

DISSEMINATION OF AGRICULTURAL INFORMATION THROUGH MASS MEDIA TO THE FARMERS OF DHARWAD REGION IN KARNATAKA

G. Kiran Kumar¹ & Chikkamanju²

¹Assistant Librarian, University of Agricultural Sciences, Dharwad, Karnataka, India

²Assistant Librarian, College of Agriculture, Vijaypur, University of Agricultural Sciences, Dharwad, Karnataka, India

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ABSTRACT

The main aim of the study was to identify the process of dissemination of agricultural information through mass media to the farmer community. The study population consists of 1687 farmers having educational qualification of above seventh class. The survey method using the questionnaire as a tool was adopted to collect necessary data. From this study, it is clear that farmers consider television as the most important mass media which disseminates information pertaining to their needs. Farmers also depend on traditional mass Media like magazines, newspaper, and radio. Farmers are less aware of agricultural supports available via the Internet.

KEYWORDS: *Agricultural Information, Mass Media, Electronic Media, Print Media, Information Dissemination*