

# A STUDY OF EFFECTIVENESS OF RADIO AS A MASS MEDIA COMMUNICATION IN DISSEMINATION OF ENVIRONMENTAL INFORMATION

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**ABSTRACT :** The present investigation was carried out in the six randomly selected villages of Community Development (C.D.) block Rampur Karkhana, District-Deoria of Uttar Pradesh in the year 2004, It was found that from among the total respondents, 21.7% possessed radio set in their families. The percentage of respondents listening to radio for environmental news 56.2%, 15.7% respondents listening radio only once a week followed by 10.4% respondents, who rarely listen and only 2.6% respondents did not listen to radio at all and only 71.31% respondents listen to radio daily. Other types of programmes listened by the respondents in radio namely music, News, Rural programme, Farm programme and Drama. The environmental informations were broadly categorized into four groups for seeking their opinions whether radio provides only any specific information on these topic.

**Key Words :** Radio as a mass media communication, environmental information.