

Role of Agricultural Journalism in Diffusion of Farming Technologies

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Abstract : Agricultural journalism considered an effective tool in the diffusion of agricultural technologies among the members of farming communities. Various agricultural journalism forms are used by the different organization in order to address the community problems and provide solutions to them. The present study was conducted for analyzing the role of agricultural journalism in the dissemination of agricultural information. The universe of the study was district Sargodha from which a sample of 100 was collected through a validating and pre-tested questionnaire. Statistical analysis of collected data was done with the help of SPSS. It was concluded that majority (64.6%) of the respondent were middle-aged (31-50) years, also indicates a high (73.23%) literacy rate above middle-level education, most (78.3%) of the respondents were connected with the occupation of farming. In various forms of agricultural journalism "Radio/T.V./F.M) is used by 99.4% of the respondent, Mobile phones (96%), Magazine/ Newspaper/ periodical (66.4%) and social media (60.9%). Regarding majors areas focused on agriculture journalism "Help farmers to enhance their productivity is on the highest level with a mean of (=3.98/5.00). The regression model of farmer's education and various forms of agricultural journalism facilities used was found to be significant.

Keywords : agricultural information, journalism, farming community, technology diffusion and adoption

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