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## SUMMARY

### **The Mass Media's Role in the Activation of Agricultural Environmental Awareness of Agricultural Extension Employees in Nineveh Governorate/Iraq**

Ro'aa M.H.AL-Galabey, Arwa M. F. AL-Obaide, Najim El-ddin A.S .Al-Atroshi

The aim of research is identifying the role to be played by employing agricultural media in the activation of environmental awareness among employees agricultural extension and the extent of follow-up issues related to desertification through the mass media and the extent of benefit from the media's agricultural activation of environmental awareness in the fight against desertification and the development of vegetation opinion of Extension workers .

The research community Included (168) employees spread over agricultural departments amounting (21) have been distributed the questionnaire to all members of the community after the exclusion of (18) individuals comprised the measurement of the stability of the questionnaire for research, but the study was limited to 138 employees representing (82.142%) and extract the virtual truth from the questionnaire during the presentation to the experts was calculated persistence and Cronbach alpha reliability coefficient was 0.91 and the analysis of the data used the arithmetic average of the percentages and frequencies, The most important results explained that the agriculture media contributes to the activation of environmental awareness among workers in the field of combating desertification and development of vegetation about medium to large

degree and it indicates the effectiveness of the media's agricultural Combat Desertification and the development of vegetation, And media contribute effectively in the first division of stirring the attention of workers of the dangers desertification, which may impact many people overlook. The satellite channels and leaflets have a significant role in raising awareness about the dangers of desertification and the development of vegetation to the large viewers. There is also considerable constraints hinder significantly the field of combating desertification inhibit the effectiveness of the media to take its role in presenting solutions and problems related to desertification. Addition to the lack of financial support from government agencies to the attention of the media agricultural and hindering its effectiveness broadly. The researchers recommended that need to take care flags and agricultural development in order to serve the agricultural sector, particularly in combating desertification for being a tool change society actors, and shed the state light on the media and specialty media outlet for each institution environmental and agricultural surveillance for many of the problems to be solved as soon as received through the presentation to the specialists.





