

TELUGU MASS MEDIA ROLE IN AGRICULTURAL INFORMATION DISEMINATION IN TELANGANA

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Abstract : This study has been undertaken to investigate the role of telugu media like print , electronic media in the development of agriculture in the state of Telangana. The study is giving an overall insights of the telugu mass media in the agricultural information dissemination and the development of agriculture in Telangana.

Index Terms – MASS MEDIA , PRINT AND ELECTRONIC MEDIA , AGRICULTURE.

Technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

In Telangana , there are many news channels , news papers and magazines which are playing a vital role in educating and creating awareness among the people , Which leads to the society in a better way. India is the country which is having the more than fifty percent of the population depending agriculture. Most of the rural areas all over the country are depending on the agricultural employment.

As the importance of the agriculture is growing day by day and in other hand sources and interest in farming is decreasing the need of creating the knowledge and awareness on agriculture is needed. So various types of media are helping the people in creating the awareness on importance and information regarding the agriculture.

PRINT MEDIA

In Telangana various newspapers and magazines are publishing the information related agriculture. In Telangana various magazines are there which are dedicated to extend the knowledge and information regarding the agriculture among the farmers.

There are various monthly magazines which are exclusively publishing agriculture related information and knowledge. They publish the information related to crop production information like nutrient management , seeds , disease and pest management , soil test , irrigation techniques , farm machinery , government policies related to agriculture , poultry , fisheries , animal husbandry , honey bee keeping , silk worm rearing and other information related to agriculture which would help the farming community towards the development of agriculture.

- ANNADATHA
- PAADI PANTALU
- RYTHU NESTHAM
- RYTHEY RAAJU
- RYTHU BANDHU
- AGRI CLINIC
- KRISHI DUNIA

- KRISHI JAAGARAN
- AQUA CULTURE TIMES

ELECTRONIC MEDIA

Telangana has the more number of news channels comparing to the other states. Most of them are telecasting the issues related to socio – political issues, Besides that they also providing the information related to the agriculture to educate and create awareness among the farming community.

The television channels are telecasting the programs either morning or evening time, which is the time for farmer to follow them. The following are details of various news channels and the programs telecasting. Majorly the broadcasters are trying to give the awareness on the latest technologies which are taking place all over the country. And also focusing the sustainable agriculture practices which includes the organic farming and integrated management of pest , disease , nutrients , weeds , soil and water.

S.NO	NAME OF CHANNEL	NAME OF THE PROGRAMME	BROADCASTING TIME
1	YADAGIRI	RYTHU NESTHAM	EVENING : 5.30 – 6.30
2	E TV	ANNADATHA	MORNING : 6.30 – 7.00
3	E TV2	JAI KISAN	EVENING : 6.30 – 7.00
4	T NEWS	CHENU – CHELAKA	EVENING : 6.30 – 7.00
5	TV5	ANNAPURNA	EVENING : 5.30 – 6.00
6	MAHA TV	RYTHANNA	EVENING : 5.30 – 6.00
7	99 TV	ERUVAKA	EVENING : 6.00 – 6.30
8	HMTV	NELA THALLI	EVENING : 5.30 – 6.00
9	SAKSHI TV	RYTHANNA RAJYAM	MORNING : 6.30 – 7.00
10	CVR NEWS	RYTHE RAJU	MORNING : 6.30 – 7.00
11	CVR HEALTH	RYTHEY RAJU	MORNING : 6.30 – 7.00
12	GEMENI NEWS	VYAVASAAYAM	EVENING : 6.00 – 6.30
13	V6 NEWS	SAGUBADI	EVENING : 6.30 – 7.00
14	EXPRESS TV	PADI PANTALU	EVENING : 5.30 – 6.30
15	STUDIO N	KARSHAKA RATNA	EVENING : 5.30 – 6.00
16	10 TV	MATTI MANISHI	MORNING : 6.30 – 7.00
17	JAI KISAN TV	JAI KISAN	24*7
18	T – SAT	VYAVASAYA SAMACHRAM	EVENING : 4.00 – 5.00
19	AP 24 *7	RYTHU BANDU	EVENING : 5.30 – 6.00

AKASHAVANI

In Akashavani they are broadcasting various programs related to agriculture to the farming community of the rural areas. The major availability and usage of the akashavani radio is in rural areas. In these programs the experienced scientists and professionals gives suggestions and recommendations related agricultural practices. It is majorly a government organizing media so they majorly focusing on the flagship programs of the government and the facilities that providing by the government.

S.NO	PROGRAMME	TIMINGS
1	POLAM PANULU	MORNING : 6.30 – 6.45
2	PADI PANTALU	AFTERNNON : 1.20 – 1.30
3	GRAMA SEEMALU (EVERY SUNDSAY)	EVENING : 6.40 – 6.50
4	VYAVASAYA SUCHANALU	EVENING : 6.50 – 7.00
5	ILLU – VAKILI	EVNING : 7.15 – 7.45
6	CHENU KABURLU	AFTERNNON : 1.30 – 2.00

Thus the telugu mass media is helping in the development of agriculture as well as the development of farming community by creating the awareness on the latest innovative technologies taking place in the agriculture. It finally leads to development of the whole nation in the path to the sustainable development in agriculture.

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