

**CONTENT ANALYSIS, FARMERS' RESPONSE AND PRODUCTION TEAM'S
PROBLEMS OF MERA PIND MERE KHET – A FARM TELECAST
OF JALANDHAR DOODARSHAN KENDRA**

Author

Amrit Prakash Singh

Supervisor

Prof. H.R. Kidwai

AJ Kidwai Mass
Communication Research
Centre

Jamia Millia Islamia, New
Delhi-110025

Co-Supervisor

Prof. Ranjit Singh

Dept. of Extn. Education,
Punjab Agricultural University,
Ludhiana, Punjab

The present investigation focused on the content analysis of *Mera Pind Mere Khet* (MPMK) telecast of Jalandhar Doordarshan Kendra, Punjab. Besides, farmer's response and attitudes, reactions of production team in terms of needs and problems and ways and means to improve the impact of the programme were also studied. The content analysis was performed on 48 recorded programmes telecast live from April 1994 to April 1995. Coding and context units were employed for measurement and qualitative and quantitative analysis were done on contents. For ascertaining viewers response multistage sampling was done to select 210 randomly selected TV owning respondents belonging to 30 villages spread over three districts representing three agro-climatic zones of Punjab. A structured interview schedule in three parts was designed to collect information regarding socio-demographic profile, reactions and attitudes of viewers towards MPMK programme. The perceived problems of production team i.e. farm experts (30) and Doordarshan production experts (20) were also studied through two separate structured questionnaires.

The major findings revealed that demonstration mode was not being used. The other sparingly used modes of presentation were dance, drama, documentary, TV report and Question-answer session. The contents of most of the items were informational thus suggesting the need for increasing the content of recreational items. The distribution of time to different agricultural themes was found to be arbitrary. The speed of presentation through all the modes was observed to be normal. Majority of the items were recorded in the studio. The quantity and quality of visuals was found to be unsatisfactory through content analysis. Majority of the respondents had low mobility, low social participation, low social contact and low exposure to media. But majority of viewers considered the quantity and quality of visuals to be satisfactory. Interview was found to be the most common mode of presentation. The attitude of respondents towards the 'MPMK' was found to be positive.

Further, the majority of experts had medium level of knowledge regarding TV presentation. The problems expressed by farm experts included lack of training in communication skills, lack of co-ordination in designing the format of programme, poor orientation in TV production techniques and lack of rehearsals. However, the suggestions advanced by them include field-based shots, greater use of video films and greater preference to demonstration mode over interview. The problems perceived by production experts were: inadequate outdoor shooting facilities, non-consultation by experts, poor knowledge of visual aid preparation and use and awkwardness on facing camera.

The suggestions offered were complete autonomy, improved quality of visuals, testing of communication skills of experts before actual presentation etc.

The study concluded that although the programme has been found to be useful, relevant and timely by the viewers it needs further improvement in cognizance of expressed problems and suggestions especially in terms of enhancing the quality of visuals being produced at present.

It is therefore recommended that in future programming the problems of experts may be looked into and suggestions incorporated while designing the format, contents and materials for MPMK programme.