

Chapter-3

Review of Literature

Intercultural Communication and Mass Media Communication

Hossain et al (1992) had a study on informal agricultural communication patterns in a remote area of Bangladesh in which the study investigated the communication channels through which information on two agricultural practices is disseminated in a remote area of Bangladesh. Two major farming practices, high-yielding varieties (HYV) of rice cultivation and treatment of sick cattle, were examined. The information-seeking pattern in the case of HYV cultivation was characterized by a large number of opinion leaders being available for consultations with other knowledgeable farmers outside the sample villages, and by a multi-step interpersonal communication pattern. In the case of sick cattle treatment, only three local traditional veterinary doctors were identified as key opinion leaders. Unlike HYV rice cultivation, the communication process in the treatment of sick cattle was direct.

Becky (1994) studied the useful and appropriate view of gender communication as a form of intercultural communication. He offered a brief primer on gender differences in communication with primary emphasis on examples that illustrate how gender is both an influence on and a product of communication.

Andy Gillett (1997). In his study on the intercultural communication, Andy Gillett identified five broad areas in his study on the intercultural communication which are- cultural behaviour:people from different cultures do things in different ways, students perceptions, culture, cross cultural pragmatics and language.

Jha and Chauhan (1999) studied the interpersonal communication behaviour of dairy farmers in the Darbhanga district of Bihar. In general, it was found that age, land-holding, herd size and socioeconomic status were directly related to the interpersonal communication behaviour of these farmers, whereas social participation and family size or type had no such relationship.

Fell (2000) reviewed a new development in communication theory arising from cognitive science as a basis for suggesting that the use of words is a particular kind of action with subtle and profound consequences that are easily underestimated. This new cognitive science supports a changing philosophy and style of agricultural extension that leans more towards cooperative learning. Certain patterns of word usage that occur in institutionalised agricultural extension (directives and dogma, technical jargon, hiding behind formality, empty words, criticism, planning terminology and motherhood statements) are exposed as barriers to effective communication. Increasing reliance on e-mail and the World Wide Web has possible benefits associated with a more informal and personally responsible use of language.

Kalpana and Sinha (2001) examined informal communication among rural women on home improvement in Haryana, India. Its specific objectives are:

to find out the perceived importance of different home improvement message; to find out the informal communication pattern among rural women; and to study the places of informal communication in a village setting. Informal communication plays important role in transmitting innovative messages on home improvement.

Lavinia and Ester (2002) revealed that about 70 per cent of the poor live in rural areas. Despite the fact that education is a basic right in itself and an essential prerequisite for reducing poverty, improving the living conditions of rural people and building a food-secure world, children's access to education in rural areas is still much lower than in urban areas, adult illiteracy is much higher and the quality of education is poorer.

Michelle LeBaron. (2003) concluded in her studies that each of the variables discussed in the module - time and space, personal responsibility and fate, face and face-saving and nonverbal communication are much more complex than it is possible to convey. Each of them influences the course of communications, and can be responsible for conflict or the escalation of conflict when it leads to miscommunication or misinterpretation. A culturally-fluent approach to conflict means working overtime to understand these and other ways communication varies across cultures, and applying these understandings in order to enhance relationships across differences.

Singh *et al* (2003) assessed the communication skills of 85 horticultural development officers (HDOs) working in the State Department of Horticulture, Haryana, India. Three broad areas of communication were considered: communication ability, communication quality, and preparation

and use of audiovisual aids. Majority of the HDOs (64.71%) possessed fair communication skills, while 20% and 15.29% possessed good and poor communication skills, respectively. Correlation analysis revealed that mass media exposure, communication pattern, credibility of information, and role performance had significant and positive relationships with the level of communication skills of the HDOs.

Biswanath *et al* (2003) assessed the communication level of farmers from highly urbanized villages in Dakshin Dinajpur district, West Bengal, India, based on an examination of causal factors of agro-economic and sociopersonal nature. Of these causal factors, cropping intensity, occupation, per capita income, education, house type, and material possession had a significant contribution in characterizing the farmers' communication level.

Sher Muhammad *et al* (2004) assessed the role of television in agricultural technology transfer, based on survey data collected from a sample of 125 farmers (having their own TV sets) in Faisalabad, Pakistan. The data show that majority of the respondents were unaware of the regular agricultural telecasts. Only 5.60% of the respondents were found to be regular viewers of agricultural television programmes. Feedback links between farmers and television authorities appeared to be totally missing. Majority of the respondents obtained only up to 25% of agricultural information through agricultural telecasts.

Stephen Holmes (2005) concluded that much work needs to be done on understanding how dialogue training and the discipline of intercultural communication including diversity management and operations—can

coenhance one another. He suggested that these two disciplines as forms of practice or training should be informed on what the other is doing.

Martin Hahn (2006). Communicating with people from other cultures can be challenging. At the same time, ability to foster successful communication between people of differing cultures will bolster success in business and career. To overcome cultural barriers to effective communication, it must first learn what culture actually means. Culture is a shared system of symbols, beliefs, attitudes, values, expectations, and norms for behavior. Subcultures, in turn, are distinct groups that exist within a major culture.

Xiaoping Jiang (2006) investigated intercultural communication and its significance to higher education. The studies briefly discussed culture, subculture and the meeting of cultures. It also provided a brief survey of developments in intercultural communication research. He argued that adopting interculturalism based on the principles of equality and respect at the national and institutional levels is more crucial than merely mastering some intercultural competencies or applying some intercultural communication models outlined in intercultural communication theories.

Beatrice and Örjan (2006). The social network is one factor determining the flow of information within communities and as such may be important in determining successful implementation of community based management. The researchers mapped the social network used for communication of knowledge and information related to natural resource extraction among villagers in a coastal seascape in Kenya. They further identified subgroups

and examined their interrelations while measuring to what extent personal attributes such as occupation can explain observed group structure.

Prathap and Ponnusamy (2006) conducted an experimental study of the relative effectiveness of four mass media channels (radio, television, newspaper, and Internet) on knowledge gain among 144 rural women belonging to self-help groups of three villages in Tamil Nadu, India. The selected technology, rabbit farming, was developed into parallel messages and was delivered through these channels to assess the knowledge gain. All the respondents (100%) had gained "adequate" knowledge after exposure to television, newspaper and Internet, while 97% of those exposed to radio had gained adequate knowledge after exposure. Traditional media were found to have a slight edge over new media in terms of influencing knowledge gain. Television was found to be the most effective treatment, followed by newspaper, Internet and radio.

Khare and Vinod (2007) conducted study to: (i) determine various sources of information utilized by farmers; and (ii) identify the role of various communication sources in practising paddy cultivation. It was found that majority of the farmers obtain information from existing literature. It is suggested that trained personnel may be engaged in extension services. Further, extension personnel may be sent for advance training in various subjects to keep them updated regarding the recent development in agriculture. Pamphlets and chart/poster may be used to popularize paddy technologies and extension personnel should try to improve their communication skill.

Shahid Farooq *et al* (2007) assessed the role of print media in agricultural technology transfer. The data show that fellow farmers and print media were the sources of agricultural information of all the respondents. However, based on the rating of various information sources by respondents with respect to their contribution in the dissemination of agricultural information the print media got the 3rd position, after fellow farmers and television. The most used form of print media for agricultural information was pamphlets followed by posters, newspapers, book/booklets, magazines and journals. Pamphlets were reported for highest use while journals were the least used.

Rosegrant *et al* (2007). Asia has made significant progress in increasing its agricultural productivity and reducing poverty since the 1960s. Yet real world food prices of most cereals and meats are now projected to rise, reversing a long-established downward trend with adverse impacts on poor consumers in Asia and elsewhere. Growing resource scarcity, particularly of water, will increasingly constrain food production growth, and climatic stresses will likely shrink Asian farmers' abilities to produce grains, as is predicted for the Indo-Gangetic plains. Meanwhile, growing demand for high-value foods, such as livestock, fish, vegetables, and fruits will put further pressure on the natural resource base. Moreover, bioenergy demands will compete with the land and water resources that are used for food. The consequences of these pressures will adversely affect food security and goals for human well-being, slowing progress in reducing childhood malnutrition.

David Matsumoto *et al* (2008). Communication is a rich and complex process that involves multiple messages sent via multiple signal systems. Culture has a pervasive influence on the encoding of both verbal and nonverbal signals, and the decoding of those signals. Because of this influence, conflict and misunderstanding is inevitable in intercultural communication. The key to successful intercultural communication is the engagement of a personal growth process model focusing on ER, critical thinking, and openness and flexibility, where one's worldview is constantly being updated by the new and exciting cultural differences with which we engage in our everyday lives. The gatekeeper of this process is the ability to regulate our emotional reactions.

Krishnamurthy *et al* (2008) conducted study to determine the personal, socioeconomic, psychological, and communication characteristics of farmers. Majority of the farmers who own radio and television belonged to middle age group with medium education level and 89.16% of the respondents had big family size and 93.33% had large holding. They possessed medium agricultural implement, farm power and other materials. They earn moderate annual income. Social participation of the respondents was found to the extent of 75%. Medium to high-level participation was found in communication characteristics namely mass media usage, extension contact, extension participation and perceived media credibility. Further, all the farmers belonged to medium category of scientific orientation, 64.16 and 74.17% of the farmers had economic motivation and innovativeness respectively, and they had favourable attitude towards

media. Occasionally with partial attention, they devoted half of their time to make notes while listening and viewing farm programmes

Agwu *et al* (2008). Found out that co-farmers and farm broadcast were the major sources of information to greater proportion of the farmers. Data on relevance of the technologies disseminated showed that almost all the technologies were perceived to be relevant except processing of tomatoes into paste and puree and snail farming. The radio farmer programme enhanced the extent of adoption of six technologies namely; modern land preparation and planting of early season crop, harvesting of yam and storage in barn, site selection/bush burning/packing, processing of cocoyam into chips and flour, improved early maize cultivation, weeding and fertilizer application in yam+cassava+maize intercrop and pest control in the food crop farms. Nevertheless, the adoptions of the technologies were generally low.

Shanmugaraja and Kanagasabapathi (2008). Their study indicated that the tribal farmers received information on agricultural aspects primarily from personal cosmopolitan channels like block officials, personal local channels like input merchants and hamlet local leaders and impersonal cosmopolitan channels like newspapers and farm broadcast and telecast. With regard to information processing, they discussed mainly with their family members, group members and tribal leaders and evaluated the information. They stored the information mainly by memorizing. With regard to information-giving behaviour, majority of tribal farmers disseminated the agricultural information mainly to their family members and relatives.

Alain Bordier (2009) concluded that the success in Intercultural Communication depends on how people negotiate, meet, greet and build relationships worldwide.

Mohammad Ajaz-Ul-Islam (2009). Communication has substantial role in the adoption and diffusion of the advanced technologies in agroforestry for regular growth and development of the farmers. The findings revealed that most used sources of information by the agroforestry farmers in descending order were family member and relatives, neighbors, friends, progressive farmers, radio, television, village leaders, landline telephone, mobile telephone and newspaper. Over all utilization of communication sources and information access among agroforestry farmers was observed to be medium. A positive and significant association was reported between over all utilization of communication sources and various independent variables, namely education, social participation, farm size, farming experience, type of farming, annual income, extension contact, mass media exposure and urban contact of the respondents.

Pal (2009) revealed that the access of different cosmopolite sources was low as compared to interpersonal localite sources. The farmers relied more on neighbours and private companies' dealers for information access. There was no organized way of interaction among farmers at farm household level. There is a need to introduce periodicals on cheaper rates for the farmers. Input dealers need to be trained and made skillful, so that right information can be transmitted to the farmers. Possession of land holdings and use of information sources are positively and significantly correlated, except in case of radio. It was found that educational level increases, the use

of information sources. There is a need to utilize diverse information sources for obtaining more farm related information by the farmers.

Krishnamurthy (2009) concluded that majority of farmers preferred "question and answer" type of presentation both in radio and TV. Dialogue and interview fell in the second line of preference and drama and straight talks were least preferred. Regarding usefulness, more than three fourth of radio listeners and TV viewers found the information provided in these two media as useful in one way or the other.

Krishnamurthy *et al* (2009) revealed that lack of leisure time was the major problem encountered by majority of the farmers in listening and viewing the farm programmes regularly. Regarding the suggestions, most of the respondents suggested to increase the broadcasting and telecasting time of the farm programmes.

Bhavya and Nanjappa (2009). The concept of reading habit in general refers to various activities of the readers in their efforts to obtain relevant agricultural information. Hence, there is a need to know the reading habit of farmers. The results of the study revealed that majority of the farmers were subscribing and reading Prajavani, followed by Vijaya Karnataka. Majority of the farmers read the newspaper daily (70.00%) and partially (51.11%) for agricultural information and had spent 20 to 40 minutes (52.22%) for reading agricultural information in newspaper. The variables like social participation and extension participation were found to be significantly associated with reading habit of the farmers.

Jahagirdar and Balasubramanya (2010). Findings in their study indicated that there is need to increase the communication behaviour level from

'medium' to 'high' by imparting suitable training programmes in the field of "Latest communication technologies, communication skills and computer training". The results pertaining to different dimensions of communication behaviour of extension personnel indicated that majority of the respondents were in 'medium' category with respect to information acquisition, information processing and information dissemination.

Rupak and Ashutosh (2010). Key communicator network of farmers was studied as neighbourhood, friendship and discussion group pattern to explore farmers' interpersonal communication pattern regarding PRI activities. Socio-metric technique was employed to identify the key communicators and their networks. Neighbourhood pattern of interaction showed least dense key communicator network and least dependence of farmers on these key communicators for securing information. Friendship pattern of interaction featured higher number of respondents seeking information from more than one key communicator; whereas, discussion group pattern of interaction showed least number of key communicators and highest inter key communicator Olajide (2011) studied on the use of combined media to minimize the time lag for both awareness and adoption of best practices for food crop production in Oyo State, Nigeria. Results showed that the majority of the farmers were male and married, and about one third completed elementary education. Fellow farmers, extension agents), friends, and radio readily served as information sources for farmers. The quantum of agricultural information to which farmers had access was significantly related to varieties of information sources used by farmers.

The empowerment of elite farmers and capacity strengthening for extension agents are advocated for improved agricultural information dissemination.

Okwu (2011) characterized farmer users and nonusers of mass media as channels of agricultural information. The data were subjected to discriminant analysis and the following socioeconomic characteristics significantly differed at a 5% level of probability between users and nonusers of mass media (and their F-ratio values): education, income, gender, and socioeconomic status. Farmer users of mass media are therefore those who have good level of education, belong to a relatively high income bracket, and are typically male and of a relatively high socioeconomic status. Farmers' socioeconomic characteristics should be considered in planning mass media usage in agricultural information dissemination.

Hanumanaikar *et al* (2011). With respect to the reading behavior of farmers, it was observed that majority of the respondents spent 30-60 minutes in reading of farm magazine every week, followed by less than 30 minutes (34.44%) and more than 60 minutes (13.89%) in a week, respectively. The study also indicated that 62.78 per cent of the respondents read the complete information published in the farm magazines, followed by 37.22 per cent of them read partially or specific items published in the farm magazines. Majority (63.33%) of the respondents re-read the previous information in the old issues of the Kannada farm magazines occasionally, followed by never (21.67%) and regularly (15.00%) respectively.

Fariha Rehman *et al* (2011). Keeping in view the importance of print media, the present study was designed to determine the factors affecting their effectiveness in the dissemination of agricultural information among

farmers in the Punjab. The results showed that the print media were major sources of information of the farmers. Some important factors which affected their effectiveness were quality of information, newness, farmers' interest, in time publication, easy access to print media, relevance of information, literacy level of farmers, comprehensiveness, and cost of print media.

Ghafourian *et al* (2012). Research is done based on the aim of identifying the barriers of using technologies of communicative information from the point of view of agriculture experts. It is an applied research and correlation is chosen as a research method. The results of the inferential statistics indicate that the two variables of cultural-social barriers and legal-political barriers explain the changes in the dependent variable (using ICT) with the rate of 19 percent.

Livelihood Generation and Food Security

Swaminathan (1991). The challenges faced by scientists working on sustainable agriculture systems in industrialized and developing nations are different, with the former being concerned with defending the high yield levels already obtained and the latter struggling to raise substantially the productivity per units of land, water, labour and energy without ecological harm. Agricultural research and development based on concurrent attention to issues of ecological sustainability, economic viability and social equity needs for its adoption intensive research on blending traditional and new technologies.

Swaminathan (1996). The productivity improvement associated with the Green Revolution in India has been, to an extent, land-saving agriculture,

but because of population growth, the per caput availability of arable land is shrinking. The paper discusses the need for a hunger-free area programme and national food security act. As poverty is the primary cause of hunger and food insecurity, some suggestions are given on how to avoid the situation. A set of strategies for attaining food security is also presented. The three major goals of developing countries should be productivity improvement, natural resource conservation and poverty eradication.

Rao (1998) focused on India's food problems and food supply outlook. It discusses the situation of India's food grain production, input use in agriculture, food availability and accessibility, food intake and deficiencies, agricultural and food policies, and the future outlook for the supply of food. Food grain production in India has increased a little faster than the population growth rate since Independence, resulting in a steady increase in per caput daily availability of food grains from 395 g in 1951 to just above 500 g in 1995

Singh (1998) presented an overview of the farm poverty, household security and sustainability of agriculture in India. Findings in the paper reconfirm the widely held view that despite spectacular progress Indian agriculture remains largely deficit and consequently rural and farm poverty have not been effectively reduced. Poverty is the first source of limitation on the consumption of foods by large sections of the population. Expensive foods like animal products will always cater to the market needs of the more wealthy; they have little chance of reaching the poor in adequate quantities. In view of this, the policy should be to find acceptable substitutes which are also less expensive.

Chattopadhyay (1998). Focusing on India it is noted that appropriate technology implies technology that is suited to the economic and social conditions of practitioners, or local population. Appropriate technology is essential, since traditional techniques are not competitive and cannot assure an adequate livelihood. The transfer of technology is not just the transfer of knowledge and skills for manufacturing some products. It involves the identification, design and fabrication, development, test and application, production, marketing and management, and finally enterprise development for livelihood generation among a large section of people living in lower brackets of economy.

Subba (2001) investigated the existing scenario of food production and perspective planning in Sikkim, India, to achieve self-sufficiency. Results showed that the production of cereals (rice, wheat, maize, barley, buckwheat and millet) has increased from 31 150 t in 1975-76 to a maximum of 101 790 t in 1995-96. The diet of the people of Sikkim mainly depends on rice, wheat and maize, with the contributions of millet, buckwheat and barley being almost nil as a staple food. The availability of cereals and pulses is 186 g and 25 g/day per person, respectively

Roy (2002). The food security status in 8 villages of Darjeeling district, West Bengal, India, was examined through participatory rural appraisals and semistructured interviews (n=40) conducted in 1999-2000. Agriculture was considered by the respondents as a principal means of attaining food security either as owner-cultivators or labourers. The study reveals that community irrigation management is very crucial to food security and it needs to be addressed by policymakers.

Shiva and Bedi (2002) explored many important facets concerning the interlinked issues of globalization, the environment, livelihoods, and food security in the developing world. The contributors maintain that the sustainable use of natural resources requires that their ownership lie with decentralized agricultural communities. They argue that globalization, particularly as expressed through the World Trade Organization, is threatening the very foundations of Third World agrarian economies and hence could condemn millions of small and marginal farmers to perpetual poverty while seriously damaging the environment and biodiversity.

Swaminathan (2003) looked at the problems of undernutrition, poverty and food insecurity in Asia and explores the appropriate solutions. It is indicated that community centred and controlled nutrition security systems based on a whole life cycle approach to nutrition support programmes are the most cost-effective. Furthermore, an economic stake in the conservation and enhancement of natural resources is essential.

Jaya (2005). The incidence of large-scale hunger and malnutrition in the world is described, and the need to improve food security, income/job opportunities and agricultural land sustainability is addressed. The importance of ecologically, economically and socially sustainable agricultural practices and technological advances on food security is discussed.

Maithreyi Krishnaraj (2006) studied how the levels and quality of food consumption and nutrition for the poorer sections of Indian society (particularly rural women) have connections to what is happening in agriculture, where policies pursued as well as neglect of needed

interventions have created the present malaise. It is indicated that women in agriculture are the group most adversely affected by the food insecurity and agrarian crisis, given their unequal claims and rights to resources.

Singh and Mishra (2008) discussed the food security concerns in India, the consumption requirement and production prospects for food grains; and the policy issues and strategies for addressing the problem of stagnating growth in productivity and production of food grains combined with an increasing consumption need of the growing population.

Acharya (2010) documented the agricultural and food policies pursued in India and their outcome in terms of growth and food security; identifies the current issues and concerns relating to performance of Indian agriculture, particularly since the mid-1990s; and gleans lessons and key messages from the Indian experience for developing countries that are trying to reduce hunger, food insecurity, and poverty.

Khodamoradi and Abedi (2011). The concept of development of the rural, today, is not just project initiatives and governance; it is much more beyond that. This paper uncovers a whole plethora of ICT emergence as a technology of the new millennium. Against the backdrop of the ongoing ICT boom, this paper makes an attempt towards studying its applications and usage planning process and policy making for the rural communities focusing on how it helps in aligning the key factors and reduce the problems of alienation, fragmentation and dislocation of knowledge

Agricultural Development

Khan (1998) documented that shortage of extension staff and poor extension services has been the major constraints on the agricultural

productivity and fast diffusion of new agricultural technologies in the tribal areas of Pakistan. The study seeks to explain why the agricultural productivity remained low in the Federally Administered Tribal Areas (FATA) compared to the settled districts of the rest of the NWFP. An attempt is made to highlight the role of extension services for increasing agricultural productivity..

B.C.Barah. (2006) presented the agriculture scenerio of north-east region, the constraints of agricultural development as well as the potentialities and other other points which characterized the agricultural development in north-east region.

Julian May *et al* (2007) documented on how ICT impact on development, transformation and employment creation in the agricultural sector. In an era of globalization accompanied by rapid technology change, a country's competitiveness and relevance in the global economy is increasingly determined by its capacity to effectively use information for design, production and marketing. A growing mode of delivery in this environment is by Information and Communication Technologies (ICT) that capture and store digitally encoded data, manipulate and transform these data, and then transmit and share the results.

Butt *et al* (2010) highlighted the role of rural women in agriculture development and their constraints. A case study in Depalpur, Okara-Pakistan. In the food security the rural women over the world play a major role, agricultural production and in the development and stability of the rural areas but women face a number of constraints in approaching agricultural extension sources especially in developing countries. Rural

women along with men play an important role in the agriculture sector like crop production, livestock production as well as cottage industry. But they have incomplete access resources agricultural extension education services and newest technical knowledge and information sources.

Saravanan Raj (2010). Achieving food security and environmental issues become greatest challenge of humankind. Further, natural resources are almost reaching its limit and hence there is a global call for optimum utilisation and also conservation of natural resources. In .The sustainable agricultural practices dissemination, diffusion and adoption depend on agricultural knowledge information systems. To disseminate sustainable agricultural knowledge and technology, worldwide agricultural extension systems are undergoing a great transition. Efforts for reforming national extension systems are underway. At the same time, the agriculture knowledge infrastructure is evolving in a big way with the emergence of pluralistic extension providers and innovations to disseminate sustainable agricultural technologies to the farming community.

Razeghi *et al* (2011). In order to develop agriculture extension activities, considering indigenous knowledge is critical because, sense of self-esteem and reliance on local sources would be reinforced by citing of vast application of ancient culture indigenous knowledge at sustainable development of industrial countries. Also, necessity of considering indigenous knowledge at developing extension programs is emanated from where that is considered as principal components and sustainable human development items is emanated from same sources.