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Present Status Of Communication Research In Bangladesh:
Significant Findings

By

Abdur Rahman
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Present Status of Communication Research
in Bangladesh: Significant Finding

Abdur Rahman
Deputy Director

Bangladesh is a magical tapestry weaved with the threads of hope, struggle and love. The long meandering rivers and waterways are like motions of a life, vibrant and alive, taking and returning loving and being loved. The land is the frame which holds the tapestry together and the people are the colours which make it so enchanting.

What became an independent country in 1971 began its journey to a distant dream many years ago. Across the Tropic of Cancer, Bangladesh extends between 20 34' and 26 38' north latitudes, and between 88 01' and 92 41' east longitudes. It is almost surrounded by Indian territory except for a small strip of frontier with Burma on the southeast and the southern border fronting the Bay of Bengal. It has an area of about 144,000 sq km most of which is relatively flat lying in the deltaic plain of the Ganges Brahmaputra Meghna river system. The only significant uplands occur in the northwest and southeast of the country with average elevations of 244 m and 610 m respectively. The country is covered with a network of numerous rivers and canals forming a maze of interconnecting channels. Bangladesh has a tropical monsoon climate marked by sweltering temperatures and high humidity almost round the year. About 87% of the population are
Muslims. Three other major religions are Hinduism, Buddhism and Christianity. The constitution of the country guarantees full freedom of religion. The Government emphasises communal peace and harmony as a prerequisite to social and economic development in the country. Communal problem is absent and members of the minority communities are adequately represented in the Government, Trade, Commerce, Industry, etc.

The focus of administration has been shifted to the 460 Upazillas into which the country is divided and which are now the prime and fundamental unit of all development. Instead of Government floating at the top as was in the past, the present regime has taken the Government where it belongs amongst the ordinary people now able to decide their own life. The 460 Upazillas now constitute the single most important political unit because the head of the Upazilla is an elected person whose loyalty is to the people of the locality. It has created a golden opportunity for carrying out communication research work in rural areas.

Press

At present 67 dailies are published in the country with a total circulation of about 1.32 million copies. Besides, 242 weeklies, 3 bi-weeklies, 26 fortnightlies, 132 monthlies, 42 quarterlies and 7 other periodicals are also published. The dailies collect domestic news through their own reporters and correspondents and from the agencies like BSS, UNB, ENA and Press Information Department (PID) of the Government. For international news they subscribe to the overseas press agencies.
and monitor radio broadcastings.

**Films and Publications**

This department is engaged in producing information materials with the objective of introducing the country to the outside world and presenting up to-date of its social, political and economic developments to home and abroad. Besides various publications, DFP also produces documentary films, newsreels, short films, news magazine, etc. The films produced by DFP are screened by Bangladesh Television, 500 cinema halls of the country and the mobile units of the Mass Communication Department.

**Radio**

Through its six regional stations at Dhaka, Chittagong, Khulna, Sylhet, Rajshahi and Rangpur, Radio Bangladesh, operating under National Broadcastings Authority broadcasts 90 hours programme everyday. Besides domestic service, 6 hours 45 minutes programme in six languages namely English, Arabic, Hindi, Bengali, Urdu and Nepaleses are also broadcast everyday in the External Service.

Radio Bangladesh extends an effective radio coverage to the country with the help of its ten medium wave, five short wave and fourteen FM transmitters. The newly established National Broadcasting House in Dhaka equipped with 10 modern studios and a big audience participation hall has added much to its capacity.
Television

Bangladesh Television, operating under National Broadcasting Authority telecasts programme all over the country from its Dhaka station and through ten relay stations at Chittagong, Khulna, Sylhet, Rajashahi, Rangpur, Mymensingh, Noakhali, Rangmatic Cox's Bazar and Satkhira. With the help of two satellite ground stations of the country Bangladesh Television can cover all important international events by relaying programme from other countries. Bangladesh Television went into colour transmission in 1980.

Mass Communication Department

The main objective of this department is to project government policies, and to disseminate to the rural masses of what government is doing to ameliorate their hardship in an effort to create in them the desire and the ability to make a united effort to get rid of poverty and insecurity, dirt and disease, stagnation and inertia. 68 field offices throughout the country arrange film shows, group gatherings, meetings, seminars, song and mohila samabesh, etc. Where government plans and programmes are publicised to the people and feeds government back with peoples' reaction.

Research Reports: National Broadcasting Academy, Dhaka

Programme "TV Coaching" (April 1982): 1500 S.S.C. students from 30 schools of Dhaka, Chittagong, Khulna and Rajshahi were
interviewed.

Some Findings:

1. TV viewing was the most favoured leisure time activity for S.S.C. students having access to TV. Mass media namely television, radio, newspaper, magazine and books occupy a very important place in the lives of secondary school students. In fact, all the mass media put together account for a little over two-thirds of all the leisure time activities. In recent years a great deal has been written about the multi-media approach. This study indicates that a multi-media approach can be used effectively with secondary school students.

2. Newspaper reading was quite common among secondary school students and the most widely read news items were sports news, national and international political news and crime and accident news.

3. It does not require factual evidence to prove that young people love cinema and despite religious and other restrictions, a very large percentage (three out of four) of students has seen movies. Although very few of them go the movies regularly, a large number of them saw movies occasionally. Availability of a TV set in the house seems to affect the frequency of visits to the cinema. Those having a TV set in their own house were less likely to see movies frequently. Movies on social theme were the most favoured.
Radio listening was quite popular among S.S.C. students, four out of the five said that they listen to radio. But the percentage of regular radio listening was not very high; only one-third of the respondents were regular radio listeners. About 60% of the regular listeners spent 1-2 hours or more per day listening to radio. Most favoured radio programme were song, drama and news.

About two-thirds of the respondents were regular TV viewers and 78% of them watched TV in their own houses. This shows that respondents come from a relatively higher strata of the society.

More than 90% of regular TV viewers spent more than an hour per day watching it. About three-fourths of those who were not regular TV viewer watched TV occasionally.

About three-fourths of the respondents has seen morning programme at least once. Among the morning TV viewers the percentage of science students was higher. "TV Coaching" and English movies were the most favoured morning programmes.

In overall rating of TV programmes English movies, magazine programme and drama were rated as first, second and third respectively. Musical programmes, news and educational programmes were some of the other popular programmes.

Nearly four out of five morning TV viewers had seen "TV Coaching" at least once. In relation to the total sample
of the percentage of "TV Coaching" viewers was fairly high (58%). Those who did not watch this programme said that they didn't get time in the morning or that they were not aware of the programme.

10. About two-thirds of the "TV Coaching" viewers rated it as "good" but very few of them found the programme to be "very good".

11. A large percentage (nearly two-thirds) of the viewers felt that a school teacher could best present "TV Coaching" programme.

12. Nearly 70% of the "TV Coaching" viewers found the programme content to be "useful". But nearly one-third of the viewers reported they could understand the programme "somewhat". This shows that the language of the programme presentation has to be much simpler.

13. More than half of the viewers found the programme presentation to be "good" but a very few of them rated the presentation as "very good".

14. A little over one-third rated the presentation as "fair". This shows that the presentation of the programme needs to be greatly improved.

15. Nearly two-thirds of the viewers were of the opinion that present duration of the programme was not appropriate and the existing time of broadcast was not suitable. Most
viewer would like the programme duration to increased and the programme broadcast in the afternoon. However the existing frequency of broadcast, i.e. thrice a week appear to be alright. Most viewer suggested that "TV Coaching" should cover all subject in secondary school curriculum.

16. Students participation in the programmes, increase in duration of the programme, change in broadcast timing, continuation of topics, simple teaching methods and presentation by experienced teachers were some of the suggestions put forward by the viewers to make "TV Coaching" programme more effective.

Mass Education Programme of Bangladesh Television
Sikhya Bichitra : November 1982

There are about 118,000 TV sets in the country which includes 11,581 community viewing sets. Sample consisted of 290 illiterate adult TV viewers in six thanas (Upazilla).

Findings:

An important feature of a mass education programme is that it cannot depend on any single medium of mass communication however powerful it may be. The size, scope and nature of mass education programme in Bangladesh requires an organized, systematic and integrated use of all available media of mass communication and interpersonal communication. Some of the
successful programme of mass education have used multi-media approach to supplement face to face tuition and counselling.

Bangladesh Television has a very small audience in rural area - availability of sets being the limiting factor. Its main role in mass education programme has, therefore, been one of giving guidance to the mass education teacher and supplementing the efforts of various mass-education programme initiated by Government and non-government organizations. The programme has two sets of audience:

A. Mass education teachers
B. Illiterate adults

59% of the illiterate viewers having access to TV watched Sikhya Bichitra programme. But substantial number (41%) of the respondents had never watched Sikhya Bitchitra. Further analysis revealed that the percentage of Sikhya Bichitra viewers was significantly larger among regular viewers.

The fact that a large number of illiterate adults having access to TV did not watch Sikhya Bichitra cannot be ignored. When asked why they did not watch Sikhya Bichitra, a majority of them said that they did not get time to watch the programme. It is important to note that about one-fifth of the respondents did not watch the programme because they did not know about it. It is advisable that the programme should be published widely.
It is surprising that only 7 out of 14 teachers interviewed had ever watched Sikhya Bichitra. Although it would not be fair to conclude anything on the basis of information gathered from a small number of mass education teachers, it does show the trend.

It appears from the limited information available that this objective is not being fully made. Majority (46%) of the respondents found the programme "useful". 27% perceived it to be "very useful" and 26% felt that was only somewhat useful. Further analysis revealed no significant difference in the perceived usefulness of the programme between respondents of different age and occupational groups.

Eight out of ten respondents said that they gained knowledge through the programme. One out of five mentioned removal of illiteracy as the reason. This shows that people would prefer functional education rather than literacy. Some of the mass education teachers who watched Sikhya Bichitra, had felt that the programme offered them some new ideas which they could apply in work.

Nearly two-thirds of the respondents could understand the language of the programme well. Only a small percentage (13%) of them could understand it fully and one-fifth could understand somewhat. Nearly one-fourth of the respondents had faced difficulty in understanding the language of the programme. This is too large a number to ignore. If one-fourth of the respondents are left out because of the difficult language, one can well imagine the overall impact of the programme.
No significant difference was found in the degree of understandability of the language by respondents of different age and occupational groups. A majority (41%) of the respondents rated the presentation as "good" and about one-fifth regarded it as "very good". No significant difference was found about programme presentation by respondents of different age and occupational groups. A little over two-thirds of the respondents considered the present duration of the programme to be appropriate and about one-third found it to be inappropriate.

It was found, judging from the value of the chi-square that usefulness of the programme content and understandability of the language would seem to be the majority determinants of the overall liking of the programme. Seven out of ten respondents had been encouraged by somebody to watch Sikhya Bichitra. Most people (72%) had been encourage by their friends to watch this programme.

Majority (46%) of the respondents suggested simple teaching methods and increase in the frequency of the programme as the measures to improve the effectiveness of the programme.

1. TV Viewing Habit

Community TV viewing would continue to be the main, if not the only means, of reaching rural audiences in Bangladesh. In a country like Bangladesh the main justification for investment in
TV is its potential use as an aid to development. Bangladesh Television, can't possibly ignore rural audiences. It is important, therefore, that the TV planners and producers should not only know the characteristics of rural TV viewers but also their viewing habits. Analysis shows percentage of regular TV viewers was higher among day labourer and rickshaw-pullers. This may be due mainly to under-employment. The percentage of regular TV viewers was the lowest (30%) among the agriculturists. About two-thirds of irregular TV viewers watch TV "occasionally" and one-fifth "rarely" and the remaining "sometimes". Further analysis revealed no significant difference in the frequency of TV viewing between respondents of different age and occupational groups.

Community TV Centres are located in different places such as Union Parishad, Youth Club, Social Welfare Club, Government Offices and Labour Unions, etc. where the respondents usually watch TV. And nearly three out of ten spent one to two hours per day. A little over one-fifth of the respondents travelled more than half a mile to watch TV. But majority (50%) of the respondents lived within 500 yds.

The distance of Community TV Centre from viewers residences did not seem to affect the time of TV viewing. Majority (58%) of the viewers watched in the night. The percentage of regular TV viewers was higher among those who lived close to the Community TV Centre. About four out of ten watched upto 10.00 p.m. This is contrary to the common belief that rural people go to bed
Among the rural TV viewers songs and drama were the favoured. (54%) respondents said that they liked LEKHAPARA (educational) programme. It is important to note that hardly 1% respondents mentioned Sikhya Bichitra as their favourite programme.

Further analysis revealed difference in the liking of various programmes by respondents of different age groups. The percentage of those who liked songs, drama, English films and magazine programmes was much higher among the younger groups. No significant difference in the liking of various programmes by respondents of different occupational groups was found.

2. Awareness of Adult Education Activities

It was found that Naisha Bidyalaya (Night School) was the most well known (30%) Adult Education Programme. But majority (38%) of the respondents said that they were not aware of any mass education programme in their area. One out of ten respondents were aware of Gano Sikhya (Mass Education Centre). But awareness of various programmes varied significantly from area to area. For example 78% respondents in Rangpur knew about Naisha Bidyalaya. While only 3% in Noakhali knew about it. Similarly 30% respondents in Sylhet were aware of Bayashka Sikhya Kendra. While only 2% of the respondents each in Rangpur, Faridpur and Patukahali were aware of this programme.

A little over half of the respondents mentioned television as the source of information for adult education activities. This
is not surprising because all the respondents were TV viewers. Radio was next most common (43%) source of information on Adult Education Programme. These information on Adult Education Programme varied significantly from area to area. While 72% respondents in Rangpur mentioned television as the source of information only 45% respondents in Noakhali mentioned this source. Similarly radio as the source of information varied from as high as 62% in Rangpur to as low as 28% in Faridpur. Awareness of Adult Education Programmes was considerably higher (89%) among regular viewers as compared to irregular viewers.

3. Farm Broadcasts of Radio Bangladesh (November 1982)

Total sample consisted of 895 practising farmers of 30 villages.

Some Findings:

Bulk of the audience for farm programme consists of farmers of higher socio-economic groups. Majority of the small and marginal farmers still did not have access to radio. This situation is unlikely to change at least in foreseeable future because of economic conditions. Organized group listening seems to be the only alternative, at present, to reach the small and marginal farmer and day labourers. The study shows that most (79%) listeners discussed the subjects of broadcast with progressive farmers, neighbours and family members listening groups. This shows that organized listening groups built in to development programmes are likely to be quite successful.
Although most of the listeners (87%) could give the correct timing of the farm broadcast, they were not very familiar with the names of some of the regional programmes. For example, none of the respondents mentioned Krishi Khamar (Chittagong), Shabuj Bangla (Khulna) and Chas Abad (Rajashahi). Desh Amar, Mati Amar, being the oldest farm programme was the most commonly known. Listeners in the listening zone of Rangpur and Sylhet were quite familiar with the programme title of their regional stations.

Most of the regional stations have not been able to develop popular stock characters for farm programme. Concerted efforts are needed to popularise the programme title of the regional as also the stock characters that present the programme.

Nearly half of the listeners found the programme to be useful but less than one-fourth considered it to be useful. The results of the study show that usefulness of the programme or its relevance as one of the most important determinates of the programmes overall liking and effectiveness. Other determinants are: programme presentation; understandability of the language programme format and timeliness of the information.

On all these counts in the listener's opinion, the standard of the farm programmes can be said to be average. Efforts are needed to make the programmes more relevant to the needs of the listeners and to improve the programme presentation through a variety of programme formats. Special consideration needs to be given to using the language that farmers can easily understand.
Most of the listeners suggested that the programme should be presented through discussion. They would like to get information from agricultural extension workers, agricultural scientists specialists and farmers. A balance mixture of all the three types of sources would please most listeners. Majority of the listeners were satisfied with the present timing and duration of the programme.

Timely information through discussion on relevant topics was considered to be the best way of improving the effectiveness of the programme. Nearly half of the respondent having access to radio listened to it regularly. About two-thirds of the regular listeners spent more than two hours listening to radio.

An interesting fact that emerged from this study is that the respondents in the listening zone of Chittagong (Noakhali) Khulna (Patuakhali) and Rajshahi (Pabna) did not generally listen to their regional stations. They generally tuned to Dhaka. Why it is so needs to be examined in depth.

Akashvani and B.B.C. were the most commonly listened to alien stations. Farm programme was next only to new as far as the liking of the respondents is concerned. Music received third place.
of total sample of 650 respondents, 80% were from rural areas and 20% from urban areas.

**Findings:**

68% of the rural and 83% of the urban respondents listen to radio in their own houses, listening to radio in neighbourhood is not as common among the urban listeners (12%) as it is among the rural listeners (29%). 55% of the respondents were regular listeners, 40% listened sometimes and 5% seldom listened to radio. The percentage of regular listeners was higher (63%) among the urban listeners compared to rural listeners (54%).

Except Sylhet, listeners everywhere else generally listen to the Dhaka station. In Dinajpur which is in the listening zone of Rangpur station, 99% of the respondents generally tune to Dhaka. Only 25% of the listeners in Rajshahi generally listen to Rajshahi station and 75% listen to Dhaka. In Sylhet majority of the respondents listen to Sylhet station. This perhaps due to the fact that programmes are broadcast in Sylhet dialect which is quite different from standard Bangla.

Perhaps one of the reasons why other regional stations have not yet been able to attract listeners in their own listening zones is that the proportion of the local programme particularly in local dialect is still quite small. This points to the need for concerted efforts to produce and broadcast more programmes of
local relevance and interest.

An overwhelming majority (86%) of the listeners listen to song and music. Drama was second most popular programme (57%). Family Planning programme was ranked third (38%) closely followed by news (33%). There was little difference in the listening to different programmes from one listening zone to another.

There was little difference in listening to different programmes between rural and urban listeners. Compared to rural listeners a slightly higher percentage of urban listeners expressed their preference for news.

It is interesting to note that listening to different types of programme varied considerably between male and female listeners. The differences was quite pronounced in case of news. While 54% of the male listened to only 10% of the females did so. Also, in the listening to family planning programme there was marked difference between the male and female listeners. This points to the need for more concerted efforts to put such family planning programmes that maybe able to attract large percentage of women listeners.

Although song and music drama, family planning programme and news were the most commonly listened to programmes, there was some variation from one age group to another. For example, while 92% of the younger age group listened to song and music, only 68% of the older age group did so. A higher percentage (57%) of older age group listened to news compared to younger age group.
It is interesting to note that there was not much variation in the listening to family planning programme from one age group to another. Listening to family planning programme was relatively much higher (48%) among regular listeners compared to those who listen to radio occasionally or seldom.

ADAB (Association of Development Agencies in Bangladesh) - Some Community Development Projects for World Vision of Bangladesh

Base Line Surveys of:

1. Kotigram Community (Faridpur District) Project 1985
2. Jurain (Dhaka) Community Development Project 1986
3. Kashimpur Community Development (Noakhali) Project 1985
4. Batara Merul Community Development (Gulshan area, Dhaka) Project 1986
5. Negendra Memorial (Southern part of Bangladesh, Barisal District) Community Development Project 1985
6. Tenabari (Southern part of Bangladesh Barisal District) Community Development Project 1985
7. Char Badrashan (Faridpur District) Development Project 1985

Findings:

1. Available information suggests that educational attainment of population is low. Communication Information and Motivation on the participation of co-operative programme and other activities is required.
II. Integrated programme in the field of Health, Nutrition, Family Planning and other socio-economic aspect could be more effective than individual programme raising the standard of living of the rural mass.

III. Efforts should be made to increase the knowledge and awareness throughout grassroot level workers.

IV. Training on sanitary habits and basic knowledge on Primary Health Care activities should be provided.

Some of the Evaluation Research Reports of Press Institute of Bangladesh

2. Evaluation of training courses conducted by PIB – 1983
3. Access of Women in Media (to be published)
4. History of Newspapers in Bangladesh (to be published)
5. Need of Training for Journalists (not yet published)
6. AMIC-PIB Survey on Access of Women to Communication Education and work in Journalism and Communication in Asia (Feb 1990)
7. Women and the Media in Bangladesh (A case study)

Out of 900 Journalist working in 107 newspapers of Dhaka.
34 women. Analysis clearly reveals that the development of women's roles has been neglected in Bangladesh. Although they make-up about 50% of the population, they get only 2% of the space in the country's newspapers. And the little space allocated to them is often taken by the insignificant news items that do little to promote their welfare.

The present situation demands the attention of the mass media which have the potential and influence to change the position of women in the country. Steps should be taken to encourage more women to join the mass media and to participate actively in the development process. More space should be given and greater importance attached to women's news particularly those that can imbue the proper attitudes and remove backward ideas. Women's role in the mass media requires analysis and broadbased discussions.

Introducing Mass media in Bangladesh: 500 respondents were interviewed in Dhaka, Chittagong, Khulna and Rajshahi.

Findings:

Newspaper

The chief factor for low circulation is low literacy rate,
the percentage of being only 14. Another important factor is that despite an increase in the number of publication, newspapering was never considered in the past as an industry.

PIB study conducted in Sep 1985 shows that urban news covers 57.50% of the total news space. Rural news occupied 42.50%. Percentage of urban news is highest in Ittefaq (61.96%) and that of rural news is highest in Bangladesh observer (47.22%).

41.93% of the respondents were of the opinion that our newspapers while publishing news are not neutral in their attitude and that the news published in papers are not objective. 19.32% of the respondents made no comment. The study further shows that 37.20% of the respondents tend to believe in what our newspapers publish. 22.09% of respondents disincline to believe in what is published in newspapers.

Radio

As on 30 June 1984 total number of radio sets throughout the country was over five million. This means five radio sets for every 100 people, thus fulfilling the UNESCO criterion of minimum desirable standard of mass media.
availability. 29.49% of the respondents regularly listen to radio. 52.06% occasionally and 16.44% never. This study made an attempt to determine listener's interest in various radio programmes according to their preference. It was found that 56% respondents prefer radio news most, their next choice is music which is favoured by 19.57%, third being drama which is liked by 21.68%.

In the same study it was found that 33.29% think that the radio serves the major needs for information, education and motivation. 43.16% do not agree with the proposition, 23.53% make no comment. 35.25% suggest that the radio's major role be to infuse patriotism through neutral and clear exposition and proper interpretation of social, economic and political issues confronting the country. 29.70% agree that Radio programmes provide rural people with improved ideas about agriculture and family planning.

The effectiveness of rural programmes was investigated by a team in an evaluative study jointly sponsored by UNICEF and Radio Bangladesh. The study shows that only 9% of the villagers have their own radio sets and 75% of the owners are unable to buy the costly batteries needed for regular listening. Despite this fact, a large number of farmers were found to be genuinely interested in learning about food production, animal husbandry and land use. Since most of the respondents in the study were illiterate a good number of them (anbout’29%) failed to make any comment of
the improvement of the rural programme even though they preferred to listen to the programme.

**Television**

An evaluation study shows that 32.98% of the respondents watch TV regularly, 28.23% occasionally and 28.98%, 41.72% of the respondents like TV news programme most, their second choice is drama which is favoured by 23.48% of the respondents, the third being music. Proportion of music-lovers is almost half of the drama-fans - the percentage is 13.77.

Highest percentage (22.71) of respondents believe in news and views projected through TV, 13.25% believes in news because of simultaneously casting of sight and sound, 33.60% say they regularly watch TV newscast, 43.78% occasionally.

Highest percentage (25.79) of respondents think that TV programme should give emphasis on educative value while 18.80% suggest that it should give emphasis on those aspects of human behaviour which help attain higher sense of values and form healthy attitude towards life.

**Expansion of Newspapers in Upazilla Areas**

The study was undertaken in 1988 in four Upazillas, total
respondents were 250. Regular readers of dailies and weeklies are 31.7% and 10.73% while irregular readers are 68.3% and 22% respectively. Most of the readers (83%) educational qualification is above primary and below S.S.C. level. It is interesting to note that respondents prefer Dhaka based dailies and weeklies rather than regional papers.

40% irregular readers subscribe to newspapers. Others (70%) read newspaper in Hats and Bazars, U.P. Office and Clubs. 60% regular readers are subscribers. 66.8% respondents spare less than an hour while 30% spare one to two hours daily to read newspapers. 39.5% respondents are interested in Mufassai news, 21.5% in national news, 14.6% in political news, 6.8% in sports news, 5.4% in cinema news and 4.9% in international news. The study reveals that more local news should be published in National dailies.

18% of the respondents fully and 80% partly believe in the creditability of news and 2% do not believe at all. Number of readers are higher than the actual circulation of newspapers.

Varieties of dailies and weeklies have increased from 81 to 120. The rate of increase in the circulation is 25.45%. For better communication on network with Upazillas, readers get papers timely. Some are of opinion that Upazilla has
now become the centre of political and business activities. Others opinioned it is due to administrative activities.

The survey was conducted only 5 years after the creation of Upazilla, (formative stage). The present infra-structure of circulation was absent earlier. Further and extensive research should be carried out to find out the trend of development activities and expansion of newspapers.

Studies: Worldview International Foundation, Dhaka

Assessment of Emergency Health Messages

This study was done during devastating food in 1988. The most important finding was that adequate motivation of villagers and the dissemination of basic and explicit messages well in advance of an emergency situation will enable people to better respond to disasters. Of course, it would be optimal if the people in Bangladesh could receive a lasting health education - one which could benefit them before, during and after a disaster. Until this is possible, emergency health messages need to complement existing health programmes and communicate advice which is within the economies and traditions of rural people in Bangladesh.

People’s Perception of Diseases: (Nov 1987)
An exploratory study of popular beliefs and attitudes towards the immunizable diseases.

The Qualitative Approach to Social Research.
Experience with two methods in Bangladesh (Jan 1989)

Focus Group Discussion

As a qualitative research methods with a definite goal is essentially a group discussion taking place between people of more or less identical age, socio-economic status, sex and other common characteristics. Two FGD in Bogra Sadar Upazilla (Area-A) and three in Trishal Upazilla (Area-B, Mynensing District) were held in order to find out impression/attitude towards immunization, nature of involvement in the programme, participants idea about the problems preventing in the whole process, and how the system could be improved through active participation of the target population. The categories of participants in Area-A were school teachers, village doctors, Upazilla Parishad members and HAs, FWAs, AHIs, numbering 10 and 6 respectively in two groups. In Area-B, three groups included Primary school teachers, VDP Commander, UP members, village doctors and Post Master; FWAs AHIs and HAs: and day labourers, numbering 12, 15, 12 persons respectively. The group of day labourers was not included in the original FGD plan but this group was selected on the spot because of the vast number of day labourers in the
locality and as such, they formed a substantial portion of service beneficiaries of the immunization programme. After a thorough process of FGD information the outcomes were:

Though the findings from FGDs were not quantitatively interpreted, the qualitative observations that were able to be made by applying the FGD technique were found to be of vital importance when considered in the context of smooth and effective functioning of the programme. EPI, as every other field-based action programme, need to be constantly supervised, monitored and evaluated. Thus, if possible, people's attitudes towards the programme and the strengths and weaknesses of the programme should frequently and at regular intervals be assessed and reassessed. EPI as a service delivery action programme, was observed to have some strengths and weaknesses. To fortify the entire programme, the strengths need to be strengthened throughout the country when the programme is in operation. And the weaknesses found to inhibit the programme need to be eliminated in order for the EPI programme to operate more smoothly and effectively.

**Process Documentation Research**

Serves an input into the process of developing practical action strategies for any programme based on psycho-social and physical elements. Basically the PD is the only active researcher in the fields. However, to get better results
more than one PD should be involved in documentation of a single action process. Naturally, the chief investigator will have to supervise the PD's activities from time to time. A look into EPI in action (actual immunization session) through applying the PDR methods proved its (PDR) effectiveness in gaining applied knowledge about any ongoing field based action oriented programme.

Communicating Immunization (Jan 1988) - A Study of Community attitude and Response to Immunization on Bangladesh.


Primary Teacher's KAP on Child Health Issues (Sep 1989)

A total of 175 teachers, spread over 63 schools in 4 gazilla were interviewed. The observations of the study reveal that given their numerical strength all over the country and their broad access to innumerable students and rural people, the primary school teachers can play a very crucial role in improving the child survival situation in the country. They can be utilised as a very effective channel of communication in this regard despite their low knowledge base on the concerned issues, they demonstrate a keen and positive attitude towards improving the situation.

This suggests that primary school teachers' knowledge base could be improved through training and reinforced through
arranging refreshers' course and providing updated information about Child Health issues in the form of books, flip charts, posters, cassettes, films, etc.

However, this alone is not considered sufficient. Better results would be obtained if child health education could be made mandatory in primary education by incorporating a specific subject on the issue in the syllabus. Finally, since giving training a vast number of primary school teachers of the country would be a gigantic task non-government agencies should also be engaged in the field alongside government initiatives.

A Look into Communication Need to Strengthen Training Programmes (1987)

Training is basically a planned communication activity which results in changes of knowledge, attitude and skill in line with specified objectives relating to desired standards of behaviour. 10 organizations (4 government); 6 (non-government) having training programmes were studied. In each organisation three categories:

(a) Managerial/Supervisory level professionals (10)

(b) Training (11)

(c) Trainees (12)

of respondents were selected as sources of desired information.
Three different sets of questionaries were administered to them.

Observations:

Problems faced by all three categories of respondents stem from same roots. Say for instance, "general shortage of trainers" and "trainers" knowledge base is below the desired level as identified by Managerial/Supervisory level personnel have very much the same root cause as that of "lack of proper KAP/training skill standard" identified by the trainers. These problems evidently stem from "lack of proper trainers development facilities" which is also identified by the respondents.

Likewise a common root has been found out for problem "Training materials are traditional and inadequate" and dearth of training materials as identified by Managerial/Supervisory level professionals and trainers respectively. The suggestion that could be gathered to overcome this problem is "to develop and use more communication/training materials". However, despite such relationship, in most cases, there had been minor exceptions also. These exceptions are not that important to put much heed to.