

A Study on Content Analysis of Types and Space Allotment of Agricultural Information Published in Lokmat Times

G Sravan Kumar and V B Kamble

College of Agriculture, PJTSAU, Telangana.

ABSTRACT

Media technology has got a crucial role in everyone's life today. Media has got a great job of bringing social change in whatever the topic it covers – from entertainment to all the on-going issues. Among the various mass media used in India, newspaper occupies a place of prominence because of its low cost, wide circulations and variety of contents. Print media has its unique role in informing literate farmers. 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 results revealed that agricultural outlook occupied 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 followed by 14.95 per cent of the total space was occupied by the non-agricultural advertisements whereas; agricultural advertisements occupied very less space and major part of space is provided for the agricultural information (41.00 per cent) was covered by news story followed by photo news (27.02 per cent).

Keywords: *Lokmat, Media and Newspaper.*