

CHAPTER V

Communication in Rural Development in West Bengal : Role  
and Working in Public Health Programmes: Results of Field  
Survey

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### Communication in Rural Development in West Bengal ; Role and Working in Public Health Programmes;Results of field Survey

#### Introduction

Development administration involves carrying out planned change in the economy (in agriculture or industry, or the capital infrastructure supporting either of these) and to a lesser extent, in the social services of the state (especially education and public health).<sup>1</sup> Countries like India that have embarked on an all-out effort of social transformation must take this into account in the process of development of their social and cultural lives along with their concern with the growth of material production. The acceptance and indiscriminate adoption of western technology and scientific knowledge in the countries of the third world without giving adequate consideration to the abilities of the social structures of those countries to temper the absorption of this impact has

led in many a countries to the erosion of the elements of indigenous cultures and values and the sapping of the vitality of social structures. As a result, it leads to growing economic inequalities and social injustice. To curb this tendency, there is an immediate need to refashion development strategies in order to ensure social justice for all.

Health constitutes one of the important components of overall economic and social development. The study jointly undertaken by the ICSSR and ICMR observed that health is a function, not merely of medical care, but of the overall development of society - cultural, economic, educational, social and political.<sup>2</sup> The International Conference on Primary Health Care, organized jointly by the WHO and UNICEF at Alma Ata in the USSR in 1978 argues that any distinction between economic and social development is untenable. Economic development is necessary to achieve most social goals and social development is necessary to achieve most economic goals. Indeed, social factors constitute the real driving force behind development. The purpose of development is to permit people to lead economically productive and socially satisfying lives".<sup>3</sup> The Declaration further recommended that "government (should) encourage and ensure full community participation through effective propagation of relevant information, increased literacy and the development of the necessary institutional arrangements through which individuals families and communities can assume responsibility for their health and well-being."<sup>4</sup>

#### A. Administration of Public Health Programmes in India

The Constitution of India specifies the allocation of responsibilities between the Union and the States in the three lists in its Seventh Schedule. Public health as an area of State responsibility is included in the State List. The health-related subjects in the Concurrent List are lunacy and mental deficiency, adulteration of food stuffs, etc., population control and family planning, medical education, the medical profession and vital statistics. Nevertheless, the Centre has taken a lead in the development of public health through the instrumentality of Central planning.

The district in India is the locus of all developmental activities, and it is at this level that the citizen experiences the presence and operation of the state government. Public health, which is commonly bracketed among the administration tasks of district administration, is technical in nature and requires considerable autonomy. Generally, the Chief Medical Officer of Health is in overall charge of medical and public health administration of the district. He is assisted in the performance of his function by a number of Deputy Chief Medical Officers. In the Darjeeling district in which the present study has been conducted, there are three Deputy Chief Medical Officers looking after administration, control of malaria and registration of birth and death, family welfare and maternity and child health respectively. With the

introduction of Multi-Purpose Rural Health Programme, further decentralization in the administration of health services at its operational level has taken place and the Block has come to be recognized as the nucleus in the operation of the new multi-purpose development programme in health. The Block Medical Officer of Health is in charge of the entire effort in the field of community health and medical care. He, is, however, assisted in this gigantic task by a number of officials holding independent responsibilities of different segments of the programme. The structure of health administration at the Block level can be clearly understood from the organizational chart 5.1.

#### B. Selection of Locale of Study

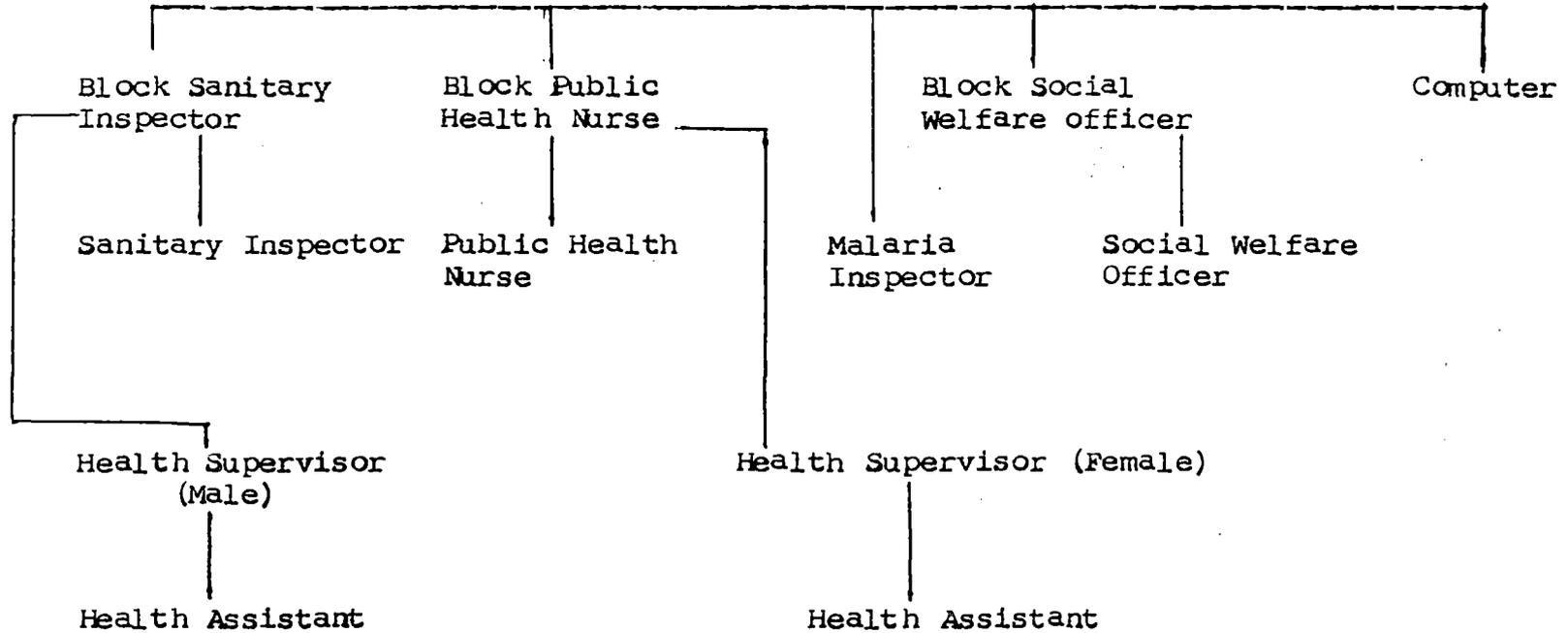
There are twelve development blocks in the District of which four are within the Siliguri Sub-Division. One of the blocks - Matigara - has been selected for study by using the lottery method of random selection. The Matigara block has been divided into two sectors - each in charge of two supervisors (one male and one female). Each sector comprises six subcentres. Each subcentre is under one Health Assistant (M) and one Health Assistant (F). As the study was intended to examine the extent of availability of mass media to the people and to assess the response of the people to what is communicated through the media, i.e., the content of

Block-level set up

Chart 5.1

Block Medical Officer of Health

[ BMO (H) ]



communication, the method of sample survey had been adopted. For this purpose, one of the villages under the Matigara Block had been selected from among the villages having Scheduled Caste and Scheduled Tribe population to the extent of fifty per cent of the total population, by using a table of random numbers. The Tomba Jot which had been selected for intensive study has had a population of 773 as per 1981 Census report. However, the population in the village has registered an increasingly rapid rate of growth. The selection of the respondents had been made by adopting the method of systematic random sampling from the voters' list which listed the names of sixteen hundred people. The sample size was kept at hundred.

### C. Demographic characteristics

Tomba Jot, the village under survey, is located at a distance of four kilometres from Siliguri sub-divisional township and one kilometre from Matigara which is a central place surrounded by a cluster of villages. There is a market and a weekly hat takes place at Matigara. A regular bus service is also available between Matigara and Siliguri and Matigara and Bagdogra, another urban conglomeration. Besides, there are other means of transportation like auto-rickshaw, etc. There is a high school, a primary health centre and a few state government offices including the office of Comprehensive Area Development Project. According to the 1981

Census Report, the village has an area of 145.34 hectares. The River Mahananda has flown over it dividing the village into two parts. Thus, during the rainy season when the river is in full spate, it is not possible for anyone to cross the river and go from one part to another. However, during winter and summer, people can cross the river by foot. The people of the village cherish the hope that a bridge will soon be constructed over the river, but it is difficult to say when it will really materialise. As a result, while road-link between one part of the village and Matigara is readily available, the other part of the village is virtually cut off. The relative backwardness of this part of the village in comparison to the other one is very apparent.

The village reflects a cosmopolitan character. A large section of the village population comprises Beharis who had settled across the bank of the river a few years back. Besides, there are Rajbansis and Bengalees, most of whom belong to low castes. The people belonging to upper castes constitute a negligible percentage of the total population. The economy of the village is in a miserably bad shape. The villagers barring a few families are in general very poor. Most of the villagers are daily labourers working either on others' agricultural land or in other sectors in nearby township. They live in small hutments in a totally unhygienic condition. The number of daily labourers in the sample is 27 while housewives form 37 per cent of the respondents.

Table 5.1

<u>Demographic Characteristics of the Respondents</u>					
Age	N	Sex	N	Religion	N
18-27 years	34	Male	52	Hindu	95
28-37 years	30	Female	48	Muslim	4
38-47 years	17			Christian	1
48-57 years	7				
58-67 years and above	12				
Total	100		100		100

<u>Demographic Characteristics of the Respondents</u>					
Caste	N	Education	N	Occupation	N
General	33	Illiterate	57	Cultivators	10
Scheduled Caste	63	Literate	8	Daily Labourers	27
Scheduled Tribe	4	Primary	9	Housewives	37
		High School	25	Servicemen	12
		High School completed	1	Businessmen	4
		College		Semi skilled	2
				Unemployed	8
Total	100		100		100

The number of persons engaged in agriculture is not also very significant, only 10 out of total respondents are cultivators.

So far as age is concerned, most of the respondents belong to age-groups of 18 years to 27 years and 28 years to

37 years. The largest number falls into the age-group of 18 years to 27 years and next comes the age-group of 28 years to 37 years. Of the total respondents, 95 are Hindus by religion. However most of them belong to Scheduled Castes. Out of hundred, 63 belong to Scheduled Castes, 4 are Scheduled Tribes and 33 persons belong to general castes. The number of illiterate persons in the sample is as high as 57 per cent, while the number of those having some high school education is 25. Only one person has completed high school education and significantly, he belongs to the age-group of 63 years and above.

The primary objective of the study being to examine the working of the process of communication among rural people in selected fields, e.g. health and agriculture, the study has been done in three parts. An enquiry has been made to assess, first, the access of the people to different media of communication and the level of their understanding; second, the knowledge of the people about the messages communicated through the media and the relative importance of different media; and third, the communication effect. For this purpose, questions had been incorporated in the interview schedule to find out the relationship between the independent variables and a set of dependent variables. A number of questions had also been inserted into the interview schedule mentioning special programmes on health, and respondents had been interviewed to know if they had

information about these programmes and the sources of information and to see the degree of acceptance and adoption of these programmes by the respondents.

The findings of the study have been presented through a number of tables.

Table 5.2

Exposure of the Respondents to Different Types of Media of Communication (Mass media and Interpersonal media)

Types of media of communication	Yes	No	N
Newspaper	23.00%	77.00%	100
Radio	67.00	33.00	100
Television	36.00	64.00	100
Poster	81.00	19.00	100
Film	34.00	66.00	100
Health worker	70.00	30.00	100

Table 5.2 shows that radio and poster serve as important sources of information to the respondents. 67% of the respondents are listening to radio, while 81 per cent of the respondents have noticed posters, particularly on the walls of Health Centre or Panchayat office. Film and Television have limited access to village people. Films on health and other informative topics carrying development messages are shown to the village people either by the mobile units of the Directorate of Field Publicity or by the publicity wings

of different Departments of State Government, including the Department of Information and Cultural Affairs. However, in most cases, it is the clubs and the voluntary organizations that make arrangement for screening such films in collaboration with either DFP or state departments. Table 5.2 shows that 34 per cent and 36 per cent of the respondents have seen films and television respectively. Television has got relatively small audience because very few of the villagers have got T.V. sets, although from the survey conducted it may be safely inferred that if there were any community Centre with a T.V. set, programmes on health and family welfare would get better publicity than what could be obtained from other media. However, health talk or discussion on specific health problems by a panel of doctors does not yield much unless these are supported by some actions on the T.V. As the rate of literacy is very low in the village, newspapers do not play any effective role in this field. Only 23 per cent of the respondents read newspaper. There are two health assistants (one male and one female) attached to the village. The health assistants, particularly the male assistant, is known to most of the villagers.

While the messages communicated through radio or T.V. are easily understood by the respondents because of the nature of presentation and its audio or audio-visual impact, this is not true in the case of poster or film

Table 5.3

Exposure to and Understanding of the Message Communicated Through Poster and Film

Media of communication	Exposure to media		N	Understanding of the message communicated		N
	Yes	No		Yes	No	
Film	34.00%	66.00%	100	19.00%	15.00%	100
Poster	81.00	19.00	100	23.00	58.00	100

Table 5.3 shows that while 34 per cent of respondents have seen films, only 19.00 per cent of them have understood the message communicated through the story of the film. In case of poster, although the percentage of respondents who have noticed posters is unexpectedly high, only 23.00 per cent of them can go through the meaning of the poster. Thus it may safely be stated that film as a medium of mass communication will yield no effective result unless the story of the film and mode of presentation is made simple and easily intelligible to the level of village people who would be able to understand what is communicated. The same logic applies in case of posters. Most of the posters are unattractive and too symbolic to be understood by the illiterate village people. In both cases, the reason is that the stories of films are selected and posters are visualized by those who sit in the higher echelons of decision-making and

and do not have even the first-hand knowledge of what a village really reflects - the bureaucrats. The officials who are working in the field are never consulted.

#### D. Communication Structures

In this chapter, therefore, an attempt has been made to examine the relationship between the socio-economic variables and attributes on the one hand and access of the respondents to different media of mass communication, and the level of their understanding, the knowledge of the respondents about specified programmes, the relative importance of different media in programme campaign and the effectiveness of programme campaign on the other in the field of health activity. For the purpose of testing hypotheses about these relationships, reliance has been made on the chi-square test. Given the small size of the sample, all the tests are considered significant at the .05 level of significance. The null hypothesis is retained in each case where  $P$  is greater than this level.

#### Religion and Communication Structures

The number of non-Hindu respondents in the village is very small. Out of 100 respondents, there are 95 Hindus,

4 Muslims and one Christian. The number of Muslim and Christian respondents is so insignificant that it will be of no help to determine the relationship between religion and the communication structures.

#### Age and Communication Structures

The explanatory hypothesis adopted here suggests that variation in age is directly related to the access to different media of communication and the level of understanding of the messages communicated through these media. The younger age-groups have greater access and ability to understand the messages communicated than the older age-groups. Obviously, the null hypothesis denies the validity of the research hypothesis. The data obtained are summarized in tables 5.4 to 5.10. It is found that except in case of radio, the null hypothesis has been rejected in all other cases.

Table 5.4 shows that there is no uniformity in the rise and fall of percentage of respondents who use radio as a medium of communication. The highest percentage (50.00) of people listening to radio 'very often' belongs to the oldest age-group (58-67 years and above). The percentage of respondents who listen to radio 'very often' is also quite high in the age-groups of 18-27 years and 28-37 years. The percentage

Table 5.4

Age and Access to Media - Radio

Age	Never	Sometimes	Very often	N
18-27 years	29.41%	23.52%	47.05%	34
28-37 years	26.66	26.66	46.66	30
38-47 years	47.05	35.29	17.64	17
48-57 years	42.85	28.57	28.57	7
58-67 years and above	33.33	16.66	50.00	12
Total	33.00	26.00	41.00	100

$$\chi^2 = 13.5214$$

$$df = 8$$

P lies between .10 and .20

of respondents who never use radio is highest in the age -group of 38-47 years. However, the percentage of people listening to radio either regularly or sometimes is pretty high (67.00) in comparison to the percentage of respondents who do not have any access to radio (33.00). The Chi-square value of the data in the table is 13.5214. P lies between .10 and .20. Hence, there is no significant association between age and listening to radio. The null hypothesis is to be retained.

Table 5.5 shows that only 11.00 per cent of the respondents have access to television 'very often' and 25.00 per

Table 5.5Age and Access to Media - Television

Age	Never	Sometimes	Very often	N
18-27 years	50.00%	29.41%	20.58%	34
28-37 years	60.00	30.00	10.00	30
38-47 years	76.47	23.52	0.00	17
48-57 years	71.42	14.28	14.28	7
58-67 years and above	91.66	8.33	0.00	12
Total	64.00	25.00	11.00	100

$$\chi^2 = 50.71459$$

$$df = 8$$

P is less than .01

cent of the respondents have it 'sometimes'. For the rest of the respondents, television does not have any role as a medium of communication. The age-wise break-up shows that the highest percentage of the respondents (20.58) who see television 'very often' is in the 18-27 age group while 30.00 per cent of 28-37 age group and 29.41 per cent of 18-27 age group see television 'to some extent'. The chi-square value is 50.71459 and P is less than .01. Hence it can be inferred that there is significant association between age and television as a medium of communication and the null hypothesis is rejected.

Table 5.6  
Age and Access to Media - Poster

Age	No	Yes	N
18-27 years	14.70%	85.29%	34
28-37 years	20.00	80.00	30
38-47 years	17.64	82.35	17
48-57 years	14.28	85.71	7
58-67 years and above	33.33	66.66	12
Total	19.00	81.00	100

$$\chi^2 = 40.02141$$

$$df = 4$$

P is less than .01

The data contained in Table 5.6 reveal that poster as a medium of communication is very significant for almost all age groups. The highest percentage (85.71) of respondents who have noticed posters at different places belong to age-group of 48-57 years followed by 85.29 per cent in the age group of 18-27 years and the lowest (66.66) is among the respondents belonging to the age-group of 58-67 years and above. The chi-square value of the data in the table is 40.02141 and P is less than .01. Therefore, age as a variable has got significant association with this medium of communication and the null hypothesis is rejected. However,

although the percentage of respondents exposed to this medium is obviously quite high, the percentage of people who can understand the meaning of the posters is surprisingly low.

Table 5.7

Age and Understanding of the Message Communicated  
through Media - Poster

Age	No	Yes	Inapplicable	N
18-27 years	50.00%	35.29%	14.70%	34
28-37 years	60.00	20.00	20.00	30
38-47 years	76.47	5.88	17.64	17
48-57 years	57.14	28.57	14.28	7
58-67 years and above	41.66	25.00	33.33	12
Total	58.00	23.00	19.00	100

$$\chi^2 = 23.0674$$

$$df = 8$$

P is less than .01

Table 5.7 shows that while 81.00 per cent of the respondents have noticed posters, only 23.00 per cent have understood the meaning of the message communicated through this medium. The age-wise break up shows that the highest percentage (35.29) of respondents who can follow the meanings of the posters belongs to the youngest age group while the lowest

(5.88) is found in the age-group of 38-47 years. The chi-square value of the data in the table is 23.0674.  $P$  is less than .01 and the null hypothesis is rejected.

Table 5.8

Age and Access to Media - Film

Age	No	Once	Twice	More than twice	N
18-27 years	64.70%	11.76%	8.82%	14.70%	34
28-37 years	60.00	16.66	13.33	10.00	30
38-47 years	70.58	5.88	17.64	5.88	17
48-57 years	71.42	28.57	0.00	0.00	7
58-67 years and above	75.00	16.66	8.33	0.00	12
Total	66.00	14.00	11.00	9.00	100

$$\chi^2 = 70.9462$$

$$df = 12$$

$P$  is less than .01

Table 5.8 reveals that only 34 per cent of the respondents have seen informative films either once or twice or more than twice. The highest percentage (40.00) of people belong to the age-group of 28-37 years and the lowest (25.00) is found in the age-group of 58-67 years and above followed by 28.58 per cent in the age-group of 48-57 years. The percentage of respondents who have never seen such film is quite high in almost all age-groups. The chi-square value is 70.9462 and  $P$  is less than .01. Hence age is significantly associated with film as a medium of communication. More-

over the percentage of respondents who have understood the theme of the film registers a further low trend.

Table 5.9  
Age and Understanding of the Message Communicated  
through Media - Film

Age	No	Yes	Inapplicable	N
18-27 years	8.82%	26.47%	64.70%	34
28-37 years	20.00	20.00	60.00	30
38-47 years	17.64	11.76	70.58	17
48-57 years	14.28	14.28	71.42	7
58-67 years and above	16.66	8.33	75.00	12
Total	15.00	19.00	66.00	100

$$\chi^2 = 62.45375$$

$$df = 8$$

P is less than .01

Table 5.9 shows that while 34.00 per cent of the respondents have seen film, only 19.00 per cent of them have understood the content of the film. The age-wise break-up shows that the highest percentage is found in the age-group of 18-27 years followed by the age-group of 28-37 years. The chi-square value of the data is 62.45375 and P is less than .01. The null hypothesis is rejected.

Table 5.10Age and Access to Media - Newspaper

Age	Never	Sometimes	Very often	N
18-27 years	67.64%	14.70%	17.64%	34
28-37 years	70.00	16.66	13.33	30
38-47 years	100.00	0.00	0.00	17
48-57 years	71.42	14.28	14.28	7
58-67 years and above	91.66	8.33	0.00	12
Total	77.00	11.00	12.00	100

$$\chi^2 = 86.93915$$

$$df = 8$$

P is less than .01

Table 5.10 shows that newspaper as a medium of communication plays a very insignificant role in the village. The percentage of people who do not read newspaper is very high (77.00). The highest percentage of respondents who read newspaper 'very often' belongs to the age-group of 18-27 years. Newspapers do not play any role for the age-group of 38-47 years. There is no uniform pattern in the rise and fall of percentage of respondents who read newspaper either 'sometimes' or 'very often'. However, the chi-square value of the data in the table is 86.93915 and P is less than .01. Hence the null hypothesis is rejected.

### Sex and Communication Structures

Sex is an important factor so far as access of the people to different media of communication is concerned. The research hypothesis states that the males are more exposed to different media and have greater ability to understand the messages communicated through media than the females. The data are presented in tables 5.11 to 5.17. It is found that except in cases of access to radio and poster, the null hypothesis is discarded in all other cases.

Table 5.11

#### Sex and Access to Media - Radio

Sex	Never	Sometimes	Very often	N
Male	23.07%	23.07%	53.84%	52
Female	43.75	29.16	27.08	48
Total	33.00	26.00	41.00	100

$$\chi^2 = .3995947$$

$$df = 2$$

P lies between .80 and .90

Table 5.11 shows that while 53.84 per cent of the male respondents are listening to radio 'very often', the corresponding percentage in the case of female respondents is only 27.08 - almost half of the male respondents. Nevertheless 23.07 per cent of the males and 29.16 per cent of the females

answer that they listen to radio 'sometimes'. This shows that males have greater access to radio as a medium of communication than the females. However, the chi-square value of the data in the table is .3995947 and  $P$  lies between .80 and .90. Hence, the null hypothesis is to be retained.

Table 5.12

Sex and Access to Media - Television

Sex	Never	Sometimes	Very often	N
Male	61.53%	28.84%	9.61%	52
Female	66.66	20.83	12.5	48
Total	64.00	25.00	11.00	100

$$\chi^2 = 26.58735$$

$$df = 2$$

$P$  is less than .01

Table 5.12 shows that the percentage of the female respondents who did not see television is higher than the percentage of their male counterparts. The total percentage of male respondents who see television either 'sometimes' or 'very often' is also higher than the female respondents. However, while 12.5 per cent of the females see television 'very often' the corresponding percentage in case of male respondents is 9.61. The chi-square value is 26.58735 and  $P$  is less than .01. This shows that sex as an attribute has

got significant relationship with access to this particular medium of communication.

Table 5.13

Sex and Access to Media - Poster

Sex	No.	Yes	N
Male	13.46%	86.53%	52
Female	25.00	75.00	48
Total	19.00	81.00	100

$$x^2 = 2.159245$$

$$df = 1$$

P lies between .10 and .20

The data presented in Table 5.13 again indicate that male respondents are more exposed to different types of posters than their female counterparts. This is obvious because of the difference in the nature of jobs of men and women. Women for most of the time remain confined to their homes. While 86.53 per cent of the male respondents answered in the affirmative, the corresponding percentage in case of females is only 75.00. However, the chi-square value is 2.159245 and P lies between .10 and .20. Hence the null hypothesis is retained. Moreover, although the percentage of male respondents who have noticed posters is remarkably high, the percentage of those who can understand the meanings

of posters is very low. Table 5.14 shows that only 28.54 per cent of the male respondents can understand the meaning of the message communicated through posters while the percentage

Table 5.14

Sex and Understanding of the Message Communicated  
through Media - Poster

Sex	No	Yes	Inapplicable	N
Male	57.69%	28.84%	13.46%	52
Female	58.33	16.66	25.00	48
Total	58.00	23.00	19.00	100

of male respondents who do not understand is as high as 57.69. In case of female respondents the corresponding percentages are 16.66 and 58.33 respectively. The chi-square value of the data in this table is 17.57576 and  $P$  is less than .01. Hence it can be safely stated that sex as an attribute is significantly associated with the level of understanding of messages communicated through this medium.

The data presented in table 5.15 establish that the percentage of female respondents who have never seen informative films is as high as 81.25, compared to the male respondents who register a lower percentage (51.92). However, table 5.16 shows that although 48.06 per cent of the male respondents answer that they have seen films either once or

Table 5.15Sex and Access to Media - Film

	No	Once	Twice	More than twice	N
Male	51.92%	15.38%	17.3%	15.38%	52
Female	81.25	12.5	4.16	2.08	48
Total	66.00	14.00	11.00	9.00	100

$$\chi^2 = 8.111861$$

$$df = 3$$

P is less than .05

twice or more than twice, only 32.69 per cent of them can understand the theme of the film. In case of the female respondents, the percentage of respondents who can follow

Table 5.16Sex and Understanding of the Message Communicated through Media - Film

Sex	No	Yes	Inapplicable	N
Male	15.38%	32.69%	51.92%	52
Female	14.58	4.16	81.25	48
Total	15.00	19.00	66.00	100

$$\chi^2 = 44.65353$$

$$df = 2$$

P is less than .01

the meaning underlining the films is extremely low. (4.16) This is quite natural because of mass illiteracy widespread among the women folk. The chi-square values of the data in two tables are 8.111861 and 44.65353 and P is less is than .05 and .01 respectively. Hence the null hypotheses are rejected.

Table 5.17

Sex and Access to Media - Newspaper

Sex	Never	Sometimes	Very often	N
Male	59.61%	19.24%	21.15%	52
Female	95.83	2.08	2.08	48
Total	77.00	11.00	12.00	100

$$X^2 = 30.89283$$

$$df = 2$$

P is less than .01

Table 5.17 indicates that printed media play a very insignificant role among the rural masses, particularly in case of women. The data presented in table 5.17 show that only 4.16 per cent of the female respondents read newspaper. The corresponding percentage in case of male respondents is, however, a little promising. 19.24 per cent of the male respondents read newspaper 'sometimes' and 21.15 per cent of them is in the habit of reading newspaper 'very often'. However, almost sixty per cent (59.61) of the male respondents do not have any access to printed media. Here again

the chi-square value of the data in this table is 30.89283 and  $P$  is less than .01. So it can be stated that sex is significantly correlated with access to this particular medium of communication.

### Education and Communication Structures

The explanatory hypothesis adopted here states that the higher the level of education, the greater is the access to different media of communication and the ability to comprehend the messages communicated through these media. Nevertheless, the village is engulfed with widespread illiteracy and to the villagers education is almost a far cry without even a primary school in the village. The children have to walk a long distance at the outskirts of the village where there is a primary school run by the government. The data are presented in tables 5.18 to 5.24. It shows that there is a positive correlation between the level of education and exposure to different media of communication and understanding of the messages communicated through these media.

The data presented in table 5.18 reveal that only 26.31 per cent of the illiterates listen to radio 'very often'. The percentage shows a steady rise with the rise in the level of education. Of the respondents with primary level of education 66.66 per cent have access to radio as a medium of communication. The percentage registers a slow fall

Table 5.18Education and Access to Media - Radio

Education	Never	Sometimes	Very often	N
Illiterate	42.1%	31.57%	26.31%	57
Literate	50.00	12.5	37.5	08
Primary	11.11	22.22	66.66	09
High School	16.00	20.00	64.00	25
High School completed	0.00	0.00	100.00	1
Total	33.00	26.00	41.00	100

$$\chi^2 = 48.28895$$

$$df = 8$$

P is less than .01

(64.00) in case of respondents having some high school education. The chi-square value of the data is 48.28895 and P is less than .01. Therefore it is established that there is significant association between the level of education and access to radio as a medium of communication.

Table 5.19 shows that the level of education has got some relationship with the use of television as a medium of communication. The highest percentage (32.00) of respondents who see television 'very often' falls in the category of those who have some high school education. 66.66 per cent of

Table 5.19Education and Access to Media - Television

Education	Never	Sometimes	Very often	N
Illiterate	73.68%	22.81%	3.5%	57
Literate	87.5	0.00	12.5	8
Primary	33.33	66.66	0.00	9
High School	48.00	20.00	32.00	25
High School Completed	0.00	100.00	0.00	1
Total	64.00	25.00	11.00	100

$$x^2 = 72.236$$

$$df = 8$$

P is less than .01

the respondents who have primary level of education see television 'sometimes' while 12.5 per cent of the 'just literate' respondents see television 'very often'. The chi-square value is 72.236 and P is less than .01. Therefore there is again significant association between the level of education and viewing of television as a medium of communication.

It may be inferred from the data presented in table 5.20 that there is a significant association between the level of education and the exposure to different types of posters.

Table 5.20Education and Access to Media - Poster

Education	No	Yes	N
Illiterate	24.56%	75.43%	57
Literate	12.5	87.5	8
Primary	22.22	77.77	9
High School	8.00	92.00	25
High School Completed	0.00	100	1
Total	19.00	81.00	100

$$\chi^2 = 37.79484$$

$$df = 4$$

P is less than .01

The lowest percentage (75.43) is found among the illiterate respondents and it registers a constantly rising trend with the rise in the level of education. However, there is a fall in the percentage (77.77) in case of respondents with primary level of education and it again raised to 92.00 in case of respondents with some high school education. The chi-square value of the data contained in this table is 37.79484 and P is less than .01. Hence the null hypothesis is rejected.

Table 5.21 reveals that while the percentage of respondents who have noticed posters at different places is significantly high, the percentage of people who have understood

Table 5.21Education and Understanding of the Message Communicated through Media - Poster

Education	No	Yes	Inapplicable	N
Illiterate	64.91%	10.52%	24.56%	57
Literate	50.00	37.5	12.5	8
Primary	66.66	11.11	22.22	9
High School	44.00	48.00	8.00	25
High School Completed	0.00	100.00	0.00	1
Total	58.00	23.00	19.00	100

$$\chi^2 = 50.38396$$

$$df = 8$$

P is less than .01

the theme of posters is very low. Among the illiterates, out of 75.43 per cent of respondents who have noticed posters, only 10.52 per cent are in a position of understanding the meaning communicated through this particular medium. Among those who have some high school education, the figure is to some extent appreciable, as out of 92.00 per cent of respondents falling in this group, 48 per cent of respondents can follow the theme of the posters. This establishes a positive correlation between the level of education and the ability to understand the meaning of the message communicated through media like posters. The chi-square value is 50.38396 and the null hypothesis is discarded.

Table 5.22Education and Access to Media - Film

Education	No	Once	Twice	More than twice	N
Illiterate	75.43%	14.03%	8.77%	1.75%	57
Literate	75.00	12.5	0.00	12.5	8
Primary	44.44	11.11	0.00	44.44	9
High School	48.00	16.00	24.00	12.00	25
High School Completed	100.00	0.00	0.00	0.00	1
Total	66.00	14.00	11.00	9.00	100

$$\chi^2 = 64.33118$$

$$df = 12$$

P is less than .01

The data presented in table 5.22 reveal that among the illiterates the percentage of respondents who have never seen informative films is as high as 75.43. However, there is no uniform trend in the rise and fall of percentage with the rise in the level of education. Among the people having primary level of education, the percentage of respondents who have seen such films is 55.55. The percentage (52.00) falls slightly in case of respondents having some high school education. The chi-square value of the data presented in the table is 64.33118. Here, again, the null hypothesis is rejected.

Table 5.23

Education and Understanding of the Message Communicated  
through Media - Film

Education	No	Yes	Inapplicable	N
Illiterate	21.05%	3.5%	75.43%	57
Literate	0.00	25.00	75.00	8
Primary	11.11	44.44	44.44	9
High School	8.00	44.00	48.00	25
High School Completed	0.00	0.00	100.00	1
Total	15.00	19.00	66.00	100

$$\chi^2 = 73.0533$$

$$df = 8$$

P is less than .01

However, in case of understanding of the theme of such films as revealed by data presented in Table 5.23, the percentage of respondents rises with an increase in the level of education. So the figure is 3.5 per cent among the 'illiterates'. It rises to 25.00 per cent among the 'literate' and 44.44 per cent in case of respondents with primary level of education. Among the respondents having some high school education the percentage is 44.00 per cent. This reveals that the understanding of the message communicated through films is significantly associated with the level of education. The chi-square value is 73.0533. With 8 degrees of freedom

P is less than .01 and the null hypothesis is discarded.

Table 5.24

Education and Access to Media - Newspaper

Education	Never	Sometimes	Very often	N
Illiterate	100.00%	0.00%	0.00%	57
Literate	75.00	25.00	0.00	8
Primary	77.77	11.11	11.11	9
High School	28.00	32.00	40.00	25
High School Completed	0.00	0.00	100.00	1
Total	77.00	11.00	12.00	100

$$\chi^2 = 77.8777$$

$$df = 8$$

P is less than .01

Table 5.24 shows that the percentage of respondents having access to printed media increases with the rise in the level of education. Among the illiterates, newspaper does not play any role as a medium of communication since the respondents within this group do not even listen to newspapers read by others. 25.00 per cent of the just literate read newspaper 'sometimes' and 11.11 per cent of the respondents having primary level of education get news from newspapers 'very often'. The percentage is remarkably high among the respondents with some high school education where 40.00 per

cent of the respondents read newspaper 'very often' and 32.00 per cent of them 'sometimes'. The chi-square value of the data is 77.8777 and  $P$  is less than .01. Therefore education as a variable is significantly related to this medium of communication and the null hypothesis is rejected.

### Occupation and Communication Structures

The research hypothesis adopted here suggests that occupation as a social variable is directly related to different communication structures. People who are in service in either government or private establishments are more exposed to different media and have greater ability of comprehension than people in other occupational groups. The data are presented in tables 5.25 to 5.31.

Table 5.25

#### Occupation and Access to Media - Radio

Occupation	Never	Sometimes	Very often	N
Cultivators	30.00%	10.00%	60.00%	10
Daily Labourers	48.14	29.62	22.22	27
Housewives	35.13	37.83	27.02	37
Servicemen	8.33	8.33	83.33	12
Businessmen	50.00	0.00	50.00	4
Semiskilled	0.00	0.00	100.00	2
Unemployed	12.5	25.00	62.5	8
Total	33.00	26.00	41.00	100

$$\chi^2 = 50.95197$$

$$df = 12$$

P is less than .01

Table 5.25 shows that 83.33 per cent of respondents who are in service listen to radio 'very often'; quite a large percentage of the 'unemployed' respondents (62.5) and cultivators (60.00) is also in the habit of receiving information through radio 'very often'. Of the housewives, 27.02 per cent answer that they listen to radio 'very often' and 37.83 per cent reply 'sometimes'. The chi-square value of the data is 50.95197. With 12 degrees of freedom. P is less than .01. Hence it can be clearly stated that occupation as a variable has got significant association with listening to radio programmes. The null hypothesis is rejected.

Table 5.26  
Occupation and Access to Media - Television

Occupation	Never	Sometimes	Very often	N
Cultivators	90.00%	10.00%	0.00%	10
Daily labourers	70.37	29.62	0.00	27
Housewives	67.56	18.91	13.51	37
Servicemen	50.00	25.00	25.00	12
Businessmen	75.00	0.00	25.00	4
Semi-Skilled	0.00	50.00	50.00	2
Unemployed	25.00	62.5	12.5	8
Total	64.00	25.00	11.00	100

$$\chi^2 = 67.10136$$

$$df = 12$$

P is less than .01

The data presented in table 5.26 reveal that the percentage of respondents not viewing television is quite high among all the occupational groups. The lowest (25.00) is among the 'unemployed'. 62.5 per cent of the respondents in the 'unemployed' group reply that they view television 'sometimes' and 12.5 per cent answer 'very often'. Among the service holders, the percentage of respondents who see television 'very often' is 25.00. However, the highest percentage (90.00) of respondents who do not see television is among the cultivators. The chi-square value of the data contained in this table is 67.10136 and P is less than .01. This states that there is a significant relationship between occupation and access to television as a medium of communication.

Table 5.27  
Occupation and Access to Media - Poster

Occupation	No	Yes	N
Cultivators	10.00%	90.00%	10
Daily labourers	14.81	85.18	27
Housewives	24.32	75.67	37
Servicemen	16.66	83.33	12
Businessmen	50.00	50.00	4
Semi-Skilled	0.00	100.00	2
Unemployed	12.51	87.5	8
Total	19.00	81.00	100

$$\chi^2 = 55.94175$$

$$df = 6$$

P is less than .01

The data presented in table 5.27 show that the percentage of respondents who have noticed posters at different places is remarkably high in all the occupational groups, the lowest (50.00) being among the businessmen. Of the housewives, 75.67 per cent have noticed posters. Apart from semi-skilled, the highest percentage (90.00) of respondents who have seen posters are among the cultivators. However table 5.28 shows that the percentage of respondents who can

Table 5.28

Occupation and Understanding of the Message Communicated through Media - Poster

Occupation	No	Yes	Inapplicable	N
Cultivators	60.00%	30.00%	10.00%	10
Daily labourers	74.07	11.11	14.81	27
Housewives	62.16	13.51	24.32	37
Servicemen	33.32	50.00	16.66	12
Businessmen	25.00	25.00	50.00	4
Semi-Skilled	0.00	100.00	0.00	2
Unemployed	50.00	37.5	12.5	8
Total	58.00	23.00	19.00	100

$$\chi^2 = 50.12051$$

$$df = 12$$

P is less than .01

follow the meaning of the messages communicated through posters is very low in every occupational group compared to the percentage of respondents who have noticed the posters. Among daily labourers, out of 85.18 per cent only 11.11 per cent of the respondents can understand the meaning of the posters. In case of housewives, it is 13.51 per cent and among cultivators, the percentage is only 30.00. It is only in case of servicemen that the percentage of respondents who can understand the meaning of posters is higher (50.00) than those who cannot (33.32). The chi-square values of the data in two tables are 55.94175 and 50.12051 respectively and P is less than .01 in both the cases. The null hypotheses are discarded.

Table 5.29

Occupation and Access to Media - Film

Occupation	No	Once	Twice	More than twice	N
Cultivators	60.00%	30.00%	10.00%	0.00%	10
Daily labourers	70.37	14.81	14.81	0.00	27
Housewives	83.78	13.51	0.00	2.7	37
Servicemen	25.00	8.33	25.00	41.66	12
Businessmen	50.00	0.00	0.00	50.00	4
Semi-Skilled	0.00	0.00	50.00	50.00	2
Unemployed	62.5	12.5	25.00	0.00	8
Total	66.00	14.00	11.00	9.00	100

$$\chi^2 = 114.4813$$

$$df = 18$$

P is less than .01

The data presented in Table 5.29 reinforce the fact that those who are in service have more access to media of communication like films that impart information on subjects like health care, education or agricultural practices. 75.00 per cent of the respondents of this occupational group have seen informative films either once or twice or more than twice. Among the housewives, the percentage is the lowest (16.21), followed by daily labourers among whom only 29.62 per cent have seen instructive films. In this table P is again less than .01 with chi-square value of 114.4813. Hence a significant relationship can be established between occupation and access to this medium of communication.

Table 5.30  
Occupation and Understanding of the Message Communicated  
through Media - Film

Occupation	No	Yes	Inapplicable	N
Cultivators	20.00%	20.00%	60.00%	10
Daily labourers	18.51	11.11	70.37	27
Housewives	16.21	0.00	83.78	37
Servicemen	16.66	58.33	25.00	12
Businessmen	0.00	50.00	50.00	4
Semi-Skilled	0.00	100.00	0.00	2
Unemployed	0.00	37.5	62.5	8
Total	15.00	19.00	66.00	100

$$\chi^2 = 73.7089$$

$$df = 12$$

P is less than .01

Table 5.30 reveals that apart from the semi-skilled the highest percentage (58.33) of respondents who can understand the theme of such instructive films is found among the service holders. Quite a good percentage of respondents among the businessmen and unemployed who have seen informative films can understand the message communicated through such films. To the housewives films do not play any role as a medium of communication and among the daily labourers, only 11.11 per cent can follow what is communicated through films. The chi-square value of the data is 73.7089. With 12 degrees of freedom P is less than .01. Hence the null hypothesis is discarded.

The data presented in table 5.31 establish that among the respondents in most of the occupational groups, newspaper does not have any significant role to play as a medium of communication. The highest percentage (50.00) of respondents who read newspaper 'very often' is found among the unemployed. Among the servicemen 41.66 per cent of respondents read newspaper 'very often' and 25.00 per cent 'sometimes'. The percentages of respondents who read newspaper are very low

Table 5.31

Occupation and Access to Media - Newspaper

Occupation	Never	Sometimes	Very often	N
Cultivators	70.00%	20.00%	10.00%	10
Daily labourers	81.48	14.81	3.7	27
Housewives	94.59	2.7	2.7	37
Servicemen	33.33	25.00	41.66	12
Businessmen	100.00	0.00	0.00	4
Semi-Skilled	50.00	50.00	0.00	2
Unemployed	50.00	0.00	50.00	8
Total	77.00	11.00	12.00	100

$$\chi^2 = 50.56535$$

$$df = 12$$

P is less than .01

among the housewives (2.7) and daily labourers (3.7). Here again P is less than .01 with chi-square value of 50.56535. The null hypothesis is rejected.

Caste and Communication Structures

It is hypothesized that people belonging to general castes have greater access to and understanding of the messages communicated through different media than people belonging Scheduled Castes and Scheduled tribes. The data

obtained are summarized in tables 5.32 to 5.38. The number of respondents belonging to Scheduled Tribe population is too small to be reckoned with. The number of respondents belonging to general castes is almost half of the number belonging to Scheduled Castes. Nevertheless the data presented in tables 5.32, 5.33 and 5.35 nullify the research hypothesis in cases of radio, television and the understanding of the messages communicated through posters and newspaper.

Table 5.32

Caste and Access to Media - Radio

Caste	Never	Sometimes	Very often	N
General	33.33%	21.21%	45.45%	33
SC*	33.33	30.15	36.5	63
ST*	25.00	0.00	75.00	4
Total	33.00	26.00	41.00	100

\* Scheduled Caste

\* Scheduled Tribe

$$\chi^2 = 3.428415$$

$$df = 4$$

P lies between .30 and .50

Table 5.32 shows that the percentages (33.33) of respondents who do not listen to radio are the same in case of both general castes and Scheduled Castes. 45.45 per cent of the

general castes and 36.5 per cent of the Scheduled Castes listen to radio 'very often'. Although the number of Scheduled Tribe respondents is very small, 75.00 per cent of them listen to radio 'very often'. The chi-square value of the data contained in this table is 3.428415. With 4 degrees of freedom  $P$  lies between .30 and .50. This states that there is no significant association between caste as a variable and listening to radio. The null hypothesis is to be retained.

Table 5.33

Caste and Access to Media - Television

Caste	Never	Sometimes	Very often	N
General	57.57%	21.21%	21.21%	33
S.C	68.25	25.39	6.34	63
S.T	50.00	50.00	0.00	4
Total	64.00	25.00	11.00	100

$$\chi^2 = 6.514225$$

$$df = 4$$

$P$  lies between .10 and .20

Table 5.33 reveals that the percentage (21.21) of respondents viewing television 'very often' is higher among the general castes in comparison to the percentage (6.34) of respondents among the Scheduled Castes. The percentage (58.26) of respondents who do not see television at all is also higher among Scheduled Castes compared to the percentage

(57.57) of respondents among the general castes. In case of Scheduled Tribes, 50.00 per cent of respondents view television 'sometimes'. In this table P lies between .10 and .20 with chi-square value of 6.514225. The null hypothesis is to be retained again.

Table 5.34

Caste and Access to Media - Poster

Caste	No	Yes	N
General	18.18%	81.81%	33
S.C	19.04	80.95	63
S.T	25.00	75.00	4
Total	19.00	81.00	100

$$\chi^2 = 64.71634$$

$$df = 2$$

P is less than .01

The data presented in table 5.34 show that 81.81 per cent of respondents from general castes and 80.95 per cent of respondents among Scheduled Castes have seen posters at different places. In case of Scheduled Tribes, the percentage is 75.00. The percentage is high among all the groups. However, the chi-square value of the data contained in this table is 64.71634 and P is less than .01. Therefore, a significant association is established between caste as a

social variable and access to this medium of communication. Nevertheless, the percentage of respondents who are able to understand the meaning of the posters is much low among all the three groups. Table 5.35 shows that out of 81.81 per cent of respondents among the general castes, only 30.3 per cent can understand the meaning of the posters. Among the

Table 5.35

Caste and Understanding of the Message Communicated through Media - Poster

Caste	NO	Yes	Inapplicable	N
General	51.51%	30.3%	18.18%	33
S.C	60.31	20.63	19.04	63
S.T	75.00	0.00	25.00	4
Total	58.00	23.00	19.00	100

$$x^2 = 2.422853$$

$$df = 4$$

P lies between .50 and .70

Scheduled Castes 20.63 per cent are able to go through the meaning of posters and in case of Scheduled Tribes none can understand the meaning of the message communicated through posters. With chi-square value of 2.422853. P lies between .50 and .70. The null hypothesis is to be retained.

Table 5.36Caste and Access to Media - Film

Caste	No	Once	Twice	More than twice	N
General	72.72%	15.15%	9.09%	3.03%	33
SC	63.49	14.28	12.69	9.52	63
ST	50.00	0.00	0.00	50.00	4
Total	66.00	14.00	11.00	9.00	100

$$\chi^2 = 61.36132$$

$$df = 6$$

P is less than .01

The data presented in table 5.36 reveal that 72.72 per cent of respondents among the general castes have never seen informative films of any kind. The corresponding percentage among the Scheduled Castes is 63.49 which is less than the percentage among the general castes. 12.69 per cent and 9.52 per cent of the Scheduled Caste respondents have seen such films twice and more than twice respectively. However, table 5.37 shows that although 36.51 per cent of respondents among the Scheduled Castes have seen informative films either once or twice or more than twice only 22.22 per cent can understand the theme of such films. The corresponding percentage among the general castes is 15.15. Among the Scheduled Tribes none is able to understand the message communicated through

Table 5.37Caste and Understanding of the Message Communicated through Media - Film

Caste	No	Yes	Inapplicable	N
General	12.12%	15.15%	72.72%	33
S.C	14.28	22.22	63.49	63
S.T	50.00	0.00	50.00	4
Total	15.00	19.00	66.00	100

$$\chi^2 = 14.83298$$

$$df = 4$$

P is less than .01

films. The chi-square values of the data contained in these two tables are 61.36132 and 14.83298. In both the cases P is less than .01 and the null hypotheses are rejected.

Table 5.38Caste and Access to Media - Newspaper

Caste	Never	Sometimes	Very often	N
General	66.66%	15.15%	18.18%	33
S.C	80.95	9.52	9.52	63
S.T	100.00	0.00	0.00	4
Total	77.00	11.00	12.00	100

$$\chi^2 = 3.794907$$

$$df = 4$$

P lies between .30 and .50

The data presented in table 5.38 establish that newspapers do not play any significant role among the village people particularly among Scheduled Caste and Scheduled Tribe population. Only 9.52 per cent of the respondents among the Scheduled Castes read newspaper 'very often' and another 9.52 per cent 'sometimes'. In case of general castes the corresponding percentages are 18.18 and 15.15. In this table, the chi-square value of the data is 3.794907 and with 4 degrees of freedom  $P$  lies between .30 and .50. This states that there is no significant relationship between caste and access to this medium of communication.

#### E. Programme Campaigns

The most important thing in any programme of health campaign is to decide on who says what, through which channel, to whom, and with what effect?<sup>5</sup> The determination of the content of information, along with the selection of media or most effective channels keeping in mind the character of audience - their attitudes, beliefs, and values in life - is crucial in accomplishing desired effect. The department of health in West Bengal has undertaken several health improvement and family welfare programmes which call for a change in the attitude and behaviour of the villagers for which an information campaign is crucial. Thus a wide variety of media of mass communication as well as interpersonal

communication channels are put to use for achieving the set goal. In the present study, a number of questions have been incorporated in the interview schedule on two special programmes in health improvement to see the relative usefulness of different media in information campaign - in disseminating information and changing the behaviour of the people.

#### Age and Programme Campaign

It has been inferred that variation in age is directly related to the knowledge about the programmes. People in younger age-groups are more aware of the programmes than people in older age-groups. Nevertheless, the data obtained reveal that the percentages of respondents having knowledge of the programmes are quite high in all the age-groups. The lowest percentage in case of programme (1) as revealed

Table 5.39  
Age and Knowledge of the Programme (1)

Age	No	Yes	N
18-27	14.70%	85.29%	34
28-37	10.00	90.00	30
38-47	11.76	88.23	17
48-57	0.00	100.00	7
58-67 years and above	16.66	83.33	12
Total	12.00	88.00	100

$$\chi^2 = 58.20528$$

$$df = 4$$

P is less than .01

in Table 5.39 is 83.33 in the age-group of 58-67 years and above and in case of programme (2) as shown in Table 5.40 is 75.00 in the same age-group. There is no uniformity in the

Table 5.40

Age and Knowledge of the Programme (2)

Age	No	Yes	No
18-27	11.76%	88.23%	34
28-37	13.33	86.66	30
38-47	23.52	76.47	17
48-57	0.00	100.00	7
58-67 years and above	25.00	75.00	12
Total	15.00	85.00	100

$$\chi^2 = 49.15826$$

$$df = 4$$

P is less than .01

rise or fall of percentage in different age-groups. The chi-square values of the data in two tables are 58.20528 and 49.15826 and in both the cases P is less than .01. This states that there is a significant association between age

and knowledge of the programmes. With regard to the sources of knowledge of the programmes both the mass media including electronic media and face to face communication have played definite role in the dissemination of information. Among the mass media, radio and television have been singled out as the only media of mass communication among the respondents of the village and other media like poster and film have played very insignificant role in disseminating information about the programmes. However, as source of knowledge about the programmes, the role of interpersonal communication is more important than the electronic media. The percentage of respondents who received information about the programmes from friends and neighbours as well as from health assistants working in the village is very high in all age-groups in comparison to the percentage receiving information from electronic media, particularly the radio. However, a significant percentage of respondents in all age groups received information about the programmes from more than one source. As a channel of information, friends and neighbours stand out as the major, and in a sufficiently large number of cases, the only source of knowledge of the programmes. The roles of radio or television and health assistants stand second in the scale of relative effectiveness in disseminating information about the programmes. Non-governmental agencies like voluntary organizations are also being involved in the process of dissemination of information and creating positive attitudes towards the programmes. But they are yet to make much

headway among the villagers. Table 5.41 reveals that in case of programme (1), the percentage of respondents who received information from radio is the lowest (17.64) in the age-group of 38-47 years and highest (50.00) in the age-group of 58-67 years and

Table 5.41

Age and Source of Knowledge of the Programme (1)

Age	Communication through media			Interpersonal communication		Respondents received information more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O* H.A†		
18-27	47.05%	17.64%	0.00%	61.76%	29.41%	44.11%	34
28-37	40.00	6.66	3.33	56.66	43.33	36.66	30
38-47	17.64	0.00	0.00	58.82	35.29	17.64	17
48-57	28.57	0.00	0.00	85.71	28.57	42.85	7
58-67 years and above	50.00	0.00	0.00	58.33	33.33	41.66	12
Total	39.00	8.00	1.00	61.00	35.00	37.00	100

\* Voluntary Organization

† Health Assistant

above. However, except the age-group of 58-67 years and above, in all other age-groups, the percentage of people who received information from radio or T.V is less than 50.00. 17.64 per cent of respondents in the age group of 18-27 and 16.66 per cent of the respondents in the age-group of 28-37 years, have received

information from posters. This shows that despite large-scale display of posters as medium of communication, it has failed to come up to the level of understanding of the villagers, particularly among the older people of the village. Only 3.33 per cent of respondents in the age-group of 28-37 years replied that they got information from film as well. However the percentage of respondents who received news from friends and neighbours is more than 50.00 in all the age groups. The respondents in all the age groups have received information from more than one source and the percentages are ranging between 17.64 in the age group of 38-47 years and 44.11 in the age group of 18-27 years.

Table 5.42

Age and Source of Knowledge of the Programme (2)

Age	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	H.A.		
18-27	38.23%	17.64%	.	52.94%	2.94%	29.41%	41.17%	34
28-37	26.66	6.66		60.00	6.66	26.66	36.66	30
38-47	0.00	0.00		58.82	0.00	23.52	5.88	17
48-57	28.57	14.28		71.42	0.00	28.57	28.57	7
58-67 years and above	33.33	0.00		58.33	8.33	16.66	33.33	12
Total	27.00	9.00		58.00	4.00	26.00	32.00	100

Table 5.42 indicates that in case of programme (2) also face-to-face communication particularly friends and neighbours have played the vital role in disseminating information. More than 50.00 per cent of respondents in all the age-groups received information from this source. The range varies between 52.94 per cent in the age-group of 18-27 years and 71.42 per cent in the age-group of 48-57 years. However, there is no uniformity in the rise and fall of percentage of respondents receiving communication from this source. Mass media did not play any role in case of respondents belonging to the age group of 38-47 years, all of whom received information either from friends and neighbours or from health assistants. The role of health workers who are supposed to be the primary and perhaps the most effective channel of face-to-face communication with their formal training and knowledge of the programme is not very satisfactory. The highest percentage of respondents who have received information from this source is 29.41 in the age-group of 18-27 years. The role of radio and television is also a restricted one, registering a highest percentage of 38.33 in the age-group of 18-27 years. In case of posters also it is the youngest group that has recorded the highest percentage (17.64).

Sex and Programme Campaign

It is hypothesized that the males are more aware of the programmes than the females. However the data obtained reveal that the percentages of female respondents who know about the programmes are higher than their male counterparts.

Table 5.43Sex and Knowledge of the Programme (1)

Sex	NO	Yes	N
Male	13.46%	86.53%	52
Female	10.41	89.58	48
Total	12.00	88.00	100

$$\chi^2 = .2191385$$

$$df = 1$$

P lies between .50 and .70

The data presented in tables 5.43 and 5.44 show that 89.58 per cent of female respondents have knowledge about

Table 5.44Sex and Knowledge of the Programme (2)

Sex	No	Yes	N
Male	19.23%	80.76%	52
Female	10.41	89.58	48
Total	15.00	85.00	100

$$\chi^2 = 1.520865$$

$$df = 1$$

P lies between .20 and .30

both of the programmes as against 86.53 per cent of male respondents in case of programme(1) and 80.76 per cent in case of programme(2). The chi-square values of the data in two tables are .2191385 and 1.520865. With one degree of freedom in both cases. P lies between .50 and .70 and .20 and .30 respectively. Hence it may be clearly stated that there is no significant relationship between sex and knowledge of the programmes.

Regarding the source of knowledge, the role of neighbours and friends as a channel of interpersonal communication has been proved more effective in disseminating information about both of the programmes.

Table 5.45 indicates that in case of programme(1), 61.53 per cent of the male respondents and 60.41 per cent of the female respondents have received information from this source. Among mass media, radio and television, particularly radio, have played the vital role. However, one important thing to be noticed here is that while interpersonal media are more effective among the female members of the village, the role of mass media is more conspicuous among the male members. 29.16 per cent of female respondents have received information from electronic media particularly radio. The

Table 5.45

Sex and Source of Knowledge of the Programme (1)

Sex	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	H.A.		
Male	48.07%	13.46%	1.92%	61.53%		25.00%	40.38%	52
Female	29.16	2.08	0.00	60.41		45.83	33.33	48
<b>Total</b>	<b>39.00</b>	<b>8.00</b>	<b>1.00</b>	<b>61.00</b>		<b>35.00</b>	<b>37.00</b>	<b>100</b>

corresponding percentage in case of male respondents is 48.07. The effect of posters as a medium of communication is very insignificant particularly among the female population. 13.46 per cent of the male respondents and 2.08 per cent of the female respondents have received information from posters. The role of health workers is distinct among the female members of the village. 45.83 per cent of the female respondents have come into contact with the health workers in matters of getting information of the programme. The corresponding percentage in case of male respondents is 25.00.

Table 5.46 reiterates the same proposition that male respondents are more exposed to mass media than their female

counterparts. While 38.46 per cent of the male respondents have received information from radio and television, the corresponding percentage in case of female members is 14.58. Posters, as a source of knowledge, have also got some relevance among the male members of the village. 13.46 per cent of the male respondents and 4.16 per cent of the female respondents have received information from posters. Voluntary organizations have played a meagre role in the process of dissemination of information among the female respondents.

Table 5.46

Sex and Source of Knowledge of the Programme (2)

Sex	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	H.A.		
Male	38.46%	13.46%		51.92%	1.92%	26.92%	40.38%	52
Female	14.58	4.16		66.66	6.25	25.00	22.91	48
Total	27.00	9.00		58.00	4.00	26.00	32.00	100

But unfortunately, health workers who are specially deputed for the purpose of giving information, tendering advice and moulding attitude and pattern of behaviour of the villagers have been proved less effective in administering the programme. 40.38 per cent of the male respondents and 22.91 per

cent of the female respondents have got information from more than one source.

### Education and Programme Campaign

An analysis of data presented in table 5.47 to 5.50 reveals that there is a close association between the level of education and the knowledge of the programme. The higher the level of education, the greater is the awareness about the programmes.

Table 5.47

#### Education and Knowledge of the Programme (1)

Education	No	Yes	N
Illiterate	15.78%	84.21%	57
Literate	12.5	87.5	8
Primary	11.11	88.88	9
High School	4.00	96.00	25
High School completed	0.00	100.00	1
Total	12.00	88.00	100

$$\chi^2 = 70.25453$$

$$df = 4$$

P is less than .01

In case of programme(1) as revealed in Table 5.47, among the illiterates the percentage of respondents who know about the programme is 84.21. The percentage has registered a steady rise with the rise in the level of education. Among the literates, it is 87.5 per cent and among those having some high school education, the percentage is 96.00. With chi-square value of 70.25453, P is less than .01 in this table. Hence a significant relationship can be established between education and knowledge of the programme. The null hypothesis is rejected.

Table 5.48

Education and Knowledge of the Programme (2)

Education	No	Yes	N
Illiterate	22.8%	77.17%	57
Literate	12.5	87.5	8
Primary	0.00	100.00	9
High School	4.00	96.00	25
High School completed	0.00	100.00	1
<u>Total</u>	<u>15.00</u>	<u>85.00</u>	<u>100</u>

$$\chi^2 = 68.10568$$

$$df = 4$$

P is less than .01

Table 5.48 indicates that in case of programme (2), the percentage of respondents having some knowledge of the

programme is 77.17 among the illiterates. It has increased to 87.5 per cent among the literates, and 100.00 per cent among those who have attained some primary level education. However there is a marginal fall in the percentage among the respondents having some high school education. Here again  $P$  is less than .01 with chi-square value of 68.10568. The null hypothesis is discarded.

Table 5.49

Education and Source of Knowledge of the Programme (1)

Education	Communication through media			Interpersonal Communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O	H.A.		
Illiterate	28.07%	0.00%	1.75%	57.89%		36.84%	29.82%	57
Literate	25.00	12.5	0.00	50.00		37.5	25.00	8
Primary	33.33	11.11	0.00	77.77		22.22	44.44	9
High School	68.00	24.00	0.00	68.00		36.00	56.00	25
High School completed	100.00	0.00	0.00	0.00		0.00	0.00	1
Total	39.00	8.00	1.00	61.00		35.00	37.00	100

Regarding the source of knowledge of the programmes, table 5.49 shows that in case of programme(1) the role of electronic media particularly of radio is more distinct among the educated. Among the respondents having some primary level of education, the percentage is 33.33. It has registered an increase to 68.00 among the respondents having some high school education. Posters have also got a definite relevance among the educated. 12.5 per cent of literates, 11.11 per cent of those having primary level of education and 24.00 per cent of respondents having some high school education received information about the programme from posters. However, interpersonal communication particularly friends and neighbours are the most effective channel for the dissemination of information among all educational groups. The highest percentage (77.77) of respondents who have received information from friends and neighbours is among those who have some primary level of education and the lowest (50.00) is among the literates.

Table 5.50 indicates that in case of programme(2) also, friends and neighbours are very much important as a medium of interpersonal communication. 88.88 per cent of the respondents having some high school education have received necessary information from friends and neighbours. However, the role of voluntary organization in programmes of health improvement is becoming gradually crystallized and with respect to programme(2), the role of voluntary organizations

Table 5.50

Education and Source of Knowledge of the Programme (2)

Education	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	H.A.		
Illiterate	12.28%	1.75%		54.38%	0.00%	21.05%	14.03%	57
Literate	25.00	0.00		62.5	25.00	25.00	37.5	8
Primary	33.33	0.00		88.88	11.11	33.33	55.55	9
High School	56.00	32.00		56.00	4.00	32.00	60.00	25
High School completed	100.00	0.00		0.00	0.00	100.00	100.00	1
Total	27.00	9.00		58.00	4.00	26.00	32.00	100

has been proved important particularly among the literates. The effect of electronic media is more distinct among the educated villagers. The lowest percentage (12.28) of the respondents who have received information from radio and T.V. is among the illiterates and the percentage increased with the increase in the level of education. Among those having some high school education, the percentage is 56.00, 32.00 per cent of the respondents

who have some high school education have received information from posters. However, a sizeable percentage (60.00) of respondents in this group has received information from more than one source. The intake of information from more than one source is somehow related to the level of education. 14.03 per cent of respondents in the illiterate group, 37.5 per cent of respondents in the literate group and 55.55 per cent of respondents having some primary level education have received information from more than one source.

#### Occupation and Programme Campaign

The explanatory hypothesis here states that occupation as a social variable is directly related to the knowledge about the programmes. The analysis of data presented in tables 5.51 and 5.52 shows that the respondents in the categories of semi-skilled workers and businessmen are mostly aware of the programmes of health improvements. Nevertheless the percentages of respondents who know about the programmes are quite high in all the occupational groups.

In case of programme (1) as shown in Table 5.51, the lowest percentage (75.00) is recorded among the servicemen. However, table 5.52 shows that in case of programme (2), next to semi-skilled workers and businessmen is the group of servicemen. 91.66 per cent of respondents in this group answered that they had information about the programme.

Table 5.51Occupation and Knowledge of the Programme (1)

Occupation	No	Yes	N
Cultivators	10.00%	90.00%	10
Daily labourers	11.11	88.88	27
Housewives	13.51	86.48	37
Servicemen	25.00	75.00	12
Businessmen	0.00	100.00	4
Semi-Skilled	0.00	100.00	2
Unemployed	0.00	100.00	8
Total	12.00	88.00	100

$$\chi^2 = 63.27476$$

$$df = 6$$

P is less than .01

Table 5.52Occupation and Knowledge of the Programme (2)

Occupation	No	Yes	N
Cultivators	30.00%	70.00%	10
Daily labourers	18.51	81.48	27
Housewives	13.51	86.48	37
Servicemen	8.33	91.66	12
Businessmen	0.00	100.00	4
Semi-Skilled	0.00	100.00	2
Unemployed	12.5	87.5	8
Total	15.00	85.00	100

$$\chi^2 = 58.11929$$

$$df = 6$$

P is less than .01

Daily labourers constitute 81.48 per cent and the cultivators 70.00 per cent. The chi-square values of the data contained in these two tables are 63.27476 and 58.11929 and in both cases P is less than .01. Hence there is significant association between occupation and knowledge of the programmes.

With regard to sources of knowledge of the programme (1), Table 5.53 reveals that interpersonal communication particu-

Table 5.53

Occupation and Source of Knowledge of the Programme (1)

Occupation	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	N.A.		
Cultivators	50.00%	0.00%	0.00%	70.00%		20.00%	40.00%	10
Daily labourers	33.33	3.7	3.7	62.96		29.62	33.33	27
Housewives	32.43	2.7	0.0	56.75		45.94	35.13	37
Servicemen	58.33	33.33	0.00	58.33		33.33	58.33	12

contd...

Table 5.53 contd ...

Busi- ness- men	25.00	25.00	0.00	100.00	0.00	25.00	4
Semi- skill- ed	0.00	0.00	0.00	50.00	50.00	0.00	2
Unem- ployed	62.5	12.5	0.00	50.00	37.5	37.5	8
Total	39.00	8.0	1.00	61.00	35.00	37.00	100

larly friends and neighbours are the most important channel of information. More than 50.00 per cent of respondents in all occupational groups have received information from this source. 70.00 per cent of the respondents in the group of cultivators and 62.92 per cent of daily labourers have got news from friends and neighbours. The role of health assistants is cogent among the housewives. The effect of electronic media such as radio and television is prominent among the unemployed, serviceholders and cultivators. 62.5 per cent of the unemployed, 58.33 per cent of the servicemen and 50 per cent of the cultivators have got information about the programme from radio. Posters have got some meaning among the serviceholders and unemployed as 33.33 per cent of the service holders and 12.5 per cent of the unemployed have received information from posters. However, in almost all the occupational groups, a significant percentage of respondents have nurtured more than one source for receiving necessary information about the programme.

Table 5.54

Occupation and Source of Knowledge of the Programme (2)

Occupation	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	H.A.		
Cultivators	40.00%	10.00%		50.00%	0.00%	30.00%	40.00%	10
Daily labourers	14.81	3.7		66.66	7.4	18.51	29.62	27
Housewives	16.21	2.7		56.75	5.4	27.02	18.91	37
Service-men	50.00	25.00		58.33	0.00	33.33	50.00	12
Businessmen	25.00	0.00		75.00	0.00	25.00	25.00	4
Semi-Skilled	0.00	0.00		50.00	0.00	50.00	0.00	2
Unemployed	75.00	37.5		37.5	0.00	25.00	75.00	8
Total	27.00	9.00		58.00	4.00	26.00	32.00	100

The data presented in table 5.54 show that with regard to programme (2), the scenario is almost similar to programme (1). Posters have got some significance among the serviceholders and unemployed. 25.00 of the serviceholders and 37.5 per cent of

the unemployed have received information from posters. The role of electronic media is decisive among the unemployed. 50.00 per cent of the servicemen and 40.00 per cent of the cultivators have got information about the programme from radio. Voluntary organisations have played a meagre role among the daily labourers (6.14) and housewives (4.14). However quite a high percentage of respondents in each occupational group is exposed to a particular medium i.e., friends and neighbours. More than 50.00 per cent of the respondents in almost all the occupational groups have received information from this source.

#### Caste and Programme Campaign

It is hypothesized that caste as a social variable is directly related to the knowledge about the programmes. People belonging to general castes are more aware of the programmes for health improvements than people belonging to scheduled castes and scheduled tribes. The analysis of data reveals that the percentages of respondents who have knowledge about the programmes are quite high in cases of both the general castes and the scheduled castes. Table 5.55 shows that in case of programme (1), the percentage (88.88) of Scheduled Caste respondents who have got necessary information about the programme is higher by one per cent than the percentage (87.87) of general caste respondents while in

Table 5.55Caste and Knowledge of the Programme (1)

Caste	No	Yes	N
General	12.12%	87.87%	33
S.C	11.11	88.88	63
S.T	25.00	75.00	4
Total	12.00	88.00	100

$$\chi^2 = 71.66666$$

$$df = 2$$

P is less than .01

case of programme (2) as indicated in Table 5.56 the percentage (93.93) of general caste respondents is higher by about

Table 5.56Caste and Knowledge of the Programme (2)

Caste	No	Yes	N
General	6.06	93.93	33
S.C	17.46	82.53	63
S.T	50.00	50.00	4
Total	15.00	85.00	100

$$\chi^2 = 77.69057$$

$$df = 2$$

P is less than .01

11.00 per cent than the percentage (82.53) of Scheduled Caste respondents. The number of Scheduled Tribe respondents is, however, too small. In cases of both the tables P is less than .01 with chi-square values of 71.66666 and 77.69067 respectively. This states that there is a significant association between caste and knowledge of the programmes. The null hypotheses are rejected.

Table 5.57

Caste and Source of Knowledge of the Programme (1)

Caste	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Post-er	Film	Friends & neighbours	V.O.	H.A.		
General	39.39%	15.15%	0.00%	60.6%		27.27%	33.33%	33
S.C	39.68	4.74	1.58	61.9		38.09	39.68	63
S.T	25.00	0.00	0.00	50.00		50.00	25.00	4
Total	39.00	8.00	1.00	61.00		35.00	37.00	100

The data presented in Table 5.57 show that with regard to source of knowledge in case of programme (1) radio and television have been considered as the second important channel of communication, next to friends and neighbours. 39.39 per cent of

respondents belonging to general castes and 39.68 per cent of respondents from Scheduled Castes have got information about the programme from this source. Posters as a medium of communication are most effective among the respondents belonging to general castes. 15.15 per cent of respondents from general castes and 4.76 per cent of respondents from Scheduled Castes have answered that they have received information from displayed posters. The role of health assistants is more distinct among the Scheduled Caste population. 38.09 per cent of respondents belonging to Scheduled Castes got information from health assistants whereas in case of general castes the percentage is only 27.27. A sizeable number of respondents from both the caste groups have received information from more than one source.

Table 5.58

Caste and Source of Knowledge of the Programme (2)

Caste	Communication through media			Interpersonal communication			Respondents received information from more than one source	N
	Radio or TV	Poster	Film	Friends & neighbours	V.O.	H.A.		
General	30.3%	12.12%		57.57%	9.09%	27.27%	33.33%	33
S.C	25.39	7.93		58.74	1.58	26.98	31.74	63
S.T	25.00	0.00		50.00	0.00	0.00	25.00	4
Total	27.00	9.00		58.00	4.00	26.00	32.00	100

Table 5.58 reveals that in case of programme (2) inter-personal communication has been proved more effective than the electronic media, 57.57 per cent of the respondents belonging to general castes and 58.74 per cent of respondents from the Scheduled Castes have received information from friends and neighbours. The role of health assistants is, however, not very encouraging. 27.27 per cent of the respondents from general castes and 26.98 per cent from Scheduled Castes answered that they have got information from health assistants. Voluntary organizations are slowly gaining ground in matters of disseminating information about health improvement programmes, 12.12 per cent of respondents from general castes and 7.93 per cent of respondents from Scheduled Castes have received information from posters.

#### F. Campaign Results

However, the degree of effectiveness of information campaign is to be judged by the extent to which the attitudes and behaviour of the people changed affirmatively, and finally, by the acceptance and adoption of the practices under the programme. The present study shows that the percentage of respondents who have responded positively to the programmes and adopted the practices is much less than the percentage of people who have received information of the programmes from different media of communication and

have sufficient knowledge of the programmes as a result of intensive programme campaign. The following tables show the gap between the degree of awareness of the programmes and the acceptance of the programmes or the campaign result.

### Age and Campaign Results

The data presented in table 5.59 and 5.60 show that there is significant correlation between age and the impact of the Programme Campaign. Table 5.59 reveals that in case

Table 5.59

#### Age and Campaign Results (Programme 1)

Age	No	Yes	Inapplicable	N
18-27	44.11%	11.76%	44.11%	34
28-37	56.55	36.66	6.66	30
38-47	52.94	29.41	17.64	17
48-57	71.42	14.28	14.28	7
58-67 years and above	66.66	16.66	16.66	12
Total	54.00	23.00	23.00	100

$$x^2 = 23.35987$$

$$df = 8$$

P is less than .01

of programme (1) the percentage of respondents who have adopted the practice is highest (36.66) in the age-group of 28-37 years followed by 29.41 per cent in the age-group of 38-47 years. 71.42 per cent of the respondents belonging to the age-group of 48-57 years have replied in the negative in matters of acceptance and adoption of the programme. However, the data in the table reveal that while a strikingly high percentage of respondents has received information about the programme, the programme campaign has failed to create sufficient interest among the respondents that might have led to its adoption. Table 5.60 shows that in case of programme (2), however, the campaign has left a good deal of

Table 5.60

Age and Campaign Results (Programme 2)

Age	No	Yes	Inapplicable	N
18-27	23.52%	38.23%	38.23%	34
28-37	46.66	46.66	6.66	30
38-47	64.70	29.41	5.88	17
48-57	0.00	100.00	0.00	7
58-67 years and above	41.66	41.66	16.66	12
Total	38.00	44.00	18.00	100

$$x^2 = 27.38878$$

$$df = 8$$

P is less than .01

positive impact on the behaviour of the respondents since at least fifty per cent of the respondents in most of the age-groups who have got information of the programme have followed it. The respondents belonging to the age-group of 48-57 years have recorded the highest percentage (100.00) in matters of adoption of the programme and the lowest percentage is found in the age group of 38-47 years. The chi-square values of the data presented in two tables are 23.35987 and 27.38878 respectively and  $P$  is less than .01 in both the cases. Hence the null hypotheses are rejected.

#### Sex and Campaign Results

The data presented in table 5.61 and 5.62 on the basis of sex indicate the wide gap between the percentage of respondents who have received information about the programmes and the percentage of people influenced by the programme campaigns. While remarkably high percentages of respondents in both the sex groups have received information about the programmes from different media of communication, an extremely low percentage of them has accepted the programmes and followed the practices. In case of programme (1) as shown in table 5.61, only 21.15 per cent of male and 25.00 per cent of female respondents have been favourably influenced by the programme while with regard to knowledge of the programme, the corresponding percentages have been 86.53 and 89.58 as

indicated in table 5.43. However, in case of programme (2) as shown in table 5.62, media of communication have worked

Table 5.61  
Sex and Campaign Results (Programme 1)

Sex	No	Yes	Inapplicable	N
Male	53.64%	21.15%	25.00%	52
Female	54.16	25.00	20.83	48
Total	54.00	23.00	23.00	100

$$X^2 = 11.60719$$

$$df = 2$$

P is less than .01

more successfully in influencing the behaviour of the respondents since at least fifty per cent of the respondents who

Table 5.62  
Sex and Campaign Results (Programme 2)

Sex	No	Yes	Inapplicable	N
Male	38.46%	40.38%	21.15%	52
Female	37.5	47.91	14.58	48
Total	38.00	44.00	18.00	100

$$X^2 = 9.669261$$

$$df = 2$$

P is less than .01

have come to know about the programmes as a result of intensive programme campaign have followed the practice. While 80.76 per cent of the male respondents and 89.58 per cent of the female respondents have knowledge of the programme, 40.38 per cent of the male and 47.91 per cent of the female respondents have adopted the practice under the programme. Nevertheless the chi-square values of the two tables are 11.60719 and 9.669261 respectively and P is less than .01 in both the cases. Hence it can be stated that sex as an attribute has got significant relationship with the campaign results. The null hypotheses are rejected.

#### Education and Campaign Results

The presentation of data on the basis of education shows positive correlation between the level of education and the impact of programme campaign in cases of both programme (1) and programme (2). In case of programme (1) as shown in table 5.63, among the literates 37.5 per cent of the respondents have responded positively to the programme while the programme has failed to leave any impact on 50.00 per cent of the respondents. But among those having some high school education, only 24.00 per cent of the respondents have adopted the practice under the programme, while

Table 5.63Education and Campaign Results (Programme 1)

Education	No	Yes	Inapplicable	N
Illiterate	61.4%	21.05%	17.54%	57
Literate	50.00	37.5	12.5	8
Primary	33.33	22.22	44.44	9
High School	44.00	24.00	32.00	25
High School completed	100.00	0.00	0.00	1
Total	54.00	23.00	23.00	100

$$\chi^2 = 50.40426$$

$$df = 8$$

P is less than .01

44.00 per cent of the respondents replied in the negative. However the programme has been inapplicable to 32.00 per cent of the respondents. In case of programme (2) however, the campaign has yielded a good result. 57.14 per cent of those literate respondents among whom the programme is to be administered have accepted it. The percentage has risen to 66.66 in case of those with primary level of education. There is, however, a trifling fall in the percentage (64.7) among respondents having some high school education. In both the tables P is less than .01 with chi-square values

Table 5.64Education and Campaign Results (Programme 2)

Education	No	Yes	Inapplicable	N
Illiterate	47.36%	42.1%	10.52%	57
Literate	37.5	50.00	12.5	8
Primary	22.22	44.44	33.33	9
High School	24.00	44.00	32.00	25
High School Completed	0.00	100.00	0.00	1
Total	38.00	44.00	18.00	100

$$\chi^2 = 32.88139$$

$$df = 8$$

P is less than .01

of 50.40426 and 32.88139 respectively. Therefore, the null hypotheses are discarded.

Occupation and Campaign Results

An analysis of data on the basis of occupation shows that respondents belonging to the groups of servicemen and semi-skilled workers are more favourably influenced by the programme campaigns than those belonging to the other groups. However, the number of semi-skilled respondents is too small to make any inference about the impact of campaigns on this group.

Table 5.65

Occupation and Campaign Results (Programme 1)

Occupation	No	Yes	Inapplicable	N
Cultivators	60.00%	20.00%	20.00%	10
Daily labourers	55.55	25.92	18.51	27
Housewives	64.86	24.32	10.81	37
Servicemen	33.33	25.00	41.66	12
Businessmen	75.00	0.00	25.00	4
Semi-skilled	0.00	50.00	50.00	2
Unemployed	25.00	12.5	62.5	8
Total	54.00	23.00	23.00	100

$$\chi^2 = 32.81844$$

$$df = 12$$

P is less than .01

In case of programme (1) as shown in table 6.56, 42.84 per cent of those respondents, falling in the group of servicemen, among whom the programme is to be administered, have adopted the practice under the programme. Next to servicemen is the group of daily labourers among whom 31.81 per cent have responded positively to the programme. The response to the programme has maintained a low profile among the cultivators (25.00) and the housewives (27.27) while among the businessmen, the programme has completely failed to leave any impact.

Table 5.66Occupation and Campaign Results (Programme 2)

Occupation	No	Yes	Inapplicable	N
Cultivators	40.00%	50.00%	10.00%	10
Daily labourers	62.96	25.92	11.11	27
Housewives	37.83	54.05	8.1	37
Servicemen	0.00	58.33	41.66	12
Businessmen	50.00	50.00	0.00	4
Semi-Skilled	0.00	50.00	50.00	2
Unemployed	12.5	25.00	62.5	8
<u>Total</u>	<u>38.00</u>	<u>44.00</u>	<u>18.00</u>	<u>100</u>

$$\chi^2 = 48.6568$$

$$df = 12$$

P is less than .01

In case of programme (2), however, the data presented in table 5.66 reveal a quite different picture. While 50.00 per cent of the businessmen have been positively influenced by the programme, the impact of programme campaign among the servicemen is almost total. 58.82 per cent of the housewives and 55.55 per cent of the cultivators have followed the practice under the programme. But among the daily labourers, the response amounts to only 28.42 per cent. Nevertheless the chi-square values of the data presented in two tables establish significant association between occupation and campaign results. In both the cases, P is less than .01 with chi-square values of 32.31844 and 48.6558 respectively.

Caste and Campaign Results

The research hypothesis adopted here suggests that people belonging to general castes are more responsive to the programmes than people belonging to Scheduled Castes and scheduled tribes. The analysis of data reveals that programme campaigns have yielded the best result among the scheduled tribe respondents. But the number of scheduled tribe respondents is too small to make any working inference. Nevertheless, the respondents belonging to general castes are in general, more responsive to the programmes than those of scheduled castes. In case of programme (1) as shown in table 5.67, 32.00 per cent of those respondents belonging to

Table 5.67Caste and Campaign Results (Programme 1)

Caste	No	Yes	Inapplicable	N
General	51.51%	24.24%	24.24%	33
S.C	57.14	20.63	22.22	63
S.T	25.00	50.00	25.00	4
Total	54.00	23.00	23.00	100

$$\chi^2 = 2.264798$$

$$df = 4$$

P lies between .50 and .70

general castes among whom the programme is to be administered have followed the programme in comparison to 26.52 per cent of the scheduled caste respondents. Table 5.68 shows that in case of programme (2) also the percentages of respondents

Table 5.68

Caste and Campaign Results (Programme 2)

Caste	No	Yes	Inapplicable	N
General	33.33%	48.48%	18.18%	33
S.C	41.26	41.26	17.46	63
S.T	25.00	50.00	25.00	4
Total	38.00	44.00	18.00	100

$$\chi^2 = .9542717$$

$$df = 4$$

P lies between .90 and .95

favourably influenced by the programme are 59.25 in case of general castes and 50.00 in case of scheduled castes.

However, the chi-square values in tables 5.67 and 5.68 are 2.264798 and .9542717 respectively and P lies between .50 and .70 in case of table 5.67 and between .90 and .95 in case of table 5.68. This indicates that there is no significant relationship between caste as a variable and programme results, and hence, the null hypotheses are to be retained.

### G. Concluding Observations

An insight into the analysis of data presented in tables clearly depicts some underlying trends in the working of the communication system among the village people. It can safely be inferred that among the communication structures working at the village level, radio has gained the highest popularity. It can truly be labelled as a 'mass' medium. In the present study, 67.00 per cent of the respondents have access to radio. Television is less popular because of its high production cost. For most of the village people, television is too expensive a medium, although viewing television is a matter of the highest sensual gratification to them. The survey in the present study amply proved that posters might have served as one of the most appealing media of communication had these been used in a more imaginative and sensible way. The ideas, words or images used in the framing of posters are disproportionately matching with the level of understanding of the village people. This is apparent from the data collected during the survey. While 81.00 per cent of the respondents have noticed posters on different health programmes, only 23.00 per cent have had the intellectual ability to understand the meaning of such posters. In the same way, informative films have also been proved as less effective media of communication because of the unimaginative way of their production, unspecified audiences for their exhibitions, and utmost infrequency in their exhibitions.

In view of the high rate of illiteracy among the rural masses, the role of newspapers is very insignificant in the communication system in the villages. As revealed in the present study. Only 23.00 per cent of the respondents have some degree of access to the printed media. It has been observed that among the villagers, interpersonal media of communication play a more decisive role than mass media. The role of health assistants as extension workers is very crucial in the village information system, but is yet to be correctly apprehended by the health assistants themselves. The health assistant is supposed to be one of the villagers sharing with them their joys and sorrows. It has been found during the survey that the activities of the health assistants remain confined among a section of the villagers, while others are left unattended. For the voluntary organizations there is enough scope to work as development communicators among the village people although as reflected in the data obtained during survey, the activities of the organized voluntary groups are still in a formative stage and will take time to be crystallized.

A glance at the relationship between independent variables and the access to different media of communication reveals that except in case of radio there is a significant association between age and the communication structures. With regard to sex, it has been found that male respondents generally have greater access to the communication structures

than their female counterparts. Moreover, along with the higher exposure to different media of communication, male respondents have shown greater ability for understanding the messages communicated through the media. Education as a social variable has been found significant from the point of view of access to different communication structures. There is a positive co-relation between education and communication structures. The higher the level of education, the greater is the access to different media of communication and the ability to comprehend the messages. The association between occupation and the access to different media of communication is also significantly established. With regard to occupation, it can safely be asserted that of the total respondents, servicemen and unemployed are more exposed to radio, television and newspapers than other categories of respondents, and have better ability for understanding the contents of communication. It has, however, proved difficult to establish a significant association between caste as a social variable and the access of respondents to all the communication structures. However, regarding the level of understanding of the messages communicated through media like posters or films, the respondents belonging to the general castes have greater ability to comprehend the themes of posters or films than those from scheduled castes or scheduled tribes.

An enquiry about the knowledge of health programmes of the respondents as well as the sources of knowledge and their

relationship with the social variables reveals that the percentage of respondents having knowledge of the programme is quite high in cases of both the programmes. With regard to the sources of knowledge, interpersonal communication has an edge over the media of mass communication. However, in a majority of cases, people receive information from more than one source. The friends and neighbours are the most important channels of interpersonal communication and among the media of mass communication, radio stands out as the most influential one. The analysis of data presented in tables for finding out the relationships between different social variables and the knowledge of programmes of the respondents reveals that with the exception of sex, all other social variables have got significant association with the respondents' knowledge of programmes. Regarding the sources of knowledge of the programmes, it is found that interpersonal channels of communication are working more effectively than the mass media among the female members of the village, while a good majority of male respondents are receiving information from electronic and other media of mass communication. The effect of electronic media is also more distinct among the educated section of rural population. Moreover, it is observed that with the rise in the level of education, there is a corresponding increase in the use of more than one medium as sources for receiving information. However, the working of interpersonal media of communication is very much

appreciable in almost all the educational groups. Although it is difficult to find out any correlation between occupation and sources of knowledge of the programmes, it has been observed that radio and television serve as an important source of information among the cultivators, servicemen and unemployed. Caste as a social variable does not have any significant association with the sources of knowledge of the programmes.

With regard to the success of programme campaigns through different media of communication as reflected in the changed behaviour of the respondents, it has been found that there are uneven communication effects of programme campaigns. This is evident in campaign results. While in the case of programme (1), only 23.00 per cent of the respondents have adopted the practices under the programme, in the case of programme (2), the corresponding percentage is 44.00. So far as the social correlates are concerned, it is found that except caste, the other variables have established significant relationships with the communication effects.

Notes and References

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