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Perceived Readability of Farm Information Published in Krishisanvadini

KEYWORDS: Krishisanvadini, readability

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ABSTRACT *Number of farm literatures are published by Dr.Panjabrao Deshmukh Krishi Vidyapeeth, Akola for the benefit of rural people. Krishisanvadini is an annual publication popular among farming community. Latest farm information regarding new technology and research findings were published in Krishisanvadini. To know the readability of this publication, the present investigation was carried out in Akola district of of Maharashtra State. Readability was measured by applying formula developed by Shirke and Sawant (2003). It is observed that 88 per cent of the respondents expressed that the literature was moderately to highly readable. It was further reported that majority of the readers opined the words were easy to read and understand, paragraphs were medium in size, sentences were perceived medium in length, topics were appropriate, illustration to be appropriate, table and charts were sufficient and easily able to read the farm information appeared in Krishisanvadini.*

INTRODUCTION

Today printed material produced by Agricultural Institutes is largely used for communicating useful farm information to the literate farmers. Aiyer opined that, if printed materials published regularly or in appropriate season can serve a very useful purpose since, they are likely to be read and retained and much talked of in the village. Print media have been accepted as an important means of communication by specialists in the field of agriculture and rural development. These methods provide excellent opportunity for communicators to convey precise and timely information to larger audience who are scattered over larger geographical area.

The use of print media as compared to other media is more advantageous in agricultural field because it is more reliable and more scientific information in simple and easily understandable language on a specific topic and generally illustrated with action pictures which can reach a large number of farmers quickly and simultaneously (Oliver, 1990).

Dr.Panjabrao Deshmukh Krishi Vidyapeeth, Akola is publishing a annual publication i.e. Krishisanvadini in local language every year. It is known as ' Krishi Geeta' among farming community. Day by day Krishisanvadini is becoming popular in students, scientists and farmers. Number of copies published in the year 2009 were 18000 which was increased up to 40000 copies in the year 2013. The stakeholders are utilizing the Krishisanvadini for getting agricultural information in general and Dr. PDKV technologies in particular. Therefore, it felt necessary to know the readibility of Krishisanvadini.

Readability is the degree or extent to which the reading material is easy and interesting to read. Whether a material will be read or not by the intended reader is dependent upon the readability level of that literature. The readability of the literature also depends upon the various constituent components of readability such as words, sentences, paragraphs, titles, illustrations and type size as well as how the readers perceives these components. If the producers of the reading materials really want their literature to be read and appreciated by the readers they should ensure that the produced literature should have maximum possible readability. So, the present study has been undertaken with following objective.

OBJECTIVE

To study the perceived readability of farm information published Krishisanvadini.

METHODOLOGY

The study was conducted in Akola and Amravati district in Maharashtra state during 2011-12. A list of Krishsanvadini readers from these districts was obtained from Directorate of Extension Education, Agriculture Technology Information Centre, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Krishi Vigyan Kendra, Badnera. Thus 120 farmers (readers of krishsanvadini) were randomly selected as sample for this study. Keeping the objectives of the study in view an interview schedule was developed. The data were collected by personally interviewing the reader farmers with help of structured and tabulated, mean and standard deviation for the findings. Exploratory research design of social research approach was used for the present study. The readability of any literature published in *Marathi* language can very well be measured by applying readability formula developed by Shirke and Sawant (2003). In this context, the readability of Krishisanvadini was measured by applying readability formula by Shirke and Sawant (2003).

RESULTS

1. Perceived readability of farm information published Krishisanvadini.

1.1 Words

On perusal of data from Table 1, it is clear that a more

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than half of the respondents (55.00 per cent) expressed that the words were easy to read and understand. Twenty eight per cent of respondents felt that the words were very easy to read and understand, while 16.67 per cent of the respondents had difficulty in reading and understanding the words.

As the farm information included in Krishisanvadini was specially published for the sake of farmers, the writers and editors seem to have been successful in using very simple words and thus, a majority of the respondents could easily read and understand the words.

1.2 Technical words

A more than half of the respondents (55.83 per cent) felt that the technical words were difficult to read and understand, while 23.34 per cent of the respondents perceived technical words as very difficult to read and understand, only 17.50 per cent respondents could easy to read and understand. The appropriate words as alternatives to technical words need to be used in writing for farmers. Giving meaning to the technical words may also help, to some extent, to improve readability.

1.3 Sentences (length)

Sentences were perceived medium in length by (67.50 per cent) of farmer respondents, while 19.16 per cent perceived sentences as having 'long length'; thirteen per cent respondents felt that the sentences were `small'.

The perception of the respondents as small and moderate sentences was correct as it was found in an attempt to calculate readability that the average sentences length was quite small i.e. 7 to 8 words per sentences.

1.4 Paragraph (size)

A majority of the respondents (60.83 per cent) expressed that the paragraphs were medium in size. While paragraph was perceived to be big and small in size by 24.17 and 15.00 per cent of the respondents respectively.

The slow reading speed of farmer required more time to read. Therefore, they took more time to read a paragraph than other readers. The paragraph breaks monotony in reading. Hence, small paragraph are required for farmer readers. As they have perceived paragraph, to be small and medium, it can be inferred that the paragraph were really of suitable size.

Table 1: Readability level of Krishisanvadini as perceived by the readers

Sr. No.	Components	Respondents (n = 120)	
		Frequency	Percentage
I	Words		
1	Difficult to read and understand	20	16.67
2	Easy to read and understand	66	55.00
3	Very easy to read and understand	34	28.33
II	Technical words		
1	Very difficult to read and understand	28	23.34
2	Difficult to read and understand	67	55.83
3	Easy to read and understand	25	20.83
III	Sentence length		
1	Long	23	19.16
2	Medium	81	67.50
3	Small	16	13.34
IV	Paragraph (size)		
1	Big	29	24.17
2	Medium	73	60.83
3	Small	18	15.00
V	Title or heading (appropriateness)		
1	Inappropriate	28	23.34
2	Somewhat appropriate	17	14.16
3	Appropriate	75	62.50
VI	Illustration (appropriateness)		
1	Inappropriate	17	14.16
2	Somewhat appropriate	22	18.34
3	Appropriate	81	67.50
VII	Tables and charts (sufficiency)		
1	Too many	13	10.84
2	Little more than sufficient	22	18.33
3	Sufficient	85	70.83
VII	Type size		
1	Too small to be read	14	11.67
2	Able to read with little difficulty	27	22.50
3	Essay to read	79	65.83

1.5 Title or heading (appropriateness)

Majority (62.50) per cent of the respondents felt that title or heading of different topics appeared in Krishisanvadini were 'appropriate', 23.34 per cent respondents perceived it to be inappropriate while only 14.16 per cent opinioned that the title or headings were `somewhat appropriate'.

The heading, sub heading and title add to the better reading and comprehension of the subject matter.

1.6 Illustration (appropriateness)

It is evident from Table 13, that (67.50 per cent) of the respondents reported that the illustration to be appropriate. Only 14.16 per cent readers opined that the illustration were inappropriate. It seems that the 18.34 of the respondents per cent readers opined that the illustration were somewhat appropriate illustrations.

1.7Table and chart (sufficiency)

Majority of the respondents (70.83 per cent) expressed that the table and charts were sufficient, while 18.33 per cent of the respondents opined that the table and charts were little more than sufficient only 10.84 per cent respondents opined that the table and charts were `too many', the reason for this might be that, it was easy to understand the table and charts.

1.8Type size

Table 13, elucidates that majority of the respondents (65.83 per cent) expressed that they were easily able to read the farm information. 22.50 per cent respondents opined that they able to read with little difficulty, while 11.67 per cent of the respondents expressed that the type

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size was too small to read the farm information.

However, majority of the respondents still handsome difficulty in reading on account of type size. The probable reasons might be the newness of the basic literacy skill, less reading experience and poor ability to identify the letters and words quickly.

2.Overall perceived readability level of farm information published in Krishisanvadini

The respondents were classified into three groups of readability .i.e. low readability level, medium readability level and high readability level on the basis of their over all pursued readability score with the help of mean± sd formula as fallows.

Table 2, depicts that 60.00 per cent of the respondents perceived farm information to be moderately readable followed by low readability level (21.70 per cent). Only 17.50 per cent of the respondents perceived the farm information to be lees readable. Thus it can be conclude that, above 88 per cent of the respondents express that the literature was moderately to highly readable. Perceived readability occurred more in medium readability level because more farmers were in the middle school category.

Table 2. Overall perceived readability level of Farm Information published in Krishisanvadini

Sr. No	Category	Respondents (n =120)	
		Frequency	Percentage
1	Low readability level (Up to 1.3)	26	21.70
2	Medium readability level (1.4 to 2.5)	73	60.80
3	High readability level (2.6 and above)	21	17.50

Mean – 1.9
SD – 0.62

CONCLUSIONS

It could be thus concluded from the findings that general words were easy to read and understand, while technical words felt difficult by farmer readers. Length of sentences and size of paragraph were suitable. The title and heading were appropriate. Tables and charts included were more than required and appropriate type size has not been used. The result provide feedback to writers and editors of farm information for farmers to select easy technical words, use appropriate type size, make judicious use of illustration and usage of tables and charts.

It is, therefore, suggested that writers and extension workers should consider these variables while writing and providing farm information for farmer so that it will be more readable by them.

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