

Farmers Perception About Published Farm Advertisements Through Print and Electronic Media



Agriculture

KEYWORDS :

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ABSTRACT

The study was conducted in Andhra Pradesh state. Out of three regions of state from each region one district selected for study, namely Karimnagar, Guntoor and Kurnool for study. An exploratory research design was adopted for study to know the perception of farmers about published farm advertisements through print and electronic media. The findings of the study revealed that majority of farmers had medium to high perception about farm advertisements published print and electronic media.

Effective communication is a necessary component of programmes of improving agricultural productivity being implemented by public, private sectors and NGOs in the country. It is only communication to and fro that engulfs the gap existing between the generators of technology on one hand and consumers of technology on the other hand. In this regard Radio and television are considered to be effective mass media in transmitting the latest research information to the Indian farmers on a massive scale. While the print media is a powerful media as written word is authentic, convinces and motivates the people leading them to action.

Television and news papers play a vital role in education and transfer of technology. It is also extremely important in stimulating a sense of involvement, which is essential for development. We are now passing only 20-30 per cent of agricultural research results to farmers through these mass media against 80-85 per cent in advanced countries. Thus, a wide information gap exists between the lab and land. In the process of transfer of technology none can over look the importance of television and newspaper which plays a key role in the process of directed change

METHODOLOGY

The state of Andhra Pradesh selected purposively because there is no scientific investigation carryout in farm advertisements. One district from each region selected, thus making a total of three districts viz., Guntur, Kurnool and Karimnagar for study. In each selected district one mandal was selected randomly, in each mandal two villages which have regular access to print and electronic media were selected purposively, thus making a total of six villages from each village forty respondents thus a total of 240 respondents were selected randomly for the study.

1.1 Perception of farmers about published farm advertisements through print and electronic media

Table 1. Distribution of respondents according to their perception n =240

S.No.	Perception	Frequency	Percentage
1	Very low Perception	26	10.83
2	Low Perception	56	23.33
3	Medium Perception	78	32.50
4	High Perception	64	26.66
5	Very high Perception	16	6.68
Total		240	100.00

It was noticed from Table 1 that 32.50 per cent of respondents had medium perception followed by high (26.66%), low (23.33%), very low (10.83%) and very high (6.68%) perception of respondents.

Results are in line with the results of Umale *et al.* (2000) and Dhananjaya *et al.* (2010)

It was seen from the Table 1 that majority of respondents had medium to high perception about farm advertisements this might be due to reason that farm advertisement appearing in print and electronic media are not only attractive enough in drawing attention but also simple and clear enough in creating desirable perception about them. The medium level of farming

experience, middle to high school education, medium extension contact, medium achievement motivation, innovativeness and information acquisition behaviour might have led to the medium perception level besides their higher access to print and electronic media.

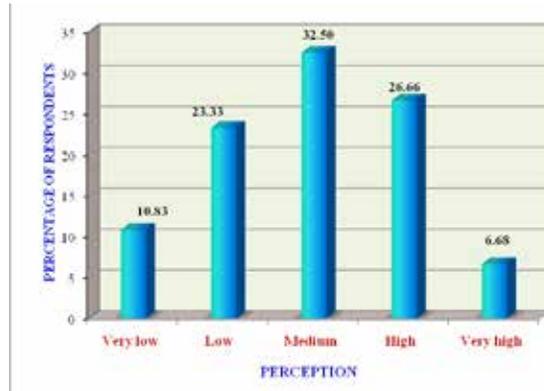


Figure 1 Distribution of respondents according to their perception

Result presented in the Table 2 rank ordering of item under perception of respondents about farm advertisements reveal that first rank was received by "advertisements are use full to farmers anyway" followed by " information provided through farm advertisements is understandable".

Conclusions

The study revealed that perception of farmers about print and electronic media was medium to high. So it calls for the attention of the media and manufacturer companies to educate the farmers and influence their attitude through the mass media. This would help the farmers to perceive the farm advertisements highly usefull.

REFERENCE

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