

Content Analysis of Farm Magazine

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ABSTRACT

The study was focused on analysis of the subject matter coverage and mode of presentation alongwith the measurement of readability of articles published in Rajasthan Kheti "Pratap" during the year 2007. All the 12 issues published in year 2007 were considered as a sample for the study. Out of total 173 articles published, majority (16.18 %) of them belong to crop production techniques followed by animal health care management (15.61 %), vegetable production (12.72 %), plant protection (11.56 %) and soil health management (10.98 %). The popular articles format was most commonly used format. Majority of articles published fell under very easy to standard category of readability and were published well in time.

Key words: Print media; Farm magazine; Content analysis; Readability;

Timely dissemination of technologies in right form to right farmers is necessary to get the best benefit. Print media provide an excellent opportunity for communicator to convey precise and timely information to a larger section of their clientele (Shirke and Sawant, 2006). The printed information remains more permanent, ensure greater accuracy, farmers need not have to rely on memory and could be used for further reference. There are several farm magazines being published from various organizations. Only very few attempts have been made on readability, formats or impact of these columns. Desire to make best utilization of magazine in dissemination of agricultural information as and when to cater farmers diversified information need in understandable form ignited to conduct this study. The specific objectives of study were as to analyze the subject matter coverage, analyze the form of presentation and to measure the readability of articles

METHODOLOGY

Rajasthan Kheti "Pratap" – a monthly farm magazine published by Directorate of Extension Education, Maharana Pratap University of Agriculture and Technology, Udaipur was purposively selected for this study. This magazine is published in Hindi language. All the 12 issues published in year 2007 were considered

as a sample for the study. There were 173 articles in magazine during the period. Different categories of formats were found to be used to present the information to the readers in the farm magazine. The formats were categorized into- i) popular article by extension personnel, ii) popular article by research and teaching personnel, iii) success stories, iv) poems, v) interviews, vi) proverbs and vii) question and answer.

Readability Measurement: The readability index developed by Oliver (1985) was used in the study. The formula for readability index is, given below.

$$\text{Readability index (RI)} = \frac{1.027275}{X_1} + \frac{4.110678}{X_2} + \frac{0.416117}{X_3}$$

Where

- X_1 = Average sentence length
- X_2 = Syllables per 100 words
- X_3 = Percentage of compound words

Where average sentence length (X_1) was calculated by dividing number of words by numbers of sentence. The average syllables per 100 words (X_2) were calculated by using the formula below.

$$\text{Syllables per 100 words} = \frac{\text{Total Number of Syllables}}{\text{Total Number of Words}} \times 100$$

The percentage of compound words (X_3) were calculated by the formula below.

$$\% \text{ of Compound Words} = \frac{\text{No. of Compound Words}}{\text{Total No. of Words}} \times 100$$

Range of readability Index :-

S. No.	Category	Readability Index Range	
		From	To
1.	Very easy	0.139735	And Above
2.	Fairly easy	0.119588	0.139735
3.	Standard	0.105806	0.119588
4.	Fairly Hard	0.093421	0.105806
5.	Very Hard	0.93421	And below

RESULTS AND DISCUSSION

All the articles published in farm magazine under consideration during study period were grouped into different aspects of farmers’ interests and presented in Table 1.

Table1. Subject wise distribution of articles

S.No	Subject	N	%age
1.	Crop production techniques	28	16.18
2.	Vegetable production	22	12.72
3.	Fruit production	8	4.62
4.	Flower production	4	2.31
5.	Medicinal plant	5	2.89
6.	Nursery	4	2.31
7.	Soil health management	19	10.98
8.	Plant protection	20	11.56
9.	Organic farming	2	1.16
10.	Post harvest management and value addition	8	4.62
11.	Animal health care management	27	15.61
12.	Poultry	3	1.73
13.	Women health and family nutrition	17	9.83
14.	Mushroom production	1	0.58
15.	Sericulture	1	0.58
16.	Fisheries	4	2.31
	Total	173	100.0

It is evident from Table 1 that majority (16.18 %) of articles appeared in magazine belongs to crop production techniques followed by animal health care management (15.61 %), vegetable production (12.72 %), plant protection (11.56 %) and soil health management (10.98 %). Further, out of total articles published 17 articles (9.83 %) belonged to women health and family nutrition. Articles related to cultivation of fruit and medicinal plant and post harvest management and value addition aspects were less than five per cent and were undoubtedly very less with regard to their importance in economic building up of farmers. Similar results were

also reported by *Abdullah, Sawant and Shinde (2006)*.

There are different modes of presentation of agricultural information to farmers. Selection of mode depends on the information to be disseminated, objective and nature of clientele. Popular article, success stories, poems, interviews, proverbs and question and answer are some popular formats of information presentation generally being used by farm magazines. Here, attempt has been made to classify the article according to different categories of formats and presented in Table 2.

The table indicated that almost all articles published in Rajasthan Kheti were found to be popular articles. These popular articles were written by extension personnel (54.91 %), teaching personnel (30.06 %) followed by research scientist (11.56 %). A limited number (3.47 %) of articles were published in form of success stories. It further reveals that there was no article published in form of question and answer, proverbs, interviews, poems. Though, popular articles were used extensively may be because they could be easily read and understood by the readers. These results were supported by *Patil (1992), Suresh and Vasanthkumar (2002) and Abdullah, Sawant and Shinde (2006)*. Based on review of literature, *Suresh and Vasanthkumar (2002)* reported that success stories and question and answers were preferred by farmers.

Table 2. Distribution of articles according to different formats of presentation

S.No.	Field	Total article	
		N	%age
1.	Popular article by Extension personnel	95	54.91
2.	Popular article by research scientist	20	11.56
3.	Popular article by teaching personnel	52	30.06
4.	Success stories	6	3.47
	Poems	-	-
5.	Interviews	-	-
6.	Proverbs	-	-
7.	Question and answer	-	-
	Total	173	100.00

Readability plays a vital role in effectiveness of printed literature. Some times the farmers may find the reading material difficult to read and understand, not

because the concepts are too difficult but simply because of the complexity of the language in which concepts are presented Bormuth (1966). Studies in the field of readability have clearly indicated that the printed literature should be within the comprehensive level of farmers. The readability of articles published was measured and results are presented in Table 3.

Table 3. Distribution of articles published based on readability index

S.No	Category	Articles	
		No	%age
1.	Very easy	85	49.13
2.	Fairly easy	53	30.64
3.	Standard	23	13.29
4.	Fairly hard	7	4.05
5.	Very hard	5	2.89

Table 4. Timeliness of articles published

S.No.	Timeliness	No	%age
1.	Very timely	78	45.08
2.	Timely	87	50.27
3.	Not timely	8	4.65
	Total	173	100

The table revealed that majority (49.13 %) of articles came under very easy category followed by fairly easy (30.64 %) and standard (13.29 %). Few articles

fell in fairly hard (4.05 %) followed by very hard (2.89 %) category. Similar results were also reported by Suresh and Vasanthkumar (2002). Timeliness of articles published in 'Rajasthan Kheti' was also analyzed and presented in Table 4. It is obvious from the table that majority (50.27 %) of articles were published timely followed by very timely (45.08). A few numbers (4.65 %) of articles were not on time. Timely dissemination of information is much essential to cater the information need of farmers. Only timely information has worth for farmers. For making farmers more informative, incorporation were published well in time.

CONCLUSION

It may be concluded that majority of articles appeared in magazine belonged to crop production techniques followed by animal health care management, vegetable production, plant protection and soil health management. Articles related to cultivation of fruit and medicinal plant and post harvest management and value addition women health and family nutrition aspects were given less coverage and were undoubtedly very less with regard to their importance in economic building up of farmers. The popular articles format was the most commonly used format. Majority of articles under very easy category followed by fairly easy and standard, were published timely.

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