

**RESEARCH ARTICLE :**

# Content analysis of Agrowon daily with special reference to horticulture information

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**SUMMARY :** The Agrowon is the most popular Marathi daily Agricultural newspaper it provides lot of agricultural information in the form of news story, success story, regular agricultural feature, agricultural article and information about different advanced technology cultivation practices and diseases resistant variety. So Agrowon is helpful to farmers to inhance their production. Farmers are early in adopting the new technology by reading Agrowon as compare to other source of agricultural infomation. Therefore, Agrowon play a vital role in changing farmers adoption level and increasing production. So there is need to do content analysis of Agrowon to compare the type of information *i.e.* Horticultural and non-Horticultural published in Agrowon. Present study consist of location, space covered by the horticultural information and identification of different types, forms of presentation of horticultural information of Agrowon daily published in Marathi daily newspaper 'Agrowon' from Nagpur edition of Maharashtra. 52 issues of 'Agrowon' published from 1 January 2018 to 31 December 2018 was selected and studied with the help of specially designed proforma for collection and analysis of the contents of 'Agrowon'. The data was presented in the form of percentage and frequencies. The results of the present investigation are as follows. The non-horticultural information occupied very large space 85.88 per cent as compare to horticultural information 14.11 per cent. Regarding the newspaper advertisements, 14.30 per cent of the total space was occupied by the horticultural advertisements whereas; non-horticultural advertisements occupied very large space *i.e.* 85.69 per cent. Most of the horticultural information published on right side 53.05 per cent of the newspaper. Most of the horticultural information is in the photo news *i.e.* 88.55 per cent. Most of the horticultural information printed on page number 12,13,10, and 6.

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## **BACKGROUND AND OBJECTIVES**

Agrowon is the Marathi daily of Sakal Media group of publication and is published from Aurangabad, Nagpur, Pune, Mumbai, Sangli and Nasik, launched in 2005. Agrowon

have become a credible name in Marathi journalism in its area of circulation. It is largest selling daily with 1.5 million copies a day. As per IRS (Indian Revenue Service) 2015, Agrowon has total readership of more than 2 million. Its registered and corporate offices

are located in Pune, Maharashtra (India).

Content analysis is described as the scientific study of content of communication. It is the study of the content with reference to the meanings, contexts and intentions contained in messages. The term content analysis is 75-year-old and Webster's Dictionary of English language listed it since 1961. Content analysis is defined as "a systematic analysis of the content rather than the structure of a communication, such a written work, speech, or film, including the study of thematic and symbolic elements to determine the objective or meaning of the communication.

There are 4 types of texts in content analysis:

- Written text (books, papers, *etc.*)
- Oral text (speech, theatre plays, *etc.*)
- Iconic text (drawing, painting, icons, *etc.*)
- Hypertexts (can be one or more of the texts above, on the internet).

The specific objectives of the study were as follows:

- To study the space allotted to horticultural information published in Agrowon.
- To study the different types and forms of presentation of horticultural information in Agrowon.
- To study the content of horticultural information published in Agrowon.
- To study the textural characteristics of horticultural information appeared in Agrowon.

## RESOURCES AND METHODS

The selection of 'Agrowon' news papers issue was done for the period, January 1, 2018 to December 31, 2018. This one-year period was selected for the study. About 52 Monday issues were selected method and studied from 1 January, 2018 to 31 December, 2018 from the Nagpur edition of Maharashtra.

- Firstly, each issue of newspaper read carefully

and identified, counting of horticultural and advertisements (horticultural and non-horticultural) was carried out.

- Measuring total space in square centimeters covered by horticultural information, non-horticultural and advertisements were counted and space occupied in square centimeters was measured.

- To study the different types and forms of presentation of horticultural information in Agrowon

- Locating horticultural information in newspaper *i.e.* right-side page or left side page and page number.

- Measuring type of illustration in the Horticultural information.

## OBSERVATIONS AND ANALYSIS

From Table 1 it was observed that minimum space was allotted to horticultural information that is 14.11 per cent whereas; non - horticultural information occupied 85.88 per cent in Agrowon daily newspaper. Regarding the newspaper advertisements, 14.30 per cent of the total space was occupied by the horticultural advertisements whereas; non-horticultural advertisements occupied very large space *i.e.* 85.69 per cent. The findings of the present study are similar to those of Pulate (2011) .

In that Agricultural outlook occupied 27.26 per cent Horticultural information 19.43 per cent, Agricultural domestic marketing 21.33 per cent, dairy and animal husbandry 7.49 per cent and agricultural planning progress 14.66 per cent. Agricultural crops, farm operation and other topics 9.80 per cent. The findings of the present study are similar to those Venkatesh (2015).

### Horticultural information appeared on various pages of newspaper:

The data presented in Table 3 shows that of the

Sr. No.	Newspaper content	Space covered in the aggregate column sq.cm.	Percentage
1.	<b>Information</b>		
	Horticultural	75358.75	14.11
	Non-horticultural	458358.9	85.88
	Total	533717.7	100.00
2.	<b>Advertisements</b>		
	Horticultural	6870	14.30
	Non-Horticultural	41162.55	85.69
	Total	48032.55	100.00

horticultural information printed on page number 1 (5.50%), 2 (3.38%), 3 (8.05%), 4 (6.77%) 5 (7.62%) 6 (8.05%) 7 (0.00%) 8 (3.38%) 9 (2.96%) 10 (8.89%) 11 (6.77%) 12 (22.03%) 13 (10.59%) 14 (4.66%) 15 and 16 has no horticultural information because, were appeared on political news. The findings of the present study are similar to those of Kadam and Pawar (2017).

#### Table 4 location of horticultural information in Agrowon:

From the data in Table 4, it can be observed that the maximum number (53.05%) of the horticultural information published/appeared in right side of the newspaper and remaining (46.94%) on the left side of newspaper. The findings of the present study are similar to those of Ban (2009).

Table 5 clearly shows that 88.55 per cent horticultural information had photograph type of illustration. Each 0.00 per cent of horticultural information has cartoon and 0.42 per cent graph type of illustration 0.84 per cent of horticultural information has chart type of illustration. The findings of the present study are similar to those of Kadam (2017).

The data in Table 6 reveals that 29.66 per cent of horticultural information was upto 100 words followed by 22.03 per cent of horticultural information has 301 to 400 words, 17.37 per cent of 101 to 200 words, 13.98 per cent of 201 to 300 words, 10.59 per cent of 401 to 500 and above words and 6.35 per cent of 500 and above words in horticultural information. The findings of the present study are similar to those of Pavan (2016).

**Table 2 : Types of information published in Agrowon**

Sr. No.	Types of information	No. of information	Per cent	Rank
1.	Horticultural information	236	19.43	3
2.	Agricultural domestic marketing	259	21.33	2
3.	Agricultural planning and progress	178	14.66	4
4.	Dairy and Animal husbandry	91	7.49	5
5.	Agricultural crops, farm operations and other topics	119	9.80	6
6.	Agricultural outlook	331	27.26	1
	Total	1214	100.00	

**Table 3 : Horticultural information appeared on various pages of newspaper**

Page. No.	Frequency of horticultural information	Per cent
1	13	5.50
2	08	3.38
3	19	8.05
4	16	6.77
5	18	7.62
6	19	8.05
7	00	0.00
8	11	3.38
9	07	2.96
10	21	8.89
11	16	6.77
12	52	22.03
13	25	10.59
14	11	4.66
15	00	00.0
16	00	00.0
Total	236	100.00

**Table 4 : Location of horticultural information in Agrowon**

Sr. No.	Location of horticultural information	Frequency of the horticultural information	Per cent
1.	Right side	191	53.05
2.	Left side	169	46.94
	Total	360	100

**Table 5 : Type of illustration in the horticultural information**

Sr. No.	Type of illustration in horticultural information	Frequency of Horticultural information	Per cent
1.	Nil	24	10.16
2.	Photograph	209	88.55
3.	Cartoon	0	0.00
4.	Graph	1	0.42
5.	Chart	2	0.84
	Total	236	100

**Table 6 : Number of words in horticultural information published in 'Agrowon'**

Sr. No.	Number of words in the horticultural information	Frequency of horticultural information	Per cent
1.	Upto 100	70	29.66
2.	101 to 200	41	17.37
3.	201 to 300	33	13.98
4.	301 to 400	52	22.03
5.	401 to 500	25	10.59
6.	501 and above	15	6.35
	Total	236	100

**Table 7 : Number of sentences in the horticultural information published in 'Agrowon'**

Sr. No.	Number of sentences in the horticultural information	Frequency of horticultural information	Per cent
1.	Upto 10	113	47.88
2.	11 to 20	90	38.13
3.	21 to 30	22	9.32
4.	31 to 40	7	2.96
5.	41 and above	4	1.69
	Total	236	100

### Table 7 number of sentences in the horticultural information published in 'Agrowon':

Table 7 indicates that 47.88 per cent of horticultural information had upto 10 sentences and sentences, followed by 11 to 20 sentences (38.13%), 21 to 30 sentences (9.32%) and 31 to 40 sentences (2.96%) and 41 and above sentences (1.69%). The findings of the present study are similar to those of Kadam (2017) and Jogdand (2008).

### Conclusion :

It is observed that the non-horticultural information

occupied very large space as compare to horticultural information. The 'agricultural outlook' was ranked first, with 27.26 per cent. Most of the horticultural information *i.e.* 57.61 per cent was on page number 12, 13, 11, 8 and 3. More than half of horticultural information placed in right side of the page. It gives more attraction to readers. in distribution of horticultural information more are photo news on farming. The size of the horticultural information was upto 100 words in 29.66 per cent of horticultural information. 47.88 per cent of horticultural information had upto 10 sentences and sentences.

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