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Study of Problems Effecting Quality of Farm Magazines

Agriculture

KEYWORDS :

T. Archana	Collage of Agriculture, Rajendranagar, Acharya N.G. Ranga Agricultural University, Hyderabad.
A. Sailaja	Collage of Agriculture, Rajendranagar, Acharya N.G. Ranga Agricultural University, Hyderabad.

ABSTRACT

Descriptive research design was followed for carrying out the study. The State of Andhra Pradesh was selected purposively for the study as the investigator hails from the state. Out of 23 districts of Andhra Pradesh, 16 were selected using sample random sampling technique. Based on the criteria of highest circulation as well as the availability of the subscribers for each of the farm magazines, three Telugu farm magazines were selected for the study. Majority of readers of I category of farm magazine perceived non availability of magazine in rural area, irregularity in the receipt of farm magazines. Majority of readers of II category of farm magazine perceived irregularity in the receipt of farm magazines, non availability of magazine in rural area. Majority of readers of III category of farm magazine perceived non availability of magazine in rural area, lack of information on market intelligence. Majority of readers of II category of farm magazine perceived availability of farm magazines in proximity, enclosure of price list of agricultural commodities, information presentation in short sentences and bold letters, enclosure of list of suppliers of inputs. Majority of readers of III category of farm magazine perceived availability of farm magazines in proximity, Provision of information in colloquial language. Few case studies may also be conducted on the progressive farmers who are regular readers of various farm magazines.

INTRODUCTION

Farm periodicals have great future in India for sustainable development of the rural areas. The effectiveness of the printed word in terms of its comprehension by the intended clientele would be substantially affected by how well the matter is organized and presented to them. Farmer as the real agricultural scientist who will experiment on different technologies in his field and will earn experience what is good or bad through 'learning by doing' and 'seeing is believing' approaches of extension. Various events or news on discoveries of a particular adaptive technology in the universities/research institutions/ government or semi government organizations/private organizations should be published in the farm journals in simple language and style.

The new generation of the farming community is not eager in their ancestral livelihood due to various factors. Farm journals must focus on the commercial farming, diversity of crops and cropping systems in this globalization era to attract the rural youths towards agriculture. News on rural exhibitions, farmers meetings, trainings, social functions should be given much importance. Publication of all such important events, their positive objective is the idealism of all farm journals and journalism. Journalism is basically communication of information and idea for the benefit of the society. In farm journalism the emphasis would be on the need for dissemination of information, idea and such other relevant data for those who are involved with the development of agriculture and animal resources in the country. Technological revolution has further widened the area as well as the concept of social utility journalism.

Many studies were conducted on readability, as a parameter to assess impact of these magazines. The success of the farm magazines goes with the taste, perception, attitude towards farm magazines and its components. If the reader develops favourable attitude, automatically it creates interest and motivates the individual to search for the new information and thus it is worthy to consider their perception, problems and suggestions to improve farm magazine. But this study is a pioneering attempt wherein efforts are made to analyse perception towards farm magazine, trends and format of presentation, readability, information per cent and direction of content as part of content analysis of farm magazines. Three farm magazines namely Vyavasayam, Padipantalu and Annadata which are published by Acharya N.G. Ranga Agricultural University, state department of agriculture and a private publication, respectively were considered for the study. Hence, an attempt was made through the present research project entitled "A study on perception and content analysis of farm magazines in Andhra Pradesh" to obtain a deep insight into above stated aspects.

MATERIALS & METHODS

Descriptive research design was followed for carrying out the study. The State of Andhra Pradesh was selected purposively for the study as the investigator hails from the state. Out of 23 districts of Andhra Pradesh, 16 were selected using sample random sampling technique. The selected districts were Ranga Reddy, Visakhapatnam, Krishna, Guntur, Anantapur, Warangal, Karimnagar, East Godavari, Nalgonda, Nellore, Srikakulam, Vizianagaram, Kurnool, West Godavari, Adilabad, and Khammam. The districts were selected randomly according to the availability of the strength of the farm magazine readers obtained from the publishers of the respective farm magazines. Based on the criteria of highest circulation as well as the availability of the subscribers for each of the farm magazines, three Telugu farm magazines were selected for the study.

They were the publications of Acharya N.G. Ranga Agricultural University (Vyavasayam-I category) state department of agriculture (Padipantalu-II category) and private agency (Annadata-III category), respectively as denoted. Lists of subscribers for each of the three selected farm magazines i.e., Vyavasayam, Padipantalu, Annadata, belonging to selected districts of Andhra Pradesh were obtained from the publishers. From these lists, reader farmers were selected through simple random sampling. The method used was selecting from sequential list wherein from the alphabetical list of subscribers prepared for each of the farm magazines, every 10th subscriber was selected as sample for the study. Thus, primarily 80 readers were selected for each of the farm magazines and in total to 240 readers, questionnaires were mailed. The questionnaire was formulated to study the perception, problems and suggestions of readers towards respective farm magazines. Open ended questionnaire was used to study the problems and suggestions of readers of farm magazines. Only 152 subscriber farmers responded through filled in questionnaires. Among these questionnaires, 120 questionnaires of 120 readers were complete in all respects. Hence, keeping in view the principles of statistical research and to satisfy the appropriate number of sample size for the study, 40 readers (n_1, n_2 and n_3) from each of the farm magazines (I, II and III categories) were selected making a final sample size of 120 readers for the study. 2009-2011 was the reference period for the study.

As the three magazines selected in the study were monthly publications, the total number of issues selected for the study formed 36 issues of a year of a farm magazine. In total, the issues

selected in the study comprised of 108 issues from three farm magazines put together. Trend of farm information presented during the reference period was studied with respect to its presentation under thirteen major categories. The category which recorded high frequency of articles was again sub categorized. To study format, the sub category in which higher frequencies of articles were received in each of the volumes of the farm magazines were selected for the study. The format of those articles under sub category of cereals and oil seeds (in I and II category of farm magazines) and those under sub category of vegetables and fruits (in III category of farm magazine) were considered for studying this variable. To study readability of farm magazines three, hundred word samples were purposively selected from the 'others', which was found to be commonly followed format of presentation (recorded high frequency) from each of the three farm magazines. Thus, a total of nine, 100 word samples from three farm magazines formed the sample to assess the readability. To study information per cent index and direction of movement, the sub category in which higher frequencies of articles were received in each of the volumes of the farm magazines were selected for the study. To study information per cent index and direction of content two articles from the sub category which received highest frequencies were selected purposively from each volume of a farm magazine. Separate indicants for different sub categories of subject matter were developed in consultation with subject matter specialists. Thus, six articles were selected from three volumes of a farm magazine. In total, 18 articles were selected from three farm magazines to study these two variables.

RESULTS & DISCUSSION

Table.1 Distribution of respondents based on the problems faced in reading the farm magazines

		n_1=40		n_2=40		n_3=40	
S. No.	Problems	I	Rank	II	Rank	III	Rank
1	Non availability of magazine in rural area	34 (85.00)	1	28 (70.00)	2	35 (87.50)	1
2	Irregularity in the receit of farm magazines	28 (70.00)	2	32 (80.00)	1	19 (47.50)	4
3	Lack of information on market intelligence	19 (47.50)	6	25 (62.50)	3	26 (65.00)	2
4	Usage of technical jargons	23 (57.50)	4	18 (45.00)	5	14 (35.00)	5
5	Lack of comprehensive information	17 (42.50)	7	22 (55.00)	4	11 (27.50)	7
6	Absence of photos/illustrations	6 (15.00)	8	5 (12.50)	9	9 (22.50)	8
7	Lack of information on medicinal plants	25 (62.50)	3	16 (40.00)	6	2 (5.00)	10
8	Lack of information on post harvest management of produce	4 (10.00)	9	7 (17.50)	8	22 (55.00)	3
9	Lack of addresses of authors for future contact	22 (55.00)	5	14 (35.00)	7	5 (12.50)	9
10	Poor quality of printing	2 (5.00)	10	3 (7.50)	10	13 (32.50)	6

As per the results of Table.1, majority of readers of I category of farm magazine perceived non availability of magazine in rural area, irregularity in the receipt of farm magazines, lack of information on medicinal plants, usage of technical jargons, lack of addresses of authors for future contact, lack of information on market intelligence, lack of comprehensive information, absence of photos/illustrations, lack of information on post harvest management of produce and poor quality of printing as problems in the order of ranking.

Majority of readers of II category of farm magazine perceived irregularity in the receipt of farm magazines, non availability of magazine in rural area, lack of information on market intelligence, lack of comprehensive information, usage of technical jargons, lack of information on medicinal plants, lack of addresses of authors for future contact, lack of information on post harvest management of produce, absence of photos/illustrations and poor quality of printing as problems in the order of ranking.

Majority of readers of III category of farm magazine perceived non availability of magazine in rural area, lack of information on market intelligence, lack of information on post harvest management of produce, irregularity in the receipt of farm magazines, usage of technical jargons, poor quality of printing, lack of comprehensive information, absence of photos/illustrations, lack of addresses of authors for future contact and lack of information on medicinal plants as problems in the order of ranking.

Results of Table.2 revealed that majority of readers of I category of farm magazine perceived availability of farm magazines in proximity, provision of information on latest topics like weather forecasting, climate change, floriculture, tissue culture, etc, provision of information on medicinal plants, provision of glossary of difficult scientific words, provision of information in colloquial language, enclosure of price list of agricultural commodities, enclosure of list of suppliers of inputs, illustrative representation of information, information presentation in short sentences and bold letters and simple calculations for input dosage as suggestions in the respective order of ranking.

Table.2 Distribution of respondents based on their suggestion for improvement of farm magazines

		n_1=40		n_2=40		n_3=40	
S.No.	Suggestions	I	Rank	II	Rank	III	Rank
1	Availability of farm magazines in proximity	36 (90.00)	1	31 (77.50)	1	33 (82.50)	1
2	Provision of information on latest topics like weather forecasting, climate change, floriculture, tissue culture, etc	27 (67.50)	2	11 (27.50)	7	7 (17.50)	9
3	Enclosure of price list of agricultural commodities	11 (27.50)	6	25 (62.5)	2	15 (37.50)	6
4	Provision of information in colloquial language	15 (37.50)	5	14 (35.00)	6	29 (72.50)	2
5	Information presentation in short sentences and bold letters	5 (12.50)	9	21 (52.50)	3	23 (57.50)	3

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		n_1=40		n_2=40		n_3=40	
S.No.	Suggestions	I	Rank	II	Rank	III	Rank
6	Illustrative representation of information	8 (20.00)	8	5 (12.50)	9	10 (25.00)	8
7	Provision of glossary of difficult scientific words	19 (47.50)	4	16 (40.00)	5	20 (50.00)	4
8	Simple calculations for input dosage	2 (5.00)	10	8 (20.00)	8	13 (32.50)	7
9	Enclosure of list of suppliers of inputs	9 (22.50)	7	19 (47.50)	4	18 (45.00)	5
10	Provision of information on medicinal plants	23 (57.50)	3	3 (7.50)	10	6 (15.00)	10

Majority of readers of II category of farm magazine perceived availability of farm magazines in proximity, enclosure of price list of agricultural commodities, information presentation in short sentences and bold letters, enclosure of list of suppliers of inputs, provision of glossary of difficult scientific words, Provision of information in colloquial language, provision of information on latest topics like weather forecasting, climate change, floriculture, tissue culture, etc,, simple calculations for input dosage, illustrative representation of information and provision of information on medicinal plants as suggestions in the respective order of ranking.

Majority of readers of III category of farm magazine perceived availability of farm magazines in proximity, Provision of information in colloquial language, information presentation in short sentences and bold letters, provision of glossary of difficult scientific words, enclosure of list of suppliers of inputs, enclosure of price list of agricultural commodities, simple calculations for input dosage, illustrative representation of information, provision of information on latest topics like weather forecasting, climate change, floriculture, tissue culture, etc, and provision of information on medicinal plants as suggestions in the respective order of ranking.

CONCLUSION

Non availability of farm magazines in rural area was the highly perceived problem. The publication centers have to be decentralized (from state to district level) so that they are easily accessible and available in time. Local distributors if engaged in dispatch of farm magazines would better help the readers of the region.

The findings of the study will help the Agricultural Universities and other similar publishing organizers to adjust the contents of their published matter suitably for effective communication in future. The results also help the publishers to resynthesise the content of the publications according to the needs, preferences and their level of understandability.

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