

**RESEARCH ARTICLE :**

# Content analysis of agricultural information in Agrowon newspaper

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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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**BACKGROUND AND OBJECTIVES**

Majority of farmers reading newspaper are interested to read matter related to farming. Thus, newspaper can be used effectively for transfer of technology to the farmers. There is a scope to publish agricultural information in regional language newspaper (Kalantri *et al.*, 1991). It is important to investigate the analysis on coverage of various agricultural information. Among various mass media, print media play important role in dissemination of farm information among the rural society. In print media newspaper plays unique role, majority of farmers reading newspaper are interested to read matter related to farming. The sakal group of newspaper has lunched Agrowon,

the firstever Marathi daily completely devoted to agricultural in 19<sup>th</sup> April 2005. Agrowon includes latest news and views about agriculture, political news affecting the socio-economic life of farmers, national-international and state level development, success stories of farmers, research and development and new project information on processing of agriculture produce, market rates and trends, weather forecasting and audience. Apart from this various schemes of the Central and State Government, science and technology related to agriculture, export of agricultural produce and export procedures and facilities are also part of Agrowon.

This type of investigation is thought to prove to be a great value to editors, farm writers from State Agricultural Universities,

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Research Institutes, Development Departments of Government, NGO's, Progressive farmers, while editing and supplying farm information for the benefit of farmers. The findings of the study will be useful in improving the physical makeup of the printed farm material. Government of Maharashtra and Government of India is laying down heavy emphasis on horticultural development programmes. Hence, the findings of the present investigation having more emphasis on content analysis of the agricultural information will be useful to extension agencies of Government. For giving more emphasis of the information supply on less emphasized areas and demanded areas of the farmers as per felt needs.

## RESOURCES AND METHODS

Agrowon is one of the renowned farms Marathi daily newspaper was considered purposefully for the study. The issues of the Agrowon newspaper published in three years during June 1<sup>st</sup> 2008 to May, 31<sup>st</sup> 2011 were considered for the study, from this selected issues making the size of sample about 122 newspaper were selected randomly for the study. Firstly each issue of newspaper was read carefully, total frequency and space covered by information and advertisement (agricultural, horticultural and non-agricultural) and also the space covered by the horticultural articles (fruits, vegetables, flowers, spices and aromatic and medicinal crops) were counted in square centimeters. The figures are expressed in terms of frequencies and percentage for simple comparison and for drawing meaningful conclusions.

### Content analysis of the information :

It is the method of communication analysis as well as methods of observations. It is versatile research technique in man communication as well as social science research. Where data obtained from archival records can be analyzed systematically and scientifically to draw conclusion (Murthy, 1999).

### Content analysis of agricultural information :

It refers to the analysis of the agricultural information appeared in the newspaper in terms of identification of agricultural and non-agricultural information, identification of major agricultural and allied areas, categorization of major and sub major agricultural area form the article.

## OBSERVATIONS AND ANALYSIS

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

### Articles published on agricultural information in agrowon newspaper :

The agricultural information was categorized into different types, on the basis of the different areas. The frequencies of respective types were worked out which are presented in Table 1.

In Agrowon newspaper among the agricultural information, other agricultural articles topped (72.21 %), crop husbandry was the second highest type, nearly one seventh (13.55 %) of the agricultural information appeared in Agrowon. The slightly low weightage was given to the animal husbandry (10.18 %). The very less (4.06 %) information was appeared on agricultural policies.

This shows that more importance was given to crop husbandry. The finding shows that it was necessary to give attention on agricultural policies. This result is inline of Khandekar (1975), Rajmane (1996), Salindo Sonzaler (1998) and Nagane (2005).

### Types of crop husbandry information appeared in the Marathi newspaper Agrowon :

The crop husbandry information was categorized into different types, on the basis of the crop types. It consists of cereals, pulses, oilseeds, cash crops, forage crops and general information. Regarding package of practices, it includes crop production, farm mechanization,

**Table 1 : Distribution of articles published on agricultural information in Agrowon newspaper**

Sr. No.	Type of agricultural articles	Frequency (n=2760)	Per cent
1.	Crop husbandry	374	13.55
2.	Animal husbandry	281	10.18
3.	Agricultural policies	112	04.06
4.	Other agricultural articles	1993	72.21
	Total	2760	100.00

post harvest technology and marketing. The frequencies of representative types were worked out which are presented in Table 2.

It was elucidated that among the crop husbandry information cash crop information topped (37.97 %) in the total number of crop husbandry information in Agrowon newspaper. Among the crop husbandry, cereals was the second highest type (20.86 %) and it was followed by general information (19.78 %). The information which was not covered cropwise under crop husbandry included under general type of information. The general information followed by oilseeds (10.96 %) and very less number of articles were observed on pulses (7.22 %) and forage crops (3.21 %).

It was concluded that majority of the articles were observed on cash crops (37.97 %). Because of these crops give more income and regular money to the rural farmers. The cash crops were followed by cereal (20.86 %). The cereal crops is staple food crops so this was good sign of Agrowon to give large number of articles on cereals. Less coverage was given to oilseeds, pulses and forage crops. There is scope to Agrowon to give

more attention on these important crops.

Regarding package of practices crop production topped (66.58 %) in the total number of crop husbandry information followed by marketing (18.18 %), post harvest technology (9.09 %) and farm mechanization (6.15 %). This indicates that the maximum number of articles appeared on the crop production *i.e.*, from preparatory tillage operations to the harvesting. Second importance was given to marketing and then post harvest technology. The farm mechanization was neglected area so there is scope to give more articles on farm mechanization and also on post harvest technologies for saving labour cost and value addition, respectively.

Regarding crop groupwise package of practices, in cereals crop production articles topped (15.51 %) followed by marketing (2.94 %), post harvest technology (2.14 %) and very less number of articles were on farm mechanization (0.27 %). Among pulses highest articles on crop production (5.61 %) followed by marketing (1.07 %) and post harvesting technology (0.53 %). Not a single article was found on farm mechanization so there is scope to cover more articles on this area. Among the

**Table 2 : Types of crop husbandry information appeared in the Agrowon newspaper**

Sr. No.	Types of crop husbandry information	Frequency of package of practices (n =374)				Total
		Crop production	Farm mechanization	Post harvest technology	Marketing	
1.	Cereals	58 (15.51)	01 (0.27)	08 (2.14)	11 (2.94)	78 (20.86)
2.	Pulses	21 (5.61)	-	02 (0.53)	04 (1.07)	27 (7.22)
3.	Oilseeds	31 (8.29)	01 (0.27)	04 (1.07)	05 (1.34)	41 (10.96)
4.	Cash crops	82 (21.92)	08 (2.14)	09 (2.41)	43 (11.50)	142 (37.97)
5.	Forage crops	10 (2.67)	-	02 (0.53)	-	12 (3.21)
6.	General	47 (12.57)	13 (3.48)	09 (2.41)	05 (1.34)	74 (19.78)
	Total	249 (66.58)	23 (6.15)	34 (9.09)	68 (18.18)	374 (100.00)

Figures in the parentheses indicate percentage

**Table 3 : Types of animal husbandry information appeared in the Marathi newspaper Agrowon**

Sr. No.	Types of animal husbandry information	Frequency (n=281)				Total
		Care and management	Farm mechanization	PHT	Marketing	
1.	Cow	35(12.45)	6 (2.14)	03(1.07)	03 (1.07)	47 (16.73)
2.	Buffalo	23 (8.18)	03 (1.07)	-	06 (2.14)	32 (11.39)
3.	Sheep	13 (4.63)	-	-	-	13 (4.63)
4.	Goat	19 (6.76)	-	-	02 (0.71)	21 (7.47)
5.	Poultry	25 (8.90)	03 (1.07)	-	02 (0.71)	30 (10.68)
6.	Other birds	07 (2.49)	-	-	-	7 (2.49)
7.	Fishery	11 (3.91)	-	02 (0.71)	03 (1.07)	16 (5.69)
8.	General	42 (14.95)	18 (6.40)	07 (2.49)	15 (5.34)	82 (29.18)
9.	Other (Beekeeping, Pig, Rabbit, Dog, Miscellaneous)	24 (8.54)	04 (1.42)	01 (0.35)	04 (1.42)	33 (11.74)
	Total	199 (70.82)	34 (12.10)	13 (4.63)	35 (12.45)	281(100.00)

Figures in the parentheses indicate percentage

oilseeds crop production topped (8.29 %). Less number of articles were on farm mechanization (0.27 %), PHT (1.07 %) and marketing (1.34 %). In cash crops also crop production articles ranked first (21.92 %) followed by marketing (11.50 %), less number of articles were observed on PHT (2.41 %) and farm mechanization (2.14 %). Among the forage crops less number of articles was on crop production (2.67 %) and other practices were neglected. In general information the crop cultivation articles topped (12.57 %) followed by farm mechanization (3.48 %), PHT (2.41 %) and marketing (1.34 %).

This reported that there is a scope to give more attention on farm mechanization articles and post harvest technology articles. The findings are in line with Sindhu *et al.* (1983) and Waghmare (2001). The results are partially inline with Sawant and Shinde (1999), Jagtap (2001) and Nagane (2005).

#### Types of animal husbandry information appeared in Marathi newspaper Agrowon :

The information on Animal husbandry was categorized in different subgroups on the basis of animal type. The Table 3 shows the information of animal husbandry appeared in newspaper Agrowon which included cow, buffalo, sheep, goat, poultry, other birds,

fishery, general and other information.

It was observed that the general animal husbandry information topped (29.18 %) in the total number of animal husbandry information in Agrowon newspaper followed by cow (16.73 %), other animal husbandry articles in which bee keeping, pig, rabbit, dog and miscellaneous areas were covered (11.74 %), buffalo (11.39 %), poultry (10.68 %), goat (7.47 %), fishery (5.69 %) and sheep (4.63 %). Regarding package of practices which included care and management, farm mechanization, post harvest technology and marketing. In this practices care and management topped (70.82 %) followed by marketing (12.45 %), farm mechanization (12.10 %) and PHT (4.63 %).

It is revealed from Table 3 that on cow's information, care and management topped (12.45 %), farm mechanization (2.14 %). But PHT and marketing both (1.07 %) were less covered areas. Among buffalo, care and management topped (8.18 %) followed by marketing (2.14 %). The farm mechanization was less covered area (1.07 %) and no any articles on PHT. Among sheep only the information on care and management (4.63 %) was given. In goat, the information on care and management topped (6.76 %) followed by marketing (0.71 %). Whereas other areas were not covered. In poultry, the information on care and management topped (8.90 %).

**Table 4 : Types of agricultural policies information appeared in Agrowon Marathi newspaper**

Sr. No.	Types of Agricultural policies	Frequency (n=112)	Per cent
1.	Agricultural finance and insurance	79	70.54
2.	Agricultural price policies	15	13.39
3.	Agricultural law and legislations	18	16.07
	Total	112	100.00

**Table 5 : Types of other agricultural information appeared in Agrowon newspaper**

Sr. No.	Forms of presentation	Frequency (n=1993)	Per cent
1.	Organic farming	89	4.46
2.	Bio-diesel crops	41	2.05
3.	Forest trees	56	2.80
4.	Farmers' suicide	52	2.60
5.	Exhibition and meeting	191	9.58
6.	Information on awards	77	3.86
7.	Meteorology	409	20.26
8.	General marketing	421	21.09
9.	Information of fertilizer distribution	127	6.72
10.	Shetakode	122	6.12
11.	General policies	94	4.71
12.	Miscellaneous	314	15.75
	Total	1993	100.00

The farm mechanization (1.07 %) and marketing (0.71 %) were less covered areas. The other birds like Emu, duck only information on care and management was given (2.49 %), information on other articles were not observed in Agrowon so there is scope to give more articles on this area. Among fishery, care and management topped (3.91 %). Very less coverage was observed on other areas like marketing, processing and farm mechanization. Among general information, care and management of animals topped (14.95 %), followed by farm mechanization (6.40 %), marketing (5.34 %) and processing (2.49 %). Among other information, care and management stood in first position (8.54 %) followed by marketing and farm mechanization both were (1.42 %) and processing (0.35 %).

The finding shows that there is a need to give more attention on articles related to processing and farm mechanization. The finding is partially in line with the findings of Abdullah (2000) and Jadhav (2007). Whereas these results are supported by Waghmare (2001) and Nagane (2005).

#### **Types of agricultural policies information appeared in Agrowon newspaper :**

In the agricultural policies included information on agricultural finance and insurance, agricultural price policy and agricultural laws and legislations. The frequencies of respective types were worked out which are presented in Table 4.

It was portrayed from Table 4 that among the agricultural policies, agricultural finance and insurance topped (70.54 %), followed by agricultural laws and legislations (16.07 %) and agricultural price policy (13.39 %).

This shows that the Agrowon gave more importance to the agricultural finance and insurance. There is a scope to give more articles on agricultural price policies and agricultural laws and legislation. The finding is partially in line with the finding by Panhale (1993) and Nagane (2005).

#### **Types of other agricultural information appeared in Agrowon newspaper :**

The other agricultural information appeared in Marathi newspaper Agrowon was classified under different types *viz.*, organic farming, bio-diesel crop information, forest tree, farmers' suicide, exhibition,

meeting, information on awards, meteorology, general marketing, information on fertilizer distribution, shetakode, general policies and miscellaneous.

The Table 5 shows that general marketing topped (21.09 %) in the total number of other agricultural information. The meteorology stood on second position (20.26 %) and on third position miscellaneous information (15.75 %). Less than ten per cent coverage was observed in case of the area *viz.*, exhibition and meeting information, shetakode, articles on farmers suicide, organic farming and information on fertilizer distribution. Other areas were like information on awards, general policies, forest tree and bio-diesel crop information.

The finding from Table 5 portrayed that Agrowon has wide scope to publish more articles on bio-diesel crops, forest trees and organic farming for fulfilling the current needs of the rural people. So there is a need to give more coverage to these less covered areas.

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