



# A STUDY OF “RURAL AND URBAN SECONDARY SCHOOL GIRLS INTEREST TOWARDS COMMUNICATION MEDIA AND THEIR SCHOLASTIC ACHIEVEMENT”

<sup>1</sup>Name of 1<sup>st</sup> Author, Dr.MALINIL

<sup>1</sup>Designation of 1<sup>st</sup> Author, ASSISTANT PROFESSOR

<sup>1</sup>Name of Department of 1<sup>st</sup> EDUCATION

<sup>1</sup>Name of organization HASANAMBA COLLEGE OF EDUCATION HASSAN, KARNATAKA, INDI.,

## **Abstract:**

*Education is a process of helping the child to adjust to this changing world. The science and technology makes a knowledge at tips of their finger, In teaching -learning process technology plays a very important role. The impact of technologies on education has been so profound that a new branch in field of education called Education technology has been developed . In present study author intends to know the Interest of secondary girl from rural and urban back ground towards communication media and scholastic achievement.*

*Key words-Interest ,Communication Media ,Scholastic Achievement*

## **Introduction**

Education is a process of helping the child to adjust to this changing world.

Man is a highly enterprising being .He is always on the look out for inventing new innovations in all walks of life. Human life has improved tremendously as a result of the growth in science and technology. Education is a social institution that has also been influenced by technological developments .The impact of technologies on education has been so profound that a new branch in field of education called Education technology has been developed . Education technology comprises the process and product dimension of interaction of teacher and learner.

## **Statement of problem**

A Study of Rural and Urban secondary school girls Interest towards Communication Media and their Scholastic Achievement

## **Objectives**

- To study The Rural Secondary school Girls interest towards the communication media
- To study The Rural Secondary School Girls interest towards the Scholastic Achievement
- To study The Urban secondary school Girls interest towards the communication media
- To study The Urban secondary school Girls interest towards the Scholastic Achievement

## **Variables**

- Interest
- Communication media
- Scholastic achievement

### ***Hypothesis***

- There is no difference between Rural and Urban Secondary School Girls interest towards the communication media
- There is no difference between Rural and Urban Secondary School Girls interest towards the scholastic achievement.
- There is no Relationship between Rural secondary school girls interest towards the communication media and their scholastic achievement.
- There is no Relationship between Urban secondary school girls interest towards the communication media and their scholastic achievement

### ***Sample***

We have selected 10 secondary school in Tiptur taluk ,5 schools from urban and 5 schools from rural and in each school we select 10 girls.the secondary schools were selected for the sample following random techniques to avoid the bias in selection of the sample.

area	sex	n
rural	girls	50
urban	girls	50

### ***Tools used for the study***

- Researcher Self prepared questionnaire of interest and communication media
- Scholastic achievement of the student determined by taking into consideration of the school test marks of subjects obtained by the students

### ***Methodology***

Descriptive survey method was used in the present study

### ***Statistical techniques***

We used measure of central tendency mean and standard deviation

### ***Limitation of the study***

- The study is restricted to only to the 10 secondary school of Tiptur Taluk ,Tumkur district
- For this study only girls were selected
- The study is confined on secondary school students of Tiptur
- The study is confined only to find out the influence of independent variable like interest towards communication media and scholastic achievement of secondary school students
- The assessment of scholastic achievement is considered on the basis of semester examination marks but not a separate standardized test of scholastic achievement conducted

### ***Data Analysis***

**TABLE -1 Rural Secondary School Girls Interest Towards Communication Media And Their Scholastic Achievement.**

area	gender	variable	n	mean	df	sd	df
rural	girls	interest	50	96.3	975.15	8.42	143.7
		scholastic achievement	50	1071.45		152.20	

I have selected for present study among the 50 samples .50 girls from rural secondary schools. As per the opinion of selected rural girls of secondary schools .The girls have the mean values of interest is 96.3 and mean value of scholastic Achievement is 1071.45. The difference of this mean value is 975.15. so there is much difference between the rural girls interest and scholastic Achievements

The rural secondary school girls SD value of interest is 8.42 and and SD value of scholastic Achievement is 152.20. The difference of these SD value is 143.7. As per the SD value of rural girls interest towards the communication media not effects on their scholastic achievement

Hence the rural secondary school girls scholastic achievement does not effect from the interest towards the communication media .Therefore we accept this hypothesis there is much difference between rural secondary school girls scholastic achievements and interest

**Table -2 Urban Secondary School Girls Interest Towards Communication Media And Their Scholastic Achievement.**

area	gender	variable	n	mean	df	sd	df
urban	girls	interest	50	104.3	1078.2	8.42	152.5
		scholastic achievement	50	1182.5		161.00	

I have selected for present study among the 50 samples .50 girls from urban secondary schools. As per the opinion of selected Urban girls of secondary schools .The girls have the mean value of interest is104.3 and mean value of scholastic Achievement is 1182.5. The difference of these mean value is 1078.2. so there is much difference between the urban girls interest and scholastic Achievements

The urban secondary school girls SD value of interest is 8.42 and and SD value of scholastic Achievement is161.00. The difference of these SD value is 152.5. As per the SD value of urban girls interest towards the communication media not effects on their scholastic achievement.

Hence urban secondary school girls scholastic Achievement does not effects the interest towards the communication media.

Therefore this hypothesis is accepted there is much difference between urban secondary school girls scholastic Achievement and interest.

### **Conclusion**

From the above study it highlights that the rural secondary school girls scholastic achievement does not effect from the interest towards the communication media and urban secondary school girls scholastic Achievement does not effects the interest towards the communication media.

### **Suggestion for further study**

- It can be administered for boys also
- At different levels of education it can be conducted
- The similar study may be conducted with the state level secondary schools

### **References**

- Srivastava K.M (1972) Media Issues ,Sterling Publisher Private Limited .New Delhi.
- Rayuda G.B(1990) Mass Communication and journalism in India ,vikas publishing Private Limited .New Delhi.

