

References

- 1) Agee Warren: **Introduction to Mass Communication**, Oxford and IBH Publishing Co., New Delhi, 1982.
- 2) Agee, Ault, Emery: **Introduction to Mass Communication**, Harper And Row Publishers, New York, 1979.
- 3) Ayaz Mohammad: *Agricultural Communication in Pakistan*, Media Asia, Vol.17, No.4, Singapore, 1990.
- 4) Bajaj S.S. and Thorat S.S.: *Flow of Agricultural Information*, Communicator, July-October, 1978.
- 5) Bansil P.C.: **Agricultural Problems of India**, Vikas Publishing house, New Delhi, 1977.
- 6) Chatterjee R.K.: **Mass Communication**, National Book Trust, New Delhi, 1973
- 7) Civikely. Jean M.: **"Message" A Reader in Human communication**, Random House, New York, page.No.241 to243, 1974.Communicator, January-March, 1995.
- 8) Desai A. R.: **Rural Sociology in India**, Popular Prakashan, Bombay, 1978.
- 9) Ambekar J.B.: **Communication and Rural Development**, New Delhi, Mittal Publication, 1992.

- 10) Khan A.W.: *Better information through Radio for small farmer*, Communicator, July-1979.
- 11) Kumar Kevel J.: **Mass Communication in India**, Jaico Publishing House, Bombay, 1981.
- 12) Kuppuswamy B.: **Social Change in India**, Vani Educational Books, New Delhi, 1984.
- 13) Manoria C.B.: **Social Problem and Social Disorganization in India**, Second edition, page.No.895, 1981.
- 14) Mc Garry K.J.: **Mass Communication**, Oxford English Dictionary, New Delhi, 1973.
- 15) McQuail Denis and Windahlsven: **Communication Model for the Study of Mass Communication**, London, 1981.
- 16) McQuail Denis: **Mass Communication Theory: an Introduction**, Sage Publication, London, 1983.
- 17) Mehta S.R.: *Sociological Bulletin*, P.23, Vol.36.No.1, March 1987.
- 18) Natraju M.S. and Perumal G.: *Effectiveness of Farm Magazines*, Communicator, January-March, 1995
- 19) Ojha S.N., Dhakar S.D. and Bareth L.S.: *Traditional Media and Farm Know-how*, Communicator, April-1999.

- 20) Paul Hartmann: **The Mass Media and Village Life**, An Indian Study, Sage Publication, New Delhi, 1989.
- 21) Sharma Suresh Chandra: **Media Communication and Development**, Rawat Publication, Jaipur, 1987.
- 22) Shenoi P.V.: **Agricultural Development in India**, Vikas Publishing House Pvt. Ltd., New Delhi, 1975.
- 23) Sills David L.: **International Encyclopedia of the Social Science**, Vol.314, Free Press, New York, 1968.
- 24) Theodorson George and Achilles: **A Modern Dictionary of Sociology**, Barnes and Nobel Books, Canada, 1979.
- 25) Vilanilam I.V.: **Growth and Development of Mass Communication in India**, National Book trust, India 2003.
- 26) Wilkinson T.S. and Bhandarkar P.L.: **Methodology and Techniques of Research**, Himalaya Publishing House, Bombay, 1979.
- 27) Yadav J.S.: **Mass media & social change in India**, Vol. - 16, no.2&3, Page no 119, 1968.
- 29) Yadav K.P.: **Encyclopedia of Mass communication**, 1st edition, 1998.

DEPARTMENT OF SOCIOLOGY

Shivaji University, Kolhapur.

M.Phil Sociology 2009

Interview schedule

Role of Mass Media in Changing Life of Peasants: A Study of Madyal Village in Gadhinglaj Taluka.

Researcher: Shri. Vijay Kallapa Gheji M.A. Sociology

Guide Dr.J.B.Ambekar M.A., Ph.D.

Part - 1

Primary Information of Farmers

1. Name of Respondent:
2. Address:
3. Mother Tongue :
4. Age :
5. Sex :
6. Caste:
7. Religion:
8. Marital Status:
 - a. Married
 - b. Unmarried
 - c. Widow
 - d. Divorced
9. Educational Qualification
 - 3) Uneducated
 - 4) Educated
 1. Primary
 2. Secondary
 3. Graduate
 4. Post Graduate

10. Family Information:

Sr. No	Age	Female/Male	Educational Qualification	Marital status	Occupation

11. Types of Family

- a. Joint b. nuclear c. other

12. Type of House

- a. Tiled
b. Rented House
c. Bungalow
d. Flat

13. Occupation of head of the family

- a. Agriculture b. Service
c. Trading

14. Monthly Income:

- a. Rs. 2000 to 3000
b. Rs. 3500 to 5000
c. Rs. 5001 to 8000
d. Rs. 8001 to above

15. Household goods

- a. Radio b. TV c. Newspaper
d. Gas d. Mixer e. Freeze
f. Telephone

Part - 2

Response of Peasants of various socio - economic status about Mass Media

A. Newspaper

1. Do you read newspapers? Yes/ No.
2. Which newspaper do you read? 1) Pudhari 2) Tarun Bharat 3) Sakal 4) Lokmat 5) Agro-one
3. Did you read/watch the magazines, articles and posters? Explain.
4. How is newspaper useful in your life?
 - a. Addition in knowledge
 - b. Information of market, trade and advertisement
 - c. Leisure and Recreation
 - d. Information on Agriculture
5. Which news do you like most?
 - a. Political , educational, games entertainment
 - b. Agriculture, industries, trade
6. Do you read the magazines? Yes/ no which?
7. From which magazines do you get more information? Explain?
8. Which information do you get for development of agriculture from the magazines? 1) New Seeds 2) Pesticides 3) New tools 4) New Technology 5) Other
9. Which newspaper do you read for agriculture? 1) Pudhari 2) Tarun Bharat 3) Sakal 4) Lokmat 5) Agro-one

10. Are the newspapers useful for the development agriculture? If yes explain. 1) For increase of production
2) By using new technology.
11. What do you feel about the existence of newspaper in future?
 - a. Its importance will increase.
 - b. It's importance will decrease

B. Radio

1. Do you have radio at home?
Yes/no
2. Since many years do you listen to the radio.
 - a. 1yr b. 2 yrs. C. 3 yrs. D. More than 4 yrs.
3. How many times do you listen to the radio, in a day?
 - a. Fixed programmes b. full day
 - c. Any time
4. Which programmes do you hear on radio?
 - a. About agriculture b. News
 - c. Songs
5. How many times do you hear the programmes about agriculture?
 - A. At noon b. for some hours
 - C. In the morning d. Fixed Programmes
6. Which programmes do you hear?
 - A) Songs b) News c) Advertisement
7. Do you hear 'apli mati, apli manas' Programme?
8. Did you make use of the radio for development of agriculture? If Yes How?

9. Are there any changes in the traditional agriculture because of radio?
10. How far changes have taken place through the programs on radio?
11. You use the modern tools for agriculture? Did you get the inspiration to use new tools by radio?
If yes, which programs?
12. Are there any uses of the advertisements on radio? If yes? How
 - a. News seeds
 - b. chemical fertilizer
 - c. tools
- 13 Did you use the government programmes for agriculture development? Which broadcast on radio?
- 14 Did you use the knowledge of radio in your life?
 - a. by using new technology, tools, tractor
 - b. by using new seeds, tools, medicines?

C) Television

1. Do you watch television?
Yes/ no
2. Do you have TV set at home? Yes/no
If yes, -
 - a. When did you purchase it?
 - b. Where were you watching it before purchasing it?
3. Which types of TV set you have?
Colors/ black- white?
4. How many hours you used to give daily for entertainment?
 - a. 1 hr.
 - b. 2 hrs.
 - c. More than 3 hrs.

5. How many hours do you watch TV now a day?
a) One hour b) Afternoon c) Evening / at night
6. Why do you watch TV?
a. For prestige b. Interest c. Medium for free time
7. Which agricultural programs do you see? Explain is there change traditional agriculture through TV?
8. Did you make use of new technology?
9. How you taken the advantages of new technology?
Yes/No
If yes, explain.
10. Do you get the information of chemical fertilizers and tools? Yes/ no.
11. Do you watch the programmes ' Annadata ' on E TV Marathi? If yes, is there any effect on your production? Yes/ no If yes, explain its effects.
12. Which programs do you watch except agriculture?
13. What are the roles of TV on your daily changing life?
14. How much is it useful to you and your family?
15. Do you get the knowledge about health on Doordarshan? A. Yes b. No
16. If yes, when have you used it? Do you see and hear the songs of cinema? Yes/ No
Do you see the serials on TV?
17. How much is Doordarshan effective for the change in your viewpoint.
18. Which changes have taken place in your daily routine? And why?
19. Do you watch the advertisements and do?
a. Yes b. No.

20. Are advertisements useful in agriculture? Give examples.
21. How much are they useful for the increase in development of agriculture in daily life.
22. How do you make use of it in your daily life?
23. What do you think about the programmes on TV?
 - a. Realistic
 - b. unrealistic
 - c. Not useful
 - d. baring

Part - 3

1. Which medium is useful for your family?
2. Why do you think that the Mass- Media perform the roles according to the farmers?
3. Is another business there without agriculture? If yes, which
 - a. Dairy - farming
 - b. poultry - farming
4. Which medium of information was before the use of Mass- media?
 - a. Yes
 - b. no

Site Map
of
ASHTRA





