

## A Study on analysis of illustrations in Kannada Farm Magazines

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### ABSTRACT

The present study was under taken during 2009 to analyze the illustrations in three selected Kannada farm magazines (Krishimunnade, Sirisambrudhi and Krishimitra). The study was conducted in twelve districts of Northern Karnataka. It was found that nearly 37 per cent of articles in Krishimunnade 30.00 per cent of articles in Sirisambrudhi and 25 per cent of articles in Krishimitra contained illustrations. Photographs were most preferred among all other types of illustrations by the farmer readers of Krishimunnade (93.34%), Sirisambrudhi (80.00%) and Krishimitra (66.66%). Further, it was found that 65.00 per cent of Krishimunnade, 58.33 per cent of Sirisambrudhi and 55.00 per cent of farm readers of Krishimitra wanted the illustrations near the content/details.

### INTRODUCTION

There has been substantial increase in the efforts to reach farmers with messages about scientific agriculture in the wake of World Trade Organization. There has been renewed enthusiasm among State Agricultural Universities, State Development Departments, Input Organizations, Non-Government Organizations, Institutes of Indian Council of Agricultural Research, Co-operatives, Corporate bodies, Farmers associations etc., to bring out various kinds of extension literature for the benefit of farming community. It has become almost essential for academic institutions engaged in agricultural research and extension education to publish farm literature in general and one or more farm journals in particular to cater to the information needs of farmers and extension workers.

Circulation of a farm magazine depends on many factors. Illustrations are one of the prime factors that influence the readership of magazines. Pictorial illustrations increase the learning from verbal materials. In fact, the most useful and eye catching elements of magazine layout attracting attention of readers were colourful illustrations. Illustrations help in getting attention and holding attention of the readers to the magazines. Illustrations can be an effective interest getting device and can help the reader to interpret and remember the content of the accompanying text material

(Fonesca and Kearn, 1960) lamented that recognizable familiar objects presented in an illustration add to comprehensibility. Toeing on the same line Rao and Kherde (1968) suggested that colourful illustrations have pleasing effect on the farmers and it increases the curiosity and interest in reading. By looking into the importance of illustrations in educating people in general and farmers in particulars it was found worthwhile to scan the presence of various illustration dimensions in three Kannada farm magazines viz., Krishimunnade, Sirisambrudhi and Krishimitra in relation to readers, references and needs so as to various illustration components. Suggest suitable modifications, if any to improve the effectiveness of farm magazines with the following specific objectives: to analyze the illustration components of farm magazines, to study the farmer readers preference to type, colour, number and mode of illustration and to find out the farmer readers preference to position of illustrations and caption.

### METHODOLOGY

The study was undertaken in sixteen selected districts of Karnataka state. They were Bagalkot, Bangalore, Belgaum, Bellary, Bijapur, Chitradurga, Dharwad, Davanagere, Gadag, Hasan, Haveri, Koppal, Mysore, Raichur, Shimoga and Tumkur districts. These districts were chosen according to the availability of

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