"Spatial Differences in the Egyptian Television Agricultural Programmes Map and Analyzing these Programmes Using SWOT Analysis"

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Abstract:

The main objectives of this study are to know: (a) spatial differences in the Egyptian agricultural television programmes, and (b) analyzing these programmes using SWOT analysis. In order to achieve the first objective, all agricultural television programmes addressed through the basic and different local channels during the year 2012 were determined. In order to achieve the second objective, a survey was carried out on a group of 51 academic and professional experts in agricultural extension and information. Results showed that only five agricultural television programmes were addressed through the basic and local channels. Results also showed that the frequency and the period of time of these programmes were limited. Spatial differences among different regions were found. Strengths, weaknesses, opportunities, and threats were determined. The study concluded that further research is needed to evaluate priorities of these SWOT factors in order to put a better strategic plan for the television agricultural programmes in the Egyptian television.

Keywords:

Agricultural Media, SWOT Analysis, Spatial Differences Map

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