

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

The present study was conducted in a college of Sarud, in Shahuwadi taluka, of Kolhapur district. The general objective of the present work was to understand the influence of various media like, radio, newspapers, films etc. on the under-graduate students of a rural college. A sample of hundred respondents belonging to various socio-economic background was selected and with the help of schedule method and statistical analysis (supported by the case study method) conclusions have been drawn.

ROLE OF MEDIA-

It was observed that the media had different roles in the life of the college going rural students. Radio was the most frequently used mass media followed by newspapers and films.

NEWSPAPERS-

Majority of the college youth (73%) read various regional newspapers out of which the preference for local newspapers was more than 50 per cent. Out of the 27% who do not read newspapers (96%) were girls. This indicates that the rural girls who are not exposed to newspapers at all is greater than the boys.

PREFERENCE OF NEWSPAPERS INFORMATION-

47 per cent of the college students preferred political, educational, sports, entertainment and sensational news like murder, theft, robbery, dacoity etc. Respondents who preferred agricultural, industrial and commercial information from the newspapers constituted 40 per cent.

RADIO-

Radio mainly functions as an entertainment medium. The college students (37%) told that they mainly prefer entertainment programmes like geetganga, apali-awad, drama, advertisements etc. Students who preferred lokgeet (folk-songs) and bhaktigeet (religious songs) constituted 34 percent. This indicates that radio mainly functions as a recreational and also strengthens the folk culture and religious aspects of a people.

FILMS-

90 per cent of the students were exposed to the commercial films or cinema. However 50% of the students were occasional viewers. Students who viewed films frequently that is four times in a month constituted only 7 per cent and students who viewed films twice in a month constituted 14 percent. This indicates that due to their poor economic and agricultural background wherein the students have to work as agricultural, the frequency of their film viewing was low. The student opined that the films changed their behaviour in terms of change in clothes (30%), changes in hairstyle (28%), increase in drinking (negative effect of media 9%), increase in smoking (10%) interest in dancing (disco, break dance) and singing (Hindi film songs (15%).

TELEVISION-

TV advertisements had great impact on the consumer behaviour and buying of goods among the college students. It was observed that 24% students purchased a particular brand of soap and tooth powder after viewing TV advertisements.

regarding these products. However frequency of TV viewing is less because majority of the students family do not own TV because of their poor economic background. However from the present situation itself one can predict that TV can bring about great attitudinal and behavioural changes among the youth. Commercial advertisements are found to be very effective in changing the tastes and likings of the students.

Thus the various effects of the media can be classified in to following two types:

1) Attitudinal Effects-

The impact of mass media contributes to the patterns of social control and in terms of the changes in attitudes and behaviour produced and also in terms of the reinforcing effects on social norms and social behaviour. Daniel Lerner (1958) has emphasized the general pattern of increase in standard of living, urbanization, literacy and exposure to the mass media during the process of transmission from traditional to modern society.¹ The process of social change is highly dependent on mass communications. Rina Gill (1986) concluded that television can help the children to develop various concepts and meanings through information on a variety of subjects even these which are not taught at school.²

2) Behavioural or action oriented Effects-

These type of changes take place on account of a number of factors like social, economic and communicational. In the present study we also saw that change in attitude resulted in change in behaviour like dress, fashions, etc.

However Klapper (1960) advocated a different opinion than other researchers regarding the effect of mass media. Klapper(1960) expressed that mass communication essentially operates through mediating factors such as group membership, selective exposure, defence mechanisms etc. He felt that the mass media reinforce the existing conditions: customs, values, etc. more than to change them.³

The same observation is also evident from some of the case studies who expressed that they were selctive in seeing films only. The agricultural and rural background of the village has a tremendous influence on the students which controls the exposure to various media

The overall effect of the media like newspapers, radio and film is recreational and providing additional information and knowledge. In rural India TV can prove to be very effective mass educator and can bring neccessary awareness of various rational and developmental activities and programmes.

But the only caution that our media producers and planners have to take is that they should take the needs, tastes and requirements of the rural audience. Since 80% of India's population is rural. Mass media should have rural buyers rather than urban or western biased.

There is a need for more studies in the field of sociology of mass communication. Similar studies might be undertaken in an urban setting.

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