

## A Study of Rural and Urban Secondary School Girls Attitude Towards Communication Media and Their Scholastic Achievement

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### Abstract:

The education is considered as a powerful instrument that unlocks the door to prosperity of a nation. It highlights the development and improvement of mankind. Therefore education is considered as the bedrock for nation building,for its quality management is necessary .so the technology in teaching -learning plays vital role in acquisition of knowledge that empowers a person towards a better and good way of life. In present study author intends to know the Attitude of secondary girl from rural and urban back ground towards communication media and scholastic achievement.

**Keywords — Attitude ,Communication Media ,Scholastic Achievement**

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### I. INTRODUCTION

The education is considered as a powerful instrument that unlocks the door to prosperity of a nation. It highlights the development and improvement of mankind. Therefore education is considered as the bedrock for nation building,for its quality management is necessary .so the technology in teaching - learning plays vital role in acquisition of knowledge that empowers a person towards a better and good way of life. Education technology comprises the process and product dimension of interaction of teacher and learner in teaching-learning process. Education is a branch in the discipline of education which is revolutionizing and correlating different discipline of social and physical sciences with it and it is a dynamic discipline which is ever changing with the changing time.

#### Statement of problem

A Study of rural and urban secondary school Girls Attitude towards Communication Media and their Scholastic Achievement

#### Objectives

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

#### Variables

- Attitude
- Scholastic Achievement
- Communication Media

**Hypothesis**

- There is no difference between Rural and Urban Secondary School Girls Attitude towards the communication media
- There is no difference between Rural and Urban Secondary School Girls Attitude towards the scholastic achievement.
- There is no Relationship between Rural secondary school girls Attitude towards the communication media and their scholastic achievement.
- There is no Relationship between Urban secondary school girls Attitude 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 selects 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 Attitude 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 Attitude towards Communication Media and their Scholastic Achievement.**

Area	Gender	Variable	N	Mean	Std	SD	df
Rural	Girls	Attitude	50	52.2	10.1	8.2	21
		Scholastic Achievement	50	71.1	7.5	3.1	23

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 value of Attitude is 52.2and mean value of

scholastic Achievement is 1071.45. The difference of these mean value is 1019.25. so there is much difference between the rural girls Attitude and scholastic Achievement.

The rural secondary school girls SD value of Attitude is 8.22 and SD value of scholastic Achievement is 223.15. The difference of these SD value is 214.93. As per the SD value of rural girls Attitude towards the communication media not effects on their scholastic achievement

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

**Table-2 Urban secondary school girls Attitude towards Communication Media and their Scholastic Achievement.**

A r e a	G e n d e r	Va r i a b l e	N	M e a n	d f	S D	D f
U r b a n	G i r l s	At t i t u d e	5 0	4 8 . 7	0 . 0	7 . 3 6	0 . 0
		Sc h o l a s t i c A c h i e v e m e n t	5 0	4 8 . 7		7 . 3 6	

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 attitude is 48.7 and mean value of scholastic Achievement is 48.7. The difference of these mean value is 0.0 . so there is no difference between the urban girls

attitude and scholastic Achievement of urban secondary school girls.

The urban secondary school girls SD value of attitude is 7.36 and and SD value of scholastic Achievement is 7.36. The difference of these SD value is0.0. As per the SD value there is no effects of scholastic achievements on attitude towards the communication media Hence urban secondary school girls scholastic Achievement does not effects the attitude towards the communication media.

Therefore this hypothesis is accepted there is no difference between urban secondary school girls scholastic Achievement and attitude

**Conclusion**

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

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