

UTILIZATION OF MASS MEDIA FOR AGRICULTURAL TECHNOLOGY IN WEST GODAVARI DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The study was conducted in West Godavari District of Andhra Pradesh to measure utilization of mass media for agricultural technology. A total number of 120 respondents were selected purposively from eight villages under Ganapavaram block to measure the level of utilization of mass media for agricultural technology. The data was collected by personal interview method by using pre-structured interview schedule and latter appropriate statistical analysis was done to draw logical conclusion. The study revealed that 45 percent of respondents belong to middle age group and 46.67 percent of respondents are having education is up to upper primary and high school level. It was found that majority 58% of respondents are belong to low level of land holding i.e. 1-3 acre. The findings also revealed that 38.33 percent of respondents are having high level of utilization of mass media followed by medium 35 percent and low 26.67 percent level of utilization of mass media.

KEYWORDS: *Mass Media, Utilization*

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