



E-ISSN: 2278-4136  
P-ISSN: 2349-8234  
JPP 2018; 7(3): 600-602  
Received: 14-03-2018  
Accepted: 16-04-2018

**Aruna K**  
Assistant Professor, Department  
of Agricultural Extension,  
PJTSAU, Hyderabad,  
Telangana, India

**Sudha Rani V**  
Professor and Head, Department  
of Agricultural Extension,  
PJTSAU, Hyderabad,  
Telangana, India

**Sailaja A**  
Professor, Department of  
Agricultural Extension,  
PJTSAU, Hyderabad,  
Telangana, India

## Extent of regularity, duration of listening and attention paid by listeners towards sangham community radio programmes

**Aruna K, Sudha Rani V and Sailaja A**

### Abstract

The research study conducted in Medak district during 2009-10, involving 120 respondents from selected twelve villages. The programmes for community members are being broadcasted regularly in the evening (7.00pm to 9.00pm) daily. The programmes are related to agriculture, health, education, legal advices, women's programme, village news and entertainment viz. Manavuri pantalu (Our village crops), Darvajalo davakana (Hospital at door steps), Chaduvu (Education), Savidi kata (Legal advices), Adolla sangaalu (Women's groups), Oori varthalu (Village news), Mana bhasha (Our language) and "Paatalu" (Folk songs). Among the listening of different community radio programmes under the extent of the regularity, paatalu (folk songs) received the first rank with mean score 2.68, followed by manavuri pantalu, mana bhasha, adolla sanghalu, darvajalo davakana, oori varthalu, savidikatta and chaduvu with mean scores of 2.65, 2.62, 2.55, 2.40, 2.30, 2.19 and 2.08 respectively, under the extent of the duration of listening to community radio programmes, mana vuri pantalu received first rank with mean score 2.92, followed by chaduvu, oori varthalu, adolla sanghalu, darvajalo davakana, mana bhasha, paatalu and savidikatta with the mean scores of 2.91, 2.90, 2.66, 2.64, 2.60, 2.54 and 2.52 respectively and under the extent of attention paid by respondents towards community radio programmes, manavuri pantalu received the first rank with mean score 1.96, followed by darvajalo davakana, adolla sanghalu, chaduvu, savidikatta, oori varthalu, paatalu and mana bhasha with the mean scores of 1.86, 1.66, 1.64, 1.58, 1.36, 1.01 and 0.98 respectively.

**Keywords:** Community radio, regularity, duration and attention

### Introduction

A community radio station is one that is operated in the community, for the community, about the community and by the community. Community Radio will prove most effective as it can easily cover a wider range of areas as well as diversified audience. Besides, experiments with community radio in many parts of India and abroad have proved it to be the cheapest and the strongest medium for fulfilling communication gap between the community and the Govt. It is one of the cheapest mode of mass media, can reach the masses against the barriers like illiteracy, poverty and space limit and can bring social change.

The Sangham community based radio station licenced to Deccan Development Society (NGO) in Andhra Pradesh was launched on 15<sup>th</sup> October, 2008 in Machnoor village, Medak district and was switched on at 11.00am. Sangham radio broadcasts on 90.4MHz. The basic idea behind the station is to reach the farmers to address their problems and transfer technologies. The station has become the platform for the languages, voices and views of local farmers and addresses all the issues concerning farmers as well as farming. Hence, an attempt has been made to study the extent of regularity, duration of listening and attention paid by listeners towards sangham community radio programmes

### Material and methods

The research study was conducted in Medak district during 2009-10. The Sangham Community Radio covers 4 mandals in Medak district namely Zaheerabad, Jharasangam, Raikode and Nyalkal. From each mandal, three villages were selected at random by following sequential systematic random sampling method. Thus a total of twelve villages were selected for the study. Ten respondents from each village were selected randomly using lottery method, thus making a total of 120 respondents. The data were collected by interviewing, the respondents with the help of a pre-tested structured interview schedule developed for the purpose. The data collected from the respondents was scored, tabulated and analyzed by using suitable statistical tools such as frequency, percentage and arithmetic mean. Finally the appropriate inferences were drawn at each level of interventions to arrive at the final result

**Correspondence**  
**Aruna K**  
Assistant Professor, Department  
of Agricultural Extension,  
PJTSAU, Hyderabad,  
Telangana, India

## Results and discussion

It was observed from Table 1 that, the extent of the regularity, paatalu (folk songs) received the first rank with mean score 2.68, followed by manavuri pantalu, mana bhasha, adolla sanghalu, darvajalo davakana, oori varthalu, savidikatta and chaduvu with mean scores of 2.65, 2.62, 2.55, 2.40, 2.30, 2.19

and 2.08 respectively. The reason for receiving the first rank for 'paatalu' (folk songs) programme, as it is entertainment programme. So, majority of the respondents listen to this programme regularly. While the 'chaduvu' programme receiving the least mean score, as it is a children programme and broadcasted weekly once.

**Table 1:** Extent of the regularity of listening different Community radio programmes

| S. No | Programme          | Regularly |       | Frequently |       | Rarely |       | Never |       | Total score | Mean score | Rank |
|-------|--------------------|-----------|-------|------------|-------|--------|-------|-------|-------|-------------|------------|------|
|       |                    | F         | P     | F          | P     | F      | P     | F     | P     |             |            |      |
| 1     | Manavuri pantalu   | 106       | 88.33 | 0          | 0     | 0      | 0     | 14    | 11.67 | 318         | 2.65       | II   |
| 2     | Chaduvu            | 72        | 60.00 | 9          | 7.5   | 16     | 13.33 | 23    | 19.17 | 250         | 2.08       | VIII |
| 3     | Darvajalo davakana | 83        | 69.17 | 18         | 15.00 | 4      | 3.33  | 15    | 12.50 | 289         | 2.40       | V    |
| 4     | Savidikatta        | 75        | 62.50 | 16         | 13.33 | 6      | 5.00  | 23    | 19.17 | 263         | 2.19       | VII  |
| 5     | Adolla sangalu     | 92        | 76.67 | 14         | 11.67 | 2      | 1.66  | 12    | 10.00 | 306         | 2.55       | IV   |
| 6     | Oori varthalu      | 87        | 72.50 | 6          | 5     | 3      | 2.50  | 24    | 20.00 | 276         | 2.30       | VI   |
| 7     | Mana bhasha        | 97        | 80.83 | 11         | 9.17  | 1      | 0.83  | 11    | 9.17  | 314         | 2.62       | III  |
| 8     | Paatalu            | 101       | 84.17 | 9          | 7.5   | 1      | 0.83  | 9     | 7.50  | 322         | 2.68       | I    |

Table 2 showed that under the extent of the duration of listening to community radio programmes, mana vuri pantalu received first rank with mean score 2.92, followed by chaduvu, oori varthalu, adolla sanghalu, darvajalo davakana, mana bhasha, paatalu and savidikatta with the mean scores of 2.91, 2.90, 2.66, 2.64, 2.60, 2.54 and 2.52 respectively. The reason for receiving the first rank for mana vuri pantalu is due

to the fact that majority of listeners are having cultivation as occupation and the community radio broadcast location specific technologies in manavuri pantalu programme. So, they listen total duration of this programme. Savidikatta programme received the least mean score, as in this programme is on nyaya salahalu (legal advices) So, all the respondents may not be interested in this programme.

**Table 2:** Extent of the duration of listening to Community radio programmes by respondents

| S. No | Programme          | Full duration |       | Selective listening |       | Irregular |       | Total score | Mean score | Rank | Respondents who never listened |
|-------|--------------------|---------------|-------|---------------------|-------|-----------|-------|-------------|------------|------|--------------------------------|
|       |                    | F             | p     | F                   | P     | F         | P     |             |            |      |                                |
| 1     | Manavuri pantalu   | 98            | 81.67 | 8                   | 6.67  | 0         | 0     | 310         | 2.92       | I    | 14                             |
| 2     | Chaduvu            | 90            | 75.00 | 6                   | 5.00  | 1         | 0.83  | 283         | 2.91       | II   | 23                             |
| 3     | Darvajalo davakana | 70            | 58.33 | 33                  | 27.5  | 2         | 1.67  | 278         | 2.64       | V    | 15                             |
| 4     | Savidikatta        | 51            | 42.50 | 46                  | 38.33 | 0         | 0     | 245         | 2.52       | VIII | 23                             |
| 5     | Adolla sangalu     | 72            | 60.00 | 36                  | 30.00 | 0         | 0     | 288         | 2.66       | IV   | 12                             |
| 6     | Oori varthalu      | 87            | 72.50 | 9                   | 7.5   | 0         | 0     | 279         | 2.90       | III  | 24                             |
| 7     | Mana bhasha        | 78            | 65.00 | 19                  | 15.83 | 12        | 10.00 | 284         | 2.60       | VI   | 11                             |
| 8     | Paatalu            | 78            | 65.00 | 16                  | 13.83 | 17        | 14.17 | 283         | 2.54       | VII  | 9                              |

(n = 120)

It was observed from Table 3 that, among the extent of attention paid by respondents towards community radio programmes, manavuri pantalu received the first rank with mean score 1.96, followed by darvajalo davakana, adolla sanghalu, chaduvu, savidikatta, oori varthalu, paatalu and mana bhasha with the mean scores of 1.86, 1.66, 1.64, 1.58, 1.36, 1.01 and 0.98 respectively. The reason for receiving the first rank for manavuri pantalu programme might be due to

the fact that majority of the respondents main occupation is cultivation and the programme focuses on cultivation aspects of major crops grown in that area. So, they paid full attention on this programme. While the 'mana bhasha' programme received the least mean score. In this programme only stories are broadcasted. So, they paid less attention to listen this programme.

**Table 3:** Extent of attention paid by respondents towards Community radio programmes

| S. No | Programme          | Full attention |       | Partial attention |       | No attention |       | Total score | Mean score | Rank | Respondents who never listened |
|-------|--------------------|----------------|-------|-------------------|-------|--------------|-------|-------------|------------|------|--------------------------------|
|       |                    | F              | P     | F                 | p     | F            | P     |             |            |      |                                |
| 1     | Manavuri pantalu   | 103            | 85.83 | 2                 | 1.67  | 1            | 0.83  | 208         | 1.96       | I    | 14                             |
| 2     | Chaduvu            | 75             | 62.5  | 10                | 8.33  | 12           | 10.00 | 160         | 1.64       | IV   | 23                             |
| 3     | Darvajalo davakana | 93             | 77.5  | 10                | 8.33  | 2            | 1.67  | 196         | 1.86       | II   | 15                             |
| 4     | Savidikatta        | 73             | 60.83 | 8                 | 6.67  | 16           | 13.33 | 154         | 1.58       | V    | 23                             |
| 5     | Adolla sangalu     | 82             | 68.34 | 16                | 13.33 | 10           | 8.33  | 180         | 1.66       | III  | 12                             |
| 6     | Oori varthalu      | 53             | 44.17 | 25                | 20.83 | 18           | 15.00 | 131         | 1.36       | VI   | 24                             |
| 7     | Mana bhasha        | 48             | 40.00 | 11                | 9.17  | 50           | 41.66 | 107         | 0.98       | VIII | 11                             |
| 8     | Paatalu            | 52             | 43.33 | 9                 | 7.50  | 50           | 41.66 | 113         | 1.01       | VII  | 9                              |

(n = 120)

Paatalu (folk songs) received the first rank under the extent of regularity of listening and Manavuri Pantalu received first

rank under the extent of duration of listening and attention paid by farmers towards community radio programmes.

Findings of the study may be utilized by the Deccan Development Society (DDS), extension agencies, policy makers, non-Government organizations and other similar organizations for community mobilization. This offers tremendous opportunity for use of electronic media in disseminating information. So, community radio has been acclaimed to be the most effective and cheapest media for diffusing the scientific knowledge to masses.

#### **References**

1. Badodiya SK, Pawan kumar, Meshran V, Pathak KN. Listening and viewing behaviour of farmers about farm programmes. *Annals of Biology*. 1999; 24(1):77-79.
2. Krishnamurty AT, Natraju MS, Farm radio listening and televiewing behaviour of farmers. *Farm communication through mass media in the new millennium*, 2006, 28-33.
3. Pochaiiah M, Reddy PP. Listening and viewing behaviour of agricultural programmes by farmers. *Journal of Research ANGRAU*. 2000; 28(4):76-82.
4. Ram Chandra, Prakash Singh, Mishra B, Singh B. Radio listening behaviour and performance of rural people. *Indian Journal of Extension Education*. 2004; 40(1, 2):40-42.