

## Case Study

### Media as a tool of awareness in our Society: a case study of District Swat

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#### Abstract

Mass media play a significant role in bring awareness in a society. Its widely considered as the fourth pillar of the state and has the potential to influence the masses of the society, this study aimed at evaluating Media as a tool for awareness in a society, where the researcher used quantitative survey methodology to measure the phenomena and give a proper essence to the study; the data was collected through a well-crafted interview using random sampling of 120 participants; that included mainly rural farmers, merchants and common labors from the two rural tehsils of District Swat, KP, each respondent was individually interviewed through the span of six months i.e. 1st January 2019 to 31st July 2019, a descriptive statistical approach was used in the study, the researcher also used statistical methods, including univariate and bivariate techniques to draw the conclusions from the collected data of the study.

**Key Words:** *Tool of awareness, society, quantitative survey, well-crafted interview, random sampling, District Swat.*

## Introduction

These days media play a very important role by creating awareness among public and sharing opinion and attitudes, thus bring people together and mainstreaming those living on the fringes. Media is the most powerful instrument used for communication and creating social awareness at large. However, to share knowledge, one must collect it first, and again, media is the best tool for that. Without media, people would be isolated, as if living in a jungle, and cut off from the rest of the globe.

Dwivedi (2013) The media is a useful tool to educate people and create awareness among them at the right time and the right place. It can give the world both the real and the powerful aspects of things that are right or wrong. In every step of life, the world moves towards progress. It directly links all of us to one another. There are

many problems in today's world and the media helps us identify and evaluate and correct them. Many media sources, such as newspaper, TV, and social media, exist today. These help us communicate in a better and more effective manner and help us our target audience at the right time.

Ali (2012) Concentration and cooperation shortly could also be effectively used to disseminated newly created agricultural and dairy technologies to potential farmers through the means of media such as the Internet, video texts, Teletext, etc. with their suitable combination. Rural growth and poverty alleviation have been described as closely related by Kapoor (2011). Mass media play an essential role in raising awareness of the environment and educating rural citizens of modern farming technologies. Sixty-six percent of the rural population is uneducated in

Shringverpur Village in Soraon tehsil district Allahabad, and the ratio of analphabetism to women was higher. This study was mainly conceived to evaluate the role of different knowledge channels to raise awareness and skills among rural people in Shringverpur. Around 40 % of participants selected TV, while 26% showed interest in the study's broadcast program. Knowledge networks may, therefore, play a significant role in bridging the science/society divide.

Cizmeci (2015) Media challenges the powerful and holds them responsible for the wrongdoings, thus empowering the poor and destitute and powerless in the society and making our world a better place to live for everyone in these times of high crime rate and very little humanity. The importance of the newspapers could not be affected by the emergence of television or the internet. This is because the news is broad, broad and deep, the news is cheap and the news is easy to deliver, as much time as we want to. It is a good thing.

#### **Importance of study**

The mass media is often responsible for social awareness which can help in rural development and, in the process, makes the issues understood throughout the heterogeneous masses of the society. Garcia (2016) The media often ensure that rural issues are published and popularized. It encourages activities that help educate the common people and promotes technical knowledge in particular. The communication networks built in rural areas facilitate the service and information for local people. It is also clear that contact plays an outstanding role in rural growth. Mass communication tools such as radio and television are used along with face-to-face communication to ensure the dissemination of knowledge to a vast audience to create awareness among them and to educate them as well.

#### **Objectives of the study**

- To find out how Mass media promotes knowledge and exchange of views between farmers and rural organizations
- To find out how to Encourage educational and awareness through mass media.
- To find out how mass media maintain collaboration and coordination between rural and farming organizations.

#### **Hypothesis of the study**

**H0.** Young generations will be more aware of the role of mass media in social awareness.

**H1.** The higher the education of respondents, the better the perception of the role of mass media in social awareness.

#### **Review of the Literature**

The media have a crucial role in shaping a good society in order to develop the masses lifestyles and move them on the right path, because they always try to support the truth and the proper factor. It is the best way in today's society to raise awareness, whether political, social or economic, and to make us able to know the happenings around the world.

Javed et al (2010) reveled in their study that the influence of new technologies on rural development. The large-scale reorganization and distribution of agricultural technology and expertise through state agencies. But, over the past two decades, there has been a swift rise in the use of pesticides, etc. for a more productive and well-developed world Agro-economy. These factors positively affected investment in research and technology in agriculture and affected Pakistan's economic development. This study shows empirical relationships over the years 1971-2007 between tube wells, pesticides, tractors, fertilizers and agricultural development. Simple OLS (Ordinary Least Square) methods for empirical analysis were used to create relationships between agricultural growth and explanatory variables via the Johnson co-integration and error corrections model. In particular, when it comes to the management of new information, promoting research to fill the gaps, the public sector still has a part to play.

Al-Hassan et al. (2011) found that community radio plays a great role in contributing to the society in one way or another by improve the livelihoods of the common people when it makes them aware of key issues such hygiene, education, and governance, etc. The station was a perfect medium for making it easier for duty bearers and right holders to link together. It encouraged small and medium-sized enterprises by creating business opportunities for SME operators, thereby increasing revenue and profits.

Akudugul et al. (2012) said low agricultural production has been due to low awareness and acceptance among farmers in Ghana of modern farming technologies. This study showed the factors that influenced farmers

in Ghana to adopt modern farming technology. The results show that technology adoption, the size of the farm, the availability of credit, and the sources of knowledge are the factors that affected the adoption of farm household technology considerably in the survey. It has, therefore, been concluded that decision-making in agriculture households depends on socio-economic circumstances.

Jennings (2015) Although the media is very significant as a general phenomenon, TV is of particular significance in socialization. In rural areas in our region, TV takes care and attraction. In many areas, it is much more popular than the radio. And the farthest areas covered by TV broadcasts. TV is also an essential tool for socialization and an essential tool for rural development. Local papers in rural communication, besides TV, can also be used by the radio. In creating understanding among farmers, their education and encouragement in developing countries, local newspapers, radios and television play essential roles.

Jalal Ud Din (2011) researched the use of modern agricultural technology for small farmers and concluded that the low sample respondent literacy rates were a significant obstacle in implementing new farm technologies. Most of the respondents were small landowners, which constituted one of the critical barriers to new technology adoption. Most respondents were also found to have low wages due to which modern farm technologies could not be adopted. The majority of respondents had prominent, costly families that adversely affected the use of modern farm technologies. A limited number of sample surveyors have been told by extension staff on farming, showing their weak position in the study.

**Table 1. Distribution of the respondents according to the type of media they utilized**

Source	Yes	%	No	%	Total	Total %
TV (terrestrial)	98	81.7	22	18.3	120	100
TV (Cable)	66	55	54	45	120	100
Radio	16	13.3	104	86.7	120	100

Most survey respondents have only hired tractors and thus have used them for a handful of farms. He suggested that the government play its role to promote literacy in science the implementation of new technologies in the research field, a Microcredit program should be of considerable importance. The Department of Extension should update farmers on new seed varieties. To enter far-flung areas, transport facilities need to be ameliorated. In addition, small institutes for the training of farmers with modern farming technologies should be set up.

**Methodology**

The researcher used quantitative survey to measure its phenomena and give a proper essence to the study, data was collected through a well-crafted interview using random sampling of 120 participants; that included mainly rural farmers, merchants and common labors from the two rural tehsils of Swat, KP (Kabal and khwazakhela), they were in individuallyinterviewed through the span of six months i.e. 1st January 2019 to 31st July 2019, a descriptive statistical approach was used in the study, the researcher used statistical methods, including univariate and bivariate techniques to draw the conclusions from the collected data and was also used for the operations of the study in order to obtain objectivity were used for analyzing the data.

**Results**

The most critical steps in scientific research are the study and interpretation of results, the data was collected from 120 respondents; that included mainly rural farmers, merchants and common labors from the two rural tehsils of Swat, KP (Kabal and khwazakhela).

Internet	15	12.5	105	87.5	120	100
Newspaper	18	15	102	85	120	100
Magazine	21	17.5	99	82.5	120	100

Table 1 indicates that an overwhelming majority of respondents, i.e., 81.7 percent, watched TV without a cable, while more than one fifth, i.e., 55.0 percent used cable TV, and 13.3 percent used it. Radio, 12.5% of which used Internet services, 15.0% read the newspapers, and 17.5% read the magazines

**Table 2. Distribution of the respondents according to their purpose of using these digital items**

Purpose	To great extent		To some extent		Not at all	
	F	%	F	%	F	%
Entertainment	109	90.8	06	5.0	05	4.2
Information	24	20.0	82	68.3	14	11.7
Education	13	10.8	62	51.7	45	37.5
Just time pass	07	5.8	02	1.7	111	92.5

Table 2 indicates that 90.8% of people interviewed used mass media 'to a great extent' to entertain them, i.e., drama, film, songs, etc. In comparison, 5.0% used mass media 'to a certain degree' for entertainment, while 4.2% never used mass media for entertainment. Around a quarter, that is to say, 20.0% of the respondents used mass media "to a large extent" for information purposes. In contrast, the overwhelming majority, 68.3%, used mass media "to a certain degree" for information purposes. Nearly 11% of respondents 'to a large extent' used mass media to educate people, while about one half i.e., 51.7%, used

mass media 'to some degree' in education. In comparison, 37.5% did not use mass media to educate. Just 5.8% of the respondents "to a great deal" used mass media for fun, for example for games, SMS, Facebook, while about 1.7% used mass media "to a certain degree" as a source of entertainment, such as games, SMS, Facebook, while 92.5% of the respondents never used the mass media for fun purposes. Approximately one-third of respondents, i.e., 33.3% of people, used mass media 'to a large extent,' but 20.0% of people used mass media 'to some degree' to spend time

**Table 3. Distribution of the respondents according to their interest in available mass media**

Item of Mass Media	To great extent		To some extent		Not at all	
	F	%	F	%	F	%
Terrestrial TV	65	54.2	17	14.2	22	18.3
Cable TV	40	33.3	17	14.2	54	45

Radio	05	4.2	06	5.0	10	86.7
Internet	07	5.8	02	1.7	10	87.5
Newspaper	08	6.7	07	5.8	10	85
Magazine	14	11.7	03	2.5	99	82.5

Table 3 shows that 54,2 percent of those interviewed were 'in large measure' interested in Television, and 14,2 percent had 'to a certain degree' interests in Television, while 13,3 percent did not have an interest in Television. Around one-third i.e., 33.3% of those who interviewed, were 'in large measure' in TV with cable connections, and 14.2% had a 'to some degree' interest in them, while 7.5% had no interest in TV with cable connections, whereas only 4.2% of those who interviewed were interested 'to a large extent' by radio and 5.0% by radio. Roughly 11.7% were 'inlarge measure' interested in the publication, while 2.5% held 'to some degree' interest in the journal, while 3.3% had no interest in the newspaper. The mass media, i.e., published Television. Tv, newspapers have a significant effect on today's life.

### Discussion

The mass media included several media innovations designed to impact large audiences. Broadcast media (including Television, radio, movies, and some other media, including cameras and video raises) transmit the truth electronically. The fourth pillar of democracy, the mass media, plays an essential role in maintaining a sound and safe country's socio-political structure. The mass media's role has been multiplied by an increased level, thanks to the advancing of information and communication technology (ICT). In the present life, the mass media are a dominant force. Mass media play an essential role in any given society and is a vital force of modern culture. Typically, rural development sets the stage by which people who live in relatively remote, sparsely populated regions can boost their life excellence and financial satisfaction. Rural development is an economic, political, cultural, and social action process rural development. In rural development, mass media played an important role. This study focuses on the understanding of rural people of the role of mass media in rural development. This study took place in Swat District. For the

collection of data, two tehsils have been chosen randomly from the Swat district, Eventually, a proportional sample of 120 individuals was randomly chosen. With the aid of a well-designed interview program, data were collected. Using the SPSS Program, data were analyzed. Data analytics is based on descriptive and inferential statistical techniques. It was discovered after the findings.

### Findings

- A vast majority, i.e., 81.7% of respondents viewed cable-free television, while more than half, i.e., 55.0% of respondents used cable-connected television.
- More than half, i.e., 54.2 percent of respondents had "to a large degree" interest in TV and 14.2 percent of them had "to some degree" interest in TV.
- Around one-third, i.e., 33.3% of respondents were "to a large degree" interested in TV with cable link and 14.2% were "to some degree" interested.
- Just 4.2% of respondents were "to a large degree" interested in radio and 5.0% were "to a certain degree" interested in radio.
- Just 5.8% of respondents were 'to a great degree' interested in the internet and 1.7% were 'to a large extent' interested in the internet.
- Around 6.7 percent of respondents were 'to a large degree' interested in newspaper and 5.8 percent were 'to some extent' interested in newspaper
- Approximately 11.7 per cent of the respondents had 'to a large degree' interest in the magazine and 2.5 per cent had 'to some extent' interest in the magazine.
- Around one-fifth i.e., 20.0 per cent of respondents used mass media for information purposes 'to a significant degree,' while a majority i.e. 68.3 per cent used mass media 'to some extent' for information purposes
- Nearly 11 % of respondents used "to a great degree" mass media for educational purposes, while about half, i.e., 51.7%, used "to



some degree" mass media for educational purposes.

- Just 5.8% of respondents used "to a great degree" mass media for enjoyment, such as playing games, SMS, Facebook, etc., while about 1.7% of respondents used "to some degree" mass media for enjoyment, such as playing games, SMS, Facebook, etc.

- Around one-third i.e., 33.3 percent of respondents used mass media 'to a large degree' for the passage of time, while 20.0 percent used mass media 'to some extent' for the passage of time

- More than half of the respondents, i.e., 51.7%, used TV regularly.

- Approximately one-third, i.e., 32.5% of respondents used cable connection 'always,' while 19.2% used cable connection 'often'

- More than one-third i.e., 37.5 percent of respondents liked PTV news channel 'to a large degree' and 41.7 percent were 'to some extent' liked.

- More than one-third, i.e., 39.2% of respondents liked "to a large degree" the Geo News channel and 6.7% liked "to a certain degree."

- A significant proportion of respondents, i.e., 47.5 percent, had the perception 'to a significant degree' and 35.0 percent of respondents had the perception 'to some extent' that the mass media reported information about the rural development policy of the government/NGOs.

- A significant proportion of respondents, i.e., 41.7 percent, had the perception 'to a significant degree' and 22.5 percent had the perception 'to some extent' that knowledge about the rural development budget is portrayed in the mass media.

- More than half, i.e., 57.5 percent of respondents had "to a large degree" opinions and 25.0 percent had "to a certain degree" views that the government's rural education policies are depicted in the mass media.

- A majority, i.e., 61.7% of respondents were 'to a large extent' of opinion and 15.0% of them were 'to some extent' of opinion that the media depicts the role of political leaders in rural development.

- Approximately 14.2 per cent of the respondents had an opinion of "to a large degree"

and 35.8 per cent had an opinion of "to a degree" that the model villages were used by the media.

- Less than one-third, i.e., 30.8% of respondents thought 'to a large degree' and 35.0% thought 'to a certain extent' that the print media worked well with participatory approaches;

- A majority, i.e., 56.7 per cent of respondents thought "to a great extent" and 27.5 per cent thought "to a certain extent" that the mass media reported health-related material.

- A plurality, i.e., 61.7 percent of respondents thought "to a large degree" and 15.0 percent thought "to some degree" about the effect of the mass media on their political view of the country and around the world.

### **Recommendation**

- The results of this research cannot be regarded as definitive, as the analysis was not based on a genuinely representative sample of district Rajanpur rural population. Therefore, it is proposed that more higher-level studies can be carried out to generalize the effect of mass media on rural development

- The Government should take measures to increase rural literacy rates.

- In order to improve the adoption of modern agricultural technology for poverty reduction in the selected region, a micro-credit program should be of immense importance.

- Government should arrange health awareness program at village level.

- Infrastructure and education facilities in rural areas should be promoted by the government.

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