



**RESEARCH ARTICLE :**

## Use of advance communication media by extension personnel of department of agriculture

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**SUMMARY :** The study on use of advance communication media by the extension personnel of department of agriculture in Amravati district was conducted in the Amravati district of Maharashtra state. The exploratory design of social research was used for the study. The 80 extension personnel were selected as sample for study by stratified sampling method. The data were collected by conducting personal interview of the each respondent with help of structured interview schedule. Careful analysis, tabulation and classification of the data were done. Mean, standard deviation, frequency, percentage and correlation of the data were employed for the interpretation of the results. Results obtained after analysis are summaries as below. In case of personal profile of the extension personnel majority of the respondents (52.50%) were found middle aged *i.e.* 36 to 50 years, 46.25 per cent were educated upto post-graduation along with MSCIT as compulsory course. Majority of the respondents had medium level experience (56.25%) and 50.00 per cent of the respondents had received medium number of trainings. Majority of the respondents (63.75%) were having medium facilities available, majority of the respondents (62.15%) had held lower level post held and majority of them were satisfied with their job (68.75%). Majority of the respondents (55.00%) were having medium innovativeness. Regarding the use of advance communication media that was found that majority of the respondents (71.75%) belonged to medium category of use whereas, 15.00 per cent were in high category and finally only 13.75 per cent were found in low category of use of advance communication media. The relationship of the selected variable *i.e.* age, education, service experience, facilities available and innovativeness had positive and significant relationship with the use of advance communication media whereas, variable job satisfaction had negative significant relationship with the use of advance communication media whereas, variable post held/cadre was found non-significant with the use of advance communication media.

**KEY WORDS :**

Advance communication media,  
Extension personnel

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