

CHAPTER - VII

SUMMARY AND CONCLUSIONS

Introduction

Majority of Indian population live in rural areas and are illiterates. Hence there is an urgent need to diffuse of useful technical knowhow among rural people, to improve socio-economic status and increase their knowledge level. This offers tremendous opportunity for use of electronic media in disseminating information. So, television has been acclaimed to be the most effective media for diffusing the scientific knowledge to masses. It offers vitality and newness, which attract attention, create interest and stimulate a desire to learn.

Further the purpose of any communication is to create desired impact on target audience, which depends on their activity behavior. In this background the present study was conducted to assess the televiwing behavior of rural Indians. The interior tribal's should be brought into the mainstream instead of keeping them in isolation. Majority of the tribal's are still ignorant about the government development programs because lack of information and proper motivation. Education media can help a lot for the Tribal Development and change.

Television facility should be extended to the tribal areas and also the felt need of setting community TV centers. They treat the folk media items, film and radio media as entertainment. The film media has much effect on the life of the tribal people when compared to other modern media items. It brought

certain change in the dressing pattern of the tribal people.

The government public relations department needs to pay much attention to organize audio-visual programs regularly in the tribal areas. This kind of media can also create awareness and make them to participate fully in the ongoing development programmers and in turn, they get the opportunity to contribute for national development.

Observations

Each question was classified and the frequency of each item was tabulated. The percentage was taken by the number of answers to the total number of respondents. Major findings of the study are as follows:

- The tribes of Rajupakalu are an isolated community who live in Chintapalle mandal. Yet they mingle with the urban people for their livelihood and communication.
- Television is their main source of information, education and entertainment for the Rajupakalu. This is clearly established by the fact that 100% of the respondents said that they watched television for at least 2-3 hours every day.
- Majority of the television viewers are women (55%) and the male were (45%).
- Most of the respondents (48%) who watched television belong to 26-35 age group and the age group of above 35 has second highest number of respondents. The least number of respondents belongs to 18-25 which

shows that out of all the respondents' youngsters are comparatively less in number.

- The literacy level among the tribes of Rajupakalu is low, though they have exposed themselves to the television yet they are unable to perceive the importance of literacy, only 10% among 100% are educated only at school level, and 11% of the tribal have studied up to Intermediate or Pre University College (PUC).
- All the respondents are exposed to television and they do watch television.
- Most of them (76%) preferred to watch television in their residence while few (20%) preferred to watch it in their friends/neighbors house and while a very few of them preferred to watch television at work place (4%).
- Out of the total respondents 21% spend 1-2 hours in a day for watching television, and 54% spend 2-3 hours, while 25% watch television for more than 3 hours in a day.
- Most of the respondents (99%) watched movies. Most of them (91%) viewed channels that provided entertainment which they consider as stress buster and most of them (84%) watched drama/serials. Very few respondents watched reality shows (10%), cartoons (8%) and agricultural based programs (26%).

- Most of them (94%) watched news more than any which is considered by many as more entertaining than the so called films and serials.
- The reasons behind the respondents watch programs is as follows, 18% watch for the purpose of to gain information, 36% to learn / educational purpose, 43% for entertainment and 3% of them said they are unsure.
- The responses of the candidates on how far the television programs have been affected their lifestyle is, 55% said that they affected their lifestyle to some extent, and 42% said not at all affected and only 3% said they were not sure.
- Less than half of the respondents (43.3%) were ready to watch any channel and they don't have any preferences while others had their own particular choices and viewed them at particular times.
- In terms of at what extent the programs related to their lifestyle only 4% said that the programs relate to a large extent, majority of the respondent (70%) said to some extent while 26% were not sure.
- The percentage of respondents related the programs they watch on television and 50% said it is their part of everyday activity, 75% respondents relate to their occupation, 63% said they adapt in their daily lifestyle (for eg: Health, beauty, cooking tips,

general knowledge etc..) 24% relate them by discussing with family/friends/neighbors and only 7% said they are closely related to their life.

- Percentage of positive improvement in respondents' lifestyle by watching television habit is 20% said to a large extent positive effect, 47% said to some extent, 24% said don't know/can't said and 9% replied not at all.
- Few of the respondents (24%) agreed to have discussed about the programmes they watch on Television with their friends and family.

IMPLICATIONS OF THE STUDY

The implications based on the findings of current investigation are as follows;

1. Majority of the tribes and rural people viewed television for only entertainment purpose. This indicated that television is still only a media for entertainment. This calls for strengthening the educative and informative functions of electronic media
2. Higher proportion of the respondents was not benefitted by television programmes, which are purely informational and educational in nature. This needs the attention of programme makers.
3. To broadcast some more programs, which are educative by entertaining, because as the study suggests that the tribes are likely to watch more entertainment programs.

4. The tribes are established in outskirts of the town, if they are brought in to the city or in the town they can also get par with the society.
5. The people of Rajupakalu also watch occupation-based programs in a considerable amount, but that should be conveyed and it should be understandable to the tribe people.
6. Introducing new educational channels and presenting them in entertainable manner.

Considering the least educational orientation among Indian tribes, the educational programmes can conveniently be combined with recreational programme, though music plays and dramas programmes can be exploited for disseminating messages, which have educational values.

SUGGESTIONS FOR FUTURE RESEARCH

More applicable, comprehensive studies covering wider geographical area taking into consideration other independent variables not used in this study. Other communication media can be considered for future research like effect of print media on tribes. An experimental study may be undertaken on the impact of different programmes broadcasted and telecasted on knowledge and adoption behavior of tribes. A comparative study can be conducted on the televiwing habits of tribes living in urban areas and agency areas. A study on Television impact especially on women and children belonging to Scheduled Tribes can also be conducted. In future research the problems expressed by rural tribes and suggestions given can be considered for future research.