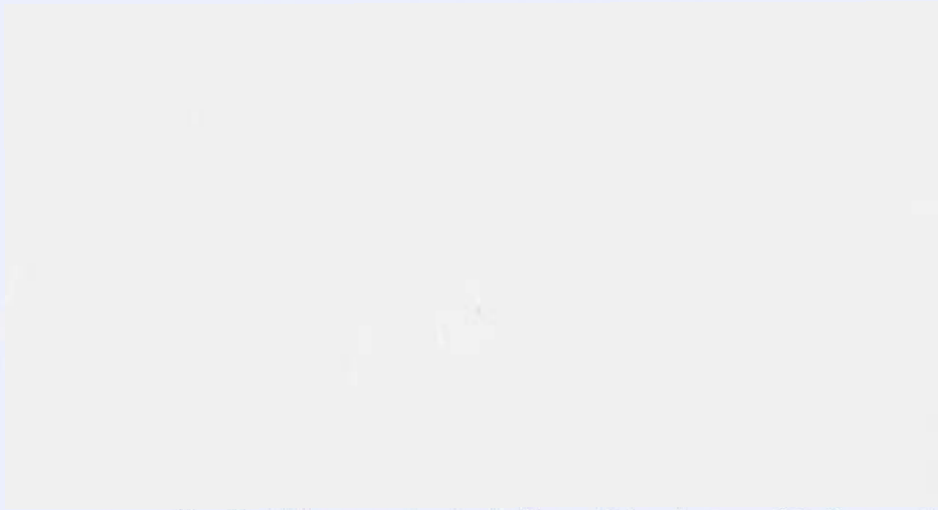


කාලීන කෘෂි ගැටලු විසඳීමේ ලා ජාතික පුවත්පත්වල හමිකාව

(2011 වර්ෂයේ තෝරාගත් ජාතික පුවත්පත් දෙකක් ඇසුරෙනි)

ජ.බ.බ.වි.ව.ව. ගමගේ

FGS/M/MSSc/2007/07



ප්‍රවේශ අංකය:	1145
වර්ග අංකය:	

කැලණිය විශ්වවිද්‍යාලයේ සමාජීයවිද්‍යා පීඨයේ ජනසන්නිවේදනය පිළිබඳ සමාජීය විද්‍යාපති
පර්යේෂණ උපාධිය සඳහා ඉදිරිපත් කරන ලදී.

2013 දෙසැම්බර්

Abstract

The main objective of this research was to identify the role of national newspapers in addressing the current issues related to agricultural sector in Sri Lanka. Even though there are many timely issues in agricultural sector national newspapers of the country had not be able to given the appropriate priority in reporting those issues. Therefore this study analyzed the current situation of agriculture related newspaper articles and its influence on development communication and consciousness of agriculture related officials and farmers on this news items. Secondary data was collected using literature review and primary data was collected from 30 agricultural officers and 60 farmers representing six districts in 2011 by using questionnaire survey. Content analysis was done by using agriculture related articles published in *Dinamina* and *Lankadeepa* newspapers at same time period.

Survey results found that agricultural officers updated their knowledge on agriculture related current issues prevailed in the country by reading newspaper articles. Daily publishing newspapers has been given least priority in reporting agriculture related news events. Both studied newspapers did not use proper headline or editorial reviews to cover the agricultural topics. There was a criticism that national newspapers publish news items to cater the government need rather disseminating information to the common public based on the necessity. Because of the lack of knowledge on agriculture, sometimes journalists were not able to address the issue properly and write the column in understandable manner. Both farmers and officers prefer *Lankadeepa* as more credible source than *Dinamina* to gain awareness on news events.

The study suggests to establishing agricultural communication unit in all the media stations, implementing professional and higher education programs related to agricultural communication to improve the knowledge of journalists, encouraging agricultural news marketing, development of interpersonal communication concept among whole the agrarian sector and the media including government and non government, motivating agricultural officers as agricultural communicators and provide benefits and relevant facilities specially for provincial reporters to encourage the agricultural communication.

Key words- agricultural communication, current issues related to agricultural sector, national newspapers, consciousness, interpersonal communication