



Utilization pattern of mass media by Post Graduate students in State Agriculture University of Uttar Pradesh

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ABSTRACT

The study was conducted in year 2018 to 2020 since the investigator is studying in N.D.U.A & T, Kumargunj, Ayodhya. So were done collect the required information from N.D.U.A. & T, Ayodhya, C.S.A.U.A. & T, Kanpur, S.V.P. U.A &T, Meerut and Banda University of Agriculture &Technology, Banda. College of Agriculture from each university was taken for the study purpose. Selection of the respondents purposively was done by simple random sampling method from every agriculture college for each agricultural university in Uttar Pradesh. An it's of all the students studying in P.G. classes in all four agricultural universities were prepared and out of that 30% of the students were selected as sample for study purpose. The total sample size 657 respondents, about the 30% total post graduate students sample size 197 respondents were selected randomly all four universities college. The respondents were contacted personally for data collection. The results of the study depicted that the maximum number of the respondents were found in various media utilization pattern shows that the majority of respondents Radio (40.60%) news, Television (48.22%) news, Laptop/Computer (27.91%) research work, Newspapers (38.07%) national news, Agril. Books (48.22%) preparation, Magazines (25.38%) farm management information, Mobiles/Cell phone/Android phone (48.22%) communication, Demonstration (43.14%) sowing new practice for student development, Film show (40.60%) transfer of new technology, Exhibition (41.62%) education, and Posters (43.14%) display of awareness in class room, respectively.

Key words: Uses mass media pattern, collection of information and awareness etc.

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INTRODUCTION

The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness. The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives (2018) [1-3].

The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media. Radio, Television have been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses. In a country like India, where literacy level is low, the choice of

communication media is of vital importance. In this regard the television and radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike even in interior areas, within short time. In India farm and home broadcast with agricultural thrust were introduced in 1966, to enlighten farmers on the use of various technologies to boost agricultural development. At present, there are about 50 such radio units all over the country. With the main stream of Indian population engaged actively in agriculture, television could serve as a suitable medium of dissemination of farm information and latest technical know – how. The farmers can easily understand the operations, technology and instruction through television [4-8].

A majority (84%) of internet users are either very or fairly confident that they can recognize advertising online. However, when shown an example of the results returned by Google for a particular online search and with their attention drawn to the adverts that appeared in these results, just half of adults (48%) only gave the correct response by identifying them as sponsored links, despite their being distinguished by a box with the word 'Ad' in it. More than half of internet users (56%) are aware of personalized advertising, in that they are aware that other people might see adverts that are different to those they see. More than one in four internet users (27%) state that everyone would see the same adverts, with 17% unsure. Awareness is lower for internet users aged 65-74 (40%) and 75+ (28%). Users of video-sharing sites were prompted with a list of possible reasons why vloggers might endorse a product. Seven in ten users (72%) were aware that vloggers might be paid by a company to say favorable things about a product or brand, and 28% did not select this option, of whom 12% were unsure. This echoes concerns raised in the qualitative study; some participants felt it wasn't always easy to tell when a YouTube or social media celebrity was being paid to endorse products [9, 10].

Indian Media consist of several different types of communications: television, radio, cinema, newspapers, magazines, and Internet-based Web sites/portals. Indian media was active since the late 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of August and Louis Limier moving pictures in Bombay initiated during the July of 1895. It is among the oldest and largest media of the world. Media in India has been free and independent throughout most of its history, even before establishment of Indian empire by Asoka the Great on the foundation of righteousness, openness, morality and spirituality. The period of emergency (1975–1977), declared by Prime Minister Indira Gandhi, was the brief period when India's media was faced with potential government retribution. The country consumed 99 million newspaper copies as of 2007 - making it the second largest market in the world for newspapers. By 2009, India had a total of 81,000,000 Internet users - comprising 7.0% of the country's population, and 7,570,000 people in India also had access to broadband Internet as of 2010 - making it the 11th largest country in the world in terms of broadband Internet users. As of 2009, India is among the 4th largest television broadcast stations in the world with nearly 1,400 stations. Snapshot of evolution of media in India is as below. Mass media in India - Bengal: The Bengal Gazette was started by James Augustus Hicky in 1780. The Gazette, a two-sheet newspaper, specialized in writing on the private lives of the Sahibs of the Company. He dared even to mount scurrilous attacks on the Governor-General, Warren Hastings', wife, which soon landed "the late printer to the Honorable Company" in trouble. Hicky was sentenced to a 4 months jail term and Rs.500 fine, which did not deter him. After a bitter attack on the Governor-General and the Chief Justice, Hicky was sentenced to one year in prison and fined Rs.5, 000, which finally drove him to penury. These were the first tentative steps of journalism in India. Mass media in India - Calcutta: B.Messink and Peter Reed were pliant publishers of the India Gazette, unlike their infamous predecessor. The colonial establishment started the Calcutta Gazette. It was followed by another private initiative the Bengal Journal. The Oriental Magazine of Calcutta Amusement, a monthly magazine made it four weekly newspapers and one monthly magazine published from Calcutta, now Kolkata.

MATERIAL AND METHODS

The study was conducted in purposely selection of the district Ayodhya, Kanpur, Meerut, and Banda will be done purposively as the agriculture universities are situated in these district of Uttar Pradesh. Since the investigator is studying in N.D.U.A & T, Kumargunj, Ayodhya. So were done collect the required information from N.D.U.A. & T, Ayodhya, C.S.A.U.A. & T, Kanpur, S.V.P. U.A &T, Meerut and Banda University of Agriculture &Technology, Banda. College of Agriculture from each university (Ayodhya, Kanpur, Meerut, &Banda) was taken for the study purpose. Selection of the respondents purposively was done by simple random sampling method from every agriculture college for each agricultural university in Uttar Pradesh. A its of all the students studying in P.G. classes in all four agricultural universities were prepared and out of that 30% of the students were selected as sample for study purpose. The total sample size 657 respondents, about the 30% total post graduate students sample size 197respondents were selected randomly all four universities college. Data were collected with the help of semi-structured

interview schedule specially developed on standard scales with some modifications in the light of objectives and analyzed with suitable statistical methods.

RESULT AND DISCUSSION

Table-1.1 Distribution of respondents according to their mass media utilization pattern for the collection of information. N=197

S. No.	Mass media utilization pattern	Respondents	
		F	%
A.	Radio:		
1.	News	80.00	40.60
2.	Agriculture information	42.00	21.31
3.	Entertainment	55.00	27.91
4.	Course study	10.00	5.07
	Total	197.0	100.00
B.	Television:		
1.	News	95.00	48.22
2.	Entertainment	25.00	12.69
3.	Sport news	55.00	27.91
4.	Discovery/ wild life news	12.00	6.09
5.	Movies	10.00	5.07
	Total	197.0	100.00
C.	Laptop/ Computer:		
1.	Entertainment	50.00	25.38
2.	Internet	30.00	15.22
3.	Playing game	10.00	5.07
4.	Research work	55.00	27.91
5.	Data analysis & collection	35.00	17.76
6.	News	17.00	8.62
	Total	197.0	100.00
D.	Newspaper:		
1.	National news	75.00	38.07
2.	State news	45.00	22.84
3.	Local news	25.00	12.69
4.	World news	32.00	16.24
5.	Sports news	20.00	10.15
	Total	197.0	100.00
E	Agril. Books.		
1.	Preparation	95.00	48.22
2.	Reading	25.00	12.69
3.	Agriculture practices managements	10.00	5.07
4.	Knowledge	22.00	11.16
5.	Only course examination	45.00	22.84
	Total	197.0	100.00
F.	Magazines:		
1.	Farm management information	50.00	25.38
2.	Animal husbandry development information	45.00	22.84
3.	Poultry development information	20.00	10.15
4.	Farming development information	25.00	12.69
5.	Preparation for the competitive exams	35.00	17.76
6.	Entertainment	22.00	11.16
	Total	197.0	100.00
G	Mobile/ cell phone/Android phone :		
1.	News	10.00	5.07
2.	Entertainment	25.00	12.69
3.	Communication	95.00	48.22
4.	Internet	60.00	30.45

5.	Search abstract and thesis topic	12.00	6.09
6.	Competitive examination	05.00	2.53
	Total	197.0	
H.	Demonstration:		
1.	Sowing new practice for student development	85.00	43.14
2.	Sowing new technical information	45.00	22.84
3.	Build confidence about student	22.00	11.16
4.	Motivation and stimulate student for action	30.00	15.22
5.	Improving knowledge	15.00	7.61
	Total	197.0	100.00
I.	Film shows:		
1.	Transfer of new technology	80.00	40.60
2.	Transfer new method for managing farm	55.00	27.91
3.	Receive information	42.00	21.31
4.	Entertainment	20.00	10.15
	Total	197.0	10.00
J.	Exhibitions:		
1.	Education	82.00	41.62
2.	Skill development	48.00	24.36
3.	Attitude development	32.00	16.24
4.	Change behavior	35.00	17.76
	Total	197.0	100.00
K	Posters:		
1.	Quick display knowledge gain	32.00	16.24
2.	Fast receiving message	35.00	17.76
3.	Display of awareness in class room	85.00	43.14
4.	Display of technical information in class room	40.00	20.30
	Total	197.0	100.00

Note: More than one items have been shown by respondent, hence the total percentage of all items would be more than 197.

Table-1 which reveals that the usage of mass media utilization pattern to different purpose by the respondents, general information as well as development the of students about mass media utilization pattern, namely Radio, Television, Laptop/Computer, Newspapers, Agril. Books, Magazines, Mobiles/Cell phone/Android phone, Demonstration, Film show, Exhibition, and Posters. The respondents use different type information collection purpose. The maximum number of respondents were found in Radio mass media utilization pattern source, shows that the majority of respondents (40.60%), was reported having news, followed by entertainment (27.91%), agriculture information (21.31%), and course study (5.07%). The maximum respondents were found in Television mass media utilization pattern source, shows that the majority of respondents (48.22%), was reported having news, followed by sport news (27.91%), entertainment (12.69%), discovery/wild life news (6.09%), and movies (5.07%). The maximum number respondents were found in Laptop/computer mass media utilization pattern source, shows that the majority of respondents (27.91%), was reported having research work, followed by entertainment (25.38%), data analysis & collection (17.76%), internet (15.22%), news (8.62%), and playing game (5.07%). The maximum numbers of respondents were found in Newspaper mass media utilization pattern source, shows that the majority of respondents (38.07%), was reported having national news, followed by state news (22.84%), world news (16.24%), local news (12.69%), and sport news. The maximum numbers of respondents were found in Agril. books mass media utilization pattern source, shows that the majority of respondents (48.22%), was reported having preparation, followed by only course examination (22.84%), reading (12.69%), knowledge (11.16%), and agriculture practices managements (5.07%). The maximum number of respondents were found in Magazines mass media utilization pattern source, shows that the majority of respondents (25.38%), was reported having farm management information, followed by animal husbandry development information (22.84%), preparation for the competitive exams (17.76%), farming development (12.69%), entertainment (11.16%), and poultry development information (10.15%). The maximum number of respondents were found in Mobile/cell phone/ android phone mass media utilization pattern source, shows that the majority of respondents (48.22%), was reported having communication, followed by internet (30.45%),

entertainment (12.69%), search abstract & thesis topic (6.09%), news (5.07%), and competitive examination (2.53%). The maximum number of respondents were found in Demonstration mass media utilization pattern source, shows that the majority of respondents (43.14%), was reported having Sowing new practice for student development, followed by Sowing new technical information (22.84%), motivation and stimulate student for action (15.22%), Build confidence about student (11.16%), and improving knowledge (7.61). The maximum number of respondents were found in Film shows mass media utilization pattern source, shows that the majority of respondents (40.60%), was reported having transfer of new technology, followed by transfer of new method for managing farm (27.91%), receive information (21.31%), and entertainment (5.07%). The maximum number of respondents were found in Exhibition mass media utilization pattern source, shows that the majority of respondents (41.62%), was reported having education knowledge development, followed by skill development (24.36%), attitude development (16.24%), and change behavior (17.76%). The maximum number of respondents were found in So far as posters mass media utilization pattern source, shows that the majority of respondents (43.14%), was reported having display of awareness in classroom, followed by display of technical information in classroom (20.30%), fast receiving message (17.76%), and quick display knowledge gain (16.24%), respectively.

CONCLUSION

So, it is conclude the usage of mass media utilization pattern to different purpose by the respondents, general information as well as development the students about mass media utilization pattern, The maximum number of respondents were found in Radio news (40.60%), Television news (48.22%), Laptop/Computer research work (27.91%), Newspapers national news (38.07%), Agril.Books for preparation (48.22%), Magazines for farm management information (25.38%), Mobiles/Cell phone/Android phone for communication (48.22%), Demonstration for sowing new practice for student development (43.14%), Film show for transfer of new technology (40.60%), Exhibition for education (41.62%), and Posters for display of awareness in class room (43.14%), respectively.

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