The Educational Effects of Some Agricultural Television Programs at Arab Republic of Egypt

The Egyptian Television is presently covering the entire Egyptian territories with multifarious services including agricultural programs for the rural sector . Since their initiation , these programs have been designed to solve the farmers' socioeconomic, cultural and political problems . They also provide the farming community with modem technology packages that help improve productivity and subsequently increase agricultural production .Therefore ,the Egyptian TV assumes an agricultural extension function through six programs transmittedon Channel —1 ever since 1965 .This study aims at assessing the educational impact of these programs on their target audience .This overall goal has been divided into sub-objectives , namely:1-Identify some personal, social and communicative characteristics of the studied respondents .These include age , educational status , marital status , type and size of household , type and category of agricultural land holding , livestock holding , level of communication with change agents , level of exposure to knowledge and skills, formal and informal participation, level of geographical openness, opinion leadership and receptivity tonew ideas.2-Measuring Farmers' exposure to the six studied programs (namely secrets of the Land, the Agricultural Series, Al-Ardh (the Land), Upper and Lower Egypt, Our Good Land and Bounties of Our Land);3-Assess differential impact of the respondent farmers' exposureto the six studied agricultural programs on the change in their agricultural knowledge.4- Assess differential impact of the respondent farmers' exposureto the six studied agricultural programs on the change in their agronomic practices5-Identify Farmers' attitude towards the above — mentioned programs.6-Assess differential impact of the respondent farmers' exposure to the six studied progrems on the change in their attitudes.7-Elicit Farmers' opinions over some program technicalities including:a-relative importance from the respondent point of view over time of transmission ,duration of program , content, technique and relevance of dialect used in each program.b-Farmers' perception of these technical aspects.c-Arranging the six programs in a descending order according to these technicalities .8-Compile fanners' suggestions for upgrading each individual program to maximize benefit.Objectives No . (1),(2),(7) and(8) are exploratory in nature. Therefore, no theoretical hypotheses were formulated thereto."A general hypothesis was formulated for objective No.(3): There are statistically significant differences in the impact of the six studied agricultural programs on the change in the respondent farmers' knowledge as a result of their exposure " . For objective No.((4): "There are statistically significant differences in the impact of the six studied agricultural programs on the change in the respondent farmers' agronomic practices as a result of their exposure" . For objective No. (6) : " There are statistically significant differences in the impact of the six studiedagricultural programs on the change in the respondent farmers' attitudes as a result of their exposure ".The study was conducted at three randomly selected governorates, one in Lower Egypt (Qaliobia), one in Middle / Upper Egypt (Fayoum) and third in the new lands (Behaira — West Nubaria). Within each governorate ,the largest district was selected ,basedSummaryon the agricultural land area and the number of landholders . At each district the two largest villages were selected on the same criteria . the study ended up with six villages , namely :--Meit Kenanah and Moshtohur , District of Toukh /QaliobiaGovernorate;-Manshiet El Amir and Manshiet Abdel Mageed, Itssa district, Fayoum Governorate ;-Gaber Ibn Hayyan and Tabarani , El Bustan — extension District, West Nubaria ,Behaira Governorate .Using land tenure registers ,75 farmers have been

selected from each village as a stratified random sample. The total number was 450 respondents .A questionnaire was designed, pre-tested and administered to the respondents .Thirty farmers were excluded from the sample at an early stage since they said , in response to a basic question on whether or not they watch the TV , that they do not have the time to do so. As a result , the total sample sizebecame 420 respondents .Data were collected , through interviews with the respondent farmers over a six — month period from May 2002 to November 2002. Numerical values were assigned to each response .The author applied descriptive and quantitative / analytical approaches including percentages , weighted averages, standard deviation and " F " and Duncan TestsThe study is divided into five chapters .Chapter (1) is the Introduction, explaining the rationale of the research point, study objectives and assumptions . Chapter (2) presents the review of literature and previous studies .Chapter (3) explains the research methodology . Chapter (4) presents the study findings and this chapter (chapter —5) presents the Summary and Conclusions .Following are the most important findings of the study :I . Respondents' Characteristics :1-The mode of ages falls in medium age category (36- 55years) representing 45.24% .2-The mode of educational status falls in the illiterate category representing 43.57 % .3-Most of the respondents were married, representing 92.86% .4-Most of the respondents live in simple households , representing 73.33% .5-Most of them have average size households (5-8 individuals) representing 57.14 % .6-Most of them work mainly in agriculture , 65.47% .7-The mode of landholding falls in the small landholding category (less than 2 feddans),48.33% .8-Most of them are land owners ,54.04 % .9-The mode of livestock holding falls in the category holding more than four animal heads ,37.56 .10-Most of them have average contact with change agents , 47.63% .11-Most of them have average exposure to sources of information , 46.91 % .12- The mode of formal social participation was low , 42.23 % .13-the mode of informal social participation was high , 45 % .14- Most of them have an average level of geographical openness, 53.34% .15-The mode of opinion leadership falls within the higher level representing 85%16- The mode of receptivity to new ideas was also high in general terms .II- Exposure to the Televised Agricultural ProgramsThe respondents were highly exposed to the programs "Secret of the Land" "Serr El Ardh" , the Agricultural Series of Good Morning Egypt, El Ardh (awareness program) and the Bounties of Our Land "KheirSummaryBaladna". Exposure to Our Good Land " Ardhna El Tayebah" was average among the total group of respondents .III — level of change in Farmers' Knowledge as a result exposure to the six televised agricultural programs . There were statistically significant differences in the Farmers' production-related knowledge as a result of exposure to the studied programs .The programs are arranged according to their impact in the following order :-1-The agricultural Series of Good Morning Egypt .2-Serr El —Ardh .3-El Ardh .4-Kheir Baladna .5-Qibli (Upper) and Bahri (Lower) Egypt .6-Ardhina El Tayebah .IV- Level of Change in the respondent' Farmers agronomic practices as a result of exposure to the studied programs . There were statistically significant difference in the impact of the respondent farmers' exposure to the six studied program son their agronomic practices . The programs are arranged in the following descending order .1-The agricultural Series of " Good Morning Egypt".2-Serr El —Ardh .3-El Ardh .4-Kheir Baladna .5-Qibli(Upper) and Bahri (Lower) Egypt .6-Ardhna El Tayebah .V-Farmers' Attitudes towords the six studied programs.The extremely — unfavorable, unfavorable and indifferent farmer accounted for 47.1 % of the total sample (420 farmers)The extremely — favorable and fairly — favorable farmers accounted for 52.9 % of the total sample.VI — Differential impact of the six studied programs on farmers attitudes as a result of exposure.Statistically significant differeces were found in the impact of the six studied agricultural programs on farmers' attitudes. The programs were arranged in a descending order as follows: --Serr El — Ardh.-The Agricultural Seris of Good Morning Egypt.- Al Ardh.-Kheir Baladna.- Ardhina El Tayebah.-Qibli & Bahri.VII- Respondent' opinion on Some program technicalities . In the respondents' opinion, the programs are arranged in the following descending order .1-Serr El Ardh2-El Ardh .3-Kheir Baladna4-The agricultural Series of " Good Morning Egypt " .5-Our Good land (Ardhina El Tayebah) .6-Qibli and Bahri .VII — Suggestions to upgrade performance and maximize benefits of the six studied programs .1- Serr El Ardh.*Prolong the time of the series .*Present information at the start — up.*Present the Farmer in a more respectable manner .*Repeat the technical recommendation more then once.*Transmit more than once weekly .2- The agricultural Series of " Good Morning

Egypt ”*Dedicate more time to the Series .*Re- transmit in the evening .*Include more govern orates .*Focus on crop extension .*Incorporate momentary by a Subject — matter Specialist.*Highlight the way cultural practices are rightly done through demonstrations or illustrative photography .3- Ardhina El Tayebah ”Our Good land ” program .*Transmit regularly in the afternoon .*Increase transmission time .*Chang program format and language of dialogue .*Program presenter must have an agricultural bade ground .* Transmit the technological package at the exact time of need.*Interview more farmers than officials .4- Qibli and Bahri ” Upper& Lower Egypt” program.*Increase transmission time .*Transmit regularly in the afternoon .*Increase extension content .*Presenter must have an agricultural background .*Interview more farmers than officials .5- Kheir Baladna ” Bounties of Our land ”.*Transmit in the evening and at fixed time .*Increase extension content .*Upgrade program format and content .*Presenter must have an rural background .*Increase transmission time .*Interview more farmers than government officials .6- El Ardh ”The land” program (Extension Awareness)*Increase transmission time*Retransmit more than once daily .*Fix time of transmission .*Transmit during the ”Commercials” time, before the Arabic Drama series or after the9 O’clock news bulletin*Cover the various stages of the same crop .In view of the study findings ,the following conclusions and recommendations are presented :-1-Increasing transmission time for the (televised) agricultural extension programs ,so as to meet Farmers’ pressing need for such programs. The timing of transmission need to be adjusted for the wider — benefit of the farming community .Most of the respondents were in favour of evening transmission .2-MALR , Ministry of Information and the target audience must work together to formulate program policies . Meetings for the competent program staff must be regularly convened to monitor goal attainment through program evaluation .3-Conducting field monitoring studies with a view to assessing farmers’ needs at each agro-climatic zone nationwide .4-Designing specialized programs, covering plant production, livestock production ,agro-processing and rural household issues, including rural women and youngmen . such programs must be presented in a diversified recreational framework where technical recommendations are provided through dramas ,songs and popular folklore .5-Paying special attention to :a)the Agricultural series of Good Morning Egypt .b)Serr El-Ardhc)El-Ardh ,considering their reported impact on farmers’ knowledge and practices . Research and development will certainly bring new ideas for program upgrading . In the meantime ,the other three programs (Kheir Baladna ,Qibli & Bahri and Ardhina El-Tayebah) must be revisited to improve performance .Summary6-Keeping program content under regular revision by MALR , Ministry of Information and the concerned research centers so as to judge relevance to the farmers’ needs .7-Re- transmitting the TV agricultural programs more than once every week .8-Conducting similar studies on the televised agricultural programs transmitted by the regional channels to evaluate their development role within their respective geographical scope .