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In agricultural-dependent economies, extension

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programmes have been the main conduit for disseminating information on farm technologies, support rural adult learning and assist farmers in developing their farm technical and managerial skills. It is expected that extension programmes will help increase farm productivity, farm revenue, reduce poverty and minimize food insecurity.

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The field of Agricultural / farm journalism recognizes that technical information needs to be provided to the farmers at right time in the right way so that timely adoption of innovations may take place. Agricultural journalism drawn strength from major discipline such as Extension Education, Mass communication, Anthropology, Rural

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It is for this reason that agricultural communication and extension must take many forms - through

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conferences, field days, radio, television, farming journals, news-papers, Government advisory officers, private consultants, farm improvement clubs, advisory commercial firms, and SO ' oln. Each has a place.

~~THE ROLE OF A JOURNALIST IN AGRICULTURAL EXTENSION~~

In the broadest interpretation, agricultural extension provides nonformal - agriculturally related continuing adult education - for multiple audiences: farmers, spouses, youth, community, urban horticulturalists (continuing agricultural education and community development) and for various purposes (including

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agricultural development, community resource development, group promotion and cooperative organizational development).

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Introduction to Agricultural Extension. Meaning and objectives of agricultural extension, role of extension workers, history and organization of extension services in Nigeria, selected extension methods and techniques, the extension process, meaning of rural sociology, rural leadership pattern and community organization.

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Agricultural journalism Agricultural journalism is a specialized branch of journalism which deals with the techniques of receiving, writing, editing and reporting from information through the media like newspapers, periodicals, radio, TV, advertising etc. and the management processes connected with such production.

~~JOURNALISM~~ — ~~Indian Agricultural Statistics Research Institute~~

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Agricultural communication is a field that focuses on communication about agriculture-related information among agricultural stakeholders and between agricultural and non-agricultural stakeholders.

Agriculture is broadly defined in this discipline to include not only farming, but also food, fiber, animals, rural issues, and natural resources. Agricultural communication is done formally and informally by agricultural extension and is considered related to science communication. However, it has ev

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~~Agricultural communication — Wikipedia~~

Need of Agriculture journalism . The farmer to extension worker ratio is very wide, thus public extension system is unable to meet the demand of farmers for information. The mass media is capable of reaching vast widespread audience. Agriculture journalists are providing farmers with latest updates on schemes and technologies.

~~Agriculture Journalism — Extension Functionaries Amid
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Individual Extension Methods! Individual Farm Visit 9.1
ADOPTING NEW TECHNOLOGIES The decisions farmers take about what is to be done on their farms, by whom, how and when, are complicated. Decisions are based on information which is available, partly from the Department of Agricultural Extension. The process which farmers undertake in deciding

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~~CHAPTER 9 APPROPRIATE EXTENSION METHODS~~

The success of agricultural development programmes in developing countries largely depends on the nature and extent of use of mass media in mobilization of people for development. The planners in...

~~(PDF) ROLE OF MASS MEDIA IN AGRICULTURE~~

Extension has been traditionally funded, managed and delivered by the public sector all over the world.

Agricultural extension in India has grown over last six decades. It is supported and funded by the national government—through its Ministry of Agriculture (MoA) and other allied ministries. The share of agriculture in

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Gross

~~Modern Extension Approaches for Livelihood
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Chapter 20 - Extension's role in sustainable agricultural development. Niels R ö ling and Jules N. Pretty. Niels R ö ling. is Extra-ordinary Professor of agricultural knowledge systems, Department of Communication and Innovation Studies, Wageningen Agricultural University, Wageningen, Netherlands.. Jules N. Pretty is the Director of Sustainable Agriculture Programmes, International Institute for ...

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