

Mass Communication and Social Change: A Study of Kollagallu Village of Ballari District

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Abstract: The concept of global village has proved in the context of mass communication where every aspects of human life is influenced by communication, it has influenced in the food habits, thinking lifestyle standard of living behaviour and relationship between the people too people easily come under the influence of mass communication as it attracts people who are illiterate, ignorant and lack of awareness of negative impact of mass communication but at the same time it (mass communication) has provided many facilities which are boon to the rural people though mass communication has impact in the life of rural people but it found difficulties in stopping migration since last 4 decades mainly after industrial revolution now a days the great scientist and late president of India Dr. APJ Abdul Kalam has suggested PURA concept (providing urban facilities in rural area) to stop the migration of people from rural area towards urban area.

Keywords: global village, providing urban facilities in rural area(PURA), lifestyle

INTRODUCTION

As we all know that India is the land of villages where 72percent of people living in villages the infrastructure of villages has undergone rapid changes after independence therefore there are various functional changes in rural India, mainly because of impact of five revolutions mainly white, green, blue, revolution of information technology and industrial revolution respectively. These have also affected the life styles of rural people [1-2].

Now a day's rural community has changed tremendously through mass communication particularly television, news paper and radio in this regard traditional agriculture has changed into commercial system this is because of the role of mass media in the every aspects of rural life the impact has been to such an extent that without which the life of rural setting is giant[3], the role of mass media are giving agricultural technology to use in cultivation regarding How to use technology? Which needs to use? How to use irrigation? How to save water and to take maximum crops etc..... And lot of research work is available in agriculture field since last two decades traditional agriculture has now changed due to green revolution and information and communication technology after independence state of education has also changed in rural and urban as well, modern education has spread in humanities, technical, management, science etc..... These all education systems percolated to rural areas

and government also encouraged by providing fundamental facilities to increase educational growth so now in rural area[4], educational consciousness has grown rapidly. Educational consciousness is mainly promoted by media to help and to build a strong India in particularly technical, research, administration information and communication technological fields.

Regarding health, India is recently becoming one of the most conscious nations in Asia. Major diseases like tuberculosis, STD, leprosy, Iodine efficiency disorders, etc have been reduced systematically by the government policy and with the help of mass communication media[5] according to census of India 2001 death rate is reduced by 17percent compared to 1951 census which shows the good impact of mass communication in health aspects.

MEANING OF COMMUNICATION

The term communication is derived from Latin word namely "communes" it means to establish commonness in social situation. The word communication is used to denote the act of imparting, conveying or exchanging ideas through speech, writing or signs.

DEFINITIONS OF COMMUNICATION

- **Edward Sapir (1930-35):** "classified communication is considered mainly with the use of language to gain a common

understanding among the people. Implicit communication is the unconsciousness assimilation by a person of the ideas, beliefs, values of his culture and the way in which they influence his behaviour and attitudes”[6].

- **Leagans(1961):** “mass communication is the process by which two or more people exchange ideas, facts feelings or impressions in way that each gains a common understanding of meaning, intent and use of messages”. [7]
- **Charles Morris:** “The term communication widely used to cover any instants of the establishment of common age that is the making common of some property of number of things”[8].

OBJECTIVES OF THE STUDY

- To study the socio-economic background of respondents
- To analyse the impact of mass media in rural settings
- To know the economic changes that have made by the mass media in rural settings

Hypothesis

- Mass communication changed life style of rural people
- Mass communication has a negative impact on rural area than positive one
- Though mass communication has influenced all aspects of rural people but failed to stop migration

Importance of the Study

Mass communication plays a vital role to provide knowledge and recreation which helpful for social workers and governmental authorities to chalk out new plans and strategies for rural communities for bringing social change

METHODOLOGY

Researcher has adopted purposive sampling technique for the research and has rely on primary data (interview schedule) and secondary source of data (panchayath records) for his research

Area of research

Researcher has chosen Kollagallu village of Ballari district, which contains 220 household where 100 respondents have been chosen for the research work and the sample is drawn through a simple random sampling method

Table-1: Distribution of respondents according to religion

Sl No	Religion	Family	Percentage
1	Hindus	85	85%
2	Muslim	05	05%
3	Christians	10	10%
	Total	100	100%

The above table describes that 85percent of people belongs to Hindu community are affected by mass communication because they want to raise the standard of living and they are of broad conceptual frame work so they easily come under the influence have secured social change

Table-2: Distribution of respondents according to sex

Slno	sex	Respondents	Percentage
1	Male	45	45%
2	Female	55	55%
	Total	100	100%

The above table explains that 55 percent of female come under the influence of mass communication as they find more time with the television and will have impact than a male who spend more time with friends in rural area

Table-3: Distribution according to the nature of work

Sl. No	Work	Respondents	Percentage
1	Farmers	45	45%
2	Labours	20	20%
3	Petty business man	30	30%
4	coolie	05	05%
	Total	100	100%

The above table explains that 45 percent of respondents belongs to farmers who come under the influence of mass media and have a social change in their life as these people are economically strong when compared to other categories of people and they need change in their life so these people also migrate to urban area in order to rise their standard of living. While petty businessman will come under mass communication influence to earn more money for their livelihood

Table-4: Form of media the respondents use

Slno	Media forms	Respondents	Percentage
1	Television	85	85%
2	Radio	13	13%
3	News paper	02	02%
	Total	100	100%

The above table explains that 85 percent of respondents has influenced by television as the people are illiterate they stuck towards the television which is more effective than other source of mass media hence television plays vital role in rural life for social change

Table-5: Issues that influence the respondents

Sl.no	Issues	Respondents	Percentage
1	Films (entertainment)	85	85%
2	News	10	10%
3	Knowledge	05	05%
	Total	100	100%

The above table explains that 85 percent of respondents are influenced by films as the people are illiterate they use television just as a thing of entertainment rather than a useful method for a social change while 10 percent watch television for news purpose and only 5 percent of people watch television for knowledge .

Major finding of the study

- Hindus influence more than the other community people as Hindus are of broad outlook and are willing to have a change rather than a other community people.
- Female are found of change rather than a men as women are close to wards the mass media
- Farmers (land lord) are interested to have a change rather than a other people like labours, coolie and petty businessman as because farmers are economically are sound enough and they seek for change
- We find television impact is more as it has both video and audio effects rather than radio news paper etc
- People in rural area use mass media as a tool for entertainment rather than a useful source of change

CONCLUSION

The influence of mass communication is abundant in the present scenario where every aspects of life is influenced by the technology as mass media is like a double edged sword which can be used for good means and a bad means as well where people are using in a wrong way like a entertainment purpose rather than a good and useful purpose which is moving to affect the society very badly in future so it is our duty to see that mass media are used in a right path (progressive) way.

Suggestions

- More information should be provided to the rural residence regarding agro industry, health facility, education family welfare, environment and social development[9]
- Radio influence is less than television so radio efforts must be developed in a attractive

manner to the listener for that radio all station should improve variation of programme and try to attract to listener about agriculture, health facility, education family welfare, environment and social development[10]

- India is a land a rich natural resource where people are not utilisingthe available resource, due to lack of awareness about modern technology to use the resources where media has to play a vital role to create awareness among these people for changing the social status of the rural people

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