



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

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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.*

Communication is a core process of social and economic change. In a country like India where rapid social transformation is taking place, the role of communication can hardly be over emphasized. This is more so in the field of agriculture where in the process needs to be accelerated quickly and effectively to communicate millions of farmers living in the remote villages. The Indian media are booming on all the fronts print, electronic and web journalism (Vanila Kohli, 2003). 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 subject-wise. 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 organizations that had started burgeoning since 1995.

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. Through mass media one can disseminate new agricultural information, new extension programme,

government schemes and policies relating to the agriculture.

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. Farm literature like books, folders, bulletins, booklets, farm magazine and newspaper has its own credibility among the readers. Lokmat times is the English daily of lokmat group of publication and is published from Aurangabad, Nagpur and Nasik launched in 1987. Lokmat times have become a credible name in English journalism in its area of circulation.

Content denotes what is contained and content analysis is the analysis of what is contained in a message. It refers to the analysis of the agricultural information appeared in the newspaper in terms of the identification of agricultural and non-agricultural information, identification of major agricultural and allied areas, categorization of major and sub major agricultural area from the article. The space devoted to agriculture and allied information is very less according to studies of Shendre (1985) and Jagatap (2001). Though the Indian Rural Press Association in 1983 laid down that 40 per cent of the space in the newspaper should be devoted to agriculture related to community development and allied developmental topics, however, researchers have revealed that it is yet to be practically implemented. It was therefore felt necessary to study the coverage of farm information in Lokmat Times published from Aurangabad District of Maharashtra State.

Objectives:

1. To study the types of Agricultural information published in Lokmat Times
2. To study the space allotted for agricultural information published in Lokmat Times.

MATERIAL AND METHODS

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. Lokmat Times a daily newspaper in English language was identified as a leading paper in the Aurangabad District of Maharashtra and thus selected for the study. 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. 52 Sunday issues of Lokmat Times daily published from 1 June, 2013 to 31 May, 2014 were selected and studied with the help of specially designed proforma for collection and analysis of contents of Lokmat times daily. The data was presented in terms of Frequency and Percentage for simple comparison and for drawing meaningful conclusion.

RESULTS AND DISCUSSION

The Table 1. represents the types of agricultural information which published in 'Lokmat Times' daily. The agricultural information was grouped into different types on the basis of different subject.

Data presented in Table 1 showed 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. Agricultural outlook occupied 24.62 per cent followed by agricultural crops, farm operations and other topics i.e 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.

The newspaper space covered by the news items indicates the importance of the news. It is

Table 1. Types of Agricultural information published in Lokmat Times

S.No	Type 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	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
		65	100	

Table 2. Space covered by the agricultural, non-agricultural information and advertisements (agricultural and non-agricultural) in Lokmat Times

S.No	Newspaper Content Information	Space covered in column Sq.cm	Percentage
1	Agricultural	14387	1.2
2	Non - Agricultural	1000133.36	83.59
	Total	1014520.36	84.79
	Advertisements		
3	Agricultural	3152	0.26
4	Non - Agricultural	178898.6	14.95
	Total	182050.6	15.21

common observation that along with non-agricultural information, agricultural as well as rural development issues appear in newspapers. The space considered as a parameter to evaluate the importance of the agricultural information from the point of view of the readers and editor of the particular newspaper.

The data regarding the space covered by the agricultural information, non-agricultural information and advertisements (agricultural and non-agricultural) is given in Table. 2

From Table 2 it was found that the news and advertisement (85:15) ratio 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. Regarding the newspaper advertisements 14.95 per cent of the total space was occupied by the non-agricultural advertisements .

Table 3. Space covered by agricultural information in ‘Lokmat Times’

The aggregate column length in centimetres occupied by different forms of agricultural information measured, calculated and presented in Table 3

S.No	Forms of presentation of agricultural information	Total space covered in column sq. cm	Per cent space covered to the total newspaper space	Per cent space covered out of space allotted to agricultural information
1	News story	5899	0.5	41
2	Regular agricultural Features	-	-	-
3	Agricultural articles	2209	0.18	15.36
4	Letters to the editor on agricultural information	-	-	-
5	Editorial on fanning	2392	0.2	16.62
6	Photo - news on farming	3887	0.32	27.02
Total		14387	1.2	100

Table 3 indicated that only 1.20 per cent newspaper space was allotted to the agricultural information as against about 83.59 per cent for non-agricultural information. The space allotted to agricultural information was very less. This clearly states that newspaper under reference covers mostly urban matters. The information needs of rural people were ignored.

Out of the space provided for the agricultural information major part (41.00 per cent) was covered by news story followed by photo news (27.02 per cent), editorial on farming (16.62 per cent) and agricultural articles (15.36 per cent) respectively.

CONCLUSION

Even with the growth of electronic mail, traditional print media like newspaper is still dominated the alternative communication medium in agricultural and allied sectors. The extension services needs a strong media support to cover widely placed farming population. Radio, Television and Printed material are the powerful tools in multidimensional transformation of agricultural information for the benefit of farmers. Maximum newspaper space was allotted to the non-

agricultural information compared to agricultural information occupied which is not a sign of sound and healthy newspaper for agricultural information in terms of transfer of technology.

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