



## Research Article

# LISTENING BEHAVIOUR AND PREFERENCE OF LISTENERS ABOUT AGRICULTURAL PROGRAMMES BROADCAST BY RADIO BUNDELKHAND

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**Abstract:** The study was conducted in Orchha block of Niwari district of Madhya Pradesh. The block consists of 34 villages, out of which six villages were selected randomly. From each village, 20 respondents were selected. Thus, the data was collected from 120 respondents. The main aim of this study was to know the listening behaviour and preference of listeners regarding agricultural programmes broadcast by Radio Bundelkhand. Data were collected personally with the help of structured interview schedule. Both qualitative and quantitative data were collected. The qualitative data were converted into quantitative form by giving suitable scores. The findings of the study revealed that majority of Radio Bundelkhand listeners were having medium listening behaviour. As far as preference about agricultural programmes was concerned, majority of the listeners preferred live interaction programmes followed by agricultural success stories (68.33%), interview with farmers (65.00%), quiz/ question and answer (60.83%) and expert talk (60.83%), disseminating agricultural information by the folk artists (60.00%), music (50.00%), progressive farmers talks (45.00%) and dramas (35.00%).

**Keywords:** Listening behaviour, Preference of listeners, Radio Bundelkhand

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## Introduction

Among various media, radio is the preferred source of agricultural information for the majority of small and marginal farmers. While many rural farmers have limited access to communication technologies, broadcast radio today reaches a staggering 99 percent of the Indian population [1]. Not only it is affordable and accessible to those without formal education, it can also be utilized in local languages. Most importantly, radio, particularly when coupled with other ICT, such as internet, mobile telephony etc. can give voice to end users through participatory radio programmes. A community radio service is the most preferred medium of communication for rural peasant farmers. The farming radio programs are relevant to their agricultural activities, their language and accents are used, and they can contribute to the program content [2].

Radio Bundelkhand is a unique initiative of Development Alternatives, a non-profit society, in partnership with the local Bundelkhand communities. Radio Bundelkhand is the first community radio in the region launched on 23<sup>rd</sup> October 2008 and it is one of the most effective communication tools in Bundelkhand, region helping the rural agrarian communities region to develop their own local programmes and organize discussions on matters affecting their community, covering more than 140 villages of Madhya Pradesh and Uttar Pradesh. Community radio plays an important role in community development by providing quality programmes to ensure continued audience, and support from the community. The value of any programme can only be judged through audience response. It is therefore, felt necessary to study the listening behaviour and preference of listeners about agricultural programmes broadcast by the community radio i.e. Radio Bundelkhand.

## Material and Methods

Present investigation was carried out in Orchha block of Niwari district of Madhya Pradesh. Radio Bundelkhand is operational in Orchha block of Niwari district covering a span of 15 km radius around Orchha serving 34 numbers of villages.

Out of 34 villages, eleven villages i.e. Azadpura, Ramnagar, Sitapur, Basova, Bagan, Bhagwantpur, Jamuniya, Gujerra, Kalan, Mathrapur and Ghatao were having community reporters. From these eleven villages, six villages were selected randomly. To assess the listening behaviour and preference of listeners about agricultural programmes broadcast by Radio Bundelkhand the following procedure was followed.

## Listening behaviour

Reddy and Reddy (1997) [3] conceptualized listening behaviour of respondents in terms of duration, regularity and discussion after listening/making note while listening. Based on the views of past researchers the radio listening behaviour in the present study was operationally defined as the aggregate of observable responses with references to:

- (1) Listening frequency of the agricultural programmes
- (2) Listening style of the agricultural programmes
- (3) Listening pattern of the agricultural programmes

## Listening frequency of the agricultural programmes

Listening frequency refers to the quantity that determine how often respondents listen to the farm radio programmes and the scoring pattern was:

SN	Categories	Score
1	Regular	2
2	Occasionally	1
3	Never	0

## Listening style of the agricultural programmes

Listening style refers to the manner in which respondents listen to the farm radio programmes and the scoring pattern was:

SN	Categories	Score
1	Alone	1
2	With family members	2
3	With fellow members	3

Table-1 *Listening behaviour of respondents about agricultural programmes (N=120)*

Listening behavior	Categories	Name of agricultural programmes					
		Khet Khalihan		Shubh Kal		Chhidiya Bada	
		F	%	F	%	F	%
Listening frequency	Regular	58	48.33	57	47.5	17	14.17
	Occasionally	62	51.67	63	52.5	103	85.83
	Never	-	-	-	-	-	-
Listening style	Alone	49	40.83	42	35	64	53.33
	With family members	23	19.17	25	20.83	24	20
	With fellow farmers	48	40	53	44.17	32	26.67
Listening pattern	Only listening	29	24.17	33	27.5	53	44.17
	listening & simultaneously doing work	72	60	65	54.17	55	45.83
	listening and taking notes	19	15.83	22	18.33	12	10

### Listening pattern of the agricultural programmes

Listening pattern refers to the activities doing by respondents while listening to the farm radio programmes and the scoring pattern was:

SN	Categories	Score
1	Only listening	1
2	Listening and simultaneously doing work	2
3	Listening and taking notes	3

The scores obtained by the respondent for all three parameters were added to get final score of respondents. Further the respondents were categorized into the three categories based on class intervals.

SN	Categories	Score
1	Low	6-12
2	Medium	13-18
3	High	19-24

### Preference of Radio Bundelkhand listeners about agricultural programmes

Preference means a greater liking for one alternative over another or others. In present study, the preference of listeners regarding mode of presentation of agricultural programmes broadcast by Radio Bundelkhand was studied and data was presented in frequency and percentage.

## Result and Discussion

### Listening Behaviour of Respondents about Agricultural Programmes

The data in respect of listening behaviour of the listeners about agricultural programmes broadcast by Radio Bundelkhand is presented in [Table-1]. With respect to the listening frequency of selected three agricultural programmes, most of the listeners of Khet Khalihan, Shubh Kal and Chhidiya Bada i.e. 51.66 percent, 52.50 percent and 85.84 percent listen to the programmes, respectively on occasional basis.

As far as listening style was concerned, nearly equal percentage of listeners of Khet Khalihan i.e. 40.00 and 40.83 percent were listening the programme with their fellow farmers and alone respectively. Whereas 19.17 percent listeners preferred to listen the programmes with their family members. Regarding Shubh Kal, 44.17 percent, 35.00 percent and 20.83 percent listeners listen to the programme with fellow farmers, alone and with their family members, respectively. In case of Chhidiya Bada, majority of listeners i.e. 53.33 percent were listening programme alone followed by fellow farmers (26.66%) and with family members (20%). Regarding listening pattern, most of the listeners i.e. 60.00, 54.17 and 45.83 percent listen to Khet Khalihan, Shubh Kal and Chhidiya Bada and simultaneously doing work, respectively.

On further analysis of data, it was found that majority i.e. 80.00 percent of Radio Bundelkhand listeners were having medium listening behaviour whereas 10 percent each had high and low listening behaviour [Fig-1].

### Preference of the Listeners about Agricultural Programmes Broadcast by Radio Bundelkhand

The data on preference of the listeners regarding mode of presentation of agricultural programmes is presented in [Table-2]. The results showed that majority of the listeners preferred live interaction programme (70.83%) followed by agricultural success stories (68.33%), interview with farmers (65.00%), quiz/question and answer and expert talk (60.83%), disseminating agricultural

information by the folk artist (60.00%), music (50.00%), progressive farmers talk (45.00%) and drama (35.00%).

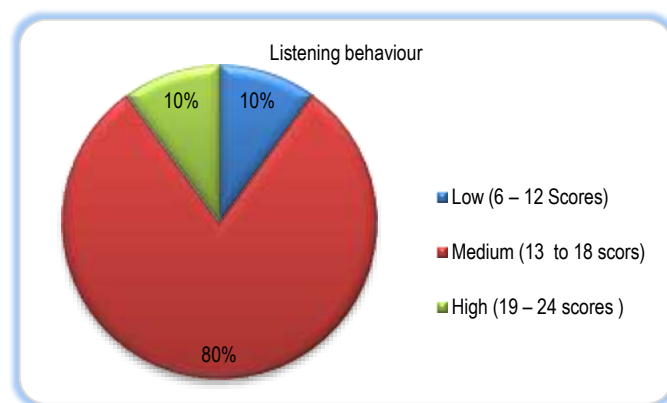


Fig-1 Listening Behaviour of respondents

Table-2 *Preference of the listeners about agricultural programmes broadcast by Radio Bundelkhand*

SN	Preference of listeners	Frequency	Percentage
1	Live interactive programme	85	70.83
2	Interview with farmer	78	65.00
3	Quiz / Question & Answer	73	60.83
4	Expert talk	73	60.83
5	Progressive farmers talk	54	45.00
6	Agricultural success stories	82	68.33
7	Theme based talk	50	41.66
8	Disseminating agricultural information by the folk artist	72	60.00
9	Music	60	50.00
10	Drama	40	35.00

## Conclusion

The active participation of the audience is the critical factor for the assessment of effectiveness of any media. Activity of the audience speaks on the effectiveness of a given communication medium. It was found that most of the listeners of Khet Khalihan, Shubh Kal and Chhidiya Bada listen to the programmes on occasionally basis. Maximum listeners of the programme Khet khalihan and Chhidiya Bada listen to programme alone. Most of the listener of the three selected programmes were in the habit of listening the programme while performing some other work. The findings of the study revealed that majority of Radio Bundelkhand listeners were having medium listening behaviour. As far as preference about agricultural programmes was concerned, majority of radio Bundelkhand listeners preferred live interaction programme followed by agricultural success stories and interview with farmers. It is therefore, recommended that the live interaction, success stories and interview format should continue to be used in order to sustain listenership of rural development broadcasts on regular basis.

**Application of research:** The ultimate goal of any communication is to bring desirable changes among the listeners. Activity of the audience speaks on the effectiveness of a given communication medium.

The understanding of listening behaviour and preference of listeners about agricultural programmes of radio Bundelkhand can help to accelerate the speed of transfer of agricultural technology and specific information to the community.

**Research Category:** Agriculture Extension and Communication

**Abbreviations:** ICT: Information and Communication Technology

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**Cultivar / Variety / Breed name:** Nil

**Conflict of Interest:** None declared

**Ethical approval:** This article does not contain any studies with human participants or animals performed by any of the authors.

Ethical Committee Approval Number: Nil

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