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RESEARCH ARTICLE :

Content analysis of Krishi Munnade Kannada farm magazine

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SUMMARY : The farm magazine is one of the important mass median to disseminate the information to farming community on agriculture and other related aspects. Among various farm magazines published in Karnataka, Krishi Munnade Farm Magazine (KFM) is one of the leading magazine in Kannada. It is published by University of Agricultural Sciences, Dharwad regularly since 1988 with the aim to disseminate and popularize the scientific methods of agriculture among the farming community. There was hardly any research work carried out in the past to study the contents covered in the Krishi Munnade. The articles published from 2010 to 2013 considered for the study. For content analysis all the 628 articles published during 2010 to 2013 were considered. The study revealed that a good majority of the topics covered belonged to agriculture (35.83%) followed by allied activities (29.46%) with respect to subjects covered 54.78 per cent were informative followed by plant protection (12.90%) and sustainable farming (10.67%).

KEY WORDS:

Content analysis,
Krishi munnade,
Agriculture,
Horticulture, Animal
husbandry, Allied
activities

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