



*International Journal of Humanities & Social Science Studies (IJHSSS)*  
*A Peer-Reviewed Bi-monthly Bi-lingual Research Journal*  
*ISSN: 2349-6959 (Online), ISSN: 2349-6711 (Print)*  
*Volume-II, Issue-I, July 2015, Page No. 239-246*  
*Published by Scholar Publications, Karimganj, Assam, India, 788711*  
*Website: <http://www.ijhsss.com>*

---

## **Media and Rural Development**

**Mr. Ritumani Haloi**

*Asst. Professor, Dept. of Economics, Karimganj College, Karimganj, Assam, India*

### **Abstract**

*The main objective of this paper is to examine the significance and constraints of media (Electronics and Print) in rural development especially in the state of Assam. Media, the fourth pillar of democracy has been playing an ample role in the process of societal transformation over the years. With the application of science and technology in media, the societal integration, co-operation, mobilization, continuity of values and culture has been increasing in our society. We are thinking about the 'Global Village' not because of development that results from science and technology in modern days only but because of spread of information through media about the development around the world.*

*This paper is prepared by using both Primary and Secondary data. It is expected that the outcome of this paper will be an important document in understanding the status and problems of media in our state and the possible policy that can initiate by the Govt. to protect and strengthen the media sector in order to achieve integrity and development in rural society in the era of knowledge economy.*

***Key Words: Media, Rural Development, Global Village, Knowledge economy.***

---

**Concept of Media:** Media is nothing but a system by which one can communicate or supply information in order to reflect the true picture or event of the society. Media is the plural form of the word 'Medium' and can take a plural or singular verb, depending on the sense intended. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, direct mail, telephone, fax, and internet.

As the concept of Media is vast, so for the sake of simplicity and to design our present study we shall consider the Print (Newspapers) and Electronic Media (Television). In general electronics media refers to that type of media where electronics or electromechanical energy are used to access the content. Again, print media implies to that type of media where content (Text/Images) are access by using a master form or template. Table-1 gives an idea about the different E-media that are operating and rendering their services in the State of Assam. Moreover, there are some media correspondence people who are doing good job in publishing/telecasting some vital issues related to the rural development at the National level.

**Table-1: List of News Channels/E-Media Operating in Assam**

Nature of the Media/Channel	Name
News Channels	Prag News, DY365, Focus NE, News Live, Pratidin Time, Frontier TV, Assam Talk, ICC News, IBN-Assam etc.
General Entertainment Channels	DD North-East, Rang, Ramdhenu, Rengoni, Focus HiFi, DY365 Jonak, JCC Channel etc.

Music Channels	Nayan
----------------	-------

Source: [https://en.wikipedia.org/wiki/List\\_of\\_Assamese-language\\_television\\_channels](https://en.wikipedia.org/wiki/List_of_Assamese-language_television_channels)

With respect to print media that are rendering their services in the State are enlisted in Table-2 as shown under. It is evident from the table that most of the newspapers are published in Assamese language followed by English, Bengali and Hindi respectively.

**Table-2: List of News Papers Publishing from Assam**

Medium of Paper Published	Title
Assamese	Asomiya Pratidin, Asomiya Khabar, Ajir Dainik Batori, Agradoot, Amar Asom, Gana Adhikar, Niyamiya Barta, Janambhumi, Ajir Asom, Janasadharan, Sadin, Adinor Sambad, Sankarjyoti, Pratidin Time, Aroonudai etc.
English	The Assam Tribune, The Sentinel, Times of Assam, Assam Chronile, Nort-East Times etc.
Bengali	Nababarta Prasanga, Samayik Prasanga, Dainik Prantojyoti, Jugasankha etc.
Hindi	Purvoday, Purvanchal Prahari etc.

Source: [www.w3newspapers.com](http://www.w3newspapers.com) > Asia > India

**Concept of Rural Development:** The idea of ‘Rural Development’ is nothing but a process where the standard of living of rural people increases continuously. It may be defined as “improving the living standards of the low income people living in rural areas and making the process of their development self-sustaining (Goel & Goswami, 2010). In fact, the concept of rural development encompasses a wide spectrum and has attracted the attention of international agencies and Asian countries including India in recent years. Significantly in more recent years, the concept of rural development is used in different context which can be shown with the help of following chart-I (Mathur, 2008).

**Chart-I**

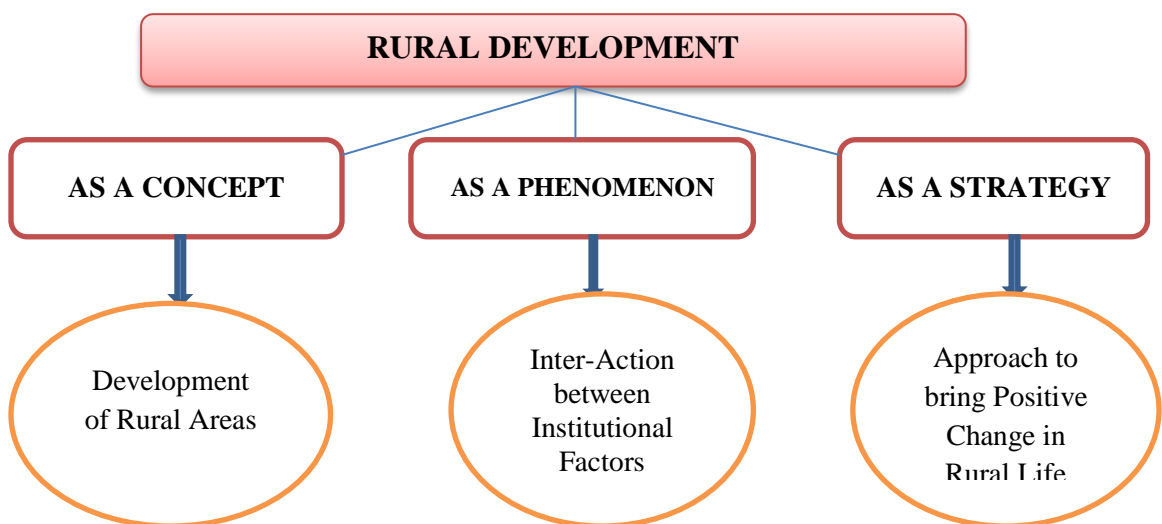
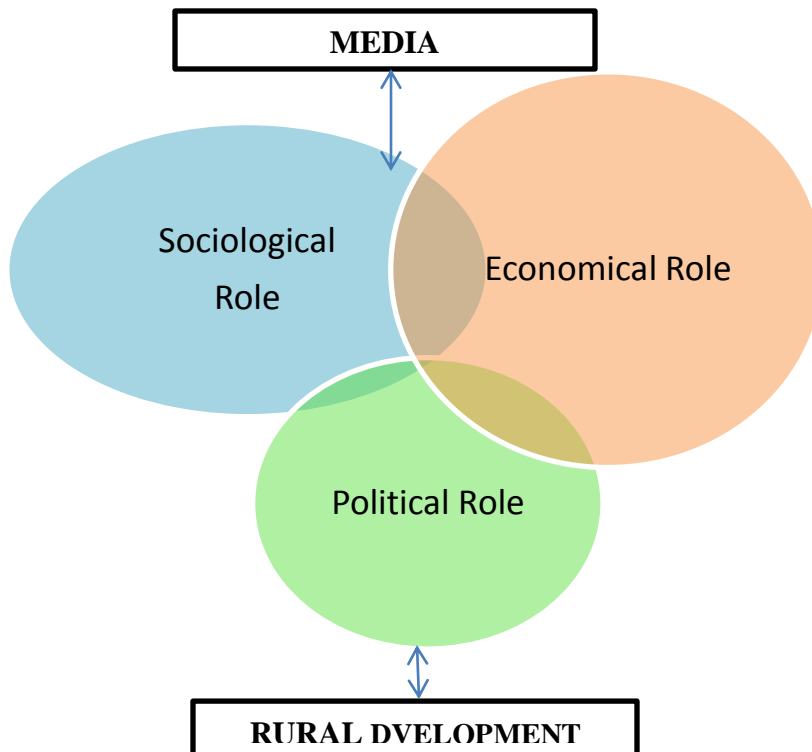


Chart-I highlighted that as a ‘concept’ rural development refers all round development of rural areas including the improvement of lifestyle of rural people; as a ‘phenomenon’ it implies the interaction between physical, environmental, technological, economic, socio-cultural and institutional factors in the rural areas and as a ‘strategy’ rural development is nothing but an approach or operational design to bring about desired positive change in socio-economic and cultural life of the people living in rural areas.

**Inter-relationship between Media and Rural Development:** ‘Media’ and ‘Rural Development’ is closely inter-related in the sense that from the era of bullock cart we have traveled down the modern age of satellite technology. The role of media in the process of rural development has been recognized ever since the beginning of planned development in India. In the process of societal integration and development of rural people’s lives, media has been playing a significant role in India and also in the state of Assam. As information is used as power, so media (Print and Electronics) can play a role in state operations, business operations, environment issues, monetary policy, politics, international affairs, human resources development and investment by providing accurate and dependable information ([www.wikipedia.org.in](http://www.wikipedia.org.in)). That is why various sociologist thinkers say that media has become as necessary as food and clothing is in the present day world. But to understand what role media can play in rural development we have to understand media’s role in all its dimensions, i.e., Sociological, Political and Economic dimensions. Accordingly, the present study is designed and it can be shown with the help of following loop-diagram as developed by the author himself.



The above loop diagram implies that media can play a significant role in the process of rural development by strengthening and transforming the economic, political and social life of the common people living in the remote areas particularly in Assam. For instance, media can play an important role in the economics of rural people by searching alternative ways of making a living. It would reduce the pressure on land and increase family's economic status. It can help in enlarging the market for goods produced in the rural areas and can make the common people aware to broaden the entrepreneurial base and competitiveness among the different classes.

In the sociological sphere of activity, media aids in the process of status change of the people from heredity to achievement. To do this it has successfully motivated illiterate to become literate. Media can help in changing and transforming the traditional ideas into scientific one and thus bring about greater equality and a greater respect for human dignity and make cultural and social change, a self-perpetuating process (Mathur, 2006).

With respect to role of media in political field, it can say that media bring about greater equality and respect for human dignity. It motivates the leaders as well as the common people and makes the public know of governments plans and programme for rural development purposes. Media can establish a road to good governance by focusing the dark side of the government in one side, and on the other hand it can increase the efficiency of the government by appreciating the services render to the society through its development projects.

Objective of the Study

**This main objectives of this paper is-**

- i) to examine the significance and constraints of media in rural development especially in the state of Assam; and
- ii) to examine the possible solutions to the problems.

**Delimitation:**

- i) The study is confined with respect to Electronics (Television) and Print Media (Newspaper) only.

**Methodology of the study:** We resort to direct survey method to generate primary data and information. The primary data are collected by the author him-self through canvassing of the structured questionnaires among the targeted defendants.

Since it is difficult to conduct comprehensive census operation, sampling technique has been used. A sample of 50 media correspondence/journalist persons engaged in the profession of media sector (Television and Newspaper) was collected from the state of Assam. Due to time constraints only 50 numbers of respondent selected purposively and questionnaires were circulated between them to get the desired information. Personal interviews were also conducted to extract true and genuine information directly and sometime telephone and internet facilities used to collect the information. Care was taken to see that the samples covered Economic, Political and Sociological parameters that shape development process of the society. Finally books, magazines, journals and newspapers were used to get the support of secondary data and results were drawn with the help of simple statistical tool.

**Result and Discussion:**

The results obtained in the study are given below.

Q1. How effective do you believe the Media is in terms of the work it does in the following areas of Sociological Development in Assam?

**Table: 1**  
**(Compiled from the questionnaire with respect to question no. 1)**

Role with respect to-	Print Media Respondents (25)			Electronics Media Respondents (25)		
	Yes	No		Yes	No	
Enhancing Quality Health and Education	10	15	Yes 46.4%	14	11	Yes 56.8%
Cultural and Social change	12	13		15	10	
Removing Superstitious	18	07		19	06	
Raising awareness to fight against corruption	11	14	No 54.4%	14	11	No 43.2%
Transformation of Society	07	18		09	16	

Source: Field Survey

It is clear from the foregoing Table-1 that 46.4 percent respondent (Print) believe that media has been playing an important role in rural development project with respect to social front and 54.4 percent expressed their views negatively. Similarly, 56.8 percent electronics media respondent said that media is doing a good job especially in the development of rural areas where as 43.2 percent gave their negative statement on the same ground. Thus, it is obvious from the table that there has been a conflict among the media people in the sense that electronics media has been playing a leading role in the development process of the society compared to print media. Once again, if the Table-1 is examined parameters wise then it is clear that 37 no. of respondent (Print and Electronics) believe that media has been playing an important role in removing superstitious from the society and 34 no. respondent (Print and Electronics) said that media has failed to transform the society in different dimensions like-changing the traditional outlook of the common people.

Q2. Do you believe that Media is an effective Development (Economic) partner in Assam, in terms of each of the following?

**Table: 2**  
**(Compiled from the questionnaire with respect to question no. 2)**

Role with respect to-	Print Media Respondents (25)			Electronics Media Respondents (25)		
	Yes	No		Yes	No	
Finding alternative ways of earnings/living	04	21	Yes 20%	08	17	Yes 32%
Inspiring entrepreneurial skill of the youth	06	19		04	21	
Use of technology in production field	05	20		09	16	

Sharing of innovative ideas to inspire new generations	03	22	No 80%	08	17	No 68%
Capacity building of the workers	07	18		11	14	

Source: Field Survey

Table-2 shows that 20.00 percent respondent (Print) believe that media has been playing an important role in economic development of the state and 80.00 percent expressed their views negatively. Again, 32.00 percent electronics media respondent said that media is doing a good job especially in economic development of rural areas where as 68.00 percent gave their negative statement on the same ground. Thus, it is obvious from the table that there has been a conflict within the media people in the sense that electronics media has been playing a leading role in the economic development of the society compared to print media. Once again, if the Table-2 is examined parameters wise then it is clear that 18 no. of respondent (Print and Electronics) believe that media has been playing an important role in building the capacity of the workers and 40 no. respondent (Print and Electronics) said that media has failed to inspire entrepreneurial skill of the youth in different dimensions.

Q3. In the Political sphere of activity, do you believe that Media is playing an effective role in the state of Assam?

**Table: 3****(Compiled from the questionnaire with respect to question no. 3)**

Role with respect to-	Print Media Respondents (25)			Electronics Media Respondents (25)		
	Yes	No		Yes	No	
Ensuring good governance	16	09	Yes 64.8%	18	07	Yes 64%
Equality and human dignity	14	11		13	12	
Aware about government plan and project	17	08		16	09	
Decision making power	15	10	No 35.2%	13	12	No 36%
Changing the mindset of bureaucrats	19	06		20	05	

Source: Field Survey

It is evident from the Table-3 that 64.80 percent respondent (Print) believe that media has been playing a significant role in the political sphere of activity in the state and 35.20 percent expressed their views against the statement. Similarly, 64.00 percent electronics media respondent said that media is doing a good job especially in the field of politics where as 36.00 percent gave their negative statement on the same ground. Moreover, it is also clear from the Table-3 that a number (64.00 percent averagely) of respondents expressed their views in favor of media in the sense that they are doing good job in minimizing the corruptions, unnecessary government control and

changing the mindset of the bureaucrats. During the study period it has been found that still there are some hole for which media has failed to play an effective role in some major political issues. Consequently, apart from political instability, the pace of socio-economic development of the people living in rural areas affected highly.

Q4. Do you believe that following are the major constraints of Media for which they cannot contribute as per their capacity to the rural development process in the state?

**Table: 4**  
**(Compiled from the questionnaire with respect to question no. 4)**

Factors	Print Media Respondents (25)			Electronics Media Respondents (25)		
	Yes	No		Yes	No	
Lack of autonomy and Political interfere	11	14	Yes 53.6%	09	16	Yes 42.4%
Low efficiency of media people	07	18		06	19	
Fragmenting Market & Increased Competition	21	04		23	02	
lack of recognition of expectations between client, agency & media	19	06	No 46.4%	10	15	No 57.6%
Keeping Up to Date information	09	16		05	20	

Source: Field Survey

With reference to Table-4, it is evident that majority of the print media respondent (53.60%) believe that media have been facing some problems since long time which are administrative, political and quality oriented in nature. Similarly, only 42.40 percent of electronics media respondent acknowledged the problems of media. On the other hand, 46.40 percent of print media respondent and 57.60 percent of electronics media respondent do not believe that the problems/factors faced by the media (as mentioned in Table-4, Column-1) are not so deep and fundamental in nature. Changing the mindset of the viewers, media persons and political and administrative bureaucrat one can solve and minimize the problems of media industry. Once again, factor wise it is evident from the study that fragmenting market structure and increase in competition is the greatest challenge for the media industry in the contemporary society where as lack of up to date information and authentic data is the least problems of the media as per the information supplied by the respondent during the study.

#### **Some Observations:**

During the study period it has been observed that-

- Rural women are often invisible or marginalized in the media in spite of their paramount role in rural development process in our state;
- The space to “talk” or “write” directly by the workers about their work or activities is very limited in the present day competitive media industry;
- Lack of media ethics, media illiterate, existence of dirty politics, negative outlook to rural areas, business mind of the media industry, practice of yellow journalism and importantly lack of intension of media people to update their information and outlook are some of the major constraints in this regard;
- It has been observed that fall in the readership and viewers of media in the state is obvious in the sense that people’s lost the trust on media on account of speculative form of journalism and partial role played by the them;
- Most of the reporters/respondents agree that poor content of the news (Print and E- media) is the major area of concerned of today’s world;
- It has been observed that professional and technical educational institutions are not available in the state to impart the media education based on the principle of ethics;
- Illiteracy and lethargic of rural people, poor communication facilities and lack of connectivity of electricity in rural areas are some of the serious problems as felt by a number of respondents for which people cannot access either e-media or print media.

**Concluding remarks:** With reference to above discussion it is clear that media has been playing an important role in the state in different dimensions but at the same time it has some problems which are arrogant as well as operational in nature. So, the people linked with the media industry should be focused on development aspect in such a way that people comes forwardly and freely to cooperate each other. The way/road by which people *migrate* to town/cities, in the same way the same person of *town/cities* can *migrate* to the rural.... i.e. media strategy should be such that it can help in the development aspect and can provide minimum amenities in all areas of the state. Innovation, realistic, local resource person and local aspirations would have to be considered in media strategy for the greater interest of the society. The media strategies for rural development would therefore, essentially include the rural press, local radio stations, rural programmes on television and reinforcement through extension agencies, community development programmes and agencies, so as to facilitate and reinforce the adoption process through interpersonal and face-to-face communication process. Tradition, Technology, Trade, Transportability and Transformation of rural economy is the demand of the present time and in this context media can play an important role.....because it is the only platform where one can freely express/suggest the thought and strategy of reconstructing the rural economy.

### References:

1. Goel, J.P. and Goswami, H., An Introduction to Economics, Tushar Publishing House, Assam (2010)
2. Mathur, B. L., Rural Management, Jaipur, R B S A Publishers (2008)
3. Mathur, P., Media, Technology and Rural Development, *Indian Media Studies Journal* • Vol.1 • No.1. July-Dec (2006)  
[https://en.wikipedia.org/wiki/List\\_of\\_Assamese-language\\_television\\_channels](https://en.wikipedia.org/wiki/List_of_Assamese-language_television_channels)  
[www.w3newspapers.com](http://www.w3newspapers.com) > Asia > India  
[www.wikipedia.org.in](http://www.wikipedia.org.in)

\*\*\*\*\*