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## **Content Analysis of Agricultural Information Published in Daily Lokmat Times**

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### **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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### **ABSTRACT**

**Aim:** The present study analyzes space covered by the agricultural information and the form of its presentation in English daily newspaper 'Lokmat Times' published from Aurangabad district of Maharashtra.

**Study Design:** Random sampling method.

**Place and Duration of Study:** The research was carried out in Department of extension education, college of Agriculture, Latur. Fifty two issues of 'Lokmat Times' daily published from 1 June 2013 to 31 May 2014 was selected and studied with the help of specially designed proforma for collection and analysis of the contents of 'Lokmat times' daily. The data was presented in the form of percentage and frequencies.

**Methodology:** The selection of 'Lokmat Times' newspaper issue was done for the period, June 1, 2013 to May 31, 2014. This period was selected for the study because of the availability of newspaper issues. About 52 Sunday issues will be studied from 1 June, 2013 to 31 May, 2014. It will be considered on the basis of agricultural information appeared in every Sunday.

**Results:** The agricultural information occupied very small space (1.20%) as compare to non-

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agricultural information (83.59%). Agricultural outlook topped in terms of frequency (24.62%) of total agricultural information. News story (41.54%) was the common form of presenting agricultural information. News story (0.50 per cent) occupied the highest space followed by photo news (0.32%) out of total agricultural space. Most of the agricultural information published on right side (55.38%) of the newspaper.

**Conclusion:** In case of space devoted to agriculture is less; most common type of agriculture is news story form and most of the agricultural information presented in right side.

**Keywords:** Location; space covered; agricultural outlook; photo news.

## 1. INTRODUCTION

The Indian media are booming on all the fronts print, electronic and web journalism [1]. All this owes its credit to globalization and economic reforms ushered into during 1991 - 1996. The thrust and impetus the economic reforms and globalization received, both before 1991 - 1996 and after, resulted in the reformatting of the newspapers, especially the print media, which not only increased their number of pages but also began to issue special supplements each day under different categories gender-wise (women's page), subject wise (Education, Employment or Opportunities, Finance/investment, Health, Youth page Matrimonials, Classified's, etc.) [2-8]. This was done in order to widen their readership and to cater to the vast advertising requirements of business establishments, large software and hardware multinational and national corporations, motor and vehicle industries, besides banks and infrastructure (telecom and mobile) organizations that had started burgeoning since 1995 [9].

Among the various methods and techniques used for transfer of agricultural technology, mass media plays a significant role [10]. Through mass media one can disseminate new agricultural information, new extension programme, Government schemes and policies relating to the agricultural development. This will serve a basis for agricultural development. Mass media plays a significant role in bringing awareness among people and in motivating them to be participating in nation building [11].

Content analysis is "a wide and heterogeneous set of manual or computer-assisted techniques for contextualized interpretations of documents produced by communication process strictiore sensu (any kind of text, written, iconic, multimedia, etc.) or significant processes (traces and artifacts), having as ultimate goal the production of valid and trustworthy inferences [11-14].

### 1.1 Objectives

1. To study the space allotted by agricultural information published in Lokmat times.
2. To identify the different types and forms of presentation of agricultural information.

## 2. METHODOLOGY

### 2.1 Back Ground of the Study Region

Maharashtra is the third largest state in area and population in India. The state is divided in to four regions viz., Western Maharashtra, Vidherba, Konkan and Marathwada. Although Marathwada is predominantly an agrarian region, it was rather neglected from educational point of view in general and agricultural education particularly in the pre-independence period. The Marathwada revenue division comprising of eight districts. The entire region has rural setting. There are two agricultural management divisions viz., Aurangabad (for Aurangabad, Beed and Jalna) and Latur (for Latur, Parbhani, Nanded and Osmanabad). The Aurangabad district is located at 19° to 20° latitude and longitude of 75° to 76° with altitude of 300 to 900 mtrs above mean sea level (MSL). It is surrounded by Jalna district towards East, Nasik and Ahmadnagar towards west, the Jalgaon district towards North, Beed and part of Ahmadnagar towards South.

Total population of district according to 2001 census is 2897013 out of which 1809863 is from rural area while 1087150 is urban population. The density of Aurangabad district is 287 per K.M. the gender ratio of the district is 922 ladies per 1000 gents. The schedule caste population of district is 376181 which are 13 per cent of total population and scheduled tribe population of district is 100416 respectively.

### 2.2 Crops and Cropping Pattern

Net sown area of district is 853000ha. Out of which 113000 ha area is sown more than once.

More than 80 per cent of the total area exclusively comes under rain fed cropping. Crops are taken both in kharif and rabbi season. Sugarcane and Banana are major annual crops. Total area under kharif crop is 510700 ha. While area under rabbi crop is 310500 ha area under summer crop is 2900 ha. According to kharif cropping of district cotton occupies an area of 168200 ha. which is 32.89 per cent of total kharif cropped area and area of 239800 ha (45.95 per cent) comes under grain crops. Next to cotton Bajra, Maize is grown in kharif. The tur crop is grown an area of 38000 ha (7.44 per cent) of total area under kharif. The major kharif crops are cotton, hybrid Jowar, Bajra, Mung, Udid Tur and Groundnut while major rabbi crops are rabbi jowar, wheat, safflower, gram etc.

### **2.3 Fruits and Vegetables**

The climate of Aurangabad district is suitable for fruit crops. Aurangabad, Paithan, Vaijapur, Gangapur, Khulabad, Kannad, west part of Sillod taluka receives rains 700 mm and dry climate is having fruits like Mango, Mosambi, Grapes, Ber, custard apple Guava. The fruits like banana, Sapota, Lime are taken in Soegaon and Kannad taluka receiving rains more than 700 mm. the major area under fruit crops in the district is 42549 ha. This is 4.98 per cent to the total cultivated area.

The major fruits like Mosambi, (13,416ha), Guava (1.179 ha), Sapota (7,342 ha), Custard apple (1,637 ha) and Mango (15678 ha) are grown in the district. The taluka Kannad ranks first for fruit cultivation, which is 20 per cent of the total fruit cultivation in which Mosambi (Devagan rangan area), sapota (Pishor area) and Banana (Nagal area) are observed, Paithan is next to this whereas area under fruit crop is 16 per cent in which Mosambi (60 per cent) and Grapes (9 per cent) are grown.

The scenario of the fruit crops of district reveals that mango, Pomegranate and coconut is cultivated in Aurangabad taluka, Guava in Khulabad, Banana in Kannad, Soegaon.

The vegetable are mostly grown under well irrigation in Aurangabad district. During kharif, farmers mostly grow chilly, brinjal, bendi, cowpea, beans, tomato and onions along with vegetable. During winter Cauliflower, Cabbage, Carrot and Radish are grown. The vegetables like bendi and tomatoes are grown in large scale in the summer season with 25 per cent.

### **2.4 Selection of English Newspaper from the Aurangabad District of Maharashtra**

A list of all the English newspapers published from Aurangabad was obtained from the District Information Officer, Aurangabad. The leading English newspaper in Aurangabad Dist. of Maharashtra was selected on the basis of following criteria suggested by Maslog [15].

1. Geographic distribution (Whether it reaches to all over state or some parts of state).
2. Stability (consistency or regularity in publication, whether it is published regularly or not.) and
3. Outreach (measured in terms of circulation or number of copies printed)

On the basis of these criteria, Lokmat Times a daily newspaper in English language was identified as a leading paper in the Aurangabad District of Maharashtra.

### **2.5 Profile of the Leading English Newspaper 'Lokmat Times'**

A Lokmat time is the one of the renowned English daily newspapers in Aurangabad Dist. of Maharashtra. In recent years it has grown to become the largest English newspaper in the Aurangabad Dist with a circulation of over 18171 copies per day with edition from Aurangabad, Nagpur and Nasik.

The selection of 'Lokmat Times' newspaper issue was considered for the period, June 1, 2013 to May 31, 2014. This period was selected for the study because of the availability of newspaper issues. About 52 Sunday issues will be studied from 1 June, 2013 to 31 May, 2014. It will be considered on the basis of agricultural information appeared in every Sunday. The consecutive week sampling was done.

### **2.6 Procedure Followed in the Content Analysis of the Agricultural Information Published in the Newspaper**

Farm information appeared in the various issues of the newspaper under study will be analyzed by considering the following points.

- i. Firstly each issue of newspaper will be read carefully and identify, counting of

agricultural and advertisements (Agricultural and non-agricultural) will be carried out.

ii. Measuring total space in square centimeters covered by agricultural information, non-agricultural and advertisements will be counted and space occupied in square centimeters will be measured.

iii. Locating agricultural information in newspaper i.e. right side page or left side page and page number.

iv. Forms of presentation of agricultural information i.e. news story, regular farm column, letter to the editor on agricultural information, farm articles, photo news, editorial etc., will be considered.

The figures are expressed in terms of frequencies and percentage for simple comparison and for drawing meaningful conclusion.

Regarding the newspaper advertisements, 14.95 per cent of the total space was occupied by the non-agricultural advertisements whereas; agricultural advertisements occupied less space i.e. 0.26 per cent only.

Data presented in Table 2 shows that the various types of agricultural information which is published in 'Lokmat Times' daily. Agricultural information grouped as agricultural outlook, agricultural domestic marketing, agricultural planning and progress, dairy and animal husbandry, agricultural crops, farm operations and other topics and Food science. In that agricultural outlook occupies 24.62 per cent followed by agricultural crops, farm operations and other topics that is 21.54 per cent, agricultural planning and progress 20.00 per cent, food science 13.84 per cent, dairy and animal husbandry 10.77 per cent and agricultural domestic marketing 9.23 per cent respectively.

It is clear from Table 3 that 41.54 per cent of agricultural information published in the form of news story followed by photo news 30.77 per cent, agricultural articles 16.92 per cent and editorial on farming 10.77 per cent respectively.

From the data in Table 4, it can be observed that the maximum number (55.38 per cent) of the agricultural information published/appeared in right side of the newspaper and remaining (44.62 per cent) on the left side of newspaper.

### 3. RESULTS AND DISCUSSION

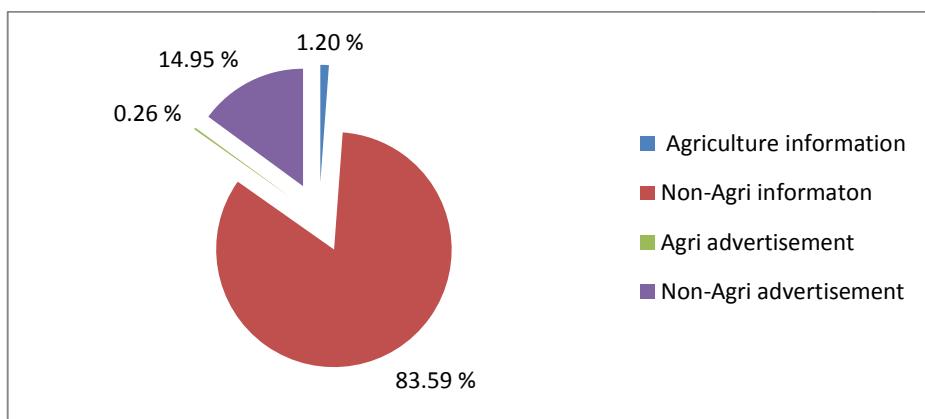
From Table 1 it is found that the news and advertisement ratio of 85:15 was maintained in the newspaper under study. It was observed that maximum newspaper space was allotted to the non-agricultural information that is 83.59 per cent whereas; agricultural information occupied only 1.20 per cent in the newspaper.

**Table 1. Space covered by the agricultural information, non-agricultural information and advertisements (agricultural and non-agricultural) in 'Lokmat Times' daily**

Sr. no.	Newspaper content	Space covered in the aggregate column sq.cm.	Percentage
A	Information		
	1. Agricultural	14387	1.20
	2. Non-agricultural	1000133.36	83.59
	Total	1014520.36	84.79
B	Advertisements		
	1. Agricultural and	3152	0.26
	2. Non-agricultural	178898.6	14.95
	Total	182050.6	15.21

**Table 2. Types of agricultural information published in Lokmat Times**

Sr. no.	Types of agricultural information	No. of agricultural information	Per cent	Rank
1	Agricultural outlook	15	24.62	I
2	Agricultural domestic marketing	6	9.23	VI
3	Agricultural planning and progress	13	20.00	III
4	Dairy and Animal husbandry	7	10.77	V
5	Agricultural crops, farm operations and other topics	14	21.54	II
6	Food science	9	13.84	IV
	Total	65	100	



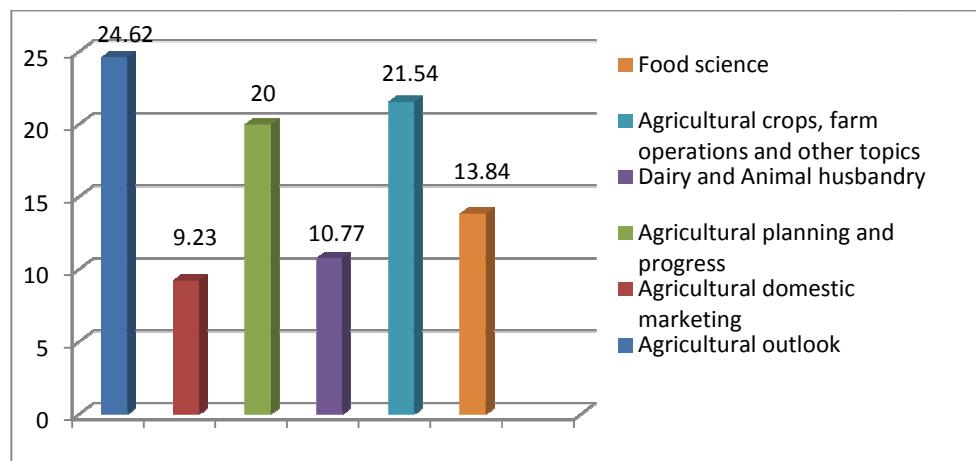
**Fig. 1. Space covered by agriculture information, non-agriculture information and advertisements (agriculture and non-agriculture information)**

**Table 3. Form of presentation of agricultural information published in 'Lokmat Times'**

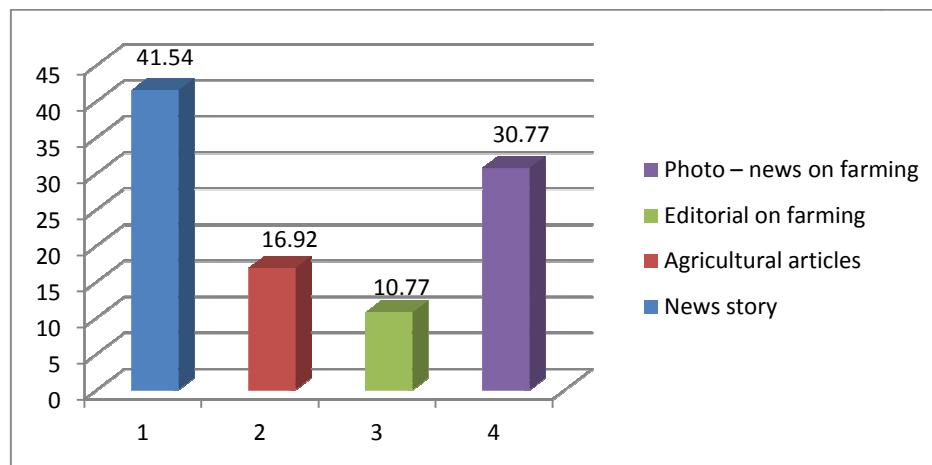
Sr. no.	Forms of presentation of agricultural information	Frequency of the agricultural information	Per cent
1	News story	27	41.54
2	Regular agricultural features	-	-
3	Agricultural articles	11	16.92
4	Letters to the editor on agricultural information	-	-
5	Editorial on farming	7	10.77
6	Photo – news on farming	20	30.77
7	Any other	-	-
	Total	65	100

**Table 4. Location of agricultural information in Lokmat Times daily**

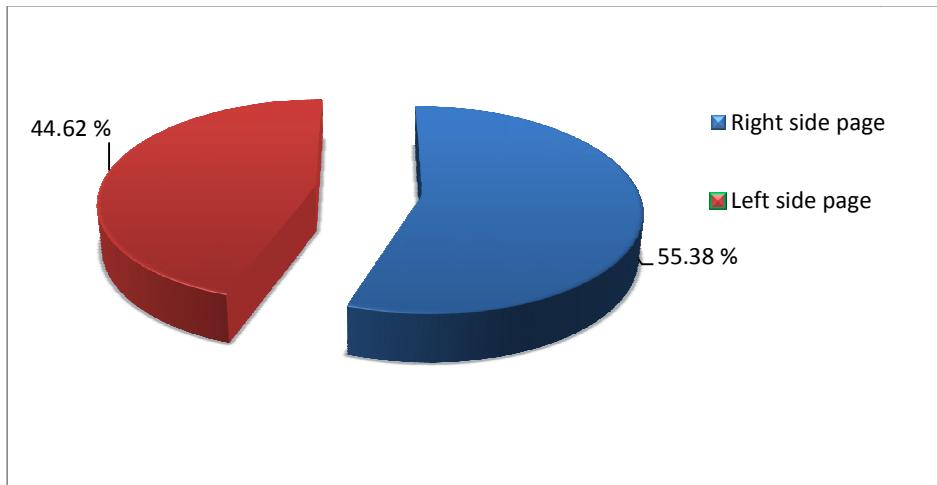
Sr. no.	Location of agricultural information	Frequency of the agricultural information	Per cent
1	Right side	36	55.38
2	Left side	29	44.62
	Total	65	100



**Fig. 2. Types of agricultural information published in Lokmat Times**



**Fig. 3. Forms of presentation of agricultural information published in Lokmat Times daily**



**Fig. 4. Location of the agricultural information in Lokmat Times daily**

#### 4. CONCLUSION

1. Space covered by Agricultural information as compared to non-agricultural information is very low. This is not sign of sound and healthy newspaper for agricultural information in terms of transfer of technology.
2. In advertisements less space was given to agricultural advertisement as compared to non-agricultural advertisement. There is scope to increase advertisements in agricultural and horticultural areas.
3. In distributions of types of agricultural information was given more importance agricultural outlook' so that there is scope to increase articles on specific corps.

4. The distribution of agricultural information more in the form of news story and Photo – news on farming.
5. More than half of agricultural information placed in right side of the page. It gives more attraction to readers.

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## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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