



## Different Combination of Media for Accelerating Inland Fish Production

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### ABSTRACT

*There are many methods to improve to a quality of fishery stocking, to a body of water. It is done to increase supplies of fish. The innovation and use of technologies in inland fisheries fishery sector yields more fish production and gives new dynamism to Indian fisheries. This has made millions of fish farmers and fishermen confident and hopeful. Research studies in combination shows that the same content if transmitted through a variety of different media would emphasize the mindset of a farmer. In order to meet the fish farmers at different stages of innovation decision process, the fishery extension personnel are expected to use several media in altogether. The differential sources credibility accorded by fisherman ask the need to use multimedia for effective communication in technology. Group discussion + Slide show + Demonstration are the three media combination that helped the overall effectiveness of fish culture (Pen and Cage) in local area of udgir. It is observed that there is increase in the adoption of technologies and number of combination of media hence it is an expectation that inland fishery extension personnel should take some planned labor for the adoption of proper combination media for accelerating inland fish yielding in the local area.*

**Keywords:** Communication, Clients, Message, Media, Distribute.

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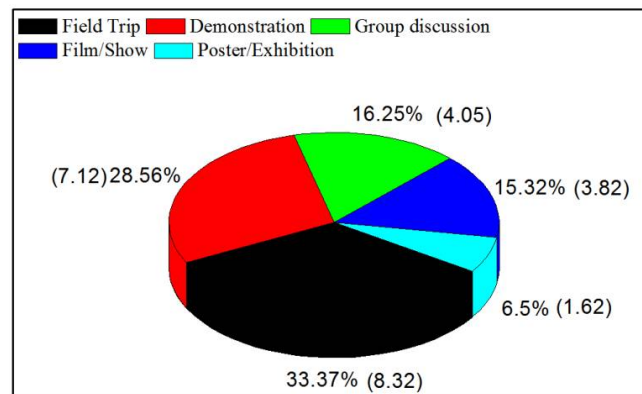
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### INTRODUCTION

The development and rise in inland fisheries yields got a good motion due to the new innovations in inland fish culture. In inland fisheries sector and their use on commercial scale particularly adoption of the high productive technologies and strategy has imparted a new dynamism to Indian fisheries and has given new hopes and confidence to millions of fish farmers. Blue revolution has been strengthened due to the transformation to modern commercial enterprise from traditional inland fish farming skills. Inland fishery sector including effective use of fish health management, environmental impact assessment, fish conservation, inputs requirement and post-harvest technology and above all information on cost benefit ratio. This has provided both a challenge and an opportunity to the communication of information on inland fishery especially the research and extension works to the needs of rapidly changing and developing Indian fisheries and fish farming community. Experience in communication research showed that no single media holds well in all situations [1]. The complexity of technology, various categories of farmers use different combination of media for effective production of fish. To find out the effectiveness of different combinations of media a study was conducted in different freshwater fish tanks of Udgir region dist. Latur for pen and cage culture of fish.

**Table 1.** Effectiveness of single medium

Rank in descending order Media Score of overall effectiveness	Media	Score
1	Field Trip	8.32
2	Demonstration	7.12
3	Group discussion	4.05
4	Film/Show	3.82
5	Poster/ Exhibition	1.62

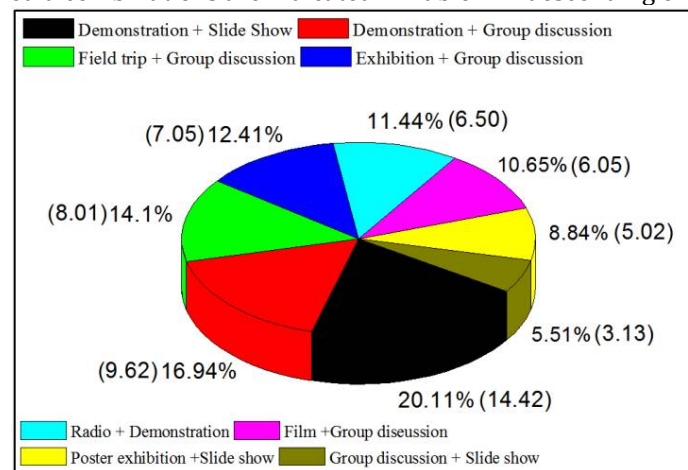


**Fig. 1** Effectiveness of single medium

On the other hand poster had lowest scores of in terms of awareness, knowledge and adoption. Chin-wen chen [2] reported a relative influence of extension methods, personal contact (38.23%) was ranked as first in terms of number of farm families adopted the innovation. It was followed by indirect influence (25.11%), group discussion (21.95%), Mass media (9.24%) and other influences (5.47%).

#### Effectiveness of Combination of Two Media

Two media combinations were found to be statistically similar in effect. It is clear from the Table 2 that Demonstration + Slide show was ranked as First in terms of overall effectiveness. The combinations of poster +slide show and group discussion + slide show were ranked lowest in terms of overall effectiveness. Other media combinations are indicated in Table 2 in descending order of effectiveness.



**Fig. 2** Effectiveness of Combination of Two Media

While studying the two media combinations, Singh and Singh [6] reported that the combination of Field trip + Slide show emerged as the best in terms of overall effectiveness.

Mishra [4] observed that the result and method demonstrations together have influenced 64 percent of farmers in changing their attitudes towards adoption of improved practices. Jalihal [3] found that the effectiveness of the village meeting was increased due to use of movie films. From the study mentioned above, it is clear that demonstration + Slide show or Demonstration+ Group discussion are the best two media combinations for motivate the fish farmers/fishermen to adopt the new technology.

**Table 2.** Effectiveness of combinations of two media

Rank in descending order of overall effectiveness	Media	Score
1	Demonstration+ Slide show	11.42
2	Demonstration + Group discussion	9.62
3	Field trip +Group discussion	8.01
4	Exhibition+ Group discussion	7.05
5	Radio +Demonstration	6.5
6	Film +Group diseussion	6.05
7	Poster exhibition +Slide show	5.02
8	Group discussion + Slide show	3.13

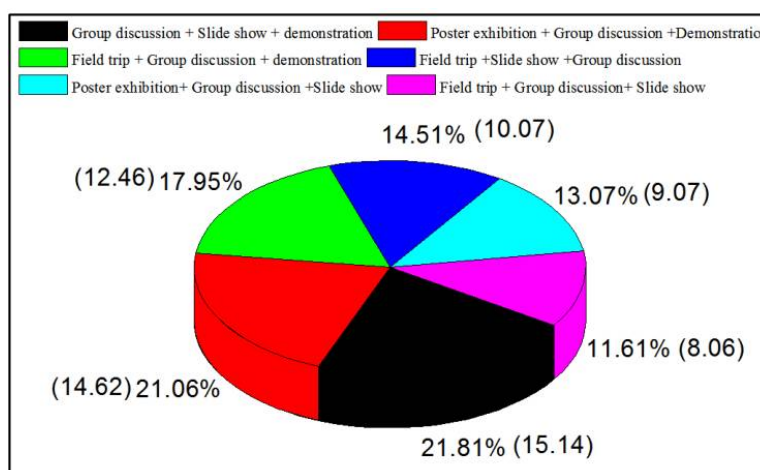
### Effectiveness of Combinations of Three Media

Among the three media combinations demonstrations along with other two combinations have rendered a good and satisfactory contributions in terms of overall effectiveness as reported in Table 3.

**Table 3.** Effectiveness of combinations of three media

Rank in descending order Media of overall effectiveness	Media	Score
1	Group discussion + Slide show + demonstration	15.14
2	Poster exhibition + Group discussion + Demonstration	14.62
3	Field trip + Group discussion + demonstration	12.46
4	Field trip +Slide show +Group discussion	10.07
5	Poster exhibition+ Group discussion +Slide show	9.07
6	Field trip + Group discussion+ Slide show	8.06

The combination of Group discussion +Slide show + demonstration, Poster exhibition +Group discussion +Demonstration and Field trip + Group discussion + demonstration were found to be statistically similar to the top ranking combination to change the attitude of the fish farmer/ fishermen towards adoption of Pen and Cage culture technology in open water system. However, Rao [5] observed that to popularise most improved agricultural practices the combinations of Field trip +Movie + Result demonstration was the best.



**Fig. 3** Effectiveness of combinations of three media.

### CONCLUSION

Sources of information loughed multi media for lively and effective transfer of technology. AS there is an increase in number of combination media use the same rise can be observed in the acceptance of inland fisheries technologies. Thus it is assumed that the inland fisheries extension personnel have to make combined and careful efforts to adopt accurate combination of media for increasing and strengthening inland fish yielding in open water system.

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