

Article Review Report



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CREDIBILITY OF FARM BROADCAST OF ALL INDIA RADIO TIRUCHIRAPPALLI, TAMIL NADU



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REVIEW OF THE ARTICLE

Credibility Of Farm Broadcast Of All India Radio Tiruchirappalli, Tamil Nadu

R. Vedamuthu¹ and Prof. M. Thavamani²

ABSTRACT:

The TITLE matches with the contents of the paper The broadcasting stations of All India Radio are providing a variety of programmes in the areas of news, education, rural development, entertainment, commercial broadcasting service etc. The farm and home unit of All India Radio programmes. These programmes deal with several aspects of agricultural information. Radio is considered as an effective tool to disseminate agricultural information among the farmers and it is the most powerful mass media for broadcasting Information quickly.

INTRODUCTION:

Author introduced the topic neatly and clearly All India Radio (AIR), officially known since 1956 as Akashvani is the national public radio broadcaster of India and a division of Prasar Bharati. Established in 1930, it is the sister service of Prasar Bharati's Doordarshan, the national public television broadcaster. AIR has covered more than 99 per cent of the Indian Population as per the latest information given by Minister of Information and Broadcast. All India Radio is one of the largest radio networks in the world. Its headquarters is at the Akashvani Bhavan in New Delhi. Akashvani Bhavan houses the Drama Section, the FM Section and the National Service.

METHODOLOGY:

The present study was exclusively realized on secondary data sources. It was purely descriptive type of research since it describes the facts relating to the problem. This study completely based on both primary and secondary data. The primary data has been collected from the 20 farmers in Pachampettai village of Lalgudi Taluk, Tiruchirappalli district through the systematic random sampling method with help of interview schedule. The study aims at understand the credibility of farm broadcast of Tiruchirappalli All India Radio.

PRESENTATION OF RESULTS:

The amount of data presented was sufficient and appropriate. Tables, graphs, or figures were used judiciously and agree with the text The broadcasting stations of All India Radio are providing a variety of programmes in the areas of news, education, rural development, entertainment, commercial broadcasting service etc. The farm and home unit of All India Radio programmes.

REFERENCES:

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

RELEVANCE:

The paper is properly organized and demands appreciation. I think the paper will satisfy the interest of the readers.

FUTURE RESEARCH SCOPE:

1. 1st to 1st July 2014 2014 Women's Leadership International Conference (<http://www.advenaworld.com/women-s-conference.html>)
2. 2nd to 3rd August 2014 12th International Conference of Management and Behavioural Sciences (<http://smbs.in/newsdetail.php?id=39>)
3. 1st to 4th September 2014 Prague 12th International Academic Conference - The IISES (<http://www.iises.net/conferences/prague-conference-september-1-4-2014/>)
4. 2nd to 3rd October 2014 7th International Congress on Conflictology and Peace (<http://www.uoc.edu/portal/en/symposia/confictologia-i-pau-2014/index.html>)

SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas			✓		
3.	Importance of the proposed ideas	✓				
4.	Timelines		✓			
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation(Up-to-date, Appropriate Sufficient)	✓				

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC

