

MESSAGE DESIGN FOR COMMUNITY WALL NEWSPAPER: PARTICIPATORY APPROACH

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The role of media in agricultural development is catalytic. Among them, the print is considered as powerful media for development. The unique advantage of print media as the development communication system that it allows the reader to control the occasion, pace and direction of change.

Message design is the core aspect of any communication activity for national development. It is of paramount importance because the structure and arrangement of every word influences the comprehension of the reader. In the past decades, the message design efforts were mostly source controlled and intended for top-down, persuasive communication of technical messages from experts to the villagers. The medium was not given in the hands of farmers to explore their creative power and indigenous knowledge in designing the messages. Specially on wall newspapers no such study has been conducted to find out the various message design aspects. Hence this study was conducted with the following objectives:

Objectives:

- To find out socio-economic, personal and communication characteristics of the farmers.
- To seek farmer' preferences and experience on content format, treatment and related aspects of wall newspapers.
- To assess farmers' reactions on proposed design of wall newspapers.

Methodology

An Exploratory Research Design was used for the study. A total of 70

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