ABSTRACT

The study was conducted to analyse the communication behaviour of tribal farmers of Pachaimalai hills. Three hundred tribal respondents were identified based on proportionate random sampling method and data were collected from them using a well-structured and pre-tested interview schedule. The collected data were subjected to statistical analysis like percentage analysis. The results indicated that the tribal farmers received information on agricultural aspects primarily from personal cosmopolite channels like Block officials, personal localite channels like input merchants and hamlet local leaders and impersonal cosmopolite channels like newspapers and farm broadcast and telecast. With regard to information processing, they discussed mainly with their family members, group members and tribal leaders and evaluated the informations. They stored the informations mainly by memorizing. With regard to information giving behaviour, majority of tribal farmers disseminated the agricultural information mainly to their family members and relatives.