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Impact of Television on Rural Community

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ABSTRACT

Television has thrown the seeds of transition into the society. It moulds various effective aspects very largely and influentially. Television has assisted in the exploration of our mind and manipulation of our imaginary thinking. Television is intricately attached with our daily lives, which becomes successful in yielding much speculation on the seen objects in our mind. The effect of TV can be classified into two categories. One category comprises the influence of TV in urban areas and another category enrolls the influence of TV in Rural areas. Both have distinctions due to existence of various factors. The present paper aims to observe the impact of television on rural community in general.

Key Words: Rural, Urban, Community, Television, Revolution

Introduction

Rural development seeks to build the capacity of its population to control its natural resource-rich surrounding environment, and the predominant entity identified as the key issue for rural development is information. Information is any message or news, viewed or read or told verbally that contributes to knowledge, awareness or understanding of certain subjects or events, issues that prepare one for life uncertainty (Ifukor, 2013). As we all know, the creation of an information society or a knowledge-based society is currently gaining momentum among all a nation's development operations. The emergence of a knowledge and information society is a major intervention with the potential to ensure that both are very important for meaningful development. The significance of this revolution is supported by Balit (1996), who pointed out that knowledge is the least costly input for rural development.

Television has been regarded as an important medium for the dissemination of information and a teaching tool. Although many gadgets for getting information have been deepened by technological development, television can still play an effective role in disseminating information to rural people. This is



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because it has acquired the capacity to attract the attention of too many viewers, regardless of their literacy or illiteracy, including sound and sight (Nazari, 2001). The most important medium for communicating with the rural population of developing countries is television. Television has the potential to disseminate information on development and supplement the effort to extend (Rao, 1992).

Review of Related Literature

With development schemes, training, resource planning, national and regional capacity building, experience sharing and mass awareness initiatives, television has the greater potential to easily reach grassroots individuals. Therefore, our government and non-governmental organisations should consider intensive planning for the development and execution of TV programmes. However, limited practical initiative and research has been undertaken to concern the authorities with the development of content for rural people on TV programmes. Therefore, little literature has been found that reflects the limitations of TV programmes and what could be done to develop effective rural development TV programmes in our country. The concept of this study, however, was developed by examining related research carried out in other countries. Television was mentioned by Ifukor (2013) as one of the channels used to disseminate information among rural people. He therefore suggested using indigenous languages for TV news to enable them to better understand the message. Mtega (2012) studied the different information needs of rural people and the sources of access to information for individuals. His findings show that rural people access information mainly through radio, television, newspapers, etc., and the choice of sources of information depends mainly on the level of education, income, gender, age, occupation, etc. of rural communities. The author suggested that information for rural communities needs to be evaluated on a regular basis and repackaged in an appropriate form to meet the specific requirements of rural people. The author also suggested that there should be sufficient rural-related programming for radio and television and that it



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should be broadcast at appropriate times.

Nosheen et al (2010) analysed information sources specific to gender for home and farm practises. The study's outcome showed that the most frequently used source of information for female television was where males were mostly dependent on personal contacts to meet their need for information.

Television and Rural Community

National telecasts were introduced in India in 1982. In the same year, the Indian market introduced colour television. The eighties were the Doordarshan era, with shows such as Hum Log, Buniyaadad. The Mahabharata glued millions to Doordarshan, mostly mythological dramas like the Ramayana (1987). Satellite broadcasts have begun on foreign channels such as CNN, Star TV, and private domestic channels such as Zee TV and Sun TV. Beginning in 1962 with 41 sets and, by 1955, one channel. More than 70 million homes were covered by TV in India, giving a viewing population of more than 400 million people through more than 100 channels. In India, there are at least five basic types of TV, broadcast on over-the-air, free-air, free-air, direct-to-home, cable and IPTV. Different educational components are obtained in DD National from contributions from various sources such as universities, such as IGNOU, UGC, CIET, SIET. In addition to this, the Adult Education Program, Tera quiz and Bhoomi programmes are broadcast on a regular basis on issues related to women, tribal women and other public service programmes. The impact of television in the rural community is an essential condition for a healthy transition in the fields of education, health, culture, sports, employment, etc. Television is the visionary electronic media whose influence cannot be denied in order to rapidly develop villages. Television has always encouraged people to improve their way of life, to take precautions against epidemic diseases, to bring people together against existing injustice and deeply rooted corruption. Apart from these, the intense manipulation of TV'S in the Rural context makes some social reform effective and possible.



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Many developing countries around the world, such as India, suffer from various pernicious diseases such as HIV/AIDS, TB, cancer, etc. TV is used here as the pioneering media to raise awareness among our nation's people, primarily village people. Television successfully and audaciously broadcasts different programmes that provide information on the aforementioned diseases, their initial stages, symptoms and treatment. One of the most inspiring aspects of TV is that it reduces discrimination and hatred of the patients diagnosed. It conveys the message through various programmes to embrace cancer patients, HIV patients, TB patients, as they greatly need our love to live a shared life. Only television and other print media work extensively to change the mindset of individuals towards these patients. Their initiative and important actions are seen as the tool of social reformation. They reshape our culture for a novel experience in a nutshell, i.e. To mankind.

In the Rural context, TV's always received unprecedented response from a large community of people. It is the model of the common life. Their entertainment, epitome of knowledge, sentiments for the nation, duties for the nations, political obligations etc are dependent on television and the programmes that telecast.

Villagers, in reality, prefer to dwell in a society that seems to be more flexible and simpler. They maintain communication, share thoughts, debate and gossip with their neighbours and other villages. It has been found that by speaking, gossiping under the trees of villages, in front of local stalls, in front of the veranda of the village head, they most like to spend their leisure time. A spell of topics emerges automatically from the TV's in their discussion where they have seen their valuable comments on the topic being provided. Even villagers raised their voices against our nation's most burning issues.

Conclusion

Agriculture is our country's backbone. In the industrial sector, technological innovations have brought a great deal of improvement, but the agricultural sector still uses traditional methods of farming. Therefore, our country's policymakers are called upon to use TV as a new developmental technology to



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enhance rural prosperity in our nation.

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