COMMUNICATION PROCESS AFFECTING GAIN IN KNOWLEDGE OF MASTER TRAINER’S REGARDING IN-SERVICE TRAINING PROGRAMMES

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Received : 29.01.2010           Accepted : 17.10.2010

ABSTRACT

Training aims to maintain and increase the employees’ effectiveness in his present job, prepare him for promotion by stimulating his potentials and develop his skills and knowledge for greater organizational effectiveness. The present study revealed that all elements of communication process are important factors which affects the gain in knowledge level of the participants as a result of in-service training programme. Use of these communication elements properly contribute and move effectiveness to communication process and forms an integral part of class room and extension teaching.

Key words : Communication process, Training, Knowledge, Trainer.

A proper understanding of information is very important aspect of communication. If the information is not understood by the receiver in the same meaning in which its sender wants him to understand it, the purpose of communication is defeated. This may result in confusion chaos and organizational inefficiency, leading to non-fulfillment of organizational goals. When communication stops, planned action comes to an end. Communication elements plays a very important role in communicating ideas to change behaviour of people. Extension Education Institute, Nilokheri imparts a large number of inservice training programmes for extension personnel. In these courses communication skills are largely used with this assumption that all types of desired communication will be understood by extension personnel. But in reality, quite often, interruption in communication process does occur due to many reasons. In order to measure the extent to which gain in knowledge of extension personnel as a result of in-service training programmes, get effected by various elements of communication process. A study with this objective in mind was undertaken by the authors.

The study was conducted on 69 master trainers of Birsa Agriculture University, Ranchi (Jharkhand). Three courses on “Extension Methodology” were organized here by E.E.I, Nilokheri (Haryana) during last four years. In all these courses a detailed session in communication process was conducted by an expert to the participants. Seventeen important factors related with each of the elements of communication process (communication, message, channel and audience) constituted the independent variables of this study. These factors were communication skills, language, compatibility, role perception, knowledge and credibility (communicator); compatibility, simplicity, profitability, divisibility & accurate (Message); multi-sensory and suit the audience (channel) and ability, Interest, status, size and background (audience). For the selection of crucial factors standardized list of factors already developed by Jha(1968) was incorporated after a suitable modification. The respondents were to give their response against each item of the attributes of communication on a five-point rating scale. Gain in knowledge was taken as
the dependent variable. It was measured with the help of inventory developed for this purpose. Comprehensive close ended statements were prepared. The respondents were asked to reply on each item under dichotomous response categories like ‘yes’ or ‘No’. The ‘yes’ replies were scored one and ‘No’ replies were given the zero score.

Master Trainer’s response on knowledge test was obtained before and after the training. Knowledge gain was calculated on the basis of difference between these two already taken scores. Statistical test viz., coefficient of correlation was applied to know the extent in gain in knowledge.

The data regarding relationship between communication factors of communication process and gain in knowledge of master trainers regarding in service training programme is presented in Table. It was found from the data (Table - 1) that correlation coefficients of all the 17 attributes of elements of communication process were significantly positive in nature and suggest a gain in knowledge. Similarly, study conducted by Pathak and Majumdar (1981) established that out of 17 attributes of elements of communication process, 16 were found significantly positively related to gain in knowledge.

It is interesting to see, in this study, that communication skills, knowledge and language compatibility of communicator, suitable channel for the audience, multi-sensory channel and ability of receiver bears a high and significant positive association in process of gain in knowledge of the Master trainers. So, It is suggested that higher the communication skills, knowledge and language compatibility of communicator and higher ability of receiver can be considered as the positive factors in enhancing the knowledge level of the Master trainners.

**CONCLUSION**

The study has revealed that there was positive and significant relationship with all the attributes of elements of communication process taken in study. Hence, the training institute should develop training contents and methodology in such a way in which master trainers of the Institute should have in-depth knowledge of various attributes of elements of communication process which in turn improves in knowledge of the trainees of any training programme. The training institute should develop the course content of the training programme on the basis of importance of the elements of the communication process so as to bring improvement in the skills of the farmers.

**REFERENCES**
