Chapter II

REVIEW OF LITERATURE

2.1 Introduction to Literature Survey

The literature review refers a survey of important articles, books, thesis and reports. The reviews evaluate and comment on study’s worth and validity. Most relevant and most important studies which relevant to the research area have chosen to write review report and they were organized by topics such as Public Service Advertisements and media for rural development, communication media for agricultural development, mass media campaigns for health promotion, Information through media for education up-gradation, media contribution for women empowerment, studies centered to social awareness, communication channels for poverty alleviation.

2.2 Communication, PSAs and Media for Rural Development

Moorthi & Raheem (2012) Describes that mass media have been considered as potential agencies for the development of people. In this way, television and radio have the power to overcome the literacy barrier and hence their interaction with the illiterates may be higher. Hence mass media are very suitable instruments for the rapid development of underdeveloped countries like India, where material resources are in short supply and education of people is low.

Hansra (1992) evaluated the impact of video programmes for rural development in India. Video is the effective instrument of rural development, because video is a successful tool to reach and communicate rural mass easily.

Pokharapurkar (1993) opined that television can be considered as the best effective media of communication for rural development. And also states that the main aim of government in introducing TV networks in the country is for heralding rural development effectively within a short span of time.

Griswold & Swenson (1992) examined the impact of rural weekly newspaper for development of the country. And conclude that there is a need to give more attention to development of communication in local media especially in rural areas.

Ocheni & Nwankwo (2012) examined the role of mass media in rural information system. Establishment of some community newspapers is an encouraging
sign of a shift from the urban-centeredness of the media to rural media. While such rural presses are still few, there are indications that their number would increase over time. And states that mass media are properly managed and adequately funded, and at the service of the rural populace, there is no doubt that they will prove successful not only in rural information reporting system, but also in overall national information dissemination and management.

Tripathi (2011) explain that communication is very powerful tool to impart information to improve rural development. Doordarshan started a project named “KRISHI DARSHAN” on January 26, 1966 for communicating agricultural information to the farmers, later it adds many agricultural programmes to help farmers so as to improve rural mass.

Sharma & Patel (2015) assessed the role of community radio stations in context of capacity building of rural people though community radio station. And states that empowering the people at the grassroots and their capacity building are the major concerns for modern development in this regard community radio emerges as a major tool. Community radio can play a significant and effective role in modern concepts of development like the Human Development Index and Human Security. Community Radio can come forward to give development a human face. It can also be a platform for bringing accountability of the development process, ultimately making the system more transparent and ensuring good governance.

Bansal (2015) outlines the relationships between social media and rural India. And further states that the social media networks changed the lives of rural people through agriculture development, provides information to the farmers and made the process of selling the crop easy through online programs which have resulted in the removal of middlemen. And also in field of health care and in rural politics the social media is not yet reached well.

Ganesh (2014) classifies the ICT offerings meant for the rural sector into three categories viz., empowerment, enablement and market expansion. All the three dimensions help the formers and rural masses to grow vertically by taking many advantages of it.

Sharma & Patel explain that community radio as a medium is continuously playing a significant role not only in dissemination of information but also in the
propagation of culture and nation building, providing various minorities and remote and disenfranchised areas with a low-cost public domain.

Khan (2010) describe that the community radio is a place from where local people can air their grievances to the Government as well as get the solutions to their problems too. And also states that community radio has played a major role in bridging the communication gap between the Government and the local people.

Shitak (2011) examine the impact of television in India which started for promoting development and serving the cause of the poor and the underprivileged, while some efforts were made to fulfil these brave goals, television also earned the unholy reputation of being a vehicle for government propaganda. And the study conclude that the performance, utility and relevance of broadcasting in India should be measured in its contribution towards providing impetus for educational, cultural, economic, social, political, and development projects in the country and not just by growth in the number of networks or the so-called choice available to the viewers.

Kumudha & Thilaga (2014) revealed that mass media has been significantly influencing the social, cultural, economic, spiritual, political and religious aspects of society as well as personal level thinking, feeling and acting. Media disseminates information and had created the need for revolution in contemporary society. Mass media plays both positive and negative role in the society.

Tsegyu & Asemah (2013) reveals that rural broadcasting has not been attributed to a number of factors such as lack of a viable communication policy, media ownership and commercialism, non inclusion of the rural people in the conceptualisation and execution of development programmes, lack of establishment of community media systems by the government and corruption among government officials and development communication agents. Therefore the government and private sector should take urgent measures to solve the identified challenges.

Harne (2013) investigate the role of media in sustainable rural development. To capture and express sustainable rural development there is a need for media base. It can be possible by taking mass media to masses and involving members of these rural cultural groups in media production. A lot many such efforts are under way either by individual initiative or by the initiative of genuine NGO workers. However,
there is need to promote these efforts and for this we may need a re-look at our media policy.

Mohanty & Parhi (2011) reveals that majority of the respondents felt that folk media is used quite significantly in rural development for its cultural aspect but in the era of Information and Communication Technology (ICT), it is losing its significance. And the idea that folk media can be used effectively along with the electronic media for the sake of the development of rural society.

Essien (2014) observes that indigenous media are still being effectively used on rural development. The role of traditional folk media on rural development is still viable, that traditional channels of communication such as drums, songs, village crier and folktales are still effective way of communicating development programmes. Messages are packaged and presented in performance. This is exemplified by different project initiated by the state and local governments. The communication potentials of indigenous media have been proven time and again in the history of development in various communities.

Mathur (2006) describes that the government has taken a good initiative in the form of community radio. People got a platform through which they can address issues like health, education and public facilities pertaining to their area. The local people or the community can get attention of the regional the national media through this platform. The government is giving funds and grants to help the cause. It is time to do something to sustain and nurture the diversity through the pluralism of press in the process of change.

Agrawal (2006) examines the contribution of communication technology towards India’s rural development. The analysis indicates that “pro-poor” development issues have been pushed aside in favour of urban upcoming rich after media privatisation leading to proliferation of private and public broadcasting and ICT in favour of consumerism and entertainment. The current communication policy of the country, which on the face of it is proactive for rural development, but remains urban “pro-rich” in effect. Besides, forces of market economy, focused towards profits, have begun to shape broadcasting and information technology programming philosophy, content and programme schedule.
Narang, Narang & Nigam (2012) explains Public Service Advertisement are fulfilling the social responsibility by conveying social messages, to the society through different media is an easy job, but to measure its performance and its effective reach and effective frequency, is not easy as individuals perception vary. The target group, youth witnesses more of ads that have been broadcasted on television and least in case of print media. Group is aware about the issues being focused by the advertisement and the objective of the advertisement.

Suraju (2013) examines the impact of broadcast media specially Radio and Television commercialisation on agriculture and rural development. The study finds that in spite of the immense contributions of the broadcast media to agriculture and rural development, the commercial nature of the media industry now posed a serious challenge to this development. Hence, it is recommended that the government through the broadcasting commission should legislate on free air time for all agricultural and rural development programmes on radio and television in the country. Also, seasoned agricultural communicators should be employed to serve as gate keepers for agricultural programmes in the broadcast stations.

Sanni (2013) examined the influence of broadcast economic programmes in rural communities in terms of economic knowledge, training and management. The study finds that respondents get enlightened through information disseminated in the economic programmes aired by radio and television thereby improving their standard of living, economic standard and development in their communities. The study observes that informative attributes of broadcast economic programmes improve their awareness in terms of economic knowledge, training and management.

Romica & Kumar (2015) explains that radio is one of the dominant mass medium in the India and it has enjoys the highest reach as compared to Television and newspaper. Radio has also established itself as most inexpensive and strongest medium in filling the communication gap between the people and the Government.

Mondal (2015) states that media shapes the society inclusively for progress and provide a proper shape as per the society demands. From the media people will be motivated and informed about innovative ideas, multiple thoughts, developmental policies and awareness programmes are being diffused through the media. Media must take part in the socioeconomic progress of the country.
James (2006) viewed that one of the most puzzling problems of mass media is that of reach. Many donors support urban media outlets if they serve only a relatively privileged part of the population in the cities rather than the non-literate and scattered rural masses, who have no voice and no access to information. Technology now makes it possible to set up small radio stations at very low cost. Staffed by unpaid volunteers, such radios are starting to have a big impact, which would be even greater if governments would reform the regulatory laws that benefit public or private but not community broadcasters. The radio stations are clearly deserving of encouragement and support, and the volunteer reporters and producers may be doing an excellent job in rural development.

Kaufmann (2006) elucidates that supporting initiatives to collect and assess the current state of the media that can then be shared with clients around the world. This includes the development of country-level and internationally comparable indicators of media freedom and governance. Much of this data is available, but has not been widely publicized. Data on the media industry also need to be collected and disclosed, including accurate information about real ownership structures. Similarly, assessments need to be carried out on the political environment, the legal and regulatory environments and their effect on the media, the competitive environment, and a number of other factors that help determine the effectiveness and viability of a free and open media.

Bird, Lutz & Warwick (2008) explicate that Media as Partners in Education for Sustainable Development. Media Training and Resource Kit are attempts to provide media professionals with basic information about some priority issues for sustainable development. A well-informed media can help to create better understanding of local issues and can influence the decisions of policy makers and the actions of the public.

Raja (2011) concludes that the Media scenario in India has undergone a spectacular change since independence. And the progress achieved is inadequate, because our rural areas are still without proper media and communication network. Media technology is important resource input in the process of gradual and orderly change in the tradition bound rural areas. It has been well recognised that communication plays a crucial role in the process of development.
Nandakumar & Sridharraj (2014) analyse the programming pattern campus community radio, community participation in its content creation and development. This study come across that community Radio promotes the awareness among marginalised Voice for Voice less communities on various social issues through their participation in programmes and its content creations. And also observes that observed that communities should be involved to feel that, their radio station. Their opinion should be heard by their communities’.

Parashar & Indolia (2013) highlights media is a tool for Indian tourism development, as the media promoting those tourism destinations by newspaper, magazines, television, radio, and cinema by these tools of media tourists are able to get easily information about that tourism destination. In the Indian tourism field one brand as a name of Incredible India promoting by media, print media, internet and outdoor media.

Sambhaji (2015) evaluate the impact of media in rural development, various government and non government schemes seeks to provide connected to at unconnected habitation in the rural areas is only through media. Many programmed have been launched for poverty alleviation, employment generation, food security abolition of child labour, safe guard of human right empowerment of women ensuring education for all right to information rural electrification safe drinking water, road connectivity access to mass media, due to these programmes rural mass is benefited. Hence, mass media plays a vital role in rural development.

Nazari (2010) explain that media remains a vital part of development and farming systems and intervention of education in agriculture will be more fruitful if it is conveyed through television and will result in heightening the farmers’.

Rapten (2001) explained that rural people are mostly illiterate; radio is the only medium through which they are being informed, both about the nation and the world at large. Through radio they learn about government policies and development activities taking place around the country. And also states that there should be television instead of radio in the rural area, the impact would have been very different, because of its visual powers.
2.3 Communication Media for Agricultural Development

Chaurasiya & Sharma (2014) delineate that farmers need high information for about production technology and also landholding, annual income, social participation, risk preference, farming experience, utilization of different source of information, knowledge and adoption behaviour.

Chhachhar (2012) analysed the perceptions on the role of television in dissemination of agricultural information among farmers. The study revealed that the role of television is very low in the study area. There is need to produce more agricultural related programs on television and telecast on appropriate time where farmer can get benefit from television programmes.

Farooq (2007) assessed the role of print media in agricultural technology transfer. The result depicts 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 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.

Irfan et al., (2006) investigate the role of mass media in the dissemination of agricultural technologies among the ultimate users’ farmers. And shows that majority of the respondents gave 1st preference to television, quarter of them gave 2nd preference to radio, and few gave 3rd preference to print media as source of agricultural information. A vast majority of the respondents did not listen/watch agricultural radio/TV broadcasts regularly or occasionally.

Purushothaman et al., (2003) describes that large level of agricultural development programmes in developing countries is depends on the nature and extent of use of mass media in mobilization of people for development. In this regard the planners should significantly depend and effectively use on mass media.

Butt (2008) investigates the role of mass media in the promotion of latest technology among farmers for enhancing the agricultural product. And concludes that different mass media were not fully utilized in the area which hindered not only
awareness level of the respondents but also adversely affect the adoption level regarding the latest production technology. Educational level should be increased so as farming community is able to get benefit from printed material. To increase the use of computer and internet both public and private sector should create awareness and establish telecenters for the dissemination of modern technology that ultimately results in the uplift of agricultural production.

Ariyo (2013) finds that the factors militating against the effective utilization of mass media as source of agricultural technologies to the farmers were identified to be illiteracy, low income level, lack of credit facilities, and inadequate/ erratic power supply. And suggested to enhance the effectiveness of mass media in the dissemination of agricultural technologies for agricultural development is need to strengthen the use of radio and television in information dissemination to farmers, more competent presenters who are knowledgeable in agriculture to handle agricultural programs. Also such programs should be broadcasted in local languages as much as possible and efforts must be taken to guarantee that the airing times are suitable.

Nazri et al., (2012) evaluate the role and effectiveness of electronic media viz., TV and Radio, in the dissemination of agricultural information to the farmers. The study finds that Knowledge gain is the initial step for further inputs to achieve social development. Since radio and television play more important role in public education, so the producers should be familiar with the latest and newest method of program structures to be able to meet the needs of people by employing appealing methods.

Oladeji (2011) analysed that farmers are favourably disposed to agricultural advertisements in newspapers. The study also revealed that farmers’ educational level and primary occupation have influence on the perception of farmers to agricultural advertisements in newspapers. Evidently, Agricultural advertisements are a vanguard for awareness creation, boost agricultural enterprise and dissemination of agricultural information to enhance wider reach within and outside farming population. It is therefore recommended that Nigerian newspapers should place more emphasis on agricultural subject matter than only revenue generating content so that farmers would be encouraged to advertise in newspapers.
Dhaliwal, Mohapatra & Dhaliwal (2011) reviews the advanced electronic media. And describe the emergence of electronic media has revolutionized communication process. An array of these new electronic technologies is already in use or has tremendous potential for use in agricultural development. Interactive computer video technology (ICVT) fulfils the need of the interaction in the communication process that undoubtedly increases the quality of extension process. The potential use of audio and video tapes in agricultural development has been exploited by various institutions. Information obtained through satellite on crop, soil and water resources can enable us in planning for integrated land use development.

Nazari & Hasbullah (2010) highlights that radio has proved to be the most effective media in promoting agriculture and development in rural areas, particularly as a tool for the delivery of quick information.

Memon et al., (2014) identifies the effectiveness of mass media source of information used for disseminate of agricultural technologies and level of farmers awareness and adoption of agricultural technologies. Mass media in modern agriculture is categorised as factor of change and progress, this transmits the agriculture innovation to the farming community. And find majority of the respondents opined that information receiving through mass media is highly relevant in solving agriculture problems and infrastructural development also in capacity building. The major Problem in receiving the information is power failure, followed by high cost and poor signals.

Verbeke (2005) focuses first on individual characteristics that shape information needs, and then discusses information provision through mass media and labelling. Most of these practices aim at reducing information asymmetry. Despite presumed uncertainty about food quality and safety, general consumer interest in information and willingness to engage in active information search cannot be taken for granted.

Das (2010) analyse that for promoting agriculture and development, community radio can play an effective role in promoting social change. Community radio, in essence is a type of radio service that caters to the interests of a certain area, broadcasting material that is popular to a local audience through participatory based knowledge sharing. In a pluralistic society, like India, it encourages the specific
community’s social, cultural and political identity by operating with the community and for the community’s welfare.

Kakade (2013) reveals that communication channels play pivotal role in disseminating information especially radio has proved very effective in helping to disseminate agricultural information. The farm and home unit of All India Radio programmes viz., “Krishiranga” and “Hints to farmers”. These programmes deal with several aspects of agricultural information. The finding shows that radio was ranked second among the seven different sources of credibility regarding agricultural information by the farmers and agriculture demonstrator was ranked first. Majority of the farmers considered information broadcast through agricultural radio programmes as “reliable”. A large percentage of farmers opined that the information broadcast through agricultural radio programmes as “practicable”. A large percentage of farmers considered the style of presentation of programmes as “understandable”.

Ghatak (2010) evaluated that mass media is a powerful communication medium, particularly in India where, in the absence of regular and stable electric supply in rural and far flung areas. People have to depend on radio to meet their needs of information, education and entertainment. In this regard community radio serves to bring small communities together, focuses on the common man’s day-to-say concerns and helps in realizing local aspirations.

2.3 Mass Media Campaigns for Health Promotion

Sanders et al., (2000) verified that a self-directed minimal intervention, delivered in the format of a media-based television series with accompanying parenting tip-sheet for each episode, significantly reduced parental perceptions of children’s disruptive behavior and significantly increased self-reported competence of mothers in the television viewing condition.

Mondal (2014) analyzed impact of media on tribal society and examined social changes in tribal society with reference to health. And the study depicted that instead of taking the help of ethno medical practitioner like witch doctors, tantric, ojha’s for getting health care treatment, the tribal communities are going to take the treatment from rural medical practitioners, qualified doctors, and also from the hospitals, because of dissemination of health oriented messages scattered by the media.
Catalan (2011) explains that mass media health campaigns clearly can be an effective tool for health promotion whether the effort is on a national or local scale. It is apparent from the evidence that the media can be an effective tool in health promotion, given the appropriate circumstances and conditions. Those situations are when wide exposure is desired, the timeframe is urgent, public discussion is likely to facilitate the educational process, awareness is a main goal, accompanying back-up can be provided on the ground, long-term follow-up is possible, a generous budget exists, the behavioural goal is simple and the agenda includes public relations.

Flay, Ditecco & Schlegel (1987) evaluated 40 mass media programs/campaigns designed to influence cigarette smoking. And find that Information/motivation programs/ campaigns generally produced changes in awareness, knowledge, and attitudes. Extensive national campaigns also produced meaningful behavioral change. Mass media cessation clinics were found to be effective, with media plus social support being more effective than viewing plus printed material, and either combination being more effective than viewing alone. It was concluded that mass media health promotion programs can be more effective than many academics may have thought, but that the knowledge necessary to ensure such success is seriously lacking.

Mary & Chidambaranathan (2011) states that mass media are the powerful sources which can create a massive change in the society. To empower the women there is a need to reduce the women morbidity hence mass media is act as a powerful resource. The government and some non government organization should joint with mass media related women health issues that can be very useful to reach the target. Especially mass media reaches rural women and gives knowledge related to importance of health.

Grilli, Ramsay & Minozzi (2009) assessed the effects of mass media on the utilisation of health services using time series research design. The study concludes that Mass media information on health-related issues may induce changes in health services utilisation, both through planned campaigns and unplanned coverage.

Freimuth, Cole & Kirby (2000) evaluate the mass mediated health communication program assesses whether the intended audience was reached and the impact and outcome objectives of the program were achieved to the satisfaction of the
stakeholders. The study found that tracking electronic media, one must be highly creative in determining who is exposed to messages in newspapers or magazines and even more so with collateral materials such as brochures, flyers, posters, and billboards.

Guru, Sapna & Veena (2007) analyzed that mass media like newspapers, magazines, film, radio and television are diffusing health information throughout the country in their own way. And also new technologies like Telecommunication channels, satellite communication channels and computer communication channels have given rise to telemedicine, video conferencing and other latest tools of health communication.

Bekalu (2013) studies two issues for a successful mass mediated health communication intervention viz., the issue of theory and the issue of medium. And shows that ways that communication technologies assist, sometimes, and interfere, other times, with the ability to attain health goals by patients, providers, and public health agencies.

Flay (1980) reviewed to determine how source, message, channel, receiver, and destination variables affect each of the levels of change of major interest viz., knowledge, beliefs, attitudes, intentions and behavior. And suggest that the use of mass media is a successful tool when the face-to-face interventions are included in communication. It is appropriate components (e.g., skill training) are included in the communication. However, an optimally effective campaign may need to incorporate yet other approaches to behavior change.

2.4 Information through Media for Education up-gradation

Srivastava (1991) assessed the role of educational technology for mass media development. And states that farm broadcast programmes were really helpful in changing the attitudes of the farmers in the rural areas.

Simpson (1997) state that the media has come to play an increasingly important role in providing information, advice and support to the parents for their education and the media have significant reach through books, magazines; television and the internet are major resources for parents education.

Bakare (2011) states that mass literacy will be of tremendous assistance to enable individuals to comprehend usefulness of information and need to sensitise
people especially the younger generation to cultivate good reading culture. And the study reveals that among the communication media identified for tourism awareness creation: radio, television, family & friends were rated 1st, 2nd and 3rd respectively.

Briege (1990) states that a great variety of tribes, languages, beliefs and customs may be found within the listening area of a radio station in a developing country and it is difficult to develop programmes that will be culturally relevant to all potential listeners. Since it is the goal of primary health care to devise such culturally appropriate programmes, locally designed health education efforts should form the foundation for rural health communication.

Khaidem (2015) highlights role played by mass media in the higher education system. The mass media used to extensive and extremely useful materials for education. The direct broadcast satellite delivery of audio visual or television programming had the ability to cover the media offered to a wide range of digitals materials and media services. Whole geographical areas, while that of internet and new media offered to a wide range of digitals materials and media services. Developing country and states must need higher education in this regard mass media and higher education has a deep relationship in terms of development, informative and communication with the global process.

2.5 Media Contribution for Women Empowerment

Sharma & Sharma (2012) analysed the knowledge, attitude and beliefs about safe motherhood practices amongst pregnant women residing in the urban slum. And the study reveals that low levels of awareness among rural pregnant women. Further indicate that appropriate communication strategies should be designed and implemented amongst the most vulnerable section of society, especially through health education campaigns, in order to have a constructive outcome in the near future.

Omiunu (2015) investigated the information awareness in the use of haematinics among pregnant women. And the study says that there should be an increasing level of awareness of haematinics in various health centres in the form of users education and public awareness especially for pregnant women. Various methods of information dissemination should be inculcated especially in the rural areas such as using folk and traditional media and more importantly the use of major
ICTs and media to educate people especially women and pregnant women on the issue of the use of haematinics. This can increase the awareness of people and also change their attitudes towards its use especially in the rural areas.

Rao, Krishnamurthy & Ganesamoorthi (2010) explain the impact of media on the position of women in society and their development. And highlighted that mass media paves way for modernization and social change. Mass media is the best approach for those who want to reach the rural women would be to use a combination of the print, broadcast and multi-media approach to gain the advantages.

Mondal & Chakraborty (2014) examined that the impact of media on women empowerment among the tribal women. The study explore that media like newspaper, television and radio are used by the tribal women, only for entertainment in which is failed to create awareness about women empowerment.

Shailashree (2013) evaluated the impact of mass media in political empowerment of rural women. Political Empowerment of Women is an essential component of programs aimed at empowering women, because it provides them the power to make decisions. And the study shows that large number of respondents has indicated that the mass media have not played any major role in making political decision. Even interpersonal channels of communication also have not played any profound impact on the political decision making process. Interestingly half of the respondents have indicated that the Anganawadi workers have influenced them: in their political decisions followed by Govt. organizations and SHG’s to a great extent.

2.6 Studies Centered to Social Awareness

Panford (2001) states that folk media have not been recognized in most Western literature as the most prominent means of education in all aspects. Even though effectiveness of folk media in changing negative social and reproductive health behaviours in rural is relatively more. Folk media is best suited for HIV/AIDS prevention for Rural Illitirates.

Ibagere (2013) examines the political awareness and their capacity to make political choices through the mass media. And the study reveals that the media are equally unable to play their role in increasing the people’s political awareness and their capacity to make a good choice.
Saunders & Goddard (2002) discuss the benefits of mass media programs as a tool to advocate for children’s rights and more specifically, to promote awareness of, and to prevent, child abuse. And conclude that campaign strategies may only be successful to the degree that they are backed by community education and direct support programs. Information gained from evaluations is highlighted, and recommendations for future media campaigns and initiatives are made.

Dejong (2002) describes the media campaigns to reduce college student drinking. Information campaigns on the dangers of high-risk drinking are common, but none has been rigorously evaluated. Quasi-experimental studies suggest that social norms marketing campaigns, which correct misperceptions of campus drinking norms, may be effective, but more rigorous research is needed.

Benefo (2004) finds that mass media exposure increases awareness of partner fidelity, condom use and avoidance of parenteral threats as ways of preventing infection and promotes condom use. Exposure to multiple channels reinforces media messages about safe sex and HIV/AIDS. Radio media seem to be the most powerful sources of information about the epidemic. They reach more people than television and print media and have larger effects on individuals’ knowledge base and behaviour.

Manickavelan (2013) studies the effect of celebrity presenting public service announcement in television. The study depicts that publics are aware of celebrity presenting public service announcement that telecasted in television and they have influenced to it. When celebrities appearing for the cause it truly fulfils the goals of that awareness but public tend to forget the cause and remember the celebrities. However, some public can recall the announcements with the celebrities name and the visuals that telecasted in television.

Sampei (2009) finds that coverage of global warming had an immediate but short-term influence on public concern. With such transitory high levels of media coverage suggests that for more effective communication of climate change, strategies aimed at maintaining mass-media coverage of global warming are required.

Praveenkumar (2014) evaluates the impact of media in promoting Indian tourism industry worldwide. And determines that the world of constant technological evolution, consumers especially tourists are changing their behaviour patterns looking for more “tourist-friendly” sources of information. Media are creating a positive
image and a picture of tourism in the attitudes, minds, perception, psychology, behaviour and in the final selection of the site.

Pantelescu & Ioncica (2012) investigates that tourists opinion regarding the importance of mass media in selling and promoting tourists’ packages, the tourist considerations in the quality of the mass media tools viz., TV, radio, internet, written press like newspapers, magazines, brochures and catalogues for selling and promoting tourists’ packages, and if the tourists consider reliable the advertisements broadcasted by media regarding offered holidays. And the study strongly agrees that the role of mass media in enriching the knowledge in the tourism domain is considerably more.

Kapoor (2011) assess the role of different information channels in generation of environmental awareness and skill development among the rural people, finds that approximately 40% of the rural people preferred television programmes whereas 26% of the rural people showed their interest in radio programmes. Hence, information channels can play an important role to bridge the gap between science and society.

Biswal (2012) states the importance of mass media by saying mass media perform the role of a dynamic watchdog and erects its fingers towards any backlog in a system and also it diagnoses the system and opens the pitfalls and tries to rectify it. For the successful implementation of these programmes media has a responsible role to play. In order to generate awareness there is no other weapon than mass media.

Kiai (2000) explains that various organizations have established programmes and projects on media and HIV/AIDS prevention and management. And also states that media is aimed at preventing and managing the disease. Finally the study highlights that the media fraternity is not immune to HIV/AIDS as people who are potentially vulnerable to infection and as relatives and friends of those who become infected. Thus they should be well advised like all sectors of society, to use existing tools to support efforts to prevent and manage the illness.

Saleh (2012) evaluated the impact of mass media in creating awareness on oral cancer and early detection of disease. The study shows that majority of despondence heard of oral cancer and the ability to recognize signs and symptoms. Despite encouraging evidence that a mass media campaign could increase the awareness of oral cancer.
Griffiths (2010) examines the way the media may influence the development of risky behaviours (e.g., drug use, sexual behaviour) in young people. The study concludes that Glamorisation versus reality is complicated; the media, especially television and film, often portray risky behaviours. Because of this constant portrayal of various risky behaviours, television and film dramas often create controversy because of claims that they glorify potentially addictive behaviour. The popularity of media drama depicting various risky behaviours requires an examination of their themes and the potential impact on the public and, in particular, adolescents.

Vishnupriya (2013) studies the role & impact of Mass Media in spreading awareness regarding diet related diseases in women of rural Indian society. The study revealed that a big percentage of rural women are not aware of diet related diseases. The percentage of women who are aware, their source is something else than Media. So, Schemes & programs related to Basic Education & Adult Education should be implemented effectively and there is an urgent need to make Mass Media more responsible & accountable to the society as it is not only fourth pillar of democracy but it is a necessary tool for social change.

Piotrow (1990) recognize that as the mass media, especially television, reach a larger audience and as health promotion becomes more sophisticated in techniques of persuasion. The main purpose of family planning promotion was to inform people of the relatively new family planning services available and to encourage them to go to the clinics. Those who watched Television, 79 and 99 percent, respectively, recalled the family planning messages, and 69 and 88 percent, respectively, recalled specific clinic sites mentioned.

Obukoadata & Abuah (2014) identified that the function of the media as instructive in meeting society needs, such as in the process of disease control and prevention. It asserts that media surveillance function could provide great support for the processes of health education, health promotion and health literacy with the people acquiring same information, applying it and activating such information to better their health and engender national development. Such information too, the study maintain, correlates positively with health management, that is the more available we make strategic health information for the media to set agenda, the greater the propensity for the media to use her surveillance function to better the process of disease management, prevention and control.
Prinja et al., (2011) ascertain the cost effectiveness of targeted interventions for female sex workers (FSW) under the National AIDS Control Programme in India. Study found that the targeted interventions for FSW reduced the prevalence of HIV infections in India by 47% from 1995 to 2015. And also the study reveals that Cost in a no-targeted intervention scenario relates to the cost of mass media interventions and ART treatment for HIV patients.

EMCDDA (2013) analysed the use of mass media campaigns as a drug prevention intervention. And the study found that media campaigns had no effect on reduction of use and a weak effect on intention to use illicit substances. Reports of possible unwanted effects in terms of young people declaring that after having watched a media campaign they were willing to try drugs raises concern. This is particularly relevant for prevention interventions, which are provided without a demand from the target population. Campaigns might affect individuals differently, depending on their level of awareness. However, being informed might not have a direct effect on behavioural change, while perception of norms may have an impact.

Smith et al., (2002) evaluate the impact from repeated mass media campaigns to promote sun protection in Australia. The study reveals that mass media campaigns may contribute to short term increase in some sun protection behaviour.

Firoozi, Mostafaye & Khaledian (2014) analysed role of the mass media in expanding the discourse of moderation. And state that Mass media are the main leverages for education, campaigns, culture building, and constitution of public understanding. Media have different political, security, social, cultural, and supranational functions and the expansion of the mass communication media is so great that the modern human could be thought of a media human and the new culture is considered a product of the communication means and propaganda.

Romer (2009) highlights that considerable experience with mass media HIV-prevention campaigns has been gained from the developing world. These interventions suggest that safer sexual behaviour can be encouraged by media messages that promote favourable norms and behaviour in entire communities.

Robinson et. al., (2014) evaluate the effectiveness of health communication campaigns that use multiple channels, including mass media, and distribute health-related products. The study shows that health communication campaigns that combine
mass media and other communication channels with distribution of free or reduced-price health-related products are effective in improving healthy behaviour.

Nelson (2013) examines the use of mass media to create awareness of breast cancer among women. The study explores the theoretical understanding of the importance of mass media in creating awareness of health issues. And developing countries have higher mortality ratio for breast cancer than the United States. Against the backdrop of various theories and models of health communication, are moves the mass media to have the ability to create awareness of health issues in the country.

2.7 Communication Channels for Poverty Alleviation

Cecchini & Scott (2003) determines that Information and Communications Technology (ICT) can reduce poverty by improving poor people’s access to education, health, government and financial services. ICT can also help small farmers and artisans by connecting them to markets. Grassroots intermediaries and the involvement of the community are identified as the key factors that foster local ownership and the availability of content and services that respond to the most pressing needs of the poor.

Obaigbena (2001) explained role of the press in poverty reduction strategies design and implementation process. And also describes that the role of the press is to inform, educate and monitor. Hence, the press inform the people on the happening events, lists all the options available, and then monitor the way affairs are being run.

Abiodun & Sunday (2013) assessed ICT Applicability/Approaches to poverty alleviation. And declares that using information communication technologies (ICTs) for poverty reduction are more effective when embedded and synchronized with other policies and resources for instance a conducive environment, which includes freedom of expression, competitive markets, independent regulators, a universal service fund and other elements.

Duncombe (2006) Viewed from the perspective of a livelihoods approach, greater benefits for the poor may be derived from ICTs if they are applied to strengthen a broader range of social and political assets and if they are able to assist in building more effective structures and processes that favour the poor. The livelihoods approach is therefore able to identify information and ICTs as only one part of a much
broader development picture, and it avoids the overemphasis on technology that can be set some development informatics/ICT for development research.

Sen (2006) described that Good governance, right to information, transparency and accountability are the key factors of developmental model, and they have brought the question of community participation to the fore. But while this is acknowledged as a critical ingredient for sustainable development, its complementary component, community communication remains to find an effective and judicious response from the state. Media technology has outstripped the pace of media reform and has enabled many of local initiatives to transform themselves into community media centres.

Wood & Barnes (2007) explore that governments in low-income countries, as well as making the media and communication a strategic part of boosting public participation in changing poverty reduction strategies and national development plans, should strengthen their media relations capacity.

Kenny (2002) analyse that Information and Communication Technology (ICT) is an important tool for empowerment in developing country, particularly income generation and poverty alleviation. And study also reviews that potential efficiency of Radio, Telephony and Internet has a direct impact on poverty alleviation. Radio/ Television makes clearly possible to understand development of opportunities for the poor and also expand choices and development impact.

Duncombe & Heeks (2005) states that the promise of ICT to contribute to poverty reduction lies in its power to give poor women and men access to improved information and communications. ICT can remove the constraints to obtaining and communicating information, empowering enterprises and poor people in general. ICT, broadly, allows a reduction in transactions costs, improved communications with markets and within the supply chain, and improved information about new opportunities.

Owolabi & O’neill (2014) analysed mass media, governance and poverty reduction strategy by using data from four selected print media in Lagos State using the Convenient Sampling Method. The result shows that press has not performed creditably well in the coverage of poverty and related issues. It also revealed that rural communities were not only neglected in news reports but the community news was found to be lacking in development contents.
2.8 Overview of the Literature

Rural development assumes great importance in the present situation. The role and impact of media in the process of rural development is subjected to systematic research in developing societies. Empowerment of rural populaces through the improvement of their socio-economic condition is a neglected area from research and development points of view. Prominent studies carried out by the scholars and researchers on media, communication and rural development. The impact of Public Service Advertisements through different communication channels for socio-economic development of rural people are subjected to good investigation.

The literature survey clearly indicates that adequate systematic investigations are needed to be carried out in the state of Karnataka on communication and rural development. The present research work intended to contribute through the below findings and suggestion.

- Understand the communication media exposure among rural people in Karnataka
- Study the awareness about Public Service Advertisements among rural people of Karnataka
- Analyze the awareness of rural development schemes and programs
- Find out the information sources of development schemes and programs to the rural people
- Evaluate the effectiveness of public service advertisements on rural people
- Examine the opinion of functionaries towards rural development through public service advertisements.