



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; 12(3): 4926-4929
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www.thepharmajournal.com

Received: 09-12-2022

Accepted: 13-01-2023

DA Nithya Shree

Professor, Department of
Extension and Communication
Management, University of
Agricultural Sciences, Dharwad,
Karnataka, India

Shiddappa Honnihalli

M.H.Sc. Student, University of
Agricultural Sciences, Dharwad,
Karnataka, India

Vaishnavi P

Ph.D. Student, University of
Agricultural Sciences, Dharwad,
Karnataka, India

A comparative study of the drama format through audio and print media

DA Nithya Shree, Shiddappa Honnihalli and Vaishnavi P

Abstract

Drama is a type of literature that is written for the purpose of being performed in front of audience. This type of writing is written in the form of a script, and the story is told through the lines of the characters played by actors. Drama makes a lesson more active, engaging and meaningful for readers and enhances critical and creative thinking skills, thus help readers to formulate and express ideas and opinions. Keeping the above in view, the comparison of drama format through audio and print media is designed to communicate new practices to dairy farmers. The study was conducted in Dharwad district of Karnataka state during 2017-18. Dharwad taluka was purposively selected for the study as the Krishi Community Radio Station situated at Dharwad covers only Dharwad taluka. The study was conducted in two stages with a sample of 120 farmers. The first stage was to identify the needs of dairy farmers. In the second stage pre - post experimental design was used for the study. Then the knowledge gain by print and audio formats was compared with the help of 't test'. The study revealed that both print and audio format dramas on animal husbandry practices had significantly increased the knowledge of dairy farmers. But in comparison print drama has made more impact than audio due to the advantage of reusability. Hence based on the situation and availability of resources dramas in any format can be used for effective transfer of knowledge.

Keywords: Dairy farmers, drama, knowledge gain, audio media and print media

Introduction

Drama is a traditional method of communication, and is considered an effective medium for knowledge propagation among the rural community. The rural folk are more receptive to this mode of communication for knowledge acquisition, and do not feel imposed since knowledge is imparted as an entertainment. Dramas are usually created with local characters, and this instills a localized feeling in them. Blending of traditional methods into modern media will increase the effectiveness of communication. Drama has a wider reach of audience, when interspersed with local content and in local dialect. This study is designed to compare the effectiveness of drama format in audio and print media in transferring new technologies. Drama format can be used in different communication media to increase the impact of communication. Also this helps in reaching large number of people in a short time more effectively.

Nearly 75 million farmers in India depend on animal husbandry for their livelihood. Animal husbandry plays an important role in the rural economy. Today India has the world's largest herd (Composed of cows and buffaloes) and stands first in the milk production. The country is witnessing giant strides in growth and development. However, majority of the rural population involved in dairy practices continue to follow traditional practices. Due to this, they are unable to realize the benefits of modern technologies, and increase the yield of their dairy produce, when compared to the modern dairy industries who are continuously increasing their foot print and garnering a larger market share, which leads to consolidation of wealth in the hands of few. This is leading to low yield of milk and hindering the economy of the family. Many studies show that most of the innovations are not adopted on mass scale; it is because of the lack of adequate technical knowledge and lack of awareness about new practices.

Keeping the above in view, it is pertinent that the need of the hour is on educating the rural dairy farmers on modern technologies. This is possible only with effective dissemination of technologies. There is a need to select effective media for effective dissemination of technologies. Hence the drama format in audio and print media is designed for communicating new practices to dairy farmers. The study was conducted to compare the effectiveness of these two media with the following objectives:

Corresponding Author:

DA Nithya Shree

Professor, Department of
Extension and Communication
Management, University of
Agricultural Sciences, Dharwad,
Karnataka, India

- 1) To identify the needs of dairy farmers about dairy management practices.
- 2) Selecting technologies from the identified needs and prepare dramas for these technologies in audio & print form.
- 3) Broadcasting these series of dramas through audio media (KCRS/CD/Mobile) as well as publishing them in the form of booklet and distributing them.
- 4) Assessing and comparing impact of these dramas separately for audio and print media on the selected respondents.

Methodology

The study was conducted in Dharwad district of Karnataka state during 2017-18. Dharwad taluka was purposively selected for the study as the Krishi Community Radio Station situated at Dharwad covers only Dharwad taluka. The study was conducted in two stages. The first stage was to identify the needs of dairy farmers with a sample of 120. The data was collected with the help of structured schedule developed in consultation with experts and package of practices of University of Agricultural Sciences, Dharwad.

In the second stage pre – post experimental design was used for the study. Based on the identified needs few technologies were selected and five dramas were scripted to cover all these technologies in local language (Kannada). The scripted

dramas were brought out in a form of booklet for print media. For the radio, the dramas were enacted by artists and the audio was recorded. For audio drama 20 each dairy farmers from three villages of Dharwad taluka were purposively selected based on their literacy level (Who could atleast read and write). Thus making the sample of 60 dairy farmers.

The pre knowledge test was conducted for 60 selected farmers and booklets were given to them. After fifteen days, the post knowledge test was conducted for the same farmers. In case of audio drama, 60 dairy farmers were purposively selected of 20 each from three villages, who possessed radio sets, and pre knowledge test was conducted. The recorded dramas were broadcasted through Krishi Community Radio Station (Audio media). Each episode was broadcasted twice. Once in the evening and once in the next day morning for the benefit of the respondents. The post test on knowledge was collected immediately after the broadcast. Then the knowledge gain by print and audio formats was compared with the help of 't test'.

Results and Discussion

Table 1 shows that the identified needs of the dairy farmers about dairy management practices. The topic on breeds ranked first among all followed by animal feed (II), animal and shed management (III), maintenance of documents (IV), fodder (V), pregnancy and care (VI) and clean milk production were ranked last.

Table 1: Identified needs of the dairy farmers

n=120

Sl. No	Topics	Particulars	F	%	Average	Ranking
1.	Breeds	Improved breeds of cow	103	88.37	101 (84.16%)	I
		Selection of good breed	112	96.09		
		Pregnancy interval	96	82.36		
		Pregnancy time	93	79.79		
2.	Animal feed	Quantity of fodder	96	82.36	98 (81.66%)	II
		Feeding pattern	102	87.51		
		Mineral mixture	108	92.66		
		Preparation of Feed	86	73.78		
3.	Animal and shed management	Supplementary food for pregnant animal	98	84.08	85.60 (71.33%)	III
		Vaccination schedule	101	86.65		
		Control of ticks and mites	86	73.78		
		Types of shed	93	79.79		
4.	Maintenance of documents	Construction of shed	78	66.92	84.50 (70.41%)	IV
		Cleanliness of shed	70	60.06		
		Number of registers to be maintained	85	72.93		
		Documenting milk production	53	45.47		
5.	Fodder	Maintaining records of pregnancy	98	84.08	84.25 (70.20%)	V
		Cash book maintenance	102	87.51		
		Type of fodder varieties	89	76.36		
		Cultivation of fodder varieties	83	71.21		
6.	Pregnancy and care	Value addition	96	82.36	82.85 (69.04%)	VI
		Stage of harvest	69	59.20		
		Breeding methods	84	72.07		
		Identifying animal in heat	68	58.84		
		Best time for artificial insemination	90	77.22		
		Confirmation of pregnancy	76	65.20		
7.	Clean milk production	Colostrum feeding	86	73.78	82 (68.33%)	VII
		Cord treatment for calf	80	68.64		
		Calf feeding	96	82.36		
		Milking pattern	68	58.34		
		Schedule for milking	78	66.92		
		Production of clean milk	96	82.36		
		Spoilage of milk	86	73.78		

From the given table observed that under the heading breed, selection of the selection of the good breed scored highest percentage (96.09%) followed by improved breeds of cow (88.37%), pregnancy interval (82.36%) and pregnancy time (79.79%). The reason behind this may be the respondents were not able to identify and purchase good breeds. In case if animal feed, mineral mixture was the most indicated need (92.66%) followed by feeding pattern (87.51%), supplementary food for pregnant animal (84.08%), quantity of fodder (82.36%) and preparation of feed (73.78%). The reason may be the farmers were aware of it but had no knowledge in animal feed topics.

Among the needs of animal and shed management, the highest indicated need was vaccination schedule (86.65%) then were the type of shed (79.79%), control of ticks and mites (73.78%), construction of shed (66.92%) and cleanliness of shed (60.06%). With respect to maintenance of documents, cash book maintenance had highest percentage (87.51%) followed by maintaining records of pregnancy (84.08%), number of registers to be maintained (72.93%) and documenting milk production (45.47%).

In this value addition indicated more score need (82.36%)

followed by type of fodder varieties (76.36%), cultivation of fodder varieties (71.21%) and stages of harvest (59.20%) in case of fodder. Among the topics covered under pregnancy and care, calf feeding was the highest felt need with the percentage (82.36%) followed by best time for artificial insemination (77.22%), colostrum feeding (73.78%), breeding methods (72.07%), cord treatment for calf (68.64%), confirmation of pregnancy (65.20%) and identifying animal in heat (58.84%). The reason for needs of animal fodder and shed management, the dairy farmers having small herd size and they had not taken much care about this aspect of the animals and the same may be the reason for maintenance of documents, fodder and pregnancy and care.

In case of clean milk production, production of clean milk was the need with highest percentage (82.36%) followed by spoilage of milk (73.78%), schedule for milking (66.92%) and milking pattern (58.34%). The reason behind this may be most of the respondents use to sell the milk immediately after milking hence it was necessary for them to store it for longer hours that leads to spoilage. This finding gets support of the findings reported by Singh *et al.* (2001) [5].

Table 2: Impact of audio drama format on gain in knowledge

n=60

Sl. No	Programme	Pre test Mean	Post test Mean	Mean gain in knowledge	't' value
1.	Cattle breeds	4.56	7.21	2.65	17.03**
2.	Cattle feed	5.85	9.70	3.85	33.18**
3.	Fodder	4.33	6.45	2.12	19.39**
4.	Management and maintenance of shed	5.55	8.58	3.03	25.04**
5.	Pregnancy and care	9.33	12.20	2.87	17.50**
6.	Clean milk production	5.03	6.03	1.00	9.65**
7.	Maintenance of documents	3.07	4.07	1.00	21.03**
	Overall	37.73	54.25	16.52	38.93**

** Significant at 1% level

The results in Table 2 shows that there is significant difference between the means of pre and post test of all the dairy management practices in audio drama format with 't' value for Cattle breeds (17.03), Cattle feed (33.18), Fodder (19.39), Management and maintenance of shed (25.04),

Pregnancy and care (17.50), Clean milk production (9.65) and maintenance of documents (21.03). It indicates that there was gain in knowledge of the dairy farmers after listening to the radio dramas. The findings are in line with the findings of Nithyashree *et al* (2013) [3].

Table 3: Impact of print drama format on gain in knowledge

n=60

Sl. No	Programme	Pre test Mean	Post test Mean	Mean gain in knowledge	't' value
1.	Cattle breeds	5.17	7.38	2.21	15.31**
2.	Cattle feed	6.27	9.55	3.28	20.57**
3.	Fodder	4.63	6.67	2.04	13.36**
4.	Management and maintenance of shed	5.60	8.63	3.03	18.05**
5.	Pregnancy and care	10.28	12.45	2.17	11.95**
6.	Clean milk production	5.05	6.05	1.00	7.012**
7.	Maintenance of documents	3.08	3.98	0.90	14.62**
	Overall	40.08	54.71	14.63	26.13**

** Significant at 1% level

The results in Table 3 shows that there is significant difference between the means of pre and post test of all the dairy management practices in print drama format with 't' value for Cattle breeds (15.31), Cattle feed (20.57), Fodder (13.36), Management and maintenance of shed (18.05), Pregnancy and care (11.95), Clean milk production (7.012) and maintenance of documents (14.62). It indicates that there was gain in knowledge of the dairy farmers through print media format after reading the dramas in the form of booklet.

Table 4: Comparison between knowledge gain in print and audio format

Programme	Print	Audio	't' value
Pre	37.73	40.08	2.68**
Post	54.25	54.72	
Gain in knowledge	16.52	14.64	

*tcal value @ 0.05 level of significance: 2.000995

**t cal value @ 0.01 level of significance: 2.661759

It is evident from the Table 4 that, there was significant difference between the gain in knowledge due to audio and print format of dramas as indicated by 't' value (2.68). From the mean it is clear that the gain in knowledge was higher in case of print media (16.52) compared to audio media (14.64). The reason behind this may be on the radio, they could listen only once but in case of print, they could read the dramas as many times as possible to understand completely.

Table 5: Correlation between knowledge gain through audio and socio economic factors

n=60

Variables	Correlation coefficient
Age	-0.52**
Education	0.34**
Income	0.06
Land holding	0.09
Farming experience	-0.008
Dairy experience	0.05

From Table 5 it is clear that age is negatively significant with gain in knowledge through audio media format, as the age increases the capacity of learning decreases, hence the result. Education has positive and significant relation with knowledge gain through audio media format, the reason is higher the education leads to increases the grasping and understanding capacity. Other variables like income, land holding, farming experience and dairy experience do not have significant relationship with gain in knowledge through audio media format. The findings of this study are supported by the results of study conducted by Siddappa and Nithyashree (2020) [4].

Table 6: Correlation between knowledge gain through print and socio economic factors

n=60

Variables	Correlation coefficient
Age	-0.46**
Education	0.45**
Income	0.14
Land holding	-0.003
Farming experience	0.068
Dairy experience	-0.14

Table 6 depicts that age is negatively significant with gain in knowledge through print media format, as the age increases the learning capacity decreases. Education has positive and significant relation with knowledge gain through print media format, as the education increases the capacity of readability increases, hence the result. Other variables like income, land holding, farming experience and dairy experience do not have significant relationship with gain in knowledge through print media format.

Conclusion

The study revealed that the both print and audio format dramas on animal husbandry practices had significantly increased the knowledge of dairy farmers. This clearly indicates that dramas make a lesson more active, engaging and meaningful for readers and enhances critical and creative thinking skills, thus help readers to formulate and express ideas and opinions. But in comparison print drama has made more impact than audio due to the advantage of reusability.

Hence based on the situation and availability of resources dramas in any format can be used for effective transfer of knowledge.

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