

**Coverage of Environmental and Agricultural Issues on the  
Public Broadcaster’s Radio Platform  
(Radio Ajara – the Program “Eco World” and Georgian  
Radio – the Program “Farmer’s Morning”)**

**Etiko Shakulashvili**

Caucasus International University  
Student of the Master’s Educational Program in  
Media Studies and Multimedia Production

**Nino Chalaganidze**

Ivane Javakhishvili Tbilisi State University  
Ph.D in Journalism, Associate Professor

**Abstract**

*The present paper examines the specific features of the coverage of environmental and agricultural issues in the radio broadcast of Georgian public broadcasters (“Georgian Radio” and “Radio Ajara”).*

*The research was conducted using quantitative and qualitative content analysis, as well as a semi-systematic literature review methodology. It provides a detailed analysis of environmental and agricultural radio programs aired in 2025, namely “Eco World” (“Radio Ajara”) and “Farmer’s Morning” (“Georgian Radio”).*

*It is noteworthy that in contemporary media, agricultural and environmental journalism extends beyond the mere function of information dissemination and assumes significant social and educational responsibility, particularly in Georgia, where the agricultural sector makes an important contribution to improving the country’s economic condition.*

*The literature review revealed that radio coverage of the aforementioned fields has been virtually unexplored in the Georgian academic space, which determines the relevance and scientific novelty of the present study.*

*The analysis of the empirical field demonstrates that the program “Eco World” is primarily focused on issues of environmental policy and climate change and serves to raise public awareness; however, in terms of content, it is often limited to descriptive accounts of events.*

*As for “Farmer’s Morning”, it integrates pragmatic, practice-oriented topics with academic knowledge and the experience of field experts.*

*In order to maximize the use of the radio format for the coverage of agricultural topics, the article presents a number of recommendations, the implementation of which will significantly contribute to the development of the field.*

**Keywords:** *Public Broadcaster; Radio; Ecology; Agriculture; Georgia.*

## **Introduction**

In the contemporary communication network, the media is not perceived solely as a medium for transmitting dry facts. It bears a far greater responsibility when addressing issues such as those related to the agricultural domain.

Climate change, the depletion of natural resources, air and water pollution, and biodiversity conservation constitute an incomplete list of challenges that affect citizens’ everyday lives.

Accordingly, for media outlets, the coverage of environmental and agricultural issues represents not only a guarantee of informational diversity but also a matter of social, economic, and cultural responsibility.

There is an expectation that a representative of traditional media, such as radio, plays a significant role in the process of informed decision-making across various domains. Its effectiveness is manifested in several aspects: timeliness; regular communication; accessibility; and inclusiveness.

With regard to the principles for selecting the objects of study, it is important in this section to highlight the obligations outlined in the broadcaster’s program priorities for 2022–2025:

- **Universal access:** ensuring quantitative growth in the number of users of all platforms and products of the broadcaster, both in combined indicators (television, **radio**, and multimedia channels) and separately, in the audience figures of the First Channel;
- **Timely and comprehensive informing of the audience** about **significant events** taking place in **Georgia**, its **regions**, and the world;
- Production and enhancement of the quality of educational, cultural, cognitive, and socio-political content (Georgian Public Broadcaster, 2025).

In addition, according to the National Statistics Office of Georgia, as of the beginning of 2025, **38.5% of the population** resides in rural areas (National Statistics Office of Georgia, 2025, p. 20). According to the report, agriculture, forestry, and fishing accounted for **6.2%** of GDP in 2024.

The presented data further reinforce the view that agricultural journalism constitutes one of the important directions of the contemporary media landscape. It should not be limited to superficial information but should encompass well-considered, in-depth knowledge, research, and analysis of a sector that is a priority for the country's economy and sustainable development.

Media outlets, including radio, should ensure the dissemination of verified and constructive materials within this vitally important communication network. Comprehensive information and knowledge-based decision-making, in turn, will contribute to the proper development of the sector.

Moreover, it is important that, at the level of each medium of mass communication, it be recognized that overcoming contemporary challenges depends on providing the segment employed in the agricultural sector with qualified, reliable, and comprehensive information.

## **Research Methodology and Methods**

Taking into account the specificity of the empirical field, the study required the integration of such methods as quantitative and qualitative content analysis, as well as a semi-systematic literature review.

If we follow the classical definition of the content analysis method, it represents a technique for drawing relevant conclusions through the systematic and objective interpretation of media material (Prasad, 2008). Its sequential nature allows for the generalization of results obtained through data processing.

In order to share relevant findings, the research period was limited to the full year of 2025. In total, 36 episodes of “Farmer’s Morning” and 14 episodes of “Eco World” were examined. For this purpose, the websites of the research objects were consulted, where the radio programs broadcast within the specified time frame were made available.

It should be noted that, in the research process, content analysis ensures the examination of content according to predefined categories, which reduces the researcher’s subjective interference and increases the reliability of the results and the relevance of the conclusions.

The aforementioned method makes it possible to analyze the narrative in a systematic and structured manner, to identify thematic priorities and emphases, as well as the specific features of agricultural topic coverage.

The primary guarantee of the obtained results lies precisely in the criteria that were predefined for the analysis of each program:

- **Thematic and functional categories;**
- **Forms and genres of information delivery;**
- **Narrative structure;**
- **Modes and means of expression.**

In addition to qualitative analysis, the study also includes quantitative indicators of content analysis, specifically the frequency with which the

radio programs were broadcast. The presented statistical data indicate the intensity of agricultural issue coverage on radio.

As for the second research method, the **semi - systematic literature review** ensures the identification and integration of noteworthy findings by other researchers into the present paper, as well as the optimization of existing knowledge and directions for further advancement.

Within the framework of this method, the program priorities of the Public Broadcaster were examined in detail, which also allows for drawing certain conclusions in this regard.

The methods presented in the paper are organically integrated and provide a basis for a multifaceted examination of the issue.

### **Review of Scientific Literature**

A review of Georgian academic sources has shown that the coverage of agricultural issues, particularly within the radio space, practically has not become an independent subject of research yet. Existing materials mainly focus on the general functions of the media, the role of the public broadcaster, and the importance of the agricultural sector.

The representation of agricultural issues in the media and the general norms for covering each direction of the sector are addressed in the book “**Constructive Agricultural Journalism.**” The discussion of specific fields and the presentation of the particularities of media coverage in each chapter of the handbook turn the narrative into a useful guide for journalists.

“The agricultural sector has consistently played a significant role in Georgia’s economy, which is directly linked to the more than 3,500 villages that still exist today as historically formed territorial units, where nearly half of the country’s population resides and whose agricultural production has a substantial impact on maintaining the minimum living conditions of a large segment of the population” (Kuprashvili & Chalaganidze, 2018, p. 19).

Considering these factors, it becomes evident that the coverage of agriculture across various media platforms is of particular importance,

taking into account public interest, audience size, the specificity of the sector, and its potential.

Each chapter of the guidebook represents a kind of compendium of rules addressing the fundamentals of agronomy, plant protection, livestock and animal husbandry, market dynamics, safety, and, in general, the significance of constructive journalism in the process of covering these fields.

The book constitutes an important initial theoretical and methodological basis for further research. The main directions of agriculture and the professional standards for their coverage presented in the handbook make it possible to define the framework required for the study. At the same time, the thematic diversity presented - from the fundamentals of agronomy to market dynamics - creates a solid theoretical foundation for content analysis, which is a prerequisite for the systematic study of radio coverage of agricultural issues, the formulation of relevant conclusions, and the development of recommendations.

The importance and pathways of agricultural communication for informing farmers and introducing innovations in the sector are reviewed by Irma Choladze in the article **“Agro-communication’s Forms and Ways - Georgia’s Example”** (Choladze, 2019). As explained in the paper, in the Georgian context, the main challenge remains the fragmented and non-systematic nature of communication. According to the author, effective agricultural communication requires the combination of traditional and digital methods, increased farmer engagement, and the integration of local experience. Such collaboration enhances knowledge around the sector, the potential for introducing innovations, and the productivity of the agricultural sector.

The provision of fact-based, timely, and comprehensive information to representatives of the agricultural sector often serves as a guarantee for making correct decisions. As noted by the authors Natia Kuprashvili and Nino Chalaganidze in the article **“New Normality of Agriculture Against the Background of Infodemia (Georgian Example),”** the example of small and medium-sized farmers in Georgia demonstrates that the effectiveness of information delivery directly determines

productivity and correct market positioning (Kuprashvili & Chalaganidze, 2022).

Agricultural communication should integrate traditional and digital channels in order to deliver timely, accurate, and useful information to farmers effectively.

In the international academic space, studies published on agro-journalism and agro-communication are mostly focused on professional and ethical standards and, in general, on the importance and prospects of the field.

From this perspective, the study by Edith Anne Chenault (2009), **“Factors Affecting Agricultural Journalists and Agricultural Communicators,”** offers different approaches, as it discusses not only the issues mentioned above but also other factors influencing journalistic activity.

The principles formulated in this work are important for the study of the representation of agricultural issues on radio. As with other media outlets, editorial policy and technical resources are often not the sole factors provoking narrative formation or issue emphasis. As the study shows, professional identity and values are, to some extent, reflected in the coverage of environmental and agricultural issues.

This factor is even more relevant in countries where agriculture plays a significant role in the development of the local sustainable economy. In such cases, the journalist becomes not only a disseminator of information but also a catalyst for constructive discussion, analysis, and, in some instances, the search for solutions around the issue (Chenault, 2009).

The role of the media in processes of social change is examined by Linje Manyozo (2012) in the work **“Media, Communication and Development: Three Approaches.”** Among other directions, this study highlights the targeted and inclusive perspective of the radio segment. The author identifies several approaches, including (Media for Development).

The study reveals the role of media outlets in the process of achieving specific goals aimed at healthcare, education, and environmental protection. Also important is the argument presented that media cannot achieve sustainable outcomes without taking into account local needs, as well as cultural and social contexts (Manyozo, 2012).

The impact of agricultural issue coverage and communication on farmers' decision-making, and the role of the media in shaping a safe environment, are the core theses analyzed and explored in the work by Jim Evans and Scott Heiberger, **“Agricultural Media Coverage of Farm Safety: Review of the Literature.”** The authors' review integrates perspectives on how local traditional and online media contribute to the dissemination of safety standards, risks, and preventive materials (Evans & Heiberger, 2016). The study emphasizes that the media is not only a source of information but also an active communication instrument - a resource that influences both individual and collective decisions in the agricultural sector.

It should also be noted that the study of processes and trends in the coverage of agricultural issues should include research on traditional broadcast media outlets that remain relevant alongside digital media. Especially given the specificity of the topic, the subject of study is complex and combines professional standards with diverse approaches to agro-communication, sector-specific narratives, and contemporary trends that are dynamic and evolving.

## **Discussion and Results**

### **“Eco World”**

“Eco World” is a radio program of the Adjara Public Broadcaster, aired every Monday at 13:10 on FM 104 and 5. The program is hosted by a field specialist, meteorologist Koba Partenadze. Alongside journalistic materials, the program includes educational content and discussions, thereby creating a complex model for the representation of environmental issues.

Each program examined during the research period covered the following topics: meteorological assessment of climate, hazardous waste management, remediation of areas contaminated with arsenic

- containing waste, the Red Book - its significance and positive aspects, reduction of the risk of climate change - induced disasters in Georgia, the process of stocking rivers with fry, illegal harvesting/sale and regulation of boxwood, the ecological situation in the country, Georgian forests and their unique characteristics, the European Union for the environment - water resources and environmental data, adaptation to and mitigation of adverse climate change, improvement and progress in medium-term weather forecasting, the climatological assessment of the summer of 2025, reduction of marine plastic pollution in Georgia, International Forestry Day and International Black Sea Day, and the issue of establishing protected areas in Svaneti and Lechkhumi.

The analysis of each episode demonstrates that the program focuses on the multidimensional aspects of environmental problems and also conveys a social message. For example, the topic of the June 30 episode was “**Adaptation to Adverse Climate Change and Its Mitigation.**” The project is being implemented by Georgia together with 22 countries, with the support of the Government of Japan, within the framework of the United Nations Development Programme. Karlo Amirgulashvili, Head of the Biodiversity and Forestry Department of the Ministry of Environmental Protection and Agriculture, spoke via telephone connection about the project’s global significance, future prospects, and its impacts on the local agricultural sector and ecology.

The episode aired on April 11, 2025, titled “**Do Not Cut Boxwood! – Illegal Harvesting/Sale of Boxwood Is Punishable,**” also carries a strong social message. The program was broadcast several days before the Boxwood Sunday holiday, and its main conceptual axis was the protection of Colchic boxwood, the prevention of illegal cutting of the plant, and discussion of responsibility toward an endemic species. The episode began with a monologue by the host, Koba Partenadze, who also spoke about caring for boxwood in domestic conditions. Preventive measures and the general situation were reviewed by the invited guest, Giorgi Khabeishvili, Head of the Forest Care and Restoration Department of the National Forestry Agency.

During the research period, the programs were devoted to issues of protected area management, biodiversity conservation, and threats

caused by anthropogenic impact. Particular attention was paid to the Black Sea ecosystem, the dynamics of plastic pollution, and the challenges of marine environmental sustainability. In addition, issues of environmental governance and policy were integrated, including waste management strategies, directions of national policy, and the assessment of the effectiveness of institutional mechanisms in relation to ecology.

“Eco World” also performs an educational function to a certain extent. It contributes to raising public awareness and environmental responsibility. Coverage of international environmental days and campaigns serves as a clear example of this role.

Nevertheless, the program largely remains limited to the description of events. The lack of constructive coverage may be explained by the following factors:

- The program’s duration (8 - 16 minutes.) does not allow for an extensive discussion around a specific topic.
- The majority of invited guests are public officials. The lack of opinions from independent experts and representatives of the agricultural sector results in a deficit of balanced and substantive discussion.

A logical continuation of the content and narrative analysis is the examination of the program’s format. The broadcast begins with a jingle which, through musical background and a verbal message, predetermines the thematic direction of the program. After the phrase **“Ecology and related problems, us and the environment,”** the host presents the topic of the day. Following the monologue, an audio passage is integrated into the program, which, through certain musical and verbal components, ensures the on-air identity of the broadcast. After introducing the invited guest, the host proceeds to questions related to the topic.

It should also be noted that in some cases, during telephone connections, speaking from a different location does not create a sense of presence. Consequently, the guest’s speech is sometimes difficult for the audience to follow. At the end of the program, the host summarizes the topic of the day, after which the jingle (music and

slogan) concludes the broadcast. Such an audio passage indicates the structural coherence and cyclical nature of the program.

### **“Farmer’s Morning”**

The program “Farmer’s Morning” is a radio product of the Georgian Public Broadcaster (1TV), which airs regularly every Saturday on Georgian Radio’s morning broadcast on FM 102.4, starting at 10:00. The program is hosted by journalist Irakli Nijaradze.

The functional purpose of the program is the popularization of agricultural knowledge, the sharing of practical experience, and the strengthening of the socio-economic importance of agriculture.

In terms of format, the program combines interviews with experts and farmers, thematic segments, and an informational-analytical section, which ensures a multi-layered and complex presentation of content.

As of 2025, 36 episodes of “Farmer’s Morning” are available in the program’s archive on the official website of the Georgian Public Broadcaster (1tv.ge). Analysis of their content shows that the radio program comprehensively reflects ongoing processes in the agricultural sector, including technological, social, and environmental dimensions.

Particular emphasis is placed on so-called sensor systems, modern models of agrotechnical practices, and smart technologies.

Within the thematic structure, a significant place is devoted to the segment “Farmer Stories,” which focuses on human narratives and examples of successful agricultural practices.

The systematic participation of sector experts and scientists, coverage of modern methods of disease control, promotion of local varieties, and educational and training initiatives transform the program into a platform that ensures the transfer of information between academic knowledge and the everyday practical needs of farmers.

The October 18 broadcast was dedicated to a newly identified disease in hazelnut cultivation and methods for its management. The program’s guest, Zurab Khidesheli, Head of the Integrated Plant

Protection Research Department at the Agricultural Scientific-Research Center, spoke about the recent trend of rapid hazelnut decline, its causes, and preventive measures. During the live broadcast, he discussed systemic measures about which farmer awareness is essential.

In the second part of the program, the guest of the “Farmer Stories” segment was winemaker and viticulturist Akaki Burkiashvili. He personally introduced the audience to the history and future prospects of his winemaking activities.

It should be noted that by covering the successful positioning of Georgian agricultural products beyond the country’s borders, the program also highlights the international potential of locally produced goods.

The first part of the September 13 episode of “Farmer’s Morning” was devoted to interest in Georgian cheese in the Czech Republic and the growing popularity of Georgian khachapuri in Europe. Together with the invited guest, cheese history researcher Ana Mikadze, the host Irakli Nijaradze discussed the growing interest in Georgian dairy products. In the second part, within the “Agro Advice” segment, the host shared practical information for viticulturists regarding the optimal sugar content percentage at which grapes should be harvested.

The program’s architectonics are as follows: the duration of “Farmer’s Morning” ranges from 22 to 30 minutes and is divided into two blocks. Each episode begins with a jingle that, through a musical background and a verbal message, informs the audience of the program’s start. The jingle is followed by a greeting from the host, Irakli Nijaradze, and the presentation of the topic.

After a brief monologue, a musical audio passage titled “Agro Georgia” is introduced, signaling the beginning of the guest segment.

Following an in-depth interview on the topic of the day, another musical jingle announces the start of a new segment.

The episode concludes with a farewell text by Irakli Nijaradze and a final musical jingle, which articulates the essence, significance, thematic focus, and periodicity of the program.

The host is characterized by in-depth knowledge of the core topics and professional competence, which fosters logical reasoning around the subject matter. His position is balanced and allows respondents to fully articulate their views.

The research shows that the radio program “Farmer’s Morning” is a content-wise coherent and structurally organized media product that effectively fulfills the function of popularizing agricultural knowledge and disseminating practical information.

### **Conclusion and Recommendations**

Based on our research, it can be stated that the coverage of environmental and agricultural issues in the radio broadcasts of the Georgian Public Broadcasters is structurally well-established, yet characterized by differing content-related approaches.

According to the analysis, “Eco World” is primarily focused on current environmental issues and serves to raise public awareness in this regard. The program plays an important role in promoting state policy and international initiatives; however, in most cases, the information presented is descriptive in nature and lacks analytical reflection, specifically in terms of in-depth problem analysis, alternative perspectives, and practical solutions.

As for the Georgian Radio morning program “Farmer’s Morning,” it offers listeners significantly more complex and practice-oriented content, integrating academic knowledge, expert opinions from the sector, and farmers’ experiences.

The program’s narrative is constructive. Discussions of problems are often accompanied by recommendations, which also gives the program an educational function.

Based on the findings, the following recommendations were developed for the program “Eco World”:

- **It is recommended to integrate analytical elements into the program, so that the broadcast is devoted not only to the presentation of facts but also to their in-depth discussion;**
- **Alongside the participation of public officials, the involvement of independent experts and representatives of the academic community is desirable, as this would significantly improve the quality of discussion;**
- **Program planning should be based on research into the interests of the relevant segments of the audience.**

As a result of the analysis of the program “Farmer’s Morning,” the following recommendations were identified:

- **Since the program does not include visual elements, and considering its duration, it is advisable to diversify the audio design to avoid monotony;**
- **The main part of the program is devoted to studio discussion. It is recommended to integrate various journalistic genres, including reportage and podcasts.**

Overall, the research demonstrates that both programs play an important role in the process of informing the public; however, to increase their effectiveness, further content-related and format-based development is necessary.

The integration of greater analytical depth, diverse genres, and different professional perspectives will contribute to better alignment of the programs with the needs of their target audiences.

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