

**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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BACKGROUND AND OBJECTIVES

Mass communication plays an important role in economic and social progress of a developing country. Print media, radio and television are important constituents of the mass communication and are the powerful tools in social, economic and cultural transformation of a society. The use of print media as compared to other media is more advantageous in the field of agriculture, horticulture, animal husbandry, market information, post-harvest technology and other allied fields, because reliable and scientific information on a specific topic in simple language and illustrated form can reach large

number of readers quickly and simultaneously. In Karnataka there are about 15 farm magazines published. UAS, Bangalore publishing "Krishi Vignana", UAS, Raichur publishing "Krishi Pradeepike, UHS, Bagalkot publishing "Udyana loka" and UAS, Dharwad is publishing Krishi Munnade, its first edition was published in the year 1988. Initially it was published once in three months, now it is publishing monthly.

A breakthrough in any field of agriculture is not possible without an effective communication support to disseminate the research findings. Speedy dissemination of agricultural information and technological

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know how to the farmers is essential for bridging the gap between the agricultural scientists and thus, farming community. The existing extension services are too small to perform their task so, the print media with their tremendous speedy range and force of impact offer the greatest possibility for effective communication of agricultural technology. Farm people are more anxious about the advancement in science and technology to know what is happening in the field of agriculture research. Farm magazine plays an important role in timely dissemination of technologies in right form to right farmers is necessary to get the derived benefit. The Krishi Munnade providing an excellent opportunity to scientists to convey precise and timely information to a larger section of farming community (Shrike and Sawant, 2006). The aim of these magazine is to disseminate and popularize scientific methods of agriculture. In this farm magazine, the information of agriculture technology is published as per the time and need of farmers. The printed information remains more permanent, ensure greater accuracy and serves as ready reckoner for farmers further and future reference. There are several farm magazines being published in Karnataka from various farm universities. Only very few attempts are directed towards assessment of content analysis, extent of coverage and seasonal publications etc. Desire to make best utilization of magazine in dissemination of agriculture information to the farmers for better understanding and to cater diversified information needs ignited to conduct this study. Keeping this in view of the importance of farm magazine, the present study was undertaken with the objective to identify the content and extent of coverage of articles on different subjects in Krishi Munnade Farm Magazine (KFM).

RESOURCES AND METHODS

Krishi Munnade a monthly farm magazine published by University of Agricultural Sciences, Dharwad was

selected for the study. This magazine is published in Kannada language. All the issues published during the years 2010 to 2013 were considered as a sample for the study. The agriculture informative articles regarding cereals, pulses, millets, information on nursery, organic farming were included. In integrated pest management all crop protection, plant protection, IPM were included. In post-harvest technology (PHT) value addition processing were included. Under health tips to women's health, child care and old age people care, family welfare etc., were included. In success stories success of the progressive farmers. Under horticulture fruits, vegetables, flowers, medicinal plants and their protection were included. Under animal husbandry animal health care dairy, poultry, fishery, piggery, sheep and goat rearing all were included. Under sericulture and apiculture silk worm rearing and mulberry production were covered. In allied activities general topics which are of useful to the farmers and home makers were covered. The subject matter covered, contents covered during 2010-2013 were considered for the study. There were 628 articles published in the magazine during the study period. It was 164 during 2010 followed by 159, 157 and 148 during 2011, 2012 and 2013, respectively. In this study attempt was made to do the content analysis of the articles published in Krishi Munnade both month wise and subject wise.

OBSERVATIONS AND ANALYSIS

All the articles published in the Krishi Munnade Farm Magazine during 2010-2013 were considered for the study. Content analysis of articles, month wise distribution and subject wise distribution are presented in the following tables.

It is evident from Table 1, that among the contents covered in Krishi Munnade Farm Magazine, the agriculture ranked first followed by allied aspects (ranked 2nd). It is quite natural that very purpose of this magazine

Table 1: Content analysis of articles published in Krishi Munnade

Sr. No	Contents	2010		2011		2012		2013		Total		Rank
		No.	%	No.	%	No.	%	No.	%	No.	%	
1.	Agriculture	73	44.51	48	30.19	69	43.95	35	23.65	225	35.83	I
2.	Horticulture	32	19.51	24	15.09	22	14.01	45	30.41	123	19.59	III
3.	Sericulture and Apiculture	11	6.71	9	5.66	7	4.46	6	4.05	33	5.25	V
4.	Animal Husbandry	14	8.54	18	11.32	14	8.92	16	10.81	62	9.87	IV
5.	Allied activities	34	20.73	60	37.74	45	28.66	46	31.08	185	29.46	II
	Total	164	100	159	100	157	100	148	100	628	100.00	

Table 2 : Month wise content analysis of articles published in Krishi Munnade

Month	2010										Total	2011										Total		
	Ag		HT		AH		SA		AL			Ag		HT		AH		SA		AL				
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%			
Jan.	3	4.11	2	6.25	1	7.14	1	9.09	5	14.71	12	7.32	2	4.16	3	12.50	2	11.11	2	22.22	5	8.33	14	8.81
Feb.	3	4.11	5	15.63	2	14.29	0	0.00	5	14.71	15	9.15	4	8.33	0	0.00	2	11.11	0	0.00	6	10.00	12	7.55
Mar.	6	8.22	3	9.38	0	0.00	1	9.09	2	5.88	12	7.32	1	2.08	4	16.67	4	22.22	1	11.11	5	8.33	15	9.43
Apr.	3	4.11	4	12.50	1	7.14	2	18.18	4	11.76	14	8.54	4	8.33	5	20.83	0	0.00	0	0.00	4	6.67	13	8.18
May	6	8.22	2	6.25	1	7.14	0	0.00	1	2.94	10	6.10	3	6.25	2	8.33	3	16.67	0	0.00	4	6.67	12	7.55
June	9	12.33	2	6.25	2	14.29	0	0.00	2	5.88	15	9.15	3	6.25	1	4.17	0	0.00	4	44.44	5	8.33	13	8.18
July	7	9.59	4	12.50	1	7.14	1	9.09	0	0.00	13	7.93	5	10.41	1	4.17	0	0.00	0	0.00	7	11.67	13	8.18
Aug.	14	19.18	0	0.00	0	0.00	1	9.09	0	0.00	15	9.15	7	31.75	1	4.17	0	0.00	0	0.00	5	8.33	13	8.18
Sep.	9	12.33	5	15.63	1	7.14	1	9.09	5	14.71	21	12.80	7	31.75	1	4.17	3	16.67	1	11.11	3	5.00	15	9.43
Oct.	3	4.11	2	6.25	1	7.14	2	18.18	3	8.82	11	6.71	5	10.41	1	4.17	1	5.56	0	0.00	6	10.00	13	8.18
Nov.	5	6.85	1	3.13	2	14.29	0	0.00	5	14.71	13	7.93	3	6.25	2	8.33	1	5.56	0	0.00	6	10.00	12	7.55
Dec.	5	6.85	2	6.25	2	14.29	2	18.18	2	5.88	13	7.93	4	8.33	3	12.50	2	11.11	1	11.11	4	6.67	14	8.81
Total	73	100.00	32	100.00	14	100.00	11	100.00	34	100.00	164	100.00	48	100.00	24	100.00	18	100.00	9	100.00	60	100	159	100.00

Table 2: Contd.....

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Month	2012										Total	2013										Total	Grand Total			
	Ag		HT		AH		SA		AL			Ag		HT		AH		SA		AL			No.	%		
	No.	%	No.	%	No.	%	No.	%	No.	%		No.	%	No.	%	No.	%	No.	%	No.	%		No.	%		
Jan.	4	5.8	4	18.18	2	14.29	2	28.57	3	6.67	15	9.55	4	11.43	5	11.11	1	6.25	0	0	2	4.35	12	8.11	53	8.44
Feb.	4	5.8	3	13.64	2	14.29	0	0	5	11.11	14	8.92	3	8.57	4	8.89	2	12.5	1	16.67	2	4.35	12	8.11	53	8.44
Mar.	2	2.9	0	0	2	14.29	1	14.29	8	17.78	13	8.28	2	5.71	3	6.67	1	6.25	0	0	8	17.39	14	9.46	54	8.6
Apr.	7	10.14	0	0	0	0	0	0	5	11.11	12	7.64	2	5.71	3	6.67	4	25	1	16.67	3	6.52	13	8.78	52	8.28
May	8	11.59	5	22.73	0	0	1	14.29	1	2.22	15	9.55	2	5.71	5	11.11	0	0	0	0	5	10.87	12	8.11	49	7.8
June	8	11.59	2	9.09	1	7.14	0	0	1	2.22	12	7.64	2	5.71	5	11.11	0	0	1	16.67	2	4.35	10	6.76	50	7.96
July	8	11.59	1	4.55	1	7.14	0	0	5	11.11	15	9.55	4	11.43	2	4.44	1	6.25	0	0	4	8.7	11	7.43	52	8.28
Aug.	4	5.8	1	4.55	2	14.29	1	14.29	4	8.89	12	7.64	3	8.57	1	2.22	2	12.5	1	16.67	6	13.04	13	8.78	53	8.44
Sep.	3	4.35	3	13.64	2	14.29	0	0	3	6.67	11	7.01	4	11.43	4	8.89	1	6.25	0	0	3	6.52	12	8.11	59	9.39
Oct.	10	14.49	1	4.55	0	0	0	0	2	4.44	13	8.28	3	8.57	4	8.89	0	0	1	16.67	4	8.7	12	8.11	49	7.8
Nov.	7	10.14	2	9.09	1	7.14	1	14.29	3	6.67	14	8.92	4	11.43	4	8.89	2	12.5	0	0	2	4.35	12	8.11	51	8.12
Dec.	4	5.8	0	0	1	7.14	1	14.29	5	11.11	11	7.01	2	5.71	5	11.11	2	12.5	1	16.67	5	10.87	15	10.14	53	8.44
Total	69	100	22	100	14	100	7	100	45	100	157	100	35	100	45	100	16	100	6	100	46	100	148	100	628	100

Table 3 : Subject wise distribution of articles published in Krishi Munnade

Sr. No.	Subjects	2010		2011		2012		2013		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1.	Informative	53	32.32	114	71.70	103	65.61	74	50.00	344	54.78
2.	Sustainable farming practices	40	24.39	10	6.29	6	3.82	11	7.43	67	10.67
3.	Integrated pest and disease management	22	13.41	17	10.69	16	10.19	26	17.57	81	12.90
4.	Integrated weed management	1	0.61	2	1.26	1	0.64	3	2.03	7	1.11
5.	Post-harvest technology value addition	10	6.10	2	1.26	0	0.00	8	5.41	20	3.18
6.	Agribusiness management and market information	3	1.83	2	1.26	3	1.91	4	2.70	12	1.91
7.	Success stories (Yeshogadhe)	11	6.71	5	3.14	13	8.28	10	6.76	39	6.21
8.	Departmental schemes and programmes	0	0.00	0	0.00	1	0.64	1	0.68	2	0.32
9.	Extension activities	10	6.10	2	1.26	1	0.64	3	2.03	16	2.55
10.*	Health and family welfare women/child/old age	11	6.71	4	2.52	11	7.01	7	4.73	33	5.25
11.	Education	3	1.83	1	0.63	2	1.27	1	0.68	7	1.11
	Total	164	100.00	159	100.00	157	100.00	148	100.00	628	100.00

is to transfer appropriate improved farm technologies from research stations to the farmers field to provide knowledge, enhance the production and productivity. Extent of coverage with respect to horticulture and animal husbandry ranked 3rd and 4th, respectively. Further, out of 628 articles published 225 articles belonged to agriculture (35.83%) followed by 185 articles belonged to allied activities (29.46%). Only 123 articles in horticulture (19.59%) and 62 articles in animal husbandry (9.87%). This result gets the support from the research conducted by Srinivas *et al.* (2013) and Archana and Sailaja (2013).

Table 2 revealed that month wise distribution of articles published in the magazine during the study period under different contents revealed that 9.39 per cent of articles published during the month of September, followed by March (8.60%) and 8.44 per cent during the month of August, December, January and February. However, not much difference was found in other months. The different contents like agriculture, horticulture, animal husbandry, sericulture and apiculture and allied activities like forestry, home industry, water and soil management etc. were covered in the magazine throughout the year. This might be due to the fact that, the magazine aims at giving informative message to meet the requirements of all categories of the readers throughout the year. As there is no specific study either to confirm the study or otherwise.

All the articles published in Krishi Munnade under consideration during study period were grouped subject wise and presented in Table 3.

It is evident from Table 3 that, a good majority (54.78%) of articles published in the magazine were an informative and educative on different aspects of the crop production followed by integrated pest and disease management (12.90%), sustainable crop production (10.67%) and success stories (yeshogadhe) (6.21%). Further, out of total articles published 33 articles (5.25%) were related to health and family welfare of women, children and old age people. Articles related to post harvest technology and value addition, extension activities, market information and departmental schemes and subsidies were less than five per cent. The subjects covered were undoubtedly important with respect to creating awareness, educating

and building the capacity of the farming community as whole, home makers and other cliente groups. Similar findings were also reported by Abdullah *et al.* (2006) and Vitta *et al.* (2010).

Conclusion :

It may be concluded that majority of the articles published in the magazine belonged to agriculture, followed by allied activities and horticulture. All the articles published in the magazine more or less equally distributed throughout the year irrespective of season, because of variety of information in the magazine. Subjects covered ranged from informative/educative articles followed by integrated pest and disease management, sustainable farming and success stories.

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