
UNDERSTANDING CHANNELS OF COMMUNICATION AT GRASSROOTS LEVEL WITH REFERENCE TO SOCIAL ISSUES

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Abstract Communication is the core activity of human association in general and progress as well as development in particular. No human life can exist in isolation. A man can survive only in society and the survival in society is possible with communication. Therefore, communication is identified as the oldest continued activity of human being since birth and goes on and on till death. More precisely, communication is the basic need of human beings and web of society which makes the survival, growth, progress and development of man possible and holds the society intact and progressive. Communication is a vital part of personal life in the society. It leads people from instinct to inspiration, through process and system of enquiry, command and control. It creates a common pool of ideas, strengthens the feeling of togetherness through the exchange of messages and translates through into action. The government is implementing a number of programs in rural areas through the state Govt. and other change agencies for social issues The grass-root communication for development approaches rural people where they are at the center of any given development initiative. In rural areas, there are many formal communication channels through which the change agents work for people. Apart from the formal channels, there are also certain informal channels of communications through which the rural people get or collect information. The present paper has tried to know the exact channels of communication through which rural people prefer to get information on various social issues. Total 184 samples are collected from two rural villages of Rajasthan state. The findings of this study reveal that people of rural areas are using much informal sources of communication like friends, neighbors, chaupal etc.

Keywords: Rural development, information, social issues, communication channels, formal, informal.

Introduction

Communication plays an important role in the process of rural development. The communication bridges built between public institutions, rural organizations and people generate the opportunities to ensure share of

knowledge and experience needed for rural development and rural development is a process of action with economic, political, cultural and social dimensions. Formal communication is a system of passing messages and information between positions within an organization

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or people through officially designated channels. In-formal communication is a type of verbal or nonverbal communication in which the interchange of information does not follow any channels i.e. the communication stretches in all directions. In grassroots communication for Development approaches, rural people are at the center of any given development initiative and view planners, development workers, local authorities, farmers and rural people as “communication equals”, equally committed to mutual understanding and concerted action. Communication for development is used for: people's participation and community mobilization, decision-making and action, confidence building, for raising awareness, sharing knowledge and changing attitudes, behavior and lifestyles; for improving learning and training and rapidly spreading information; to assist with program planning and formulation; to foster the support of decision-makers. Social awareness is being aware of the problems and situations of the society where different communities and societies face on a day-to-day basis and to be conscious of the difficulties and hardships of society. It allows people and gives them an ability of sense about their surroundings. Social awareness through different media has become the most important tool of spreading awareness regarding social issues, problems and phenomena. Many government, non-government and media agencies are involved in this job. They have their own method for doing impactful communications with the social groups. Social awareness campaigns can potentially be an important non-monetary instrument with which behavior can be influenced. They have been widely used in the recent past in a number of contexts –

for example, *BetiBachao* campaign launched by the government, after the December 2012 rape incident, a major mass protest has also been seen, and Swachh Bharat Abhiyan launched by the incumbent government at the centre. Whether or not, such campaigns help to achieve their goal is a question that is open to empirical analysis. More than 3 million social service organizations are presently working in India and these organizations are frequently using various media for their social awareness campaign. The government is implementing a number of programs in rural areas through the state Govt. and other change agencies for health issues, education and awareness for social issues etc. The grass-root communication for development approaches rural people where they are at the center of any given development initiative. In rural areas, there are many formal communication channels through which the change agents work for people. Apart from the formal channels, there are also certain informal channels of communications through which the rural people get or collect information. The government is running so many programs and campaigns in rural area and the medium of these campaigns are formal channels of communication. Communication in the primitive societies not only fulfills the social need but also fulfills various physiological and survival needs of society. In primitive society, it maintains and animates life and integrates its traditional knowledge. It runs like a thread linking the past and the present culture through various legends, lore, poems and myths. The formal means of communication are those channels which are considered to be the legitimate and sanctioned mode of communication due to continued practice to transmit the message. Social communications through media and public service advertisings

have created a great effect on society in terms of spreading awareness. A number of advertising programmes and campaigns related to various social issues have been showing through different media. In the present era, not only traditional media but also new media and social media are playing a vital role in society. Now the presence of new and social media can be seen easily for spreading social awareness or to motivate people for mass protest for a social cause. The main reason behind this is that using new and social media is very easy and it can be accessed from anywhere. With the help of media, the government or the social agency can spread the awareness to the maximum audience.

For establishing the impactful and social communication with the people, government is using traditional as well as new and social media for this work. Mass media perform the role of a dynamic watchdog and erects its fingers towards any backlog in a system. It diagnoses the system and opens the pitfalls and tries to rectify it. When Marshall McLuhan discusses the impact he expects (networked) electronic media to have on the world. In famous book *Understanding media*, then the emergence of a 'global village' has become a universally accepted idea. McLuhan is perhaps more to the point when he observes that "The organic everywhere supplants the mechanical, dialogue supersedes the lecture. This paper takes a cue from McLuhan and discusses the way rural development, whereby dialogues will have 'horizontal' and 'vertical' dimensions. Networked media are in that way to facilitate rural networking and social change.

According to Wilbur Schramm, the role of media in development can be divided into three parts i.e.

(i) **To inform:** For the development of the

society, correct social, political and economic influence is the main criteria.

(ii) **To instruct:** Mass literacy is an essential criteria to development. This is possible by imbibing basic skills among the people.

(iii) **To participate:** Voluntary and steady participation of the citizen of the country is necessary for its overall development. Such participation is possible in a liberal society.

Literature Review

Mohanty and Parhi (2011) write on "*Folk and traditional media: A powerful tool for rural development*". Tradition is the cumulative heritage of society which permeates through all levels of social organization, social structure of personality. The tradition which is the cumulative social heritage in the form of habit, custom, attitude and the way of life is transmitted from generation to generation either through written words or words of mouth. It was planned to focus the study on stakeholders of rural development and folk media persons, so that their experience, difficulties, suggestion etc. could be collected in the state of Orissa comprising 30 districts out of which 3 coastal districts, namely, Cuttack, Puri and Balasore were selected according to the specific folk media culture namely, Jatra, Pattachitra, Pala, Daskathija for their cultural aspects and uses. The study reveals that majority of the respondents felt that folk media is used quite significantly in rural development for its cultural aspect but in the era of Information and Communication Technology, it is losing its significance. The study supports the idea that folk media can be used effectively along with the electronic media for the sake of the development of rural society. **Yatish Mishra (2002)** in his work "*Empowering People - Grassroots Organizations and*

Rural Development” studies grassroots level organizations and rural development in Gaya district, Bihar with the primary objective of analyzing the existing system of decentralization and propose an all-round development of rural areas. As the people's participation in local administration and rural development programmes was minimal, targets set by the government were not achieved at all. The study highlighted a high level of flexibility and dedicated human approach of NGOs that could accelerate the momentum of rural development. Panchayati Raj Institutions were capable of responding to the needs of people promptly and implementing the rural development programmes efficiently but for the intervention of the politicians. **Pandey R.K, Kumar B. (1999)**, in their study, *Interpersonal sources of farmers Top the List*, clearly indicate that there are a number of sources existing in the rural areas but the poor farmers are able to use only interpersonal sources which are locality in nature like friends, relatives, fellow farmers and shopkeepers. **Schramm (1977)** in *“Mass media for national development”* opine that only when media channels can mix with interpersonal channels and with organization in the village the expected development will occur. The University of Leicester has undertaken keen interest in the communicational studies of the Indian rural society with particular reference to mass media. **Ilo Vinmartin Obiora (2011)** in his thesis *“Uses and impact of traditional communication as effective tool for grassroots mobilization and development in Southeast Nigeria”* examines the uses and impact of traditional communication as effective tool for grassroots mobilization and development in South-East Nigeria. The findings include traditional

communication is useful and effective for grassroots mobilization and development; traditional communication or media tools exist for grassroots mobilization and development; traditional communication media can be strategically used to reach the rural populace; there are significant hindrances to effective utilization of traditional communication media; and there are policies and projects that boost the use and impact of traditional communication.

Objectives

The objectives of the study are:

1. To study the level of information on social issues being faced by rural people.
2. To analyze the channels of communication at grassroot level.
3. To study the barriers of communication in rural areas in the context of understanding the social issues related information.

Theoretical Framework

To study the objectives and understand the concepts of communication system at grassroot level, this study follows the *Social Support Theory*. Social support by definition is how people support each other within a social support network. The supportive communication within these networks will lessen uncertainty thereby establishing reassurance. People experience physical, emotional, and monetary support from these networks.

Methodology

The study is carried out with primary as well as secondary data. The primary data for this study is collected with the help of survey method and by using self-made close and open ended questionnaires. Primary data collection is given the highest priority in this study and it draws information directly from the

field. To study the objectives of the study, an appropriate research model is framed. As the nature of the study is such that the target population from which information can be obtained is limited both with respect to extent and quality of information, therefore descriptive research design (quantitative research) model is used in this study (Creswell, 2009). The data collection is based on cross sectional design. The researcher has gone through various literatures and on the basis of those studies; the variables of this study were identified and cross checked by experts as well as with secondary information. After identification of the variables, the questionnaire has been developed with the input from literature survey and modulated with the inputs from peers. Cronbach's alpha is applied on data to check the reliability. On the basis of results of this study, conclusion and suggestion are done.

Sampling

It is always a difficult task faced by a researcher, regarding the method of drawing samples and deciding about the size of the sample. For the purpose of this study multistage sampling has been used to select the right sample. Multistage

sampling refers to sampling plans where the sampling is carried out in stages using smaller and smaller sampling units at each stage.

Universe of the study

On the basis of some certain parameters, the researcher had chosen two villages of Rajasthan state i.e. Bandarsindri and Mundoti, to study the objectives of the study. During visit to these villages, the researcher found that there are number of problems which are being faced by the rural people of Rajasthan. There are few NGOs working on the social issues in these villages but still the people are not aware with the various other aspects.

Data analysis and Interpretation

The Data gathered for this study is organized, coded and analyzed using Statistical Packages for Social Science (SPSS) where Frequency and Percentage were used to present the result of the study. The data of the table 1 revealed that:

Out of all, total number of male participants in this study is 106 (57.6%) followed by 78 (42.4%) female respondents.

The age of the respondents varies from 18 to 75 years which is categorized in 6 different age

Table 1 showing demography of the respondents

SN	Variables	Category (S)						
		Male			Female			
1	Gender	Male 106 (57.6%)			Female 78 (42.4%)			
2	Age (In years)	18-26	27-35	36-44	45-53	54-62	Above	
		38 (20.7%)	36 (19.6%)	40 (21.7%)	33 (17.9%)	27 (14.7%)	63 10 (5.4%)	
3	Education	Illiterate	Neo literate	Primary	Secondary	Senior Secondary	Graduate	Post graduate
		24 (13%)	23 (12.5%)	33 (17.9%)	25 (13.6%)	37 (20.2%)	26 (14.1%)	16 (8.7%)
4	Profession	Housewife	Government Employees	Private Employees	Business	Agriculture	Labor	Student
		22 (12%)	16 (8.7%)	23 (12.5%)	31 (16.8%)	41 (22.3%)	23 (12.5%)	28 (15.2%)

Showing the individual responses of respondents about the media they use

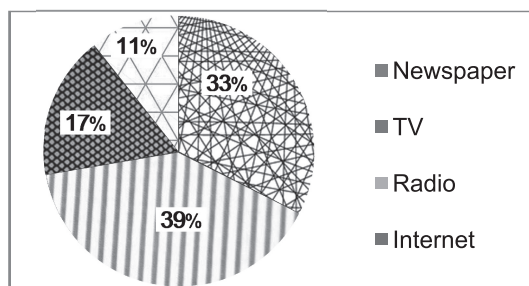
SN	Response Category	Frequency	Percentage
1	Newspaper	135	*73.4%
2	TV	164	*89.1%
3	Radio	70	*38%
4	Internet	45	*24.5%

groups. Maximum number of respondents belongs to the age group of 36 to 44 years i.e. 21.7%. The ratio of 18-26 years old respondents in this study is 20.7% followed by 27 to 35 years age group i.e. 19.6%. 17.9% respondents are in the age group of 45 to 53 years and the number of 54 to 62 years respondents in this study is 14.7%. Now, in the context of old people, there are only 5.4% respondents who belongs to the age group of above 63 years age group.

The participants in this study are divided into 7 different educational statuses. Maximum number of respondents i.e. 20.2% has studied up to senior secondary followed by 17.9% respondents who are primary educated. There are 14.1% those respondents in this study whose educational qualification is graduation. 13.6% respondents have studied up to matriculation. 13% and 12.5% respondents belong to illiterate and neo literate category. Out of all, only 8.7% respondents in this study are post graduate.

Since the study is carried out in rural area, maximum number of participants is agriculturalist. 22.3% respondents in this study are agriculturalist by profession.

16.8% participants have chosen business as profession for their livelihood. The number of students in this study is 28 i.e. 15.2%. 12.5% respondents in this study are in private employee and the same percentage of respondents work as laborers. The study also contains 12% housewives and 8.7% respondents are in government employee.



The data of above table and chart is showing the individual frequencies of media which the participants use in their daily life. In table 2 we have discussed about the multiple media channels which are being used by participants for their daily use. Now the data reveals that maximum number of respondents prefer television over all. The frequency of television is 164 i.e. 89.1% out of 184 (100%). The next most preferable media of rural people is newspaper. Out of all, 135 respondents (73.4%) said that they have newspaper. The frequency of radio and internet is quite less in the study. Only 38% respondents prefer radio and 24.5%

Table 3 showing responses of respondents towards the formal information channel for social issues

SN	Response Category	Frequency	Percentage
1	Panchayat	12	6.5%
2	Village head	19	10.3%
3	Social worker	31	16.8%
4	*Village head and Social worker	16	8.7%
5	Newspaper	30	16.3%
6	*Panchayat, Newspaper and Social worker	33	17.9%
7	*Village head, newspaper And journalist	27	14.7%
8	*Village head, joumalist And Social worker	16	8.7%

**Multiple responses*

says about Internet, which are mostly the young participants.

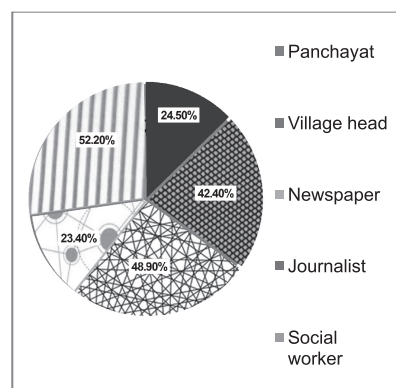
Table 3 is showing the responses of respondents towards the formal channels of communication for social issues. 17.9% respondents prefer to take information from panchayat, newspaper and social worker. 16.8% respondents take information from social workers. 16.3% respondents prefer newspaper to take information on social issues. 14.7% respondents take information from village head, newspaper and journalist. 10.3% participants have said that they take information on various social issues from village head. 8.7% respondents have said

about village head and social worker and journalists and only 6.5% respondents have said that they take information from panchayat only. The data of this table shows that how people are using and believing on the formal channels of communication which is available in their village. It is observed that social workers are the most trustworthy source in the rural area and people usually take information from them. After social worker people take information from newspapers and other available sources.

Table 3.1 and chart 2 is showing the individual responses of respondents towards the formal channels of

Table 3.1 showing individual responses of respondents towards the formal information channel for social issues

SN	Response Category	Frequency	Percentage
1	Panchayat	45	*24.5%
2	Village head	78	*42.4%
3	Newspaper	90	*48.9%
4	Journalist	43	*23.4%
5	Social worker	96	*52.2%



**Multiple responses*

Table 4 showing responses of respondents towards the in-formal information channel for social issues

SN	Response Category	Frequency	Percentage
1	Family friend	16	8.7%
2	Chaupal	23	12.5%
3	*Family friend and Chaupal	16	8.7%
4	*Neighbor and Literate people	29	15.8%
5	*Chaupal and others	57	31%
6	*Family friend, Neighbor and elder	18	9.8%
7	*Family friend, neighbor, Elder and chaupal	25	13.6%

**Multiple responses*

communication for social issues. 52.2% respondents said that they believe on the information provided by social workers. 48.9% participants have said that newspapers give more relevant information. The frequency of village head is 42.4% out of 100%. 24.5% people have said panchayat and 23.4% have said journalist can give more relevant information.

Table 4 is showing the data of informal channels of communication which are being used by respondents for social issues information. The data revealed that 31% respondents get

information from Chaupal and their co-workers. 15.8% participants have said that they collect information on social issues from neighbor and literate people. 13.6% respondents have said about family friend, neighbor, elder and chaupal. 12.5% respondents have said that village chaupal provide relevant information. 9.8% respondents have said that the family friends, neighbor and elder provide information on various social issues. 8.7% participants have given this credit to family friends.

Table 4.1 is showing the individual responses of respondents towards the

Table 4.1 showing individual responses of respondents towards the in-formal information channel for social issues

SN	Response Category	Frequency	Percentage
1	Family friend	75	40.8%
2	Neighbor	72	39.1%
3	Literate people	29	15.8%
4	Elder	43	23.4%
5	Chaupal	121	65.8%
6	Others	57	31%

informal channels of communications. 65.8% respondents have said that Chaupal gives relevant information. 40.8% respondents have said that they get information regarding social issues from family friends. 39.1% respondents have said about neighbor followed by 31% who said others. In this category took name of their co-workers, shopkeepers, randomly met individuals etc. 23.4% people has said that they get information regarding social issues from elders and only 15.8% respondents individually said that they get information from literate people of village.

Consistency Measures

Consistency of all the factors towards their trust level for social issues in the questionnaires was checked through item to total correlation. Under this correlation of every item with total was measured and the computed value was compared with standard value.

Cronbach's Alpha had been obtained .985 after reliability test through SPSS which is more than the cut off value (.7). In above table of consistency measures mainly two things are

considered, first Corrected Item to Total Correlation values which is acceptable if greater than .Secondly Cronbach's Alpha if Item Deleted value for each item is evaluated and if found value greater than the calculated reliability value (.985) than that item should be dropped from the questionnaire and not considered for further study. The reliability test shows that the trust level of respondents on different sources proves the social support theory in which People experience physical, emotional, and monetary support from these networks.

Table 6 is showing the responses of respondents towards how much they believe on various communication channels for the information of social issues related contents.

Table 6.1 shows that out of all, 38.8% respondent's trust level is high towards the information provided by Panchayat of village. 25% respondent's trust level is very high towards it. 16.3% respondents are neutral and 15.8% respondents said that they trust less on the information provided

Table 5 showing internal consistency of communication channels

SN	Channels for health information	Mean	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	Trust on Panchayat	3.53	.966	.982
2	Trust on Village head	3.29	.963	.982
3	Trust on Newspaper	3.11	.959	.983
4	Trust on Social worker	4.05	.918	.985
5	Trust on Journalist	3.95	.912	.984
6	Trust on Family friends	3.24	.944	.983
7	Trust on Neighbors	3.40	.954	.983
8	Trust on Literate people of village	4.18	.921	.985
9	Trust on Elders	3.86	.904	.984
10	Trust on Chaupal	3.75	.909	.984
11	Trust on Internet	2.49	.897	.984

Table 6 showing the responses of respondents towards how much they believe on various communication channels (Social issues)

SN	Response category	Very less	Less	Can't say	High	Very high
1	Panchayat	15 (8.2%)	29 (15.8%)	30 (16.3%)	64 (34.8%)	46 (25%)
2	Village head	25 (13.6%)	29 (15.8%)	32 (17.4%)	63 (34.2%)	35 (19%)
3	Newspaper	28 (15.2%)	40 (21.7%)	32 (17.4%)	51 (27.7%)	33 (17.9%)
4	Social worker	00	9 (4.9%)	27 (14.7%)	93 (50.5%)	55 (29.9%)
5	Journalist	00	25 (13.6%)	27 (14.7%)	65 (35.3%)	67 (36.4%)
6	Family friends	26 (14.1%)	26 (14.1%)	38 (20.7%)	66 (35.9%)	28 (15.2%)
7	Neighbors	13 (7.1%)	39 (21.2%)	35 (19%)	55 (29.9%)	42 (22.8%)
8	Literate people	00	00	39 (21.2%)	72 (39.1%)	73 (39.7%)
9	Elders	8 (4.3%)	12 (6.5%)	28 (15.2%)	85 (46.2%)	51 (27.7%)
10	Chaupal	14 (7.6%)	10 (5.4%)	30 (16.3%)	84 (45.7%)	46 (25%)
11	Internet	45 (24.5%)	61 (33.2%)	37 (20.1%)	24 (13%)	17 (9.2%)

by panchayat. 8.2% respondents trust very less on this.

Table 6.2 revealed that out of all, 34.2% respondent's trust high on the information provided by village head. 19% are those respondents who trust very much on the information provided by village head. 17.4% respondents are neutral followed by 15.8% who trust less. 13.6% respondents trust very less towards the information provided by village head.

Table 6.3 revealed that out of all, 27.7% respondents trust high on the information provided by newspapers. 21.7% respondents trust less on the information provided by newspaper. 17.9% are those respondents whose trust level is very high towards the information provided by newspapers. 17.4% respondents are neutral on this followed by

15.2% respondents whose trust level is very less.

Table 6.4 revealed that 50.5% respondents trust high on the information provided by social workers. 29.9% are those respondents whose trust level is very high towards it. 14.7% respondents are neutral on the information provided by social workers. Only 4.9% respondents trust less on the information given by social workers.

Table 6.5 revealed that out of all 35.3% respondents trust high on the information provided by journalists. 36.4% are those respondents whose trust level is very high towards them. 14.7% respondents are neutral on this and only 13.6% respondents trust less on the information provided by journalists.

Table 6.6 revealed that out of all 35.9% respondents trust high on

the information provided by family friends. 20.7% respondents are neutral on the information provided by family friends. 15.2% are those respondents whose trust level is very high towards them. 28.2% respondents are those who don't trust on the information provided by their family friends.

Table 6.7 shows that out of all, 29.9% respondents trust high on the information provided by neighbors. 22.8% respondents are those who trust very high on the information provided by neighbors. 21.2% are those respondents whose trust level is less towards this. 19% respondents are neutral and only 7.1% respondents said that they trust very less on the information provided by neighbors.

Table 6.8 revealed that 78.8% respondents trust high and very high respectively on the information provided by literate people of village. 21.2% respondents are neutral on this.

Table 6.9 revealed that out of all 46.2% respondent's trust level is high on the information provided by elders of village. 27.7% are those respondents whose trust level is very high towards them.

15.2% respondents are neutral on the information provided by elders. 10.8% are those respondents who don't trust or their trust level is less and very less respectively towards the information provided by elders.

Table 6.10 revealed that out of all, 45.7% respondents are those respondents whose trust level is high towards the information provided by chaupal of their village. The trust level of 25% respondents is very high towards it. 16.3% respondents are neutral towards the information provided by chaupal. The trust level of 13% respondents is less and very less respectively.

Table 6.11 revealed that the trust level of 33.2% respondents is less towards the information provided on internet. 24.5% respondent's trust level is very less towards it. 20% respondents are neutral on the information provided by internet. 13% are those respondents whose trust level is high towards the information provided by internet followed by 9.2% respondents whose trust level is very high.

Table 7 and chart 3 shows the responses of respondents towards how much they pay

Showing responses of respondents towards how much they pay attention to the messages shown/drawn on wall

SN	Response category	Frequency	Percentage
1	Very less	7	3.8%
2	Less	22	12%
3	Can't say	36	19.6%
4	High	50	27.2%
5	Very high	69	37.5%

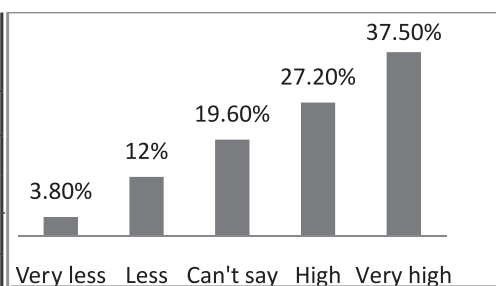


Table 8 showing individual responses of participants towards the information channels for government schemes

SN	Response Category	Frequency	Percentage
1	Chaupal	98	*53.3%
2	Elders	64	*34.8%
3	Government employee	57	*31%
4	Newspaper	28	*15.2%
5	Social worker	82	*44.6%
6	Friend	25	*13.6%

**Out of 100%*

attention to the messages shown/drawn on wall. The data revealed that 37.5% respondents pay high attention to the message shown on the walls. 27.2% are those respondents whose attention level towards wall pictures is very high. 19.6% respondents are neutral on this followed by 12% respondents don't pay much attention on the wall pictures. 3.8% respondent's attention level towards wall pictures is very less.

Table 8 is showing the individual responses of respondents towards the information channels for government schemes. The data revealed that out of all, 53.3% respondents take information regarding various government schemes from chaupal. 44.6% respondents take information from social workers. 34.8% respondents take information from elders.

Out of all, 31% respondents receive information from government employees followed by 15.2% who take information from newspapers. Only 13.6% respondents receive information regarding government schemes from friends.

Table 9 is showing the responses of respondents towards the medium they use to express their views on various issues. The data revealed that out of all 31% respondents express their views on various issues by participating in various public events. 26.6% are those respondents who prefer debating in group talks on various issues. 13.6% respondents express their views by discussing directly with the government officer and writing letter to block officers. 11.4% respondents discuss only with government officers on various issues followed by 11.4% respondents by

Table 9 showing responses of participants towards the medium they use to express their views on various issues

SN	Response Category	Frequency	Percentage
1	By participating in public events	57	31%
2	By debating in group talks	49	26.6%
3	Discussion with government officer	21	11.4%
4	*By participating in public events and by debating in group talks	21	11.4%
5	*Discussion with government officer and Writing letter to block officer	25	13.6%
6	*By participating in public events, By debating in group talks and Discussion with government officer	11	6%

**Multiple responses*

Table 10 showing responses of respondents towards difficulties they face while viewing and understanding the message

SN	Response Category	Frequency	Percentage
1	Language used in message	26	14.1%
2	Difficult words	25	13.6%
3	Maximum technicality in messages	24	13%
4	No connection between the real problems and messages	54	29.3%
5	*Language used in message, Difficult words, No connection between the real problems and messages	55	29.9%

**Multiple responses*

participating in public events and by debating in group talks. 6% respondents prefer expressing their views by participating in public events, by debating in group talks and discussing with government officers.

Table 10 is showing the responses of respondents towards difficulties they face while viewing and understanding the message. The data revealed that out of all, 29.9% respondent's faces problems in Language used in message, difficult words, no connection between the real problems and messages. 29.3% people feel that the messages have no connection with real problems. 14.1% respondents find language used in message inappropriate followed by 13.6% who find words used in messages difficult. 13% respondents feel that the makers of the messages use more technicalities in messages.

Table 11 is showing the suggestions of the respondents regarding dissemination of development messages in easy way. The data revealed that out of all 28.8% respondents believes that the producers should talk about the real

problems of the villages in the messages. 27.2% respondents feel that the messages should be in local languages that talks about the current and real problems of village. The respondents also respond that the message producers should talk the villagers before creating and developing any message. 26.1% respondents are those people who suggest producers to take suggestions from them. 17.9% people respond that there should be easy and understandable language in the message and the producers should take suggestions from the villagers.

Findings and conclusions

In the light of the literature reviews above data, the present study believes that the informal channels of communication in the rural areas are playing a major role among the people. During the field visit for data collection, the researcher observed that there are numerous informal channels on which the people believe and act accordingly. In addition, the formal channels of communication which people are using for social issues awareness are also playing a major role but it is believed that if the government will pay more

Table 11 showing the suggestions of respondents regarding dissemination of development messages in easy way

SN	Response Category	Frequency	Percentage
1	By talking real problems of village	53	28.8%
2	By taking suggestion from villages	48	26.1%
3	*By using local languages, By talking real problems of village and By taking suggestion from villages	50	27.2%
4	*By using easy language, By taking suggestion from villages	33	17.9%

**Multiple responses*

attention to the informal channels in rural areas, the development campaigns and programs, which are started by government agencies, may speed up the development in the particular area. In addition, as discussed in the theoretical framework the social support theory justify the findings of the studies. People are using different sources to get information on various issues and topics. The major findings are:

- 88.6% respondents have the availability of television in their region.
- In the context of newspaper, out of all, 81.5% respondents have said that they have the accessibility of newspaper in their region.
- The data also revealed that the number of non-internet users is more than the internet users in the region. There are 59.8% respondents in the region who don't use internet.
- In the context of social issues information, the data finds out that 17.9% respondents prefer to take information from the formal sources like panchayat, newspaper and social workers.
- The individual responses of participants show that 52.2% respondents said that they believe on the information provided by social workers on social issues.
- In the context of informal channels of communication for social issues information, the data revealed that 31% respondents get information from Chaupal and their co-workers.
- The individual responses of respondents towards the informal channels of communications shows that out of all 65.8%

respondents have said that Chaupal gives relevant information on social issues.

- The data shows that out of all, 38.8% respondent's trust level is high towards the information provided by Panchayat of village on social issues.
- The data revealed that out of all, 34.2% respondents trust high on the information provided by village head on social issues.
- The data revealed that out of all, 27.7% respondents trust high on the information provided by newspapers on social issues.
- The data revealed that 50.5% respondents trust high on the information provided by social workers on social issues.
- The data revealed that out of all 35.3% respondents trust high on the information provided by journalists on social issues.
- The data revealed that out of all 35.9% respondents trust high on the information provided by family friends on social issues.
- The data shows that out of all, 29.9% respondents trust high on the information provided by neighbors on social issues.
- The data revealed that 78.8% respondents trust high and very high respectively on the information provided by literate people of village on social issues.
- The data revealed that out of all 46.2% respondent's trust level is high on the information provided by elders of village on social issues.
- The data revealed that out of all, 45.7% respondents are those

- respondents whose trust level is high towards the information provided by chaupal of their village on social issues.
- The data revealed that the trust level of 33.2% respondents is less towards the information provided on internet on social issues.
 - The data revealed that 37.5% respondents pay high attention to the message shown on the walls.
 - The individual responses of respondents towards the information channels for government schemes shows that out of all, 53.3% respondents take information regarding various government schemes from chaupal.
 - The data revealed that out of all 48.4% respondents express their views on various issues by participating in various public events.
 - The data revealed that out of all, 29.9% respondent's faces
- problems in Language used in message, difficult words, no connection between the real problems and messages.
- The data revealed that out of all, 59.2% respondents feel that there is no connection between the real problems and messages created by the producers.
 - The data revealed that out of all 28.8% respondents believes that the producers should talk about the real problems of the villages in the messages.
- How can the researcher analyze such findings where the data shows such kind of diversity? Every area has its own limitations and extensions. As per Theoretical framework the major findings of the study also shows the existence of social support theory in rural society as the findings of this study shows the people of rural areas have developed their channels of communication like family friends, neighbors, chaupal and other relevant sources.

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