



# **Farmers' Understanding of Television Messages on Chemical Fertilizers and Pesticides**

**MSS Dissertation**

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**DATE OF SUBMISSION**

*06 May 2018*



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Md. Rakibul Azam

ID: 171-28-238

*Submitted to the Department of Journalism and Mass Communication  
Daffodil International University in partial fulfillment of the requirements for the degree of  
Masters in Social Science (MSS)*

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Sheikh Mohammad Shafiul Islam

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May 06, 2018

Sheikh Mohammad Shafiul Islam

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**Sub:** Application for submission of my dissertation for approval.

Dear Sir,

I am pleased to state that '**Farmers' Understanding of Television Messages on Chemical Fertilizers and Pesticides**' as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enriched both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is solicited.

Sincerely yours,

*Md. Rakibul Azam*

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## Letter of Approval

This is to certify that Md. Rakibul Azam, ID: 171-28-238 has done his Masters dissertation entitled, **‘Farmers’ Understanding of Television Messages on Chemical Fertilizers and Pesticides’** under my supervision and guidance.

The study has been undertaken in partial fulfillment of the requirements for the degree of Masters in Social Science (MSS) in Journalism and Mass Communication at Daffodil International University. The study is expected to contribute in the field of Journalism and Mass Communication as well as in further study about credibility of online newspapers.



.....  
**Sheikh Mohammad Shafiul Islam**  
Associate Professor  
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## **Declaration of Authorship**

I do hereby declare that the work presented here is, to the best of my knowledge and belief, original and the result of my own investigations, except as acknowledged, and has not been submitted, either in part or whole, for a degree at this or any other University.

Sincerely,

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I must express my very profound gratitude to my parents and to my friends for providing me with unfailing support, space and encouragement throughout my study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

**Md. Rakibul Azam**

## **Abstract**

The study titled ‘Farmers’ Understanding of Television Messages on Chemical Fertilizers and Pesticides’ was designed to know the farmers’ understanding of the televised messages on the chemical fertilizers and pesticides. The study shows, all the farmers watch television program on agriculture but get a very little information about use of Chemical Fertilizers and Pesticides. All most the farmers understand the information they get from the program but sometimes they faced difficulties to understand some words. Many farmers used chemical fertilizers but a very little portion use organic fertilizers. The farmers who use chemical fertilizer found it harmful for the crops using it without knowing the proper method of using. The farmers opined they would be more beneficial if they get more information about using Chemical Fertilizers and Pesticides.

**Key words:** *Chemical Fertilizers, Pesticides, Farmers’ understanding, Television Message.*

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# CHAPTER ONE

## Background

### 1.1. Introduction

Bangladesh is predominantly an agrarian country. Due to its very fertile land and favorable weather, varieties of crops grow abundantly in this country. Agriculture is one of the important issues of Bangladesh where a larger share of the people related to it for their livelihood, food and socio-economics. Agriculture sector contributes about 17 percent to the country's Gross Domestic Product (GDP) and employs more than 45 percent of total labor force. In the 1960s, the Bangladesh state authority launched a 'Grow More Food' campaign to feed the country's increasing population. Farmers were supplied with chemical fertilizers and pesticides at a subsidized price. Farmers increased the frequency of fertilizer applications to enhance yields. These practices are still used and have caused significant environmental degradation. In this study, we examined the 'Farmers Understanding of Television Messages on Chemical Fertilizers and Pesticides'.

Bangladesh is mainly an agriculture based country in terms of food security and economy where 76% of the total population lives in rural area and 90% of them are directly related with agriculture and 50% of the labor force engaged with agricultural activities (GoB, 2009). So the key purpose of Bangladeshi agriculture is to provide sufficient food for ever increasing population (Basak, undated). But the soil fertility is declining due to overexploitation of soil

resources during cultivation, soil Fertility condition of a country influences agricultural productivity and food security and livelihoods (Anon, 2002).

To increase food production and food sufficiency, Bangladesh requires sustainable growth in agricultural sector. Fertilizer is considered to be one of the main inputs for increasing crop yields. We cannot think our modern agriculture now a day without using chemical fertilizer as our soil resource is being degraded for intensive cultivation of HYV and hybrid variety of different crops. Farmers in Bangladesh mostly depend on chemical fertilizer within the auspicious of conventional agriculture for higher production without or little application of organic or compost fertilizers. Such a fertilizer management practice in agriculture not only causes massive deterioration of soil fertility but the farmers are also being hampered economically for higher price of chemical fertilizers. The use of chemical fertilizers in Bangladesh started increasing after the year of 1975 and significant concluded that soil fertility characteristics has been decreased such as soil acidity, organic matter content and some plant nutrients have been reached beyond their critical levels.

In addition, Micronutrients zinc (64% decline) and boron (82% decline) has been almost depleted reaching their critical level during the time period 1991 to 2012, and are causing crop productivity and yield decline. However, Basak (undated) reported that along with Urea, TSP and MP, the use of Gypsum, Zinc Sulphate and other micro nutrients were also increased after 1975-76 to supplement plant nutrients requirements amount of chemical fertilizer consumption was noted during 1975-76. Afterwards that increasing trends of fertilizers were being observed which reached peak value of 36.50 lakh tons during 2007-08. For instance, Siddique et al. (2014)

reported consequences of conventional agriculture and long term (1991-2002) impacts of chemical fertilizer based farming in Piedmont soil area.

This experiment was conducted to focus mainly on the **‘Farmers’ Understanding of Television Messages on Chemical Fertilizers and Pesticides’** of the local farmers of Dadudpur Village, Shikaripara Union, Nawabganj Upazila, Dhaka and Bir-Betagair Village, Betagair Union, Nandail Upazila, Mymensingh in area near the city of Dhaka, Bangladesh. This study identified Farmers Understanding of Television Messages on Chemical Fertilizers and Pesticides.

Therefore, the uses of higher amount of fertilizers have been introduced to attain high Yield of various crops for all the growing seasons in Bangladesh.

## **1.2 . Objectives of the Study**

This thesis on the previously stated title "Farmers Understanding of Television Messages on Chemical Fertilizers and Pesticides" is prepared to fulfill the particular requirement of the thesis program as 3 credits of the MSS program of the university. The specific objective of this thesis is to know Farmers Understanding of Television Messages on Chemical Fertilizers and Pesticides.

**The specific objectives of the study were to understand:**

- a. access of the farmers to the information on chemical fertilizers and pesticides from TV media
- b. farmer’s level of understanding of the messages on the chemical fertilizers and pesticides which were availed from the TV channels
- c. farmer’s level of knowledge on the harmful effect of the chemical fertilizers and pesticides

- d. the better ways of designing TV messages on chemical fertilizers and pesticides from TV media according to the farmer's views

### **1.3 Literature Review**

In Bangladesh, farmers use chemical fertilizers and pesticides to grow more crops. But, in most of the cases, farmers do not know the exact Proportion of use of the fertilizers as per their land and demand of their crop varieties.

A study titled, "Effects of Fertilizer Broadcasting on the Excessive Use of Inorganic Fertilizers and Environmental Sustainability" by Rahman and Zhang (2018) show the excessive use of inorganic fertilizers causes serious environmental erosion; resulting in lower crop yields in Bangladesh. The study also shows that General farmers hardly use fertilizer based on the recommendation from authorities such as Soil Resource Development Institute (SRDI) and Dept. of Agriculture Extension (DAE). This might be due to lack of awareness, narrow access of farmers to soil testing facility and inadequate motivation by extension people. Row application is superior to broadcasting in terms of efficiency and environmental sustainability, and fertilizer broadcasting uses around 33.3% more fertilizer than row application. Poor root distribution and inefficient fertilizer application by broadcasting and fertilizers on potatoes result in restricted and efficiency. Significant reductions in grain yield have been found in soils with low fertility when the fertilizer was applied to the soil surface. Bangladesh farmers are habituated in increasing fertilizer rates with broadcasting to gain high yields, beyond concern for environmental harms. In such conditions, fertilizer application methods and technologies might be transformed to meet up the emerging demands. But there are also many vulnerable farmers in Bangladesh, due to a lack

of proper education, financial obstacles, technological disadvantages, and little cooperation with extension agencies. Precision farming (PF) increases profitability, optimizes yield and quality, and reduces cost and environmental impact.



# CHAPTER TWO

## Methodology of the Study

In this chapter, I have discussed the research methodology and design, area of study, population, sample of the population, sampling technique, and instrument for data collection, validation of the questionnaire, administration of the instrument and method of data analysis

### 2.1. Research questions:

1. Do the farmers get necessary information about the chemical fertilizers and pesticides from the television?
2. Do the farmers understand the information given about chemical fertilizer and pesticides?
3. Do the information address the needs of the farmers?
4. How do the farmers evaluate the messages given by the television channels?
5. Are the information on chemical fertilizers and pesticides credible to the farmers?
6. Which source of information do the farmers prefer to buy and use chemical fertilizer and pesticides?

### 2.2. Methodology of the Study

The study has been conducted applying survey method. Survey method is a popularly used approach of gathering information from the audiences about their views and experiences of a particular TV programs. Since my study is about the TV messages on chemical fertilizers and

pesticides, I have conducted a survey on the TV audiences. I have discussed about the audience survey below:

## 2.2. a. Audience Survey

I have conducted a survey on 70 farmers considering my time and budget limitations during the study period. The survey was conducted in two villages from two districts covering two different divisions.

### Selection of Survey Areas

**Table: 01**

<b>Division</b>	<b>District</b>	<b>Upazila</b>	<b>Union</b>	<b>Village</b>
Dhaka	Dhaka	Nawabganj	Sikari Para	Daudpur
Mymensingh	Mymensingh	Nandail	Betagair	Bir-Betagair

### Selection of Sample Population

The survey has covered a total of 70 farmers from the aforesaid villages. From each of the village, 35 respondents were covered based on equal allocation procedure.

**Table: 02**

<b>Village</b>	<b>Number of Respondents</b>
Daudpur	35
Bir-Betagair	35

While, selecting samples, gender, age, education, agricultural sub-sectors, and monthly income were considered as the respondent's socio-economic characteristics.

### 2.2.b. Respondents' socio-economic profile

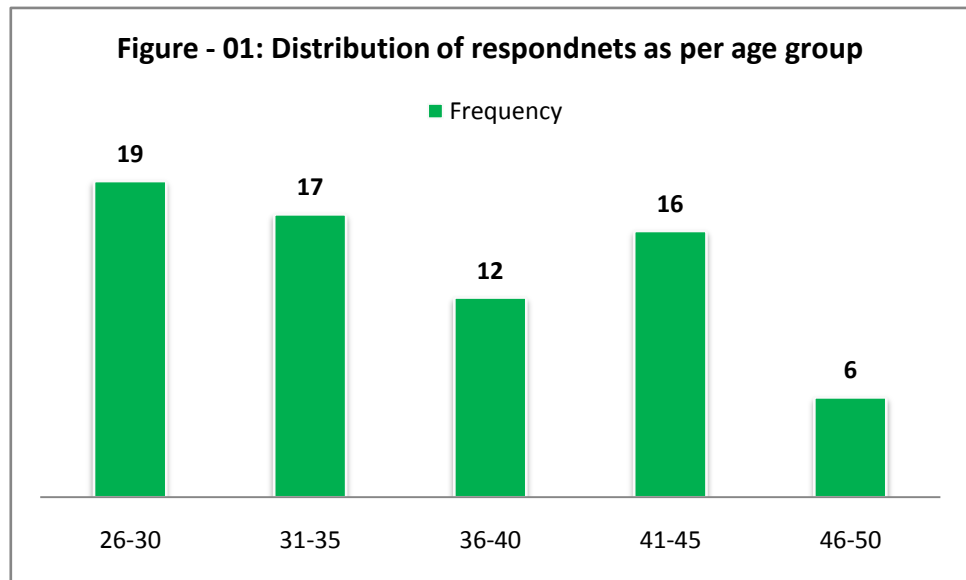
Distribution of respondents as per village and gender: From Daudpur 31 male farmers were covered while the number of female farmers was four. Similarly, 29 male farmers were covered from Bir-Betagair village while the number of female respondents was 6 (Table 03).

**Table: 03**

Gender	Village		Total	Percentage
	Dadudpur (Developed)	Bir-Betagair (Under Development)		
Male	31	29	60	85.7
Female	4	6	10	14.3
Total	35	35	70	100

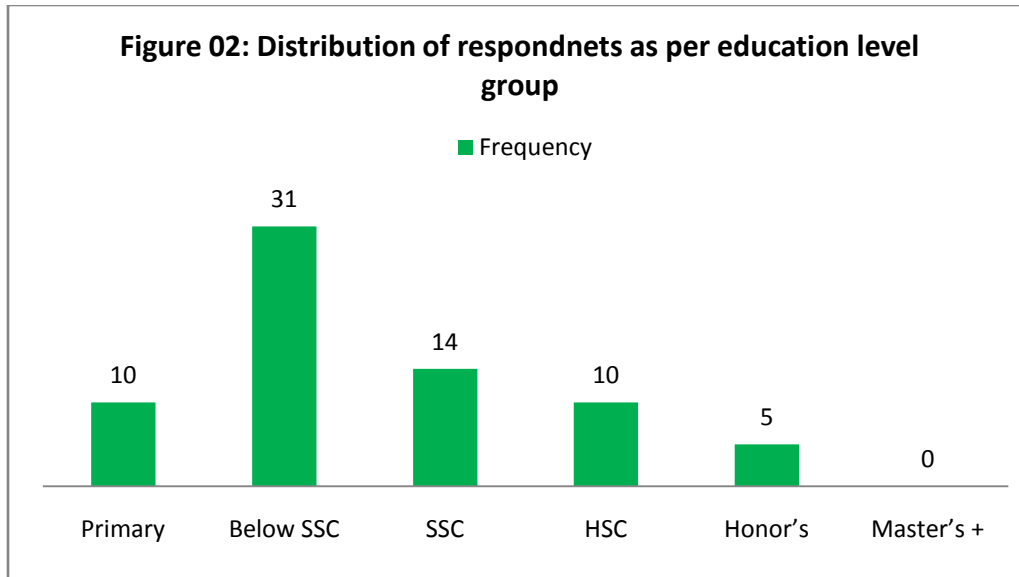
**Age of the respondents:** The respondents belong to five age groups i.e. 26-30, 31-35, 36-40, 41-45, 46-50 groups. Most of the respondents, 27 percent were covered from the age group of 26-30 year. More

than 24 percent respondents were covered from 31-35 year group. From the age group 36-40, about 17 percent respondents were covered while 23



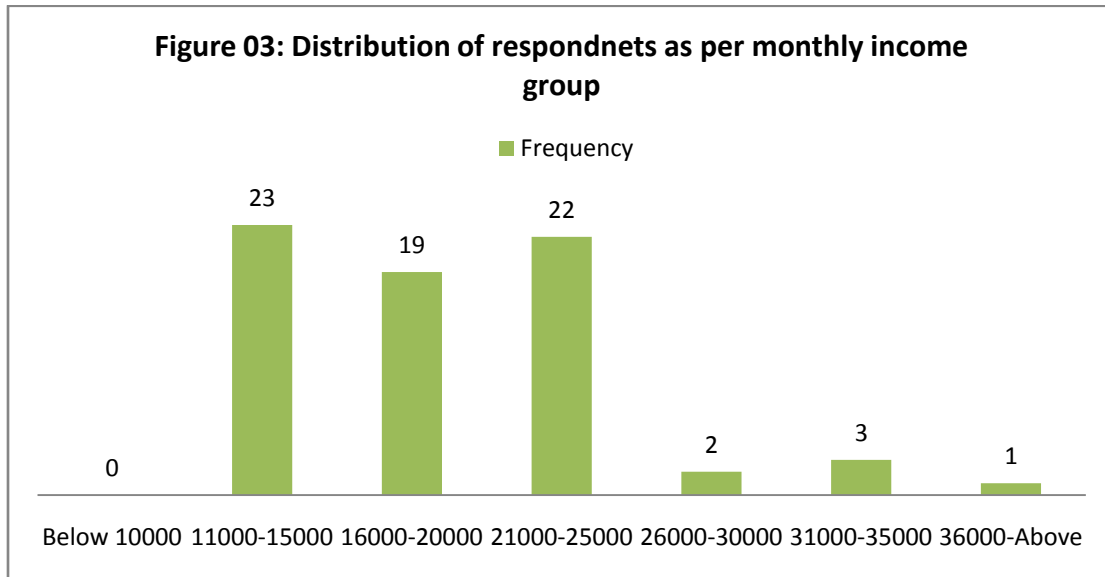
percent were covered from 41-45 age groups. The least percent, 6.8, were covered from the farmers belonging to 45-50 years age group (Figure - 01).

**Education of the respondents: The respondents belong to six education group** Primary, Below SSC, SSC, and HSC, Honor's and Master's + groups. Most of the respondents, 44 percent were covered from the education level below SSC. Than 20 percent respondents were covered form SSC. From the education group primary and HSC was same, that more than 14 percent covered. The least percent more than 7 were covered from the farmers belonging to Master's group (Figure - 02).

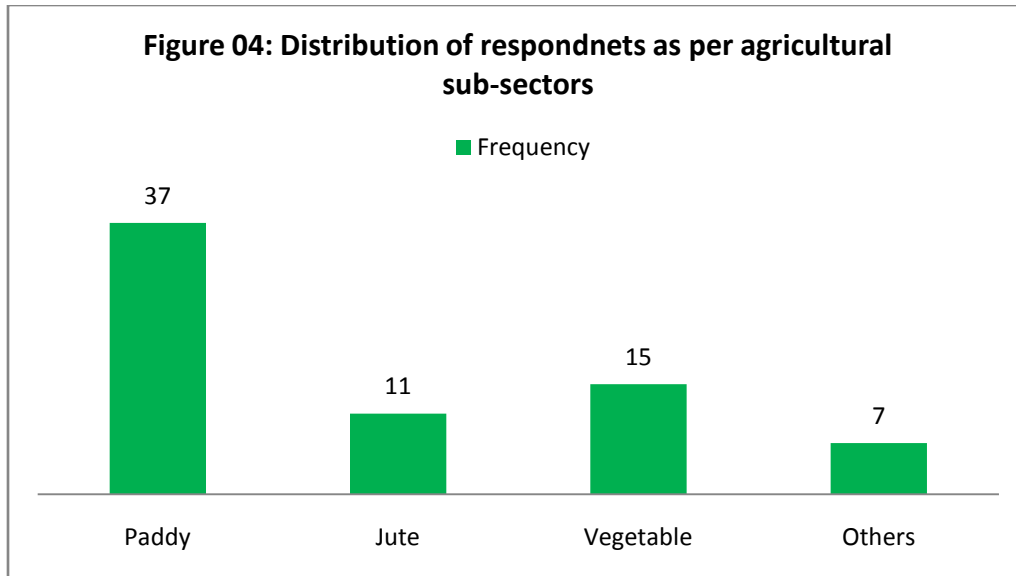


**Monthly Income of the respondents: The respondents belong to seven income groups** below 10000, 11000-15000, 16000-20000, 21000-25000, 26000-30000, 31000-35000, 36000-above groups. Most of the respondents, 33 percent were covered from the monthly income group of 11000-15000 taka. More than 31 percent respondents were covered form 21000-25000 taka group. From the income group 16000-20000, about 27 percent respondents were covered while more than 4 percent were covered from 31000-35000 income groups and 3 percent were covered

from 26000-30000 taka income groups. The least percent, 1.5, were covered from the farmers belonging to 36000-above taka income group (Figure - 03).



**Agriculture sub-sectors of the respondents: The respondents belong to four agriculture sub-sectors groups** Paddy, Jutes, Vegetable and Others groups. Most of the respondents, 53 percent were covered from the agricultural sub-sectors of paddy groups. Than 21.5 percent respondents were covered form vegetable group. About 15.5 percent respondents were covered from jute groups. The least percent, 10, were covered from the farmers belonging to others agricultural sub-sectors group (Figure - 04).



### 2.3. Study Implementation

The study was implemented through the following process:

**Developing Questionnaire:** After reviewing relevant literature, a draft questionnaire was developed. The questionnaire contained both the close and open-ended questions.

**Pre-testing:** The draft questionnaire was pre-tested for understanding the weakness of the draft questionnaire.

**Finalizing of questionnaire:** The questionnaire was finalized based on the pre-testing experiences from the agricultural field.

**Data collection procedure:** To find out the expected respondent, every 6<sup>th</sup> house-hold on was visited based on random sampling procedure.

#### Developing Data Entry Frame and Data Entry

With completing data collection, a data entry frame in consultation with my supervisor was developed. The data entry has been carried out in SPSS (Statistical Package for Social Science) program. The guidelines and codebook prepared was also maintained during the data entry.

**Data Cleaning**

Entered data were checked and verified for any error that arose due to oversight or other human errors. It was detected and corrected to ensure accuracy.

**Data Analysis**

After correcting the data, it was analyzed in SPSS (Statistical Package for Social Science). Necessary outputs in the forms of tables, graphs and charts were developed.

**Preparing Report**

After analyzing data, the research report was prepared.

# CHAPTER THREE

## Discussion of Findings

In this chapter, the findings have been discussed on the basis of the Research Questions

(RQ). The study was conducted based on six RQs:

1. Do the farmers get necessary information about the chemical fertilizers and pesticides from the television?
2. Do the farmers understand the information given about chemical fertilizer and pesticides?
3. Do the information address the needs of the farmers?
4. How do the farmers evaluate the messages given by the television channels?
5. Are the information on chemical fertilizers and pesticides credible to the farmers?
6. Which source of information do the farmers prefer to buy and use chemical fertilizer and pesticides?

**RQ-1: Do the farmers get necessary information about the chemical fertilizers and pesticides from the television?**

### 3.1.1. Watching agricultural program on Television

About seeing any agricultural program in the television on chemical fertilizers and pesticides, all of the respondents (100 percent) said 'Yes' that they had seen the programs while 0 percent said 'No' (Table 3.1.1).



**Table 3.1.1- Watching agricultural program on Television**

Responses	Frequency	Percentage
Yes	70	100
No	0	0
Total	70	100

### 3.1.2. Preferred TV Channels

About the Television Channel prefer to see agricultural related program on chemical fertilizers and pesticides, most of the respondents (31.5 percent) said that they was saw Hridoye mati o manush program while 19.5 percent was saw Shyamol bangle program. In this regard, 14.5 percent respondents Krishi Dibanishi program and 12.5 percent respondents Dipto Krishi program while 7.5 percent was Krishi Kotha, 6 percent was Mati o manush, 4 percent was Krishi Sangbad, 2.5 was Hridoye mati O manusher Dak and 1.5 percent respondents was saw the others agricultural related program (Table 3.1.2).

**Table 3.1.2: Preferred TV Channels for watching agricultural related program**

Television Program	Frequency	Percentage
Mati O Manush	10	6.3%
KrishiDibanishi	23	14.6%
Krishi Sangbad	6	3.8%
HridoyeMati O Manush	50	31.6%
HridoyeMati O ManusherDak	4	2.5%
Shyamol bangle	31	19.6%
Krishi O Jibon	0	0%
Dipto Krishi	20	12.7%
Krishi Kotha	12	7.6%
Others	2	1.3%
<b>Total</b>	<b>158</b>	<b>100%</b>

### 3.1.3- Information shown about the use of Chemical Fertilizers and Pesticides on those programs.

About shown in the television on chemical fertilizers and pesticides, most of the respondents (60 percent) said that television had show ‘rules of use’ while 20 percent ‘time of use’ and ‘others’ category said was same.

**Table 3.1.3- Information shown about the use of Chemical Fertilizers and Pesticides on those programs.**

Shown of Programs	Frequency	Percentage
Rules of Use	42	60
Time of Use	14	20
Others	14	20
Total	70	100

### 3.1.4- Using Chemical Fertilizers and Pesticides in agricultural work.

About use chemical fertilizers and pesticides in agricultural work, most of the respondents (71 percent) said that ‘Yes’ they had use chemical fertilizer and pesticides while 29 percent said ‘No’ they had not use chemical fertilizer and pesticides in their agricultural work.

**Table 3.1.4- Using Chemical Fertilizers and Pesticides in agricultural work.**

Responses	Frequency	Percentage
Yes	50	71.4
No	20	28.6
Total	70	100

About use chemical fertilizers and pesticides in agricultural work, most of the respondents (71 percent) said that ‘Yes’ they had use chemical fertilizer and pesticides while 29 percent said ‘No’ they had not use chemical fertilizer and pesticides in their agricultural work.

### **3.1.5- Negative information about Chemical Fertilizers and Pesticides are given on this agricultural related program**

About negative information in the television on chemical fertilizers and pesticides, most of the respondents (64 percent) said that ‘Yes’ they had receive negative information while 19 percent did not reply and 17 percent said ‘No’ they had not receive negative information of that programs.

**Table 3.1.5- Negative information about Chemical Fertilizers and Pesticides are given on this agricultural related program**

<b>Responses of given about negative information</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	45	64.3
No	12	17.1
No Answer	13	18.6
Total	70	100

About negative information in the television on chemical fertilizers and pesticides, most of the respondents (64 percent) said that ‘Yes’ they had receive negative information while 19 percent did not reply and 17 percent said ‘No’ they had not receive negative information of that programs.

### **3.1.6- Know negative effect of Chemical Fertilizers and Pesticides which you used**

About know the negative effect on chemical fertilizers and pesticides used, most of the respondents (80 percent) said ‘Yes’ that they had known the negative effect of used chemical fertilizers and pesticides while 12 percent said ‘No’ they don’t know negative effect of that and 8 percent did not reply.

**Table 3.1.6- Know the negative effect of Chemical Fertilizers and Pesticides which you used**

<b>Responses about negative effect</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	40	80
No	06	12
No Answer	04	08
Total	50	100

**3.1.7- Face any harm by using Chemical Fertilizers and Pesticides without knowing any information about it**

About face any harm by using Chemical Fertilizers and Pesticides without knowing any information; most of the respondents (71.5 percent) said ‘Yes’ that they had face harm by using Chemical Fertilizers and Pesticides without knowing any information while 17 percent said they had not face that and 11.5 percent did not reply.

**Table 3.1.7- Face any harm by using Chemical Fertilizers and Pesticides without knowing any information about it**

<b>Responses of faces any harm by using</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	50	71.4
No	12	17.1
No Answer	8	11.4
Total	70	100

**3.1.8- Preferred Television channel program for the Chemical Fertilizers and Pesticides information**

About the television channel program prefer for the Chemical Fertilizers and Pesticides information, most of the respondents (35.5 percent) said that they had prefer Channel i for the

Chemical Fertilizers and Pesticides information while 15.5 percent prefer was Dipto TV, 14 percent prefer was BTV and DBC News for that information. In this regard, 13 percent respondents of Bangla Vision while 7 percent of Boishakhi Television prefer for the Chemical Fertilizers and Pesticides information.

**Table 3.1.8- Preferred Television channel program for the Chemical Fertilizers and Pesticides information**

<b>Name of Television</b>	<b>Frequency</b>	<b>Percentage</b>
BTV	10	14.3
Channel i	25	35.7
Bangla Vision	09	12.8
Boishakhi Television	5	7.2
Dipto TV	11	15.7
DBC News	10	14.3
Others	0	0
Total	70	100

**RQ 2: Do the farmers understand the information given about chemical fertilizer and pesticides?**

### **3.2.1. Understanding TV messages about chemical fertilizers and pesticides**

About understanding of information or messages on chemical fertilizers and pesticides, most of the respondents (63 percent) said ‘yes’ they had understood the message while 23 percent said ‘No’ and 14 percent did not reply.

**Table 3.2.1-Understanding TV messages about chemical fertilizers and pesticides**

<b>Responses of Understand Information</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	44	62.9
No	16	22.9
No Answer	10	14.3
Total	70	100

### 3.2.2- Understanding level

About understanding of the messages on chemical fertilizers and pesticides, most of the respondents (41 percent) said that they had understood the message goodly while 27 percent fully understand the message. In this regard, 21 percent respondents understood the message moderately while 11 percent did not reply.

**Table 3.2.2- Understanding level**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Fully Understand	12	27.3
Good understanding	18	40.9
Moderate	9	20.5
No Answer	5	11.4
Total	44	100

### 3.2.3-Reason of not understanding

About don't understand of the messages on chemical fertilizers and pesticides, most of the respondents (38 percent) said that they had not understood the message for 'use long and hard sentence' while 25 percent said same they had not understood the message for 'use English word' and 'others' category. In this regard, 13 percent respondents don't understand the message for 'use hard word'.

**Table 3.2.3-Reason of not understanding**

<b>Responses of don't Understand</b>	<b>Frequency</b>	<b>Percentage</b>
Use hard word	2	12.5
Use long and hard sentence	6	37.5
Use English word	4	25
Others	4	25
Total	16	100

### **3.2.4- Information of dosage and use procedure of Chemical Fertilizers and Pesticides are shown by the agriculture related Television program**

About any information of dosage and use procedure shown on chemical fertilizers and pesticides, most of the respondents (61.5 percent) said ‘Yes’ they had agreed of this question while 23 percent said ‘No’ and 15.5 percent did not reply.

**Table 3.2.4- Information of dosage and use procedure of Chemical Fertilizers and Pesticides are shown by the agriculture related Television program**

<b>Responses of dosage and use procedure</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	43	61.4
No	16	22.9
No Answer	11	15.7
Total	70	100

### **RQ 3: Do the information address the needs of the farmers?**

#### **3.3.1- Sufficiency of the information about Chemical Fertilizers and Pesticides get from the television**

About information on Chemical Fertilizers and Pesticides is sufficient to get from the television, most of the respondents (50 percent) said ‘Yes’ that they had sufficient information to get from the television on Chemical Fertilizers and Pesticides while 40 percent said ‘No’ they had not sufficient that and 10 percent did not reply.

**Table 3.3.1- Sufficiency of the information about Chemical Fertilizers and Pesticides get from the television**

<b>Responses of Sufficient Information</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	35	50
No	28	40
No Answer	7	10
Total	70	100

**3.3.2- Level of meeting the demand**

About information on Chemical Fertilizers and Pesticides is sufficient to get from the television then how much demand is fulfill, most of the respondents (51.5 percent) said that they had fulfill demand ‘moderately’ while 48.5 percent fulfill goodly.

**Table3.3.2- Level of meeting the demand**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Fully	0	0
Almost Good	17	48.6
Moderate	18	51.4
No Answer	0	0
Total	35	100



#### **RQ 4: How do the farmers evaluate the messages given by the television channels?**

##### **3.4.1- Understanding of some words like Hecto, Metric tons which used in the programs**

About understand in the television which used some word like Hecto, Metric tons on chemical fertilizers and pesticides, most of the respondents (54 percent) said ‘Yes’ they had understood that words while 46 percent reply was ‘No’.

**Table 3.4.1- Understanding of some words like Hecto, Metric tons  
Which used in the programs**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	38	54.3
No	32	45.7
Total	70	100

##### **3.4.2-Farmer’s views on how to develop TV messages on chemical fertilizers and pesticides to be understandable for them:**

Most of the farmers said that the present system of TV messages were somewhat difficult for them to understand For example, they have said that the use of words like metric tons, hectars etc are the technical words which they cannot understand. They have suggested that the TV messages should not contain technical and difficult words like these ones. Rather, the messages should contain decimal, mound, bigha etc which are popular to them and easily understandable.

**RQ 5: Are the information on chemical fertilizers and pesticides credible to the farmers?**

**3.5.1- Trustworthiness of the information which they get from the television program**

About the information believes of reality level to get from the television program on chemical fertilizers and pesticides, most of the respondents(84.5 percent) said ‘Yes’ that they had believes of the information while 10 percent did not reply and 5.5 percent said ‘No’ that they had not believes of the information.

**Table 3.5.1- Trustworthiness of the information which they get from the television program**

<b>Responses of believes Information</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	59	84.3
No	4	5.7
Don't know	7	10
Total	70	100

**RQ 6: Which source of information do the farmers prefer to buy and use chemical fertilizer and pesticides?**

**3.6.1- Preferred source of information for buy and use of Chemical Fertilizers and Pesticides**

About prefer source of information for buy and use chemical fertilizers and pesticides, most of the respondents (37 percent) said that they had preferred for buy and use chemical fertilizers and pesticides from ‘agriculture officer’ while 33 percent preferred from ‘associate and local farmers’ information. In this regard, 18.5 percent respondents ‘from television program’ while

11.5 percent preferred from ‘seller of chemical fertilizers and pesticides’ for buy and use chemical fertilizers and pesticides.

**Table 3.6.1- preferred source of information for buy and use of Chemical Fertilizers and Pesticides**

<b>Responses of Prefer Information</b>	<b>Frequency</b>	<b>Percentage</b>
Seller of Chemical Fertilizers and Pesticides	8	11.4
From Television Programs	13	18.6
Associate and Local Farmers	23	32.9
Friends and Relatives	0	0
Agriculture Officer	26	37.1
Others	0	0
Total	70	100

**3.6.2- Do you have any opinion about those programs of the Television channel?**

Almost maximum farmer’s opinion was agriculture related programs should be shown more by only Chemical Fertilizers and Pesticides issue.

# CHAPTER FOUR

## Conclusion and Recommendations

### 4.1- Conclusion

The study was conducted to understand the farmers' understanding of Television Messages on chemical Fertilizer and Pesticides. I have found that male farmers are more actively involved in farming than female and all of them watch agriculture programs on Television.

Based on the research, it is fair to say that most of the farmers did not get enough information regarding chemical fertilizer and pesticides from the agricultural programs on Television. They believe information from the agricultural officers and their peer group than the information from Television program.

On the other hand, they understand the information they get from the program except some difficult word like hector, ton etc. The study shows, most of the farmers watch the program named Hriodye Mati O Manush.

A big portion of the selected farmers used chemical fertilizer and several farmers faced loss using chemical fertilizer without knowing the method of using.

Almost all the farmers opined they get some information regarding chemical fertilizer and pesticides. They suggested for allocating more times to provide information about the use, quantity and time of fertilizer and pesticides. This study will help the program owner to design their program more effectively for the farmers.

## **4.2-Recommendation**

- The programs should allocate more time for providing information on fertilizer and pesticides.
- The program should show how to use the chemical fertilizers and pesticides more specifically.
- Easy words should be used for conveying message on chemical fertilizers and pesticides.

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## Annex- Questionnaire

### Farmers Understanding of Television Messages on Chemical Fertilizers and Pesticides

রাসায়নিক সার ও কীটনাশক সম্পর্কিত টেলিভিশন বার্তা সম্পর্কে কৃষকদের উপলব্ধি

জরিপ প্রশ্নমালা

গ্রাম:	ইউনিয়ন:	উপজেলা:	
জেলা:	বিভাগ:	উন্নতগ্রাম ১	উন্নয়নশীল গ্রাম - ২
তারিখ:			

#### প্রারম্ভিক প্রশ্ন:

আমি শুনেছি, আপনি কৃষিকাজ করেন। রাসায়নিক সার ও কীটনাশক সম্পর্কিত টেলিভিশনের বার্তা (তথ্য ও ছবি) সম্পর্কে আপনার অভিজ্ঞতা ও ধারণা জানতে ও বুঝতে চাই। দয়া করে বলুন, কত দিনধরে এ পেশায় আছেন? কীভাবে এ পেশায় এলেন?

#### মূল প্রশ্নমালা

- আপনিকি টেলিভিশনে কৃষি বিষয়ক অনুষ্ঠান দেখেন?  
ক) হ্যাঁ                      খ) না
- আপনি কোন কোন টেলিভিশনে কৃষি বিষয়ক অনুষ্ঠান দেখেন? (একাধিক উত্তর হতে পারে)

টিভির নাম	অনুষ্ঠানের নাম
বাংলাদেশ টেলিভিশন (বিটিভি)	মাটি ও মানুষ
বাংলাদেশ টেলিভিশন (বিটিভি)	কৃষি দিবানিশি
চ্যানেল আই	কৃষি সংবাদ
চ্যানেল আই	হৃদয়ে মাটি ও মানুষ

চ্যানেল আই	হৃদয়ে মাটি ও মানুষের ডাক
বাংলা ভিশন	শ্যামল বাংলা
বৈশাখী টেলিভিশন	কৃষি ও জীবন
দীপ্ত টিভি	দীপ্ত কৃষি
ডিবিসি নিউজ	কৃষিকথা
অন্যান্য----	প্রোগ্রাম----

৩. এ অনুষ্ঠান গুলোতে রাসায়নিক সার ও কীটনাশকের ব্যবহার সম্পর্কিত কি কি দেখানো হয়? কিছু মনে করতে পারছেন কী?

(যেকোন ৩টি)

কোড	বিষয়
১	ব্যবহারের নিয়ম
২	ব্যবহারের সময়
৩	অন্যান্য

৪. রাসায়নিক সার ও কীটনাশকের ব্যবহার সম্পর্কিত টিভিতে যে কথা বলা হয়/ যে তথ্য দেয়া (বার্তা) হয় তাকি বুঝতে পারেন?

ক) হ্যাঁ           খ) না           গ) উত্তর নেই

৫. উত্তর হ্যাঁ হলে, কতটুকু বুঝেন?

ক. পুরোপুরি বুঝি   খ. ভালোই বুঝি   গ. মোটামুটি বুঝি   ঘ) উত্তর নেই

৬. উত্তর না হলে, কেন বুঝেন না?

ক. কঠিন শব্দ বলে

খ. লম্বা ও কঠিন বাক্য বলে

গ. ইংরেজি শব্দ বলে

ঘ. অন্যান্য-----



৭. এ অনুষ্ঠান গুলোতে কিছু শব্দ যেমন হেক্টর, মেট্রিকটন বলা হয় তাকি বুঝতে পারেন?

ক) হ্যাঁ                      খ) না

৮. কিভাবে তথ্য দিলে বুঝতে পারবেন?

-

৯. আপনি কি কৃষি কাজে রাসায়নিক সার ও কীটনাশক ব্যবহার করেন?

ক) হ্যাঁ                      খ) না

১০. টিভিতে কৃষি বিষয়ক অনুষ্ঠানে, রাসায়নিক সার ও কীটনাশকের ক্ষতিকর প্রভাব সম্পর্কে বার্তা দেয়া হয় কি?

ক) হ্যাঁ                      খ) না                      গ) উত্তর নেই

১১. টিভির কৃষি অনুষ্ঠানগুলোতে, রাসায়নিক সার ও কীটনাশকের সঠিকমাত্রা ও ব্যবহারের নিয়ম সম্পর্কে বলা হয় কি?

ক) হ্যাঁ                      খ) না                      গ) উত্তর নেই

১২. আপনি যে রাসায়নিক সার ও কীটনাশক ব্যবহার করেন, সেগুলোর ক্ষতিকর প্রভাব সম্পর্কে জানেন কী?

ক) হ্যাঁ                      খ) না                      গ) উত্তর নেই

১৩. না জেনে না বুঝে রাসায়নিক সার ও কীটনাশক ব্যবহার করে আপনি কি কখনো ক্ষতিগ্রস্ত হয়েছেন বলে মনে করেন?

ক) হ্যাঁ                      খ) না                      গ) উত্তর নেই

১৪. রাসায়নিক সার ও কীটনাশক সম্পর্কিত তথ্য কোন টিভির অনুষ্ঠানে সবচেয়ে ভালোভাবে দেয়া হয় বলে মনে করেন?

-

১৫. টেলিভিশনে রাসায়নিক সার ও কীটনাশকের উপর যে তথ্য পান তাতে কি আপনার প্রয়োজন মেটে?

ক) হ্যাঁ                      খ) না                      গ) উত্তর নেই

১৬. উত্তর 'ক' হলে প্রয়োজন কতটা মেটে?

ক) পুরোপুরি                      খ) ভালোই মেটে                      গ) মোটামুটি                      ঘ) উত্তর নেই

১৭. টেলিভিশনে রাসায়নিক সার ও কীটনাশকের উপর যে তথ্য পান সেগুলোকে বিশ্বাসযোগ্য মনে করেন?

ক) হ্যাঁ                      খ) না                      গ) জানি না

১৮. রাসায়নিক সার ও কীটনাশক ক্রয় ও ব্যবহারের ক্ষেত্রে আপনি কোন উৎসের তথ্য বেশী গ্রহণযোগ্য মনে করেন?

- ক) কীটনাশক ও রাসায়নিক সারের দোকানদার  
ঘ) বন্ধু-বান্ধব ও আত্মীয়-স্বজন  
খ) টেলিভিশন অনুষ্ঠান থেকে প্রাপ্ত তথ্য  
ঙ) কৃষি কর্মকর্তা  
গ) সহযোগী ও পাড়ার কৃষক  
চ) অন্যান্য

১৯. টিভি চ্যানেলে এ বিষয়ে দেখানো অনুষ্ঠান নিয়ে যদি আপনার কোন মতামত থাকে।

-

### উত্তরদাতার তথ্য

উত্তরদাতার নাম:		বয়স:	
শিক্ষাগত যোগ্যতা:	কৃষিখাত/উপ-খাত		
পরিবারের মাসিক আয়:		পুরুষ	নারী

তথ্য সংগ্রহকারীর নাম: ----- স্বাক্ষর: ----- তারিখ: ----- ।