

[Article ID : 01/X/04/1021]

DIGITAL MEDIA AND ITS IMPORTANCE FOR FARMERS

Dr. Arpita sharma

Assistant Professor

Deptt. Of Agricultural Communication, College of Agriculture

GBPUA&T, Pantnagar-263145

Digital media or online media means a machine that encodes the message into readable formats. Digital media refers to that type of media which broadcast the material on the screen. Material includes text, audio, video, graphics that are put out through internet.

Types of digital media

- Earned Media
- Owned Media
- Paid Media

In this pandemic period everyone is consuming digital media. Digital media has different forms as videos, articles, advertisements, music, podcasts, audio books, virtual reality, or digital art.

There are many problems in Digital platform. eg: Gmail has less storage. Old material deleted automatically.

Photos/Illustrations

Photos and illustrations are the important part of digital media. Photos are visible on internet everywhere. To write the articles, blogs etc, photo is necessary. This is also part of digital art. Illustrations are the part of website. Without this, people don't not take any interest to read the material.

Text

All the digital media includes some text material. Text help us to provide the valid information, explain and entertain you.

e-books

e-book or online books are in the digital format. E-books are good source to provide the information among the people. There are different types of books as commercial books, business book, educational text books etc.

Blog Posts/Articles

Blog writing and article writing is also possible in digital media platform. They are the short e-book. This is easily accessed online. We can read the blogs with in 10 to 20 minutes. People take interest to read and write on the blogs. The main purpose of blogs are to inform and create awareness among the readers. Many people write the blogs as journalist, personal bloggers, company, organization.

Social Media

Social media is also one of the good platform of the digital media. There are different channels on social media platform like Facebook, WhatsApp, Twitter, Instagram, Linkedin etc. Social media can be used to contact with your friends, family members, advertising the products, communication with the employee and customers and advertise the products etc.

Online Advertising

Online advertising is also one form of digital media. Some types of digital media ads include: [1] Website banner ads [2] Search ads [3] Video ads [3] Social media ads.

Video Games

Video games are designed to entertain the people. They are typically played on a gaming console, though some types of games can also be played on a computer, tablet, or smartphone. A video game incorporates many types of digital media, including art, text, and video.

Digital Media for farmers

In this period where all the people have fear about covid and people avoid to visit any place for taking information. In this era, digital media or online platform is the best source to provide the information among the farmers. There are different portals, websites, apps which are meant for only farming community. Farmers can get the benefit from these sources. This is a good source which provides the information on any time and on any place.

Conclusion

We can conclude that social media is a good platform to provide the information to any community either farming or youth or any segment of the society. This is a good source as people don't have to go anywhere to take information.