CONTENT ANALYSIS OF ANIMAL HUSBANDRY NEWS IN A TAMIL DAILY

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*Thesis submitted in partial fulfilment of
the requirements for the degree of*

MASTER OF VETERINARY SCIENCE
in
ANIMAL HUSBANDRY EXTENSION

to the

Tamil Nadu Veterinary and Animal Sciences University
Chennai

DEPARTMENT OF EXTENSION
MADRAS VETERINARY COLLEGE
TAMIL NADU VETERINARY AND ANIMAL SCIENCES UNIVERSITY
CHENNAI - 600 007

2002

CERTIFICATE

This is to certify that the thesis entitled **"CONTENT ANALYSIS OF ANIMAL HUSBANDRY NEWS IN A TAMIL DAILY"** submitted in partial fulfilment of the requirements for the degree of **MASTER OF VETERINARY SCIENCE** in **ANIMAL HUSBANDRY EXTENSION**, to the Tamil Nadu Veterinary and Animal Sciences University, Chennai, is a record of bonafide research work carried out by **R.PARIMALA**, under my supervision and guidance and that no part of this thesis has been submitted for the award of any other degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journal or magazine.

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ABSTRACT

CONTENT ANALYSIS OF ANIMAL HUSBANDRY NEWS IN A TAMIL DAILY

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Print media is one among the mass media that is being utilised for communicating the improved farm technologies. If the perception and preferences of the readers are ascertained, the quality and its effectiveness of the print media could be improved suitably. Hence, a study has been undertaken to analyse the contents, perception and preference of readers towards animal husbandry news in the Tamil daily – *Dinamalar*.

The study consists of two parts – media research and audience research. The first part involves the content and readability analyses. For this, the newspaper editions of *Dinamalar* published from Madurai, during the period from 1.1.2001 to 31.12.2001 were selected. The second part deals with the methods adopted to elicit information on the perception and preferences of the readers of animal husbandry information/news published in the newspaper, which has been analysed by 100 farmer-readers, who were also subscribers of the newspaper, belonging to five villages of Melur block of Madurai district. The study area was selected based on high circulation of the newspaper.

The content analysis reveals that almost all major enterprises of animal husbandry were covered in this publication, giving more prominence to dairy. Regarding modes of presentation, news item and popular article were used

more. However, readers preferred more question-answer and farmers' experience modes in the newspaper.

The readability of animal husbandry news in *Dinamalar* was found to be very easy (0.19032). The veterinary university was rated as the most credible source followed by private veterinary practitioners and State Department of Animal Husbandry while the press correspondent was the least credible source.

The content, format and illustration components of animal husbandry information published in the newspaper was perceived to be satisfactory to most satisfactory to most of the readers.

Most of the farmer-readers opted message with economic value, change in knowledge and skill and weekly publishing of the farm page. Regarding format component, majority of the readers preferred one full-page article and 6 columns arrangement in the farm article with 16 and 12 points letter sizes for title and text respectively.

Cent per cent of the readers wanted illustration in the article. Most of the readers preferred medium sized illustration in multicolour with action picture.