



Opinions of viewers about farm and home telecasts

C.M. BELLURKAR AND J.R. RODGE

See end of the article for authors' affiliations

Correspondence to :

C.M. BELLURKAR
AICRP, Department of
Home Science
Extension Education,
College of Home
Science, Marathwada
Agricultural University,
PARBHANI (M.S.)
INDIA

ABSTRACT

The present study was conducted in Parbhani district of Marathwada region of Maharashtra state. Half of urban and half of rural respondents were selected. Villages were selected in the radius of 10 km. from Taluka head quarter, where the maximum numbers of television sets were installed. Data were collected from 150 female respondents from four villages including Parbhani. An interview schedule was specially structured for data collection. The data were analyzed by using frequencies and percentages. From the study, it was found that majority of the respondents placed the highest credibility on TV as a source of technical and general information. Agricultural and home science programmes were viewed regularly by the majority of the respondents. A great majority of the respondents were aware of the timings of both of the telecasts but they did not use the information actually given through the telecasts. The maximum numbers of the respondents were satisfied with the time apportioned for the telecasts. Maximum viewers expressed that the programmes were easy to understand and demonstration with talk was the better mode of presentation. Majority of the respondents had discussions with others about the programmes, whereas few of them were interested in taking the important notes about the programmes.

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