

FARM WOMEN'S COMPREHENSION TOWARDS TELECASTED MESSAGE KITS

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ABSTRACT

The present study was undertaken to study the comprehension of telecasted message kits among farmwomen. A total sample of 90 farmwomen from three villages of Bedla panchayat samiti of Udiapur district of Rajasthan was selected for the study. Two educational message kits related to health were chosen and recorded on a videocassette for study purpose. The respondents were interviewed after their exposure to recorded message kits. The study revealed that the respondents very well comprehended message kits on-diarrhea control and immunization. All the respondents comprehended that ORS should be given during diarrhoea and that child should be immunized for measles immediately after completion of 9 months of age. Improvement was noted after repetition.

Key Words: Telecaste, Message, Farmwomen, Videocassette

INTRODUCTION

Transfer of appropriate home and farm technologies to rural women is of immense importance now-a-days. But, transfer of scientific information to rural women is difficult and challenging task. In this regard mass media can play an important role. Among various mass medias TV has been considered as the most powerful medium to impart knowledge and information to rural women. Educational message related to health, literacy, gender issues, savings, environment, etc. are telecasted in the form of message kits several times. Judging of the message kits from peoples understanding point of view in mind, the present investigation was conducted to study the comprehension of telecasted message kits among farm women.

METHODOLOGY

The present study was conducted in three villages of Panchayat Samiti Bedla of Udiapur district of Rajasthan. A random sample of 30 farmwomen (TV viewers) from each village was selected to make a total sample of 90 farmwomen. Two educational message kits related to health were chosen and recorded on a videocassette for study purpose. Interview method was used for data collection after their exposure to recorded message kits. The data were tabulated and analysed in terms of frequency and percentage.

RESULTS AND DISCUSSION

(A) Comprehension of Message Kit-I (Diarrhoea Control)—Findings of table 1 reveals that all the respondents could understand the message i.e. "ORS should be given during diarrhoea". Other two messages, i.e. "one

packet of ORS should be dissolved in one liter of water for preparing ORS" and "breast feeding should continue along with ORS" were also comprehended by majority of the respondents (87.7 per cent and 78.8 percent, respectively) in the first exposure. This message kit was well comprehended by majority of respondents. The reason may be that respondents might have already seen this message kit many times during watching T.V. Further they are made very colourful and presented in entertaining form and also brief information was there so it was easy to understand and remember.

Table 1. Comprehension of Message Kit -I (Diarrhoea control) N=90

S. No.	Message	Comprehension			
		I Day		II Day	
		F	%	F	%
1.	ORS should be given during diarrhoea	90	100.0	90	100.0
2.	One packet of ORS should be dissolved in one liter of water for preparing ORS	79	87.7	89	98.8
3.	Breast feeding should continue along with ORS	71	78.8	84	93.3

F = Frequency

The same message kit was repeated next day. It can be observed from the table that after repetition there was a slight improvement in understanding of messages 2nd and 3rd. Thus, it could be concluded that the repetition improves understanding

(B) Comprehension of Message Kit -II (Immunization)—It is evident from table-2 that majority of the respondents (85.5%) could understand the message, i.e. "the child should be immunized for measles

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immediately after completion of 9 months of age". While the second message, i.e. "if the child is not immunized for measles, diseases like diarrhoea, malnutrition, pneumonia, eye blindness could occur was understood by nearly one third of the respondents (32%) only. The reason may be that the names of various diseases were presented verbally and not with pictures. Therefore, they may not be able to associate these diseases as the cause of non vaccination so it was difficult to understand.

Table 2. Comprehension of Message Kit-II (Immunization) N=90

S. No.	Message	Comprehension			
		I Day		II Day	
		F	%	F	%
1.	The child should be immunized for measles immediately after completion of 9 months of age	77	85.5	90	100.0
2.	If child is not immunized for measles diseases like diarrhoea, malnutrition, pneumonia, eye blindness could occur.	29	32.2	40	44.4

This message kit was also repeated next day. After

repetition the respondents observed improvement in both the message in understanding. This means repetition helps in better understanding. Therefore, it could be concluded that for better understanding repetition of programme is very necessary.

CONCLUSION

The findings of the study revealed that the respondents very well comprehended message kit on diarrhoea control. All the respondents comprehended that ORS should be given during diarrhoea. Other two messages were also comprehended by majority of the respondents (78.8 to 87.7%) in first exposure. Improvement was noted upto 10 to 14 percent after repetition.

Message kit on- Immunization was also comprehended well by the respondents as majority of the respondents (85.5%) comprehended that child should be immunized for measles immediately after completion of 9 months of age. Other message was comprehended by nearly one third of the respondents (32.2). Improvement was noted upto 12 to 15 percent after repetition.

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