

A Study on analysis of illustrations in Kannada Farm Magazines

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ABSTRACT

The present study was under taken during 2009 to analyze the illustrations in three selected Kannada farm magazines (Krishimunnade, Sirisambrudhi and Krishimitra). The study was conducted in twelve districts of Northern Karnataka. It was found that nearly 37 per cent of articles in Krishimunnade 30.00 per cent of articles in Sirisambrudhi and 25 per cent of articles in Krishimitra contained illustrations. Photographs were most preferred among all other types of illustrations by the farmer readers of Krishimunnade (93.34%), Sirisambrudhi (80.00%) and Krishimitra (66.66%). Further, it was found that 65.00 per cent of Krishimunnade, 58.33 per cent of Sirisambrudhi and 55.00 per cent of farm readers of Krishimitra wanted the illustrations near the content/details.

INTRODUCTION

There has been substantial increase in the efforts to reach farmers with messages about scientific agriculture in the wake of World Trade Organization. There has been renewed enthusiasm among State Agricultural Universities, State Development Departments, Input Organizations, Non-Government Organizations, Institutes of Indian Council of Agricultural Research, Co-operatives, Corporate bodies, Farmers associations etc., to bring out various kinds of extension literature for the benefit of farming community. It has become almost essential for academic institutions engaged in agricultural research and extension education to publish farm literature in general and one or more farm journals in particular to cater to the information needs of farmers and extension workers.

Circulation of a farm magazine depends on many factors. Illustrations are one of the prime factors that influence the readership of magazines. Pictorial illustrations increase the learning from verbal materials. In fact, the most useful and eye catching elements of magazine layout attracting attention of readers were colourful illustrations. Illustrations help in getting attention and holding attention of the readers to the magazines. Illustrations can be an effective interest getting device and can help the reader to interpret and remember the content of the accompanying text material

(Fonesca and Kearn, 1960) lamented that recognizable familiar objects presented in an illustration add to comprehensibility. Toeing on the same line Rao and Kherde (1968) suggested that colourful illustrations have pleasing effect on the farmers and it increases the curiosity and interest in reading. By looking into the importance of illustrations in educating people in general and farmers in particulars it was found worthwhile to scan the presence of various illustration dimensions in three Kannada farm magazines viz., Krishimunnade, Sirisambrudhi and Krishimitra in relation to readers, references and needs so as to various illustration components. Suggest suitable modifications, if any to improve the effectiveness of farm magazines with the following specific objectives: to analyze the illustration components of farm magazines, to study the farmer readers preference to type, colour, number and mode of illustration and to find out the farmer readers preference to position of illustrations and caption.

METHODOLOGY

The study was undertaken in sixteen selected districts of Karnataka state. They were Bagalkot, Bangalore, Belgaum, Bellary, Bijapur, Chitradurga, Dharwad, Davanagere, Gadag, Hasan, Haveri, Koppal, Mysore, Raichur, Shimoga and Tumkur districts. These districts were chosen according to the availability of

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the strength of the farm magazine readers obtained from the publishers of the respective farm magazines.

In Karnataka nearly 30 farm magazines are being published by the government organizations, private organizations and non government organizations. Among these, three farm magazines namely Krishimunnade- the one most popular farm magazine from the University of Agricultural Sciences, Dharwad, under government organizations. Sirisambuddhi - the one most popular farm magazine from non government organizations and Krishimitra - the one popular farm magazine from private sector were selected for the study, based on the criteria of highest circulation as well as the availability of the subscribers for each farm magazines.

Lists of subscriber farmers for each of the three selected farm magazines *i.e.*, Krishimunnade (485), Sirisambuddhi (591), Krishimitra (380), belonging to selected 16 districts of Karnataka were obtained from the publishers. Among these lists, 375 farmer readers were selected randomly using random number table. To these selected reader farmers, a structured pretested

questionnaire was mailed to randomly selected reader farmers for each of the three farm magazines but only 210 subscriber farmers returned the filled in questionnaires. Among these questionnaires, 180 questionnaires which were complete in all respects were considered keeping in view the principles of statistical research and to satisfy the appropriate number of sample size for the study. Overall 60 subscriber farmers from each of the farm magazine were selected making a total sample size of 180 for the study.

The data were tabulated and analyzed by using statistical techniques like frequencies, percentages, and chi-square, wherever suitable. So that, the findings could be meaningfully interpreted to draw necessary inferences and conclusions.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

Analysis of illustration components:

A cursory glance through Table 1 indicated that nearly

Table 1: Illustration components of Krishimunnade, Sirisambudhi and Krishimitra (n=180)								
Illustration components	Krishimunnade		Sirisambudhi		Krishimitra		Total	
	No.	%	No.	%	No.	%	No.	%
Article with illustrations	22	36.67	18	30	15	25	55	30.45
Articles without illustration	38	63.33	42	70	45	75	125	69.45
Total	60	100	60	100	60	100	180	100
Type of illustrations								
Articles with photographs	52	86.66	49	81.66	45	75	146	81.11
Article with drawings	8	13.34	11	18.34	15	25	34	18.89
Total	60	100	60	100	60	100	180	100
Size of illustrations								
Quarter page	60	100	40	66.66	32	53.34	132	73.33
Half page	-	-	10	16.67	17	28.33	27	15
Three-fourth page	-	-	10	16.67	11	18.33	21	11.67
Total	60	100	60	100	60	100	180	100
Layout of illustrations								
Just near the details	44	73.34	32	53.33	30	50	106	58.88
On right top of page	-	-	18	30	10	16.66	28	15.56
At the beginning of the article	16	26.66	10	16.67	20	33.34	46	25.56
Total	60	100	60	100	60	100	180	100
Colour of illustrations								
Black and white	50	83.34	55	91.67	58	96.67	163	90.55
Multi-colour	10	16.67	05	8.33	02	3.33	17	9.46
Total	60	100	60	100	60	100	180	100
Mode of illustrations								
Action pictures	12	20	18	30	16	26.66	46	25.55
Still pictures	48	80	42	70	44	73.34	134	74.45
Total	60	100	60	100	60	100	180	100

37.00 per cent of articles in Krishimunnade, 30.00 per cent of article in Sirisambudhi and 25.00 per cent of articles in Krishimitra contained illustrations. Photographs were mainly used in Krishimunnade (86.66%), Sirisambudhi (81.66%) and Krishimitra (75.00%). All the photographs were quarter page sized in Krishimunnade (100%), while it was 66.66 per cent in the case of Sirisambudhi and 53.34 per cent in case of Krishimitra. Most of the illustrations were placed either just near the details (73.34%) in Krishimunnade, Sirisambudhi (53.33%) and Krishimitra (50.00%) and remaining at the beginning of the articles (26.66%) in Krishimunnade, 16.67 per cent in Sirisambudhi and 33.34 per cent in Krishimitra, respectively. Only black and white illustrations (83.34%) and still pictures (80.00%) were used in Krishimunnade. Whereas, black and white (91.67%) and multi-colour (08.33%) illustrations were used with still pictures (70.00%) in Sirisambudhi and in case of Krishimitra black and white (96.67%) and multi colour (3.33%) were used with still pictures (73.34%).

Farmer readers preference to type, colour, mode, number and size of illustrations:

It could be observed from Table 2 that photographs

were most preferred among all other types of illustrations by the farmer readers of Krishimunnade (93.34%) followed by Sirisambudhi (80.00%) and Krishimitra (66.66%) farmer readers, respectively. The reason might be due to the realistic nature of illustrations. The results also showed that drawings and cartoons secured second and third rank.

The difference between first and second preference, *i.e.*, photographs and drawings confirm the opinion (Arneja 2003), whose also reported that drawings, cartoons and small pictures were less important. It was also observed from the content analysis that in both the magazines, photographs were given much prominence compared to drawings and cartoons and thus the same trend could be continued.

Table 2 also shows that all the farmer readers preferred multi-coloured illustrations, contradicting the present pattern, wherein, only black and white illustrations were used in all the three magazines. The reason might be due to the fact that the colour picture are more attractive, especially multi-colours would show the contrast clearly than black and white illustrations. Further, Table 2 indicated that 80.00 per cent of Krishimunnade,

Table 2 : Farmer readers preference to type, colour, mode, number and size of illustration (n=180)

Illustration components	Krishimunnade		Sirisambudhi		Krishimitra		Total	
	No.	%	No.	%	No.	%	No.	%
Type of illustrations								
Photographs	56	93.34	48	80.00	40	66.66	144	80
Cartoons	01	1.66	8	13.33	10	16.67	19	10.55
Drawings	02	3.34	03	5.00	06	10.00	11	6.11
Line drawing	01	1.66	01	1.67	04	6.67	6	3.34
Total	60	100	60	100	60	100	180	100
Colour of illustrations								
Black and white	-	-	-	-	-	-	-	-
Multi-colour	60	100	60	100	60	100	180	100
Total	60	100	60	100	60	100	180	100
Mode of illustrations								
Action	55	91.66	50	83.33	45	75	150	83.33
Still	05	8.34	10	16.67	15	25	30	16.67
Total	60	100	60	100	60	100	180	100
Number of illustrations per page								
One	04	6.66	04	6.66	05	8.33	13	7.22
Two	48	80	42	70	38	63.33	128	71.12
Three	06	10	12	20	13	21.67	31	17.22
Four	02	3.34	02	3.34	04	6.67	8	4.44
Total	60	100	60	100	60	100	180	100
Size of illustrations								
Full page	-	-	-	-	-	-	-	-
Half page	18	30	22	36.66	21	35	61	33.88
Quarter page	42	70	38	63.34	39	65	119	66.12
Total	60	100	60	100	60	100	180	100

70.00 per cent Sirisambudhi and 63.33 per cent of Krishimitra farmer readers favoured atleast two illustrations per article. The overall ranking also indicated that majority of the farmer readers preferred two illustrations per article (71.12%). Less percentage of the farmer readers in combined category wanted three (17.22%), one (7.22%) and four (4.4%) illustration per article. It was discouraging to note that the average number of illustrations per article was 0.60 in Krishimunnade, 0.20 Sirisambudhi and 0.12 in Krishimitra as revealed by content analysis. 'The tendency of including more number of illustrations needs to be considered in the light of the preferences expressed by the farmer readers. This finding was supported by Prakash (2004), whose stressed the need for inclusion of more number of illustrations in farm magazines as an effective interest arousing device which could help the reader to interpret and remember the content of the accompanying text material.

Regarding size of illustrations, more than half of the farmer readers of Krishimunnade (70.00%), Sirisambudhi (63.34%) and Krishimitra (65.00%) preferred quarter page photographs. A good percentage of farmer readers of Krishimunnade (30.00%), Sirisambudhi (30.66%) and Krishimitra (33.88%) preferred half page photographs. The preference of combined category (66.12%) farmer readers had also preferred quarter page photographs, but none preferred full page photographs in all the three farm magazines. The results on content analysis in all the three farm magazines, revealed that more number of quarter and half page size photographs which could be continued as majority of the farm magazine farmer readers

preferred these sized illustrations.

Farmer readers preference to position of illustrations and captions:

It was evident from the results in Table 3 that 65.00 per cent of Krishimunnade 58.33 per cent of farmer readers of Sirisambudhi and 55.00 per cent of farmer reader of Krishimitra wanted the illustrations near the details. The possible reason might be that it would be convenient to refer the illustrations immediately while going through the contents of the article if it were placed near the content. This was followed by placement of the illustrations at the beginning of the article which was preferred by the 16.67 per cent of Krishimunnade, 23.33 per cent Sirisambudhi and 10.00 per cent of Krishimitra farmer readers. The reason given by the farmer readers was that they preferred to see the illustrations first before going through the article. Moreover, placing the illustrations at the beginning of the article would catch the attention of the farmer readers. Apart from these two positions, 5.00 per cent of Krishimunnade, 3.33 per cent of Sirisambudhi and 8.34 per cent of Krishimitra preferred illustrations at the right upper half of the page. The main reason might be due to the convenient viewing. A similar pattern of layout of illustrations was observed with the farm magazines considered for the study.

With respect to position of captions, majority of the farmer readers (85.56%) preferred captions to be given at the bottom of the illustrations. More than three-fourth of Krishimunnade (80.00%), fourth-fifth of Sirisambudhi (90.00%) and Krishimitra (86.67%) farmer readers

Table 3: Farmer readers preference to position of illustration and captions (n=180)								
Illustration components	Krishimunnade		Sirisambudhi		Krishimitra		Total	
	No.	%	No.	%	No.	%	No.	%
Position of illustrations								
Just near the details	39	65	35	58.33	33	55	107	59.44
Anywhere in the page	02	3.33	3	5	4	6.66	9	5
In upper half of the page								
Right	3	5	2	3.33	5	8.34	10	5.57
Left	3	5	3	5	6	10	12	6.67
In lower half of the page								
Right	1	1.67	2	3.34	4	6.66	7	3.88
Left	2	3.33	1	1.67	2	3.34	5	2.78
At the beginning of the article	10	16.67	14	23.33	6	10	30	16.60
Total	60	100	60	100	60	100	180	100
Position of captions								
At the top of illustration	12	20	6	10	8	13.33	26	14.44
At the bottom of illustration	48	80	54	90	52	86.67	154	85.56
Total	60	100	60	100	60	100	180	100

wanted captions at the bottom of the illustrations, while 20.00 per cent of Krishimunnade, 10.00 per cent of Sirisambudhi and 13.33 per cent of Krishimitra farmer readers preferred captions above the illustrations. At present in all the three farm magazines, captions were printed below the illustrations and the same pattern is suggested to be continued.

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