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A STUDY OF AWARENESS REGARDING COMMUNICATION TECHNOLOGIES AMONG NEWS REPORTS OF HYDERABAD KARNATAKA REGION

Sri. Chidanand Sali

ABSTRACT

The objective of the is to find out whether there Awareness Regarding Communication Technologies among News Paper Reports of Hyderabad Karnataka Region. The investigator adopted the survey method for the study. The size of the sample was 200 News Reporters. The tool was prepared by the investigator and used for the collection of data. The result indicated that significant difference in the awareness of Post-Graduate and Graduate, Urban and Rural and different language News Paper Reports in respect of various modern communication technologies.

KEYWORDS: News Paper Reporter, News Channel Reporter, Post graduate and graduate etc.

1. INTRODUCTION

The advances in Communication Technology have been revolutionized in educational scenario, also



developing with great speed they add a communication dimension to the information technologies, because of which time and space are losing their significant. Examples of these technologies are file-sharing, e-mail, websites, navigating, chatting, targeting messages, video conferencing etc. Now those persons are termed to be illiterate who are not aware of latest technology available at their doorstep. In all walks of life person happens to get in contact of these technologies. The communication technologies are more frequently seen in Media Reporting. Many researchers have made an attempt to study about the awareness regarding communication technologies.

The present researcher has made an attempt to study the Awareness Regarding Communication Technologies among News Paper Reports of Hyderabad Karnataka Region.

2. OBJECTIVES:

The following objectives were framed for the present study;

- 1) To study the awareness of Post-Graduate and Graduate News Paper Reports in respect of various modern communication technologies.
- 2) To study the awareness of urban and rural News Paper Reports in respect of various modern communication technologies.
- 3) To study the awareness of Kannada, English and Urdu News Paper Reports in respect of various modern communication technologies.
- 4) To study the awareness of Kannada, English and Urdu News Channel Reports in respect of various modern communication technologies.
- 5) To study the awareness of News Reports having high and low reporter experience in regard to various modern communication technologies.

3. HYPOTHESES:

In pursuance of the objectives 1-5 the following null hypotheses were setup for the present

study;

- 1) There is no significance difference between Post-Graduate and Graduate News Paper Reports in respect of the awareness of various modern communication technologies.
- 2) There is no difference between urban and rural News Reports in respect of the awareness of various modern communication technologies.
- 3) There is no difference between Kannada, English and Hindi News Reports in respect of the awareness of various modern communication technologies.
- 4) There is no difference between Kannada, English and Hindi News Paper Reports in respect of the awareness of various modern communication technologies.
- 5) There is no difference between Kannada, English and Hindi News channel Reports in respect of the awareness of various modern communication technologies.
- 6) There is no difference between News channel Reports and News Paper Reports in respect of the awareness of various modern communication technologies.
- 7) There is no difference between the News Reports having high and low reporter experience in respect of the awareness of various modern communication technologies.

4. METHODOLOGY ADOPTED:

Method of Research: The present study is a survey study of high school teachers.

Sample: For the present study a total number of 200 News reporter were drawn by using stratified random sampling technique. The sample includes Urban and Rural, Graduate and Post Graduate, News paper and News Channel Reporters.

Tool used: The self-structured tool was constructed by Investigator was used to collect the data from News Reporters.

Statistical Technique used: In order to analyse and interpret the data the following statistical techniques were used for the present study i.e., Mean, SD and 't' ratio and 'F' ratio.

5. HYPOTHESIS WISE ANALYSIS OF DATA:

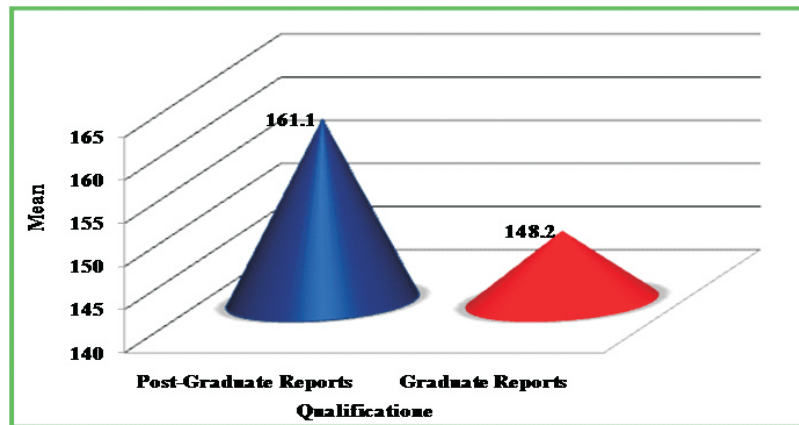
H_0 : There is no significance difference between Post-Graduate and Graduate News Reports in respect of the awareness of various modern communication technologies.

Table-1
Mean, SD and 't' value of Post-Graduate and Graduate Reports in respect of the Awareness of Modern Communication Technologies.

Sl. No.	Qualification	N	Mean	SD	t-ratio	Level of Significance
1	Post-Graduate Reports	50	161.1	22.58	2.56	Significant at 0.05 level
2	Graduate Reports	50	148.2	27.59		

It can be observed from the table-1, that awareness of Post-Graduate and Graduate Reports in respect of communication technologies has mean score 161.1 and 148.2 and standard deviation 22.58 and 27.59 respectively. The ratio between these two groups is 2.56 which is significant at 0.05 level. Hence hypothesis H_0 that is there is no significance difference between Post-Graduate and Graduate News Reports in respect of the awareness of various modern communication technologies rejected and alternative hypothesis is accepted. It indicates that the Post-graduate and Graduate Reports have no similar awareness regarding the communication technologies. Post-graduate Reports have more awareness compared to Graduate Reports.

Graph- 1: Comparison of Post-Graduate and Graduate Reports Awareness of Modern Communication Technologies.



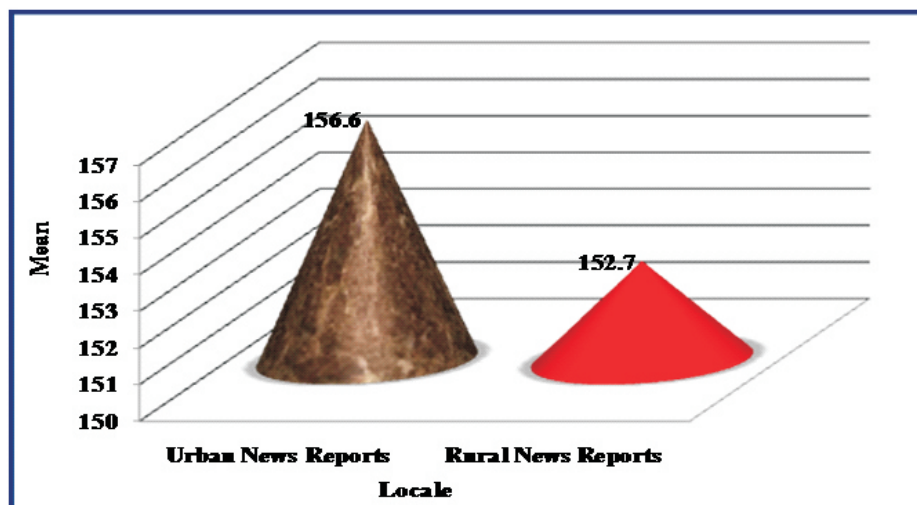
H₀2: There is no difference between urban and rural News Reports in respect of the awareness of various modern communication technologies.

Table-2
Mean, SD and 't' value of urban and rural News Reports in respect of the Awareness of Modern Communication Technologies.

Sl. No.	Locale	N	Mean	SD	t-ratio	Level of Significance
1	Urban News Reports	50	156.6	26.12	0.72	Not Significant at 0.05 level
2	Rural News Reports	50	152.7	25.81		

Table-2, Indicates that awareness of urban and rural News Reports in respect of communication technologies has the mean score 156.6 and 152.7 and standard deviation 26.12 and 25.81 respectively. The t-ratio between these two groups is 0.72 which is not significant at 0.05 level. It shows that the urban and rural high school teachers have the similar awareness in respect of communication technologies. Urban News reports are having more awareness than that of rural News reporters.

Graph-2: Comparison of urban and rural News Reports' Awareness of Modern Communication Technologies



H₀3: There is no difference between Kannada, English and Hindi News Reports in respect of the awareness of various modern communication technologies.

Table-3

Mean, SD and 't' value of between Kannada, English and Hindi News Reports in respect of the Awareness of modern Communication Technologies.

Variable	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
Type of Language	Between Groups	2349.00	2	1174.50	1.777	0.175
	Within Groups	64125.44	97	661.09		
	Total	66474.44	99			

It is inferred from the above table that the calculated 'F' value 1.777 is higher than the table value at 0.05 level. Hence the mean difference is statistically significant. Hence, the Null hypothesis, H₀3 i.e. there is no difference between Kannada, English and Hindi News Reports in respect of the awareness of various modern communication technologies is rejected and alternative hypothesis is accepted. It shows that the Kannada, English and Hindi News Reports having the not similar awareness in respect of the awareness of various modern communication technologies.

H₀4: There is no difference between Kannada, English and Hindi News Paper Reports in respect of the awareness of various modern communication technologies.

Table-4

Mean, SD and 't' value of between Kannada, English and Hindi News paper Reports in respect of the Awareness of modern Communication Technologies.

Variable	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
Different language News Paper Reports	Between Groups	1497.76	2	748.880	1.064	0.353
	Within Groups	31663.29	45	703.627		
	Total	33160.98	47			

It is inferred from the above table that the calculated 'F' value 1.064 is higher than the table value at 0.05 level. Hence the mean difference is statistically significant. Hence, the Null hypothesis, H₀4 i.e. there is no difference between Kannada, English and Hindi News paper Reports in respect of the awareness of various modern communication technologies is rejected and alternative hypothesis is accepted. It shows that the Kannada, English and Hindi News paper Reports having the not similar awareness in respect of the awareness of various modern communication technologies.

H₀5: There is no difference between Kannada, English and Hindi News channel Reports in respect of the awareness of various modern communication technologies.

Table-5

Mean, SD and 't' value of between Kannada, English and Hindi News channel Reports in respect of the Awareness of modern Communication Technologies.

Variable	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
Different language News Channel Reports	Between Groups	889.47	2	444.736	0.797	0.457
	Within Groups	25125.78	45	558.351		
	Total	26015.25	47			

It is inferred from the above table that the calculated 'F' value 0.797 is higher than the table value at 0.05 level. Hence the mean difference is statistically significant. Hence, the Null hypothesis, H_05 i.e. there is no difference between Kannada, English and Hindi News channel Reports in respect of the awareness of various modern communication technologies is rejected and alternative hypothesis is accepted. It shows that the Kannada, English and Hindi News channel Reports not having the similar awareness in respect of the awareness of various modern communication technologies.

H_06 : There is no difference between News channel Reports and News Paper Reports in respect of the awareness of various modern communication technologies.

Table-6

Mean, SD and 't' value of News channel Reports and News Paper Reports in respect of the Awareness of Modern Communication Technologies.

Variable	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
All language News paper and Channel Reporters	Between Groups	524.09	2	262.03	0.385	0.681
	Within Groups	65950.38	97	679.90		
	Total	66474.44	99			

It is inferred from the above table that the calculated 'F' value 0.385 is less than the table value at 0.05 level. Hence the mean difference is statistically not significant. Hence, the Null hypothesis, H_06 i.e. there is no difference between News channel Reports and News Paper Reports in respect of the awareness of various modern communication technologies is accepted. It shows that the Kannada, English and Hindi News channel and Channel Reports having the similar awareness in respect of the awareness of various modern communication technologies.

H_07 : There is no difference between the News Reports having high and low reporter experience in respect of the awareness of various modern communication technologies.

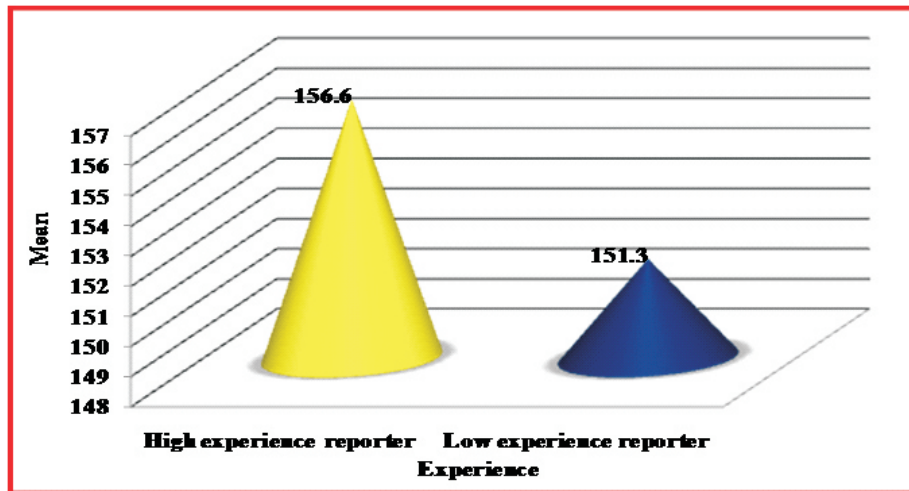
Table-7

Mean, SD and 't' value of News Reports having high and low experience reporter in respect of the Awareness of Modern Communication Technologies.

Sl. No.	Experience	N	Mean	SD	t-ratio	Level of Significance
1	High experience reporter	62	156.6	24.47	0.99	Not Significant at 0.05 level
2	Low experience reporter	38	151.3	28.13		

Table-7, Shows that the awareness of News Reports with high and low experience in respect of the communication technologies has the mean score 156.6 and 151.3 and SD 24.47 and 28.13 respectively. The t-ratio between these two groups is 0.99, which is not significant at 0.05 levels. Further it shows that the mean score of high experienced reporter is greater than the low experienced reporter. However, there is a difference between the two groups in respect of the awareness regarding the modern communication technologies.

Graph-3: Comparison of News Reports having high and low experience reporters' Awareness of Modern Communication Technologies



6. IMPORTANT FINDINGS:

- 1) There is significance difference between Post-Graduate and Graduate News Paper Reports in respect of the awareness of various modern communication technologies.
- 2) There is no difference between urban and rural News Reports in respect of the awareness of various modern communication technologies.
- 3) There is difference between Kannada, English and Hindi News Reports in respect of the awareness of various modern communication technologies.
- 4) There is difference between Kannada, English and Hindi News Paper Reports in respect of the awareness of various modern communication technologies.
- 5) There is difference between Kannada, English and Hindi News channel Reports in respect of the awareness of various modern communication technologies.
- 6) There is no difference between News channel Reports and News Paper Reports in respect of the awareness of various modern communication technologies.
- 7) There is no difference between the News Reports having high and low reporter experience in respect of the awareness of various modern communication technologies.

7. LIMITATIONS OF THE STUDY:

1. The present study was restricted to 't' test and 'F' test only.
2. The present study was confined to News Reports of Hyderabad Karnataka Region.
3. The present study was limited to communication technologies only.

8. CONCLUSION:

The media reporting system has been invented by advanced technologies like computer, internet, conferencing etc. There appears shifting of media reporting from traditional set-up to advanced digital set-up. So change in accordance with advancement is earnest need of the day. And in this light there is parallel need to organize media reporting with the help of communication technologies. The findings of the study emphasize on News reporter Post graduate and graduate, urban and rural, Kannada, Hindi and English News reporters have significant difference in respect of the awareness regarding the modern communication technologies. Whereas, the Reporters with high and low experience differ significantly. It shows that Reporters are now having more awareness about modern communication technologies.

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