

**MASS MEDIA EXPOSURE OF THE RESPONDENTS:A CASE STUDY OF  
LATEHAR DISTRICT OF JHARKHAND STATE IN INDIA**

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**ABSTRACT**

This paper analyses the mass media exposure of respondents in Latehar district of Jharkhand state of India. As the area of study was rural people of Latehar district of Palamau Commissionery of Jharkhand State so the respondent was found to have no access to the categories. Internet, TV, newspaper, magazine\* cassettes/ CD's and books are the few popular media for accessing information regarding any activities which is going on around the development. Most of the respondents respondent have access to gram shabha due to non-availability of the above media in this areas. In case of exclusive movie channel IBO and Set Max are equally popular with 5% while among Hindi channel ETV Hindi (30%) rated first followed by DD Hindi and local cable with (10%) each. It is followed by Zee Cinema (5%) Dordarshan (40%), Discovery (5%), National Geography (5% Animal plant (5%) and BBC world (5%). It is mentioned that news channel. Sports channel, movie/ music channel. Discovery channel and National geography channel is few popular among the respondents. It can be commented from the above study that there is a lot to be done for the cause of development of Latehar district. Many time this district comes in the news for violent activities as they have almost paralysed the development process.

**Key Words-** media exposure, social development, respondents, violent, awareness

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## 1.INTRODUCTION

In social problems, mass media play an important role. It has helped in the social upliftment of society at large. If today we are aware of family planning or iodized salt or pulse polio, rural developmental plan, it is due to effective social advertising. Mass media has helped in generating awareness about rural environment, its projection and a change in the attitude of the people towards rural environment. It has taught us the importance of keeping the rural environment increase. It has created awareness about working culture while gossiping. It has made us aware about the social evil of female infanticide. In a developing country like India, this advertising can help in the improvement of standard of living of the people and hence economic development of the country as whole. Not only can it bring an improvement in the standard of living of the people, it can bring about a social revolution

## 2. METHODOLOGY

The questionnaire method will be used. The analysis will be done through using the primary data and secondary data.

### 2.1 Scope of the Study

This study will attempt to make a critical analysis of the work done by the state government and various NGO's for Mass Media awareness in Jharkhand State. This proposed study has vital importance not only from academic point of view but also from the development and improvement point of view.

## 3. RESULTS AND DISCUSSION

### 3.1 MEDIA ACCESS

The objective of this section is to find out the sources that created awareness for rural development among the respondents under study .Also it is aimed to know the respondents about the next generation of the country whether they will have better, worse, or same place to live in as we are living today. Some suggestions were also asked regarding what can our generations do about developmental action and also in regard to the role of media in creating awareness about developmental issues.

### 3.2 MAIN SOURCES OF INFORMATION ON DEVELOPMENT

*Table1: Main sources of information on the rural development*

<i>SI. No.</i>	<i>Medium of Information</i>	<i>% of listener /reader/viewer</i>
1	Television	10%
2	Internet	5%

3	Newspaper	25%
4	Magazine	15%
5	Books	10%
6	Radio	70%
7	Gram Sabha	85%

For better analysis of (he sources or channel of communications on information on environment, various sources were categorized like TV, Radio. Newspaper, Magazine, Books. Friends, Family members. Neighbors Poster/Banner, Gram Sabha, Folk lore/ song etc. From the table it is revealed that the major sources of information's for all the respondents is Gram Sabha and Radio at 85% and 70% It is followed by newspaper at 25% and magazine 15% and Books at 10% and also Internet 5% only. It can be commented that the people of the rural areas are very much aware about rural development.

**Table 2: Next Generation of this country will have a Better, Worse, Same place to live in**

<i>SI No.</i>	<i>Type of thinking of respondent</i>	<i>% of the respondent</i>
1	Better	70%
2	Worse	30%
3	No response	0
4	Same place to live in	0

In this category 70% believe that the situation would improve and the coming generation will have better future to live in. 30% of the respondents said the situation will become worse for the next generation as they felt that proper care is not taken for betterment of the development

### **3.3 ROLF, OF PRESENT GENERATION IN CREATING RURAL DEVELOPMENT**

**Table 3: Role of Present Generation in creating rural development**

<i>S.No.</i>	<i>Type of Response</i>	<i>% of respondents</i>
1	More programme on developmental issues	80%
2	Work for development	60%
3	Nature work and resource, resource planning and more use of human	80%

	resources etc.	
4	Imparting developmental plan	80%
5	Use human resource in a proper way.	80%

The respondents were asked for suggestions on what can our generation do about protecting environment. In this case 100% of the respondents have responded. The highest number 80% of the respondents emphasized for more programme on developmental issues. 60% suggested that people should be more careful of their work culture for the development. 80% emphasized on Nature of work and resource, resource planning and more use of human resources etc. 80% emphasized on Imparting development plan. Use human resource in a proper way.

### 3.4 SUGGESTION FOR MEDIA

In this category, which is also the last part of the study, suggestions were invited about media in creating awareness about developmental issues. Here there were 100% responses from the respondents. 50% wanted for more programmes on media. 50% wanted the quality style and formal of the present programme to be imported and made more attractive. 50% respondents were in favour of more advertisements on rural development, more visual programme, more media conducted workshops, and to show on TV screen, give information through gram sabha developmental friendly action from our day to day life. 80% of the respondents wanted media to treat developmental problem as a national and international problem and also wanted media to be a reformer in this regard. As the area of study was rural people of Latehar district of Palamau Commissionery of Jharkhand State so the respondent was found to have no access to the categories. Internet, TV, newspaper, magazine\* cassettes/ CD's and hooks are the few popular media for accessing information regarding any activities which is going on around the development. Most of the respondents respondent have access to gram shabha due to non-availability of the above media in this areas.

### 3.5 RADIO STATION

**Table 4: Radio station Mostly Listened**

<i>SI. No.</i>	<i>Radio Station</i>	<i>% of listener</i>
1	Local AIR	70%
2	National AIR	60%
3	Overseas Radio	10%
4	FM Radio	70%

5	Never listen	10%
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The most listen radio station is local and national AIR 70% and 60%. It is followed by FM Radio and Overseas radio 70% and 10%. It may be mentioned here that, Daltonganj Radio Station station have access to FM station. 10% of the respondent never listen Radio.

### **3.6 VARIOUS TV CHANNELS IN RURAL AREAS AND THEIR PERCENTAGE VIEWED**

**Table 5: Various TV Channels in rural areas and their Percentage viewed and Rating**

<b>Sl No.</b>	<b>Name of Channel</b>	<b>% of audience</b>
1	ETV Bihar and Jharkhand	30%
2	DD Ranchi	40%
3	DD Local	40%
4	Discovery	10%
5	Ten Sports	5%
6	Star TV	5%
7	Zee News	5%
8	Aajtak	5%
9	Set Max	5%
10	BBC World	5%
11	B4U Music	10%
12	Local Cable	10%
13	ESPN	5%
14	Star Sports	10%
15	Doordarshan	30%
16	National Geographic	10%

17	Animal Plant	10%
18	Zee Cinema	5%
19	Cartoon Network	5%
20	Channel TV	5%
21	HBO	5%
22	NDTV	5%
23	Sony	5%

An attempt was made under this variable to analyses the few watched TV channel due to non-availability of TV. The study shows that news channel like ETV Bihar and Jharkhand 30% and 40% and other channel like DD Ranchi, Doordashan is also popular among the rural people. News channel like Aajtak, Zee news is the few popular channel as 5% respondents have watched it. Among the music channel V and B4U music channel at 5% and 10%. Star Sports 10% were the most watched Sports channel followed by ESPN & Ten Sports at 10% and 5% respectively. In case of exclusive movie channel IIBO and Set Max are equally popular with 5% while among Hindi channel ETV Hindi (30%) rated first followed by DD Hindi and local cable with (10%) each. It is followed by Zee Cinema (5%) Dordarshan (40%), Discovery (5%), National Geography (5%) Animal plant (5%) and BBC world (5%). It is mentioned that news channel. Sports channel, movie/ music channel. Discovery channel and National geography channel is few popular among the respondents.

### 3.7 READING HABITS OF NEWSPAPER

Table 6: Reading of Newspapers

<i>Sl. No.</i>	<i>Newspaper</i>	<i>% of respondent</i>
I	Local	20%
2	National	25%
3	International	2%
4	Don't read	75%

From the finding only 35% of the respondents read newspapers. The highest number of readership was in favour of local and national newspaper at 30% and 35% followed by international 5%. 65% of the readers do not read due to non-availability of newspaper and also illiteracy

### 3.8 TYPES OF BOOKS/ MAGAZINES

**Table 7: Types of Books' Magazines**

<i>SINo.</i>	<i>Name of the News paper</i>	<i>Category</i>	<i>Medium</i>	<i>% of Readers</i>
1	Prabhat Khabar	National	Hindi	25%
2	Dainik Jagaran	National	Hindi	25%
3	Dainik Bhaskar	National	Hindi	25%
4	Sanmarg	National	Hindi	20%
5	Hindustan	National	Hindi	25%
6	The Telegraph	National	English	2%
7	The Hindu	National	English	5%
8	The Times of India	National	English	5%
9	Hindustan Times	National	English	5%
10	The Statesman	National	English	5%

The second part of the question aimed at knowing the names of newspaper. Table shows that The Prabhat Khabar, Hindustan has stand highest with 30% and 35%, and Hindustan Times, Times of India, Statesman, The Telegraph with 10%. 10% 5%, 5% and 5% have read The Hindu.

### 3.9 LIKING AND READING HABIT OF READERS OF NEWSPAPERS

**Table 8: Liking and reading habit of readers of Newspapers**

<b>Sl. No.</b>	<b>Types of news</b>	<b>% of Respondents</b>
1	Fiction	20%
2	Political	30%
3	Comics	20%
4	Educational	25%
5	Currents affairs	20%
6	Others ( Films)	20%

7	Rural Development	25%
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25% respondents have reading habit of rural development/educational. table shows that rural developmental programme, and educational programme is highest respondents 25% each second in the list are current affairs Fiction, Political, Comics, Films with 20%.

### 3.10 PATTERN OF WATCHING/ LISTENING/ READING MEDIA

**Table 9: Frequency of Visit to Gram Sabha/ Panchayat Bhawan**

<i>Sl. No.</i>	<i>Type of Visiting</i>	<i>% of The Respondents</i>
1	Once in a week	30%
2	Twice in a week	60%
3	Once in a month	90%
4	Occasionally	5%
5	Never visit	5%

In this part, 90% respondents were found of visiting Gram Sabha/ Panchayat Bhawan once in a month where 60% respondents were found of visiting twice in a week. 5% respondents have occasionally visited. 5 % respondents have never visited

<i>Sl. No.</i>	<i>Type of activity</i>	<i>TV</i>	<i>Newspaper/Magazine etc.</i>	<i>Radio</i>
1	Sitting attentively	20%	30%	90%
2	While Walking	0%	0%	0%

In order to Analyse the way or patterns of watching/ listening/ reading either TV/ Internet/Radio/ Newspaper a magazine every day: the respondents had to select from the opinion of sitting attentively or while working. The findings are shown in the above table

### 3. 11 WHEN YOU WATCH/ LISTEN/ READ THE MEDIA

**Table 11; Habits of respondents in respect of time**

<i>Sl No.</i>	<i>Type Of Media</i>	<i>Morning</i>	<i>Afternoon</i>	<i>Evening</i>
1	TV	20%	10%	20%
2	Radio	80%	2%	90%
3	Cinema	0%	5%	10%



4	Newspaper/ Magazine	25%	10%	25%
5	Others(Internet)	0%	10%	50%

In the analysis, it revealed that 90% listen during evening followed by Newspaper 25%. TV is watched 20% respondent both in evening and morning time. 5 % respondents used internet in the evening time

### 3.12 TIME DEVOTED TO VARIOUS MEDIA

*Table 12: Time devoted to the following Media daily*

Various media	Less than one hour	1 -4 hour	4-6 hour	More than 6 hour
TV	20%	20%	0%	0%
Radio	80%	80%	0%	0%
Newspaper/ Magazine	25%	20%	0%	0%
Others	20%	60%	20%	0%

The data in the table indicate that TV was watched 1-4 hour by 20% of the respondents and 20% watched it less than one hour.

Radio was listened less than one hour and 1-4 hour by 80% of the respondents. Newspaper and Magazines were read by 25% of the respondents in less than one hour and 1-4 hour 20%. To understand the habit of respondents in regard to outdoor media they were analyzed on their follow-up/ reading/ listening to poster, banners, holdings, bill boards, leaflets, announcements, etc. on road.

### 3.13 READING/VIEWING/LISTENING HABITS

*Table 13: Reading/viewing/ listening habits of the respondents*

SI No.	Types of reading/viewing/ listening habits	% of the respondents
1	Regularly	100%
2	Occasionally	0%
3	Never follow	0%

4	Not sure	0%
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100% respondents were regular follow/ read/ listen to poster banners, bill boards, panels, leaflets, announcements etc, on the road.

### 3.14 FOLLOW UP ADVERTISEMENT BY VARIOUS MEDIA

**Table 14: Follow up advertisement by various media**

<i>SI No.</i>	<i>Media</i>	<i>% of Ad. followers</i>
1	Internet	5%
2	TV	10%
3	Radio	80%
4	Newspaper	25%
5	Magazine	15%
6	Others ( Films)	5%
7	Gram Sabha	80%

The data shows that 80% respondents were exposed to Gram Sabha and Radio advertisements, 25% newspaper advertisements and followed by 15% in case of magazine and internet 5%. Further the study shows that 5% of the respondents are having source of advertisements exposure was Films.

### 3.15 FREQUENCY OF ADVERTISEMENTS EXPOSURE

**Table 15: Frequency of advertisements exposure**

<i>SI No.</i>	<i>Types of reading/viewing habits</i>	<i>% of the respondents</i>
1	Regularly	80%
2	Occasionally	10%
3	Never follow	10%
4	Not sure	0%

To analyze the frequency of a advertisements exposure, this variable was categorized is regularly. Occasionally, never follow and not-sure. Here 80% followed advertisements regularly and occasionally followed 10%. Only 10% of the respondents have not sure.

### 3.16 FAVORITE TELEVISION PROGRAMME

*Table 16: Favorite Television Programme*

<i>SI No.</i>	<i>Types of Programme</i>	<i>% of viewers</i>
2	Sports	40%
3	Film/ Documentary	50%
4	News	80%
6	Song/Music	80%
7	Discovery	35%
9	Animal plane	20%
10	National Geography	20%
11	Rural Programme	100%

From the data the highest favorite programme of the respondents was rural programme.. The second favourite programme of the respondents was news and song.

### 3.17 FAVOURITE RADIO PROGRAMME

**Table 17: Favorite Radio Programme**

<b>SI No.</b>	<b>Types of Programme</b>	<b>% of viewers</b>
1	News	50%
2	Song	25%
3	Drama	25%

The most Favorite programme of the respondents was news than Song and Drama listener was only 25%.

### 3.18 FOLLOW UP STORIES ON RURAL DEVELOPMENT ON MEDIA

**Table 18: Attendance in the stories on rural development on media**

Sl. No.	Programme	% of the respondents
1	Regularly	90%
2	Occasionally	10%

3	Never	0%
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In the response of this question table shows that 90% of the respondents follows various rural developmentall stories regularly and only 10% of the respondents follows occasionally.

#### 4.CONCLUSIONS

The data shows that 80% respondents were exposed to Gram Sabha and Radio advertisements,25% newspaper advertisements and followed by 15% in case of magazine and internet 5%. Further the study shows that 5% of the respondents are having source of" advertisements exposure was Films. Radio was listened less than one hour and 1-4 hour by 80% of the respondents. Newspaper and Magazines were read by25% of the respondents in less than one hour and 1-4 hour 20%. To understand the habit of respondents in regard to outdoor media they were analyzed on their follow-up/ reading/ listening to poster, banners, holdings, bill boards, leaflets, announcements, etc. on road. Radio was listened less than one hour and 1-4 hour by 80% of the respondents. Newspaper and Magazines were read by25% of the respondents in less than one hour and 1-4 hour 20%. To understand the habit of respondents in regard to outdoor media they were analyzed on their follow-up/ reading/ listening to poster, banners, holdings, bill boards, leaflets, announcements, etc. on road.

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