

Treatment of the Directed Television Message to Rural Women

SUMMARY With the beginning of wide spread of electricity in Egyptian rural areas in the mid of seventieth of this century, and tying the villages with urban areas (town & cities) through good connection and communication nets which have helped to spread the information systems, the rural areas have noticed special interest particularly from the supervised personnel on these information systems who believe that these systems can reach the rural people to teach them, persuade them, and change their old traditions. The television (T.V.) is considered the most important communication system in the modern life because of its characteristics which made it the most attractive than the others, and the most suitable to introduce the extension and education messages specially for illiterate people in the rural areas. In the frame of the previous personnel in the Egyptian T.V. have intended to send rural programme and messages to this sector for benefitting from the characteristics of this apparatus in occurring social and economical changes, and then realize the rural integrated development. The interesting with rural women is one of the axes that forms the apparatus planning and interests, not only that the rural women represent the half of the rural society, but also they represent the half of agricultural labour force, in addition they care about the other. For these reasons T.V. has represented its messages with different treatments aiming at developing their knowledge and skills and push them to take a positive part in developing their local and national societies. On the light of the previous, did the different treatments of T.V. messages suite with the characteristics of both, a good treatment and rural woman? In other words did the resources of messages production success in treating the messages so as to reach its contents to rural women? The reply about this question must give us scientific basics to plan and execute the T.V. extension messages which related with knowledge, or skills, or modifying attitudes, or mixture of these objects. To answer the previous question, the researcheress achieved a discovery study to account the main resources of messages production and all messages which have been produced and sent by T.V. through the period of (June 1988 - June 1991). The content analysis has been used to determine a completely integrated and multi treated message in a development field aiming to know the most suitable treatment which sent by T.V., also the ideal elements of treatment, and the factors affecting on preferring a treatment from the view of rural women. This study continued three months (April - June 1991). The previous study followed by a field study in trying to answer the mentioned questions. A questionnaire was designed, included the elements of the treatment, and some socio-economical factors, collected from a random sample which drew from three villages in Qalubia Governorate among marriage women in the aged set (16-45 years). The sample size was estimated according to Cochran formula and divided on the three villages depending on percentage of marriage women in the set of (16-45) to the whole marriage women in every village. The data collected in groups of women (5-10) after replaying the T.V. extension message by using video system to remind them with the treatments of study which they have watched before on T.V. The data was coded and analysed by using the well known data package "SPSS-X21" in AL-AHRAM computer center (AM AC). The period of collecting and analysing data continued six months (August 1991-January 1991). The results showed that the treatment in form of dialogue has included 20 significant elements comparing with the other two treatments (Song & Performance). These elements are: suitable language, the accent of speech,

clear of message content, the new and gained information, the benefitting from replaying the message on T.V., the effect of replaying message on the size of T.V. rural women audience, and on the fixing of knowledge and skill, the size of message, the picture ability to attract attention; create the interesting; and transform the nature environment, the close-up of picture on the content of message, the suitability of picture colours, the clear voice (audio), the suitability of audio-speed, the personality attraction, the suitability of music to the cultural environment, the interference of music, the good performance, and finally the contingency of the shape with the rurality. The results found out that the treatment in form of song has included 3 significant elements comparing with the other two treatments (dialogue & performance). These elements are : the clear of message content, the benefitting of replaying the message on T.V., and finally the close-up of picture on the content of message. The results made-out that the treatment in form of performance has included 7 significant elements comparing with the other two treatments (dialogue & song). These elements are: the accent of speech, the suitability of picture colours, the picture ability to transform the nature of environment, the suitability of music to the cultural environment, the good performance, and finally the contingency of the shape with the rurality. From the other hand the results showed that the good preparation of elements of dialogue treatment concerned with the following elements, the suitable language, the personality attraction, the benefitting of replaying message on T.V., the picture ability to attract attention, the effect of replaying message on the size of T.V. rural women audience, the close-up of picture on the message contents. The suitability of audio-speed, the suitability of picture colours the clearing of voice, the picture ability to transform the nature of environment, and finally the interference of music. Also, the results found out that the good preparation of elements of the song treatment concerned with : the suitable language, the effect of replaying message on the size of T.V. rural women audience, the benefitting of replaying message on T.V., and finally the picture ability to attract attention. Also, the results made-out that the good preparation of elements of performance treatment concerned with : the picture ability to transform the nature of environment, the contingency of the shape with the rurality, the good performance, the accent of speech, the suitability of picture colours, and finally the suitability of music to the cultural environment. About the second object the results showed that there are significant different among the degrees of the three treatments, that means that the rural women prefer the treatment in the form of dialogue comparing with the other two treatments (song & performance). About the third object the result showed that about 75.44% from the whole sample preferred the dialogue, 16-67 % preferred the song, and 7-89 % preferred the performance. There are some significant average different among the socio-economical factors that related to rural women, preferring the dialogue treatment. These factors are young age, shorting of marriage period, education level of husbands, education level of wives, half time job besides working in agriculture (for husbands), contribution degree of socio-economical local institutions. These results assured by adoption percentage of message content, where 97.67 %, 63.15 %, 77.78 % from preferred dialogue, song, performance were adopted the message content.