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Attitudes of Agricultural Extension Workers in Sulaimani Governorate toward Agricultural Publications and its Relationship with Some Variables

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ABSTRACT

Purpose research is identifying agricultural extension workers' attitudes in Sulaimani governorate toward agricultural prints and its relationship with some variables. The Research population including 136 of workers in agricultural extension department – General directorate of Agriculture and Water resources in Sulaimani governorate, except the reconnaissance sample of 20 workers .a questioner form was used, winch is consisting of two parts: the first part was included general data concerning independent variables, second: included trends measuring depending fifth Likert scale. Then the data were collected by personal interview method, the most important statistical tools used in analyzing data were: Percentage, means, standard deviation, Correlation Coefficientand Spearman Brown coefficient. Result the most important results that the large majority of respondents attitudes neutrality tend to positive attitude toward agricultural publishing, As regards to personal and functional variables showing that %76.51 of the respondents in the age group 48-58 years and more than half respondents are male % 66.91 , %54.45 of those who are obtaining the Institute certificates and preparatory of agriculture while the majority of respondents within other departments of scientific specialization of academic categories was %76.48, regarding to the use of variable respondent fields in respect to agricultural publications, shows that the majority of them used a various fields of agricultural prints, which were reached % 68.39, and %81.33 of respondents who are getting agricultural prints from various sources. The results also showed that there were significant relationships trends according to the variables: Age, Gender, Use of agricultural publications, Access to Agricultural publications. While no significant relationships trends according to variables: Getting Study level –academic specialization.

Recommendation: a series of recommendation, can be proposed, the most important:

1. Important for increasing the interest of publishing the agricultural information through media, with focusing on printings, content and the purpose of these information by sending them the workers in agricultural sector by government media organization and non-government media organization.
2. Important for Attention should be given to prepare specialist staff of media by colleges and institutes related to agricultural media academic specializations, Or opening new prospects of specialized media by the Ministry of agriculture and water sources in order to prove staff of traits media man qualifications, who has a knowledge, skill and familiarity of responsibility and knowledge of reality the needs of a mass after graduating or after participation in special training courses.

اتجاهات العاملين بالارشاد الزراعي في محافظة السليمانية نحو المطبوعات الزراعية وعلاقتها ببعض المتغيّرات

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الخلاصــة

الغرض من البحث تحديد اتجاهات العاملين بالارشاد الزراعي في محافظة السليمانية نحو المطبوعات الزراعية وعلاقتها ببعض المتغيرات ، وشملت مجتمع البحث 136 من العاملين في قسم

الكلمات المفتاحية:
مطبوعات ، العاملين.

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الإرشاد الزراعي – المديرية العامة للزراعة والمصادر المائية في محافظة السليمانية ، باستثناء عينة استطلاعية متكونة من 20 عاملا .وقد استخدمت استمارة الاستبيان مؤلفة من جزءين :الأول تضمن بيانات عامة تتعلق بالمتغيرات المستقلة ، والجزء الثاني تضمن مقياس الاتجاهات حسب مقياس ليكرت الخماسي في بناء مقاييس الاتجاهات ، ثم جمعت البيانات بطريقة المقابلة الشخصية ، ومن اهم الوسائل الاحصائية المستخدمة في تحليل البيانات هي : النسبة المئوية ، والمتوسط الحسابي ، والانحراف المعياري ومعامل الارتباط البسيط (Persons) ومعامل Spearman Brown.

وتبين النتائج بأن الغالبية العظمى من المبحوثين اتجاهاتهم حيادي نحو الايجابي للمطبوعات الزراعية وما يتعلق بالمتغيرات الشخصية والوظيفية تبين أن 76.51% من المبحوثين ضمن الفئة العمرية 48 –58 سنة وان أكثر من نصف المبحوثين هم من الذكور حيث بلغ نسبتهم 66.91% ، و 54.45% من المبحوثين هم من الحاصلين على شهادة المعهد و اعدادية الزراعة ، وأن غالبية المبحوثين ضمن فئة الاقسام العلمية الاخرى للتخصص الاكاديمي حيث بلغ نسبتهم 76.48%، أما فيما يخص بالمتغير استخدام المبحوثين للمجالات المتعلقة بالمطبوعات الزراعية تبين بان الغالبية منهم يستخدمون مجالات مختلفة من المطبوعات الزراعية حيث بلغ نسبتهم 68.39%، وان 81.33% من المبحوثين يحصلون على المطبوعات الزراعية من المصادر المختلفة . كما أظهرت النتائج وجود علاقات معنوية في الاتجاهات وفقاً لمتغيرات : العمر – الجنس – استخدام المطبوعات الزراعية – الحصول على مصادر المطبوعات الزراعية . في حين لا توجد علاقات ارتباط معنوية بين اتجاهات المبحوثين وفقاً الى المتغيرات التالية : التحصيل الدراسي – التخصص الاكاديمي .

التوصيات :في ضوء ما توصل إليه الباحث نقترح اهم التوصيات التالية:

1. الاهتمام بنشر المعلومات الزراعية في وسائل الاعلام ، مع التركيز على مواضيع المطبوعات وذات محتوى والغرض من المعلومات قبل نشرها وايصالها الى العاملين في القطاع الزراعي وذلك من قبل المؤسسات الاعلامية الحكومية وغير الحكومية.
2. ضرورة الاهتمام بأعداد الكوادر التخصصية الاعلامية من قبل الكليات والمعاهد ذات التخصصات الاكاديمية الزراعية والاعلامية او فتح افاق تخصصية اعلامية جديدة من قبل وزارة الزراعة والمصادر المائية لغرض توفير كوادر او عاملين يحملون صفات الرجل الاعلامي وذو دراية ومهارة والالمام بالمسؤولية والمعرفة بواقع وحاجات الجماهير بعد التخرج او بعد مشاركتهم في الدورات التدريبية التخصصية.

Introduction:

The Developing countries were seeking to use all the way for Development to achieve influence the mass behavior of the relationship, and the creation of the positive attitude of the wanted development. The development of all dimensions of one of the basic motivations for the establishment of instrument of mass communication. (Abdulrahman, 1987, p9). Communication was a center of development process that come out through the participation of the masses in Communicative operations, which ensure interaction between the operators of contact between the receiver (AL-Jamal, 2003).

The Media plays an important role to increase the cultural openness of individual and as knowledge sources of renewed, through the transfer of Communicative messages in the form of voice or unread or Visual -Voice, this helps the individual to increase the correct ambitions in the utilization of the resources available to participate in the community development. (AL-Tanobby, 1998). In addition to the contribution of mass media makes an effective contribution to the composition of mass opinion and the achievements of the communications the Task. (AL-Meqdady, 2009, p12), Also the media has a good role to in creating a mental picture of the new subjects which

possesses no individual by any information. (Baddr, 1981, p128).Exposure to media need necessities of development where access to larger groupings were targeted, the media attention on specific subjects lead to public attention to this subject., The basic idea of the theory of contact, known as the renewal of the agenda which indicates that such means to determine the public attention if the increased attention of those media If the least interest in at least masses Interest. (Rogers, and Dearing.,1988). the printed materials of the oldest mass media where the advantage of being able to provide the letter to the reader allows the retention and read more than once. (AL-Samaraey, and Adnan., 1990, p354), Known Swanson Publications as methods of communication which depend on each of the printed word and picture for the purpose of providing the receiving news of the correct sound information fixed realities through the presentation of the art that helps to absorb and understanding of print. (Swanson, 1984). That could be the exploitation mass media means to the different areas of agriculture by their capacity to deliver the message to the majority of the Masses and the disparity in the levels and trends Surprisingly rapidly with the ability to create a public opinion, and the development of the trends and patterns of conduct already exists, estimated on the transfer of knowledge and information and entertainment. (Mackawy, AL-Said,2004), And agricultural disseminating information through the media and information lead to positive change and increase the attitude of workers and agricultural extension technically, Through the optimal use of agricultural extension, the fact that publications agricultural extension depends on the written word to connect article agricultural technical farmers and businessmen guidance and others from the mass. (Qshtta, 2012, 190).

One of the objectives of the agricultural extension is changes in the Attitudes , the Attitudes despite the disagreement on its concept but it is usually defined as a state of readiness, mental and nervous disorders and grow the individual to interact positively or negatively with an exciting psychological environment whether this controversial material or moral building on the experiences of previous personal directly or indirectly repeatedly between individual and is the subject of the Attitudes.(Salih, and Al-Tanobby2003,p23). In view of the fact that the Attitudes were an essential element in determining the conduct of the individual toward certain topics where it indicates how individual conduct in his life because the Attitude is linked to conduct a certain is the future behavior of the individual and defines the way his behavior and interpretation of behavior. (Erwin.P, 2001, p15). Attitude is one of the most prominent factors affecting the learning of the individual access to information and views the positive attitudes toward agricultural publications of their prominent role in clarifying individual behavior they serve as a driving force of this behavior and the close link with the conduct of the individual and its resolutions in the different positions. (Slemaan, and Mustaffa,2001, p10), As well as its role in influencing the personality of extension workers and the composition of the behavior of the thoughtful Attitudes in a positive way, so the focus in this research about the Attitudes of agricultural extension workers toward agricultural publications of the fundamental pillars on which to build awareness of and attention to the tendency toward the study in the area of rural media, In particular agricultural publications and find what to achieve the best wishes for the future toward the indicative work to know the extent to which the implementation of the tasks agricultural extension in the field of work and the provision of agricultural services and extension services to farmers in the area of the current research.

Altogether the problems of this study to answer the following questions:

1. What are the Attitudes of agricultural extension workers in the Sulaimani governorate toward agricultural publications?
2. What is the Scope of Access the agricultural extension workers for this Publication and its Correlation with Attitudes?
3. What is the Correlation between the Attitudes of agricultural extension workers and Age, Gender, Getting Study level, Academic specialization, Use of agricultural publications?

The objectives of the current study:

1. Identifying the Attitudes of agricultural extension workers in the Sulaimani governorate toward agricultural publications.
2. Determining the Scope of Access of the agricultural extension workers for this Publication and its Correlation with Attitudes.
3. Determining the Correlation between the Attitudes of agricultural extension workers toward agricultural publications and Age, Gender, Getting Study level, Academic specialization, Use of agricultural publications.

Material and methods:

The Research Methodology: Research is describing in terms of type, which deals with the trends in the context of scientific description of the systematic document to the reality - multiple components, and also used the search of approaches' survey in surround of Survey the agricultural extension worker in the Sulaimani governorate, It also used the search the A questionnaire form as a research tool for the study of the workers on the ground and to explore their opinions and attitudes.

Research Region: Research included all aspects of the wards of the Sulaimani governorate administrative borders in the region of Kurdistan in Iraq since covered by organizations agricultural extension tour of central and local.

Research Population: Includes research population all extension workers in the agricultural extension directory in the Sulaimani governorate, people and local indicative. Of the 136 Workers and the academic achievement of scientific disciplines. (Alan toffiq, interview,2015).

Data collection: data have been collected by questionnaires through personal interview and included the questionnaire form as follow:

The first part and ensure independent factors: Age, Gender, Getting Study level, Academic specialization, Use of agricultural publications and Access to agricultural publications. it was the identification of these factors after informing the researcher on the literature of the relationship and to review some of the studies on the placement of the search in addition to consult specialists in the media and information specialist (*).

The Measurement of independent factors: Measured independent factors relevant to the subject matter as follows:

1. Age: Measured the number of years of age respondent until the collection of data, it was divided into age category.
2. Gender: Measured according to two levels (Male - Female) gave the following weights (1, 2) respectively.
3. Getting Study level: It has been measured according to the following levels: (preparatory agriculture, the Institute for Agriculture, the collage of agriculture) and given these levels following weights: (3, 2, 1) respectively.
4. Academic specialization: To identify the specialization of the respondent word was a question within the first section of the form, the answer was containing alternatives to choose one of the respondents toward: (Agricultural extension, other specialties of agricultural) and given these levels following weights (1, 0) respectively.
5. Use of agricultural publications: To identify whether the respondent using agricultural publications types which includes : (Electronically extension prospect, Farming substantive prospect, Agricultural advertising , Electronic journal of farming ,Electronic declaration of firming ,Agricultural newspaper ,Magazines agriculture ,Agricultural books, Agricultural research publics ion) , And asked the answer was containing alternatives to choose one of the respondent word (yes, not), and given these alternatives following weights (1, 0).
6. Specialized areas in agricultural publications: In order to identify use fields of extension of agricultural publications by respondent was a question? The answer was including three

alternatives to the respondent toward to choose one of them, which (often, sometimes, do not use), and given these alternatives following weights respectively (2, 1, 0).

7. Access to Agricultural publications: To identify this working group was to ask a question about the access of the respondent toward agricultural publications? The answer was including three alternatives to choose one of the queried word (often, occasionally, never), and given these alternatives weights (2, 1, 0) respectively.

The names of the media& psychological professionals:

1. Dr. Hemin Majid Mohammad: Assistant Professor, Department of Public Information/Faculty of language humanitarian sciences/ School of Human Sciences, University of Sulaimani.
2. Dr. Talib Abdul Majid: Assistant Professor, Department of psychological /Faculty of language humanitarian sciences/School of Human Sciences, University of Sulaimani.
3. Dr.Arkan Rauf Aziz: teachers, the Information Section/ Faculty of language humanitarian sciences/ School of Human Sciences, SulaimaniUniversity.

The Second part including Phrases concerning about Attitudes of agricultural extension workers in the Sulaimani governorate toward agricultural publications. Containing 20 questions to identify the views of agricultural extension workers' attitudes, 10 of which were positive, and 10 negative. Using Likert type questionnaire includes a scale comprised of five graduated levels to attitudes are :(Absolutely agree", "Agree", "Undecided", "Disagree", "Absolutely Disagree"). For the purpose of measure out given numerical values as follows (4, 3, 2, 1, 0) levels of positive Phrases, given the following values negative Phrases (0, 1, 2, 3, 4) respectively. They were asked to fill in the blocks with the answers through putting the mark before any level applicable. Then the positive Phrases were taken in the individual sequence in the form of a questionnaire, While the negative Phrases put on doubles sequence status and put individual or doubles Phrases alternately in the questionnaire form, and that the total grades measured by a numeric value is 80, thus confined the values of the attitudes toward agricultural publications between (0-80) , Which are represents 80 the surveys of positive cases one hundred percent and zeros contrary.

After the preparation of the form the first formulators and for the purpose to making sure of its sincerity, the Researcher bring it to attention of a number of specialists in psychological science, Educational council and Agricultural Extension. (*). In general, was gain agreement on all Phrases questions with some modifications, which included the addendum and the deletion of the linguistic and Correction Thus and became a form ready for the pretest, then checked the process pre-test on 20 workers of a sample of the reconnaissance mission in the agricultural extension of the directorate of agriculture and water resources in the (Garmeyan)Region. Which have been identified in advance for the purpose of the preparation of the formulate form to identify current research, and select the coefficient of stability and validity of user testing in the search, and for the purpose of ascertaining accuracy in the instrument cluster and the conformity of attributes of them. The way followed the midterm retail according to the coefficient of simple correlation (Pearson), Which are representative of half of the test, so the other half has been corrected using a gradient (Speer Brown).To measure the coefficient of consistency and stability factor %85, and to find out the widen of its validity has been calculated on the coefficient root of Unchanged Access the questionnaire form to finalized. At last, directly began to data collection from respondents during the month of January in 2016.The analysis of statistical data was the use of both (Percentages, medium algorithm, delinquency, normative and Correlation Coefficient(Pearson), Spearman brown and used the Program of SPSS-version18, (Alphons de Vocht, 2009), to data analyses.

The names of the specialists in the Agricultural Extension:

1. Dr. Sahhab.A. AL-Ejaili: Professor, Eco-Extension of agricultural Dept./ College of Agriculture / Tikrit University
2. Dr. Abed A.AL-Doskey: Assistant Professor, Rural Development Department, Faculty of Agriculture/ Duhok University.
3. Dr. Tahir M.AL-Jaff: Assistant Professor, ARD-Department, Faculty of Agriculture/ Sulaimani University.

Results and Discussion:

First: Identifying the Attitude of agricultural extension workers in the Sulaimani governorate toward agricultural publications:

The expense of numeric value Was obtained by the respondent word collection of numerical values of the response of the paragraphs of the gauge and which reflect the type of its direction and has been confined to numeric value that can be obtained, the respondent word in real terms between 25 - 70 degree of arithmetic average 50.45 degree normative spiraling out of 8.36 and currency all grades obtained responder of degrees of crude to the normative value (Standard–z), thus queried was distribution of three categories: Positive ,neutrality and negative, as is shown in the table (1):

Table 1: The attitudes quality of respondent toward agricultural publications

Categories of Attitudes	Normative Value	Frequency	%	Average Attitudes	Notes
Positive	56 -70	37	27.20	59.94	S.D =8.36
Neutrality	40 -55	86	63.23	48.84	
Negative	25- 39	13	9.57	33.15	$\bar{X}$=50.45
Total		136	100		

As it can be seen from the table 1 that the categories of neutral and positive attitudes of representing is% 90.43 of the total respondent, and a low percentage of respondents %9.57 fall within category of negative attitude,the general level of the respondents is Neutrality tends to Positive attitude toward agricultural publications.And these results can be attributed to that, there were a lot of sources about agricultural information, especiallythe agricultural rural media and Electronic publications which has a good role in the rural community, and The Agent is exposed to information, views and positions of these publications in a positive manner may have a good impact on farmers in the case of agricultural information and directed the way you want them.

Second: Determined of Access agricultural extension workers for this Publication and its Relationship with Attitudes of respondent:

Access to agricultural publications:

In Results that the highest proportions of respondents are obtaining often degree from the Access to agricultural publications, followed by Occasionally, and finally Never Access to agricultural publications. As in the table 2 :

Table 2: Category of Access to agricultural publication its relationship to the Attitudes of the respondents

Access to agricultural publication	**Frequency**	**%**	**Average Attitudes**	**Notes**
Often	22	16.17	55.22	S.D= 2.419
Occasionally	89	65.45	50.08	$\bar{X}$=4.79
Never	25	18.38	47.56	Corre. coefficient= 0.226
Total	136	100		t .value = 2.68*

(*) significant correlation at the level of (0.05).

Table (2) Shows that the highest average value of the attitude respondent was fall within category (Often), either a minimum is within category (Never), to find out whether there was any correlation between variables Been to use the Ranking Spearman Brown. The value of 0.226, which indicates that there is a relationship between the variables, and to identify the moral this relationship uses t-test, Amounted to 2.68 calculated as the value of the t Calculated more than worth the Tabular Trend Menu 2.62, moral relationship, it attributed this result to the respondent word to get greater agricultural publications be brought to the attention of the widest of other and the attitude toward agricultural publications generally positive.

And to identify any sources of access to agricultural publications was available in most of the time and most useful of respondent, then arranged this sources arithmetically by the standardize average value of access to agricultural publications ,so It shows that the highest value is (friends and Government libraries) in the Least (Syndicate of farmers). As is shown in the table 3 :

Table 3: Arrange the sources of Access to agricultural publications of the respondents

Sources	Frequency	%	Average calculator	Ranking per Number
Friends	44	32.35	1.102	1
Government Libraries	30	22.05	0.992	2
Personal Libraries	23	16.91	0.808	3
Electronic Libraries(E-bookstores)	18	13.23	0.595	4
Mobile Libraries	10	7.35	0.455	5
Agricultural Businesses	8	5.88	0.367	6
Syndicate of Agricultural engineers	6	4.411	0.308	7
Syndicate of Farmers	5	3.67	0.213	8

The Reason is attributed to the (Friends, Government Libraries) was available and the respondents can be contacting with friends and fellow work in most times, as well as the metaphor this publication from Government or traditional libraries and needing only financial burden on the agricultural extension workers during their use of the selection of the different types of sources of agricultural publications in that type of sources, The source (Syndicate of Farmers) comes the last rank refers to the limited availability of agricultural publications in the Syndicate of farmers or weakening of the media institutions role and stakeholders in the Ministry of Agriculture to support processing agricultural extension device or the relevant authorities to the process of the technical transfer and agricultural information to farmers.

Third: Determining the relationship between the attitudes of agricultural extension workers toward agricultural publications and all independent variables are shown below:

1. Age: In results that less than ages 26 years, most 58 years, an average of 43 years, has been divided into this variable for three age categories according to the results obtained from respondents, and select the average value of the attitude for each category and prepare for the percentages with in respondents, as shown in the table (4):

Table 4: The Categories of Age and their relationship to the Attitudes of the respondents

Age categories / year	Frequency	%	Average Attitudes	Notes
26-36	45	30.08	47.51	S.D=10.22
37-47	40	29.41	49.50	$\bar{X}$=43.73
48-58	51	76.51	53.80	Corre. coefficient= 0.347
Total	136	100		t .value = 4.282**

(**) significant correlation at the level of (0.01).

Table (4) show that the average value of respondents attitudes increasingly digital value in accordance with the increase in the number of years of age, to find out whether there is correlation Interdependent between variables and use Correlation Coefficient(Pearson).It was worth 0.347 which indicates that there is a correlation between the variables, and to identify the moral this relationship uses t-test, The calculated value of 4.282 since it more than worth the t-tabular Trend Menu 2.62 at the level (0.01).So this is a moral relationship, and attributed this to the respondent have positive sentiment toward agricultural publications and prints agricultural publications contribute to expanding agricultural knowledge of the employees of the agricultural guidance through the information contained in the print media published.

2. Gender: The numerical values Was the distribution of the attitude for two categories and prepare for the percentages of queried as shown in the table (5) :

Table5: The Categories of Gender and their relationship to the Attitudes of the respondents

Gender categories	Frequency	%	Average Attitudes	Notes	
Male	91	66.91	51.93	S.D=0.47	$\bar{X}$=1.33
Female	45	30.09	47.46	Corre. coefficient= - 0.252	
Total	136	100		t .value = -3.014**	

(**) significant correlation at the level of (0.01).

The table (5) Shows that the number of respondents of male category is 91, and representing 66.91% of the total number of the research population, also respondents number of the female is 45 representing% 30.09, to find out whether there is Interdependent between variables. Used the Ranking Spearman Brown. It was worth - 0.252 which indicates that there is an inverse relationship between the variables, to determine the moral this relationship use t- test, The calculated value of -3.014 since it more than worth the t-tabular Trend Menu 2.62 at the level (0.01), So this relationship very moral. It was attributable to both gender is looking forward to all publications except agricultural and extension services, which fare away their specialization and field work or The Agricultural Publications Limited only themes on the presentation of agricultural activities and will not contribute to reflect the reality of the Rural Women indicative activity for example.

3. Getting Study level:

In Results that the highest proportions of respondents are obtaining the bachelor degree from the Faculty of Agriculture, followed by junior agriculture, and finally a diploma from the Agrarian Institute. As in the table (6) :

Table (6): The Categories of Getting Study level and their relationship to the Attitudes of the respondents

Getting Study Levels categories	Frequency	%	Average Attitudes	Notes
Agricultural Junior High	38	27.95	52.12	S.D= 0.842
Agricultural Diploma	36	26.47	51.25	$\bar{X}$=1.17
Bachelor of Agriculture	62	45.58	48.98	Corre. coefficient= - 0.161
Total	136	100		t .value = - 1.88 Not Significant

Table (6) Shows that the average value of respondents' attitude at least digital value according to increase Getting Study level to respondents, to find out whether there was any

connection with adverse correlation between variables, And Use the Ranking Spearman Brown, it was worth 0.161. Which indicates that there is a correlation between the counterproductive variables, and to identify the moral this relationship Use the t-test, The calculated value of 1.88. Since it is lower than the value Tabular trend display 1.97 at the level (0.05) and therefore such relationship non-moral. This may be because the reading of respondents' bulletins and publications agricultural and extension services will not contribute to expand knowledge of respondents agricultural and extension services in their profession or This may be due to the fact that the information agricultural respondents resulting from their sources of agricultural informatics within the courses and curricula academic to queried.

4. Academic Specialization: Distribution of the numerical values of the trend for both categories and prepare for the percentages of respondents as shown in the Table (7) :

Table (7): The Categories of Academic specialization and its relationship to the Attitudes of the respondents

Academic specialization categories	Frequency	%	Average Attitudes	Notes	
Agricultural Extension	32	23.52	51.68	S.D= 0.42	$\bar{X}$=0.235
Other Agriculture specialties	104	76.48	50.07	Corre. coefficient= 0.083	
Total	136	100		t .value =0.964 Not Significant	

Table (7) show that the number of respondents' other agriculture specialties is 104 which representing 75.61% of the total number of respondents, and the number of respondents of agricultural extension is 32 respondent and representing 23.52%. Also, to find out whether there was any correlation between variables Been to use the Ranking Spearman Brown. The Reach out is 0.083 which indicates that there is a correlation between the variables, this may be due to the fact that the majority of respondents will not be exposed to curriculum regarding the contact information and agricultural during their previous academic making leanings less than the level of the rest of the respondents in the agricultural extension department.

5. The Use of Agricultural Publications: Included these variable areas of the use of agricultural publications, were distributed to respondents' categories. As shown in the table 8 :

Table (8): The categories of use of agricultural publications and its relationship to the Attitudes of the respondents

Categories of Used Agricultural publication	Frequency	%	Average Attitude	Notes	
Misused any filed	43	31.61	47.23	S.D=22.57	$\bar{X}$=7.87
One – Three	16	11.76	48.31	Corre. coefficient= 0.326	
Four– Six	49	36.05	52.55	T .value =3.761**	
Seven – Ten	28	20.58	53.02		
Total	136	100			

(**) significant correlation at the level of (0.01).

Table (8) Show that the average value of respondents attitude is steadily increasing the number of the areas used by each of them agricultural publications, to find out whether there was any correlation between variables Been to use Correlation Coefficient (Pearson).It was worth 0.326 which indicates that there is a correlation between the positive variables and to determine the moral this relationship by use t-test, amounted to 3.761 calculated a bigger table trend worth 2.62 the

relationship is very moral on the level (0.01).And that could be attributed this result to the respondents word used agricultural publications and the number of field of used increasingly tendencies toward agriculture generally and agricultural extension, in particular as a result of the access to the sources and access to agricultural publications and information specialties in the publications and also the benchmarks and other types of agricultural publications.

Conclusions and recommendations:

1. The Results of this study show that the average value of neutral tends to positive impact in general and we can deduce that agricultural publications focus on the presentation of agricultural activities substantially, and the respondents access to the different sources (Electronic and traditional publications) at same time ,which have a positive impact on the attitudes respondents toward agricultural publications in the case of agricultural information to farmers and the manner in which you bringing forward.
2. The Results of this study show that there is a moral relationship between variable access to sources of agricultural publications and average value of attitudes, Deduced that whenever gets the respondents word on any of the sources of agricultural publications agricultural and contribute to the completion of the work sheet and the functions of other agricultural positively and increasing the impact of economic and educational according to the quality of the publications sources and comparative advantage of those sources.
3. The Results showed that no moral relationship between Getting Study level of the average value of attitudes, we can deduce that the certifications of the respondent word don't affect the attitudes, because of the weakening of the role of educational institutions in the agricultural and the decisions of the seminar on the means of communication and information, and agriculture in the decisions and curricula, especially in the institutes agricultural colleges and the definition of queried fields of the use of agricultural publications scientific method.
4. The Results showed that There is no significant relationship between academic specialization and average value of attitudes and we can deduce that agricultural publications and publications agricultural extension, in particular, does not contribute to increasing the technical skills to respondents because the vast majority of them performing administrative functions away from the academic specialization in their work places the current functional.
5. There is a significant relationship between the old and the average value of attitudes and we can deduce that reading agricultural publications play a positive role in further agricultural knowledge for all age groups and their attitudes toward agricultural publications positively.
6. The Results showed that there is a significant relationship between Gender and the average value of attitudes and we can deduce that respondent of both Genders have tendencies for agricultural publications all fields of any traditional publications of the most expensive in economic terms compared to electronic publications
7. There is a moral relationship between the use of agricultural publications and the average values of attitudes and we can deduce that read publications new agricultural is a source of behavioral change in the knowledge of respondents, In particular the follow-up to the indicative publications specialties and the developments of modern agricultural relating to the transfer and adoption of agricultural techniques to farmers.
8. The Researcher recommends dissemination of agricultural information in the media, with a focus on the topics of agricultural publications and content and purpose before published by the state media institutions and the private sector for the purpose of delivery to two technicians and workers in the agricultural sector and agricultural extension.
9. The need for attention to prepare specialized workers of information before the faculties and institutes of the specialties of Agricultural Academy and public information or open

prospects for media specialties to new farming by the ministry of agriculture and water sources for the purpose of providing professional workers and carrying the qualities of the media man with skill and awareness and responsibility and knowledge of the reality and the needs of the Masses after graduation or after their participation in the sessions of the specialized training.

10. Proceeding the Similar studies aim to identify other factors affects workers' attitudes toward agricultural publication or topically related to rural media at the Sulaimani Governorate and other Governorates in Kurdistan Region of Iraq.

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