

CHAPTER VIII

MASS COMMUNICATION AND MODERNIZATION

There is a general agreement, amongst the students of modernization in general, and of rural modernization in particular today, about the important place of mass media communication in the process of modernization. Any society desirous of modernizing requires mass media communication¹.

Mass communication is a catalytic agent in the modernization process². Further, modernization is essentially a communication process³. Thus, the effect of the mass media communication in modernization deserves considerable attention.

Modernization of household in mass communication, in the context of this study, means a household possessing a radio-set, subscribing to one or more daily newspapers and either a weekly or a fortnightly or monthly magazine.

This chapter examines the relationship between the modernization of household in mass communication on one hand, and modernization variables on the other, in the context of the hypotheses outlined earlier.

1) Measurement of Mass Media Development:

On the basis of the index of household modernization

in mass communication the status of each household has been measured in terms of (i) "static", (ii) "low transitional", (iii) "high transitional", and (iv) "modern" household.

"Static household" in mass communication is taken to mean a household with no mass media development, i.e., zero per cent mass media development.

"Low transitional household" is referred to mean a household with less media development, i.e., development from 1 to 33 per cent.

"High transitional household" means a household with more media development, i.e., development from 34 to 66 per cent.

"A modern household" is defined as a household with high media development, i.e., development from 67 to 100 per cent.

2) Modernization of Households in Mass Communication in the Selected Village:

It will be seen from figure No.5 and Table No.31, that out of the 50 sample households from the selected village, none was static, i.e., with no mass media development, almost 36 per cent were low transitional, i.e., less developed in mass media, nearly 42 per cent were high transitional, i.e., more developed in mass media, and the

remaining 22 per cent were found to be modern, i.e., highly developed in media.

2.1) Mass Communication and Caste:

It is evident from Table No.32, that out of the 50 sample households from the selected village, 80 per cent belonged to the upper caste group households, while the remaining 20 per cent belonged to the lower caste group households.

In the 80 per cent upper caste-group households from the selected village, none was static, almost 26 per cent were low transitional, 34 per cent were high transitional, and the remaining 20 per cent were found to be modern in mass media.

In the 20 per cent lower caste-group households from the selected village, none was static, 10 per cent were low transitional, 8 per cent were high transitional, and the remaining 2 per cent were found to be modern.

Modernization of households in mass communication appears to be relatively more associated with upper caste-group in the selected village.

2.2) Mass Communication and Landholdings:

It is clear from the Table No.33, that out of the

50 sample households from the selected village, 58 per cent belonged to smaller land holdings group of households, while remaining 42 per cent belonged to larger landholding group.

In the 58 per cent smaller landholding group of households from the selected village, 30 per cent were low transitional, 24 per cent were high transitional, and the remaining 4 per cent were modern in mass media.

In the 42 per cent larger landholding group of households from the selected village, 6 per cent were low transitional, 18 per cent were high transitional, and the remaining 18 per cent were found to be modern.

At all levels of media development, viz., less, more, high and modern, the percentage of the larger landholding households appears to be relatively bigger than the smaller landholding households in the selected village.

Thus, modernization of households in mass communication also appears to be relatively more associated with larger land holdings in the selected village.

2.3) Mass Communication and Income-groups:

It will be seen from Table No.34, that out of the 50 sample households from the selected village, a little more than 20 per cent belonged to lower income-group, 60 per

cent belonged to middle income group, and a little less than 20 per cent belonged to higher income-group.

In the 20 per cent lower income-group households from the selected village, 18 per cent were low transitional, and the remaining 2 per cent were high transitional in mass media.

In the 60 per cent middle income-group households from the selected village, 18 per cent were low transitional, 34 per cent were high transitional, and the remaining 8 per cent were found to be modern.

In the 20 per cent higher income group households from the selected village, 6 per cent were high transitional, and the remaining 14 per cent were modern in mass media.

In general, at all the levels of mass media development, the percentage of middle and higher income-groups appears to be relatively bigger than the percentage of lower income-group households from the selected village.

Modernization of households in mass communication appears to be relatively more associated with either middle or higher income-group than with the lower income-group in the selected village.

2.4) Mass Communication and Cropping Pattern:

It is clear from Table No.35 that out of the 50 sample

households from the selected village, 40 per cent belonged to cash crop producing group of households, while remaining 60 per cent belonged to non-cash crop producing group.

In the 40 per cent cash crop producing group of households from the selected village, none was static, 6 per cent were low transitional, 18 per cent were high transitional, and the remaining 16 per cent were found to be modern in mass media.

In the 60 per cent non-cash crop producing group of households from the selected village, none was static, 30 per cent were low transitional, 24 per cent were high transitional, and the remaining 6 per cent were modern in mass media.

All mass media development appears to be linked with cash crop producing group of households in the sets of the selected village.

Further, all 'more' and 'highly' developed households in mass media appear to be positively associated with cash crop producing group of households in the selected village.

Still further, not all cash crop producing group of households appear to be modern in media, but almost all the 'modern' households in media appear to be from the cash crop producing group of households from the selected village.

Thus, modernization of households in mass communication appears to be positively associated with cash crop producing group of households in the selected village.

2.5) Mass Communication and Irrigation:

It is seen from the Table No.36 that out of the 50 sample households from the selected village, 28 per cent were perennially irrigated, almost 72 per cent were seasonally irrigated.

In the 28 per cent perennially irrigated group of households from the selected village, zero per cent was static, a little more than 4 per cent were low transitional, 12 per cent were high transitional, and the remaining 12 per cent were found to be modern in media development.

In the 72 per cent seasonally or rainfall irrigated group of households from the selected village, 32 per cent were low transitional, 30 per cent were high transitional, and the remaining 10 per cent were modern.

Modernization of households in mass communication appears to be relatively more associated with irrigated households, either perennial or seasonal, than the rainfall dependent ones, from the selected village.

2.6) Mass Communication and Education:

It is evident from the Table No.37 that out of the

50 sample households from the selected village, almost 2 per cent were totally uneducated, a little less than 36 per cent were less educated, 58 per cent were more educated, and the remaining 4 per cent were highly educated.

In the 2 per cent totally uneducated households from the selected village, all were found to be low transitional.

In the 36 per cent less educated households from the selected village, 20 per cent were low transitional, and the remaining 16 per cent were high transitional in media.

In the 58 per cent more educated households from the selected village, 14 per cent were low transitional, 26 per cent were high transitional, and the remaining 18 per cent were found to be modern.

4 per cent highly educated households from the selected village, all were found to be modern.

All totally uneducated households from the selected village appear to be totally undeveloped in media, but all totally undeveloped households in media from the selected village does not appear to be totally uneducated; i.e., quite a big percentage of totally undeveloped households in mass media from the selected village appears to be educated either 'less' or 'more'.

Further, all less developed households in media from the selected village does not appear to be less educated,

instead quite a large percentage of them from the selected village appear to be more educated.

Thus, modernization of household in mass communication appears to be relatively more associated with education in the selected village.

2.7) Mass Communication and Agricultural Development:

It will be seen from Table No.38 that out of the 50 sample households from the selected village, Bahirewadi, in the Panhala taluka of the Kolhapur district, zero per cent were totally undeveloped in agriculture, 14 per cent were less developed, 32 per cent were more developed, and the remaining 54 per cent were found to be modern in agriculture.

In the selected village, not a single household was found to be static.

In the 14 per cent less developed households in agriculture from the selected village, none was static, 6 per cent were low transitional, 6 per cent were high transitional, and the remaining 2 per cent were found to be modern in media development.

In the 32 per cent more developed households in agriculture from the selected village, 16 per cent were low transitional, 14 per cent were high transitional, and 2 per cent were modern in media.

In the 54 per cent highly developed households in agriculture from the selected village, zero per cent were static,

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static, 14 per cent were low transitional, 22 per cent were high transitional, and 18 per cent were found to be modern in media.

Some of the totally undeveloped households in media, from the selected village, appear to be highly developed in agriculture.

Further, quite a big percentage of the less developed households in media, from the selected village, appear to be highly developed in agriculture.

And almost all the highly developed households in media, from the selected village also appears to be highly developed in agriculture.

Thus, modernization of households in mass communication appears to be relatively more associated with agricultural development in the selected village.

Conclusion:

Mass media development appears to be relatively more wide spread and diffused in the selected village.

Further, modernization households in mass communication appears to be relatively more associated with upper caste-group, larger landholdings, middle and higher income-groups, cash crop producing group of households, irrigation, either perennial or seasonal, education and agricultural development.

REFERENCES

- 1) Wilbur Schramm, " Communication Development and the Development Process ", in Lucien W.Pye,ed., Communication and Political Development, p.38.
- 2) Everett Rogers and Lynne Svenning, Modernization among peasants: The Impact of Communication, p.97.
- 3) Deniel Lerner, The Passing of Traditional Society: Modernizing the Middle East,1958.