



Exploring the Role of Television Stations on Agribusiness in Kampala Central, Uganda.

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Abstract. The study was to investigate the impact of television coverage on agribusiness in Kampala central, Uganda. The objective of the study was to verify the effectiveness of television programs in promoting agribusiness in Kampala central, Uganda. The study employed descriptive survey design. The target population was 1,507,154 participants. The sample size was computed to 400 respondents using Solven's formula. The participants included community members from Kampala central division and UBC TV, Bukedde TV, NTV, NBS TV, and Urban TV. The main research instrument was questionnaires. The study found that effectiveness of television programs in promoting agribusiness was satisfactory (overall average mean=3.69, Std=1.088). The study concluded that televised agribusiness programmes are effective in disseminating information to the farmers given their audio and video capabilities and disseminate information across the countryside about modern farming system in terms of hybrid seeds, off-seasonal vegetables, selection of seeds, and marketing of the agricultural products. The following recommendations were made: the need for television programs to increase agribusiness programs in their airing, the need for the televisions to increase the coverage of airtime

allocated for agribusiness programs, the need for the government to support the television stations in their agribusiness programs, there is need for the government to organize practical training programs for the local farmers so that they gain practical skills because the information disseminated on televisions shows is not enough to the farmers, Similarly, journalists can as well involve the participation of the local leaders and district leaders so as to make the farmers even more cooperative.

Keywords: Television, Coverage, Agribusiness.

1. Introduction

Television has proved that it is a strong communication means and can greatly affect the society. Television has been used for educational purposes after the World War II. In the beginning, Americans knew educational television similar to lesson television. It seems the main reason for the popularity of television lies in its simplicity for the audiences. Since people intend to choose the easiest way for learning the simplest way can be found in television educational programs (Buren, 2000).

Ekoja (2003) stated that the information sources in different topics of agriculture for the farmers are radio and television, the propagation publication, daily farm newspapers, agriculture exhibitions, practical education, and consultation services, respectively.

Agriculture sector in Malaysia plan is generated to be the third engine growth of economic sectors in Malaysia. The government has continuously put their effort in intensifying the agriculture sector. Mass media is the main information seeking tool utilized by the Malaysians. According to Murphy (2008), on average, Malaysians spend hours to read the newspapers, magazines and other printed media in a day, to listen to the radio in a day, watch television, VCD, DVD and other video. These statistics provide an indicator that mass media have the strength and ability in providing and disseminating valuable information to the community including the agriculture information. Salleh *et al.* (2009), have supported Musa (2008) by emphasizing that farmers prefer to use traditional mass media such as television and radio compared to internet. Based on the encouraging percentage of mass media information received by the Malaysian public, it must be wisely used by the community especially the agriculture community in seeking valuable agriculture information. Even in developing countries in sub-Saharan African like Nigeria and Ghana, governments and individuals invest a great deal of resources in the mass media because these media are credited with a lot of power and influence (Schramm, 1964). The mass media have been charged with the role of diffusion of innovation, social mobilization, attitude change and the creation of psychic mobility and empathy and in Nigeria, it is not different (Nazari, 2010). For instance, the Second National Development Plan (1970-74) saw the role of public communication as "mobilizing massive support for national development measures and programmes" (Agbaje, 1986).

Generally, television is considered to be a powerful medium that performs active role in informing and educating at larger scale. For the past more than two decades, television has

become part and parcel of our lives having visible direct and indirect impact on rural and urban population (Zia, 2012). During the recent past, Uganda media, particularly electronic, has witnessed unprecedented growth and many private satellite television and FM radio channels are operational in almost all parts of the country present. For a long time, the content of what is covered is usually perturbing to the public on the point of its relevance and or importance to the community, who is the intended audience. Media content, especially news, is about events or people that are overwhelming enough to catch the reporter's attention. The protrusion can be as a result of oddity, negativity or numerical or spatial magnitude further contends that, people who are at the frontline of the society, even if they perform an ordinary task, get focused on by the mass media (Ojebode, 2006).

In Uganda, use of electronic media in agricultural sector seems to be a recent phenomenon. However, it is not clear whether these recent strides have made significant impact on farming communities. Electronic media in form of radio and television has remained in use by the department as one of the important teaching tools. But how far these media have been effective in achieving desired results seems to be an important area to be investigated. Grace, (2004) argues that communication plays an important role in the development of a country. If means of communication are economical, fast and well-developed they can produce favorable impact on attitude, modernization and widening of market. Uganda being an agricultural country has a rich and vast natural resources base, covering various climatic zones. So the agriculture sector has potential for accelerating economic and industrial growth in a country like Uganda. The importance of agriculture for Uganda's economy can be gauged in three ways: first, it provides food to consumers and raw material for domestic industries; secondly, it is a source of foreign exchange earnings; and third, it provides a market for industrial goods. At the time of independence, the agricultural sector had the largest contribution to GDP of Uganda. Although over the years' service sector has

become the largest contributor but agriculture sector still remains the largest contributor to its GDP. This sector is also a major source of employment in Uganda, sharing more than 70% of total employment (FAO, 2007).

Despite the paramount importance of agriculture, in Uganda, its pace of development is very slow. The agricultural production of the country is lower as compared to other countries of the world, even within the country there is an ample gap between per hectare yield of crops between progressive and conventional farmers (MAAIF, 1996). This is only because of indifference towards acquiring and adopting latest production technologies for enhancing crop yields and achieving sustainability in agriculture.

Media is now a mainstream form of communication around the world and continues to grow in popularity with the increase in the number of gadgets and devices like smart phones and the ease of use whilst on the go. There are now billions users of various media platforms in the world and other industries have embraced these platforms in business and consumer engagement, however it has not been widely accepted in agriculture. Limited research available shows that there are increasing trends in farmer and agribusiness uptake in media as the popularity of modern media receiving devices increase (Angwenyi, 2016).

2. Theoretical Perspective

This study adopted cultivation theory, cultivation theory investigates television's contribution to viewer's conceptions of social reality, developed by George Gerbner in the 1960s (Morgan, 2010). Riddle, (2010) states that the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television. Under this umbrella, perceptions of the world are heavily influenced by the images and ideological messages transmitted through popular television media. According to West and Turner (2010), cultivation is a positivistic theory, meaning it assumes the existence of objective reality and value-neutral research.

A study conducted by Bryant and Miron (2004), which surveyed almost 2,000 articles published in the three top mass communication journals since 1956, found that cultivation analysis was the third most frequently utilized theory, showing that it continues to be one of the most popular theories in mass communication research.

According to Gerbner *et al.* (1980), cultivation theory is underscored by three core assumptions. The first assumption highlights the medium, the second—the audience, and the final assumption deals with the functionality of the medium on its larger audience. This first assumption lists the differences between television and other forms of mass media. Television is visual and auditory, and therefore doesn't require viewers to be literate. It has the potential to be free, besides the initial costs to obtaining a television. Within the last several years, free access to television is quite limited. Television viewers cannot access most local television broadcasting without purchasing a converter box and attaching the box to the television.

The cultivation theory is related to this study in that TV formats are designed to reinforce messages in order to bring change among farmers to adopt new farming techniques for improved productivity. TV producers do this through programmes planning which informs the selection of topics, presentation of the topics on TV with interviews from selected experts and farmers. Eventually when the program is ready and is repeatedly aired on TV, the masses will take interest of its relevance and try to apply the concepts being communicated.

3. Statement of the Problem

The agribusiness sector in Uganda is beset with myriads of information constraints, the situation has been exacerbated by persistent failures in both input and output markets and the reasons for market failure include imperfect competition, public goods and institutional failure, that is a major challenge facing the growth of agribusiness (Omamo, 2003). There is still a big disconnection between agriculture/agribusiness and major communication channels, mainly due

to lack of rural roads in major agro-ecological zones, grossly underdeveloped agricultural research systems and limited use of modern technologies in the crop, livestock and fisheries subsectors. Dorward (2009) stated that the major areas of institutional failures include underdevelopment of rural market institutions, labor, insurance and food markets, weak legal institutions and enforcement of contracts, land tenure issues and underdeveloped property rights as well as problems of collective action and development of cooperatives.

The impact of the knowledge/information sharing thought the course of human development seems to be lagging behind in Kampala, Uganda (Okello, 2006). Moreover, there are limited studies on developing strategies to enhance the role of media in the dissemination of agricultural information among farmers in Kampala, Uganda. This shows the extent to which this dominant sector (agriculture) has been neglected by not only educationists and researchers but also by the media. This study contributes to this contextual gap by examining the extent of television coverage on issues related to agribusiness in Kampala central, Uganda.

4. Purpose of the Study

The purpose of this study was to assess the role of television in promoting agribusiness in Kampala central, Uganda.

Objective of the study is to verify the effectiveness of televisions programme on agribusiness in Kampala central, Uganda.

5. Literature Review

5.1 Effectiveness of television coverage on agribusiness programmes

In discussing the problems and prospects of agricultural information sources, indicated that agribusiness information is needed for overall development of agriculture in order to improve the living standards of farmers. Communication message packaging therefore, has to be conceptualized well as a process of information flow by which ideas are transferred from a

source to a receiver with the intent to change his/her skill (Bello & Obinne, 2012).

The survey conducted by Ahmad et al (2007) indicated that 74% of the respondents watched television and obtained latest information about different agriculture programs from this medium. Concerning the farmer's interest in television programs, 50% of the respondents reported that they were interested in weather updates and another 37% of the respondents were interested in getting information regarding daily prices of agriculture products. Furthermore, the results also indicated that 83 % of the respondents had their own television sets and watched the agriculture related programs and got the benefits from the programs.

Furthermore, a study by Abbas et al (2003) revealed that 62% of the farmers in the district of Faisalabad, Punjab, Pakistan listened to agricultural programs on radio and watched television. The majority of farmers (84%) were aware about sowing, insect control, fertilizer application, and weed control and irrigation methods through television. However, most of the farmers indicated that the current viewing time for agricultural programs on television was not appropriate. Among the respondents 34% recommended that 8.00pm was a more suitable time for the telecast of agriculture-related programs. It was reported by 25% of the farmers that they watched the "Kisan Time" and Sona Chandi agricultural programs on television.

Sher et al (2004) carried out a study on the role of television in agricultural technology transfer. The data showed that majority of the respondents were unaware of the regular agricultural telecasts. Only 5.60% respondents were found to be regular viewers and they preferred watching agricultural telecasts over other assignments. Feedback link between farmers and TV authorities appeared to be totally missing. Majority of the respondents watched agricultural telecasts rarely. A reasonable number were occasional viewers, and only a fraction of the respondents were regular viewers. A vast majority got only up to 25% agricultural information through agricultural telecasts, 12.8% got 25-50% information while those who got more than 50% information were negligible in number.

6. Methodology of the Study

This study adopted descriptive survey design, because it aims at studying a particular phenomenon (or phenomena) at a particular time. The researcher sought to describe the incidence of a phenomenon (for example, television coverage on agribusiness).

Target Population

The target population of this study was all members of the community residing in Kampala central division and program managers of all television stations in Kampala central, Uganda. Kampala central has a total population of about 1,507,149 (National Population and Housing Census, 2014) and five television stations which were included in the study are: Bukedde TV, UBC TV, NTV, NBS TV, and Urban TV. Making the total population of the study to 1,507,154.

Sample Size

This study used Sloven’s formula to determine the sample size of the respondents. Sloven’s formula states:

Where; n=sample size; N=population size; e 0.05 level of significance. $n = 399.89 \quad n \cong 400$

Therefore, the sample size of this study was 400 respondents.

Sampling Technique and procedure

Simple random sampling was used for selecting television stations in Kampala central, which the names of all television stations in Kampala central was written on small pieces of paper and then a few stations were randomly selected while the researcher used convenient sampling method for selecting community members in Kampala central, division.

Data Collection Methods

The study used questionnaires as the data collection methods.

Data Analysis

After retrieving back, the questionnaire and collecting the required data, it was then prepared for analysis by using Statistical Package for Social Scientists (SPSS, version 22.0) software. In this process, the data underwent these processes i.e. data editing which involved

checking the filled questionnaires for any omissions or mistakes; then data coding which involved giving each item of the questionnaire or variable a code to be used when imputing the data into the computer, and lastly data entry into the computer for analysis (George & Mallery, 2003).

After processing (i.e. editing, coding, and entry into the computer) the collected data, the researcher analyzed it. The analysis was done using frequency and percentage distribution tables to achieve demographic characteristics of the respondents. The objective was analyzed using mean and standard deviation.

Demographic Characteristics of the Respondents

This section determines the demographic characteristics of the respondents, to achieve it, questionnaires were distributed to capture these responses. Frequencies and percentage distribution tables were employed to summarize the demographic characteristics of the respondents in terms of gender, age, education level, and work experience. The following tables give the summary of the findings.

Table 1: Gender of the Respondents

Gender	Frequency	Percent (%)
Male	267	71.6
Female	106	28.4
Total	373	100.0

Source: primary data, 2017

Table 1: revealed that majority, 71.6% of the respondents were male while 28.4% were female. The dominance of the male respondents was attributed to the fact that the males are more financially positioned hence they are able to pick interest in learning more about agribusiness in television programs and apply such knowledge to develop their agriculture than their female counterparts.

Table 2: Age of the Respondents

Age	Frequency	Percent (%)
21-30	46	12.3
31-40	151	40.5
41-50	126	33.8
50 and Above	50	13.4
Total	373	100

Source: Primary Data, 2017

Table 2: revealed that majority, 40.5% of the respondents were within the age group of 31-40 years, followed by those within the age group of 41-50 (33.8%) while those within the age group of 50 and above and 21-30 were represented by 13.4% and 12.3% respectively. The dominance of the age group within 31-40 years could imply that they are mature enough to take interest in agribusiness compared to their young counterparts within the age group of 21-30 years who might still be interested in whiter-collar jobs.

Table 3: Educational Level of the Respondents

Educational Level	Frequency	Percent (%)
None	9	2.4
Primary	68	18.2
Secondary	156	41.8
University Graduate	140	37.5
Total	373	100.0

Source: primary data, 2017

Table 3: revealed that majority, 41.8% of the respondents had secondary school qualification, followed by those with university graduate (37.5%) qualification. On the other hand, respondents who had primary education and those with no formal education were represented by 18.2% and 2.4% respectively. The dominance of the respondents with secondary school qualification implies that they understand better every agribusiness campaign aired on TV. In other words, they understand the agricultural terminologies and the most common language used for communication such agribusiness knowledge (i.e. English). Hence such campaigns can cause significant effect on them, especially in choosing which agribusiness to venture in, including all the nit-gritty involved.

Table 4: Ownership of Television Set

Ownership of Television Set	Frequency	Percent (%)
Yes	337	90.3
No	36	9.7
Total	373	100.0

Source: primary data, 2017

Table 4: revealed that majority, 90.3% of the respondents indicated that they owned a television set, while 9.7% said they did not. This implies that majority of the respondents have access to agribusiness information aired over the television.

implies that they have rich knowledge regarding agribusiness campaigns on televisions.

Table 5: Television Programs Preferred

Television Programs Preferred	Frequency	Percent (%)
Education	39	10.5
News	88	23.6
Agriculture	195	52.3
Drama	51	13.7
Total	373	100.0

Source: Primary Data, 2017

Table 5: revealed that majority, 52.3% of the respondents prefer watching agriculture related program, followed by News (23.6%), while those who prefer watching drama and education programs were represented by 13.7% and 10.5% respectively. The dominance of the respondents who prefer watching agriculture programs

Table 6: Agricultural Television Programs Preferred

	Frequency	Percent (%)
Crop production	124	33.2
Livestock farming	146	39.1
Poultry	60	16.1
None	43	11.5
Total	373	100

Source: Primary Data, 2017

Table 6: revealed that majority, 39.1% of the respondents preferred watching livestock farming programs, followed by 33.2% who said they prefer watching crop production program, while those who preferred poultry and those who preferred none of the programs were represented by 16.1% and 11.5% respectively. The dominance of the respondents who preferred watching livestock programs could be attributed to the fact that livestock farming fetches a lot of money compared to crop or poultry farming.

Table 7: The effectiveness of television programs in promoting crop production in agribusiness. n=373

Crop production	Mean	Std. Deviation	Interpretation
Agribusiness television programs have helped me to learn better crop management techniques.	3.73	0.999	Satisfactory
The combination of audio and visual television agribusiness show has proven that it can ultimately improve farmers learning.	3.73	1.051	Satisfactory
TV programs on agribusiness contributed to create awareness and import training in adopting modern technologies for farming activities.	3.70	1.112	Satisfactory
Agribusiness television programs have helped me to know the importance of irrigation.	3.67	1.019	Satisfactory
TV programs increase agricultural production and its essential for poverty reduction.	3.65	1.115	Satisfactory
Agribusiness TV programs have enabled me get the most appropriate information about crop farming.	3.65	1.061	Satisfactory
The TV programs will soon be solution to agribusiness related issues in Uganda.	3.49	1.208	Satisfactory
Agribusiness television programs have helped me to pest control and disease management.	3.45	1.160	Satisfactory
Agribusiness television programs have helped me to learn better methods of crop farming.	3.30	1.207	Fair
Average mean	3.58	1.109	Satisfactory

Source: Primary Data, 2017

The extent of information obtained through agricultural telecasts may be considered as an indicator of effectiveness of television as an information source for the farmers. The results presented in table 7: revealed that respondents assessed the effectiveness of television programs in promoting crop production in agribusiness as satisfactory (average mean=3.58, Std=1.109). This was attributed to the fact that majority of the respondents agreed that agribusiness television programs had helped them to learn better crop management techniques (mean=3.73, Std=0.999) while others agreed that the combination of audio and visual television agribusiness show had proven that it could ultimately improve farmers learning (mean=3.73, Std=1.051).

Furthermore, respondents agreed that TV programs on agribusiness contributed in creating awareness and training in adopting modern technologies for farming activities (mean=3.70, Std=1.112). Other respondents agreed that agribusiness television programs had helped them to know the importance of irrigation (mean=3.67, Std=1.019). A similar view was shared by respondents who agreed that TV programs are essential for poverty reduction (mean=3.65, Std=1.115). In addition, respondents agreed that agribusiness TV programs had enabled them to get the most appropriate information about crop farming (mean=3.65, Std=1.061) such as pest control and disease management (mean=3.45, Std=1.160).

As per the above responses, it is indeed true that television coverage on agribusiness has been very instrumental in extending learning through shows that have agricultural concepts in them. Farmers have therefore benefited from such programs and they have witnessed a turnaround in their agribusiness endeavors. This is because most of the information they do not know have been disseminated right at the comfort of their living rooms through their television sets. The findings indicate that most of them have used the knowledge they acquired to modernize their agriculture through modern technology, and innovation.

Furthermore, farmers have benefited from these television agribusiness programs because they have got knowledge of better methods of farming such as irrigation, pest control and disease management, etc. This implies that application of such knowledge can enable a farmer to get bumper harvests and profits hence reducing poverty in such households.

Similarly, the television agribusiness programs have also enabled farmers to get information regarding the availability of the market of the crops they are producing, the prices, the seed suppliers, fertilizer suppliers etc. Therefore, armed with such vital agricultural information, it becomes an understatement to say agriculture is not a lucrative business to venture

Table 8: The effectiveness of television programs in promoting livestock farming in agribusiness. SD=strongly disagree; D=disagree; NS=Not sure; A=agree; SA=strongly agree n=373

Livestock farming	Mean	Std. Deviation	Interpretation
Agribusiness TV programs is essential for fighting against poverty in Uganda.	4.01	1.025	Satisfactory
Television coverage on agribusiness is promoting modern farming.	4.00	0.974	Satisfactory
Agribusiness television programs have helped me to understand pest control and disease management for the animals.	3.81	0.988	Satisfactory
Agribusiness television programs are promoting food security, nutrition and agricultural innovation.	3.80	1.056	Satisfactory
Information received through TV stations has changed farmers' perception of agribusiness.	3.79	1.080	Satisfactory
Agribusiness programs on TV stations has potential for accelerating economic and industrial growth.	3.75	1.139	Satisfactory
Agribusiness television programs have helped me to learn better animal rearing techniques.	3.74	0.986	Satisfactory
Agribusiness television programs have helped me to understand the best animal feeds.	3.64	1.113	Satisfactory
Agribusiness television programs have helped me to learn about the different types of animals and how they are reared.	3.55	1.232	Satisfactory
Average mean	3.79	1.066	Satisfactory

Source: Primary Data, 2017

The results presented in table 8: revealed that respondents assessed the effectiveness of television programs in promoting livestock farming in agribusiness as satisfactory (average mean=3.79, Std=1.066). This was largely attributed to the fact that majority of the respondents agreed that agribusiness TV programs was essential for fighting against poverty in Uganda (mean=4.01, Std=1.025) because its coverage is helping in promoting modern farming methods (mean=4.00, Std=0.974). Furthermore, respondents agreed that agribusiness television programs have helped them to understand pest control and disease management for their animals (mean=3.81, Std=0.988).

In addition, due to agribusiness television programs, respondents agreed that it is promoting food security, nutrition and agricultural innovation (mean=3.80, Std=1.056), changing farmer's perception of agribusiness (mean=3.79, Std=1.080) and therefore most of the respondents agree that agribusiness programs on TV stations has potential for accelerating economic and industrial growth (mean=3.75, Std=1.139).

A similarly argument was held by some respondents who agreed that agribusiness television programs had helped them to learn better animal rearing techniques (mean=3.74, Std=0.986), understand the best animal feeds (mean=3.64, Std=1.113), and learn about the

different types of animals and how they are reared (mean=3.55, Std=1.232).

From the above responses, it can be deduced that agribusiness television programs indeed are causing a great impact on the viewers and most especially the farmers. The farmers are getting all the information they need at their fingertips. They know what to do, how to do, when to do and why it should be done. They are equipped with every relevant knowledge to enable them succeed in their agricultural endeavors. They know how to keep their animals from pests and diseases through spraying, dipping, proper medication and keeping the area clean and tidy. All of this knowledge were actually acquired from TV agribusiness programs.

In other words, having the right information warns the farmers to be fore armed. They can use such knowledge to assist their fellow farmers and to come up with better ingenuity that can make them add value their agricultural products hence reap enough profits from their animal farming activities. Farmers can also share their ideas and grievances and come up with a comprehensive solution that protects them from being exploited, abused, cheated and misinformed.

Agribusiness TV programs can therefore be rightfully applauded for the efforts they have extended to enrich farmers with information through televised educative agribusiness shows,

which has given every farmer all the information he/she needs to succeed in the agricultural sector which at the same time employs more than 70% of Uganda's population and is the highest contributor to the GDP of the economy. That is to say, it is the backbone of Uganda's economy and there is no other better way to disseminate agricultural information than the television. This is because it has both visual and audio capability and can be able to serve everyone accordingly.

7. Discussion of Findings

This study found that effectiveness of television programs in promoting agribusiness was satisfactory (overall average mean=3.69, Std=1.088). This was attributed to the satisfactory programs that promoted crop production and animal farming. The findings indicate that television agribusiness programs have been very effective in promoting both crop production and animal farming. This is because the televised programs have been disseminating information to farmers regarding improved seeds, proper methods of farming, pests and disease control, post harvesting handling, weather, market availability and so on. This is because as the rural farmers themselves participate in the TV programs, they become more interesting and effective because of the feeling of ownership. The farmers can get information on better farming methods, improved seeds, timely planting, agro-forestry, better harvesting methods, soil conservation, marketing, post-harvest handling and diversification. In other words, TVs give farmers an opportunity to interact with each other and other relevant authorities e.g. extension workers, crop and animal experts through format like live talk shows, phone in programs and on location broadcasts. Therefore, the strength of TV as an extension tool is widely regarded to lie in its ability to reach illiterate farmers and provide them with information relating to all aspects of agricultural production in a language they understand through both its audio and video capabilities.

This study agrees with that of Sher (2004) on the impact of agricultural programs transmitted by TV stations in Nepal where the study found that

televised agribusiness programs had helped the farmers to improve their farming methods through the knowledge they acquired by watching televised agribusiness programs. This was attributed to the fact that television programs helped the farmers to accept new agricultural technology for obtaining higher yields and changing the age-old concept of low yields.

Accordingly, a study by Ahmad *et al.*, (2007) indicated that 74% of the respondents watched television and obtained latest information about different agribusiness programs from this medium. Concerning the farmer's interest in television programs, 50% of the respondents reported that they were interested in weather updates and another 37% of the respondents were interested in getting information regarding daily prices of agriculture products.

Furthermore, a study by Abbas *et al.*, (2003) revealed that 62% of the farmers in the district of Faisalabad, Punjab, Pakistan listened to agribusiness programs on radio and watched television. The majority of farmers (84%) were aware about sowing, insect control, fertilizer application, and weed control and irrigation methods through television. However, most of the farmers indicated that the current viewing time for agricultural programs on television was not appropriate.

8. Conclusion

The study was to verify the effectiveness of television programmes on agribusiness in Kampala central, Uganda. The study found that televised agribusiness programs are effective in disseminating information to the farmers given their audio and video capabilities and disseminate information across the countryside about modern farming system in terms of hybrid seeds, off-seasonal vegetables, selection of seeds, and marketing of the agricultural products.

9. Recommendations

The study recommends that more agribusiness programs should be run by the television stations given the fact that Uganda is an agricultural

country and therefore disseminating agribusiness information to the farmers can strengthen the economy.

Furthermore, the television stations increase the coverage use to televise agribusiness, this will enable enough agribusiness information to be disposal to the farmers and will even increase much viewership for the television stations.

In addition, televising agribusiness show was found to be very expensive for the television stations to cover on their own. Therefore, there is need for the government to lend a supporting hand financially so as to motivate such ventures that promote the good of the country.

Similarly, there is need for the government to organize practical training programs for the local farmers so that they gain practical skills because the information disseminated on televisions shows is not enough to the farmers.

Furthermore, the study found that during the creation of the agribusiness shows, some farmers were not cooperative to the journalists. This study recommends that farmers should be made aware of the intention of the show and how it would be of great benefit to them and other farmers in all the parts of the country. Similarly, journalists can as well involve the participation of the local leaders and district leaders so as to make the farmers even more cooperative.

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