



Authors motivation towards writing articles in Krushijivan farm magazine

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ABSTRACT

The present study was conducted to know the authors' motivation level towards writing articles in Krushijivan farm magazine. Total 110 authors who had contributed the articles in any of the forty eight issues of the year 2000 to 2004 of KRUSHI JIVAN farm magazine were selected randomly for the present study. Findings of the study revealed that the motives of authors behind writing article were prestige followed by self-actualization, economics, aspiration and source of motives. Overall, majority (70.90 per cent) of the authors had medium level of motivation towards writing articles, whereas equal number of authors (14.55 per cent) had high and low level of motivation towards writing the articles.

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INTRODUCTION

Information technology plays an immense role in our society. The fast changing agricultural technology demands for more and more information to be transmitted to over increasing volume of clientele. Print media, due to its mass nature, promises to satisfy the information needs of the masses in particular. The KRUSHIJIVAN, an important popular Gujarati farm magazine published by Gujarat State Fertilizers and Chemical Limited, cater the information needs to the 5 lakhs farmer subscribers of Gujarat State. The articles originate from authors mind and hence authors are the key person to educate the farmers about modern agricultural information by providing farm literature in palatable form to the farming community with a view to make desirable changes in farming practices.

Writing for farmers is an important measuring yard stick of an author's career and their achievement. Some internal and external motives may exist in the author's mind which proves useful in encouraging the authors towards writing articles. Motivation is the persuasion of the authors to take part in writing article and a motive is an urge or combination of urges induces conscious or purposeful

action. Thus, motive is a driving force for writing articles in a farm magazine and it depends upon major motivational aspects like source of motives, prestige motives, self-actualization motives, economic motives, aspiration etc. Keeping this in view, the importance of motivational aspect of the author and factor associated with it a study entitled, "authors' motivation towards writing articles in Krushijivan farm magazine" was undertaken.

METHODOLOGY

The authors who had contributed the articles in any of the forty eight issues of the year 2000 to 2004 of KRUSHIJIVAN farm magazine were selected as respondents for this study. For the selection of the respondents, the list with address of total 373 authors was obtained from the Publication Department of Gujarat State Fertilizers Chemicals Ltd., Vadodara and 125 were randomly selected and questionnaire mailed to them but 110 respondents replied for the present study. Measurement of authors' motivation towards writing articles, appropriate techniques developed and adopted by research scientists were used with some modification. Three point rating scale was used to lay down the motive

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