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**RESEARCH ARTICLE :**

## Content analysis of agricultural information in Agrowon newspaper

■ SARIKA PULATE, D.D. SURADKAR AND K. VENKATESHA

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**SUMMARY :** In Agrowon newspaper among the agricultural information, other agricultural articles topped (72.21 %) in that general marketing topped (21.09 %) followed by the meteorology (20.26 %) and on third position miscellaneous information (15.75 %). The crop husbandry information was on the second position, nearly one seventh (13.55 %) of the agricultural information appeared in Agrowon in which cash crop information topped (37.97 %) followed by the cereals (20.86 %). The animal husbandry information (10.18 %) in which general animal husbandry information topped (29.18 %) in the total number of animal husbandry information in Agrowon newspaper followed by cow (16.73 %), very less (4.06 %) information was appeared on agricultural policies.

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**Author for correspondence :**

**SARIKA PULATE**

Department of  
Extension Education,  
College of Agriculture,  
LATUR (M.S.) INDIA

See end of the article for  
authors' affiliations