.050	1	N.S.
Polio	2.316	1	N.S.
Laparoscopy	0.007	1	N.S.
Vaccination	2.247	1	N.S.

N.S. = Non-significant.

As Table 43 indicates the chi-square values were non-significant in case of all the selected TV programmes. Rural people belonging to the various age groups could retain more or less the same amount of information due to TV viewing irrespective of their age.

One could conclude that TV can be effectively used for the young and middle age groups. The null hypothesis that there is no significant relationship in the knowledge gained and retention is accepted.

The finding of the present study was in agreement with the finding of Kaur (1970) on Impact of Television on Farm Women. A highly significant negative correlation existed between gain in knowledge on improved farm practices and age of the respondents in all the programmes studied.

4.9 Reactions of rural people towards the selected TV programmes

Reactions of men and women towards the selected TV programmes were studied separately. Reaction denotes the verbal response of people to some questions related with different aspects of telecast.

According to Bhardwaj (1966), one of the findings of mass communication researches provides an important generalisation that "people tend to hear communications that are favourable or congenial to their predisposition".

It was thought imperative to study the reactions of rural people towards the programme as reactions can reflect the impact of the programme. Reactions towards each programme is dealt separately.

4.9.1 Reactions towards Green Leafy Vegetables

The programme on "Green leafy vegetables" was shown in Akhdol village. The programme was shown outside the Panchayat office of the village. Majority of the villagers took interest in watching the programme.

The importance of consuming "Green leafy vegetables" was mainly dealt with in the programme. Puppetry format was used in the programme.

The reactions of men and women towards the programme on Green Leafy Vegetables were studied separately.

Liking of the Green Leafy Vegetables programme by women and men of Akhdol village

All the women liked the programme on Green Leafy Vegetables and unanimously they reported that they liked quite a lot. All the men liked the programme on Green Leafy Vegetables. The presentation of the programme through 'puppets' might have attracted the men and women. Among the men, 95 per cent liked the programme quite a lot.

The items that attracted and the reasons for liking the programme showed the following data:

Table 44. The percentage distribution of the women and men according to the items that attracted them in the TV programme of Green Leafy Vegetables

Items	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Explaining the importance of consuming Green Leafy Vegetables	17	85	19	95
Role of fat person	2	10	0	0
Puppetry as the format of the programme	1	5	0	0
Showing the different vegetables	0	0	1	5
Total	20	100	20	100

The items were self suggested. It was worth-noting that the importance of consuming Green Leafy

Vegetables was well explained through the programme as 85 per cent women and 95 per cent men narrated that the explanation of the importance of consuming Green Leafy Vegetables as the main item attracted (Table 44).

The following reasons for liking the programme were found out.

Table 45. The percentage distribution of the women and men according to the reasons for liking the programme.

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Useful knowledge	16	80	20	100
Interesting to watch	3	15	0	0
Important for health	1	5	0	0
Total	20	100	20	100

The programme contained valuable information was the main reason cited by women and men (Table 45). Among the women, 15 per cent felt that the programme was interesting to watch. The presentation of the programme through the puppetry format might be responsible for this reason.

Telecasting the programme has a great influence on the impact of the programme. To make the contents of the programme clear to the rural people, the programme producers should be in a position to talk in a language understandable to the rural audience.

Table 46. The percentage distribution of the women and men according to their opinion on the language of the telecast on Green Leafy Vegetables

Opinion	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Language understandable	20	100	20	100
Use of frequent English words	0	0	0	0
Colloquial	0	0	0	0

All the men and women opined that the language was understandable (Table 46).

It was tried to find out whether women and men faced any difficulty in receiving the picture. Whether the rural audience felt any difficulty like picture was shaky, shadows were visible, disappropriate light on the screen, fluctuations in the electricity, voltage causing the picture to be dim or bright alternatively, picture was glowing too bright and continuous horizontal lines on the

screen were asked. Both women and men did not face any difficulty while receiving the picture as reported by them.

The success of the programme depends upon the speaker's voice to a great extent. The various disturbances like extra sound besides the main voice, no reception of the sound were not felt by the women and men.

The programmes produced by Space Application Centre, Ahmedabad were either in one part or in various parts. The programme on Green Leafy Vegetables was prepared in various parts. It was found that all the women and men wanted the programme to be in one part. They reported that if they had to see the programme in various parts, they might forget the previous parts by the time they see the new part.

All the women and men showed their willingness to include Green Leafy Vegetables in the daily diet. They also mentioned that they could not afford to include Green Leafy Vegetables daily in the diet.

It was seen that the programme on 'Green Leafy Vegetables' was liked by both men and women. Importance of consuming Green leafy vegetables was the main item that attracted both men and women. No item was disliked by either women or men. Language was very clear to both men and women. There was no disturbances during the reception

of the picture and the sound. Programme was telecast in a clear manner. Both the groups wanted the programme to be in one part. Both men and women realised the importance of consuming green leafy vegetables. Money was the main constraint in including green leafy vegetables in the daily diet.

4.9.2 Reactions towards Polio

The programme on Polio was shown in the village Piplag. Few cases of Polio were reported from this village, so people showed special interest in seeing this programme. Programme was shown in the dairy building of the Piplag village.

Men's and women's reactions towards the TV programme on Polio were found out separately.

Liking the programme on Polio by women and men of Piplag village

All the women liked the programme on Polio. The great extent of liking the programme was clear as 95 per cent mentioned that they liked the programme 'quite a lot'. All the men reported that they liked the programme on Polio. The great appreciation was revealed as 95 per cent mentioned that they liked the programme quite a lot.

The women and men of Piplag village were able to pinpoint certain items that attracted their attention.

Table 47. The percentage distribution of the women and men according to the various items that attracted them in the programme on Polio

Items	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Doctor's explanation on the importance of Polio Vaccine	9	45	13	65
Doctor's treatment	4	20	1	5
How the virus spreads	3	15	0	0
How the dirt spreads the disease	2	10	2	10
Various parts of the body affected by Polio	2	10	0	0
Children with Polio	0	0	2	10
Exercise during Polio	0	0	2	10

As the Table 47 indicates women could pinpoint many items which attracted them on Polio. Nevertheless none of the items attracted majority of the women. However, 45 per cent were attracted by the doctor's explanation on the importance of Polio vaccine. Majority of the men, 65 per cent were attracted by the doctor's explanation on the importance of Polio vaccine. This programme could give a general idea on the importance of Polio vaccine, how the dirt spreads the disease, how the virus spreads and the

various parts of the body affected by Polio to the women. How the dirt spreads the disease, children with Polio and exercise during Polio were the items mentioned by a negligible number of men.

The reasons for liking the programme were enquired into. The reasons for liking the programme by women showed that 85 per cent liked the programme as the programme contained useful knowledge. Another 10 per cent mentioned that the topic was important and illustrative was the reason for 5 per cent. The main reason for liking the programme for men was that the programme contained useful knowledge. They did not dislike any item.

The women's and men's reactions towards various aspects like language, clarity of picture, sound of the telecast was another aspect studied. Men's and women's opinions about the language of the telecast were studied.

Table 48. The percentage distribution of the women and men according to their opinion about the language of the telecast

Aspects	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Language understandable	20	100	17	85
Use of frequent English words	0	0	3	15
Colloquial	0	0	0	0
Total	20	100	20	100

According to the women, language was understandable. Majority of the men, 85 per cent did not express any difficulty in understanding the language. A negligible percentage of men, 15 per cent pointed out the frequent use of English words. One could conclude that the producers, script writers and researchers took interest in the language aspect of the programme. The authorities in the Space Application Centre encourage the rural viewers to write the script.

It was tried to find out whether women and men faced any difficulty in receiving the picture. Whether the rural audience felt any difficulty like picture was shaky, shadows were visible, disappropriate light on the screen, fluctuations in the electricity, voltage causing the picture to be dim or bright alternatively, picture was glowing too bright and continuous horizontal lines on the screen were asked. Both women and men of Piplag village did not report any difficulty while receiving the picture.

The success of the programme depends upon the speaker's voice to a great extent. Speaker's voice not clearly audible, extra sound besides the main voice, echo in the hall, no reception of the sound, only some noises were some of the disturbances put forward. It was

encouraging to note that both women and men did not face any difficulty in receiving the sound. One could infer that from the point of language, clarity of the picture and sound, the programme on Polio was produced well.

The programme on Polio was produced in two parts. All the women wanted the programme to be in one part. They opined that one was likely to forget the previous parts if it was produced in various parts. All the women and men recognised the important of children getting Polio vaccinated.

The programme on Polio was liked both by women and men. It was revealed that 95 per cent liked the programme 'quite a lot'.

Doctor's explanation on the importance of Polio vaccine was the main item attracted.

There was no difficulty in understanding the language, in the reception of the picture and in the reception of the sound.

Both men and women wanted the programme to be in one part. They realised the importance of Polio vaccine and they were willing to adopt the practise.

4.9.3 Reactions towards Vaccination

The programme on Vaccination was shown in the Bedva village. The advantages of tripple vaccine and the

diseases which can occur due to the non-administration were mainly dealt in the programme.

The dairy secretary and the president of the Mahila Mandal in Bedva were instrumental in collecting the people to watch the TV. Comparing to other villages, in this village, the investigator did not face any difficulty in collecting the people. According to the dairy secretary, during the regular telecast by Pij TV, there was a good collection of rural people to watch the TV programme.

Women's and men's reactions were separately found out towards this TV programme on Vaccination. The extent of liking the programme by women showed that 50 per cent liked it 'quite a lot' and 45 per cent 'very much'. Others categorised their liking in 'so so'. All the men liked the programme on Vaccination. The extent of liking this programme was more as compared to other programmes. Among the men 85 per cent classified their liking as 'Very much' and 15 per cent 'quite a lot'. The various items that attracted the women and men revealed the following picture.

As Table 49 indicates none of the items attracted majority of the women. Nevertheless, 45 per cent women were attracted by group discussion on Vaccination and

Table 49. The percentage distribution of the women and men according to the items that attracted them in the programme on Vaccination

Items	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Group discussion on Vaccination	9	45	8	40
Importance of tripple vaccine	8	40	11	55
Explanation on tetanus	2	10	0	0
Drama as the format of the telecast	1	5	0	0
Village scene	0	0	1	5

40 per cent by importance of tripple vaccine. One can infer that programme producers can depend on group discussion to make an impact on rural audience. While studying the impact of TV on farmers, Mishra (1967) found that the farmers had more liking for programmes supported by discussion and illustration. The importance of tripple vaccine in daily life was recognised by a good number of women. Majority of the men were attracted by the explanation on the importance of Vaccination. Group discussion attracted 40 per cent men.

The reasons for liking the programme were enquired into.

Table 50. The percentage distribution of the women and men according to the reasons for liking the programme

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Useful information	16	80	14	70
Useful to children	3	15	0	0
Interesting	1	5	6	30
Total	20	100	20	100

A large majority of women liked the programme as the programme contained useful information. Majority of men 70 per cent liked the programme as it contained useful information (Table 50). One could conclude that from the content point of view, the programme was produced well.

All the women and men unanimously reported that they did not dislike any item on Vaccination.

Telecasting the programme also plays an important role in producing an impact on the rural people. In making the message clear to the people and thereby making an impact on the rural women and men, language plays an

important role. All the women and men reported that language was understandable. They did not feel that there was frequent use of English words nor the language was colloquial. It has been found that for effective telecast, speaker should be able to speak the language understandable and appealing to the rural people.

Women and men could not see any shadows on the screen. They opined that light was appropriate on the screen. There was not any fluctuations in the electricity. They were satisfied with the voltage. Continuous horizontal lines did not appear on the screen.

Women and men could not experience any disturbances during the reception of the sound. They did not experience extra sound besides the main voice, nor echo in the hall. Speaker's voice was clearly audible to the audience. They did not report that there was no reception of the sound or only some noises. For the proper broadcasting, speaker's voice should be clearly audible. Programmes produced by Pij TV were either in one part or in various parts. The programme on Vaccination was presented in various parts. Rural people's preference for the programme to be in one part or in various parts was studied. It was found that both women and men favoured the programme to be in one part. All the men and women felt that children

should be vaccinated. It was observed that in actual life, very few only adopt the practise.

The programme on Vaccination was liked by both women and men. Importance of tripple vaccine was the item liked by majority of the men. The programme was telecast well.

4.9.4 Reactions towards Laparoscopy

The programme on 'Laparoscopy' was shown in the village Mogari. The advantages of Laparoscopy operation over other family planning methods and the methods of carrying out the Laparoscopy operation were mainly dealt in the programme. The importance of carrying out the study at the village level had been emphasised by communication researchers. Women's reactions and men's reactions were separately found out.

Liking of the programme by women and men of Mogari village

To the question, whether they liked the telecast on Laparoscopy all the women answered affirmatively. The extent of likeness of the programme was found out by asking them to express their opinion as 'very much', 'quite a lot' or somewhat. It was encouraging to find out the majority of the women, 80 per cent liked the programme quite a lot and 20 per cent very much. All the men liked the programme

on Laparoscopy. The programme was liked very much by men as 60 per cent classified their extent of liking as 'very much' and 40 per cent as 'quite a lot'.

The various items that attracted the women and men revealed the following picture.

Table 51. The percentage distribution of the women and men according to the items that attracted them in the programme on Laparoscopy

Items	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Method of carrying out Laparoscopy operation	13	65	14	70
Role of mother-in-law	3	15	4	20
Explaining the importance of Laparoscopy operation	2	10	0	0
Conversation between the housewife and nurse on Laparoscopy	1	5	2	10
Group conversation on the importance of Laparoscopy	1	5	0	0

Method of carrying out Laparoscopy operation attracted majority of the women and men (Table 51). The simplicity of carrying out the Laparoscopy operation was the main item of attraction. The easy method of carrying out the Laparoscopy operation might have attracted the

men and women. As compared to women, men found only few items attractive. It was observed that men also took equal interest in watching the programme on Laparoscopy. At the time of investigation there were women in the Mogari who had undergone the Laparoscopy operation.

Women and men were questioned as to the reasons for liking the programme 'Laparoscopy'.

Table 52. The percentage distribution of the women and men according to the reasons for liking the programme

Reasons	Women N = 20		Men N = 20	
	Frequency	Percentage	Frequency	Percentage
Important topic	16	80	10	50
Useful in daily life	1	5	5	25
Interesting	2	10	2	10
Village scene	1	5	3	15
Total	20	100	20	100

Half of the men and 80 per cent women liked the programme on Laparoscopy as the topic was an important topic (Table 52). The Mogari women and men did not face any difficulty in understanding the language. Both the groups did not complain about colloquial language and use of frequent English words.

Women and men did not feel that they saw shadows on the screen. They did not complain that picture was shaky, fluctuations in the electivity, voltage causing the picture to be dim or bright alternatively, picture was glowing too bright and continuous horizontal lines on the screen.

Both the groups did not experience extra sound besides the main voice, nor echo in the hall. Speaker's voice was clearly audible to the audience. They did not report that there was no reception of the sound, only some noises. Studies had revealed that for the proper broadcasting, speaker's voice should be clearly audible.

Whether the women and men wanted the programmes to be in one part or in various parts was asked. Both the groups wanted the programme to be in one part. They expressed the fear that, if the programme was in various parts, they were likely to forget the previous parts. Mogari women were very particular about seeing the programme in one part. It might be because they might not get the chance to view all the parts. The importance of Laparoscopy operation was realised by both men and women. Both the groups expressed their willingness to adopt the practise. In actual life they were adopting it.

Both women and men liked the programme on Laparoscopy. Method of carrying out the Laparoscopy operation was the main item attracted both the groups. No item was disliked. The programme on Laparoscopy was according to their felt need.