In India where the rural masses are isolated in villages, the communication is difficult and challenging. In this situation, television is one of the most important sources of mass media which plays a pivotal role in reaching large number of people in no time. The study was conducted in kathu district of Jammu and Kashmir. The attitude of 120 respondents towards farm T.V. programmes was studied by using the attitude scale and it was found that 15.00 per cent of farmers were having highly favourable attitude, 68.33 per cent favourable attitude, and 16.67 per cent unfavourable attitude towards farm T.V. programmes.

Introduction

There exists a gap between the information available and its dissemination. There is a need to find out better and faster means of communication which will bridge the gap between research and its applicability. TV is an ideal medium to convey information and news to illiterate and literate urban and rural viewers on whom it would have profound impact. As an instruction device, it is being used in variety of ways i.e. for direct teaching for supplementary formal education, for developing psychrometer skills, for adult education, and for diffusion of agricultural know how etc. it is expected that the rural oriented T.V. programmes can solve the problems of inaccessibility, literacy and shortage of skilled persons in India.

Methodology

The study was conducted in kathua district of Jammu and Kashmir. Out of 9 Panchayat Samities, two Panchayat Samities were
were selected randomly. Thus a total of 6 Gram Panchayats were selected for study purpose. A sample of 12 villages was selected villages were proportional to the size of villages. To measure the attitude of the farmers, the modified attitude scale developed by M.S. Dhake (1977) was administered to the sample respondents. The total score of respondents were obtained by summing up the scores of individual items in the scale.

**Results and discussion**

To measure the attitude of the farmers towards farm T.V. programmers, the average score for each respondent were computed by adding the scores of all 16 items and dividing the total number of items i.e. 16. The range of mean score of all the 120 respondents so obtained varied from 2.25 to 4.06. the overall mean score of the respondents was found to be 3.18 Based on the mean score, standard deviation was calculated and on the basis of overall mean score and standard deviation, the attitude of the farmers was classified in to three categories viz. unfavourable, favourable and highly favourable attitude. This way, farmers were categorised into three groups:

1. The respondents who obtained the main score less than 2.77 were categorised as having unfavourable attitude towards farm T.V. programmes.
2. Farmers who obtained mean score between 2.77 to 3.59 were categorised as having favourable attitude towards farm T.V. programmes.
3. Farmers who obtained the mean score more than 3.59 were categorised as having highly favourable attitude towards farm T.V. programmes.

Table 1. Percentage of the farmers (televiewers) under different categories of attitude towards farm T.V. programmes.
Table 1, reveals that 15.00 per cent farmers had highly favourable attitude, 68.33 percent farmers had favourable attitude, and only 16.67 per cent farmers had unfavourable attitude Towards farm T.V. programmes. Majority of the farmers had positive, favourable and highly favourable attitude towards farms T.V. programmes. It shows that farmers of area are progressive in nature. This could be due to fact that farmers knew the utility of television and they realised that television is of great help to them in increasing their food production. The remaining 15 per cent of the respondents were having unfavourable attitude towards farm T.V. programmes. This could be attributed to the fact that farm T.V. programmes might not be catering to the needs of these farmers. These findings are in accordance with the results of Mishra and Sharma (1967), Sekhon (1970), Bajpai (1987), Yadav (1988), Rajawat (1991) and Chuhan (1997).

Attitude Scale (Development by M.S. Dhaka, 1977)

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<tr>
<th>S.No.</th>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>UD</th>
<th>DA</th>
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<tbody>
<tr>
<td>1.</td>
<td>The duration of the total agricultural programmes on T.V. is too short to be meaningful</td>
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<td>2.</td>
<td>The duration of agricultural programmes is quite adequate</td>
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<td>3.</td>
<td>Farmers are not informed about further programmes well in advance so that they could spare time to view the programmes of their interest</td>
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Overall mean score = 3.18, Standard deviation = 0.41
4. Contents of telecast are theoretical beyond their applicability
5. Contents of telecast are technically sound
6. The programmes are presented in such a way that they look realistic.
7. The programmes are not based on the needs and problems of the local area.
8. Whatever is communicated through T.V. programmes can be put in to action by farmers easily
9. T.V. is more an entertainment medium than of any educational value in agriculture communicaiton.
10. Many T.V. programmes are useless for farmers
11. T.V. helps in learning the skills of new agricultural technology
12. Agricultural information communicated through T.V. is understood even by an ordinary farmer.
13. The language used in the telecast is not compatible with the comprehension power of farmers.
14. T.V. information helps in boosting up agricultural production
15. Message communicated through T.V. are not compatible with the required inputs available with the farmers.
16. T.V. programmes help in securing community cooperation in solving farm problems.
*SA-Strongly Agree, A-Agree, UD-Undercided, DA-Disagree, SDA-Strongly disagree

Conclusion

Majority of the farmers are found to have positive and favourable attitude towards farm T.V. programmes. This could be due to the fact that the farmers of the area are modern and progressive. They known the importance of television and they realized that television is of great help to them in increasing their food production.
References


