

CHARACTERISTICS OF THE RESPONDENTS

This study is mainly concerned with the use and effects of communication media by the under-graduate students or to study the relation between communication media and under-graduate students of a rural college. So it is necessary to understand the bio-social characteristics of the respondents. In the first part of the schedule they were asked to give their bio-social and socio-economic background such as religion, caste, age, sex, monthly income of family and so on. For the purpose of comparison between male and female fifty male and fifty female respondents were selected for this study.

With the help of data collection by the schedule method respondents characteristics are shown as follows -

Religion-

Religion is the main aspect of each and every human society. There is no society without religiosity all over the world. So it is very necessary to understand the religionwise distribution of respondents.

Table No. 1

RELIGIONWISE DISTRIBUTION OF RESPONDENTS

Religion	Total No. of respondents and percentage
Hindu	*98
Muslim	2
Naeaboudha	1
Total	100

- Note- 1. * These figures indicates relatively more significant features in the table.
2. Figures at the lefthand side of the square indicates row percentage.
3. Figures at the righthand side of the square indicates column % .

From Table No. 1 we find the majority of respondents (98%) are Hindus and respondents of Muslim and Naeboudha are negligible. It shows that Hindu is a dominant religion in village community of Kelhapur District.

Caste-

Caste is important factor in village community which influences on the social status of each and every person. So it is essential to understand cast of the respondents.

Table No. 2

CASTEWISE DISTRIBUTION OF RESPONDENTS

<u>Caste</u>	<u>Total No. of respondents and percentage</u>
Maratha	*34
Govali	1
Brahmin	† 8
Shimpi	3
Koshti	4
Vashwani	5
Sali	5
Lingayat	4
Senar	2
Kumbhar	2
Bhoi	1
Lehar	1
Sutar	2
Parit	1
Dhanager	1
Khatik	1
Gondhali	1
Mahar	*12
Naeboudha	1
Barber	2
Chambhar	5
Kaikadi	1
Gurav	1
Tambeli	1
Kassar	1
Total	100

From Table No. 2 we find that 34% of respondents are Maratha caste, 12% of respondents are Mahar caste, 8% of respondents are Brahmin caste. And remaining castes respondent ranks in 1 to 5 per cent. It indicates that Maratha is the major caste in village community of Kolhapur District and the whole social and cultural life in this area revolves around them.

Majority of respondents are Maratha caste and of Hindu religion comparing to other religion and caste. So religion is not useful factor for comparison of respondents. And there are twenty-five casts of respondents. So it is difficult and not useful to compare respondents according to every separate caste. So total castes are divided into some groups according to their socio-economic level in the society. These caste groups are as follows-

- | | |
|-----------------------------|---|
| 1. Higher caste group | --- Maratha, Gavali. |
| 2. Higher Middle group | --- Brahmin, Shippi, Koshti, Viashywani, Lingayat, Sali, Senar. |
| 3. Middle caste group | --- Kumbhar, Bhei, Lohar, Sutar, Parit, Barber and Gurev. |
| 4. Lower Middle caste group | --- Dhanagar, Khatik, Gondhali, Tambeli and Kassar. |
| 5. Lower caste group | --- Mahar, Maeboudha, Chambhar and Kaikadi. |

Age-

Concerning this study age is important factor. Whenever persons age changes his behaviour, attitudes, ideas about life and tastes may be changes. So it is very essential to understand the age group of respondents. All the respondents are 15 (fifteen) to 24 (twenty-four) years of age. Respondents have been divided into

15 to 20 and 21 to 24 years as follows-

Table No. 3

DISTRIBUTION OF RESPONDENTS ACCORDING TO AGE

Age	Male	Female	Total
15 to 20 years	27 (54.00) (44.26)	*34 (68.00) (55.74)	*61 (61.00) (100)
21 to 24 years	23 (46.00) (58.97)	16 (32.00) (41.03)	39 (39.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 3 we find that 61 % of respondents fall in 15 to 20 years of age group, whereas 39 % of respondents fall in 21 to 24 years of age group. There are 44.26 % male and 55.74 % female respondents in the 15 to 20 years of age group out of the total 61 respondents. And in the 21 to 24 years of age group out of the total 39 respondents 58.97 % are male and 41 % respondents are female.

Significant features-

According to this table we find that majority of male and female respondents are in the 15 to 20 years of age group comparing to the 21 to 24 years of age group.

Education-

This study is mainly concerned with the relation between communication media and under-graduate students. Whenever educational background

of the students changes corresponding changes take place in their use of media. Let us have a look at the educational background of the respondents.

Table No. 4

DISTRIBUTION OF RESPONDENTS ACCORDING TO EDUCATION

Education	Male	Female	Total
XIth and XIIth Arts	2 (4.00) (33.33)	4 (8.00) (66.66)	6 (6.00) (100)
FY to TY Arts	*31 (62.00) (51.66)	29 (58.00) (48.64)	*60 (60.00) (100)
XI th and XII th Commerce	—	12 (24.00) (100)	12 (12.00) (100)
FY to TY Commerce	17 (34.00) (77.27)	5 (10.00) (22.73)	22 (22.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

Significant features-

From Table No. 4 we find that 60 % of respondents are FY to TY Arts college going students and from the total 60 respondents 62 % are male and 58 % are female respondents. It is also find that majority of respondents are FY to TY Arts and Commerce college going students, comparing to XI th and XII th Arts and Commerce college going students.

Occupation of Respondents' Head of Family -

Occupation is an important factor which shows the socio-economic status of family in the village community. This factor affects on the exposure of respondents use of communication media.

Table No. 5

DISTRIBUTION OF RESPONDENTS ACCORDING TO BUSINESS OF RESPONDENTS

HEAD OF FAMILY

Occupation of head of family	Male	Female	Total
Farming	*24 (48.00) (55.81)	*19 (38.00) (44.19)	*43 (43.00) (100)
Service	6 (12.00) (31.57)	13 (26.00) (68.43)	19 (19.00) (100)
Other	20 (40.00) (52.63)	18 (36.00) (47.37)	38 (38.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

Significant features-

From Table No. 5 we find that 43 % of respondents are from the farmers family and from the total 43 respondents 48% are male 38% are female respondents.

From this table it is also find that 19 % of respondents are from the service-men family and 38% of respondents are from other occupation family such as doctor, engineer, contractor, cloth merchant,

stationary merchant, tailors, feedgrain merchant, farm labours and so on. From the total 19 % of respondents 31.57 % of respondents are male and 68.43 % of respondents are female from the service-men family. And from the total 38% of respondents 52.63 % are male and 47.37 % are female respondents from the other occupation family. It indicates that majority of respondents are from the farmers family comparing to other.

Monthly Income of Respondents Family-

Income is the basic factor which is useful for meeting the needs of each and every family. It clears the socio-economic level of every family. It is essential to find out what are the income groups of respondents family and their inter-relationship with the communication media.

TABLE No. 6

DISTRIBUTION OF RESPONDENTS ACCORDING TO MONTHLY INCOME OF RESPONDENTS FAMILY

Monthly income Rs.	Male	Female	Total
0 to 500/- Lower class	7 (14.00) (53.84)	6 (12.00) (46.15)	13 (13.00) (100)
501 to 1500/- Lower middle class	*37 (74.00) (61.66)	*23 (46.00) (38.34)	*60 (60.00) (100)
1501 to 2500/- Middle class	4 (8.00) (26.66)	11 (22.00) (73.34)	15 (15.00) (100)
2501 to 3500 /- Higher middle class	1 (2.00) (11.11)	8 (16.00) (88.89)	9 (9.00) (100)
3501 and above Higher class	1 (2.00) (33.33)	2 (4.00) (66.66)	3 (5.00) (100)
Total	50 (100) (100)	50 (100) (100)	100 (100) (100)

Significant features-

From Table No. 6 we find that 60 % of respondents families are in 'lower middle class'. From the total 60% of respondents from the lower middle class 61.66 % are male and 38.34 % are female respondents.

It is also find that 15 % of respondents' families are in 'middle class; 13% of respondents' families are in 'lower class; 9% of respondents' families are in 'higher middle class' and 3% of respondents' families are in 'higher class. From the total 15% of 'middle class' respondents 28 % are male and 72 % are female respondents. From the total 13% of respondents 53.84 % are male and 46.15 are female respondents. From the total 9% of 'higher middle class' respondents 11.11% are male and 88.89% are female respondents and from the total 3% of 'higher class respondents 33.33% are male and 66.66 % are female respondents.

This Table shows that majority of respondents are from the 'lower middle class'.

COMMUNICATION MEDIA AND THE UNDER-GRADUATE STUDENTS
OF A RURAL COLLEGE

This study is concerned with the relationship between communication media and under-graduate students of a rural college. So researcher has tried to find out their attitudes, behaviours of students towards communication media, use of communication media by the students, students media exposure and effects of communication media especially newspaper, radio, film, TV and magazine. And with the help of schedule method researcher has collected such information.

RESPONDENTS ATTITUDES/BEHAVIOUR TOWARDS COMMUNICATION MEDIA

Table No. 7

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR IDEA ABOUT NEWSPAPER

Idea about newspaper	Male	Female	Total
It can't reach the illiterate	5 (10.00) (62.5)	3 (6.00) (37.5)	8 (8.00) (100)
Good media	*24 (48.00) (72.72)	9 (18.00) (27.28)	*33 (33.00) (100)
Impressive media	18 (36.00) (62.5)	*11 (22.00) (37.94)	29 (29.00) (100)
Other	2 (4.00) (66.66)	1 (2.00) (33.33)	3 (3.00) (100)
Those who do not read newspapers	1 (2.00) (3.70)	26 (52.00) (96.30)	27 (27.00) (100)
Total	50 (100) (100)	50 (100) (100)	100 (100) (100)

Significant features-

From Table No. 7 we find that 35% of respondents' newspaper is a good media and from total 35% of respondents according to 72% of male respondents' newspapers is a good media. According to 29% of respondents newspaper is an impressive media and from total 29% 37.94% are female respondents who said it.

It is also find that according to 8% of respondents' newspapers can't reach the illiterate, according to 3% of respondents' ideas are other about newspaper such as 'it is cheap media,' 'they are works under political control and so on. And 27% of respondents do not read newspapers at all.

From this table it is also find that from the total male respondents according to 48% of respondents' newspaper is a good media, according to 10% of respondents' newspaper can't reach the illiterate, according to 36% of respondents newspaper is an impressive media and 4% of respondents' idea about newspaper is other whereas 2% of respondents do not read newspapers. And from the total female respondents according to 18% of respondents' newspapers are good media, according to 6% of respondents' newspaper can't reach the illiterate, according to 22% of respondents newspaper is an impressive media and 2% of respondents' idea about newspaper is other whereas 52% of respondents do not read newspapers. In other words according to majority of male respondents newspaper is good media and according to majority of female respondents newspaper is an impressive media.

Table No. 8

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OPINION ABOUT
RADIO PROGRAMME

<u>Opinion about radio programme</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
Entertainment, educational and good	19 (38.00) (50.00)	19 (38.00) (50.00)	*38 (38.00) (100)
Useful for social change	17 (34.00) (45.95)	*20 (40.00) (54.05)	*37 (37.00) (100)
Other	6 (12.00) (60.00)	4 (8.00) (40.00)	10 (10.00) (100)
Those who do not listen radio	8 (16.00) (53.33)	7 (14.00) (46.66)	15 (15.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 8 we find that according to 38 % of respondents' radio programmes are entertainment, educational and good, according to 37% of respondents radio programmes are useful for social change and 10 % of respondents' opinions are other about radio programme such as radio programme brackets the leisure time, useful for adult education and so on. In other words according to majority of respondents' radio programmes are entertainment, educational and good compared with the other opinions of the respondent.

From the total 38% of respondents according to 50% of male and 50% female respondents' radio programmes are entertainment, educational and good. From the total 37% of respondents according to

45.95% of male and 54.05% of female respondents' radio programmes are useful for social change. From the total 10% of respondents 60% of male and 40 % of female respondents' opinion about radio programme is other.

It is also find that according to majority of male respondents' (38%) radio programmes are entertainment, educational and good and according to majority of female respondents' (40%) radio programmes are useful for social change compared with the other opinions of respondent.

Table No. 9

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PURPOSE OF TV VIEWING

Purpose of TV viewing	Male	Female	Total
Time pass	5 (10.00) (100)	—	5 (5.00) (100)
Entertainment and knowledge	10 (20.00) (45.45)	12 (24.00) (54.55)	*22 (22.00) (100)
Special information about particular subject	2 (4.00) (100)	—	2 (2.00) (100)
Other	3 (6.00) (75.00)	1 (2.00) (25.00)	4 (4.00) (100)
Total Those who do not viewing TV	50—(100) 30 (60.00) (44.77)	37 (74.00) (55.23)	*67 (67.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

Significant features-

From Table No.9 we find that 67% of respondents do not viewing TV and 22% of respondents viewing TV from the purpose of entertainment and knowledge.

From this table it is also find that 5% of respondents viewing TV from the purpose of time pass, 2% of respondents viewing TV from the purpose of special information about particular subject whereas 4% of them viewing TV from the purpose of education, news and so on.

From the total 5% of respondents 100% of male respondents and no one of female respondents viewing TV from the purpose of time pass. From the total 22% of respondents 45.45% are male and 54.55% are female respondents viewing TV from the purpose of entertainment and knowledge. From the total 2% of respondents 100% are male respondents viewing TV from the purpose of special information about particular subject and from the total 4% of respondents 75% are male and 25% are female respondents viewing TV from the other purpose. In other words majority of respondents viewing TV from the purpose of entertainment and knowledge.

Table No. 10

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OPINION ABOUT EXISTANCE OF TV IN FUTURE

Opinion about existance of TV in future	Male	Female	Total
It will become important media	*19 (38.00) (61.29)	12 (24.00) (38.71)	*31 (51.00) (100)
It's importance will decrease	1 (2.00) (50.00)	1 (2.00) (50.00)	2 (2.00) (100)
Those who do not viewing TV	30 (60.00) (44.77)	37 (74.00) (55.23)	67 (67.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 10 we find that according to 31% respondents' TV will become important media, according to 2% of respondents' TV's importance will decrease whereas 67% of respondents do not viewing TV. In other words according to majority respondents TV will become important media. From the 31% of total respondents according to 61.29% male and 38.71% female respondents' TV will become important media. From the total 2% of respondents according to 50% male and 50% female respondents' TV's importance will decrease.

It is also find that from the total 50% of male respondents according to 38% of them TV will become important media, according to 2% of them TV's importance will decrease whereas 60% of them do not viewing TV. And from the total 50% of female respondents according to 24% of them TV will become important media, according to 2% of them TV's importance will decrease whereas 74% of them do not viewing TV. In other words, majority of both sex-group respondents said that TV will become important media.

Table No. 11

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PURPOSE OF MAGAZINE

READING

Purpose of magazines reading	Male	Female	Total
Entertainment and time pass	6 (12.00) (37.5)	10 (20.00) (62.5)	*16 (16.00) (100)
Information and knowledge	18 (36.00) (85.71)	3 (6.00) (14.29)	*21 (21.00) (100)
Other	2 (4.00) (100)	—	2 (2.00) (100)
Those who do not read magazines	24 (48.00) (39.34)	37 (74.00) (60.66)	61 (61.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 11 we find that 16 % of respondents read magazines from the purpose of entertainment and time pass, 21% of respondents read magazines from the purpose of information and knowledge and 2% of respondents read magazines from the other purpose such as interest in reading, to collect information about film-stars and so on, whereas 61% of respondents do not read magazines. It indicates that majority of respondents read magazines from the purpose of information and knowledge.

From the total 16% of respondents 37.5% of male and 62.5% of female respondents read magazines from the purpose of entertainment and time pass. From the total 21% of respondents 85.71% of male and 14.29% of female respondents read magazines from the purpose of information and knowledge. And from the 2% of total respondents 100% of male and none of female respondents read magazines from the other purpose.

It is also find that majority of male respondents read magazines from the purpose of information and knowledge whereas majority of female respondents read magazines from the purpose of entertainment and time pass.

Table No. 12DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OPINION ABOUT
COLLEGE STUDENTS AND MAGAZINES

Opion about college studentes and magazines	Male	Female	Total
Students should read them	*25 (50.00) (71.42)	10 (20.00) (28.58)	*35 (35.00) (100)
Students should not read them	1 (2.00) (25.00)	3 (6.00) (75.00)	4 (4.00) (100)
These who do not read magazines	24 (48.00) (39.34)	37 (74.00) (60.66)	61 (61.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 12 we find that according to 34% of respondents' students should read magazines, according to 5% of respondents' students should not read magazines, whereas 61% of respondents' do not read magazines.

From the total 35% of respondents according to 71.42% of male and 28.58% of female respondents students should read magazines. From the total 5% of respondents according to 25% of male and 75% of female respondents' students should not read magazines. It indicates that according to majority of respondents' students should read magazines compared with the others. In this table it is also found that according to majority of both sex group respondents'

students should read magazines.

Table No. 13

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OPINION ABOUT NEED OF MODERN COMMUNICATION MEDIA

Opinion about need of modern communication media	Male	Female	Total
Increase of need	*45 (90.00) (51.13)	43 (86.00) (48.87)	*88 (88.00) (100)
Decrease of need	5 (41.00)	7 (59.00)	12 (12.00) (100)
Total	50 (100) (100)	50 (100) (100)	100 (100) (100)

From this Table we find that according to 88% of respondents' increase of need about modern communication media, whereas according to 12% of respondents' decrease of need about modern communication media. In other words, according to majority of respondents' increase of need of modern communication media.

From the total 88% of respondents according 51.13% of male and 48.87% of female respondents' the need of modern communication media will be increased and from the total 12% of respondents according to 41% of male and 59% of female respondents' need of modern communication media will be decreased.

It is also found that according to both sex group respondents' (90% male and 86% female) the need of modern communication media will be increased compared with the others.

Table No 14DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OPINION ABOUT COLLEGE STUDENTS AND MODERN COMMUNICATION MEDIA

Opinion about college students and modern communication media	Male	Female	Total
Students should use them	*40 (80.00) (53.33)	35 (70.00) (46.67)	*75 (75.00) (100)
Students' should not use them	10 (20.00) (40.00)	15 (30.00) (60.00)	25 (25.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 14 we find that according to 75% of respondents' students should use modern communication media and according to 25% of respondents' students should not use modern communication media. In other words according to majority of respondents' students should use modern communication media compared with the others.

From the total 75% of respondents according to 53.33% of male and 46.67% of female respondents; students should use modern communication media. And From the total 25% of respondents according to 40% of male and according to 60% of female respondents' students should use modern communication media.

It is also find that according to majority of both sex group respondents' (80% of male and 70% of female) students should use modern communication media.

USE OF DIFFERENT COMMUNICATION MEDIA BY THE RESPONDENTS

With the help of ... schedule, researcher has tried to find out the information about the use of different type communication media by the respondents.

Table No. 15

DISTRIBUTION OF RESPONDENTS ACCORDING TO NEWSPAPER READING

Newspaper reading	Male	Female	Total
Pudhari and Tarun Bharat	*17 (34.00) (58.62)	12 (24.00) (41.33)	*29 (29.00) (100)
Sakal	10 (20.00) (66.66)	5 (10.00) (33.33)	15 (15.00) (100)
Kesari	12 (24.00) (80.00)	3 (6.00) (20.00)	15 (15.00) (100)
Satyawadi	3 (6.00) (60.00)	2 (4.00) (40.00)	5 (5.00) (100)
Others	7 (14.00) (77.77)	2 (4.00) (22.23)	9 (9.00) (100)
Those who do not read newspapers	1 (2.00) (3.70)	*26 (52.00) (96.30)	27 (27.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 15 we find that 29% of respondents read 'Dail. Pudhari' and Dail. Tarun Bharat', 15% of respondents read 'Dail. Sakal', 15% of respondents read 'Dail. Kesari', 5% of respondents read 'Dail. Satyawadi', whereas 9% of respondents read other newspapers such as 'Maharashtra Times', 'Times of India', 'Swarajya' and so on. And 27% of respondents do not read newspapers at all. It means majority of respondents read 'Dail. Pudhari' and Dail. Tarun Bharat' compared

with other newspapers.

From the 29% of total respondents 58.62% of male and 38% of female respondents read 'Dail. Pudhari' and Dail. Tarun Bharat'. From the 15% of total respondents 66.66% of male and 33.34% of female respondents read Dail. Sakal'. From the total 18% of respondents 80% of male and 20% of female respondents read 'Dail. Kesari'. From the 5% of total respondents 60% of male and 40% of female respondents read 'Dail. Satyawadi'. From the 9% of total respondents 77.77% of male and 22.23% of female respondents read other newspapers. And from the 27% of total respondents 3.70% of male and 96.30% of female respondents do not read any newspaper. It indicates that majority of the female respondents do not read newspapers compared with the male respondents.

With the help of above information we can conclude that majority of the female respondents are far away from newspaper reading from the rural area.

Table No. 16

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PREFERENCE
TO THE NEWS FROM THE NEWSPAPERS

Preference to the news from the newspaper	Male	Female	Total
Political, educational, sports entertainment, sensational news (accident, murder, theft, rape, prophanoy), advertisements	*32 (64.00) (68.08)	*15 (30.00) (51.19)	*47 (47.00) (100)
Agricultural, industrial and commercial	13 (26.00) (92.85)	1 (2.00) (7.14)	14 (14.00) (100)
Others	4 (8.00) (33.33)	8 (16.00) (66.67)	12 (12.00) (100)
Those who do not read newspaper	1 (2.00) (3.70)	26 (52.00) (96.30)	27 (27.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 16 we find that 47% of respondents read political, educational, entertainment, advertisement and sensational news, 14% of respondents read agricultural, industrial and commercial news whereas 12% of respondents read any other news and 27% of respondents do not read newspapers.

From the total 47% of respondents 68% of male and 52% of female respondents read political, educational, sports, entertainment, advertisement and sensational news. From the total 14% of respondents 92.85% of male and 7.15% of female respondents read agricultural, industrial and commercial news. And from the total 12% of respondents 33.33% of male and 66.67% of female respondents read other type of news from the newspaper. In other words, majority of respondents reads political, educational, entertainment, and sensational news compared with the other type of news.

According to this table it is also find that majority of male respondents read political, educational, entertainment and sensational news whereas majority of female respondents do not reads newspapers.

Table No. 17

DISTRIBUTION OF RESPONDENTS ACCORDING TO RADIO LISTENING

Radio listening	Male	Female	Total
These who listen radii	*42 (84.00) (49.41)	*43 (86.00) (50.59)	*85 (85.00) (100)
These who do not listen	8 (16.00) (53.33)	7 (14.00) (46.67)	15 (15.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No 17 we find that 85% of respondents listen radio whereas 15% of respondents do not listen radii.

From the total 85% of respondents 49.41% of male and 50.59% of female respondents listen radii and from the total 15% of respondents 53.33% of male and 46.67% of female respondents do not listen radio. In other words, majority female respondents listen radii compared with male respondents.

Table No. 18DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR PREFERENCE TO THE
RADIO PROGRAMME

Preference to the radio programme	Male	Female	Total
Gitganga, apali-awad, dramas, news, advertisements	*23 (46.00) (62.16)	14 (28.00) (37.84)	*37 (37.00) (100)
Lokgeet, bhaktigeet	14 (28.00) (41.17)	20 (40.00) (58.83)	*34 (34.00) (100)
Others	5 (10.00) (35.71)	9 (18.00) (64.29)	14 (14.00) (100)
Those who do not listen radio	8 (16.00) (53.33)	7 (14.00) (46.67)	15 (15.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From Table No. 18 we find that 37% of respondents preferes gitganga, apali-awad, drama, news and advertisements, 34% of respondents preferes lokgeet and bhaktigeet, 14% of respondents preferes other programmes on radio such as vadya-sangeet, rag and so on, whereas 15% of respondents do not listen radio.

From the total 37% of respondents 62.16% of male and 37.84% of female respondents preferes gitganga, apali-awad, drama, news and advertisements. From the total 34% of respondents 41.17% of male and 58.83% of female respondents preferes lokgeet and bhaktigeet. From the 14% of respondents 35.71% of male and 64.29% of female respondents preferes other programmes on radio whereas from the total 15% of respondents 53.33% of male and 46.67% of female respondents do not listen radio at all from the total number of respondents. In other words, majority of male respondents prefers gitganga, apali-awad, drama, news, advertisements whereas majority of female

respondents preferes lokgeet and bhaktiggeet.

Table No. 19

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR FILM VIEWING
IN A MONTH

Film viewing (in a month)	Male	Female	Total
Once	4 (8.00) (50.00)	4 (8.00) (50.00)	8 (8.00) (100)
Twice	6 (12.00) (42.85)	8 (16.00) (57.15)	*14 (14.00) (100)
Four Time	3 (6.00) (42.85)	4 (8.00) (57.15)	7 (7.00) (100)
Daily	-	1 (2.00) (100)	1 (1.00) (100)
Occasionally	*27 (54.00) (54.00)	23 (46.00) (46.00)	*50 (50.00) (100)
Other	4 (8.00) (40.00)	6 (12.00) (60.00)	10 (10.00) (100)
Those who do not viewing film	6 (12.00) (60.00)	4 (8.00) (40.00)	10 (10.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table we find that 50% of respondents are viewing film occasionally, 14% of respondents are viewing film twice in a month and only one percent of respondents is viewing film daily and it is female.

From the total 8% of respondents 50% of male and 50% of female respondents viewing film once in a month. From the total 14% of respondents 42.85% of male and 57.15% of female respondents are viewing film twice in a month. From the total 7% of respondents 42.85% of male and 57.15% of female respondents are viewing film four time in a month. From the total 50% of respondents 54% of male and 46% of female respondents viewing film occasionally. From the

total 10% of respondents 40% of male and 60% of female respondents are viewing film in a other way. And from the total 10% of respondents 60% of male and 40% of female respondents do not viewing film. In other words from the both sex groups majority of respondents are viewing film occasionally. And majority of male respondents do not viewing films compared with the female respondents.

Table No. 20

DISTRIBUTION OF RESPONDENTS ACCORDING TO TV VIEWING

TV viewing	Male	Female	Total
Those who viewing TV	20 (40.00) (60.60)	13 (26.00) (39.40)	33 (33.00) (100)
Those who do not viewing TV	30 (60.00) (44.77)	*37 (74.00) (55.23)	*67 (67.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table we find that 33% of respondents are TV viewers whereas 67% of respondents are not TV viewers. In other words majority of respondents are not TV viewers compared to the TV viewers.

From the total 33% of respondents 60.60% of male and 39.40% of female are TV viewers and from the total 67% of respondents 44.77% of male and 55.23% of female are not TV viewers.

Table No. 21DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR TYPE OF
MAGAZINE READING

Type of magazine reading	Male	Female	Total
About sports and films	*19 (38.00) (67.85)	9 (18.00) (32.15)	*28 (28.00) (100)
About literature, lalit and intellectual	7 (14.00) (63.33)	4 (8.00) (36.37)	11 (11.00) (100)
Those who do not read magazines	24 (48.00) (39.34)	37 (74.00) (60.66)	*61 (61.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table we find that 28% of respondents read magazines about sports and films, 11% of respondents read magazines about literature, lalit and intellectual whereas 61% of respondents do not read magazines. It indicates that majority of respondents read magazines about sports and films compared with the other type of readers.

From the 28% of total respondents 67.85% of male and 32.15% of female respondents read magazines about sports and film. From the 11% of total respondents 63.33% of male and 36.37% of female respondents read magazines about literature, lalit and intellectual and from the 61% of total respondents 39.34% of male and 60.66% of female respondents do not read magazines.

RESPONDENTS COMMUNICATION MEDIA EXPOSURE AND ITS EFFECTS

The present investigation studies the respondent's media exposure and its effects on them. The following are the tables which indicates respondent's media exposure and its effects.

Table No. 22
CASTE AND MEDIA EXPOSURE OF RESPONDENT'S

Caste	Media exposure														
	Newspaper reading			Radio listening			Film viewing			TV viewing			Magazine reading		
	These who read	Total who do not read	Total	These who listen	Total who do not listen	Total	These who see	Total who do not see	Total	These who see	Total who do not see	Total	These who read	Total who do not read	Total
Higher caste group	20 (57)	15 (43)	35 (100)	33 (94)	2 (6)	35 (100)	30 (86)	5 (14)	35 (100)	6 (17)	29 (83)	35 (100)	12 (34)	23 (56)	35 (100)
Higher Middle caste group	30 (97)	1 (3)	31 (100)	31 (100)	-	31 (100)	29 (94)	2 (6)	31 (100)	20 (65)	11 (35)	31 (100)	15 (48)	16 (52)	31 (100)
Middle caste group	4 (40)	6 (60)	10 (100)	9 (90)	1 (10)	10 (100)	8 (80)	2 (20)	10 (100)	1 (10)	9 (90)	10 (100)	1 (10)	9 (90)	10 (100)
Lower Middle caste group	4 (80)	1 (20)	5 (100)	4 (80)	1 (20)	5 (100)	4 (80)	1 (20)	5 (100)	4 (20)	1 (20)	5 (100)	1 (20)	4 (80)	5 (100)
Lower caste group	15 (79)	4 (21)	19 (100)	8 (42)	11 (58)	19 (100)	19 (100)	-	19 (100)	5 (26)	14 (74)	19 (100)	10 (53)	9 (47)	19 (100)
Total	73	27	100	85	15	100	90	10	100	33	67	100	39	61	100

From Table No. 22, it is observed that 35% of respondents are belongs to Higher caste group, 31% of respondents are belongs to Higher Middle caste group, 10% of respondents are belongs to Middle caste group, 5% of respondents are belongs to Lower Middle caste group whereas 19% of them are belongs to Lower caste group. From the Higher caste group majority of respondents read newspapers, listen radio, sees film whereas majority of them do not views TV and read magazines. From the Higher Middle caste group majority of respondents read newspapers, listen radio, sees film and TV whereas majority of them do not read magazines. From the Middle caste group majority of respondents listen radio, sees film whereas majority of them do not read newspapers, sees TV and read magazines. From the Lower Middle caste group majority of respondents read newspapers, listen radio, sees film whereas majority of them do not sees TV and read magazines. From the Lower caste group majority of respondents read newspapers and magazines and sees film whereas majority of them do not listen radio, sees TV compared with the other respondents.

In short, majority of respondents read newspapers, listen radio, sees film whereas majority of them do not sees TV and read magazines from the total.

Table No. 23

SEX AND MEDIA EXPOSURE OF RESPONDENT'S

Sex	Media exposure														
	Newspaper reading			Radio listening			Film viewing			TV viewing			Magazine reading		
	These who do not read	Total who listen	These who do not listen	These who listen	Total who see	These who do not see	These who see	Total who see	These who do not see	These who see	Total who read	These who do not read	These who read	Total who read	
Male (980)	1 (2)	50 (100)	42 (84)	8 (16)	50 (100)	44 (88)	6 (12)	50 (100)	20 (40)	30 (60)	50 (100)	26 (52)	24 (48)	50 (100)	
Female (48)	26 (52)	50 (100)	43 (86)	7 (14)	50 (100)	46 (92)	4 (8)	50 (100)	13 (26)	37 (74)	50 (100)	13 (26)	37 (74)	50 (100)	
Total	27	100	85	15	100	90	10	100	33	67	100	39	61	100	

From this table it is observed that, from the total male respondents majority of them read newspapers, listen radio, see film and read magazines whereas majority of them do not see TV. And from the total female respondents majority of them listen radio, see film whereas majority of them do not read newspapers, see TV and read magazines.

In other words, majority of male respondents has a close contact with newspapers, radio, film and magazines except TV. And majority of female respondents has no close contact with newspapers, TV and magazines except radio and films.

Table No. 24

EDUCATION AND MEDIA EXPOSURE OF RESPONDENTS

Education	Media exposure																			
	Newspaper reading				Radio listening				Film viewing				TV viewing				Magazine reading			
	These who read	These who do not read	Total	%	These who listen	These who do not listen	Total	%	These who sees	These who do not sees	Total	%	These who sees	These who do not sees	Total	%	These who read	These who do not read	Total	%
XI th & XII th Arts	5 (83)	1 (17)	6 (100)		4 (67)	2 (33)	6 (100)		5 (83)	1 (17)	6 (100)		2 (33)	4 (64)	6 (100)		3 (50)	3 (50)	6 (100)	
FY to Arts	45 (75)	15 (25)	60 (100)		57 (95)	3 (5)	60 (100)		53 (83)	7 (12)	60 (100)		14 (23)	46 (77)	60 (100)		22 (37)	38 (63)	60 (100)	
XI th & XII th Com.	5 (42)	7 (58)	10 (100)		9 (75)	3 (25)	12 (100)		12 (100)	-	12 (100)		3 (25)	9 (75)	12 (100)		4 (33)	8 (67)	12 (100)	
FY to Com.	18 (82)	4 (18)	22 (100)		15 (68)	7 (32)	22 (100)		20 (91)	2 (9)	22 (100)		4 (18)	18 (82)	22 (100)		10 (45)	12 (56)	22 (100)	
Total	73	27	100		85	15	100		90	10	100		33	67	100		39	61	100	

From this it is find that, from the total XI th and XII th Arts of education respondents majority of the read newspapers, listens radio, sees film whereas majority of them do not sees TV and 50% of them read magazines. From the total FY to TY Arts & Commerce of education respondents majority of them read newspapers, listens radio sees film whereas majority of them do not sees TV and read magazines. And from the total XI th and XII th Coms. of education respondents majority of them listen radio and sees film whereas majority of them do not read magazines and newspapers and sees TV.

Table No. 2.5

MONTHLY INCOME OF RESPONDENT'S FAMILY AND MEDIA EXPOSURE OF RESPONDENTS

Monthly income	Media exposure															
	Newspaper reading			'Radio listening			'Film viewing			'TV viewing			'Magazine reading			
	These who read	Total	These who do not read	These who listen	Total	These who do not listen	These who sees	Total	These who do not see	These who sees	Total	These who do not see	These who read	Total	These who do not read	
0 to 500/-	7 (54)	13 (100)	6 (46)	5 (58)	8 (62)	5 (58)	1 (8)	13 (100)	5 (58)	8 (62)	1 (8)	12 (92)	1 (8)	13 (100)	1 (8)	12 (92)
501 to 1500/-	12 (80)	60 (100)	12 (20)	60 (100)	55 (92)	5 (8)	10 (17)	60 (100)	5 (8)	55 (92)	10 (17)	50 (83)	15 (25)	60 (100)	15 (25)	45 (75)
1501 to 2500/-	3 (20)	15 (100)	3 (20)	15 (100)	15 (100)	-	11 (73)	15 (100)	-	15 (100)	4 (27)	15 (100)	12 (80)	15 (100)	3 (20)	15 (100)
2501 to 3500/-	4 (56)	9 (100)	4 (44)	5 (56)	9 (100)	-	8 (89)	9 (100)	-	9 (100)	1 (11)	9 (100)	8 (89)	9 (100)	1 (11)	9 (100)
3501 and above	2 (33)	3 (100)	2 (67)	-	3 (100)	-	3 (100)	3 (100)	-	3 (100)	3 (100)	-	3 (100)	3 (100)	-	3 (100)
Total	73	100	27	85	15	100	90	100	10	90	33	67	100	39	61	100

From this table it is observed that, economical level is lower, the rate of newspaper reading, radio listening and film viewing is higher and when economical level is higher, the rate of film viewing, TV viewing and magazine reading is higher compared with the newspaper reading and radio listening of respondent's.

EFFECTS OF COMMUNICATION MEDIATable No. 26DISTRIBUTION OF RESPONDENTS ACCORDING TO USE OF NEWSPAPER READING
IN THEIR LIFE

Use of newspaper reading	Male	Female	Total
Increase in knowlege, films and educational information	3 (6.00) (12.5)	21 (42.00) (87.5)	24 (24.00) (100)
Information about market, commerce and advertisement	*32 (64.00) (94.11)	2 (4.00) (5.89)	*34 (34.00) (100)
To pass the liesure time	12 (24.00) (92.30)	1 (2.00) (7.70)	13 (13.00) (100)
Other	2 (4.00) (100)	-	2 (2.00) (100)
Those who do not read newspapers	1 (2.00) (3.70)	26 (52.00) (96.30)	27 (27.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table it is observed that 24% of respondents are uses newspaper as a media of increase in knowledge, films and educational information, 34% of respondents are uses newspaper as a media of information about market, commerce and advertisements, 13% of respondents are uses newspaper as a media of pass the liesure time whereas 27% of respondents do not read newspapers at all.

From the total 24% of respondents 12.5% of male and 87.5% of female respondents are reads newspaper for incoreuse in knowledge, films and edv educational information. From the total 34% of total respondents 94.11% of male and 5.89% of female respondents read newspaper for information about market, commerce and advertisements. From the total 13% of respondents 92.30% of male and 7.70% of female respondents read newspaper for pass the liesure time. And

from the total 2% of respondents 100% of male respondents uses newspaper as others. Whereas from the Total 27% of respondents 3.70% of male and 96.30% of female respondents do not read newspapers at all.

In other words majority of male respondents uses newspaper as information about market, commerce and advertisements. And majority of female respondents do not read newspapers at all.

Table No. 27

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR INTERESTS RAISED
AFTER READING THE SPORTS NEWS FROM NEWSPAPER

Respondents interes raised after reading the sports news from the newspaper	Male	Female	Total
Cricket	*26 (52.00) (92.85)	2 (4.00) (7.15)	*28 (28.00) (100)
Hockey	3 (6.00) (100)	-	3 (3.00) (100)
Badminton	-	4 (8.00) (100)	4 (4.00) (100)
Atheletics	1 (2.00) (9.09)	10 (20.00) (90.91)	11 (11.00) (100)
Wrestling	11 (22.00) (100)	-	11 (11.00) (100)
Other	7 (14.00) (100)	-	7 (7.00) (100)
Nil	1 (2.00) (11.11)	8 (16.00) (88.89)	9 (9.00) (100)
Those who do not read newspaper	1 (2.00) (3.70)	26 (52.00) (96.30)	27 (27.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table it is observed that 28% of respondent's interes raised in cricket, 3% of respondent's interest raised in

hockey, 4% of respondent's interest raised in badminton, 11% of respondent's interest raised in wrestling, 7% of respondent's interest raised in other sports such as kho-kho, kbbadi and so on, 9% of respondent's interest is not influenced by the newspaper and 27% of respondents do not read newspaper from the total respondents.

It is also find that majority of male respondents (52%) interested in cricket and majority of female respondents (20%) interested in athletics compared with the others.

Table No. 28

DISTRIBUTION OF RESPONDENTS ACCORDING TO PURCHASING OF THINGS ACCORDING TO RADIO ADVERTISEMENTS

Purchasing of things according to radio advertisements	Male	Female	Total
Tea powder and soap	3 (6.00) (16.66)	*15 (30.00) (83.34)	*18 (18.00) (100)
Teeth powder	14 (28.00) (56.00)	11 (22.00) (44.00)	*25 (25.00) (100)
Face powder	7 (14.00) (41.17)	10 (20.00) (58.83)	17 (17.00) (100)
Clothes	9 (18.00) (55.25)	7 (14.00) (43.75)	16 (16.00) (100)
Watch	5 (10.00) (100)	-	5 (5.00) (100)
Other	4 (8.00) (100)	-	4 (4.00) (100)
Those who do not listen radio	8 (16.00) (53.33)	7 (14.00) (46.67)	15 (15.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table it is observed that from the total 18% of respondents 16.66% of male and 83.34% of female respondents

purchase tea powder and soap. From the total 25% of respondents 56.00% of male and 44% of female respondents purchase tooth powder. From the total 17% of respondents 41.17% of male and 58.83% of female respondents purchase face powder. From the total 15% of respondents 56.25% of male and 43.75% of female respondents purchase clothes. From the total 5% of respondents 100% of male respondents purchase watch. In other words, majority of male respondents purchase tea powder and majority of female respondents purchase tea powder and soap according to radio advertisements.

Table No. 29

DISTRIBUTION OF RESPONDENTS ACCORDING TO EFFECTS OF FILM

Effects of film	Male	Female	Total
Change in clothes	9 (18.00) (29.99)	*21 (42.00) (69.99)	*30 (30.00) (100)
Change in hairstyle	11 (22.00) (39.28)	17 (34.00) (60.71)	28 (28.00) (100)
Increase in drinking	9 (18.00) (100)	-	9 (9.00) (100)
Increase in smoking	10 (20.00) (100)	-	10 (10.00) (100)
Interest in dancing and singing	8 (16.00) (53.33)	7 (14.00) (46.66)	15 (15.00) (100)
Effect on study	3 (6.00) (37.5)	5 (10.00) (62.5)	8 (8.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From the above table it is observed that from the total 30% of respondents 29.99% of male and 69.99% of female respondent's change their clothes according to film, from the total 28% of respondents 39.28% of male and 60.71% of female respondent's changes their hairstyle, 18% of male respondents have increased drinking

habbits, 20% of male respondents have increased their smoking, from the total 15% of respondents 53.33% of male and 46.66% of female respondents have raised their interest in dancing and singing. And from the 8% of respondents 37.5% of male and 62.5% female respondents' have a effect on their study of film viewing. It indicates that majority of respondents have a effect on their clothes and hairstyle.

Table No. 30

DISTRIBUTION OF RESPONDENTS ACCORDING TO PURCHASING OF THINGS
ACCORDING TO TV ADVERTISEMENTS

Purchasing of things according to TV advertisements	Male	Female	Total
Soap and tooth powder	*13 (26.00) (54.16)	11 (22.00) (45.84)	*24 (24.00) (100)
Clothes and watch	1 (2.00) (100)	-	1 (1.00) (100)
Other	1 (2.00) (33.33)	2 (4.00) (66.67)	3 (3.00) (100)
Nil	5 (10.00) (100)	-	5 (5.00) (100)
Those who do not viewing TV	30 (60.00) (44.77)	37 (74.00) (55.23)	67 (67.00) (100)
Total	50 (100) (50.00)	50 (100) (50.00)	100 (100) (100)

From this table we find that 24% of respondents purchases soap and tooth powder, 1% of respondents purchases clothes and watch, 3% of respondents purchases other things such as face powder, medicines, shoes and so on, 5% of respondents do not purchases anything according to TV advertisements whereas 67% of respondents do not viewing TV from the total 100% of respondents. In other words, majority of respondents purchases soap and tooth powder

according to TV advertisements.

It is also seen that majority of both sex group respondents (26% of male and 22% of female) purchases soaps and tooth powder according to TV advertisement.

CASE STUDY NO. 1LOWER ECONOMIC LEVEL ILLITERATE PARENTS AND MEDIA EXPOSURE

Shri Kale Chandrakant Mahipati lives in Shimpe, Taluka-Shahuwadi, District- Kolhapur. He is Hindu and Mahar by caste. He is a youth of 20 years, studying in B.A. Part- I . His parents work as a sgricultural labourers. The family includes his father , a mother, a brother and a sister. His parents are totally illiterate. The family has a buffalow and a goat which give them an additional income besides farm wages. The total income from selling milk of buffalow and from farmwages is nearly Rs. 450 to 500 per month. The family has not their own land. The family lives in their own house which is their only property. As the family has little income of Rs. 400 to 450 per month they dono have electric facilities. Their clothing is simple and they use khadi. Thus we see that the family is from lower backward.

Chandrakants parents has great impact on seeing neighbourhood young boys has a joy at Bombay though the family is totally ~~i~~ illiterate and economically backward. They have strong desire to achieve education instead of working as farm wager. And for this family has great power of endurance at any cost. The father and mother of Chandrakant always feel that their children should study hard to get education , they need no wander here and there.

The family has no any domestic reationship to other families because the family is illiterate and economically backward. The family does not take care about what is going on in the village and especially in Harijan Society.

Shri Chandrakant is an ambitious student like his mother and father. He has an aim to educate as his parents will, to get a job and release his parents from agricultural hard work. That's why he attends his college regularly and studies hard. He has desire to have his clothes neat and upto date though he is son of an agricultural labourer.

There is no newspaper distributor at Shimpe, that's why he does not get newspaper and the economic condition of family is not good. The parents of Chandrakant do not know what are newspapers. Though he does not get any newspaper he utilises his leisure time to read Pudhari and Tarun Bharat in his college. He takes interest to read newspaper from his friend. He is fond of reading advertisements and astrological predictions given in the papers. He reads on Social problem like an accident, rape, murder, and theft. He also reads on sport, education and entertainment. He reads the newspaper though to get various information and to develop his knowledge. Chandrakant is fond of Kusti (wrestling) an impact of sport news in the newspaper. Everyday he does a physical exercise in the wrestling field. He was motivated about wrestling on seeing the photograph of Shri Satish Madiya who got the All India Championship. He feels that newspaper is a dominant media of communication. However they can not afford radio, T.V., & Video.

There is a sight of melancholy (regret) the face of Chandrakant & his family members about the radio. The economical condition of the family is not so good so that they could not purchase a radio. For this reason none of the family members listen radio. It means that family is far away from the radio programmes.

Though the family members of Chandrakant are far away from the radio programme, Chandrakant and his brother take the help of film for entertainment. Chandrakant goes to see a film when it is

free of charge in the village Shimpe. He also goes to neighbourhood village, Sarud to see a film. He sees maximum films for entertainment. He likes to see religious, comedy, educational and suspense films. In his opinion films are good medium for entertainment because the money spend on seeing the film is comparitavely 1000 than other communication media. He feels that the college students should see educational films instead of sexy films, because they create a bad impact on their minds.

Chandrakant is totally ignorant about Television. He did not see television. He heard about television only through reading.

Thought , Chandrakant is ignorant about Television the same thing is about magazines. He never reads magazines. He helps his parents in his spare time instead of reading magazines and books or takes physical exercise.

Conclusion :

The family is socially weaker and econamically poor but have aims to move up through education. Exposure to media is limited to films and newspaper reading, which are easily available at low cost or no cost. Negative influence or impact of media is, therefore, absent. Moreover the youth is interested in a traditional local sport- wrestling, which may help to build his personality in the required manner.

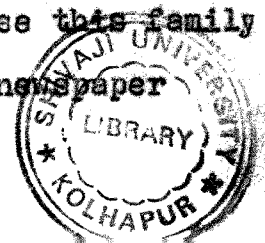
CASE STUDY NO. 2LOWER MIDDLE ECONOMIC LEVEL , ILLITERATE PARENTS AND MEDIA EXPOSURE.

Shri Pandurang Bapu Patil , 21 years of age, lives in Shimpe, Taluka-Shahuwadi, District-Kolhapur. He belongs to Hindu religion, Maratha caste. He is studying in B.A. Part II and obtained 48 % marks in S.S.C. , 53 % marks in H.S.C. and 57 % marks in first year B.A. examination. There are parents, an unmarried brother and married sister in his family. Farming is the main occupation of this family. Except him all the members of this family are illiterate. Besides farming , bullock- cart, buffaloes, hens and goat also provide additional income. The monthly income of this family is nearly Rs. 1000/- from the buffaloes, bullock cart, and farming. This family is satisfied with their monthly income. They have built a simple house about four years ago from the saving of this monthly income. The members of the family use very simple clothes. Mostly they use Khadi and cotton clothes.

Pandurang's parents say that though they are illiterate and depend upon farming income their children should not work as farm labourer and should not be victim of hard work. They should take good education and good government or private service. Thus they feel the boys should not participate in their donkey work.

These illiterate members of the family do not keep much contact with other people. Though Shri Pandurang belongs to a farmer family, his living style is of a literate family. He is concerned and careful about his study. Beside this he helps his parents in their farm work and he likes chatting and reading novels and short stories.

The family members can not purchase newspapers because this family is illiterate and economically backward and there are no newspaper distributor in shimpe- Though they can not subscribe



newspapers Pandurang always goes to the college library to read local newspapers like Pudhari and Tarun Bahrat. He says that one can increase his general knowledge by reading newspapers. He likes news about sports as well as wrestling. He takes out photographs of wrestling from the newspapers. He also reads news about politics, education and agriculture. By reading an advertisement about clothes and other things, he purchases these things and clothes from market. Newspapers have stimulated his interest in cricket.

Pandurang does not waste his time in listening radio because his parents advise him to study. He purchased a radio in his house because there is a radio in his friend's home too. Early in the morning he listens to news and Bhaktigeet (devotional songs). In the afternoon he also listens to news and film songs and at night he listens to Marathi film songs and dramas. The main purpose of Pandurang in listening to the radio is to increase his knowledge and for entertainment. But when there is cricket commentary on radio, he listens to it with great interest.

He also sees films. But there are no cinema theatres and video centres in Shimpe. Therefore he goes to Sarud to see films which is a neighbouring village. Usually he sees films in the touring theatre. Sometimes he goes to Kolhapur for his personal work. He sees a film in Kolhapur with his friends. Mostly he likes comic, educational, and suspenseful films. The purpose of film viewing is entertainment. There is a great attraction towards comic films. But he does not like criminal and the films which are dangerous to society. According to Pandurang there is a possibility of many problems being created by crime films such as showing use of brown sugar, theft, murder, rape and so on. Hence he feels that college students should see limited films.

Pandurang lives in a very small and economically backward

village. So there is no T. V. set in any family in that village. So he occasionally sees T.V. in his friends house at the neighbouring village Sarud. As a result he has not knowledge about T.V. programme. But his strong desire is to see cricket matches on the T.V. His remarks about T.V. is many peoples x can see educational, entertainment and development programmes at the same time.

Conclusion :

This case also indicates a favourable selected conditions of various media like newspapers, films and radio. The rural life and values seems to have control the students.

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CASE STUDY NO. 3HIGHER MIDDLE ECONOMIC LEVEL , LITERATE PARENTS. MEDIA EXPOSURE AND INFLUENCE.

Shri Mahesh Ganapati Kamble lives in Sarud, Tal-Sahhuwadi, Dist-Kolhapur. His caste is Hindu Mahar. He is twenty two. He is studying in B.A. III. He has obtained 58 % of marks in S.S.C. , 55% marks in H.S.C , 57 % Marks in F.Y.B.A. and 60 % of marks in S.Y.B.A. examination. He belongs to the joint and literate family. There are grand father, grand mother, parents, elder brother and sister in his family. Mahesh's father is a Junior teacher in Shri Shiv Shahu Mahavidyalaya. Mother is also a primary teacher in Gogave village primary school. It indicates that this family is literate. The monthly income of this family is nearly Rs. 2500 to 3000/- . The family members use modern clothes. Mahesh's father always uses new types of clothes. By this way Mahesh also uses new types clothes.

According to Mahesh's father his family is qualified and literate, therefore, his sons and daughter should take good education . He feels that his sons and daughter should accept job like class I officer and get rich salary. He also says that his children should have an important place in society. So he always takes care of his sons and daughter education.

This Kamble family is intelligent and literate so they can't put any relation with other families in Harijanwada. Beside this there is contact with respective families in the Sarud. There is always contact of Mothers' and father's with political leaders in Sarud.

Mahesh admits that he should take a good education, but he doesn't admit that student should always study. Except study Mahesh has

interest in cricket, gossip, to go walking , to see films, dramas and to read stories, novels and magazine. So he is a best member in his friend circle.

Kamble family purchases a newspapers like Pudhari because family is educated and literate. All the member of family read 'Pudhari'. But Mahesh except Pudhari, reads 'Turan Bharat' and Kesari. Mahesh has interest in reading newspaper because his father always reads it. For this purpose he always goes to college library and public library in Sarud. Especially he reads news about politics, education, sports and entertainment. He reads newspapers for the purpose of increase of knowledge and for the time pass. He goes Kolhapur sometimes to see film and dramas according to advertisement from the newspapers. He has a interest in cricket because he always reads news about cricket in newspaper. He is influenced by Reliance World Cup and the game of Azuruddin. According to him newspapers are the best useful communication medias because in newspapers there are many types of information on various subjects.

Mahesh has interest in listening radio as well as taperecorder. Whenever he is at home he listens radio and taperecorder. From his childhood there is a radio in his haouse. Therefore, he has great interest in radio listening from his childhood. Especially he has interest about news and cricket commentary. He has interest in listending film songs too. For the purpose of entertainment he listens film songs and dramas. He dislikes Bhaktigeete and Lokgeete. Radio has created interest about drama in the mind of mahesh. According to him with the help of radio many dispersed people can listen any programme ~~at~~ at a time or one can keep contact with many people.

Mahesh has interest in listening radio as well as in

viewing films. He has interest in viewing film because he would go to see films with his father when he has free time, he goes to see the films in theatre and video centre of his village. By this way he also goes to Kolhapur viewing films. He goes to see films with his friends. His purpose of viewing films is that entertainment, knowledge and pass the leisure time. After the examination he sees many films for tension relaxation. Mostly he likes films like suspense films and artistic films. Recently he likes the film 'Shahanshah'. According to him the films are best entertainment media. He says that in films, he may listen to sweet songs. Beside the songs he also gets knowledge about hair style and dress style. Mahesh follows hair style of Abhish Bachan and dress style of Mithun Chakrawati. According to him, the college students should not see the films at the time of examination. They should do their study. He says that films are the best entertainment media.

He has interest in viewing films as well as T.V. There is no T.V. in his house but he goes to his friend for viewing T.V. When there is cricket match sponsored on T.V., at that time he goes for viewing T.V. Mostly he likes the programme 'Chitrahar'. He says that the college students should view the T.V. if they want additional knowledge which are happening in the world. Further he says that in electronic Age, T.V. has an important place because there is modern technology used by scientists and there are varieties of programmes.

Beside the TV and films Mahesh reads English and Marathi magazines for the entertainment. Especially he reads sports, weekly, Sports star, Competition Success Review. 'Magazines are as a friend' to Mahesh. Through magazines he gets knowledge and the magazines helps him to forget his worries. According to him

the college students should read text books as well as the magazines which consists knowledge of different areas if they have to success in their future life.

Conclusion :

The family is literate and belongs from economically higher middle class. Except T.V. , exposure to media (especially newspaper, film and magazines) is higher and influence of media is more.

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CASE STUDY NO. ④HIGHER ECONOMIC LEVEL AND EXPOSURE OF MASS MEDIA AND ITS IMPACT

Shri Malsingh Jayshingrao Patil lives in Bhadale, Tal-Shahuwadi, Dist- Kolhapur. He is Hindu Maratha. He is Twenty. He obtained 62 % of marks in S.S.C., 58 % of marks in H.S.C. examination. He studying in B.A.Part I. He is from landlords family. There are parents, uncle and his wife, a married cousin with a wife, a unmarried cousin, and two unmarried sisters in the family. His father is a B.Sc. (Agri.) and mother upto 12 standards. One of his brother is a student of an engineering college. Another brother is studying in IX th Std. In short the whole family is educated. His father is a member of Shahuwadi Panchayat Samittee. His father is an active Social worker of congress (I). Instead of their own farm they have their own wine shop and a touring theatre at Bambavade. His father also perform the work of contractor. From all the sources this family gets Rs. 3500 to 4000/- per month income.

The children should complete their education as the whole family is educated, but they never think about the job. The family members say that they must be educated and must run their own business. They thinks that the children in his future life become a social worker. His father is a member of Shahuwadi Panchayat Samittee so this family have significant status in Bhadale thn other families.

The day -to day style of living of Malsingh is an ordinary as he belongs to rich family. His relationship with other students is normal. He is ambitions in his education. His ambition is to educate upto M.A.,LL.B. and become a poletician instead of job.

They purchase 'Daily Pudhari' as his father is educated and a politician. It is useful to them for a political purpose and business. Malsingh also reads 'Daily Sakal', 'Daily Kesari' in the college library. He likes to read political, educational & sports news. Simultaneously he reads advertisements and agricultural news. He thinks that he gets knowledge from newspapers. He gets news from various fields and also spends his spare time. He bought many essential things as a result of news. Especially he bought a wrist watch (H.M.T.) as a impact of advertise. He likes to play cricket as an impact of sportnews in the newspaper. He spends at least 2 hours to play cricket. In his opinion newspaper is the very dominant device of communication because they easily afford to an ordinary people and easily available.

Shri Malshingh reads newspaper at the same time he listens radio programme while he is at home. He deliberately listens regional news. He also listen film songs. He thinks that he get much knowledge from these communication devices. He listens cricket commentary leaving all his work as it were. Through his point of views we get delight from the communication media as well as information from various fields.

He sees limited films though he belongs to rich family. He says that there is bad impact of video on eyes. He sees films only to get entertainment. He likes to see comedian & domestic films. He thinks that films are very important and dominant communication device. A man can develop his inherent qualities due to films. It is important to get entertainment and to develop an art. He further says that college students should take an important and proper part from the film.

They yet did not purchess T.V. set though they have strong economic condition. For this Malsingh have to depend upon

neighbours. He sees news, sports, films and filmsongs. As a impact of advertise he purchased tooth powder, vigil soap and clothes. He explained the need of TV programme for future life in the college students.

The family members in Malsingh's family are educated and always in close contact with society, he has great interest in reading magazines. They always purchases 'raviwarohi Jatra', Lokprabha, Dakshata'. As a result of this fact he reads them frequently. Especially he reads magazines which are in his own Marathi language. He likes to read story, articles and poem from magazines. He further says that college students should read magazines instead of their regular texts, so that they can produce their knowledge well.

Conclusion-

Since the student belongs to a socio-economically and educationally higher family, his awareness and exposure to media and modern life seems to be comparatively higher than other students.

Case Study No. 5LOWER MIDDLE ECONOMIC LEVEL AND MEDIA EXPOSURE

Miss. Pekar Senatai Dattatray lives in Devale , Taluka- Panhala, District- Kolhapur. She is Hindu-Chambhar and studying in B. A. II. She is a member of joint family. There are Senatai's parents, elder brother, elder brother, uncle, aunti and cousin in this family. Her parents and uncle and aunti are illiterate. Leather working and shoe making is the main business of this family. Beside this the members of this family works as a daily wager on the farm. From leather working, farm wages and milk of buffaloe this family gets Rs. 500 to 1000/- as monthly income. This family has 1/2 acre of farm land as a another source of income. This income is not sufficient for their basic needs. So this family ranks in the economically lower middle class.

Though this family is economically backward, the elder members of this family feel that their children should take higher education and get a good job. They also feel that their daughters should be educated and get a job and their children should not be a victim of hard work as agricultural workers. The family member's style of dresses is very simple. They wears khadi and cotten clothes.

Miss Senatai is ambitious about getting First Class in B.A. Degree.

This family is economically backward. So this family can not purchases any newspaper. Miss. Senatai also did not read any newspaper because there is not newspaper at her home and she does not like to waste time for newspaper reading but she likes to do her study. In short, Miss. Senatai is completely separated from the newspaper reading. According to Senatai college students not waste their time for newspaper reading. They should do their study and when they have

leisure time they should help their parents in their work.

Because of economically backwardness this family has no radio. But Miss. Senatai is interested in radio listening. Though there is no radio at home she always goes to her girl friends house for radio listening. She listens to radio mainly from the purpose of entertainment and especially she like film songs and dramas. According to her opinion radio is a good and an impressive communication media. Radio programme can reach literate as well as illiterate people. Radio programmes are produced from different languages. So they can reach different linguistic groups. So Miss. Senatai says that radio is a very important communication media.

Miss. Senatai has not seen a film at video centre or theatre because of economic backwardness of her family. But whenever there is a film free of charge in her village she goes to that film. According to her opinion, film is the best entertainment media. So she is always anxious for film viewing.

Miss. Senatai listens radio and sees film but she is not clear about TV. She does not know what TV is ? She knows about TV only from hearsay.

She is also isolated from magazine reading, as her family is economically backward and elder members are illiterate. She also never goes to the village library and she don't like waste her time in magazine reading. According to her opinion college students should not waste their time in magazine reading.

Conclusions-

Being a girl and belong to the socio-economic backward family she has minimum exposure to mass media, though she is a sincere and hard working student.

CASE STUDY NO. 6MIDDLE ECONOMIC LEVEL, EDUCATED FAMILY AND IMPACT OF MASS MEDIA.

Miss Aruna Narayan Burande lives in Malkapur, Taluka Shahuwadi, District- Kolhapur. She is Hindu-Brahmin caste, and is 19 years and studying in B.A.Part-I. She obtained 54% of marks in S.S.C. and 57% of marks in H.S.C. examination. She is a member of literate family. This family includes Aruna's mother, married brother and his wife and son. Miss Aruna's father was primary teacher who died four years ago. Her mother was also primary school teacher. Now she has retired from her service. Her brother is working as a clerk in Shahuwadi Tahshildar Office. Aruna's mother's pension and brother's salary is the main source of income of this family. The monthly income of this family is nearly Rs. 2000/-. It shows that this family is from middle class. In this income, they can fulfill their basic needs. They live in a rented house. They pay Rs. 100/- per month as rent. All the members of this family are literate, so their living style is modern. This family member likes modern dress of terricott and polyster. All this information shows that this family is educated and modern.

According to Miss Aruna's mother her children should take higher education and get a good job. For this purpose she is always ready to spend much more money. Miss Aruna is agree with her mother's opinion. She is ambition. So she decided to take higher education and get good job. So she attends her college regularly and study regularly.

This family does not purchase any newspaper. But Miss Aruna always read newspapers which develop her knowledge. Whenever she gets off time in college, she goes to college library and reads newspaper. Mostly she reads 'Daily Pudhari' and Daily Sakal'. She always reads news about advertisements, education and sports. Beside this she likes news about accident, murder and theft. When she was learning

in S.S.C., she always reads the column 'Dahavicha Abhyaskran' from Daily Kesari. She says that because of this reading she has passed S.S.C. examination. Miss Aruna reads newspapers from the purpose of educational information, increase of knowledge and information about different fields. She has purchased some clothes according to advertisements, from the newspapers. According to Miss Aruna, newspapers give us information about events which happen all over the world. So she says that newspapers are the best media of communication. But she is nervous about the excess occupation of advertisements and hoaxes. She thinks that due to their excess occupation the importance of newspapers will decrease and in future existence of newspapers will be in danger.

Miss Aruna is interested in newspaper reading as well as in radio listening. Mainly she listens to radio as an entertainment. Mostly she listens to news, bhaktigeete, film songs and dramas. As a result of advertisements on radio, she uses Colgate tooth powder. She says that we can develop our knowledge with the help of radio programmes. While she had listened to play on radio she participated in a play. According to her opinion radio programmes do not disturb our study but they can increase our interest about study. She says that radio programmes can reach to all the people. There is no barrier of illiteracy in the way of radio. programme as in the way of newspaper.

Miss Aruna listens to radio as an entertainment as well as she sees films. But she has not seen a film at a theatre. She sees films at a video centre whenever her mother is anxious about film viewing. Mainly she sees films for the purpose of entertainment. She likes these films from which Smita Patil, Hemamalini or Shridevi as actresses have acted as a heroine. Mostly she likes domestic and religious films. The films 'MAGINA' and 'SANNYASHI' she liked most. According to Aruna, film is an entertaining and impressive media.

Though Miss Aruna is a member of literate and Brahmin family she has not close contact with TV programmes. There is not TV in this family. But Miss Aruna and her mother goes neighbouring house for viewing 'Ramayan Malika'. Except 'Ramayan Malika' she did not seen any other TV programme. But she says that college students must see limited TV programmes but college students should not see TV programme regularly because there is a possibility of bad effects of TV programme on the eyes. Lastly she says that every family will have TV set in future because of importance of TV programmes.

Burande family purchases magazines namely 'Lokprabha', 'Dakshata', 'Manohar' and 'Rasrang'. So Aruna reads these magazines regularly. Mainly she read magazines for the purpose of entertainment and increase of knowledge. She reads stories, articles and information about sports from the magazines. According to Aruna, magazines are useful for increase of knowledge & college students must read magazines regularly.

Conclusion:

Economically this family ranks in middle class. Except TV and film, media exposure is higher. It has affected their lifestyle and use of different things.

CASE STUDY NO. 7ECONOMICALLY HIGHER MIDDLE CLASS AND MEDIA USE.

Miss Chandrakala Dinkarrao Patil lives in Vadgaon, Post-Kapashi, Taluka-Shahuwadi, District-Kolhapur. She Hindu Maratha. She is 19 and studying in B.A. Part I. She is a member of joint family. The family of Chandrakala includes a mother, a father, an uncle, an aunti & their son, a elder brother and a younger sister. It is landlords family. Farm is the main source of their income. There is 10 to 12 acres of farm for cane-sugar. That's why gets good monthly income. It is nearly Rs. 2500 to Rs. 3500/- per month. That's why this family includes in the higher middle class.

The father of Chandrakala is educated upto S.S.C. And he is a head-man of Vadgaon. Her mother is educated too upto 5 th Std. This family has a dignity in the village as her father is a head-man of village. There is always general meeting in their home. The father of Chandrakala thinks that his children should be educated but they do the job of modern fertilise. But the girls should stopped their education as they can only write & read. Miss Chandrakala is not so eager about the education. She attends the college only to spend spare time and she can talks with her girl friends. By getting a better education she does not like the job as her income source.

This family purchase a newspaper called 'Daily Pudhari' as her father is a head man and her uncle is a physical director. Miss Chandrakala has no fond of reading the newspapers. No any woman reads the newspaper. They likes to talk rather than read. Miss Chandrakala does not reads the newspaper at home or at library or anywhere. In short, she is far away from the newspaper & its reading.

Though Chandrakala does not likes to read the newspaper but she like to listen radio programmes. Whenever she is at home the radio is always on. That's why she can takes the full benefits of radio progr-

me. She likes to listen Geet -Ganga, Apali Awad, Hindi film song and a programme especially for women only. She is bored when the radio is off. As a impact of radio advertises she always murmurs, the slogan

'Zul-Zul Wani, Khelawa Paani'

Anayach Koni, Sangato Rani'.

Her view towards radio programme only to entertainment, to spend spare time and to increase knowledge. Recently she uses Colgate tooth powder as an impact of advertise on her. In her opinion from the radio she can gets full entertainment. A radio programme brings entertainment & from that entertainment gets education which can brings a social change. In her opinion radio is a good and dominant communication device.

Miss Chandrakala ~~he~~ listens radio programme only to get entertainment the same thing is in case of film. But she looks film seldom. Whenever there is a film in her village she goes to see it. She goes to see a film with her family members to Sarud once or twice in a month. Yet she has not seen a film to theatre and video. She does not know what the video is. She likes to see domestic, religious films. She liked the Marathi film 'Sakhu Aali Pandharpura' In her opinion film is only and dominant communication device because they can reach to common peoples and the common people can afford to see it. In her opinion the college students should see limited films. From the films they should take proper part. In the examination period they should not see the films. But no doubt film is a prominent communication device. She thinks, many problems will be arised in rural area if there were no films.

Miss Chandrakala is nervous about T.V. The main cause of her nervousness is, T.V. programmes are invisible in her village. The family did not purchas a T.V. though their economical conditional is

strong. That's why she is far away from T.V. programme.

Miss Chandrakala is totally isolated from T.V. programme and magazines. Though her father is a headman of village and an uncle is a Physical Director. They never purchase any type of magazines. Also she never reads them in the college library.

conclusion:

Monthly income of this family is good. Family has a dignity in village and has a traditional view of living. The student except radio, do not use any communication media.

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CASE STUDY NO. 8ECONOMICALLY HIGHER CLASS AND ATTITUDE AND BEHAVIOUR TOWARDS COMMUNICATION MEDIA.

Miss Usha Vasentrae Bhasme lives in Malkapur, Taluka-Shahuwadi, District-Kolhapur. She is Hindu shimpi. She is 21 years. She obtained 82 % of Marks in S.S.C , 65 % of marks in H.S.C. and 50 % of marks in F.Y.B.A. and studying in S.Y.B.A. She is member of joint family. The family includes her parents, a married brother , a unmarried brother and a sister. The family is famous and well known to town Malkapur. The father of Usha is a wellkdown Clothmerchant in Malkapur. Suresh i.e. brother of Usha is a doctor and is practising in Malkapur. The family has their own video centre by which they get an additional income to their family. The family gets monthly income of Rs. 3500 to 4000/- by selling cloth, cleanical fees and video centre. They have their own flat. They have a good social relationship with the people of Malkapur and the surroundings, as the family is literate and has strong economic condition.

The father of Usha says that children should be educated and takes the proper job. Girls also try their level best concerning the job. And that's why he (father of Usha) decided to educate further. Miss Usha is an ambitious girl. She decided to response the father and mother's will to completed her education. So she attends her college regular and also does study regular.

They purchases 'Daily Sakal', ' Daily Pudhari' and 'Daily Satyawad' as the family is literate and famous in their business. Usha reads these newspapers regularly. She likes to read the political, educational / sports and an entertainment news. She also reads advertisements, prophecy, business news but in low manner. She read it through the point of view to get knowledge, and to spend her

spare time. She purchase clothes , soap as a result of advertisement in the paper. Also as a result of advertisements she goes with her parents to Kolhapur to see orchestr. Same thing happened is case of badminton. She thinks that newspaper is a dominant communication medium. But she is nervous about the excess occupation of advertises and homages. She thinks that due to their excess occupation newspapers had lost safttyness and became only the target to get income. And that's why she thinks that in future the exsistence of newspapers is dangerous.

this family is ranked in high economical condition so they have T.V. set and video. As a result Usha listens rarely radio programme. She was listening radio programme while they have no T.V. She some times listens Hindi film songs and dramas. She is not interested in listening radio programme rather than T.V. because they are visible to humanbeings. So she prèffers to see T. V. than radie.

Miss Usha is highly interested in films. She likes to see films. She sees every films as they have video centre. She sees films only as an entertainment to spend her spare time. She highly likes to see sexy films. In her opinion films are the best communication medium . But college students should see educational films. She also likes to see religious, suspense and domestic films.

She frequently see T.V. shen she is at home and there is no study. She sees it through the point of view as to get information from various fields. She likes to see T. V. serial. She also sees films , film songs, spertnews and educational programme. She was never uses tooth powder but as impact of an advertisements she uses colgate tooth powder and has new fashioned clothes. In her opinion she says that college students should see T. V. and they can use that information & knowledge in their educational life. She thinks that T.V. is very dominant device of communication.

She likes to see T.V. video and films simalteniously. She like to read various magazines. They purchase 'Chanderi', 'Lokprabha', 'Shri', 'Sports star' and 'Rasrang'. So she never depends upon college library. She reads it to get knowledge, an entertainment and to spend spare time. She likes to read story and sport news. But she says that these magazines are useless through point of view in her educational life. She sayas that college students should read maximum magazines but unfortunately students searsly reads them.

Conclusion :

Miss Usha Bhasme keeps a close contact with various devices of communication such as, films, video, T.V. magazine. For this purpose in modern age they are very impertant. She thinks that that these communication devices are very impertant through point of view as education and an entertainment.

Family has a socio-economically higher status. Except radio attitudes and behaviour is positive to mass media and influence is positive.