

4 P'S MODEL FOR EFFECTIVENESS OF FISHERIES BASED TELEVISION PROGRAMMES

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ABSTRACT

Central and State Governments have dedicated television programmes based on agriculture, animal husbandry and fisheries which are telecast via public (Krishidarshan) and private television channels like ETV. Fisheries is a sunrise sector but there are not many studies on fisheries based television programmes. Accordingly, a study was carried out to assess viewers' preference and develop a model for effective fisheries based television programmes. Study was undertaken in West Bengal as it has highest fish production. Viewers were asked to rank their preference of fisheries based television programmes. Aquaculture based topics had a Rank based Quotient (RBQ) value of 80.56 followed by fish processing (71.67) and fish health management (53.89). Fisheries scheme scored least (27.36). Hypothesis that viewers were applying same standard in ranking topics was accepted as value of Kendall's Coefficient of Concordance (W) was 0.63. As $X^2 \geq 118.8$ with $df = 9$ has probability of occurrence under H_0 of $p < 0.001$ it could be concluded that agreement among viewers is higher than it would be by chance. Based on the findings 4 P's model for effective fisheries based television programmes consisting of presentation, programme content, programme telecast timing and policy issues was developed.

KEYWORDS: Fisheries, Model, Presentation, Content, Television, Programmes