

Association between Attitude of Respondents towards Farm T.V. Programmes and Selected Independent Variables in Jammu and Kashmir, India

Banarsi Lal

*Extension Education, Krishi Vigyan Kendras (KVK), (Sher-e-Kashmir University of
Agricultural Sciences and Technology-Jammu) Reasi 182 301, Jammu and Kashmir, India
E-mail: kvkreasi@gmail.com*

KEYWORDS Rural People. Audio-visual Medium. Communication. Correlation. Information

ABSTRACT The transfer of science to rural people in India and gradual inoculation of scientific attitude in everyday life, needs to be demonstrated in the language which would be understood and appreciated by the rural people. Television as an audio-visual medium of communication offers immense potential for disseminating technological information to remote corners of the country, through the nationwide T.V. network. The present study was conducted in Kathua district of Jammu and Kashmir which was selected purposively. A sample of 120 respondents was selected by using simple random sampling technique. The number of selected farmers from each village was proportional to the size of villages. The association between the attitude of farmers towards farm T.V. programmes and independent variables namely, socio-economic status, education, size of land holding, age and caste was measured by computing coefficient of correlation. It was found that the attitude of the farmers was positively and significantly associated with their socio-economic status, level of education, size of land holding and age, while caste was positively and non-significantly associated with their attitude.