

Research Paper :

Factors and advantages linked and involved in selection of advanced communication media

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ABSTRACT

The present age is considered as the 'information age' where rapid dissemination of booming IT technology and advanced communication media has the capability to benefit the impoverished masses not only the educated elite. The new innovative communication technologies are need based, accessible, innovative, and transferable and timely. This makes agriculture and allied enterprises more productive by need based real time information and customized, categorized information to the end users. The present study was conducted at Dharwad in the year 2004-05 aims to document the factors and advantages linked and involved in selection of communication media by the extension personnel. Regarding factors involved in selection of advanced communication media by different organisations, it was revealed that message to be communicated, educational level of the people (target group) and number of persons (population) to be covered were the factors considered respectively along with the economicity and time saving were considered while selecting advanced communication media. The structured questionnaire along with personal interview was utilized as the tool for data collection.

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Advanced communication media are the new technologies based on the silicon chip, the laser, fibre optics and set of varying dynamic and diversified technologies such as information technology and telecommunication. The advanced communication technologies with their tools and devices such as tiny super brain computers, smart laptop, intelligent facsimile, highly accessible telephone and mobile, entertaining video equipment or superb interactive videodisc and computer assisted instructions, etc. have the potential to bypass several stages and sequences in the process of development encountered in earlier decades as these are not marred and obscured by the limitations of old communication media in terms of accuracy, cost, speed, quality, quantity and timeliness. These advanced media are acting as a powerful tool for rural development and contributing significantly to transform our world as a knowledge society and supporting the cause of providing quality education to develop brilliant human resources in various fields of development and to serve humanity.

Hence, the study is an attempt to analyse the factors involved in selection of advanced communication media and advantages of using them as perceived by different organizations and institution for rural development.

METHODOLOGY

Locale of the study:

The present study was conducted in purposively

selected Dharwad district of Karnataka state.

Selection of the respondents :

With a sample size of 132 extension personnel working at different levels of hierarchy in 5 government departments and 3 institutions, 3 non-government organizations, 4 institutions from University of Agricultural Sciences, Dharwad and 2 private institutions.

Instruments for data collection :

The research instrument *i.e.* structured questionnaire was prepared by relevant literature and experts in the field as well as by making necessary modifications after pre-testing for its applicability and feasibility in a non-sample area.

Selection of advanced communication media :

The advanced communication media selected for the study after evaluating the perception of organizations and their extension workers were telephone, mobile, computers, laptop, VCD, satellite communication, ICVT (Interactive Videodisc and Computer Assisted Instruction), videotext and teletext.

Data collection :

The data were collected through personal interview with the respondents.