

An Analysis upon the Contribution and Effectiveness of Media/Mass Communication to Rural Development in India

Vijay Kumar*

Research Scholar, OPJS University, Rajasthan, India

Abstract – The mass media like radio and newspapers were of lesser centrality to bring down station in rural society. The electronic media's part in education proposed that radio and television are equipped for rising above the proficiency boundary and could have moved toward becoming media for mass education.

In spite of the fact that poverty, starvation and nourishment issues are as yet the real issues in the entire world, lack of concern towards the rural area step by step increments. Subsequently, the rural area is the field that most needs economic, social and cultural help. Notwithstanding, sadly, it is at the highest priority on the rundown of the most dismissed areas.

The communication examines completed in the rural areas contribute significantly to the general population in the rural areas to take all the more part in the economic, social and political life, to the issues in the rural areas to be conveyed to the public plan and to the arrangement of information trade and participation amongst individuals and institutions in the rural areas. Information and Communication Technologies (ICTs) can be utilized to help communities in their endeavors for social and economic developments.

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INTRODUCTION

The mass media technologies are increasing day by day all over the world. Today there is scarcely a country which is not utilizing media with a view to achieving its cultural, social, political and economic development, media gives information by broadcasting and transmitting programmes through space/satellites to and for people all over the world. Sociologist often views media as the great instrument of persuasion and the most powerful weapon for social change. It was considered as luxuries in the past, have become sheer necessities today. Media is treated as their constant companion by people in advanced countries. This indicates the tremendous mark it has made on world civilization. A unique combination of commercial, political, academic and cultural programmes is the main characteristic feature of media. The scope of media programmes can be broadly visualized from three angles, i.e. information, education and entertainment. With media communication technologies the task of realizing its basic function has become much easier and the purpose more effective.

Many advanced countries in the world have tried to fully utilize the potentialities of media for their political and socio-economic development. Extensive research has been conducted to assess the impact

of media on the minds of the people. In the light of these studies; many countries have realized the need for a sophisticated technology in media which could bring revolutionary changes especially among illiterate masses. Presently many countries are utilizing the satellite facility for living telecasts. Satellite communication system is effectively binding the world with its threads of sight and sound. Today, one can sit at home and simultaneously watch the events that are taking place even in very remote corners of the world. Applying space technology in the communication system is one of the world's recent developments. It strengthens the social, political and economic fabric of the world.

More invention of technology will not accomplish the task of effective communication. Its value is decided on the way it is utilized. In spite of technological development a major portion of the population in underdeveloped countries is not fully aware of the events that are taking place and are also deprived of effective enjoyment of their right to information. For example, a poor rural population knows little or nothing about his counterpart in a foreign country. Unless this gap is bridged, development of any sort is not possible. These facts have led to the idea of using satellites for the purpose of broadcasting. Mass communication technology accelerates the interaction among various cultures of the world.

Especially in countries with high population, the majority of which being illiterates, this technology can bring about certain radical and imperative changes.

In India, out of aggregate population of 121 crores, 83.3 crores live in rural areas (Census of India, 2011). Subsequently, almost 70 for each penny of the India's population lives in rural areas. These rural populations can be portrayed by mass poverty, low levels of proficiency and wage, abnormal state of unemployment, and poor sustenance and health status. So as to handle these particular issues, various rural development programs are being executed to make open doors for development of the personal satisfaction of these rural individuals.

Rural development infers both the economic improvement of individuals and in addition more prominent social change. Keeping in mind the end goal to furnish the rural individuals with better prospects for economic development, expanded investment of individuals in the rural development programs, decentralization of arranging, better implementation of land changes and more noteworthy access to credit are required. This segment gives finish information on activities taken by the government for spanning the urban-rural gap by overhauling the way of life of individuals in rural areas. Information about projects, plans, employment openings, Panchayati Raj institutions, development authorities, drinking water, sanitation, road construction, electrification of villages and sustenance supply and so on is given. Rural Development in India is a standout amongst the most vital elements for the development of the Indian economy. India is basically an agriculture-based country. Agriculture contributes almost one-fifth of the GDP in India. With a specific end goal to build the development of agriculture, the Government has arranged a few projects relating to Rural Development in India.

Mass media, the fourth mainstay of vote based system assumes a significant part in upkeeping the socio-political arrangement of a country sound and healthy. Because of the progression of information and communication technology (ICT), the part of mass media has been increased to a higher request. Man has vanquished time and space because of this cutting edge technology. The print and electronic media stay in charge of issues in each niche and corner of the world.

Media touches the remotest village and unfurls the incongruity behind the scene. Mass media truly associates the entire universe with a respectable mission to share the distresses and sufferings, agonies and strains, examples of overcoming adversity of the society. It generally, if appropriately oversaw, takes an indispensable part in political undertakings. As we probably am aware the development of a country relies on the political

determination, it fires the soul of governing body as well as the other two mainstays of vote based system. Investigation of the undertakings of a country is exceedingly basic for smooth advance. Mass media play out the part of a dynamic guard dog and erects its fingers towards any excess in a framework. It analyze the framework and opens the traps and tries to correct it. Our country has been effectively getting by as the biggest vote based system of the world.

The political scholars of our country have given another method for working for the rural India as 70% of the aggregate population live here. In this article the writer has focussed on the part of Mass Media on Rural Development in the chose areas of Raebareli and Varanasi locale of Uttar Pradesh. The point of the examination is to see if media has proficiently taken up the issues identified with the development of the rural individuals in chose areas.

The mass media incorporated a few media technologies that are imagined to impact vast watchers. Broadcast media (additionally called as electronic media) communicate the realities electronically and incorporate television, radio, movies, and certain other media like cameras and video raise. On the other hand, print media utilize a carnal thing for sending their actualities, for example, a newspaper, magazines, handouts, newsletters, books, leaflets and pamphlets (Potter, 2008).

Internet media is fit to achieve mass media rank in its own right. The many administrations, for example, email, websites, blogging, Internet television are given by this mass media. Thusly, various mass media openings have a being there on the web. Television promotions is likewise kind of mass media that connects to a site. The internet mass media present such projects which are useful in a few lifestyle of the general population. The Internet has enough information which can essentially be broadcast to a few unique areas of the worldwide promptly. Out-of-entryways media is an utilization of mass media that incorporates promotions, images, blurbs inside or remotely sited for marketable structures and things like plants and workshops, airborne publications, aircrafts, and skywriting. Group language and occurrence building up can likewise be measured with the assistance of mass media (Manohar, 2011).

The development journalist is one who is sufficiently enterprising to look past the cleaned news discharges and briefings put out by plentifully supplied outside associations, and sufficiently inquisitive to discover local wellsprings of ability. Such a journalist must be overcome enough to display home-developed answers for squeezing development issues. Development journalists go to remote areas to give an account of happenings

there. This sort of reporting goes about as a tool for social justice, representing the voiceless, taking a gander at the qualities and shortcomings of a country and in this manner distinguishing manners by which the country can benefit from outside assistance (Fleury, 2008).

Media is without a doubt quick, immense and intense method of communication. Nor does it just interest an immense group of onlookers it has a colossal effect on the political keep running of a country and culture of a society. Movies, TV appears, Journalism (newspapers and news stations) all go under short yet expansive "Media". By "Ethics and Media" we for the most part talk about the ethics in news-casting which impacts the mindset of individuals and molds the society. Beginning from climate conjecture to "what will be your future ?" It reveals to you everything without exception. With such an effect any offense or reckless act can influence as well as shake the verybase on which we have laid out so much agreeable lives (Anwesha Mohanty, 2012).

Mass communication is any message sent by a man or a gathering of individuals through a medium to a vast group of onlookers, and mass media is any medium used to transmit mass information. As of not long ago mass media contained the eight mass media businesses: books, newspapers, magazines, recordings, radio, movies, television, and the Internet, be that as it may, digital technology has extended the extent of the term mass media (Lane, 2007).

Development of mass media and society can be considered as being interlocked as mass media can deliver development of society and the other way around. Communication goes about as both an instrument and product of development and economic development and educational development are associated. Nath, Rao and Babu (2001) led an investigation on multistage reaction towards agriculture.

COMMUNICATION: CONCEPT AND PROCESS

The structure of a specific society will impact the nature of communication in it. On the off chance that the Society isn't a free society, however one that it overwhelmed by specific gatherings, the substance and media of communication will be organized to the point that the messages will propagate the predominance of intrigued gatherings. Communication in such a society will refute the exceptionally significance of communication, which infers sharing, a group of interests and social attachment in view of social justice.

There are three assortments of communication: intrapersonal (occurring in the cerebrum and

physiological frameworks inside the individual); relational (between people, gatherings, and so forth.); and mass. Mass communication has increased huge social noteworthiness as a result of mass media, which touch the lives of a great many individuals everywhere throughout the world. Normally, this raises the critical qualification amongst communication and mass communication.

In oral communication, air and language are the two media. In non-verbal communication, message is passed on through signs, images and motions; there is no discourse included. In specific circumstances, sound passes on implications; for instance, a cry implies torment. However, notwithstanding for the sound to be heard, air is fundamental, since a vacuum won't pass on sound. Albeit typically underestimated, air is fundamental as a medium to pass on sound; and words, all things considered, are portrayals of sound.

Notwithstanding, non-verbal communication is profoundly critical on the grounds that it passes on importance to others without the assistance of words. A grin is an all around perceived indication of generosity, welcome and acknowledgment, not a sign of contempt, hostility or renunciation, absolutely not of doubt. Also, a cry communicates agony, distress or dread.

Communication, regardless of whether relational or mass, will be founded on five segments: communicator, communicate (the individual who gets the communication), medium (channel), message, and input. Of these, criticism is the factor that recognizes relational communication from mass communication.

MODELS OF MASS COMMUNICATION

Distinctive communication experts have diverse conclusions in regards to the arrangement of stream of information from wellsprings of the beneficiaries in mass communication. A short portrayal of the and normal vital mass communication models are as per the following:

- (1) Single - step stream of communication: This model depends on the supposition that information comes to straightforwardly from the source to the beneficiaries in mass communication. Troidah (1967), based on look into discoveries proposed the model of the progression of stream of mass communication. This progression of communication is opposite prior model of two stage stream of communication. Single step model expresses that mass media channels communicate straightforwardly to the mass gathering of people without the message going through the feeling pioneers.

- (2) Two – step stream model : Lazars – felid , Berelson and Gaudet (1948) suggested that impacts originating from the mass media first achieve opinion pioneers —who is turn pass on what they read and hear to their day partners who are affected by them. Supposition pioneers are more presented to the mass media than the individuals who they impact. This model suggests that sentiment pioneers are dynamic and adherents are uninvolved which isn't genuine is each circumstance. There might be numerous non-pioneers is immediate contact with mass media.
- (3) Multi—step stream model: It isn't attractive to constrain the stream of information to maybe a couple steps. The quantity of steps Differ from circumstance and the stream of mass communication are much more muddled than two stages, as recommended by Rogers and shoemaker (1971), the correct number of steps is the process relies upon the goal of the source, the accessibility of media, the degree of group of onlookers presentation, the nature of the massage and its significance.

RURAL COMMUNICATION

Rural development is a process of activity with economic, political, cultural and social measurements. To put it in an unexpected way, agricultural development is a process whereby the ranchers have present day learning and information. It is basic for the agriculturists to have and acknowledge the essential technologies, advancements and learning for the rural development. Along these lines, communication assumes a critical part in the process of rural development. The communication spans worked between public institutions, rural associations and individuals produce the chances to guarantee share of information and experience required for rural development.

Progression in agriculture is conceivable just through preparing the ranchers to learn new thoughts and methods and their firm reception. Influencing the ranchers to grasp the developments in the rural areas and their firm appropriation is made conceivable by means of communication channels. There are four noteworthy channels to pass on the advancement from the colleges (or researchers in particular fields) to the rancher: companions and neighbors (casual communication), vender and wholesalers (business communication), public institutions and agriculturally specific college units (public communication, mass media gadgets (mass communication). The agriculturists end up plainly mindful of the advancements and create enthusiasm

for learning and receiving them by means of these channels.

Notwithstanding these, the media guarantees publication and promotion of rural issues in the overall population. It underpins the educational and mindfulness exercises; it particularly adds to encouraging the specialized information. The communication systems set up in the rural areas encourage access by the local individuals to the administration and the information. Accordingly, it is clear that communication assumes an amazing part in rural development.

In the rural communication exercises in various parts of the world, radio, TV, squeeze, PC, internet, other information frameworks, videos, films, theaters, celebrations, gatherings, boards and courses are generally utilized. In the rural areas where customary relations are pervasive, face-to-face communication is a regularly utilized strategy.

CAPABILITY OF NEW ICTS FOR RURAL DEVELOPMENT

New ICTs are winding up more available, and clients can acquire information from different sources, and one PC could address the issues of an expansive rural group. Despite the fact that the Internet isn't a panacea for rural development issues, it can open new communication channels that bring new learning and information assets to rural communities. Conventional communication channels have been utilized effectively yet these have been monologic and have not took into account much association with clients. Radio for instance has been extremely compelling for dispersing information to a wide range of gatherings of people, however broadcasting circumstances are now and then not proper for a great many people. In any case, radio could be connected to the internet, and a couple of' activities have been begun on this concept. Broadcasters could then disperse the most recent infonnation quickly. A few cases of areas where ICTs could assume a synergist part in creating rural areas include:

- Decision making process - Sound basic leadership is endless supply of thorough, convenient and up and coming information.
- Market viewpoint - Farmers could advance their products and handle basic exchanges, for example, arranges over the web while installment exchanges for the merchandise can be dealt with disconnected, It has been appeared to be less expensive and speedier to exchange online than on paper – ased medium, phone or fax. Electronic-trade could, subsequently, empower business visionaries to get to worldwide market information and open up new

territorial and worldwide markets that bring better costs and increment ranchers' profit.

- Empowering rural communities — ICTs can engage rural communities and give them "a voice" that licenses them to add to the development process. With new ICTs, rural communities can secure the ability to enhance their living conditions and wind up plainly spurred through preparing and exchange with others to a level where they settle on choices for their own particular development, Giving rural individuals a voice implies giving them a seat at the table to express their view's and assessments and turn out to be a piece of the basic leadership process. The approach ought to be participatory and could prompt enhanced policy arrangement and execution, enhanced policy detailing and systems, in any case, require "an informed and educated populace...to diminish poverty, inordinate population development, natural corruption and different components that bend regularly the immediate reasons for hunger". New ICTs can possibly infiltrate under-adjusted areas and upgrade education through separation learning, encourage development of important local substance and quicker conveyance of information on specialized help and essential human needs, for example, nourishment, agriculture, health and water. Ranchers can connect with different agriculturists, their families, neighbors, providers, clients and intermediaries and this is a method for teaching rural communities. The internet can likewise empower the remotest village to get to general and solid information from worldwide library (the web). Diverse media blends may, in any case, be best in various cases-through radio, television, video cassettes, video conferencing, PC projects, and print, CD-ROM or the internet. Rural areas additionally get more prominent perceivability by having the chance to scatter information about their group to the entire world.
- Targeting underestimated bunches Most rural destitute individuals do not have the ability to get to information. ICTs could profit all partners including the common society, specifically youth and women. Other distraught gatherings that could be focused on incorporate the handicapped and subsistence laborers.
- Creating employment - Through the foundation of rural information focuses, ICTs can make employment openings in rural areas by drawing in telecenters chiefs, topic

experts, information administrators, interpreters and information technology professionals. Such focuses help cross over any barrier amongst urban and rural communities and diminish the rural-urban movement issue. The focuses can likewise give preparing and those prepared may turn out to be little scale business people.

CHALLENGES TO RURAL COMMUNICATION

The circumstance concerning communication in rural areas of creating countries is portrayed by:

1. A lack of information (nonattendance of suppliers and of local communication content);
2. Conflicting messages (hard to comprehend what is significant/revise information);
3. A divided market for information with numerous individual customers or customer gatherings;
4. Relatively couple of customers scattered over an extensive area;
5. Structural changes prompting continually changing channels and content and an absence of the vital abilities for communication; and
6. A absence of very much created ICT framework and low levels of ICT aptitudes.

In rural areas, communication needs and accessible channels are confronting colossal changes through basic changes: subsistence situated cultivating remains the reason for nourishment security particularly in impeded areas, while there is a general move to move intermediate agriculturists into market-arranged production. Market-situated ranchers need to remain aggressive in an inexorably worldwide business condition. While agriculture remains the backbone for rural individuals, information and aptitudes for elective jobs pick up in significance, as a leave methodology, as well as for the expanding division of work. Each of these gatherings of agriculturists has particular communication needs and capacities with respect to advancement, administration and back. In any case, customer/request arranged administration arrangement for advancement, information, capability and local authoritative development remains the key driver. Continuous decentralization of government capacities and administrations enhance the possibilities of local political basic leadership. These change processes and their chances and results should be communicated legitimately to rural individuals. Campaigning by sorted out gatherings,

as a type of communication to legislators, turns into a fundamental action to voice rural interests. On the opposite side, endeavors to close the information hole and, specifically, the digital separation in rural areas, have been upheld by the more extensive accessibility and openness of communication technologies and frameworks, similar to internet, rural radio and cell phones.

UTILIZATION OF MASS MEDIA FOR DEVELOPMENT

The historical backdrop of sorted out development communication in India can be followed to rural radio broadcast in the 1940's. Free India's soonest sorted out tests in development communication began with communication development ventures started by the union government in the 1950's. Distinctive medium was utilized as a part of the accompanying way for development reason: NEWSPAPER as a medium of Development Communication: The energy of the press emerges from its capacity of appearing to the psyches of the general population and being fit for moving their hearts. Be that as it may, it has been seen that the press has not met the essential enthusiasm for developmental communication. With a specific end goal to rectify the irregular characteristics saw in the media scope of Rural Development Programs and to guarantee that these program are depicted in legitimate point of view, a few stages are taken to sharpen the media about issues identifying with rural development. The Ministry all the time communicates with the Press fundamentally through the Press Information Bureau (PIB). Survey public interview, squeeze visits and workshops are sorted out through PIB, with the money related help from the Ministry, in order to sharpen squeeze people about Rural Development Program. To create mindfulness in regard of rural create programs among the overall population and assessment creators and for dispersing information about new activities, the Ministry issues advertisements at customary interims in national and territorial press through DAVP. To empower individuals in rural areas to get to information on Rural Development Program a booklet 'Gram Vikas' Programs initially is brought out in provincial languages.

RADIO as a methods for development communication: Radio from its exceptionally origin assumed an essential part in development communication; this is predominantly because of its leverage of coming to a substantial number of individuals from contrast segment of the society. Colleges and other educational foundations' particularly agricultural colleges, through their augmentation systems and international associations under the UN umbrella conveyed the development communication try. Group radio is another critical medium which is developing in significance particularly in rural India. Here, NGOs and

educational institutions are offered permit to set up a local group radio station to broadcast information and messages on developmental perspectives. Cooperation of local group is energized. As people group radio gives a stage to villager to broadcast local issues, it can possibly get constructive activity. Radio Rural Forum: All India Radio has been the trailblazer in the process of executing communication methodology embraced by the government. The Radio Rural Forum investigation of 1956, secured 156 villages. It contained 30 minute span program two days seven days on various issues like agriculture and fluctuated subjects that could advance rural development. Endeavors are by and large continually made to utilize radio for social change. Aside from radio rural gathering, different ceaseless endeavors are being made to acquire development. As on account of undertaking taken up to advance grown-up proficiency in the 1980s. All the more as of late, NGOs have helped broadcast program on women and lawful rights and so forth. Local Service of AIR: based on the Verghese Committee (1978) report which suggested an establishment framework for advancing local radio for education and development. A few NGOs utilize local radio to advance their development exercises. For example, Chetana of Kolkata records their program on grown-up education, in the field utilizing local abilities. School Broadcast: Programs for school are broadcast from the metros and different focuses of AIR. Numerous teachers make superb broadcast through this stage. AIR draws up these projects on the exhortation of Consultative Panels for School Broadcast. TELEVISION as a Medium for Development Communication: TV in India was presented in 1959, on an exploratory premise. Its extremely beginning was with the expect to perceive what TV could accomplish in group development and formal education. From this we can comprehend the significance of television for development communication. Today, following 50 years of Indian television, we see that broadcasters still broadcast program with an eye on social duty, serials that consolidate socially significant topics, intelligent syndicated programs and open gatherings with government agents reacting to group of onlookers questions are mainstream programs. In 1967, Delhi Television focus propelled Krishi Darshan Program at the command of Dr. Bikram Sarabhai and Prof R. S. Swaminathan. The protest of this program was advancement of present day strategy in agriculture through the television.

CONCLUSION

Media assumes an imperative part in the spread of information and in creating social mindfulness through social advertisements. One of the regular methods of impact on human personality is advertisement. As it has no prefixed time and may get our consideration whenever and anyplace. At

show advertisements on water protection, a forestation, contamination, population and family arranging, rural developmental plans are running on various TV channels. However its recurrence is more on Doordarshan. Newspapers, Magazines and radio are additionally putting these advertisements for getting individuals' consideration. Other than this Internet, Photographs, Jokes, Comics, Cartoons and so forth can be extremely useful in making mindfulness as they have mass interest. Mass media has now developed as a capable and viable tool for spreading information about the rural ecological issues. Some nature-arranged advertisements by Bombay T.V. focus have demonstrated as synergist massive blend for rural individuals security among the TV onlookers.

India has now left with the most recent two years of its NRHM venture. With the objective of accomplishing the MDGs too larking huge, it is beneficial to evaluate the advance made toward the finish of the undertaking. IEC had been a genuine guzzler of cash and also media space till now. It will remain so for an opportunity to come. Be that as it may, IEC for IEC remains a danger to the accomplishment of the coveted result. It truly needs a through reconsidering and updating at the local level.

In India mass media can be utilized as a noteworthy instrument in tackling the issues and to achieve changes over the long haul. Media has a huge energy to shape the mentalities of individuals in reconstruction of reality. In perspective of the above actuality and significance of mass media in present day society.

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Corresponding Author

Vijay Kumar*

Research Scholar, OPJS University, Rajasthan, India

E-Mail – arora.kips@gmail.com