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IMPACT OF AGRICULTURAL JOURNALISM ON CROP PRODUCTION IN AHOADA WEST LOCAL GOVERNMENT AREA, RIVERS STATE

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Abstract
The study assessed the role of agricultural journalism in enhancing crop production in Ahoada West Local Government Area, Rivers State. The objectives were to: determine the socio-economic characteristics of the respondents; identify the mass media through which respondent access agricultural information; assess the agricultural information that is disseminated through the mass media; examine the role of agricultural journalism in crop production; and ascertain the challenges facing agricultural journalism in the study area. Data were collected through the use of a questionnaire. A total of 129 respondents were used. Data were analyzed with the use of frequency, percentage, mean scores and analysis of variance (ANOVA). Findings showed that majority (60.5%) were female, were married (53.5%), had household size of 5 to 8 persons (51.9%), had formal education (86.8%), have been in farming between 6 - 10 years (29.5%) and had an income level between N31,000 – N40,000 (35.7%). Major source of information among crop producers was television (14.0%) and kinds of information disseminated for crop production were information on improved planting techniques (19.4%) followed by information on agricultural loan (12.4%). The roles of agricultural journalism were to create awareness on modern farming methods (=3.64), promoting market it for farm products (=3.55), etc. The major constraints to agricultural journalism were language barriers (=3.60), limited coverage of farmers' needs and inadequate credit (=3.50), lack of Information Technology and Communication (ICT) infrastructure and poor radio and television signals (=3.48) etc. The study recommends that agricultural programme should be presented in both English and Local Languages, power stability should be improved and there is need to establish a community Rural Television.

Keywords: Impact, Agricultural, Journalism and Production
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INTRODUCTION

The role of agricultural journalism in the development of agriculture sector has recently become more popular, particularly by researchers, scholars and policy makers in developing countries. The main factor in print media is to reassure the audience today that they are expected to influence the learners' practice and attitude toward the media, (Harry and Smart, 2016). The success of agriculture development depends upon the mobilization of people through various forms of agricultural journalism, which, acclaimed to be the most important source for the diffusion of agricultural innovation. A major in Agricultural Journalism is exactly what it sounds like. You take courses in news writing, advertising, broadcast news, photojournalism, and editing and design. You also take courses in animal and plant science, agricultural economics, biochemistry, and forestry. Upon completion of the major program, you'll receive a bachelor's of science degree.

Agricultural Journalism prepares you for a variety of career opportunities in agriculture, business, and science. Depending on the journalism courses you take, you can apply for editorial positions with farm journals, daily and weekly newspapers, or in the radio, television, advertising, and public relations industries. You can also work for non-specialized newspapers and non-farm radio

and television stations. The agriculture background helps Agricultural Journalism majors organize and transmit scientific and technical information in a way that regular folks can understand.
Consequently, very little of the needed information reach the rural communities, where most of the population live and where the actual farming is taking place. There is also the problem of widespread non-literate farmers, most of whom cannot read and understand the information at their disposal, the high cost of newspapers, radio and television limits the use of these channels by many present and prospective farmers. Also, the editors and program directors are more interested in producing programs that are of high commercial value there by gate keeping most agricultural information. As a result, only few agricultural programs are presented in these media, most often, these information are not properly scheduled to suit the farmers and their information need. Consequently, most farmers are constrained to rely on third parties for agricultural information, very often, the third parties are biased and may have vested interest as they disseminate information. It is against this background that the study analyses the role of journalism in agricultural productivity in Ahoada west Local Government area, Rivers State.

Objectives of the Study
The main objective of this study is to determine the impact of Agricultural journalism in crop production in Ahoada West Local Government Area, Rivers State, Nigeria.
Specific objectives of the study are:

i. determine the socio-economic characteristics of the respondents in the study area.
ii. identify the mass media through which respondent access agricultural information in crop production
iii. assess the agricultural information that disseminated through the mass media
iv. examine the role of agricultural journalism in crop production and
v. ascertain the challenges facing agricultural journalism in crop production

LITERATURE REVIEW
Theoretical Framework
Information Theory
Agriculture has been a medium of sustenance from ancient times. It has gone through ranges of different development which has led to the improved medium of optimization. Agriculture is known to be a predominant occupation in rural areas where there exist little or no opportunity for development. Over the years, there have been different innovations in agriculture, which is geared towards achieving a robust agricultural sector. Agricultural innovation could be described as new discoveries and inventions that may or not known to the farmers especially the rural ones (Kaine, 2008). Hence, the first use of an agricultural innovation may not occur for some considerable period of time, possibly many years, after the primary producer first becomes aware of the innovation. Agricultural innovation in a simple term is a new model, input, activity, implements, technologies that could be used in carrying out specific agricultural activity in a pattern different from the known one. Realizing the potentials of agricultural innovation is far beyond thoughts of changing the traditional farm practices.

Production Theory
From a theoretical perspective, the theory of production explains the transformation process of physical inputs (e.g. labour and capital) into outputs. In other words, the production function mirrors the level of technical efficiency in the production process by showing the ratio of observed production to the maximum level of output that a producer can produce, using given input. Importantly in economics, the production transformation expresses itself mathematically using the production function. Hence, this leads to the production function presented in the next sub-section.

Theory of Cost

Cost refers to the values of the inputs used in production, defined the cost of producing any goods or services as the value of the resource used in producing them in their best alternative since there are other alternative means of attaining these production goals. Production naturally is aimed at either maximizing output, maximizing profit, maximizing utility; minimizing cost or a combination of all these. Importantly, there exists a close relationship between production and cost. According to the cost of production at a given time is dependent on the prices of the factor inputs, the quantity of output produced and the production period.

Conceptual Framework

Mass media and its impact on farmers

Print media

Impact of newspaper

Most people in emerging countries still depend on "traditional mass media" such as newspapers, radio and television. Therefore, these three media source may be effective channels for disseminating information about agriculture (Nazari and Hassan, 2011). In addition, mass media can enhance knowledge and change people's behavior by attracting attention to specific issues (Hassan et al., 2009; Kayode and Adeniran, 2012). Although radio and television are the fastest-growing mass media types, newspapers also have other advantages: fixed form, a large amount of information, and authority (Aiyesimoju and Awoniyi, 2012). Newspapers are regular publications that contain informative articles, editorial opinions, analytical articles, advertisements, special reports, pictures and comics. Newspapers can also provide continuous and prominent coverage on specific topics and they are important in driving the public to change attitudes, raise awareness, increase knowledge and skills, and learn about different topics, including agriculture. Hence, newspapers play a very important role in disseminating development information, including agriculture production information.

Electronic Media

Impact of Radio

The research was performed in Bahawalpur, district of Punjab, Pakistan. According to reports, radio broadcasts were a more efficient source of agriculture information dissemination among the growers regarding agroforestry. Also indicates that many growers were interested in farming and business and growers were getting the latest information regarding all aspect of farming and raising their knowledge and skills. Furthermore, a study on broadcasting agriculture information among growers in Nigeria, presented that radio provides growers with information on fisheries, livestock and radio is a significant medium for communicating among growers in Nigeria (Abbas et al., 2009; Bolorunduro et al., 2004; Ashraf et al., 2015).

Okwu et al., (2007) completed the study and the efficiency of radio and agricultural programs is undeniable. The results showed that most growers like to participate in agricultural programs, which indicates that most growers listen to radio programs about plants and agronomic products. Furthermore, some growers like to listen to livestock knowledge. Broadcasting is a multi-dimensional resource that can provide effective information in remote areas of developing countries. The influence of broadcasting programs has proved a helpful role in several communities such as growers. There is no doubt that the latest information on agriculture cannot be disseminated on television. The results show that television is a good source of modern information for disseminating news or the best information about seeds, soil and wheat (Fossard 2005; Saadi et al., 2008; Ashraf et al., 2015). Information and communications

technology are a key component of providing modern technologies to increase agricultural yields. Connect with growers using these latest machines and learn how to successfully use these latest technologies in agriculture. The usage of radio broadcasting among rural growers is still very popular. Many growers rely on newspapers and radio. These broadcast networks can transfer important information between rural growers and can improve the skills and knowledge of agricultural development.

Impact of Television

The advancement of agriculture in emerging countries depends mainly on the usage of ICTs, which can connect people's societies. Television and broadcasting technologies have played an essential role in improving the capacity-building of growers via disseminating various information about agriculture. Moreover, television broadcasts agricultural information among growers and provides important knowledge through dialogue with agricultural experts. In Ethiopia and India, television has played a key position as a medium for disseminating the best information about the agricultural sector. It has been pointed out that by watching farming-related agendas on TV, agricultural growers can easily obtain better information (Murty and Albino, 2012).

Agricultural information that disseminate through the mass media

Agricultural journalism is a branch of journalism which is concerned with receiving, writing, editing and reporting agricultural information through the media like newspapers, radio, television, and advertising among others. It is a form of gathering information on modern farming and disseminating the information to the farmers through mass media. Subin, Prasad, Talata and Ram noted that farm journalism is a collection and processing of facts, converting into local specific or need to be based and dissemination of timely information to farmers by a different method of communication. Findings in different developing countries have affirmed that communication of agricultural innovations has emerged as the major desirable prerequisite in the adoption of innovations. Agricultural journalism is one of the major components of agricultural communications where innovations are considered a priority. It covers in-depth of agricultural issue, ensuring the education of the population and receiving feedback and reflecting on it the field development. The modem agricultural journalism was started in the mid nineteenth century with the publication of translations of three English books on Weather, European agriculture and Agricultural implement.

Challenges facing Agricultural Journalism

Journalism representing farmers and rural people's because is facing number of challenges in this information era. Some bottlenecks have appeared in mainstream media with the passage of time as they have now been diverted toward commercialization. While mainstream media represents government and corporate interest, alternative media tends to non-commercial project that advocate the interest of those excluded from the mainstream. With poor coverage of agriculture and development news i.e., barely 5 percent, there is lacking interest of mainstream media. Poor readership and absence of training among journalist is yet another constraint. Lack of public and private fund, support system, and reliable data still makes it difficult for rural India to make best use of mass media. In many cases poor understanding of subject on part of reporters and professionals is also reported as a bottleneck.

Media through which respondent access Agricultural information

Current and available studies provide insights into assorted sources and channels of information communication to farmers in Nigeria and other developing countries. This review identifies some of the various listings, separates duplicate items and discusses them in view of their effectiveness in communicating farming-related information to rural farmers. Farmers' friends

and relatives is the first source of information identified in this review. Rural farmers depend mainly on their family members, neighbours and colleagues to access farming-related information (Lwoga, Stilwell & Ngulube, 2011). In rural settings the most obvious form of this communication method occurs as face-to-face verbal interactions. Scholars in medical science find this method of communication effective but laments on its cost and time consuming implications.

RESEARCH METHODOLOGY

Study Area

The study was conducted in Ahoada West Local Government Area of Rivers State Nigeria. Its coordinates are 5° 5′ 9″ North and 6° 28′ 15″ East Ahoada West is a Local Government Area of Rivers State, Nigeria, located northwest of Port Harcourt. It was extracted in 1996 from the old Ahoada Local Government that makes up the present Orashi Region of Rivers State. Its seat in the town of Akinima. The Local Government Area comprises the Ekpeyes (Ubies and Ibuduyas), Engenni and Ogbogolo communities. Thus there are three (3) distinct languages namely Ekpeye, Engenni and Ogbogolo.The Orashi river criss-crosses the entire Local Government area and its vegetation is mainly a high dense rain forest. Thus the occupations of the people are mainly farming, fishing, and hunting.The Local Government Area is bounded by Ogba/Egbema/Ndoni Local Government Area, Abua/Odua Local Government Area, Ahoada East Local Government Area on the east we have Besini and Yenagoa both of Bayelsa State on the North and West respectively. The boundary between Rivers and Bayelsa states from the west is located at Engenni.

Population of the Study

The population of 240 for this study is drawn from the total registered crop farmers from the Rivers State ministry of agriculture (2020).

Sampling Procedure and Sample Size

The number of registered crop farmers in the study area is given as 240. Three (3) clans namely Ekpeye, Engenni, Ogbogolo were randomly selected. Two (2) communities were selected, each from the two selected clans which was summed up six (6) communities. The number of questionnaire to be distributed for each clan is fifty (50). A sample chosen randomly is meant to be an unbiased representation of the total population.

Table 1: *The Table below Shows the List of selected Towns and Villages in Ahoada and the Number of Respondents Selected*

Selected Clans	Selected Communities	Selected Respondents
Ekpeyes	2	50
Engenni	2	50
Ogbogolo	2	50
Total	**6**	**150**

Method of Data Collection

Primary data consist of information obtained from field work which can be of different means but for the purpose of this study, the method to be used will be through the use of questionnaire which will be shared for the community residents who accommodate students for the purpose of living. The questionnaire which was a structural type of questionnaire obtained from the responds of the respondent will be used to analysis the data needed for this study.

Method of Data Analysis
Data was analyzed using Descriptive statistics which are frequency, mean, percentage etc, and the 4 point likert scale such as strongly disagree, disagree, agree and strongly agree was applied.

RESULTS AND DISCUSSION

Socio-Economic Characteristics of the Respondents

In this chapter, socio-economic characteristics of the respondents are presented in a tabular form.

Socio-Economic Characteristics

Sex of the Respondents

Gender is an important factor to consider in farming activities or any other activity that demands energy. Out of all the respondents sampled, 60.5% were females while 39.5% were males. This indicates the dominance of women in agricultural production. As observed by Mgbakor, Iyobor, and Uzendu (2013) women perform certain important roles in agricultural production in Africa.

Age of the Respondents

Ages of respondents examined and presented in Table 2 below showed that majority (31.8%) of the respondents were within the age bracket of 31 – 40 years. Respondents within the age bracket of 21 - 30 years constituted about 11.6%, 41 - 50yrs were 31.0%, 51 - 60 years were 22.5%, while 61 - 70yrs were 3.1 % and the mean age was found to be 43 years. This implies that the farmers were still in their economically active ages and can engage effectively in agriculture. This result is in agreement with Erie (2009), who reported a mean age of 42 for farmers in Edo State.

Marital Status of the Respondents

In Nigeria, marriage confers some levels of responsibility on the individuals involved (Fakoya, 2000; Ekong, 2003). The result in Table 4.1 showed the respondents according to rmarital status. Majority (57.4%) of the respondents were married, few (17.8%) were single, (14.0%) were divorced and (10.9%) were widow/windower (Table 4.1). This finding is in line with the finding of Ndaghu et al,. (2009) who showed that most farmers in Taraba State were married. As married individuals, such respondents may not be responsible for the upkeep and welfare of themselves alone but also of other members of the family, this therefore beholds it on them to take advantage of any productivity enhancing opportunity like the use of the media to source and access information on improved agricultural practices.

Educational Status of the Respondents

The level of farmers' education is presented in Table 2 below showed that majority (53.5%) of the farmers had secondary education, 18.6% had tertiary education, 14.7% had primary education while 13.2% had no formal education. More educated farmers are typically assumed to be better able to process information and search for appropriate technologies to enhance their productivity. This position perfectly agreed with that of Akinbile and Otitolaye (2008), who found that the media are used mostly by farmers who have some level of education. However, Agbamu (2005) and Zaria and Omenesa (2014), disagrees, noting that illiteracy of farmers posed no important limitation to their use of mass media sources/channel of agricultural information.

Household Size of the Respondents

The distribution of the respondents according to family size is presented in Table 2 below shows the household size is the number of persons belonging to one household. This could include extended family members or other persons putting up with the family. It was revealed that majority (51.9%) of the farmers had a household size of 5 – 8 persons, (38.0%) of the farmers

had a household size of 1 – 4 persons, (6.2%) of the farmers had a household size of 9 – 12 persons, (3.9%) of the farmers had a household size of 13 – 16 persons and the mean household size was 5 persons. This implies that the study area was dominated by fairly large households. Large households can promote the access to agricultural information as every household member is a potential source of information. Buba (2003) reported that household size have influence on both patterns of information access, and method of delivery.

Years of Experience of the Respondents

Experience plays significant role in any farming enterprise. The result indicated that majority (29.5%) of the respondents had farming experience of 6 - 10 years, some (27.1%) had 11 -15 years' experience, (19.4%) had 16 – 20 years' experience, 16.3% had 1 – 5 years' experience while (7.8%) had 21 years and above experience. These farmers can rightly be classified as "professionals" in their farming business because of their long involvement in the farming business. The mean years of farming were 12 years. This indicates that the respondents had operated for a reasonable number of years, which is sufficient for them to be abreast with the use of agricultural journalism as sources of agricultural information. Ani (2006) noted that the farming experience of farmers to a large extent affect their management know-how as well as the use of various extension methods including agricultural journalism.

Income Range of the Respondents

Table 2 below showed that majority (35.7%) of the respondents in earned up to N31,000- N40,000 every month. It also showed that 27.1% of the respondents earned up to N41,000- N50,000 every month, 16.3% of them earn up to N20,000- N30,000 every month, 15.5% earned N51,000- N60,000 every month and 5.4% earned N61,000- N70,000 every month. The mean income was N41,250. The earning of income can encourage farmers to purchase mass media devices which would promote their access to agricultural information.

Cooperative Membership

The result in Table 4.1 revealed that majority (88.4%) of the respondents were not members of co-operative associations while only 11.6% belonged to co-operative societies. Non membership of co-operative could hinder farmers access to information since membership of social organizations could encourage the spread of agricultural information among farmers. Findings of this study disagrees with the findings of Akioya and ikoyo-Eweto (2018).

Table 2: Showed Socio-Economic characteristics of the Respondents

Variables	Frequency (n =129)	Percentage (%)	Mean ($\bar{x}$)
Sex			
Male	51	39.5	
female	78	60.5	
Age (years)			
21 – 30 years	15	11.6	
31 - 40 years	41	31.8	
41 - 50 years	40	31.0	43 years
51 - 60 years	29	22.5	
61 - 70 years	4	3.1	
Marital status			
Single	23	17.8	
Married	74	57.4	
Divorced	18	14.0	

Widow/widower	14	10.9	
Educational Level			
No formal education	17	13.2	
Primary	19	14.7	
Secondary	69	53.5	
Tertiary	24	18.6	
Household Size			
1-4	49	38.0	
5-8	67	51.9	5 persons
9-12	8	6.2	
13 and above	5	3.9	
Years of Experience			
1 – 5 years	21	16.3	
6 - 10 years	38	29.5	
11 - 15 years	35	27.1	12 years
16 - 20 years	25	19.4	
21 and above	10	7.8	
Monthly Income			
20,000 – 30,000	21	16.3	
31,000 – 40,000	46	35.7	
41,000 – 50,000	35	27.1	₦41,250
51,000 – 60,000	20	15.5	
61,000 – 70,000	7	5.4	
Cooperative Membership			
No	114	88.4	
Yes	15	11.6	

Sources of Information

Table 3 revealed that television (14.0%) was the most medium of information in the study area followed by radio (11.6%), newspaper (10.9%), magazine (8.5%), mobile phones (7.8%), social medial platforms, churches/mosques (7.0%) and family members, fellow farmers and village leaders (6.2%). However, agricultural extension officers (5.4%) and posters, farmers clubs/associations (4.7%) were the least medium of information in the study area. This finding agrees with that of Obiakku and Hursh (2009), that television, radio and newspaper were the most potentially useful mass media to farmers. UNESCO (2002) found in a regional survey of West Africa, that television, radio and newspaper were the most widely and most frequently used mass media. This is equally confirmed by the study of Okwu (2006). According to (Overa, 2006) the affordability and capacity of some devices to convey information visually or audibly make them useful to people with limited formal education or exposure to technology. This may have accounted for the popularity of television and radio in the study area.

Table 3: Responses of the Respondents on the sources of Garri Supply during COVID - 19

S/No	Sources	Freq.	Percentage
1	Radio	15	11.6
2	Television	18	14.0
3	Newspaper	14	10.9

4	Magazine	11	8.5
5	Mobile phones	10	7.8
6	Social media platforms	9	7.0
7	Posters	6	4.7
8	Agricultural Extension Officers	7	5.4
9	Family members	8	6.2
10	Fellow farmers	8	6.2
11	Village leaders	8	6.2
12	Farmers clubs/Associations	6	4.7
13	Churches/Mosques	9	7.0
	Total	**129**	**100**

Kinds of Information Disseminated

Entries in Table 4.3 revealed that agricultural journalism disseminates many informations regarding agricultural production in the study area. However, the most significant information disseminated included information on improved planting techniques (19.4%), information on agricultural loan (12.4%), information on processing technology (11.6%) and information on fertilizer application (10.9%).

Table 4: Showed the kinds of information disseminated for crop production

S/No	Kinds of Information Disseminated	Freq.	%
1	Information on fertilizer application	14	10.9
2	Information on Agricultural loan	16	12.4
3	Information on methods of farming	12	9.3
4	Information on improved planting techniques	25	19.4
5	Information on pest control	9	7.0
6	Information on storage methods	5	3.9
7	Information on processing technology	15	11.6
8	Information on marketing of crops	12	9.3
9	Information on erosion control	9	7.0
10	Information on improved crop variety	12	9.3
	Total	**129**	**100**

Role of Agricultural Journalism on Crop Production

Table 5 below gives a summary of the results of the roles of agricultural journalism on food production in the study area obtained from the field survey. Using a mean score of 2.5 as the decision rule, the result in Tables 4.4 showed that the respondents agreed to all ten (10) variables. This implies that create awareness on modern farming methods (=3.64), promoting market opportunities for farm products (=3.55), educate the farmer on the cons of the new technique (=3.51), promote communication between farmers and extension workers (=3.50), provide information on the effectiveness of crop varieties (=3.48), promoting farmers training (=3.47), coordination of contact farmers (=3.46), introducing farmers to agricultural cooperative societies (=3.45), disseminating information on new farming techniques (=3.43), and promote access to prevailing markets prices of commodities (=3.33) were agreed as the roles of agricultural journalism on food production in the study area.

Table 5: Role of agricultural journalism on crop production

Roles	SA	A	D	SD	Mean	SD
Create awareness on modern farming methods	82	47			3.64	0.483
Provide information on the effectiveness of crop varieties	62	67			3.48	0.502
Educate the farmer on the cons of the new technique	66	63			3.51	0.502
Coordination of contact farmers	62	54	3		3.46	0.545
Disseminating	61	63	5		3.43	0.571

information on new farming techniques						
Promote communication between farmers and extension workers	69	56	4		3.50	0.561
Promoting farmers training	64	62	2	1	3.47	0.573
Promoting market opportunities for farm products	73	54	2		3.55	0.530
Introducing farmers to agricultural cooperative societies	62	63	4		3.45	0.558
Promote access to prevailing markets prices of commodities	52	68	9		3.33	0.604

Constraints to Agricultural Journalism

Table 6 below showed the constraints the farmers faced in accessing information through mass media. The results showed that all of the ten (10) listed problems were considered serious by the farmers, since the mean scores were greater than 2.50. The greatest amongst them were language barriers ($\bar{x}$ =3.60), limited coverage of farmers' needs and inadequate credit ($\bar{x}$ = 3.50), lack of ICT infrastructure and poor radio and television signals ($\bar{x}$ =3.48), and lack of ownership to radio/television set and erratic power supply ($\bar{x}$ = 3.45). Others were high cost of service ($\bar{x}$ = 3.44), illiteracy ($\bar{x}$ =3.40), and time of broadcast of programme ($\bar{x}$ =3.34). Most mass media devices require power and the absence of this could interfere with their functioning or use. Similarly, availability of credit enhances farmer's ability to purchase mass media devices. However, the unavailability of this could prevent rural farmers, many of whom are resource-poor to purchase these devices, thus limiting their access to agricultural information. Overa (2006) posited that lack of resources could impede the utilization of mass media by farmers. The limitation of language barrier reported in this study agrees with Adeyanju (2011), who noted that language barrier is a major constraint to farmers.

Table 6: Responses of Respondents on Constraints to Agricultural Journalism

Constraints	SA	A	D	SD	Sum	Mean	SD
Language barriers	78	50	1		464	3.60	0.508
Poor radio and television signals	69	54	5	1	449	3.48	0.614
Lack of ICT infrastructure	65	62	1	1	449	3.48	0.560
Illiteracy	66	51	9	3	438	3.40	0.723
Lack of	66	64	2	1	445	3.45	0.57

ownership to radio/television set							2
Erratic power supply	62	63	4		445	3.45	0.558
Time of broadcast of programme	57	61	9	2	431	3.34	0.679
Limited coverage of farmers' needs	67	60	2		452	3.50	0.532
High cost of service	58	70	1		444	3.44	0.514
Inadequate credit	64	65			451	3.50	0.502

≥ 2.5 - Agreed; ≤ 2.5 –Disagreed SA= Strongly Agreed, A= Agreed, D= Disagreed, SD = Strongly Disagreed

CONCLUSION

From the study conducted, it has been observed that agricultural journalism is an efficient modern means of communication which possesses peculiar quality; it also serves as an important source of farm information dissemination medium to the farmers. It has also been concluded that agricultural journalism is considered as a channel through which information is conveyed to the rural populace and has become an important communicating tool to the farmers in the rural areas. Despite the importance of agricultural journalism, they are still not within the financial reach of the farmers in terms of purchase and continuous maintenance, e.g. language barriers, limited coverage of farmers' needs, inadequate credit, lack of ICT infrastructure, poor radio and television signals, lack of ownership to radio/television set and erratic power supply in the study area. It has been observed that almost all the farmers usually receive information on agriculture from agricultural journalism sources most especially television, radio and newspapers.

RECOMMENDATIONS

Based on the above Conclusions, the Recommendations for the study include:

1. To minimize the language barrier, agricultural programme should be presented in both English and Local Languages.
2. Power stability should be improved in rural areas. Majority of the farmers in developing countries reside in rural areas and use various agricultural journalism sources. Improving power stability will enhance readily and timely access to agricultural information by the farmers.
3. Given farmers most used source of agricultural journalism for television over other sources of agricultural journalism, there is need to establish a community/rural television stations which should feature special agricultural programmes targeted at rural farmers.

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