

## MODE PREFERENCE OF THE LISTENERS OF FARM BROADCAST

The All India Radio Stations in Kerala are regularly broadcasting special Farm and Home Programmes for the benefit of the farming community. Usually five different modes are being commonly adopted in the farm programmes. They are straight talks, success stories, questions and answers, discussion and interviews. The farm broadcast listener's preference to different modes vary. A study was conducted to find out the mode preference of the farmer listeners and thereby to ensure effectiveness of the programmes.

Alamgeer (1970) revealed that among the several techniques adopted in farm broadcast, dialogue, interview with the progressive farmers, announcement and forecasts, questions and answers including quiz programmes, farm news and success stories were the six technique preferred by the farmers. Parthasarathy (1971) found that among the several techniques adopted in the farm programmes, talks by specialists was preferred first followed by dialogue, success stories narrated by the farmer, interview with progressive farmers and viilupattu (a folk song) in that descending order.

Singh (1972) in his study on listeners and nonlisteners of farm programmes observed that 54 percent of the listeners wanted the farm programme to be delivered through the discussion mode, while 28 percent of them were in favour of interviews and only 12 percent preferred lecture or straight talk type of presentation.

Since this study pertained to farm broadcasting, the members of Discussion Groups (Charcha Samithies) organised by the Farmers Training Centres were selected as the respondents. The study was confined to three blocks of Trivandrum district, namely, Nedumangadu, Vellanadu and Varkala based on the probability proportional to the size i. e., total number of discussion groups (Charcha Samithies). Five Discussion Groups (Charcha Samithies) from each block were selected by simple random sampling technique. From each group ten respondents were randomly selected. To measure the mode preference, paired comparison technique suggested by Edwards (1969) was used. The five modes were presented to the respondents in pairs in all possible combinations separately. The total number of pairs was determined by the formula  $\frac{n(n-1)}{2}$ . From the responses of the respond-

ents F, P and Z matrices were constructed and scale values for each mode were found out.

The F, P and Z matrices of paired comparison technique was computed. The 'Z' matrix of various preferences were arrived at and are presented in Table 1.

The 'Z' values under each column were summed up and means for each column worked out. A positive number in absolute value equal to the lowest negative mean was added to all means. By this, the first column attained zero value and the others obtained corresponding positive values. The modes preferred were ranked on the basis of the scale values.

From the ranking it can be inferred that the listeners of farm broadcast preferred interviews as the best mode of farm broadcast. Interview was followed by discussion, questions and answers, success stories and talks in descending order. This finding is in conformity with the trend reported by Knight (1973) and Sabarathnam and Rajaram (1975). The process of interview being informative and since it involves personal exposition on the subject matter, the farm broadcast listeners could perceive the contents of the subject matter in a better manner. Next to interview discussion was preferred because it helps to simplify the complex and intricate subject matter in an understandable and acceptable form to listeners. The other methods less preferred were in the order of question and answers, success stories and talks. There were less preferred probably because of the usage of technical words or dialect unintelligible to this farmers on due to lack of clarity in the technical aspects. The complex and long sentences, defective or unattractive voices or the quicker pace of delivery could be some of the other reasons for their non-preferred to these modes of broadcasts.

The results of the present study reveal that it will be desirable to increase the number of interviews and discussions to ensure efficiency of the farm broadcasts.

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Table 1

'Z' matrix of the mode preference of listeners of farm broad casts.

Modes of Presentation	Talks	Success stories	Question and Answers	Discussions	Interviews
Talks	—	1.405	1.447	1.175	1.248
Success stories	1.405	—	1.685	1.323	1.616
Question and answers	1.447	1.685	—	1.506	1.405
Discussions	1.175	1.323	1.506	—	0.820
Interviews	1.248	1.616	1.405	0.820	—
Sum	5.275	3.219	0.221	3.184	5.089
Means	1.055	0.643	0.044	0.658	1.018
Mean + 1.055	0	0.412	1.099	1.713	2.073

സംഗ്രഹം

ആരംഭകർമ്മങ്ങൾക്കുവേണ്ടി പ്രകാശിപ്പിച്ച പരിപാടികളുടെ വിവിധരീതികൾ എത്രത്തോളം കർഷകർക്ക് അനുയോജ്യമായിരിക്കുന്നു എന്ന് അറിയുന്നതിനുവേണ്ടിയുള്ള പഠനംകൊണ്ട് "തെളിയുന്നത", അഭിമുഖ സംഭാഷണം, ചർച്ച, ചോദ്യോത്തരങ്ങൾ എന്നിവ ഏറ്റവും കൂടുതൽ കർഷകരെ ആകർഷിക്കുന്നുവെന്നാണ്.

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