



## **Mass Media Role in Changing Awareness Level on Climate Change among the Farmers in the Disadvantaged Districts of Tamil Nadu**

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### **ABSTRACT**

*In this research study was conducted in disadvantaged districts of Tamil Nadu. A sample size of 300 respondents were selected from the disadvantaged districts of Tamil Nadu the research data were collected through personally with help of a well structured interview schedule. Percentage analysis was used for analyzing and interpreting the data. The data more than half (54.00 per cent) of the farmers had medium level of mass media exposure, followed by high (25.00 per cent) and (21.00 per cent) of the farmers had low level of mass media exposure.*

**Key Word:** mass media, awareness and climate change.

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### **INTRODUCTION**

Mass media communication plays a vital role in transfer of agricultural technologies to the farmers. it minimizes the gap between the utility of a new agricultural technology transfer to the farmers. There are several mass media tools like magazines, newspaper, radio, television, exhibitions and social media tools. Climate change with its uncertainable turn out of events could result in deleterious consequences. Respondents being a water intensive crop could easily become vulnerable to its onslaught. In this context, awareness of climate change and its impacts is of utmost concern. Mass Media plays a vital role in informative and educating the people and the governments to protect and preserve natural resources in the interests of future generations. Because of the severe impact of climate change it is the need of hour to study the reasons, causes and effects of climate change and it is very urgent to create awareness about causes and effects of climate change. Now a day's mass media tools like radio, TV, news papers, etc., has become the important part of life. However, we know that, mass media exposure is to inform and educate the people. Awareness is the key role to reduce these effects of climate change. Mass Media can play a vital role in creating awareness about climate change. Much research has not been conducted into the representation of climate change in the mass media. "The communication of climate change from scientists and policy-makers to the public via the mass media exposure has been a subject of major interest because of its implications for creating national and international variation in public understanding of a global environmental issue". Mass Media knows the significance of covering climate change issues.

All mass media tools like T V, Radio, Newspaper, magazines and new mass media spread the news and information at the speed of light. Language press, regional papers, small "papers they all give at least minimum importance to climate change coverage. These small papers information helps the people to know the regional climate change and weather".

### **MATERIAL AND METHODS**

In this present research study was conducted in disadvantaged districts of Tamil Nadu. The sample size 300 respondents were selected based on random sampling techniques. The data were collected using a well-structured and pre-tested interview schedule. Mass media exposure were three categories. 3 score was given for regularly, 2 score was given occasionally and 1 score was given never the scoring procedure followed by [1]. Analysis and cumulative frequency method were done for drawing conclusions and inferences.

## RESULTS AND DISCUSSION

### Mass Media Exposure

The mass media exposure helps people to gain general awareness as well as provides scientific and technical information. It plays an important role to develop their performance in the occupations or economic activity in which they get involved. The information regarding mass media exposure was collected as the nature and frequency of the respondent's involvement in different mass media such as newspaper, radio, television, magazine Social media tools. The respondents were classified into three categories as shown in Table1.

**Table-1. Distribution of the respondents according to their mass media exposure (n=300)**

S.No	Category	Number	Per cent
1.	Low	63	21.00
2.	Medium	162	54.00
3.	High	75	25.00
<b>Total</b>		<b>300.00</b>	<b>100.00</b>

The data in the table-1, Showed that more than half (54.00 per cent) of the respondents had medium mass media exposure, followed by 25.00 per cent of the respondents had high level of mass media exposure. Only 21.00 per cent of the respondents had low level of mass media exposure.

This might be due to lack of awareness about mass media. Most of the respondents possessed radio and television and had the habit of listening to radio and reading newspapers to get agricultural information. This might be the reason for medium level of mass media exposure among the respondents. Lack of interest, lack of time and adequate number of mass media sources available in the study area. This finding is in accordance with the findings of Satindrakumarverma [4] who also reported that majority of respondents in his study had medium level of mass media exposure.

**Table2. Distribution of the respondents according to their item wise mass media exposure (n=300)**

S. No	Nature of exposure	Frequency of contact		
		Regularly	Occasionally	Never
1.	Listening to Agricultural Programmes in Radio	182(60.67)	85(28.33)	33(11.00)
2.	Reading newspapers	206(68.67)	75(25.00)	19(6.33)
3.	Reading agricultural magazines, booklets, folders, ect.	203(67.67)	60(20.00)	37(12.33)
4.	Visiting agricultural exhibitions	135(45.00)	100(33.33)	65(21.67)
5.	Participating in agricultural campaigns	187(62.33)	93(31.00)	20(6.67)
6.	Participating in agricultural Trainings	192(64.00)	75(25.00)	33(11.00)
7.	Attending agricultural demonstration	136(45.33)	86(28.67)	78(26.00)
8.	Attending agricultural field tour/field days	103(34.33)	72(24.00)	125(41.67)
10.	Watching agricultural programmes on TV	163(54.33)	94(31.33)	43(14.34)
11.	Using Social media (whats app, facebook, twitter), etc.	87(29.00)	103(34.33)	110(36.97)

#### Listening to Agricultural Programmes in Radio

From table -2 reveal that majority (60.67 per cent) respondents had Regularly Listening to agricultural programmes in radio followed by occasionally (28.33 per cent) and never with (11.33 per cent). Mostly the farmers were listening radio programmes during evening hours. The probable reason radio was one of the powerful media used by the farming Community. This similar finding [5].

#### Reading newspapers

From table 2 more than half of the respondents (68.67 per cent) under regularly reading newspapers followed by occasionally (25.00 per cent) and only 6.33 per cent of the respondents had with never. The respondents were mostly read out the regional news papers for agricultural and common news in every day.

#### Reading agricultural magazines

Table 2 shows that more than half of the respondents (67.67 per cent) regularly Reading agricultural magazines, booklets, folders, ect followed by occasionally (20.00 per cent) and never with (12.33 per cent). The probable reason regularly reading farm magazines and journals to know the recent agricultural technologies, success stories and for new trends in agriculture. The farm magazines such as Pasumai Vikatan, Uzhavarin Valarum Velanmai of TNAU, KaalnadaiVelanmai, daily news papers weekly once

sharing the agriculture information, Uzhavar Osai (Tamil farm magazines) were subscribed by respondents.

#### **Visiting agricultural exhibitions**

Table 2 indicated that 45.00 per cent of the respondents regularly visiting agricultural exhibitions followed by less than half of the respondents (33.33 per cent) occasionally and never with 21.67 per cent.

#### **Participating in agricultural campaigns**

Table 2, shows that majority (62.33 per cent) of the respondents had regularly Participating in agricultural campaigns followed by (31.00) occasionally and never 6.67 per cent. The probable reason might be due to that state department of agriculture regularly organizing monthly campaigns and special camps and farmers' were need based technologies.

#### **Participating in agricultural Trainings**

From the result of table2, more than half 64.00 per cent of the respondents regularly participating in agricultural trainings followed by occasionally 25.00 per cent and only 11.00 per cent of the respondents had never. This might be due to that state department of agriculture and department of livestock regularly organizing monthly training programmes under ATMA schemes, private NGOs and FPOs all organizing agricultural training programmes conducting. The finding were in line finding reported by [3].

#### **Attending agricultural demonstration**

Table 2, indicated that 45.33 per cent of the respondents regularly attending agricultural demonstration followed by (28.67) occasionally and 26.00 per cent with never.

#### **Attending agricultural demonstration Field days**

From the result of table 2, nearly one forth 34.33 per cent of the respondents regularly attending agricultural demonstration field days followed by occasionally (24.00 per cent) and never with 41.67 per cent respectively. The probable reason for the filed demonstration organizing the Department of agriculture, KVKs, RRS and NGOs.

#### **Using Social media tools**

Table 2, indicated that 29.00 per cent of the respondents regularly Using Social media tools followed by (34.33) occasionally and 36.67 per cent with never.

#### **Watching agricultural programmes on TV**

Table 2, shows that majority (54.33 per cent) of the respondents had regularly Watching agricultural programmes on TV followed by (31.33) occasionally and never 14.34 per cent. The probable reason for the agricultural programmes telecasted by DD Pothigai, Makkal TV and Puthiya thalaimurai TV mostly watching the respondents. The similar finding Omprakash [2].

### **CONCLUSION**

In conclusion, it can be said that different sources of mass media exposure were not fully utilized in the studied area which hindered not only the awareness level of the respondents but also usage of new mass media tools by the farmers. There is an urgent need for create effective mass media exposure communication strategies for climate change awareness and extension activities among the farmers in the disadvantaged districts of Tamil Nadu. It would be pertinent to propose to the policy makers that, to drawn new policies with a view to providing necessary skills to pursue adaptive strategies through mass media exposure to cope with the problems that climate change and its adverse impacts of farming community.

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