

Landbou weekliks



COMMERCIAL AGRICULTURE IS NOW TELEVISED

By: Steve Monamodi

Sunday afternoons normally invites easy thoughts, and television naturally feeds it. The old habit of skipping through channels never abates especially when I find nothing stimulating or entertaining my thoughts.

But on this late Sunday afternoon, my fingers prematurely froze on the remote control.

Was I seeing what some of us in the agricultural marketing communications space have long been calling for?

Landbouweekliks, an all Afrikaans agricultural tv programme delivered on DSTV Channel VIA 147, is the first in my learned view to present agriculture in an aesthetic sequence.

Its shape and form are not morbid nor lacking in creativity. Its packaging, tone, appeal, content, visuals, design, graphics, voice-overs, photography et al is hypnotic and refreshing. I say this because I do not understand Afrikaans yet this poor native was enthralled by the show's presentation.

I set through the entire programme experiencing something of a cognitive dissonance. Unapologetically broadcasted in Afrikaans with no English subtitles, one could still see, hear and surmise that organised agriculture has massively invested in broadcast media and marketing communications.

Whatever motivated this action is anyone's guess, but the delivery of the show is superb; see, recognise and appreciate the value of commercial agriculture.

The underlying message of this tv show is undeniable. Anyone watching the show, soon realises that South Africa cannot do without commercial agriculture. This is a show boasting of the highest top billing; its strength and contribution to South Africa's food production, research, jobs and the economy is there for all to evaluate.

I will not be surprised at all if an English version of the show was on its way. It will be interesting to analyse the viewership rates and demographics.

Never beyond my comprehension did I ever think agriculture will produce a show like Landbouweekliks. Industry executives attempted this feat as far back as the late eighties through the nineties but not at such level.

After all, with the land debate at our feet, it is finally settling in that for agriculture to command public attention and following, television is the way to go.

Any communicator who has read the book 'The loudest voice in the room' based on Roger Ailes' career in media, will agree with some of his views that "television is the most powerful force in the world, it gives them a vision of the world and what they want it to be."