



# ROLE OF MASS MEDIA IN AGRICULTURE

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## INTRODUCTION:

As we all are familiar Mass Media play a very vital role in every segment, but when we talk about the Agriculture sector, I think there is a very less number of people who are aware of the role of media in Agriculture. Did we know that at an early age, there is no medium to give proper education to the farmers who hardly know about the proper fertilizer or seasonal crops or seeds or many more things about agriculture or farming although, they are all aware of certain things but not in a scientific way but in their traditional way because they are in this from generation to generation, which is not wrong they are much more knowledgeable than anyone else but sometimes we need a proper way to do a good things, where we get the best result from that? Right.

## MASS MEDIA

Now, if we go through in mass media sector so there are several roles that mass played in everyday life because mass media is a medium of communication not in one sector but in many, and media give exposure in every field, rather it is through electronic media or print media and we can say nowadays a digital media which is very popular among all.

Now if we blend agriculture and mass media, then our question is where & how media help agriculture in terms of growth and how farmers are now more aware and know the correct way of farming, how they can define the right fertilizer and pesticides which is right for there crops, seeds and fields. Media help in every way to the farmers through every medium rather it is electronic media or Print media and New media.

## ELECTRONIC MEDIA

Electronic media is a very powerful way of communication and it's easy to understand, electronic media contains the two main stream which is Radio & Television. They play an important role to educate illiterate people through entertainment which we call nowadays "infotainment" where people get educated and get entertainment at the same time.

**TELEVISION:** As a result, it can carry messages over long distances at a relatively low unit cost while combining the immediacy of radio with the mobility of cinema. It is a piece of multimedia equipment as include motion picture, recording, slide, photograph, etc. It can be transportable, allowing flexibility of use. Dr. Vikram Sarabhai initiated the program krishi darshan in 1967, which demonstrated the effectiveness of TV as a medium for programs and improved farming practices. some television shows are:

**RADIO:** It is a powerful communication system medium in Indian rural agricultural markets, where, in the absence of regular and stable electric supply in rural and far-flung areas. People have to depend on the radio to meet their needs for information, education, and entertainment. For example, All India Radio has various radio stations under the project named “Kisanvani”. The purpose is to keep local farmers informed about the daily market rates, weather reports, and day-to-day information in their respective areas at the micro level. Presently Kisanvani is being broadcast from identified 96 AIR stations across the country. There are several shows like "KISANVANI, SAMRUDDHI, KRISHI JAGAT & SUNO KISAN"

## **PRINT MEDIA**

If we talk about print media then print media plays a very crucial role in mass media and the agriculture sector because now farmers are more aware of the updates related to their farming and there are lots of articles related to farming, monsoon, and crops and agricultural marketing and the update of accurate price or value of these goods. There is the publishing of such farm magazines particularly through farmers associations. Some of the popular magazines published in India are Indian Horticulture, Indian Farming, Kheti, Phal Phool, Ishika, Horticulture Today, Agriculture Today, Agro India, Modern Kheti, Liesa India, Farm Food, etc.

## **SOCIAL MEDIA/NEW MEDIA**

Social media refers to the internet-primarily based digital equipment for sharing and discussing data amongst people. It refers back to user-generated information, opinion, video, audio, and multimedia are shared and discussed digital networks. Factors of social media that makes them a crucial and on hand tools for improving verbal exchange are easy get entry through cell phones, mass-non-public communicate and mass-self communicate, a large set of vulnerable ties to make certain receipt of novel ideas, basically new media is all about viral and trending things, and nowadays which things are more popular among all are FACEBOOK, INSTAGRAM & YOUTUBE which are easy to accessible to everyone.

## **Role of Media in Agriculture**

Rural humans use social media to connecting with friends and circle of relatives, reading cutting-edge information, to get statistics from friends. Consequently, connecting that to agriculture and leveraging it to bridge the farmer extension gap can prove to be boon to the agriculture sector and the farm families. Mass media plays a huge role in the dissemination of agricultural technologies. The success of agricultural improvement programs largely depend on the nature and quantity of use of mass media in mobilization of people for improvement. Moreover, it can be decisive in helping farmers access the statistics that they want and transmit their concerns. Radio,

TV has been acclaimed to be the only media for diffusing the scientific understanding to the masses. In a rustic like India, where the literacy level is low, the choice of communication media is of critical significance. In this regard, the TV and radio are tremendous, as they transfer current agricultural technology to literate and illiterate farmers alike even in indoor regions, within a short time. In India farm and domestic broadcast agricultural thrust was added in 1966, to enlighten farmers on the usage of diverse technologies to improve agricultural improvement. As a gift, there are

Approximately 50 such radio stations all over the U.S.A

Hence, media have a role to play in investment and funding for agriculture as well. Via creating more attention, they could encourage political decision-makers to grow to be greater actively concerned in agricultural and rural innovation techniques.

## **MERITS OF MASS MEDIA IN AGRICULTURE**

1. More awareness towards crops and fertilization.
2. updated about the crops & seasonal seeds
3. Update about the monsoon.
4. More awareness about good and bad pesticides.
5. Easy understandable & portable devices to carry
6. No language barriers.
7. Some applications are easy to access without the Internet.
8. In Radio & T.V shows there are good enagement dialouges
9. There are so many professional courses in the agriculture field.
10. Because of Mass Media farmers are more aware of the true value of the goods & products.

## **DEMERITS OF MASS MEDIA IN AGRICULTURE**

1. Lack of interest in journalists or reporters to cover this sector.
2. Cannot be relay on connectivity in rural areas.
3. Farmers are not so literate to understand the fact of agriculture they do not want to upgrade themselves.
4. They are not able to buy mobiles, radio or T.V
5. Financial they are not aware that how they have to use money accurately.
6. They don't know the exact value of their goods & product
7. Farmers are afraid of new learning due to scams and frauds.
8. Farmers are not ready to learn new technology because they want to follow what their ancestors followed by year to year.
9. Most importantly the connectivity issues of the internet & many of them even don't know how to use new technology.
10. They afraid to learn new management & financial skills.

## **CONCLUSION**

Mass Media is all about communicating and transmitting the message from one side to another and sometimes there is one way communication and sometimes there is a feedback. Mass Media is a fourth pillar of our judiciary system and according to this media should raise the voice about everything rather is agriculture or any other sector but according to me, our main stream channels and social media should take a great step towards promote the agriculture and create the more and more opportunities to the farmers and their families rather it is related to education, funds or their basic needs.

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