

Content Analysis of a Farm Magazine

A. O. Kher¹, M. N. Popat and K. G. Halyal

Department of Extension Education, College of Agriculture, Junagadh-362 001

ABSTRACT

Published literature in agriculture is increasing day by day. 'Krishigoviddya' is a popular farm periodical in Gujarat. The study was undertaken to analyse the content of Krishigoviddya for the year 1980. In all 77 articles were published, out of which 63 were written for the discipline of agriculture. Plant protection was the major area of articles. Majority of the articles were contributed by Gujarat Agricultural University's employees of Anand campus followed by Junagadh. As regards, the number of authors per article, majority of the articles were contributed by more than one author. Majority of the articles had three pages content. Under puchhata pandit thaya column 60 questions were asked in which the majority of the questions pertained to plant protection measures.

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INTRODUCTION

Importance of published materials for disseminating new knowledge in agriculture is being realised since the last decade. Published material is very useful to the farmers as they can refer it at any time they need. In case of illiterate farmers they can take help of their learned children or any literate person. Farm literature includes folders, leaflets, books, magazines etc. Among these, monthly magazines are popular in disseminating modern methods of cultivation to the farming community by virtue of their regular publication.

'Krishigoviddya' is a farm magazine published by the Gujarat Agricultural University in local language from Anand centre since 1948. Its circulation is 6500 and annual subscription rate is Rs. 10.

Looking to the importance and wide circulation of this magazine, it was felt necessary to analyse its content. The specific objectives of this study were as under:

1. To determine the number of articles published campus-wise.
2. To know the number of authors per article.
3. To find out the number of articles published faculty-wise.
4. To analyse the content of "Puchhata Pandit Thaya" column.

MATERIALS AND METHODS

For this study, the year of 1980 was selected. The content analysis of the twelve issues from January to December, 1980 of 'Krishigoviddya' monthly was made in light of the objectives.

1. Assistant Professor of Extension, College of Agriculture, GAU, Junagadh-362 001.
2. Present Address: Training Associate, T & V Scheme, Directorate of Extension Education, GAU, Shahibag, Dafnala, Ahmedabad-380 004.

RESULTS AND DISCUSSION

Campus-wise Article:

It is evident from the data presented in Table 1 that in all, 77 articles were published during the year under study. Out of which 29 (37.66

per cent), 20 (25.97 per cent), 17 (22.08 per cent) and 11 (14.29 per cent) were written by employees respectively of Anand, Junagadh, Dantiwada and Navsari zone of Gujarat Agricultural University. Majority of the articles were written by employees

TABLE 1

Number of articles published campus-wise.

Sr. No.	Month	Total articles	No. of articles campus-wise			
			Junagadh	Anand	Navsari	Dantiwada
1.	January, '80	6	-	4	1	1
2.	February, '80	6	1	4	1	-
3.	March, '80	6	2	2	1	1
4.	April, '80	6	3	2	1	-
5.	May, '80	6	1	1	-	4
6.	June, '80	8	5	1	1	1
7.	July, '80	5	1	4	-	-
8.	August, '80	5	1	1	2	1
9.	September, '80	9	2	5	-	2
10.	October, '80	7	2	3	2	-
11.	November, '80	7	1	1	1	4
12.	December, '80	6	1	1	1	3
TOTAL		77	20	29	11	17
Percentage		100.00	25.97	37.66	14.29	22.08

of Anand campus. It may be due to the fact that colleges of all the three faculties—Agricultural, Veterinary and Animal Husbandry and Dairy Science as well as Extension Institutes are located at this campus.

Number of Authors per Article

On persual of data in Table 2, it is quite obvious that for writing 77 articles totally 161 authors have contributed. In case of 36 (46.75 per cent) articles, two authors contributed jointly. Minimum one and maximum five authors have contributed articles jointly. Only two

articles were written by five authors jointly.

The volume of the articles varied from 1 to 10 pages. At the same time, maximum 31 (40.26 per cent) articles had three pages content. In addition to this on an average, there were 1 to 2 advertisements appearing in each issue.

Faculty-wise Articles:

Table 3 clearly indicates that out of 77 articles, 63 (81.83 per cent) were written for the discipline of agriculture, whereas 6 (7.79 per cent) for animal husbandry, 4 (5.19 per cent)

TABLE 2

Number of authors per artical.

Sr. No.	Author per Article	Number of Articles	Per cent	Total author
1.	One Author	21	27.27	21
2.	Two authors	36	46.75	72
3.	Three authors	14	18.18	42
4.	Four authors	4	5.20	16
5.	Five authors	2	2.60	10
	Total	77	100.00	161

TABLE 3

Number of articles according to faculty.

Sr. No.	Month	Faculty				Total
		Agricul- ture	Animal Husbandry	Home Science	Other	
1.	January	5	1	-	-	6
2.	February	5	1	-	-	6
3.	March	4	1	1	-	6
4.	April	6	-	-	-	6
5.	May	4	1	-	1	6
6.	June	8	-	-	-	8
7.	July	3	-	1	1	5
8.	August	5	-	-	-	5
9.	September	8	-	1	-	9
10.	October	5	1	-	1	7
11.	November	5	1	-	1	7
12.	December	5	-	1	-	6
	TOTAL	63	6	4	4	77
	Percentage	81.83	7.79	5.19	5.19	100.00

for home science and remaining 4 (5.19 per cent) for other related subjects. Thus, the majority of the articles were for agricultural discipline. It is felt that more number of articles should be contributed for the disciplines of animal husbandry, home science, forestry, fisheries etc.

In case of agricultural discipline, in all 63 articles were published. Out of these, plant protection measures 18 (28.58 per cent) followed by oilseed crops 7 (11.04 per cent) were the major areas. Only one article for each crop cotton and pulses which are important crops of Gujarat State, were

published. Therefore, more number of articles on these crops should be contributed.

"Puchhata Pandit Thaya Column"

Under this column farm problems raised by farmers are answered.

It can be seen from the data of Table 4 that in all, 60 questions at a rate of 5 per month were replied. On an average, 5 questions under 12 disciplines were replied. More the number of questions in a discipline greater was

TABLE 4

Analysis of Puchhata Pandit Thaya column.

Sr. No.	Question regarding No. of questions	Campus wise				Total	Per cent
		Junagadh	Anand	Navsari	Dantiwada		
1.	Plant protection measures in diff. crops.	7	5	2	6	20	33.33
2.	Cultivation method of different crops.	4	1	1	4	10	16.67
3.	Information pertaining to addresses & farm literature	3	2	—	3	8	13.33
4.	Fertilizer-green manuring etc.	4	2	1	1	8	13.33
5.	Horticultural crops	3	—	—	—	3	5.00
6.	Animal husbandry	1	—	—	2	3	5.00
7.	Cultivation methods of vegetable crops	1	1	—	—	2	3.33
8.	Cultivation method of new crops	—	—	1	1	2	3.33
9.	Soil conservation	—	—	—	1	1	1.67
10.	Irrigation pump set	1	—	—	—	1	1.67
11.	Mix cropping	—	1	—	—	1	1.67
12.	Miscellaneous	—	—	—	1	1	1.67
TOTAL		24	12	5	19	60	100.00
Percentage		40.00	20.00	8.33	31.67		

the importance of the same. Thus, the important subjects were plant protection measures in different crops 20 (33.34 per cent), cultivation methods of different crops 10 (16.67 per cent), information pertaining to addresses and farm literature. 8 (13.33 per cent) and fertilizer-green manuring 8 (13.33 per cent).

As regards the campus-wise contribution to this column, out of 60 questions, 24 (40.00 per cent), 19 (31.67 per cent), 12 (20 per cent) and 5 (8.33 per cent) were asked by the farmers of Junagadh, Dantiwada, Anand and Navsari zones, respectively. This shows that the farmers of Navsari zone took less interest in this column. The probable reasons for this might be that the farmers in this area were not aware of such service through this magazine or they might be utilizing other sources for the same.

On the basis of the above discussion, it is quite clear that the magazine has rendered valuable services to the cause of Gujarati farmers. It will be fruitful to offer some implications based on findings for improving the quality of the magazine:

1. Intensive efforts should be made to increase the number of subscribers, so that almost every village and farmer may be reached.
2. To include possible aspects of agricultural and allied subjects like animal husbandry, agro-industries, aquaculture, forestry, gobar gas, solar energy etc., the volume of magazine should be increased.
3. For minimising the cost of magazine, more and more advertisements should be invited and published.
4. More space may be allotted under "puchhata pandit thaya" column to accommodate more number of answers to the farm problems.