



ROLE OF AGRICULTURAL JOURNALISM IN FARMING

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Journalism is the activity of collecting, production and distribution of news and related material using different media such as newspaper, radio, television, books, social media sites etc. There are so many forms of journalism working on different fields covering different groups of people. Few examples are broadcast journalism, photojournalism, yellow journalism, tabloid journalism, citizen journalism, watchdog journalism and agricultural journalism etc. Agriculture journalism is that branch of journalism which is related to receiving, writing, editing, and reporting the content and information related to agriculture, it refers to the collection of information on modern agriculture and taking it to the people using different mass media. Development through agricultural journalism refers to helping and supporting the farmers to grow, learn new agricultural techniques to improve their living conditions and also to earn more profit in agriculture. Role of different mass media in agricultural development: The success of different agricultural development depends on the extent and nature of mass media used. Press, radio, television, internet, mobile proved to be the most effective media for the diffusion of the scientific knowledge to more and more people. In India where people are not that educated television, radio can be more effective media in this field. Main objectives of agricultural journalism are: [1] To educate or giving correct information. [2] To motivate the people engaged in agriculture to improve their performance. [3] To make a link between government and the farmers. [4] To help in development of farmers and ultimately the country.

Role of agriculture journalism in adoption of new farm innovations

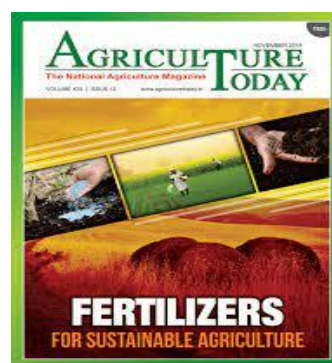
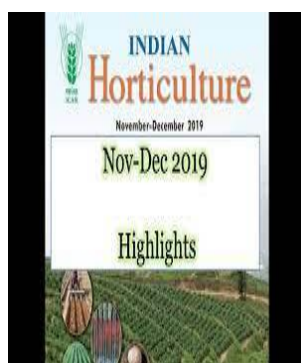
Agricultural innovation is basically purposed to increase socio economic growth to ensure food and nutrition security, to reduce poverty, henceforth helping to achieve sustainable development goals, and agriculture journalism has its main role in dissemination of information and innovation to the farmers through tools such as social media, radio, magazines, television etc. It shows the farmers, new information on the modern technologies that could improve their performance in farming. Agricultural journalism provides farmers with the necessary knowledge about innovation which could help them make the decision for adoption of farm technologies. For disseminating the knowledge of an agricultural innovation the media person should know that the language farmers understand in the area and the media tool they use often.

Role of agricultural journalism in generating employment

Agriculture journalism will provide education or employment from Agriculture Journalism University and agriculture corporate. The agriculture radio station, the agriculture information and broadcasting, will be implemented at each state of India. This journalism will create employment in writing, advertisement, broadcasting, photojournalism, editing and design. This would provide opportunity to agriculture journalism degree holder to work on this field and earn

profit. The agriculture profession would function in block, village and district of the state. The agriculture journalism will also involve more and more farmers to work and henceforth creating employment. The agriculture journalism will remove unemployment in agriculture through communication technology. This would bring revolution into agriculture academic system and opportunity at future in India. Few examples: During green revolution, All India Project (AIR) started Radio Rural Forum in 1956, a pilot project for the dissemination of information related agriculture, the success of this project inspired AIR to make farm forum a permanent content for rural broadcasting programs. This opened up path for more mass media content related to agriculture and rural development. One example for print media includes The Hindustan Times feature “our village chhatera” brought out on February 1969, other farm related monthly magazine is Adike Patrike started by a group of farmers in 1987 in Karnataka.

Popular magazine published from India: [1] Indian Horticulture (bimonthly magazine in English) [2] Indian Farming (monthly magazine in English) [3] Kheti (monthly magazine in Hindi) [4] Phal Phool (bimonthly magazine published in Hindi) [5] Krishika (a half yearly peer reviewed research journal in Hindi) [6] Horticulture today [7] Agricultural today [8] Agro India [9] Modern Kheti [10] Liesa India [11] Farm Food.



Case study

A farmer, Appa B Patil has agricultural land of 18 acres and his family including 7 members depends on the agriculture only, he is educated to S.S.C. level and he takes monthly issue of shetkari agricultural bulletin. He told that in the issue of December 2006, method of modern technology related to sugarcane roeten management was given with the help of chemical



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fertilizer, by using that method he was able to increase his production from 45 to 65 tones that means 20% increase was there so the magazine turns helpful.

Conclusion

Agriculture journalism although plays a vital role in disseminating important agriculture related information among people in villages which could lead to the agriculture and rural development but there is a big gap as there are still many remote areas where information could not reach out so government with the help of mass media and agricultural journalism sources should provide them with the correct knowledge related diffusion of technologies and new implemented schemes for their welfare.

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