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## THE ROLE OF MEDIA IN RURAL DEVELOPMENT: A STUDY OF DHARAWAD RURAL DISTRICT (KARNATAKA)

**Ms. Bansude R. V.**

Assistant Professor, Department Of Commerce.

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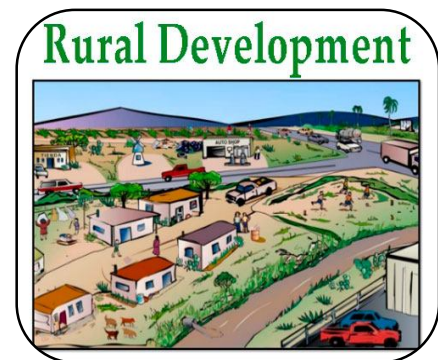
### ABSTRACT:

Advancement is a multi-dimensional idea in its tendency, in light of the fact that any improvement of complex frameworks, as for sure genuine financial frameworks may be, can happen in various parts or ways, at various speeds and driven by various powers. Advancement' is a procedure of auxiliary societal change. Thomas (2000, 2004) alludes to this significance of advancement as 'a procedure of authentic change'. Country advancement implies a general improvement of provincial territories socially, financially, politically and socially - with the goal that the general population are to have a wonderful existence. Horticulture plays the most critical and conclusive job in provincial improvement. TV has demonstrated the best media in advancing the advancement in country zones. Yet, there is an inquiry that whether radio can truly achieve change. The examination tires to realize that "The Role of Media in Rural Development; An investigation of Dharawad" A straightforward arbitrary testing method is utilized for the examination. The absolute Sample estimate is 120 respondents. Information is gathered with a Constructed survey. The examination demonstrates that through TV programs the provincial zones are creating by making mindfulness on training, medical problems, and so forth.

**Keywords:** Media, Development, Rural, Dharawad.

### INTRODUCTION

TV gives a voice to the voiceless and enables country networks to assume a functioning job in their improvement. It takes into consideration more noteworthy access to data frameworks and, maybe more imperatively, helps in the advancement of vote based social orders by giving a gathering to react to and question. The media have thought of various formative projects that have decidedly added to the change in rustic individuals' lifestyle. These incorporate projects on cultivating, wellbeing, conjugal qualities, condition, social issues, human rights, vote based system, lawfulness, religious lessons and harmony and compromise. Country advancement for the most



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part alludes to the way toward improving the personal satisfaction and monetary prosperity of individuals living in moderately detached and inadequately populated region. Provincial advancement has customarily focused on the abuse of land-concentrated common assets, for example, horticulture and ranger service.

### REVIEW OF LITERATURE

Saad Ullah Khan (2002) says however the administration is burning through a great many rupees for the sake of provincial advancement, yet at the same time it's not getting the ideal outcomes. There can be numerous explanations for this. Yet, the first and the premier reason is the correspondence hole between government formulated strategies and regular masses. However, the approaches are very great, yet basic masses stay uninformed with respect to them due to absence of data, ignorance, legitimate direction, and absence of preparing in this field.

Dr. Dhanraj A Patil, 2010 says the present time of link channels and open skies, privatization, advancement and globalization advance social colonialism as well as take steps to separate biological communities, bungalow and little scale businesses and nearby occupations and work design in India.

Biraahwa Nakabugu Media implies a procedure, which involves the trading of perspectives from different sources and the adjustment of media for use by the networks. It enables individuals from a network to access data, instruction and diversion and offers an open door for the network to take part effectively in the media as organizers, makers and entertainers. It is the methods for articulation of the network instead of for the network. It is not quite the same as urban radio in that it is coordinated explicitly to provincial individuals and to their data needs.

### STATEMENT OF THE PROBLEM

The Media is broadcasting rustic improvement programs in subjects like Sanitation, ladies strengthening, wellbeing, training and cleanliness, dealing with youngsters, and so forth. "The Role of Media in Rural Development: An investigation of Dharawad Rural District (Karnataka)" has been taken up with following goals.

### OBJECTIVES

1. To discover the Media is communicating formative projects.
2. To recognize, provincial is creating by these program or not.
3. To realize that whether Media is a solace medium among the rustic populace to look for data.
4. To contemplate the provincial advancement of Dharawad Rural Districts.

### RESEARCH DESIGN

Study strategy has been utilized to draw the outcomes. Navalur, Sattur and Hattikol Village of Dharawad Rural District have been chosen for the examination. Navalur is an Interior Village of the District, Sattur and Hattilol the towns which is 7 Km far from Dharawad City. 40 respondents i.e., 20 Male and 20 Female respondents are arbitrarily chosen from every town which tallies up to 120 respondents. The essential information is gathered from the respondents through close to home meeting with the assistance of poll.

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## CONCLUSION

Online networking effectively gets into each family unit. By this investigation the respondents state Media is giving extremely great projects for the country individuals, by which they are getting mindfulness about the great and terrible, by the wellbeing program they could keep their environment clean and they came to think about the new wellbeing arrangements given by the administration and they are becoming more acquainted with the significance of instruction and by these projects they get a few insights for the individual improvement by one way or the other way.

In the present day rustic improvement occurs in a quick manner through media, provincial people gets great data, it isn't related to TV alone. TV's commitment to country improvement is honorable, by expanding data and educative projects according to the suppositions of the respondents; we presume that further advancement may occur through Television and different broad communications by broadcasting right projects.

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