

CONTENT ANALYSIS OF AGROWON DAILY WITH SPECIAL REFERENCE TO HORTICULTURE INFORMATION

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ABSTRACT

The extension services needs a strong media support to cover widely placed farming population. Radio, television and printed material are the powerful tools in multidimensional transformation of horticultural information for the benefit of farmers. Among the various mass media used in a country like India, newspaper occupies a place of prominence because of its low cost per copy, wide circulation and variety of contents. Along with non-horticultural information, horticultural information is also published and read by the extension personnel's, farmers, scientists and rural people. The non-horticultural information occupied very large space (82.1 %) as compare to horticultural information (17.9 %). Agricultural outlook topped in terms of frequency (40.90 %) of total horticultural information. Photo news on farming (25.19 %) was the common form of presenting horticultural information. Any other (16.64 %) occupied the high space followed by Agricultural articles (15.52 %) out of total horticultural space.

KEYWORDS: Content Analysis of Horticulture information, Agrowon newspaper

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INTRODUCTION

Agriculture is a back bone of Indian economy. About 65 to 68 percent population of the country depends upon agriculture. The contributory share of agriculture in gross domestic product at present is only 13.7 per cent as a result the share of agriculture in national income has come down. Still about 23.52 per cent rural population of the country lives in very poor socio-economic conditions (Anonymous, 2016). There are many changes of improvement in the socio-economic conditions by educating the rural people and farmers. For this agricultural education is need of an hour. This is possible through communicating farm technologies by means of various media like formal and informal education i.e. extension programme and methods like group contact, individual contact, mass contact, meetings, campaign etc. Communication is a core process of social and economic change. In a country like India where rapid social transformation is taking place, the role of communication can hardly be over emphasized. This is more so in the field of agriculture where in the process needs to be accelerated quickly and effectively to communicate millions of farmers living in the remote villages. So that they may keep pace with the fast-changing agricultural technologies. The sakal group of newspaper has lunched Agrowon the firstever Marathi daily completely devoted to agriculture in 19th April 2005. Agrowon includes latest news and views and about agriculture, The Indian media are booming on all the fronts print, electronic and web journalism (Vanita Kohli, 2003). All this owes

its credit to globalization and economic reforms ushered into during 1991 - 1996. The thrust and impetus the economic reforms and globalization received, both before 1991 - 1996 and after, resulted in the reformatting of the newspapers, especially the print media, which not only increased their number of pages but also began to issue special supplements each day under different categories gender-wise (women's page), subject-wise (Education, Employment or Opportunities, Finance/investment, Health, Youth page, Matrimonials, Classifieds, etc.).

Study the space allotted by horticultural information published in Agrowon. identify the different types and forms of presentation of horticultural information. Study the content of horticultural information published in Agrowon.

METHODOLOGY

An Agrowon is the one of the renowned Marathi daily horticultural information newspapers in Aurangabad edition of Maharashtra. In recent years it has grown to become the largest Marathi newspaper in the Aurangabad edition with a circulation of over 86,000 copies per day with edition from Aurangabad, Pune, Mumbai, Solapur, Nagpur, Kolhapur, and Nasik. The selection of 'Agrowon' newspapers issue was done for the period, January 1, 2016 to December 31, 2016. This oneyear period was selected for the study. About 52 Monday issues will be selected randomly by lottery method and studied

from 1 January, 2016 to 31 December, 2016. It was considered on the basis of horticultural information appeared in every day.

Space allotted by horticultural information published in Agrowon.

The newspaper space covered by the news items indicates the importance of the

news. It is common observation that along with non-horticultural information, horticultural as well as rural development issues appear newspaper. The data regarding the space covered by the horticultural information, non-horticultural information and advertisements (horticultural and non-horticultural).

Table No: 1 Space covered by the horticultural information, non-horticultural information and advertisements (horti. and non-horticultural) in 'AGROWON'

Sr. No.	Newspaper content	Space covered in the aggregate column cm ²	Percentage
A	Information		
	1.Horticultural	80418.58	17.90
	2.Non-Horticultural	368839.49	82.10
	Total	449258.34	100
B	Advertisements		
	1.Horticultural	10548.83	13.78
	2.Non-Horticultural	65967.79	86.21
	Total	76516.62	99.99

It is found that the news and advertisement ratio of 85:15 was maintained in the newspaper under study. It was observed that minimum newspaper space was allotted to the horticultural information that is 17.9 per cent whereas; non - horticultural information occupied 82.1 per cent in the newspaper. Regarding the newspaper advertisements, 13.78 per cent of the total space was occupied by the horticultural advertisements whereas; non-horticultural advertisements occupied very large space i.e. 86.21 per cent . The data given in Table showed that maximum newspaper space

was allotted to the non-horticultural information that is 82.1 per cent whereas; horticultural information occupied only 17.9 per cent in the newspaper. This shows that more importance was given to horticultural information. Results are line with Jadhav and Shinde (2012), Pulate (2012) and Pavan (2016).

2. Different types and forms of presentation of horticultural information.

Represent the types of horticultural information which published in 'Agrowon'. The horticultural information was grouped

into different types on the basis of different subject

Table No:2 Types of Horticultural information published in Agrowon

Sr. No.	Types of Horti. information	No. of Horti. information	Per cent	Rank
1	Horticultural information	266	28.11	II
2	Agricultural domestic marketing	91	9.61	III
3	Agricultural planning & progress	70	7.4	V
4	Dairy and Animal husbandry	77	8.14	IV
5	Agricultural crops, farm operations and other topics	55	5.81	VI
6	Agricultural outlook	387	40.90	I
	Total	946	99.99	

Agricultural outlook grouped as Horticultural information, Agricultural domestic marketing, Agricultural planning and Progress, Dairy and Animal husbandry, Agricultural crops, farm operations and other topics. In that Agricultural outlook occupied 40.90 per cent followed by Horticultural information 28.11 per cent, Agricultural domestic marketing 9.61 per cent, Dairy and Animal husbandry 8.14per

cent and Agricultural planning and Progress 7.4 per cent. Agricultural crops, farm operation and other topics 5.81 per cent. Patil and Nirban (2013) the 'Krishi Panan Mitra' magazine has published 449 items containing various information in 12 issues. Among the different subjects, articles regarding agriculture, agriculture marketing and processing ranked first

Forms of presentation of the horticultural information.

Table No:3 Forms of presentation of the horticultural information.

Sr. No.	Forms of presentation of horticultural information	Frequency of the horticultural information	Per cent
1	News story	110	12.37
2	Regular agricultural features	96	10.79
3	Agricultural articles	138	15.52
4	Letters to the editor on agricultural information	88	9.89
5	Editorial on farming	85	9.56
6	Photo – news on farming	224	25.19
7	Any other	148	16.64
	Total	889	99.96

Table 3 shows that, 25.19 per cent of the photo news on farming was presented in the form photo news on farming followed by any other 16.64 per cent, agricultural articles 15.52 per cent, news story 12.37 per cent, regular agricultural features 10.79 per cent, letters to the editor on agricultural information 9.89 per cent, and editorial on farming 9.56 per cent. This shows that more importance was given to types and forms of horticultural information. the finding shows that Awojobi and Addeokun (2012), Njoroge (2012), Akila et al. (2013), The form of presentation is important from the reader's point of view, because it decides and persuades readers to read it. 25.19 percent, was presented by photo news on farming followed by the Any other 16.64 per cent. Among the various types of presentations news story was the most commonly used form of reporting of all sorts of events. This may be due to its simplicity and under stability by the readers.

Agricultural articles were 15.52 per cent. It shows the whole theme of the news it simplifies the information to the readers. About 10.79 per cent of regular agricultural features information. Editorials are mostly read by its readers. Editorial decides the reputation of the paper and also affects the readership.

CONCLUSIONS

Non-horticultural information occupied very large space 82.1 per cent in leading Marathi newspaper under study. Regarding the newspaper advertisements 86.21 percent of the total space was occupied by the non-horticultural

advertisements. Whereas horticultural advertisements occupied very less space 13.78 per cent only. In distributions, types of horticultural information was given more importance to 'agricultural outlook' so that there is scope to increase articles on specific crops.

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