

**“ CONTENT ANALYSIS OF AGRICULTURAL INFORMATION
APPEARED IN LEADING MARATHI NEWSPAPER ‘LOKMAT’
FROM WESTERN MAHARASHTRA”**

by

NAGANE RAJENDRA BALASAHEB

(Reg. No. 03/074)

A Thesis Submitted to the

**MAHATMA PHULE KRISHI VIDYAPEETH, RAHURI-413722,
DIST. AHMEDNAGAR, MAHARASHTRA, INDIA.**

In partial fulfilment of the requirements for the degree

of

MASTER OF SCIENCE (AGRICULTURE)

in

AGRICULTURAL EXTENSION

DEPARTMENT OF EXTENSION EDUCATION

POST GRADUATE INSTITUTE

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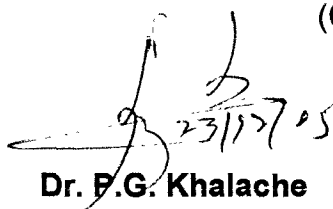
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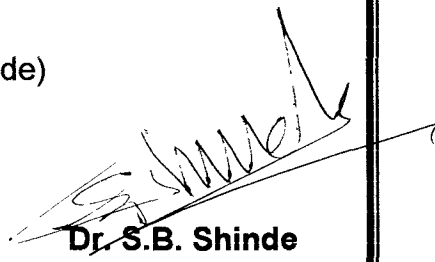


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**DEPARTMENT OF EXTENSION EDUCATION
POST GRADUATE INSTITUTE
MAHATMA PHULE KRISHI VIDYAPEETH, RAHURI- 413722,
DIST. AHMEDNAGAR, MAHARASHTRA, INDIA.**

2005

CANDIDATE'S DECLARATION

I hereby declare that this thesis or a part thereof has not been submitted by me or any other person to any other University or Institute for a degree or diploma

Place :M.P.K.V.,Rahuri

Date : 16 / 11 /2005


(Nagane R.B.)

Dr. S.N. Sonawane
Associate Professor
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Rahuri, Dist.-Ahmednagar. (M.S.)

CERTIFICATE

This is to certify that the thesis entitled “**CONTENT ANALYSIS OF AGRICULTURAL INFORMATION APPEARED IN LEADING MARATHI NEWSPAPER ‘LOKMAT’ FROM WESTERN MAHARASHTRA**” submitted to the Faculty of Agriculture, Mahatma Phule Krishi Vidyapeeth, Rahuri, Dist. Ahmednagar, Maharashtra, India in partial fulfilment of the requirements for the award of the degree of **MASTER OF SCIENCE (AGRICULTURE)** in **AGRICULTURAL EXTENSION**, embodies the results of a *bona fide* research work carried out by **Mr. NAGANE RAJENDRA BALASAHEB**, under my guidance and supervision and that no part of the thesis has been submitted to any other University for degree or diploma or published in any other form.

The assistance and help received during the course of this investigation and sources of literature referred to have been duly acknowledged.

Place : MPKV., Rahuri

Date : 16 / 11 / 2005


(Dr. S.N. Sonawane)

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Dr. S.H. Shinde
Associate Dean,
Post Graduate Institute,
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Rahuri, Dist.- Ahmednagar. (M.S.)

C E R T I F I C A T E

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Place : MPKV, Rahuri
Date : 17 / 11 /2005


(Dr. S.H. Shinde)

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Place :

Date : 16 / 11 / 2005


(Nagane R.B.)

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ABSTRACT

**“CONTENT ANALYSIS OF AGRICULTURAL INFORMATION
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Dist – Ahmednagar, Maharashtra State, India

2005

Research Guide : **Dr. S.N. Sonawane**
Department : **Agricultural Extension**

The present study relating to the identification of different types, forms of presentation of agricultural information and their location, space covered and analysis of the contents of the agricultural information appeared in leading Marathi newspaper ‘Lokmat’ from Western Maharashtra.

Ten per cent issues of ‘Lokmat’ published from January 1st, 2004 to December 31st, 2004 were randomly selected and studied with the help of specially designed proforma for collection and analysis of the contents of ‘Lokmat’ newspaper. The data were presented in the form of percentage and frequencies. The results of the present investigation are as follows.

Abstract contd...

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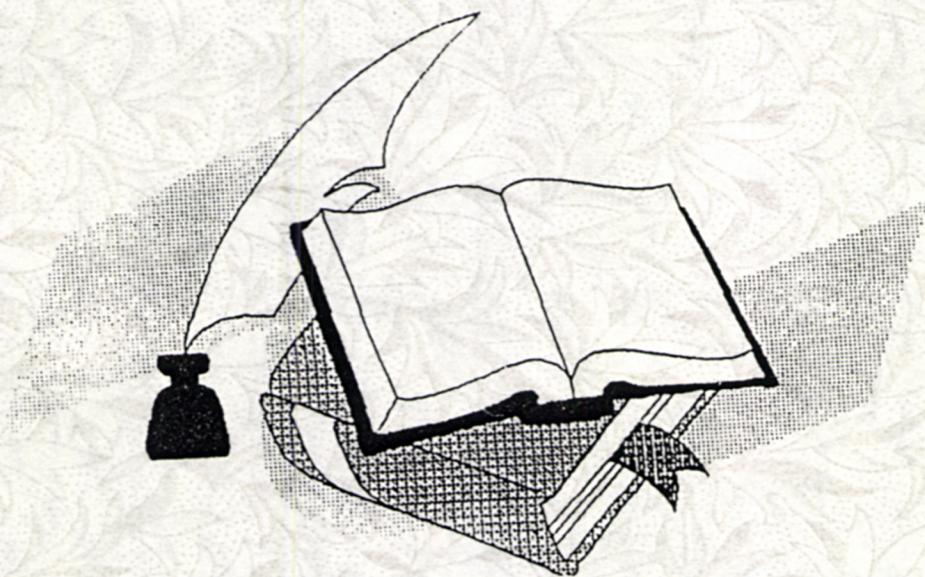
The agricultural information occupied Meagre space (3.22 %) as compared to non-agricultural information (68.66 %). Agricultural crops, farm operations and other topics topped in terms of frequency (30.75 %) of total farm information, which includes crops (9.80 %), irrigation (3.27 %), plant protection (7.86 %), Manuring (4.57 %), Harvesting and Post harvest technology (2.61 %), Marketing and availability of inputs (2.61 %). News story (54.25 %) was the common form of presenting agricultural information. *Hawaman*, *Bajarbhav* and farm articles were published as regular agricultural features. News story (40.81 %) occupied the highest space followed by the regular agricultural features (37.88 %). Near about equal number of the agricultural information appeared on both right and left side pages of newspaper. Cross line (41.18 %) and pyramid (14.38 %) types of heading were common. Mostly agricultural information had heading and body but rarely lead and illustrations.

More than half of agricultural information had upto 200 words. Most of the (66.01 %) farm information had more than six per cent difficult words, 1 to 6 per cent technical words (36.58 %). The average length of sentence ranged from 8 to 17 words / sentence. Majority (60.80 %) of agricultural news had upto 20 sentences. About 31 per cent of the agricultural information had less than 50 per cent simple sentences in text. Large majority (77.78 %) of the agricultural news had upto 50 per cent compound sentence and complex sentences (100 %). Total (100 %) agricultural information had one sentence in heading while, 1 to 10 sentences in body (35.29 %)

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Chapter Opener Page



INTRODUCTION

1. INTRODUCTION

Agriculture has got a prime role in Indian economy. Though the share of agriculture in national income has come down, since the inception of planning era in the economy, still it has a substantial share in GDP. The contributory share of agriculture in Gross Domestic Product is presently 28 per cent only. Agriculture sector also provides livelihood to about 70 per cent of the labour force. But still about 26.1 per cent population, especially rural population of the country lives in very poor socio-economic condition (Anonymous, 2004). There are many chances of improving their socio-economic condition by educating the rural people and farmers. They need to be educated in agriculture. This is possible by communicating farm technology through various media.

Farm communication takes place through various extension programmes and methods like group contact, individual contact and mass contact. Among various methods and techniques used for transfer of farm technology, mass media plays a significant role, in bringing awareness to people and in motivating them to be active partners in the nation building endeavour. Through mass media one can disseminate new agricultural information, new extension programmes, Govt. schemes and policies relating to the agricultural development and success stories of the farmers etc to the people. This will serve a basis of agricultural development.

Within the mass media, print media has its unique role in informing literate farmers. Farm literature like books, folders, bulletins,

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booklets, farm magazine and newspaper had credibility among the readers. Role of print media in disseminating useful and scientific knowledge on farming aspects down to the farmers, would continue to grow in future with the increasing literacy level in rural India, which is presently 65.38 per cent (Anonymous, 2004).

The print media i.e. written word has several advantages over other mass media sources like audio and audio-visual aids and over other extension methods. The printed words can be used for reading number of times and also can be referred any time to refresh ones memory. It gives more time to the communicator to think, organize ideas, choose and write the best words, which the readers can understand easily and leading to adopt the technology. Farmer's attribute has special significance to the written information, because, they perceive it as reliable, trustworthy and feel that the written words are more authentic. The farm publications comparatively being cheap, easy to use and the farmers are also willing to buy them. Thus, printed word is a permanent and trusted source of information, which can be effectively and efficiently used for disseminating farm technology.

Now a days better transport and communication facilities are available in the country. In India literacy has also gone up from 16.7 per cent in 1951 to 65.38 per cent in 2001 (Anonymous, 2004). Because of increased literacy, farmers in the villages are coming in contact with newspaper. It is being a natural tendency on the part of human being to know various types of information, which are easily available. Thus,

particularly the newspaper now a days plays an important role in satisfying large number of readers. (Nimbalkar, 1998).

The newspaper is the medium for exchange of ideas and it facilitates the time and space binding activities of society. The press plays a major role in identification of the reality for an individual as well as for a nation. It formulates public opinion (Hardt, 1981). Newspaper contains news stories and other articles. Thus newspaper is the oldest and most popular media and provides more detail information than Radio, Television and Magazines and many other forms of written communication (Tripathi, 1998).

The newspapers were published in as many as 101 languages and dialects during year 2001. The total number of newspapers and periodicals in 2001 was 51,960. Among these largest number of news papers were published in Hindi 20,289, followed by English (7,596) and Marathi (2,943). Out of total number of news papers and periodicals about 5,638 were daily newspapers and about 18,582 were weeklies (Anonymous, 2004). Despite onset of multichannels through satellite television, there has been an increase of 124.3 per cent in daily newspapers in the decades from 1985-1994 (Tripathi, 1998).

In Marathi language there were about 2,943 newspapers and periodicals. Out of which 395 were the daily newspapers (Anonymous, 2004). The popular Marathi dailies in Maharashtra state are Lokmat (8,24,352), Sakal (5,34,635), Loksatta (3,69,429) Navakal (2,95,634) and Maharashtra Times (1,85,867) (ABC, 2001). Daily newspapers are

dominated by politics, entertainment, advertisements and other fields of interest (Jain, 1980).

Most of the newspapers are urban oriented and serves the urban readers. It is important to give due coverage to agriculture, farming and problems relating to those which are of national importance (Mathur, 1984). As per the study conducted by Shendre (1985) only 2.32 per cent of the total newspaper space is given to the agricultural matter. Majority of the farmers reading newspapers were interested in reading matter relating to farming. The matter of surprise is that rural people and farming community, their issues have no adequate space in our daily newspapers, where as the industry, trade and commerce are given priorities in newspaper and found extensive in the columns of newspaper. The majority of the people who depend solely on agriculture are completely ignored of farm information. Thus, it is a matter of investigation as to what extent the information on agriculture is being covered in the newspapers.

1.1 Statement of problem

Newspapers are very potent means of communication to the masses. They serve people in four ways. They inform, they guide, they educate and they entertain. A properly edited, newspaper serves to establish a continuous link with the people by giving educational as well as relevant and timely information on many aspects of day to day life. If such newspaper covers topics of rural matters and farm information, its language should be easily understood by the readers. It may serve as a

source of information to ruralities on farming matter. Therefore the rural oriented newspaper is a need of the day. But the scene of the rural press in the state is very disappointing. The space devoted to agriculture and allied information is very less according to studies of Shendre (1985), and Jagatap (2001). Even 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 agricultural information in the leading Marathi newspaper from western Maharashtra. The specific objectives of the study were as follows :

1. To study the location of space covered by the agricultural information.
2. To identify the different types and forms of presentation of agricultural information.
3. To study the contents of the agricultural information.
4. To study the textural characteristics of agricultural information appeared in 'Lokmat' newspaper.

For Textural characteristics following parameters were considered :

1. Type of heading
2. Total number of words
3. Type of lead
4. Per cent difficult, personal, technical words
5. Length of sentence
6. Percentage of simple, compound and complex sentences in agricultural information.

1.2 Limitations of the study

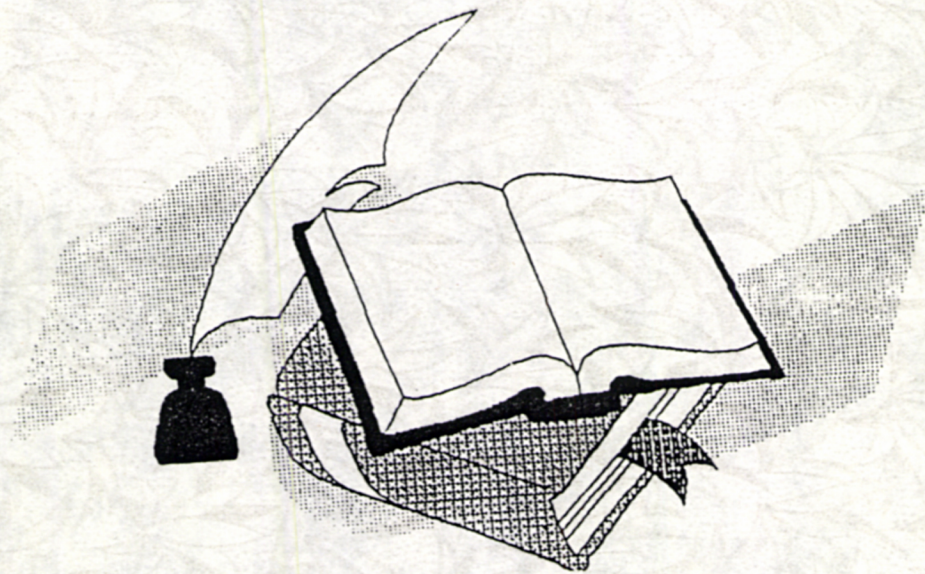
Present investigation has certain limitations because it has considered few issues of the selected newspaper. This investigation suffers from the limitations of research facilities and time available, usually faced by the single student researcher. The findings of the study therefore, would not be appropriate to generalize and apply for other newspapers published in the state because of limitation of sample size or in other states in the country since it covers regional newspapers but it gives rough idea and serves as the spring board for future research certainly.

1.3 Layout of the dissertation

The dissertation comprises of five chapters. The first chapter 'Introduction' deals with the statement of problem, objectives and limitations of the study. The second chapter 'Review of Literature' gives a brief account of relevant research work done in the past on the topic of

the present investigation under different sub-heads. The third chapter deals with the 'Methodology' followed in the study. The fourth chapter deals with "Results and Discussion" of the study. The last chapter constitutes the 'Summary, Conclusions and Implications' of the study. The references cited in the body of the text and other such material is appended at the end of the thesis.

Chapter Opener Page



REVIEW OF LITERATURE

2. REVIEW OF LITERATURE

This chapter consists of research findings, relevant to the present study. The references directly or indirectly related to the subject are reviewed in the following sequence.

- 2.1 Newspaper as source of agricultural Information
- 2.2 Newspaper contents
- 2.3 Space covered by the agricultural information
- 2.4 Location and forms of presentation of the agricultural information
- 2.5 Subjects of the information
- 2.6 Words in the agricultural information
- 2.7 Sentences in the agricultural information
- 2.8 Heading, lead and body of the agricultural information
- 2.9 Illustrations in the agricultural information
- 2.1 Newspaper as a source of agricultural information**

Pathirana (1980) reported that newspaper could play a vital role by publishing detailed account of national policy. It could also publish material focussing attention on farmers' needs and their wishes.

Hardt, H. (1981) reported that newspaper is the medium for exchange of ideas and it facilitates the time and space binding activities of society. It formulates public opinion.

Sinha *et al.* (1983) reported that newspaper is an important channel for agricultural communication. The information published in the newspaper is reliable and considered encouraging to farmers for seeking agricultural information.

Tajuddin and Mohan (1989) reported that among the various extension tools tried to transfer the technology, communication through the written words i.e. the publication of articles and write ups in journals, magazines and the newspaper had better response.

Kalantri *et al.* (1991) reported that majority of the farmers reading agricultural information in the newspaper was in favour of it. Thus, there is a scope to make agricultural information in regional language newspaper more understandable, interesting and acceptable to the farmers.

Block *et al.* (1995) observed that private veterinarians were regarded as the most important source of information on vaccines of cattle followed by a weekly rural newspaper.

Hasan and Roy (1996) while studying content and coverage of rural news by regional papers said that rural newspapers provide the opportunity and motivation to the masses. They play vital and significant role for disseminating the scientific and modern technology.

Trikha (1998) while describing the print media scenario in India said that newspaper may repeat news in successive editions and they often provide additional details or news interpretation of previously reported news and provide a higher degree of referability. Thus the newspaper is oldest and most popular media in rural as well as urban area and provides more details than radio or television.

Nimbalkar (1998) reported that particularly the newspaper, now a days plays an important role in satisfying the readers. The newspapers have large number of readers and hence the writing reaches to the large number of people at the same time and even quickly. Hence one can read information about farming through newspapers.

2.2 Newspaper contents

Fett (1972) studied Brazilian newspapers and reported large amount of agricultural news appeared in the papers but most of the news lacked usefulness to the farmers of the area.

Sidhu *et al.* (1993) reported that coverage of agricultural and dairy contents was very less as compared to coverage of political news and advertisements. They further found that agriculture and dairy contents were more in regional dailies as compared to the national dailies.

Mathur (1984) reported that (i) Newspaper in India did not truly reflect the life and culture of the people. (ii) Interest of the farmers and farming community were not receiving due attention in our dailies.

(iii) Industry, trade and commerce found intensive coverage in the newspaper. (iv) Most of the newspapers did not consider it important to give due coverage to agriculture, farming and problems relating to those which are of national importance.

Kubde *et al.* (1991) reported that in regional dailies of Vidarbha give importance to political events in the urban categories and crime coverage is highest in rural category. Sports events which are second best covered, stand in the first positions of the rural coverage. However, social events are covered reasonably well in both urban and rural categories. In urban category, the other major events covered as economical and human interest, whereas in the rural group, it is development and agricultural category.

Hasan and Roy (1996) while studying contents and coverage of rural news by regional newspapers found that the category 'social' contained maximum articles as compared to games and sports. Next to social, importance was given to agriculture. The same sequence was observed as far as the coverage of space is concerned.

Sawant and Shinde (1999) revealed that space covered by the different categories of information shows that *Loksatta* newspaper published 60 per cent watershed development news, whereas *Sarwamat* newspaper published nearly 50 per cent (48.08 %) news of the total space on watershed development in formation. This was followed by the information on Govt. policies comes second, information on farm articles

stands third in the total space of the watershed development published in two dailies.

2.3 Space covered by the agricultural information

Mathur (1984) in his studies found that newspaper having 12 pages and wordage of about 60,000 did not allow even 1 per cent of the wordage or the space to agricultural information and problems of farmers. He further stated that some dailies are devoting only 1.19 per cent of space to the agriculture. In Telugu daily newspaper i.e. 'Eenadu' only 0.68 per cent of space was devoted to agriculture.

Singh (1984) reported that only 1.22 per cent of space was given to food, agriculture and rural development news in two national dailies.

Dikel *et al.* (1991) revealed that space occupied by non-agricultural information was 95.93 per cent, where as very negligible space i.e. 4.07 per cent was given to agricultural information.

Hasan and Roy (1996) found that the category 'social news' covered maximum amount of space (48.71 %) as compared to games and sports (0.76 %). Next to social news, the importance was given to agricultural news (28.75 %) space covered by agricultural information.

Paranjape (1998) on the basis of research in agricultural journalism during the year 1961-85 reported that coverage of agricultural news in different newspapers occurs as follows :

Sr. No.	Newspapers	Percentage of agricultural news
1.	The Hindu	1.19
2.	Eenadu (Telagu)	0.60
3.	Indian Express	2.60
4.	The Tribune	2.08
5.	Ajit	1.05
6.	Jagbani	1.20
7.	Punjab Kesri	0.10
8.	Punjab Tribune	2.74
	Average	1.31

Sawant and Patil (2000) reported that very less space is covered by Agricultural information i.e. 2.20 per cent in *Deenmitra* Periodical, a pioneering newspaper. Nearly 75 per cent (74.81 %) space was occupied by the non-agricultural information.

Abdullah (2000) reported that in Syrian farm weekly 47.10 per cent space was occupied by the Agricultural information, where as non-agricultural information occupied 39.56 per cent space.

Jagatap (2001) reported that the agricultural information occupied meagre (3.33 %) space in the leading Marathi newspaper.

2.4 Location and forms of presentation of the agricultural information

Fett (1972) stated that generally the agricultural editorials were absent or very scarce in the newspapers and also reported that the editorials on agriculture should occur frequently in the newspaper.

Shendre (1985) reported that the maximum (62 %) of agricultural information appeared on the right side of the newspaper and remaining 38 per cent on the left side.

Patil (1992) observed that 35.10 per cent farm information was presented in the form of news story followed by regular agricultural features which had 25.55 per cent in case of '*Sakal*' newspaper.

Panhale (1993) reported that large majority of the horticultural information appeared in '*Sakal*' newspaper was presented in the form of news story.

Abdullah (2000) reported that more than two fifth (43.78 %) of the total number of the farm information has presented in the form of agricultural news.

Jagatap (2001) observed that no specific pattern was observed regarding the type of agricultural information and the form of presentation, but news stories of regular agricultural features were most commonly used for presenting agricultural out look.

2.5 Subjects of the agricultural information

Khandekar (1975) reported that the areas on which readers wanted information were crop production animal husbandry and dairy, vegetable and fruit cultivation.

Tajuddin and Mohan (1989) suggested that for more effective transfer of agricultural technology, the information should be published in the regional language.

In a study conducted at Nigeria, Terry (1990) reported that in Nigerian newspapers, the content categories such as general news, Govt. policies, commentaries and human interest that inform rather than instruct farmers represented approximately 82 per cent of the agricultural news, pricing and marketing content comprised 18 per cent of the agricultural news.

Singh *et al.* (1995) showed that the area covered by the agricultural news in the university news magazine was very negligible (11.88 %). It was also revealed from the study that amongst the agricultural content major emphasis was given on agricultural education and research (33.16 %). The results amply, substantiate the fact that emphasis should be given on more agricultural information.

Hasan and Roy (1996) found seven categories of rural news. Out of seven categories of rural news, agricultural news occupies second position. In the sub-categories of agricultural categories, 'Agronomy' secured highest percentage of agricultural news (19.93 %). But in

Agricultural Extension it was minimum (3.67 %). Next to Agronomy the credit goes to Horticulture.

Rajmane (1996) observed that article on twelve different subjects were published in 'Shetkari' and majority of them were on crop husbandry.

Salindo (1998) in the study of 'Momento' newspaper in Mexico showed that most of the published eassays were of miscellaneous topics (67.3 %), Surpassing other topics such as Agriculture (11.5 %), Pomology (7.4 %), Husbandry (2.2 %) and Climatology (11.5 %). It was also concluded that information was written in normal phase.

Abdullah (2000) observed that amongst different types of farm information agricultural. Planning and progress topped in terms of frequency where as information on crop husbandry occupied second rank.

Jagatap (2001) reported that the information on agricultural out look ranked first which includes agricultural climate and damage, agricultural situations and agricultural research and education, agricultural welfare and approach were rarely covered and ranked sixth in terms and frequency.

2.6 Words in the agricultural information

Flesh (1960) reported that the words with one or few syllables should be used for the easy reading.

Sinnarkar (1966) found six per cent personal words describes in feature article or Marathi text of popular magazine. He further reported that the words having single compound letter can be safely used upto a limit of 5 per cent, but words having double or more compound letters should be scrupulously avoided.

Caples (1977) suggested that the words used in text should be shorter one.

Shendre (1985) reported that most of the farm information in leading Marathi newspaper had more than six per cent difficult words and more than 70 per cent simple words. It had more than 50 per cent farm information including 1 to 6 per cent technical words.

Saha and Trickha (1989) suggested that articles should be written in more simple language with short paragraph and sentences.

Dikle *et al.* (1991) suggested that there was necessity to minimize the difficult and technical words, which will create interest in reading.

Kumar and Kashyap (1998) reported that 70 per cent of materials published in farm journals were too technical in nature and a high proportion of this was incomprehensible to readers.

Abdullah (2000) reported that slightly more than half of the farm information (51.67 %) had zero difficult words, but majority of the farm information (56.82 %) had 1 to 5 per cent technical words.

Jagatap (2001) reported that most of the farm information had more than 6 per cent difficult words and more than 70 per cent simple words.

2.7 Sentences in agricultural information

Flesh (1960) found that the standard of six personal references per 100 words were found in feature articles in popular magazines and further added that human interest make reading easier.

Sinnarkar (1966) suggested that the short sentences should be used for easy reading of the text. There should be only 5 to 6 words per sentence for better understanding.

Caples (1977) suggested that the short paragraphs and short sentences should be used in the text.

Shendre (1985) reported that the average length of sentences in farm information appeared in leading Marathi newspaper ranged from 8 words to 17 words per sentence. Majority of farm information had 10 to 20 sentences, where 50 per cent were simple.

Saha and Trikha (1989) suggested that for easy understanding to farm readers, the articles should be written in more simple language with short paragraph.

Dikle *et al.* (1991) suggested that for easy understanding for farm information to readers, the average length of sentences should be 6 to 10 words.

Buddhadev *et al.* (1997) suggested that writing should be as far as practicable in direct speech, the article should not contain too many calculations or numerical number and picture drawing are more preferable.

Kumar and Kashyap (1998) suggested that simple sentences, commonly spoken words, no jargons use of cartoon or line drawing enhance understanding.

Abdullah (2000) reported that majority of farm information (80.04 %) had 8 to 17 words per sentence.

2.8 Heading, Lead and Body of agricultural information

Haskins (1966) reported that the presentation of the heading depends on the subject matter and there is considerable variation among newspaper in presentation of the heading.

Caples (1977) suggested five rules for writing heading i.e.

- i. Try to get self interest in every heading
- ii. Get news into heading
- iii. Avoid heading that merely provokes the curiosity
- iv. Avoid heading that paints gloomy or negative side of picture and
- v. Try to suggest in heading that there is quick and easy way for the readers to get something they want.

Antrim (1978) reported that lead gives more information about the idea given in heading. Leads may also be used to lead the reader into the body. This reinforces the message in the heading and makes reader more interested in reading the body.

Holtje (1978) reported that lead is a line of text of a news or agricultural information that expands the thought given in heading clarifies it, or adds another information.

Crompton (1979) reported that heading is opening sentence of the news story printed directly in the bold letter type which catch phrases. It helps readers in deciding whether he would go for reading the news story or not. It is therefore, important part of any news.

Shendre (1985) reported that the majority (63 %) of the agricultural information was without lead, while about one third of the information (36.58 %) had lead. He also reported that almost all (99.51 %) agricultural information had body. The body gives detailed information of the event in descending order of importance.

Panhale (1993) reported that the heading of horticultural information appeared in 'Sakal' newspaper was mostly cross line of at middle column. He also found most of the information had heading.

Abdullah (2000) reported that majority (60.28 %) of the agricultural information had lead. Flush head type of heading was used in near about one third (32.25 %) of the agricultural information then inverted pyramid (19.82 %) and cross line (19.21 %).

Jagatap (2001) reported that the heading of agricultural information was mostly cross line and pyramid type. Most of the farm information had body and lead.

2.9 Illustrations in the agricultural information

Caples (1977) reported that a text without illustration is dead text. There are several types of illustrations, which can be used conveniently for illustration of the text. The use of photographs as illustrations was recommended, because photographs add real information and therefore prove to be effective.

Shendre (1985) observed that 1.95 per cent of the information was illustrated on average of 0.38 per cent out of total agricultural space. It showed that very little (0.02 %) space was allotted to illustration. Black and white photographs were mostly used to illustrate farm information in the 'Sakal' newspaper.

Saha and Trikha (1989) suggested that for effective understanding of farm information, quality black and white photographs should be used in the farm articles.

Patil and Rajendra (1990) reported that 'The Hindu' newspaper give more importance to photographs in the total space occupied (1.44 %).

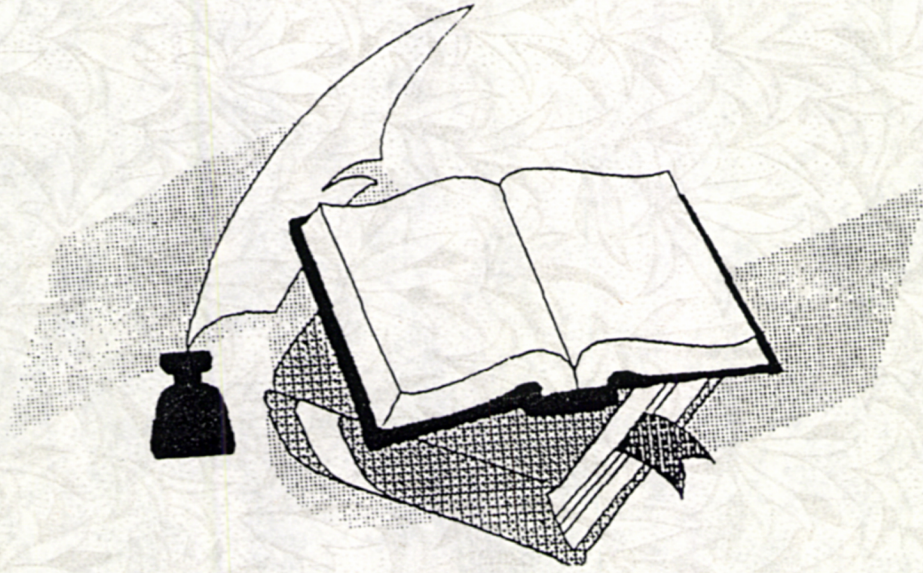
Reddy *et al.* (1993) observed that illustration makes the subject matter realistic and lively. It may be necessary to introduce illustrations for communicating ideas better.

Patil (1999) found that majority of articles appeared in 'Baliraja' farm magazine had illustrations. In all issues photographs and drawings were major types of illustrations. Large majority of the illustrations were in black ink over 25 years.

Abdullah (2000) reported that regarding the theme of illustration maximum percentage (17.89 %) of the illustrations theme was appropriately depicted to show meeting events, followed by fruits (11.72 %), personal photo (10.22 %) and irrigation process theme (10.00 %).

Jagatap (2001) reported that most of the farm information was without illustration, but among the illustrations used, photographs were used commonly.

Chapter Opener Page



METHODOLOGY

3. RESEARCH METHODOLOGY

This chapter deals with the research techniques followed in conducting the present study indicating where and how the research study was carried out. The chapter covers information on the following aspects:

- 3.1 Selection of the leading Marathi newspaper from Western Maharashtra
- 3.2 Profile of the leading Marathi newspaper '*Lokmat*' from Western Maharashtra
- 3.3 Selection of the newspaper issues
- 3.4 Procedure followed in content analysis of the farm information
- 3.5 Data collection
- 3.6 Statistical test used
- 3.7 Definitions of the terms and concepts used in the present investigation

3.1 Selection of Marathi newspaper from Western Maharashtra

A list of all the Marathi newspapers published from Maharashtra was obtained from the District Information Officer, Ahmednagar.

The leading Marathi newspaper in Western Maharashtra was selected on the basis of following criteria suggested by Maslog (1983).

1. Geographic distribution (whether it reaches all over state or some part 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*' a daily newspaper in Marathi language was identified as a leading paper in the Western Maharashtra.

3.2 Profile of the leading Marathi newspaper '*Lokmat*'

Lokmat is one of the renowned Marathi daily newspapers in Western Maharashtra. In recent years it has grown to become the largest Marathi newspaper in Maharashtra with a circulation of over 14,65,000 copies per day with edition from Nagpur, Aurangabad, Ahmednagar, Akola, Jalgaon, Kolhapur, Mumbai, Nashik, Pune and Solapur.

A brief profile of '*Lokmat*' is described as follows

1. Date of Establishment - 15 Aug. 1982
2. Language - Marathi
3. Price - Rs. 1/- on Monday and Thursday
Rs. 2/- on Tuesday and Wednesday
& Rs. 2.50/- Friday, Saturday & Sunday.
4. Annual Subscription - For Ahmednagar city Rs. 695/-
5. Proprietor - Prithvi Prakashan Pvt. Ltd. Aurangabad
6. Advertisement rates - The advertisement rates are charged on the basis of column centimeters.
 - Editionwise advertisement rates :
 - Ahmednagar Rs. 208/- per column centimeter.
 - Pune Rs. 468/- per column centimeter.
 - Solapur Rs. 228/- per column centimeter.
 - Nashik Rs. 332/- per column centimeter.
 - Mumbai Rs. 676/- per column centimeter.
 - Aurangabad Rs. 832/- per column centimeter.
 - Jalgaon Rs. 520/- per column centimeter.
 - Akola Rs. 164/- per column centimeter.
 - Nagpur Rs. 676/- per column centimeter.
 - Kolhapur Rs. 312/- per column centimeter.

Combined rates

 - All editions Rs. 1000/- column centimeter.
7. Paper size - Overall size – 52 x 33 cm
- Size of printed page – 50 x 33 cm
- Number of column – 8
- Width of column – 3.85 cm

T-5958

8. Circulation

Sr. No.	Edition	Circulation
1.	Ahmednagar	65,000
2.	Akola	1,20,000
3.	Aurangabad	3,00,000
4.	Jalgaon	90,000
5.	Kolhapur	1,30,000
6.	Mumbai	1,50,000
7.	Nagpur	3,10,000
8.	Nashik	75,000
9.	Pune	1,60,000
10.	Solapur	65,000
	Total	14,65,000

9. Average No. of pages - From Monday to Thursday
 * 14 pages, on Friday and Saturday
 * 18 pages and on Sunday 20 pages
10. Ratio of text of advertisement - 60 : 40 maintained throughout the period since the establishment
11. Sources of agricultural information
 i. Agricultural Universities
 ii. Development Department
 iii. Professors in the field of agriculture
 iv. Farmers
12. Sources of non-agricultural information
 i. News agencies
 ii. Reporters

13. Regular features - Two types
- i. Agricultural
 - ii. Non-agricultural
- i. Agricultural features**
- Wednesday - शेतीवाडी (Farm article – A weekly page)
- Daily - बाजारभाव व हवामान (market rates of daily commodities and weather)
- ii. Non-agricultural features**
- Friday - मैत्र (A supplement especially for youths)
- Saturday - चित्रगंधा (Film, Drama, etc)
- Sunday - मंथन (General Information)
- Daily - परिपाठ (articles regarding general information)
- सखी (Articles featured on women)

3.3 Selection of leading newspaper issues

The selection of 'Lokmat' newspaper issues was done for the period, January 1, 2004 to December 31, 2004. This period was selected for the study because of the availability of newspaper issues. About ten per cent newspaper issues i.e. 36 issues were studied for the purpose. Three issues per month were randomly selected from January, 2004 to December, 2004.

3.4 Procedure followed in the content analysis of the agricultural information appeared in newspaper

Agricultural information appeared in the various issues of the newspaper under study was analysed by considering the following points:

- i. Identification and counting of agricultural information and advertisements (Agricultural and non-agricultural) was done in the beginning as per the definitions given by the Fett (1972).
- ii. Measuring total space in column centimeters covered by agricultural information, non-agricultural information and advertisements.
- iii. Locating agricultural information in the 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 farming information, farm articles, photo news, editorial, etc., was considered.
- v. Types of heading in agricultural information i.e. flush left, step line, flush head, inverted pyramid, pyramid, hanging indentation, kicker, reverse kicker etc., was decided.
- vi. Presence or absence of lead.
- vii. The content analysis of the agricultural information was done as per the criteria laid by the Sinnankar (1966).
 - a. Size of agricultural information i.e. total number of words in the agricultural information.
 - b. Difficult, simple, personal and technical words in the agricultural information.

- c. Length of the sentences measured in terms of words per sentence.
 - d. Simple, compound and complex sentences in the Head, Lead and Body of agricultural information.
- viii. Illustrations used in the agricultural information
- a. Presence or absence of illustrations.
 - b. Space occupied by the illustrations.
 - c. Description of the illustrations.
 - d. Types of illustration used i.e. photograph, drawings, cartoon, graph, etc.
 - e. Colours used in the illustration.

3.5 Data collection

The data in respect of agricultural information was collected with the help of proforma (see Appendix-V). The author personally analysed all the 36 newspaper issues and collected the data.

3.6 Statistical tests used

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

3.7 Definitions of the terms and concepts used in the present investigation

Some of the terms and concepts have been frequently used in this thesis. They are explained to get an idea and meaning of the terms, which are used in the present investigation.

Printed agricultural information

Any piece of text, illustration, or any other form of presentation appeared in the newspaper referring to soils, crops, animals, poultry, bee-keeping, horticulture, fruit growing or forestry where these have economic value in the day to day farming, agricultural policies or agricultural activities or Govt. agencies, organizations and commercial firms.

Leading newspaper

The leading newspaper is one which is geographically distributed all over the state, stable in the publication and its outreach measured in terms of highest circulation (Maslog, 1983).

Location

It refers to the position or placement of agricultural information on exact page number of the newspaper.

Printed advertisement

It refers to the newspaper, magazine or such other space sold to identified sponsors or advertiser for sale, promotion of goods, persuasion of the ideas and providing information or educational purpose.

Content analysis of the information

Content analysis is a method of communication analysis as well as method of observation. It is versatile research technique in mass communication as well as social science research, where data obtained from archival records or documents can be analysed systematically and scientifically to draw the conclusions. (Murthy, 1999).

Content analysis of the agricultural information

It refers to the analysis of the agricultural information appeared in the newspaper in terms of textural characteristics like total number of words, difficult, technical, personal and simple words, length of sentences, type of headings, type of leads. It also takes into account the numbers, types and theme of illustration, the number of words and sentences in the heading, the lead and the body.

Newspaper

Newspaper means any printed (including cyclostyled) periodical work containing public news or comments on public news.

Thus newspaper is a daily publication which covers the daily news events, feature articles, sports round up, editorial, market review etc. and the advertisements for the use of readers.

Space covered by the agricultural information

The space of the agricultural information is the actual size of the agricultural information as it appeared in the newspaper and measured in terms of column centimeters. It was expressed in aggregate column centimeters.

Printed agricultural advertisement

It refers to any communication by an identified sponsor concerning farm business appearing in publication to promote sale or offer services (Sawant, 1999).

Printed non-agricultural information

Any piece of text or information appeared in the newspaper which deals or describes the matters other than agriculture.

Printed non-agricultural advertisement

It refers to any communication by an identified sponsor concerning non-agricultural business appearing in the publication to promote sale or to offer services.

Types of agricultural information

Types or categories of agricultural information were made on the basis of its subject or topic. Following are the types of agricultural information :

a. Agricultural outlook

This type includes information on agricultural climate, weather forecast and the damage caused to crops lives and cattle due to aberrant weather conditions like hailstorm, drought, flood, epidemics, etc. It also takes the review of crop growth and farm operations carried out in a particular region.

b. Agricultural domestic marketing

This type includes the prices and movement of farm and other commodities like food grains, fruits, vegetables, fish, chicken etc. in the local market.

c. Agricultural planning and progress

This type includes information on Govt. Agricultural plans, projects, their targets, achievements and related issues.

d. Agricultural crops, farm operations and other topics

This type includes information on various crops, their sowing, irrigation, plant protection, manuring, harvesting. It also includes information on the post harvest technology, marketing of the farm

produce and availability of seeds, fertilizers, insecticides and such other farm inputs.

e. Dairy and animal husbandry

This type includes information of marketing of milk and milk products, price movements, demand and supply of milk and other dairy products. It also includes management, care, insurance of dairy animals, information about bank loan facilities for dairy business.

f. Agricultural welfare and approach

This type includes the information on Government approaches and welfare activities for farming community.

g. Agricultural policy

This type includes the information on agricultural finance, crop loan, agricultural price policy, land reform, legislation and other related issues.

h. Research and education of agricultural matter

This type includes the information on the topics such as agricultural technology, science rewards and agricultural education.

i. General agriculture

It includes news pertaining to farmers demands, agitations, strikes and other such activities. It also includes news pertaining to rural

life, tension, developed due to farm and farming, group functions, individual and group rivalry, land disputes, etc.

j. Miscellaneous

The news not included in the above types is considered in this group.

Forms of presentation of agricultural information

It refers to the study of presenting the farm information i.e. news story, regular farm column, letters to the editor on farm information, farm article, editorial, photo news, etc. (Sayed, 1980).

The following are the forms of presentation of farm information

a. News story

This form of presentation is the most common one. It is timely report of events, facts and opinions that interest a significant number of people. News story also means a direct matter of fact referring to the events (Sayed, 1980).

b. Regular farm column

It appears at regular interval i.e. daily, weekly or monthly and covers a wide range of issues. Regular farm column presents the optimum of author or information useful to farmer on various crops (Crump, 1974).

c. Letters to the editor on farming

This type includes readers response to the editorial or news appeared in newspaper. The response in the letter to the editor column, usually found on the editorial or opinion page.

d. Farm article

It deals with the selected subjects in farming and occupies a definite space and position. It is prominently displayed with or without pictures. Its content may be practical or academic in tone (Sayed, 1980).

e. Photo-news

It is the art and technique of reporting timely events to inform and entertain the readers through photographs. It forms news without any text.

f. Editorial

It is the expression or views of the editor of that newspaper on certain issues, events, policies, incidents and persons. Mostly, it is written by the editor himself.

Heading

It is a caption or statement topping the text which describes the essence of the text, that is often set in large bold type or a distinctive type style to make it stand out from the rest of the context or text and attract the attention of readers (Holtje, 1978).

Types of heading

The type of heading is decided on the basis of arrangement and position of the heading in the agricultural information with respect to column. The different types of heading along with their examples are given in the Appendix-II.

Lead

A text that expands the thought given in the heading, clarifies it or adds information (Holtje, 1978). It follows immediately after the heading. The first paragraph in news story is called the 'Lead' which describes the subject in a most interesting way and in brief.

Body

The body of agricultural information is the text which describes the events in detail and differentiate from the heading and lead that is set in a smaller type than heading and lead is called body (Holtje, 1978).

The position of news story that follows the lead is called the 'body' regardless of its length. The body may contain one paragraph or 10 paragraphs. Each paragraph provides additional details about the main topic. The body usually reports the facts in descending order of importance, the technique that is called as 'inverted pyramid style'.

Difficult words

The difficult words are those which are hard to read, pronounce and write. The difficult words in Marathi language consists only vowels and consonants (Sinnankar, 1966). Difficultness of words denotes difficulties in reading, pronouncing and writing. In English it is measured by the number of letters per word and the syllables, in Marathi it can be measured by the number of compound letters (जोडाक्षरे) per words. For example 'न्याय' has one while 'क्लिष्ट' has two. Certain letters viz ष, ण, ळ, also make hard reading for rural readers. Moreover there are alphabets in the Marathi which are combination of the letters viz., (कृ = क् + र = Kru), (श्र = श् + र = shru), (क्ष = क् + श = Ksha) etc., which should be included in the category of the difficult words.

Simple words

Simple words are those which are made up of less than six simple letters and are easy to read, write and pronounce (Sinnankar, 1966). It is observed that long words with as many as six simple letters (मुळाक्षरे) per word are not so difficult to read as small words even with two compound letters e.g. सरपटणारे (Six letters) is easier to read than 'श्रेष्ठ'.

Personal words

These are the words which are referred personally. In English, 'you, he, she, they, them, our, their' etc. are referred as personal

words. And in Marathi 'ते, त्यांना, याच्या, त्याच्या, आपल्या' etc. are referred as personal words.

Technical words

These are the words, which describe some technical know how, procedure, phenomena, objects etc. for example words like hybridization, crossing, emasculation etc. are technical words in English and 'हवामान, कृषी, परागिकरण, कोष' etc. are technical words in Marathi language.

Sentence

A sentence is a group of words that makes meaning. It has following types

a. Simple sentence

A simple sentence consists of subject, object and verb and its meaningful arrangement.

b. Compound sentence

A compound sentence is one that comprises two simple sentences in it and which is compounded by the words like 'आणि, व, पण, परंतु' etc., in Marathi language. Length of compound sentence is longer and contains more number of words in it.

c. Complex sentence

A complex sentence is one that comprises two or more simple sentences in it. One of the sentence of them is independent in its meaning. While other sentence is dependent on independent sentence for its meaning. These simple sentences are joined together by the words like 'की, म्हणून, कारण, तर, याकरिता, याउलट' in Marathi language.

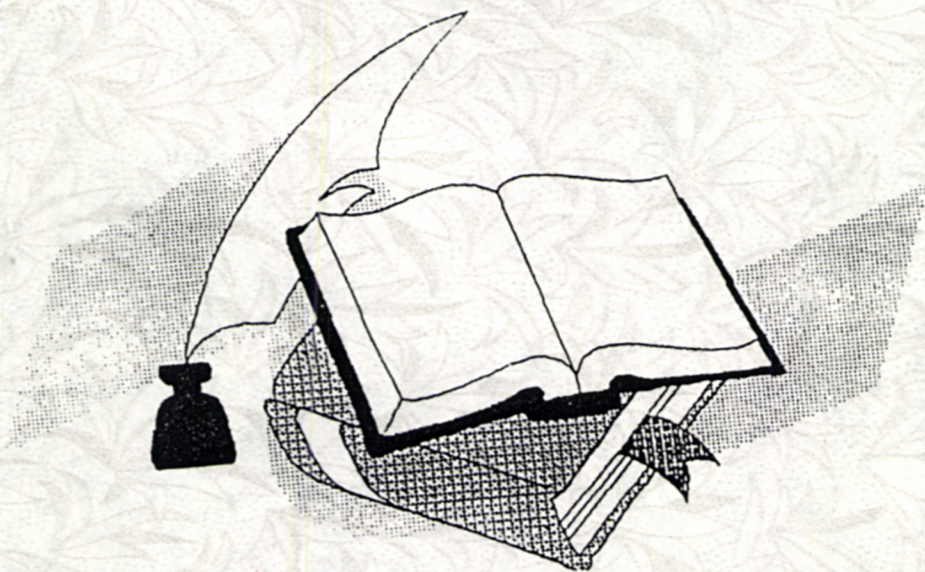
Illustration

The illustration in the agricultural information is graphic presentation like photographs and drawings which can be used to delineate the contents and portray the theme of the agricultural information and attract attention and promote interest in the information being communicated.

Photograph

Photograph is picture which contains a depth of tonal values and which is usually reproduced by half-tone photography (Wright *et al.*, 1978). Photograph is reaction of light and chemicals in the form of real image or object. It takes viewers close to the reading.

Chapter Opener Page



RESULTS AND DISCUSSION

4. RESULTS AND DISCUSSION

This chapter covers the findings and discussion on the relevant aspects of the present investigation.

4.1 Space covered by the agricultural information non-agricultural information, agricultural advertisements and non-agricultural advertisements

It is generally observed that along with the non-agricultural information, agricultural and rural development issues appear in newspapers. The space covered by the news items indicates the importance of the news. Therefore, the space was considered as a parameter to evaluate the importance of the agricultural information from the point of view of the readers and the editor of a 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 1.

Table 1. indicates that the news and advertisement ratio of 70:30 was maintained in the newspaper under study. It was observed that maximum (68.66 %) newspaper space was allotted to the non-agricultural information.

Table 1. Space covered by the agricultural information, non-agricultural information and advertisement (agricultural and non- agricultural) in a leading Marathi Newspaper *Lokmat* from Western Maharashtra

Sr. No.	Newspaper content	Space covered in the aggregate column cm.
A.	Information	
	1. Agricultural	2975.28 (3.22 %)
	2. Non-agricultural	63441.84 (68.66 %)
	Total	66417.12 (71.88 %)
B.	Advertisements	
	1. Agricultural	766.92 (0.83 %)
	2. Non-agricultural	25215.96 (27.29 %)
	Total	25982.88 (28.12)

This is due to the nature of readership of *Lokmat*. It has more urban readers than the rural one. These urban readers may be interested in matters other than farming. Therefore it is natural that the editors of the newspapers have to cover those items with the urban interest. Due to this, agricultural information occupied only 3.22 per cent space in the newspaper.

Regarding the newspaper advertisements, the farm advertisements occupied less than one per cent of the total space and 27.29 per cent of the total space was occupied by the non- agricultural advertisements. This shows that, the newspaper contents under study

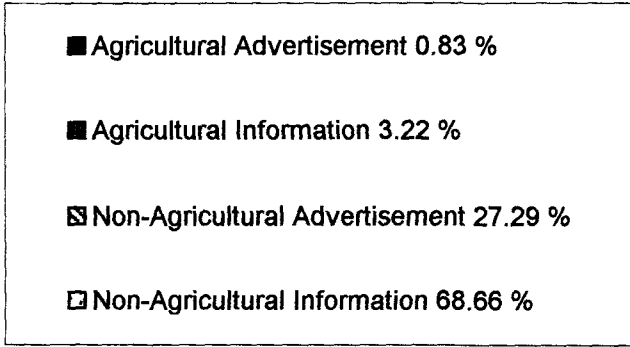
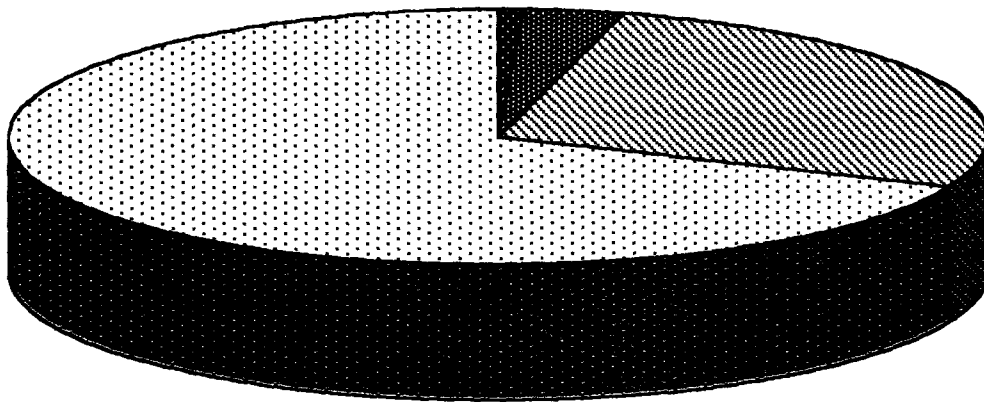


Fig 1. Space covered by the agricultural information, non-agricultural information and advertisements (agricultural and non-agricultural)

were urban oriented and for the use of urban readers who were interested in reading mostly the non- agricultural matters.

Similar findings are reported by Singh and Kumar (1977), who studied regional English and Hindi dailies. They reported that the selected newspapers together gave 2.52 per cent of total space to the agricultural matters. Shendre (1985) also reported that only 2.32 per cent of the total space is devoted to agricultural matters in regional dailies *Sakal*. While according to Jagatap (2001) only 3.33 per cent of the total space was devoted to agricultural matters in the regional newspaper '*Pudhari*'. It is interesting to note that the regional newspapers provide more space to agricultural and dairying as compared to the national dailies. The regional dailies have high circulation in big cities and towns. This may be one of the reasons as to why the national dailies give little space to farming matters. Similar trend was also observed by Sidhu *et al.* (1983).

4.2 Types of the agricultural information

The agricultural information was grouped into different types, on the basis of the subject. The frequencies of respective types were worked out which are presented in Table 2.

Data presented in Table 2 shows the various types of agricultural information which appeared in *Lokmat*. The farm information grouped under agricultural crops, farm operations and other topics topped in terms of frequency (30.75 %). It had subtypes like crops (9.80 %), Irrigation (3.27 %) plant protection (7.86 %), manuring (4.57 %),

Harvesting and Post harvest Technology (2.61 %) and marketing and availability of inputs (2.61 %).

Table 2. Types of agricultural information appeared in the leading Marathi newspaper *Lokmat* from Western Maharashtra

Sr. No.	Types of Agricultural information	No. of agricultural information (N = 153)	Rank
1.	Agricultural outlook i. Agricultural climate and damage ii. Agricultural situation iii. Agricultural operations	21 (13.73 %) 10 (6.54 %) 5 (3.27 %) 6 (3.92 %)	II
2.	Agricultural Domestic marketing	5 (3.27 %)	IX
3.	Agricultural planning and progress	11 (7.19 %)	VI
4.	Agricultural crops, farm operations and other topics i. Crops ii. Irrigation iii. Plant protection iv. Manuring v. Harvesting and post harvest technology vi. Marketing and availability of inputs	47 (30.75 %) 15 (9.80 %) 5 (3.27 %) 12 (7.86 %) 7 (4.57 %) 4 (2.61 %) 4 (2.61 %)	I
5.	Dairy and animal husbandry i. Marketing ii. Management iii. Insurance iv. Bank loan facilities and legislation	17 (11.11 %) 4 (2.61 %) 5 (3.27 %) 3 (1.96 %) 5 (3.27 %)	IV
6.	Agricultural welfare and approach	8 (5.23 %)	VIII
7.	Agricultural policy i. Agricultural finance and insurance ii. Agricultural price policy iii. Agricultural law and legislation	15 (9.80 %) 3 (1.96 %) 7 (4.57 %) 5 (3.27 %)	V
8.	Agricultural research and education i. Agricultural Technology, Science and rewards ii. Agricultural education	10 (6.54 %) 5 (3.27 %) 5 (3.27 %)	VII
9.	General agriculture i. Agricultural demands, agitation and calls ii. Agricultural social life and tension	18 (11.76 %) 10 (6.54 %) 8 (5.22 %)	III

The second highest type agricultural information was agricultural outlook. About 13.73 per cent and farm information appeared in '*Lokmat*' belonged to this type. It consisted sub-types like agricultural climate and damage (6.54 %), agricultural situation (3.27 %) and agricultural operations (3.92 %).

However general agriculture has 11.76 per cent of information and ranked third in terms of frequency. The information regarding dairy and animal husbandry ranked fourth with 11.11 per cent of information.

The information regarding agricultural welfare and approach had second last position in terms of frequency with 5.23 per cent of information. While the information regarding agricultural domestic marketing appeared meagre in the newspaper under investigation. It had only 3.27 per cent of information.

The farm information grouped under agricultural crops, farm operations and other topics had fairly large number in the newspaper. This may be nature of sub-types like crops, irrigation, plant protection, manuring, harvesting and post harvest technology and marketing and availability of inputs. This type of information is of great interest to the majority of the farmers. Therefore, the editors might have perceived it necessary and provided the wide coverage for the same.

The information related to general agriculture was also given wide coverage agricultural demands, agitation and calls (6.54 %) and

agricultural social life and tension (5.22 %). It may be due to state Govt. policy towards farmers and promises not kept by the political leaders, that's why large number of agitations were reported in the year. Though the dairy and animal husbandry considered as secondary occupation, it was given 11.11 per cent coverage. The topics like marketing, management, insurance and bank loan facilities and health care of dairy animals, need to be given more coverage since these items provide information to the readers on various issues. The newspaper gives publicity and informs the readers about the recent farm developments. The finding is partially inline with the findings by Sidhu *et al.* (1983), who reported that the emphasis was given policy information management and breeding of the farm and dairy animals. Radhakrishnan and Ranjan (2003) also reported that readers mainly prefer subject matter regarding crop production, then animal husbandry, next is poultry and lastly fisheries. Similar findings have also been reported by Kayal (1975), Geohaker (1975) and Narayan (1976).

4.3 Forms of presentation of the agricultural information

The data regarding the forms of presentation of the agricultural information is presented in Table 3. The form of presentation is important from the readers point of view, because it decides and persuade readers to read it.

It is clear from Table 3 that more than half (54.25 %) of the agricultural information was presented by the news story followed by the regular agricultural features (33.33 %). Among the regular agricultural

features *Hawaman* (weather) *Bajarabhav* (Market prices) appeared daily in the newspaper under study. Among the various types of presentations, news story was the most commonly used form of reporting all sorts of events. Therefore, agricultural information was also presented in the form of news story. This may be due to its simplicity. The nature and pyramid structure of news story helps the editor in bringing the news in the newspaper for reader.

Table 3. Forms of presentation of the agricultural information appeared in leading Marathi newspaper 'Lokmat' from Western Maharashtra.

Sr. No.	Forms of presentation	Frequency of the agricultural information (N=153)	Per cent
1.	News story	83	54.25
2.	Regular agricultural features		
	a. <i>Hawaman</i> (Daily)	8	5.23
	b. <i>Bajarbhav</i> (Daily)	25	16.34
	c. Farm article (Every Tuesday)	18	11.76
	Total	51	33.33
3.	Letters to the editor on farm information	12	7.84
4.	Editorial on farming	2	1.31
5.	Photo-news on farming	5	3.27
	Total	153	100.00
6.	Any other	--	--
	Total	153	100.00

There are day-to-day fluctuations in the weather and farm prices. These changes need to be reported for the benefit of the farmers.

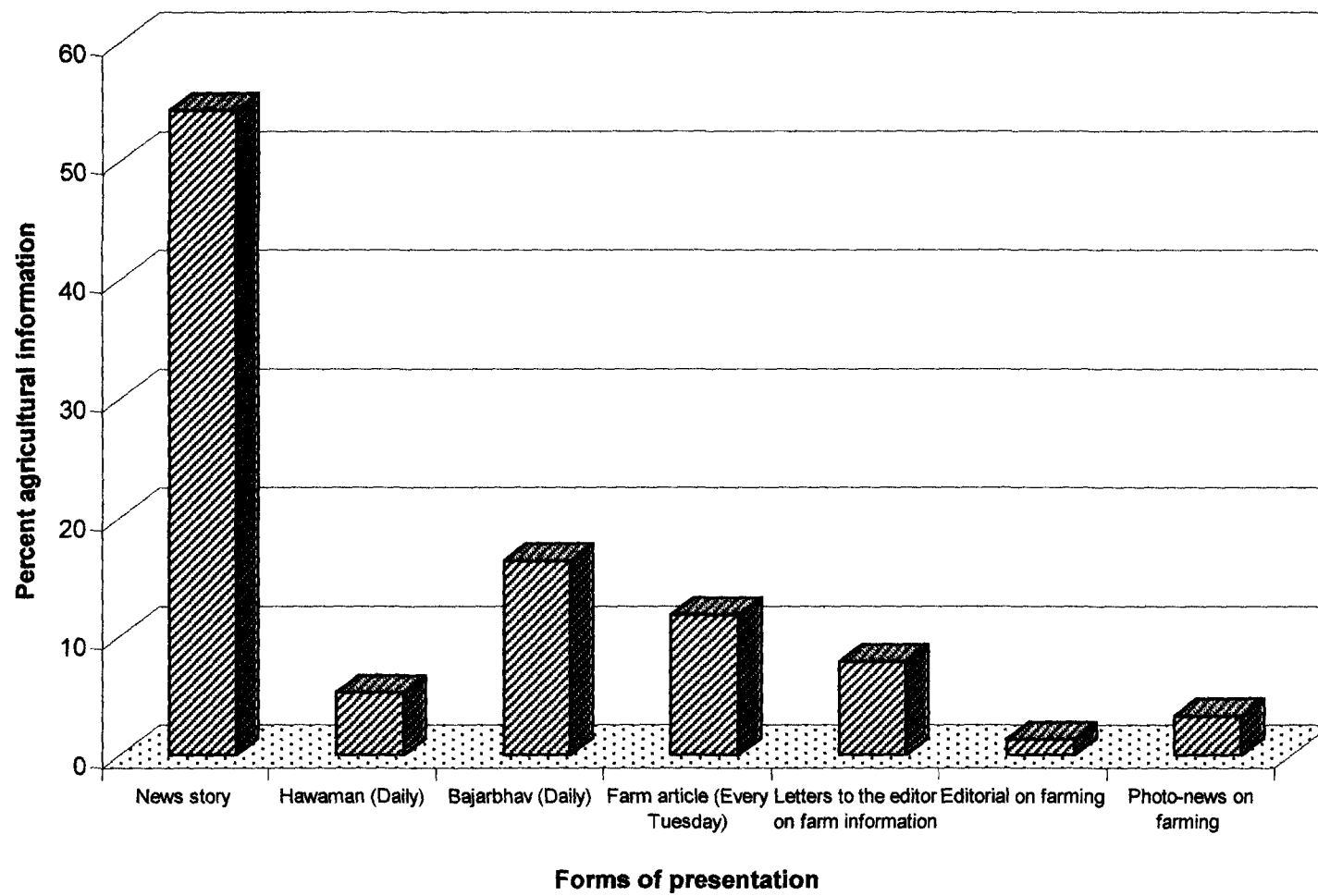


Fig. 2 Forms of presentation of the agricultural information

Therefore, such information was presented in the form of regular agricultural feature. It is clear that farmer readers read such information and use it in their farm business.

Letters to the editor on farm matters were less than eight per cent. Editorials on farming were less than two per cent. Reader farmers may not be very keen in expressing their point of views on the farming matters in the column 'Letter to the editor', because they might have thought that it is an unwarranted business. Editorials are mostly read by its readers. Editorial decides the reputation of the paper and also affects the readership. Therefore, editors mostly select the topics of the importance for the editorial writing, which had greater news value and relevance with the situation.

The frequency of the photo-news was found meagre, because the facilities of photography may not be available with the every reporter who move and stay countryside for matters. Moreover, appropriate illustrations for every farm news may not be possible. Newspaper authorities may not be keen in illustrating farm news because it is expensive.

4.4 Space covered by the agricultural information

The aggregate column length in centimeters occupied by the different forms of agricultural information were calculated and are presented in Table 4.

Table 4. indicates that, only three per cent (3.22 %) newspaper space was allotted to the agricultural information as against about 68.66 per cent for non-agricultural information. The space allotted to agricultural information was very less. This clears that the newspaper under reference covers mostly urban matters. The need for rural people and their information is ignored by the editors. Rural newspaper may cover all the rural and farming matter for the benefit of the rural people. Therefore, rural based newspaper for rural readers and farmers is a need of the day as pointed out by Mohanty (1983).

Table 4. Space covered by the agricultural information in leading Marathi newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Forms of presentation of the agricultural information	Total space covered in column cm	Per cent space covered to the total newspaper space	Per cent space covered out of space allotted to agricultural information
1.	News story	1214.28	1.31	40.81
2.	Regular agricultural features	11.27	1.22	37.88
	a. <i>Hawaman</i> (Daily)	40	0.05	1.34
	b. <i>Bajarbhav</i> (Daily)	502	0.54	16.88
	c. Farm article (Weekly)	585	0.63	19.66
3.	Letters to the editor on farming information	192	0.21	6.45
4.	Editorials on farming matter	298	0.32	10.02
5.	Photo-news on farming	144	0.16	4.84
	Total	634	0.69	21.31
6.	Any other	--	--	--
	Total	2975.28	3.22	100.00

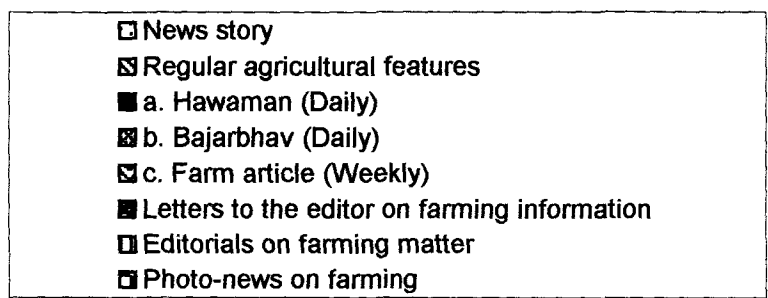
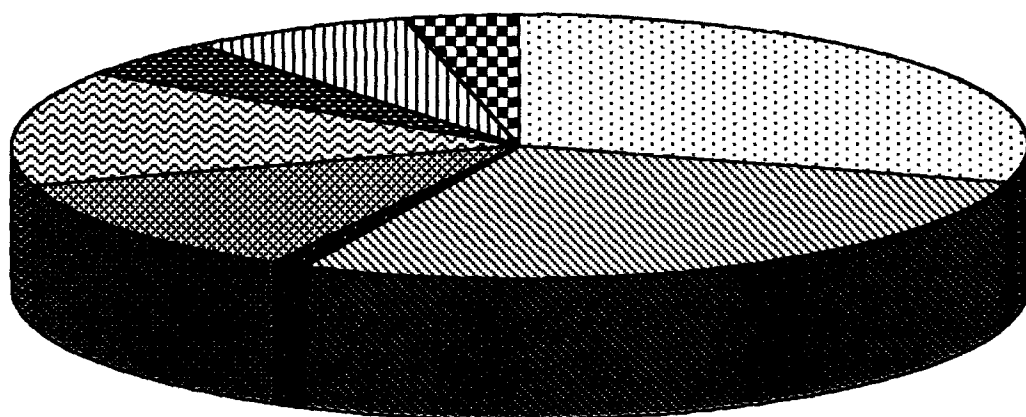


Fig. 3 Space covered by the agricultural information

Out of the space provided for the agricultural information major part (40.81 %) was covered by the news stories on farming matter. It is because news story is commonly used for reporting any event by journalist and therefore, it was used for the reporting farm information on large scale. Farm articles on topics like crops, fertilizers, farm implements cover enough space (19.66 %) because, there is a separate page for farm articles in the newspaper under study. *Bajarbhav* (16.88%) and *Hawaman* (1.34 %) occupied less space.

Letters to the editor on farm information, editorials on agriculture, photo-news on farming occupied about one fifth (21.31 %) space. The finding is inline with that of Sidhu *et al.* (1983) and shows that major portion of total space provided to agricultural and dairy news was occupied by the news stories followed by articles, editorials and letter to the editor.

4.5 Subjects and forms of presentation of agricultural information

The data presented in Table 5 show that among the various types of agricultural information “Agricultural crops, farm operations and other topics” were presented in the news story style in

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Table 5. Subject and form of presentation of the agricultural information appeared in leading Marathi newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Form of presentation	Subject of the agril. information (N=153)										Total
		Agril. outlook	Agril. domestic marketing	Agril. planning and progress	Agril. crops, farm operation and other topics	Dairy and animal husbandry	Agril. welfare and approach	Agril. policy	Agril. research and education	General agril.	Miscellaneous	
1.	News story	14 (9.15)	1 (0.65)	5 (3.27)	30 (19.61)	7 (4.58)	2 (1.39)	7 (4.58)	8 (5.23)	8 (5.23)	1 (0.65)	83 (54.25)
2.	Regular agril. features	7 (4.58)	4 (2.62)	1 (0.65)	12 (7.84)	10 (6.53)	--	6 (3.92)	1 (0.65)	10 (6.53)	--	51 (33.33)
3.	Letter to the editor on farm information	--	--	4 (2.62)	1 (0.65)	--	5 (3.27)	1 (0.65)	1 (0.65)	--	--	12 (7.84)
4.	Editorial on farm information	--	--	1 (0.65)	--	--	--	1 (0.65)	--	--	--	2 (1.31)
5.	Photo-news of farming	--	--	--	4 (2.62)	--	1 (0.65)	--	--	--	--	5 (3.27)
6.	Any other	--	--	--	--	--	--	--	--	--	--	--
	Total	21 (13.73)	5 (3.27)	11 (7.19)	47 (30.72)	17 (11.11)	8 (5.23)	15 (9.8)	10 (6.53)	18 (11.76)	1 (0.65)	153 (100.00)

(Figures in the parentheses indicate the percentage to the total number of agril. information)

about 20 per cent (19.61 %) cases and “Agricultural outlook” was presented in the news story form in about ten per cent (9.15 %) cases. It was observed that “News story” form of presentation was most common (54.25 %) for reporting agricultural information.

Agricultural information on agricultural crops, farm operations and other topics was presented in 7.84 per cent cases as regular agricultural features. General agriculture was presented as regular feature in 6.53 per cent cases.

It was observed that agricultural information was presented in the form of news story or regular feature. The farm information need to be presented in more interesting form and readable text for better readership. Other forms of presentation like letters to the editor, editorial and photo-news were very rarely used. The reason for presenting farm information in the news story or regular farm feature form is that, it is easy to write and it involves only reporting of farming matters. Now the newspapers are reaching remote villages too, (Joshi and Kulkarni, 1978) and literate villagers read newspapers (Sawant and Waghmode, 1985). Therefore, newspaper content in respect of agricultural information must be written in a fashion and form liked by the people for whom

agricultural information is meant. Use of short sentences, minimum difficult words, more simple and personal words, examples for local people and illustration in the farm informations will make it readable.

4.6 Agricultural information appeared on various pages of newspaper

The agricultural information appeared in different pages of the newspaper is shown in Table 6.

The data presented in Table 6 shows that most of the farm information (22.22 %) appeared on page number 5 and 14 (18.95 %). This may be due to the fact that editors may be placing the farm news in middle pages because of newspaper readership, which are mostly urban and to catch up urban readership non- agricultural information might have given on first page of the newspaper. Therefore topics of wide interest were given space on the first page. It was observed that only 7.84 per cent agricultural news items were published on first page. Most of the agricultural information appeared in middle pages of newspaper i.e. 2, 4, 6, 11.

Table 6. Agricultural information appeared on various pages of leading Marathi newspaper 'Lokmat' from Western Maharashtra

Page No.	Frequency of agricultural information (N=153)	Per cent
1	12	7.84
2	12	7.84
3	1	0.65
4	14	9.18
5	34	22.22
6	13	8.50
7	8	5.23
8	--	--
9	6	3.92
10	3	1.96
11	15	9.80
12	4	2.61
13	2	1.30
14	29	18.95
15	--	--
16	--	--
17	--	--
18	--	--
19	--	--
20	--	--
Total	153	100.00

It is common that, readers first glance at first page and go through the first page of the newspaper and their interest goes on

decreasing in subsequent page numbers. That's why the editors place the important information on first page. Even the back or last page is important because it catches the attention of the readers. Beyond page number 14, no agricultural information was appeared. The reason may be that, these pages were supplementary pages regarding youths, films and actors and general information. In such supplements there is full devotion to the non- agricultural matters which are of large interest by people.

4.7 Location of the agricultural information

The data regarding the location of the agricultural information in leading Marathi newspaper '*Lokmat*' from Western Maharashtra is presented in the Table 7.

Table 7. Location of the agricultural information in leading Marathi newspaper '*Lokmat*' from Western Maharashtra

Sr. No.	Location of agricultural information	Frequency of the agricultural information (N=153)	Per cent
1.	Right side pages	78	50.98
2.	Left side pages	75	49.02
	Total	153	100.00

From the data in Table 7 it can be seen that near about equal number of the agricultural information appeared on both right and left side pages. Thus, the right side pages had 50.98 per cent agricultural information where as the left side pages contained 49.02 per cent of agricultural information.

Even though the reason for having more number of agricultural information on right side of page in that whenever any reader goes through the newspaper, first he glance at the right side and then left side. Because of this tendency, most of the agricultural information might have appeared on the right side pages of the newspaper.

4.8 Types of heading in the agricultural information

The headings are often called as title of the news. They are important in a newspaper because, they give readers an idea of what news concerns, makes the news attractive and create an identity for the news.

The data relating to different types of heading in the agricultural information is presented in Table 8.

Table 8. Types of heading in agricultural information in leading “Marathi” newspaper ‘Lokmat’ from Western Maharashtra

Sr. No.	Types of headings	Frequency (N=153)	Per cent
1.	Flush left	17	11.11
2.	Pyramid	22	14.38
3.	Flush head	15	9.80
4.	Inverted pyramid	19	12.42
5.	Cross line	63	41.18
6.	Hanging indention	8	5.23
7.	Kicker	4	2.61
8.	Reverse kicker	2	1.31
9.	At middle column	3	1.96
	Total	153	100.00

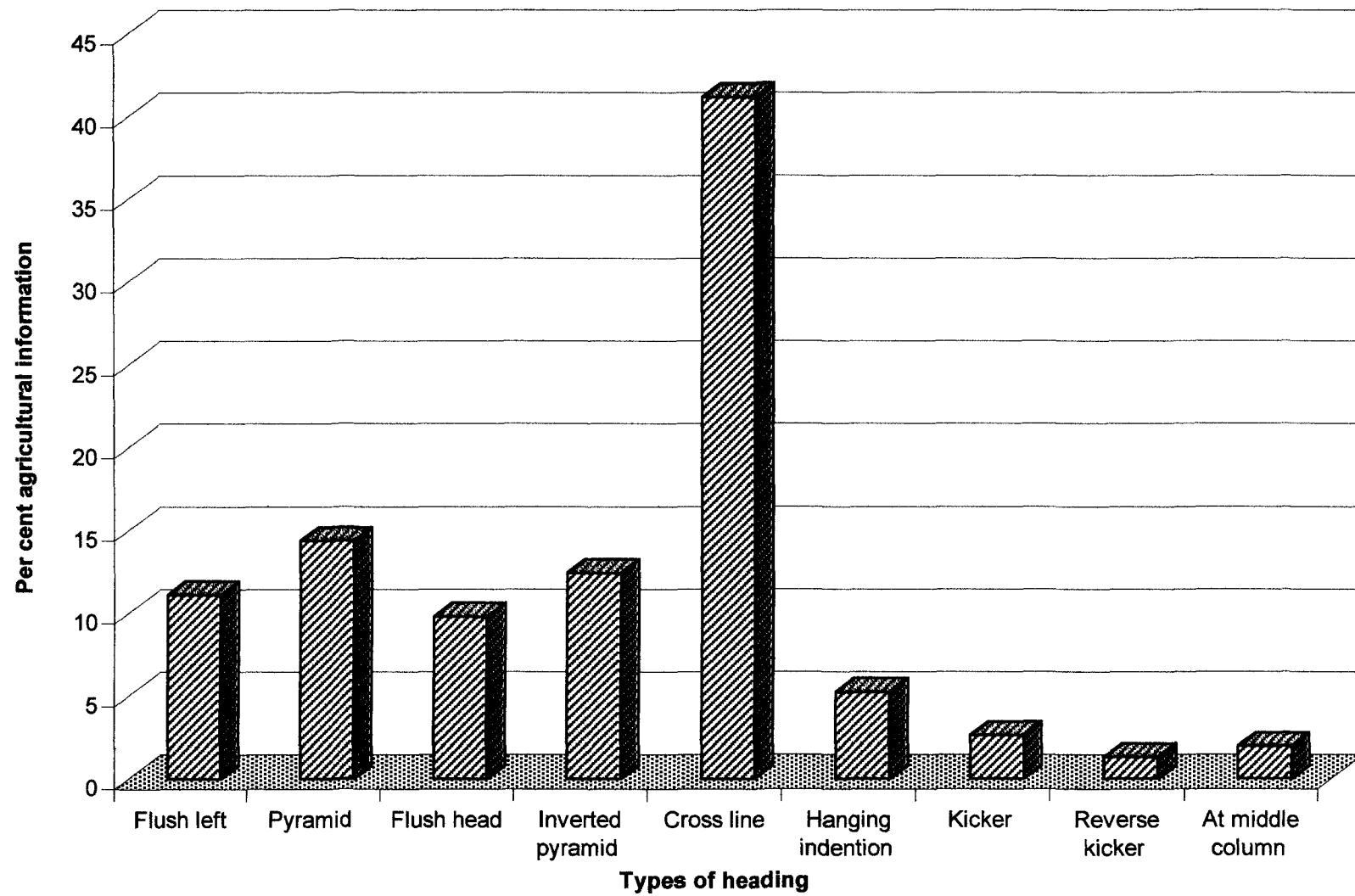


Fig. 4 Heading in the agricultural informatin

Generally cross line type of heading is used for short stories (Crump, 1974). In present study also, it was found that 41.18 per cent. news items had cross line type of heading. After that 14.38 per cent and 12.42 per cent of agricultural information had pyramid and inverted pyramid type of heading respectively. The flush left type heading appeared in 11.11 per cent cases. The another types of heading like flush head (9.80 %), hanging indention (5.23 %), kicker (2.61 %) and reverse kicker (1.31 %) etc. were also observed.

4.9 Agricultural information with and without heading, lead, body and illustrations

Generally, if we observe any newspaper we found information is presented with heading, lead, body and illustration. Keeping this in mind, an attempt was made to study the presence of these items in respect of farm information in a leading 'Marathi' newspaper (Table 9.).

Table 9. Agricultural information with and without heading, lead, body and illustrations appeared in leading Marathi newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Particulars of the agricultural information	Frequency of agricultural information (N=153)	Per cent
1.	With heading	148	96.73
2.	Without heading	5	3.27
3.	With lead	93	60.78
4.	Without lead	60	39.22
5.	With body	148	96.73
6.	Without body	5	3.27
7.	With illustration	38	24.84
8.	Without illustration	115	75.16

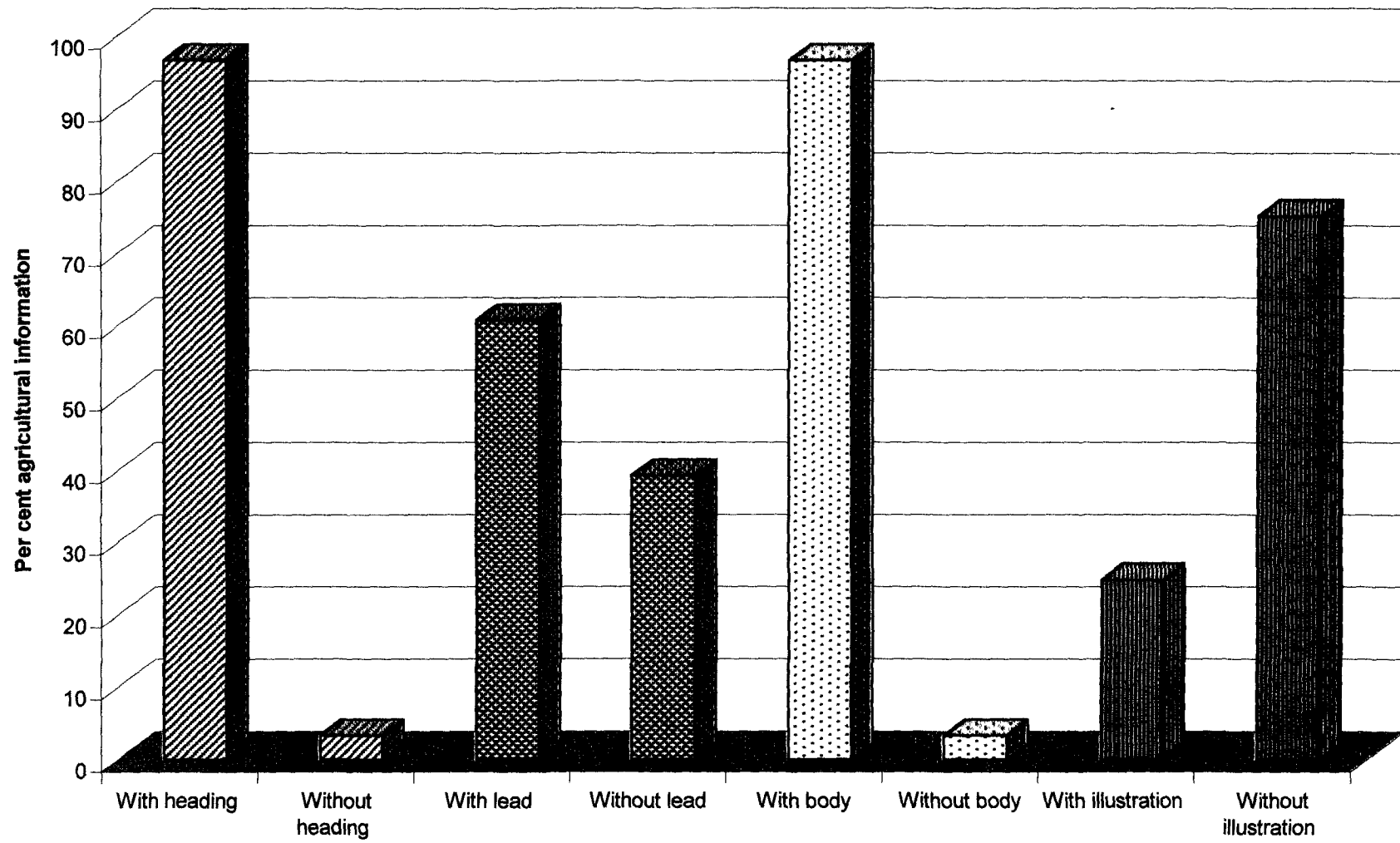


Fig. 5 Agricultural information with and without heading, lead, body and illustration

Table 9 indicates that 96.73 per cent of the agricultural information had heading, while remaining 3.27 per cent information was without heading. Heading attracts the attention of readers. It is a caption statement, which motivates the reader to read the news story.

Majority (60.78 %) of the agricultural information was with lead, while more than one third of the farm information (39.22 %) was without lead. Lead is the first paragraph in news story, which describes the subject in a most interesting way and in brief. The lead expands the idea presented in the heading. Lead is possible when somebody is reporting some events, which goes on unfolding the story by answering what, when, where, whom and how. This style may not be good in reporting farm information e.g. 'Cultivation of sugarcane' where lead, may not appear. Hence, lead was absent in farm information.

About 97 per cent of the agricultural information had body. The body gives detailed information of the event in descending order of importance. The remaining 3.27 per cent of agricultural information was without body, it may be due to the photo-news, in which picture or photograph is itself illustrating the theme.

Near about one fourth (24.84 %) of the agricultural information had illustrations and large majority (75.16 %) of the agricultural information was without illustrations. Illustrations help in getting the idea presented in the news to the reader easily and quickly. An illustration portrays the theme of the agricultural information and visualises the contents. Among the illustrations used, photograph was the

most commonly used in the farm information (Panhale, 1993). Illustration is a universal language, even illiterates can read it. Therefore, agricultural information must have enough illustrations. May be because of the unavailability of space and the cost, most of the agricultural information was without illustrations.

4.10 Illustration in the agricultural information

The illustration is graphic presentation like photographs and drawings, which can be used to delineate the contents and portray the theme of the agricultural information and attract attention and promote interest in the information being communicated. It is observed that 24.84 per cent of the agricultural information is illustrated (Table 9). On an average about 312 column centimeters (10.48 %) to the total agricultural space was occupied by each illustration in the agricultural information. It shows that very little (0.34 %) space was allotted to illustration.

As regards the contents of illustrations, they were appropriate to the text of agricultural information colour photographs were mostly used (67.42 %) to illustrate the agricultural information where, as about one third of illustrations (32.58 %) were in black and white photographs. Among the different visuals described by Dcoyer (1972), photographs provide most meaningful and direct experience to the readers.

4.11 Number of words in the agricultural information

The number of words in the news indicates size to news items. The data regarding the number of words in the agricultural information is given in Table 10.

Table 10. Number of words in the agricultural information appeared in leading 'Marathi' newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Number of words in the agricultural information	Frequency of the agricultural information (N=153)	Per cent
1.	Up to 100	20	13.07
2.	101 to 200	57	37.25
3.	201 to 300	38	24.84
4.	301 to 400	19	12.42
5.	401 to 500	8	5.23
6.	501 and above	11	7.19
	Total	153	100.00

The data in Table 10 reveal that 50.32 per cent of the agricultural information had upto 200 words, while 49.68 per cent of the agricultural information had more than 200 words.

4.12 Percentage of difficult words in the agricultural information

According to Flesh (1960), the percentage of difficult words in the text determines easy reading and comprehension. It was therefore, felt necessary to study the number of difficult words in the agricultural information so that the level of easy reading and comprehension of agricultural information in 'Lokmat' newspaper under study could be

ascertained. The data regarding the percentage of difficult words in the agricultural information as presented in Table 11.

Table 11. Percentage of difficult words in the agricultural information appeared in leading 'Marathi' newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Percent difficult words	Frequency of agricultural information (N=153)	Per cent
1.	Less than 1 per cent	2	1.31
2.	1 per cent	2	1.31
3.	2 per cent	5	3.27
4.	3 per cent	6	3.92
5.	4 per cent	6	3.92
6.	5 per cent	8	5.23
7.	6 per cent	23	15.03
8.	More than 6 per cent	101	66.01
	Total	153	100.00

From the data in Table 11 we come to know that 66.01 per cent of agricultural information had more than 6 per cent difficult words, where as about one third (33.99 %) of agricultural information had less than 6 per cent difficult words. A limit of difficult words should not exceed 6 per cent (Sinnarkar, 1966) otherwise, difficulty in reading Marathi text increases. As per standard laid down by Sinnarkar (1966), it can be said that most of the agricultural information appeared was difficult to read and understand. Perhaps, while writing the newspaper editor and farm writers might have considered only urban readers as consumer of their newspaper. This is what needs to be changed.

Sinnarkar (1966) had recommended to use more number of simple words in the text meant for the farmers so that low level literate can understand it. It is not possible to write on farming subject by keeping the level of difficult words upto six or less than six, because farm writer may have faced difficulty in the organizing and presenting technical facts.

4.13 Percentage of technical words in the agricultural information

The data regarding the percentage of technical words in the agricultural information is given in Table 12.

Table 12. Percentage of technical words in the agricultural information appeared in leading 'Marathi' newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Percent technical words	Frequency of agricultural information (N=153)	Per cent
1.	Less than 1 per cent	66	43.14
2.	1 per cent	12	7.84
3.	2 per cent	7	4.56
4.	3 per cent	6	3.92
5.	4 per cent	8	5.23
6.	5 per cent	8	5.23
7.	6 per cent	15	9.80
8.	Above 6 per cent	31	20.28
	Total	153	100.00

From Table 12 we can conclude that 43.14 per cent farm information published in the newspaper had less than one per cent technical words. Where as about 37 per cent farm information published in the newspaper had technical words between 1 to 6 per cent. And remaining one fifth (20.28 %) farm information published had more than six per cent technical words. It is difficult to write on technical matter without using technical words. There is need to find out vernacular words which can be used conveniently in farm writings meant for farmers.

4.14 Percentage of personal words in farm information

Personal words are mostly used in the feature writing to make it lively and interesting. Use of personal word appeals to the reader. The reader identifies himself with the situation described in the text or information.

The data regarding percentage of personal words used in the farm information is given in Table 13.

Table 13. Percentage of personal words in the agricultural information appeared in leading 'Marathi' newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Percent personal words	Frequency of agricultural information (N=153)	Per cent
1.	Ut to 2 per cent	96	62.75
2.	3 per cent	29	18.95
3.	4 per cent	10	6.53
4.	5 per cent	7	4.58
5.	6 per cent	6	3.92
6.	7 to 10 per cent	5	3.27
	Total	153	100.00

In present investigation only 7.19 per cent of farm information had 6 per cent or more personal words. This indicates that remaining text had less personal words and may be considered as less appealing to readers. This may be due to lack of training on the part of farm writers in reporting the farm information. The standard of six personal references per 100 words is found as standard given by the Flesh (1960). If percentage of personal words is less than six per cent, it affects the readability of the text (Flesh, 1960).

4.15 Percentage of simple words in the agricultural information

The use of simple words is recommended by Flesh (1960) for increasing readability of text. The data regarding the percentage of the simple words in the agricultural information is given in Table 14.

Table 14. Percentage of simple words in the agricultural information appeared in leading Marathi newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Percent simple words	Frequency of agricultural information (N=153)	Per cent
1.	Up to 50 per cent	8	5.23
2.	51 to 60 per cent	9	5.88
3.	61 to 70 per cent	17	11.12
4.	71 to 80 per cent	51	33.33
5.	81 and above	68	44.44
	Total	153	100.00

From Table 14 we come to know that, only 5.23 per cent of the farm information published in the newspaper had 50 per cent simple words, while near about 97.77 per cent of the farm information had more than 51 per cent simple words. This may be due to two reasons.

1. Differential degree of difficulty in presenting and organizing the technical matter on farming and
2. Lack of equivalent words used in local language and dialects for the technical terms or words used in farm writings. If vernacular words are used, it may be possible to use more number of simple words to increase readability of farm information.

4.16 Length of sentence in the agricultural information

The average length of sentence is an important criteria of determining readability of text (Taylor, 1957). If the sentence is too

lengthy; low level literate, or neo-literate cannot understand it. Therefore short sentences are recommended while writing for low level literates.

The data regarding the length of sentence i.e. words per sentence in the farm information is given in Table 15.

Table 15. Length of sentences of the agricultural information appeared in leading 'Marathi' newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Number of words per sentence	Frequency of agricultural information (N=153)	Per cent
1.	Up to 8 words	15	9.80
2.	9 to 11 words	32	20.92
3.	12 to 14 words	37	24.18
4.	15 to 17 words	22	14.38
5.	18 to 21 words	14	9.15
6.	22 to 25 words	12	7.84
7.	26 to 29 words	10	6.54
8.	30 and above words	11	7.19
	Total	153	100.00

From Table 15 it was observed that, 9.80 per cent of the farm information had 8 words per sentence. According to Flesh (1960) easy prose is often written in 8 words per sentence and such writing is easy to read, while standard of 17 words per sentence is maintained in only 14.38 per cent farm information. It was observed that about more than two third (69.28 %) of farm information had sentences of less than 17 words. It indicates that two third of farm information published is read

by readers without any difficulty. An average reader has no difficulty in reading the sentences of 17 words. It was also observed that, difficulty in reading and understanding the text goes on increasing as the number of words per sentence exceeds 17 (Kaur and Mathur, 1979).

4.17 Number of sentences in the agricultural information

The data regarding the number of sentence in the agricultural information is given in Table 16.

Table 16. Number of sentences in the agricultural information appeared in leading Marathi newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Number of sentences in the agricultural information	Frequency of agricultural information (N=153)	Per cent
1.	Up to 10	38	24.85
2.	11 to 20	55	35.95
3.	21 to 30	39	25.49
4.	31 to 40	18	11.76
5.	41 to 50	1	0.65
6.	51 and above	2	1.30
	Total	153	100.00

Table 16 indicates that 60.80 per cent of farm information had 20 sentences and remaining 39.20 per cent had more than 20 sentences.

The agricultural information may have meaningful and readable text. The text preferably should be easy to read and comprehend

for the low level literate. Lengthy agril information has low communicability and low effectiveness (Caples 1977). In the present study most of the farm information published in newspaper was in brief; which may hamper the clarity and understanding of the ideas.

4.18 Percentage of simple, compound and complex sentences in agricultural information

The data regarding the per cent of simple, compound and complex sentences in presented in Table 17.

Table 17. Percentage of simple, compound and complex sentences in the agricultural information appeared in leading Marathi newspaper 'Lokmat' from Western Maharashtra

Sr. No.	Percent sentences	Frequency of agricultural information with					
		Simple sentences (N=153)	Per cent	Compound sentences (N=153)	Per cent	Complex sentences (N=153)	Per cent
1.	Up to 10	--	--	44	28.76	94	61.44
2.	11 to 20	--	--	32	20.92	38	24.84
3.	21 to 30	18	11.76	20	13.07	12	7.84
4.	31 to 40	13	8.50	18	11.76	6	3.92
5.	41 to 50	15	9.80	5	3.27	3	1.96
6.	51 to 60	16	10.45	13	8.50	--	--
7.	61 to 70	14	9.15	15	9.80	--	--
8.	71 to 80	21	13.73	3	1.96	--	--
9.	81 to 90	32	20.92	3	1.96	--	--
10.	91 to 100	24	15.69	--	--	--	--
	Total	153	100.00	153	100.00	153	100.00

From the data in Table 17 it was observed that, 30.06 per cent of the farm information had less than 50 per cent simple sentences in text.

The data also reveal that, about three fourth (77.78 %) of the farm information had compound sentences upto 50 per cent and remaining one-fourth had more than 50 per cent compound sentences in it.

From above data in Table 17 we also come to know that, all (100 %) of the farm information had complex sentences upto 50 per cent. Flesh (1960) recommended the use of simple sentences in the text for easy reading.

4.19 Number of sentences in heading, lead and body of the agricultural information

The data regarding the number of sentences in heading, lead and body is given in Table 18.

Table 18. Number of sentences in heading, lead and body of the agricultural information appeared in leading 'Marathi' newspaper 'Lokmat' from Western Maharashtra.

Sr. No.	Sentences in the agricultural information	Frequency of agricultural information (N-153)	Per cent
1.	Heading with one sentence	153	100
2.	Heading with more sentence	--	--
	Total	153	100.00
3.	Lead with one sentence	16	10.46
4.	Lead with more sentence	77	50.33
	Total	93	60.79
5.	Up to 5 sentence in body	6	3.92
6.	6 to 10 sentence in body	48	31.37
7.	11 to 15 sentence in body	29	18.95
8.	16 to 20 sentence in body	27	17.65
9.	21 and above sentences in body	38	24.84
	Total	148	96.73

The data in the Table 18 indicate that, all (100 %) the agricultural information had one sentence in the heading. The heading is at the top of the agricultural information and it is first read by the readers. It conveys the essence of the information and therefore, editors try to present brief headings i.e. in one sentence. The heading raises the questions like how, when, what, why and where in the mind of the readers and the same are answered by the lead, therefore information with the lead is generally advocated. Generally heading is supported by

lead. More than 60 per cent of the information had lead in the present investigation.

Near about eleven per cent of agricultural information had lead with one sentence and 50.33 per cent of the agricultural information had lead more than one sentence. The lead clarifies the questions raised by the heading. The lead has to be short which would facilitate easy reading and comprehension of the text.

About the number of sentences in the body, 35.29 per cent of the agricultural information had 1 to 10 sentences in the body and remaining had more than ten sentences in the body. It again indicates that, agricultural information published was very large.

Chapter Opener Page



**SUMMARY, CONCLUSIONS
AND IMPLICATIONS**

5. SUMMARY, CONCLUSIONS & IMPLICATIONS

5.1 Summary

It has been said that, the treasures of knowledge remains unexplored until they get transferred to the ultimate users. In the modern age of communication, we have now reached a standpoint of no option, but with a single motto “Publish or perish”. That too for an ever-increasing literate population, smooth transfer of message can be easily and effectively achieved through print media. Therefore, newspaper is regarded as one of the important sources of information for variety of people on various subjects. Along with non-agricultural information, agricultural information is also published and read by the farmers and rural people. Considering the literacy level and consumption of newspaper as a source of information by the farmers, it was felt necessary to study the qualitative and quantitative aspects of farm information published in Marathi newspapers, to make it more useful and relevant to its readers. The present investigation was conducted with the following objectives :

1. To study the location and space covered by the agricultural information.
2. To identify the different types and forms of presentation of agricultural information.

3. To study the contents of the agricultural information.
4. To study the textural characteristics of agricultural information appeared in '*Lokmat*'.

A leading 'Marathi' newspaper '*Lokmat*' published in western Maharashtra was taken for the study. Ten per cent issues of the selected newspaper for the year 2004 were scrutinized. The contents of '*Lokmat*' daily newspaper were categorised into non agricultural information, agricultural information and advertisements. The farm information in the selected issues of '*Lokmat*' newspaper, was studied by keeping in view the following parameters.

1. Space covered
2. Subjects covered
3. Forms of presentation
4. Location in the newspaper
5. Presence of heading, types of heading, lead, body and illustrations
6. Types of illustrations
7. Number of words
8. Percent difficult words, technical words, personal words and simple words.
9. Length of sentence

10. Number of sentences
11. Percentage of simple, compound and complex sentences
12. Number of sentences in heading, lead and body.

The information was grouped and presented into meaningful tables. The data was subjected to frequencies and percentage for drawing comparisons and conclusions.

5.2 Conclusions

The results of the present investigation are concluded as follows :

A. Information about space covered in the newspaper

- i. The agricultural information occupied meagre (3.22 %) space in leading Marathi newspaper under study, while non-agricultural information occupied more than two third (68.66 %) space.
- ii. Regarding advertisements, the agricultural advertisements occupied very little space i.e. 0.83 per cent, while the non-agricultural advertisements covered 27.29 per cent space.

B. Types of agricultural information

- i. The types of the agricultural information like 'agricultural crops, farm operations and other topics' was ranked first,

while the information on agricultural outlook was on second rank.

- ii. The information on general agriculture ranked third which comprised of agricultural demands, agitation and calls, Agricultural Social life and tensions etc.
- iii. The information on dairy and animal husbandry had low coverage.
- iv. The information on agricultural research and education, agricultural planning and progress were covered rarely.

C. Forms of presentation

- i. More than half of the farm information was presented in the form of news story.
- ii. The information on weather forecast, marketing of farm commodities and farm article on crop, animal, etc. were regular agricultural features of the newspaper which ranked second.
- iii. Letters to the editor on farming, editorials on farming and photo news on farming were the other forms of presentation.
- iv. Among the agricultural information, the news story occupied the highest space followed by the regular agricultural features.

- v. No specific pattern was observed regarding the type of agricultural information and the form of presentation, but news stories of regular agricultural features were most commonly used for presenting information about agricultural crops, farm operations and other topics.

D. Location and placement of agricultural information on various pages of newspaper

- i. Most of the agricultural information (84.33 %) was on page number 1, 2, 4, 5, 6, 11 and 14.
- ii. About 16 per cent of agricultural information was appeared on page number 7, 9, 10, 12 and 13. The last and the supplementary pages had no agricultural information.
- iii. On the other hand the right side pages had 50.98 per cent of farm information, while the left side pages had 49.02 per cent of the farm information.

E. Types of heading in agricultural information

- i. The heading of agricultural information was mostly cross line and pyramid.
- ii. Other types of heading like flush left, kicker, hanging indention and reverse kicker were also found.

F. Information about heading, lead, body and illustrations

- i. Most of the farm information was with heading and body. In more than 60 per cent cases lead was present. Whereas most of the (75.16 %) farm information was without illustrations.
- ii. Among illustrations used, photographs were most commonly used. About 68 per cent illustrations were the colour photographs, while remaining 32 per cent were black and white photographs.

G. Information about number of words, per cent of simple, difficult, technical and personal words in the agricultural information

- i. The size of farm information was up to 200 words in 50.32 per cent of farm information.
- ii. Most of the farm information had more than six per cent difficult words.
- iii. Majority (79.72 %) of farm information had technical words between 1 to 6 per cent.
- iv. More than 62 per cent of farm information had less than 2 per cent personal words.

H. Information about length and number of sentences in agricultural information

- i. More than 69 per cent of farm information had average length of sentence from 8 to 17 words per sentence.

- ii. About 61 per cent of farm information was with 10 to 20 sentences.

I. Information about percentage of simple compound and complex sentences

- i. About 70 per cent of farm information had more than 50 per cent simple sentences.
- ii. Large majority of the agricultural information had less than 50 per cent compound and complex sentences.
- iii. Most of the farm information had one sentence in the heading, but only 10.46 per cent of farm information had one sentence in the lead. About 54 per cent farm information had upto 15 sentences in the body.

5.3 Implications

Even with the growth of electronic mail, the traditional print news media still dominates the alternative communication medium in agricultural sector. Newspaper is widely read and valued among the people. Thus, the importance of newspaper need not to be emphasized. As per the objectives, the findings of study pinpoints certain facts vividly that will provide certain guidelines in tailoring of agricultural information appeared in leading Marathi newspaper '*Lokmat*'. The results of the study would provide guideline to the editors, news reporters, extension workers, while editing, reporting farm matters and while writing on farm matters for the benefit of the farmers. The findings will be also useful for

those who wish to take up further studies concerning content analysis of agricultural information published in the newspaper. These findings are preliminary and will be helpful in developing readable printed material for farmer readers. It will also help for improving quality of printed farm material. On the basis of findings of the study, the following implications are drawn.

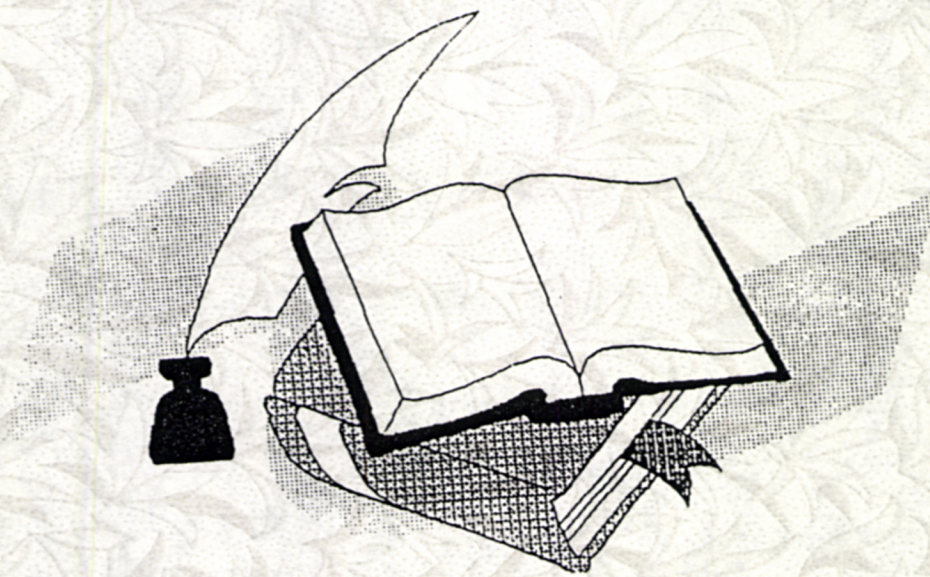
A. For planners

1. It is necessary to make efforts for providing additional space for the agricultural information in the newspapers.
2. Important agricultural events, functions should be announced well in advance. Timely information should be given in the newspapers.
3. Agricultural information should be presented in the simple form to make it easy to read and understand.
4. Use of simple and bold letters, more number of simple words and sentences is necessary in the text while writing for easy understanding and reading.
5. Use of different forms of presentation and contents for knowing different agricultural information is needed.
6. Supporting the agricultural information with different types of illustrations will do better.

B. For researchers

1. Separate studies need to be conducted regarding major components like content, illustration, advertisements and other related aspects.
2. Farm information published in daily, weekly, bimonthly and magazines need to be studied in respect of its contents.
3. Content analysis of farm information published in local and regional newspapers need to be carried out.
4. To arrive at sound generalization, similar types of studies may be conducted by considering several newspapers published in different languages from the country.
5. Studies on relevancy and readability of the farm information published in the newspaper as perceived by the literate farmers may be carried out to make the farm information more effective.

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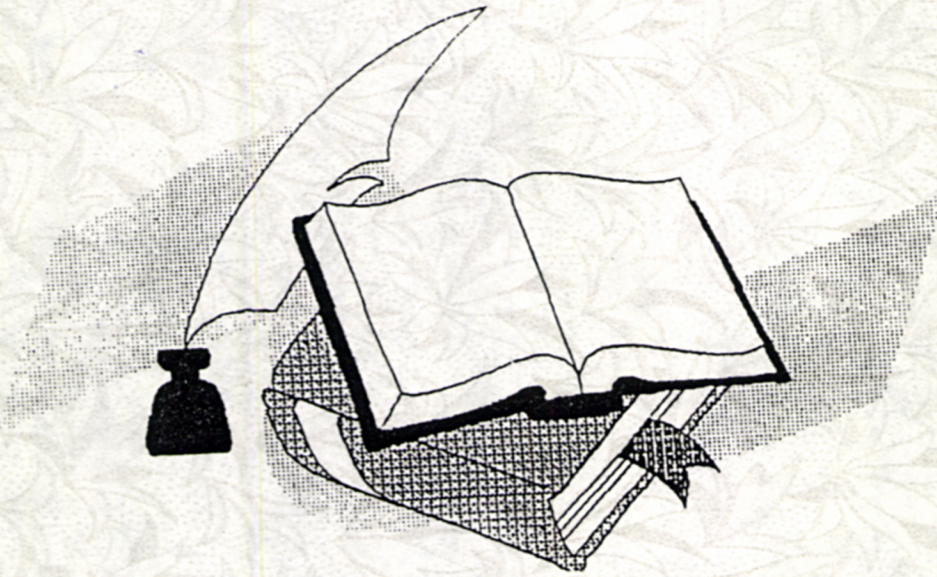
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APPENDICES

7. APPENDICES

APPENDIX – I

1. News story

कापसाचे चुकारे आठ दिवसांत - मुख्यमंत्री

औरंगाबाद, दि. १३ (विशेष प्रतिनिधी) - महाराष्ट्रातील कापूस एकाधिकार योजना चालूच राहणार असून, केंद्र सरकार ठरवून देईल ती आधारभूत किंमत पुढील वर्षीपासून देण्यात येईल. यावर्षी १६०० कोटीचा कापूस खरेदी करण्यात आला त्यापैकी ८०० कोटी रुपयांची बिल कापूस उत्पादकांना देण्यात आली आहेत. उर्वरित रक्कम येत्या आठ दिवसांत युद्धपातळीवर देण्यात येणार असल्याची माहिती मुख्यमंत्री विलासराव देशमुख यांनी आज येथे दिली.

कापसाची उर्वरित रक्कम आता २० क्विंटलची अट काढून टाकून देण्यात येणार आहे, असेही मुख्यमंत्री म्हणाले.

वाल्मी सभागृहात मगठवाडा विभागीय खरीप हंगाम आढावा बैठक घेतल्यानंतर ते दुपारी पत्रकारांशी बोलत होते. सकाळी ११ वाजता या बैठकीस प्रारंभ झाला. दुपारी ३ वाजेपर्यंत ही बैठक चालली. या

बैठकीचे नियोजन विभागीय आयुक्त कृष्णा भोगे यांनी चांगल्या पद्धतीने केल्याबद्दल प्रारंभीच मुख्यमंत्र्यांनी त्यांचे अभिनंदन केले व त्यांनी अधिक लक्ष घातल्यास यंदाचा खरीप हंगाम यशस्वी होऊ शकेल, असा

बँकांची बैठक मुंबई येथे आयोजित करण्यात आली आहे. यावेळी नाबाई व राज्य सहकारी बँकेचे प्रतिनिधी उपस्थित राहतील.

‘महापीक योजना अभियान’ कृषिमंत्री बाळासाहेब थोरात

५०० कोटींची सिंगल फेज योजना

माफत विजेची मागणीही शेतकऱ्यांनी केली नाही. शेतकऱ्यांना २४ तास वीज उपलब्ध करून देणारे महाराष्ट्र देशातील पहिले राज्य आहे. परवाच मी कर्नाटकात जाऊन आलो. तेथे शेतकऱ्यांना ९ तास, तर मध्यप्रदेशात फक्त ६ तास वीज उपलब्ध करून दिली जाते. ‘सिंगल फेज’ योजनेद्वारे मोठ्या खेड्यातील वीज जाणार नाही याची काळजी घेण्यात येणार आहे. याकामी ५०० कोटी रुपये उपलब्ध करून देण्यात येणार असल्याची माहिती देशमुख यांनी दिली.

विश्वासही व्यक्त केला.

१८ मे रोजी मुंबईत बैठक ते म्हणाले की, पतपुरवठा हा जटिल व कठीण प्रश्न असून, मराठवाड्यातील काही अपवाद वगळता सर्व सहकारी बँका डबघाईस आलेल्या आहेत. पतपुरवठ्याच्या संदर्भात येत्या १८ तारखेला जिल्हा

यांच्या नेतृत्वाखाली ‘महापीक योजना अभियान’ सुरू करण्यात आले आहे. यात बियाणे, खते यासंबंधीची शेतकऱ्यांना माहिती देण्यात येत आहे. यावर्षी ही योजना सुरू झाली आहे. हळूहळू यात सुधारणा होईल

►► पान २ वर

2. Regular Agricultural features

a. Hawaman (daily)

कमाल भाग ३९.५० से.
किमान भाग ६९.३०.३० से.
आर्द्रता ७९%

b. Bajarbhav (daily)

ग्राहकांअभावी साखरेच्या दरात घट

अहमदनगर, दि. ६ (प्रतिनिधी) - आज येथील घाऊक बाजारात ग्राहकांअभावी साखरेच्या किमतीत घट झाली. तर तांदूळ, अन्य धान्य, विविध प्रकारच्या डाळी, किराणा सामान, खाद्यतेल, विविध ब्रॅंडचे वनस्पती तूप, खोबऱ्याचे तेल, नारळ, भाजीपाला आणि फळफळावळ आदी सान्या वस्तूंचे भाव स्थिर राहिले.

(मोटूमल कराचीवाला) - भाव किलोमध्ये :- सांधा जिरे ८५, भारी जिरे ९०, शहाजिरे ३८०, बारीक सुपारी ६८, पांढरी सुपारी ७२, भाजकी सुपारी ८०, खसखस साधी १२०, खसखस भारी १७०, बडीशोप साधी ४०, बडीशोप भारी ५०. क्विंटलमध्ये :- साबूदाणा साधा १९००-२०००, साबूदाणा एकस्ट्रा गोल्ड २१००, नायलॉन साबूदाणा २३००, डाळ्या - २६००, हळद इरोड ३३००, शेंगदाणा साधा २५००, शेंगदाणा बोल्ड २६५०, गोटा खोबरा ८९००, वाटी खोबरा ५८००, काळीपाठ खोबरे ७५००, वाटाणा हिरवा १४५०, पातळ पोहे १३५०, जाड पोहे १२५०, मैदा (५० किलोचे पोते) नंबर एक ५२५, मैदा नंबर दोन ५००, साधी भगर १६००, प्युअर भगर १८००, हळद अखंड (भारी) ४५००, हळद अखंड (मध्यम) ३७००,

१९००, चिनोर १६००-१७००, एच.एम. टी. १३५०-१६००, नाशिक घोटी १३५०-१५००, मसुरी १९५-१०७५, हंसा ८७५-९५०, उकडा ९५०-११००, साधा ८२५-९००.

खाद्यतेलाचे भाव - (से. मुथ्या ट्रेडिंग कंपनी) (क्विंटलचे भाव) - शेंगदाणा ५०००, सरकी ४०००, रिफाईंड ४०००, प्युअर ४०००, करडई ५५००, सोयाबीन ४१००.

(एक लिटरचे भाव) - सम्राट शेंगदाणा पिशवी ५६, करडई ५७, जेमिनी सूर्यफूल पिशवी ५०, पाम पिशवी ४०, सोयाबीन पिशवी ३९, करडई ५८.

वनस्पती तुपांचे भाव (१५ किलोचा डबा) - क्राऊन ६३०, प्रकाश ६२०, हॉटेल किंग ६४२, गोल्डन अॅक्टिव्ह ६००, आनंद ६४६, सुदर्शन ६४७, सत्कार ६२०, अमृत ६२०, मध्यम

करडई १५६१, शेंग १६०२, हावरी ३०००, अळशी १८२५, तूर १४००, खुरासणी १९००, गावरान हरभरा १४८१-१४९०, हरभरा जाडा १६२५-१७३१, मूग २३५०-२४५०, धने १६७५, उडीद १७११, मठ १७५०, कुळीथ ८२५, मिरची १४००-२४००, गहू ७००-९००, चिंच १६००-२४००, ज्वारी वसंत ६५०, एरंडी १४२५, राळा ६५१, मका ६००, सूर्यफूल बी १४५१, काबुली चना २०००-३०००, गूळ डाग १४२५-१४८५, चिंचोका ४६७-४७७.

भाजीपाला (फळभाजी - १० किलोचा भाव, पालेभाजी - १०० जुड्यांचा भाव)-

टोमॅटो ५०-६०, वांगी २०-३०, फ्लॉवर ५०-६०, कोबी १५-२५, काकडी २५-४५, गवार ७०-९०, घोसाळे ७०-९०, दोडका ८०-९०, कारले ८०-१००, वाटाणा १६०-२१०, भेंडी १००-१४०, वाल ७०-९०, घेवडा ११०-१४०, तोंडुळे ६०-८०, कैरी ५०-६०, सिमला मिरची ८०-१२०, नाशिक कांदा १०-३५, गावरान कांदे १५-४३, बटाटे ४०-६०, लसूण गावरान १४०-१६०, हिरवी मिरची ८०-१२०. शेवगा शेंग



नगर बाजारभाव

c. Farm article weekly (Sheti wadi)



संगमनेर तालुक्यातील तळेगाव दिघे गावचे सरपंच व प्रगतशील शेतकरी श्री.प्रभाकर सवाजी कांदळकर यांनी तीन महिन्यांमध्ये 'ऑगष्टा' वाणाच्या टरबुजाचे (कलिंगड) दमदार उत्पादन घेऊन कमी भाव मिळाला असतानाही खर्च वजा जाता एकरी ५० हजारांची 'अर्थप्राप्ती' केली. ४ एकरांमध्ये त्यांनी टरबूज पिकातून २ लाख रुपये मिळविले. कितीही कमी भाव मिळाला तरी उत्पादन चांगले झाले तर 'टरबूज' पीक निश्चितच किफायतशीर असल्याचे श्री.कांदळकर यांनी सांगितले.

'टरबूज' पिकाविषयी माहिती देताना कांदळकर यांनी सांगितले की, चार एकर क्षेत्राची 'शेणखत' टाकून नांगरणी करून घेतली. नंतर दुणणी केली. शेतातील गवत समुळ नष्ट केले. 'रेडर' यंत्राच्या सहाय्याने दक्षिण-उत्तर अशी सरी पाडली. ५ फूट बाय दीड फूट अंतर सरीला छोटे खड्डे घेऊन त्यामध्ये शेणखत व सुपर फॉस्फेट टाकले व त्यामध्ये 'ऑगष्टा' वाणाच्या टरबुजाच्या बियाण्याची लागवड केली. लागवडीनंतर पिकास पाणी दिले. पुढे १० ते १२ दिवसांच्या अंतराने पाणी दिले. पिकातील गवत निंदणी करून नष्ट केले. पिकास दमदार व दाट फळ लागले. तेव्हा टरबूज' फळे जसजशी मोठी होत गेली त्याप्रमाणे चार पाच दिवसांनी पिकास पाणी दिले. साधारणपणे ८५ ते ९० दिवसांमध्ये पीक निघाले. ४ एकरांमध्ये ९० टन टरबूज उत्पादन मिळाले. पीक जमिनीमध्येच २ जाय ५०० रुपये (अडीच हजार) टनाप्रमाणे

व्यापाऱ्यांनी खरेदी केले. तीन महिन्यांमध्ये टरबूज

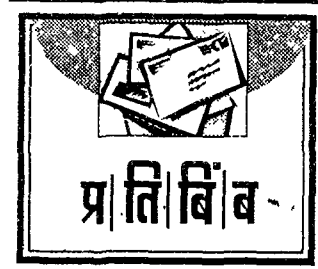
'टरबूज' पिकातून चांगली 'अर्थप्राप्ती'

पिकातून खर्च वजा जाता दोन लाखांच्यावर अर्थप्राप्ती झाली. यावर्षी टरबुजास अपेक्षित भाव मिळाला नाही. मात्र दमदार उत्पादन मिळाल्याने कमी भावातही चांगली 'अर्थप्राप्ती' झाली. टरबुजाचा चांगले पीक घेऊन दमदार उत्पादन घेतल्यास कमी कालावधीत हे पीक भरपूर पैसे मिळवून देते असेही कांदळकर यांनी सांगितले.

-हरिभाऊ दिघे, तळेगाव दिघे



3. Letter to the editor on farm article



वीजप्रश्नी सर्वसहमतीने निर्णय घ्यावा

शासनाने शेतकऱ्यांना सुमारे अकरा महिने मोफत वीज दिली. या कालावधीत शासनाला सतराशे कोटी रुपयांचा आर्थिक बोझ उचलावा लागला. व भारनियमन करावे लागले. भारनियमनामुळे शेतकरीही वैतागले होते. तसेच सर्वसामान्यांनाही त्रास सहन करावा लागला. वीज मोफत नको, विकत घ्या, पण ती वेळेवर द्या असे शेतकरीही म्हणू लागले. कारण या भारनियमनामुळे वीज मोफत असून व विहिरीत पाणी असूनही उभी पिके जळू लागली. शासनकर्ते, हतबल, वीज मंडळही मोर्चे, बंद अशा जनआंदोलनाने वैतागले होते. कुठे अधिकाऱ्यांना मारहाण तर कुठे कार्यालयाची जाळपोळ. आता सरकारने मोफत वीज देण्याचे रद्द केले. मात्र आता शासनाला विरोधी पक्षांच्या विरोधाला तोंड द्यावे लागेल. कारण वचनभंग झाला. आता सरकार बरखास्त करण्याची मागणी ते करित आहेत. त्यांचेही काही चूक नाही. पण यातून सर्वसहमतीने पुढील निर्णय घ्यावे व जनतेचे भले पहावे. कारण वास्तव परिस्थितीला सहकार्य करावे. विरोधाला विरोध न करता सहकार्य अपेक्षित आहे.

एस.डी. मंडित, मुळानगर, ता. राहुरी

4. Editorial on farming

दैनिक लोकमत

कापूस शेतकऱ्यांसाठी...!

फुकरट वीज निर्णय बंद करीत असतानाच, विलासराव देशमुख सरकारने महाराष्ट्रातील कापूस खरेदी योजना चालू ठेवण्याचा एक चांगला निर्णय घेतला. कापूसाला आता अग्रीम बोनस मिळणार नसला तरी, किमान १९८० रुपये भाव प्रति क्विंटलमागे मिळेल याची हमी सरकारने दिली. खरीपाचा हंगाम सुरु होण्याच्या अगोदर कापसाचा भाव जाहीर झाला, योजना चालू राहण्याचे आश्वासन मिळाले, त्यामुळे विदर्भ-मराठवाड्यातील कापूस उत्पादक शेतकऱ्यांचे आर्थिक शोषण दलालांना करता येणार नाही, एवढी हमी मिळाली. विदर्भात कापूस उत्पादक शेतकऱ्याला गेल्या वर्षी कमालीचा त्रास झाला, योजना राहते की जाते याची खात्री नव्हती, कापसाचे प्रचंड पीक आलेले, मध्येच प्रचंड पाऊस, त्यामुळे भिजणारा कापूस, अधून-मधून लावल्या जाणाऱ्या आगी, बैकांच्या जप्त्या, कर्जांमुळे मेटाकुटीला आलेल्या शेतकऱ्यांच्या आत्महत्या, अशा सगळ्या भयावह चिन्नातून कापूस एकाधिकार खरेदी योजना टिकवायची होती, ही योजना रद्द केली असती तर खाजगी व्याप्यांनी विदर्भ-मराठवाड्यातील शेतकऱ्यांचा कापूस पाडून घेतला असता. एकाधिकार खरेदी योजना येण्यापूर्वी नागपूरच्या कॉटन मार्केटमध्ये इजिप्तचा कापूस आणून ओतला जायचा आणि शेतकऱ्यांचा कापूस पाडून घेतला जायचा. कापूस एकाधिकार खरेदी योजनेमुळे निश्चितपणे शेतकऱ्यांच्या आर्थिक हिताचे रक्षण झाले. आता किमान १९८० रुपये हा भाव सरकारी कायदानुसार घ्यायला सरकार बाधील राहिले. १६०० कोटी रुपयांचा तोटा या योजनेला आला असताना सरकारने योजना बंद न करता एकाधिकार चालू ठेवला. आता केंद्र सरकारच्या हमी भावानुसार हा कापूस विकत घेतला जाईल. योजनेत फायदा झाला तर शेतकऱ्याला बोनस दिला जाणार आहे, असेही मुख्यमंत्र्यांनी सांगितले आहे. फायदा होवो न होवो आजच्या तारखेला कापूस उत्पादक शेतकऱ्याला वाऱ्यावर सोडले नाही, हीच महत्त्वाची गोष्ट आहे.

विदर्भ-मराठवाड्याच्या दृष्टीने कापूस एकाधिकार खरेदी योजना ही नुसती शेतकऱ्याला आर्थिक संरक्षण देणारी योजना नाही, ती एक राजकीय योजनासुद्धा आहे. काँग्रेसने विचारपूर्वक रोजगार हमी आणि एकाधिकार कापूस योजना आणली. गेल्या विधानसभा निवडणुकीत कापूस एकाधिकार योजनेच्या विषयाकडे दुर्लक्ष झाल्याचा परिणाम विदर्भात काँग्रेसला मोठ्या प्रमाणात पराभव पत्करण्यात झाला. ज्याला वऱ्हाड प्रांत म्हणतात तो खरा कापूस पिकविणारा प्रदेश आहे. त्यात यवतमाळ, बुलढाणा, अकोला, अमरावती या चार जिल्ह्यांचा समावेश आहे. या चारही जिल्ह्यांत विधानसभा निवडणुकीत काँग्रेसचा उमेदवार हाताच्या बोटावर मोजण्याएवढाच विजयी झाला आहे. काँग्रेसला विदर्भ-मराठवाड्यात जे थोडेफार यश मिळाले, ते कापूस पिकणाऱ्या भागातले यश आहे. मग ते चंद्रपूर असेल, गडचिरोली असेल, तिकडे धुळे असेल, तिकडे नागपूर शहर असेल किंवा मुंबई-पुणे शहर असेल. कापूस उत्पादक शेतकऱ्यांनी त्यांचा राग विधानसभा निवडणुकीत नक्की व्यक्त केला.

इथून पुढे सरकारला काही गोष्टींची काळजी घ्यावी लागेल, निवडणुकीच्या जाहिरनाम्यात आश्वासन देताना सत्ताधारी पक्षाने तर अधिक काळजी घ्यायला हवी. जाहिरनाम्यापासून मागे जायची भूमिका घेणे टिकात्मक ठरणारीच आहे, पण नाईलाजाने हा निर्णय करावा लागत असला तरी, इथून पुढे जाहिरनाम्यातला शब्द मागे घ्यायला लागणार नाही, इतकी

5. Photo news on farming



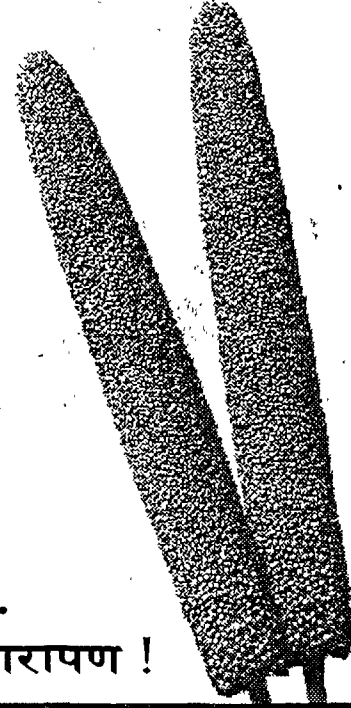
उन्हाळ्याच्या काहिलीपासून जिवाला थंडावा देण्यासाठी पाथर्डी शहरात सध्या टरबुजाची आवक वाढली आहे.
(छाया : अजय गांधी, पाथर्डी)

6. Agricultural advertisement

बाजरीचं पीक आलं बावनकशी...
शेतकऱ्यांची वाढली खुशी !!



महालक्ष्मी
बाजरी ३०८



लांबच नाही, ठोस पण...

उत्पन्नासोबत चारापण !

★ अधिक फुटवे ★ घट्ट कणीस ★ करडा दाणा
★ अधिक उत्पादन ★ भरपूर चारा

7. Non-agricultural advertisement



वेळ आहे मनसोक्त बोलण्याची !

खालीलपैकी कोणत्याही एका फोनसोबत एक घड्याळ मोफत मिळवा



एलजी कलर
हॅन्डसेट

₹. 8,999/-
मध्ये



TATA

₹. 9,899/-
मध्ये



₹. 9,899/-
मध्ये



कलर
हॅन्डसेट

₹. 2,899/-
मध्ये



मोफत

सदर चित्रातील घड्याळ हे नमुन्यादारखल आहे
त्वरा करा, ऑफर मर्यादित कालावधीसाठी !
संपर्क : ९२२५० ९२३४५

- सर्व रिचार्ज व्हाऊचरवर १००% टॉकटाईम
- रोमींगसाठीचे मासिक भाडे नाही
- रोमींगमध्ये असताना संपूर्ण भारतात रिचार्ज सुविधा.

TATA
Indicom
TRUE PAID
Prepaid Mobile Service

APPENDIX – II
Types of Headings

1. Pyramid

This head steps down with successively longer lines. It contains two or three lines e.g.

उजाड माळरानावर
फुलविली लिंगोणीची बाग

2. Inverted Pyramid

This head with two or three lines steps down with successively shorter lines e.g.

भारताची कॉफी उत्पादन व निर्यात
या वर्षी वाढण्याची शक्यता

3. Flush left

Every lines starts from the flush left. This style at the head is easier to work more easily with them e.g.

देशी गोवंशातूनच
ग्रामीण विकास शक्य

4. Cross line

This head is a single line of types and flus left e.g.

कांद्याच्या उत्पादनात लक्षणीय घट

5. Flush head

It must fill the column so it is flush left and right e.g.

कृषि क्षेत्रात गुंतवणुकीसाठी केंद्र
उपाययोजना करणार -शरद पवार

6. Kicker

A single line above the main head produces kicker, which adds a new thought but does not repeat the words or information in the lines below. This line usually is in type approximately one-third to one-half the size of main head under lined e.g.

कर्जदार शेतकऱ्याची कपात २१ टक्क्यांपर्यंत !
कपातीच्या “जिझिया” करात शेतकरी !

7. Reverse kicker

A single line below the main head produces the reverse kicker, which adds a new thought but does not repeat words or information in the lines above. This line usually is in type approximately one-third to one half the size of main head and under-lined e.g.

भारताचे गोकूळ झाले
दुग्धोत्पादनात अव्वल क्रमांक टिकविण्याचे लक्ष्य

APPENDIX - III

Types of illustration used in agricultural information

Photo graph (B & W)

बाजरी हे पीक मुख्यत्वेकरून कमी व अनिश्चित पावसाच्या प्रदेशात, हलक्या व मध्यम प्रतीच्या, निकट जमिनीत व अति प्रतिकूल परिस्थितीमध्ये हमखास येणारे पीक आहे. भारतामध्ये हे पीक तृणधान्याच्या उत्पादनामध्ये चौथ्या क्रमांकावर असून गहू, ज्वारी आणि भात पिकापेक्षा याची पोषकता व मूल्यांकन कोणत्याही दृष्टीने कमी नाही. महाराष्ट्रात बाजरीच्या क्षेत्रामध्ये वाढ किंवा घट आढळून येत नाही. परंतु उत्पादकतेत वाढ आलेली आहे, असे प्रयोगांअती सिद्ध झालेले आहे. त्याकरीता बाजरी पीक नवीन विकसित केलेल्या तंत्रज्ञानाप्रमाणे घेतल्यास उत्पादनात निश्चित वाढ होऊ शकते.

हवामान व जमीन-

सर्वसाधारणपणे महाराष्ट्रात खरीप हंगामामध्ये ज्या भागात कमी पर्जन्यमान आहे, (४०० ते ७०० मी. मी.) अशा भागात बाजरीचे पीक घेण्यात येते. बाजरी हे पाण्याचा ताण सहन करणारे, जमिनीतील असलेल्या ओलाव्यावर जिनवक्रम पूर्ण करणारे पीक आहे. अतिशय कमी पर्जन्यमानात ज्यावेळी इतर पिकाचे काहीच उत्पन्न येत नाही अशा परिस्थितीमध्येसुद्धा या पिकाचे उत्पन्न मिळते. हलक्या व मध्यम जमिनीत बाजरीचे पीक घेतात. परंतु मध्यम ते भारी जमिनीत हे पीक अधिक उत्पादन देते. त्याकरीता शक्यतो चांगला निचरा होणारी मध्यम कक्षाची जमीन निवडावी.

पूर्वमशागत- बाजरी करिता लोखंडी नांगराने १५ सें. मी. खोल नांगर करावी व नंतरशी शक्यतो हिवाळ्यात करावी. नंतर कुळवाच्या दोन ते तीन पाळ्या देऊन तण व पूर्वीच्या पिकाचे धसकटे वेगळे वेचून जमीन चांगली तयारी करावी. हेक्टरी १२ ते १५ गाड्या चांगले कुजलेले शेणखत शेवटच्या कुळवणीअगोदर शेतात समप्रमाणात पसरावे.

वाणाची निवड- सुधारित वाण- ए.आय.स.पी. १२१०१, आय.सी.टी.पी. ८२०३,



पी.पी.पी.

६ (परभणी संपदा)

संकरित वाण- श्रद्धा, सबुरी

बीजप्रक्रिया- केवडा या रोगाचा प्रादुर्भाव

टाळण्यासाठी मेटालॅक्सील ३५ एस.डी. या रसायनाची ६ ग्रॅम प्रतिहिलो या प्रमाणात बियाण्यास प्रक्रिया करावी. तसेच अरगट रोगाच्या प्रतिबंधासाठी बियाणे २०% मिठाच्या द्रावणात ५ ते १० मिनिटे बुडवून घ्यावीत. पाण्यावर तरंगणारे हलके तसेच रांगप्रस्त बियाणे बाजूला काढून पाण्याच्या तळाशी

बुडालेले मोठे व जाड बियाणे स्वच्छ पाण्याने धुऊन पेरणीसाठी वापरावे. यानंतर अॅझोस्फोस्फोरस किंवा अॅझोटो बॅक्टेरिअल पी.एस.बी. या जैविक खतांची प्रक्रिया प्रत्येकी २५० ग्रॅम प्रति १० ते १२ किलो या प्रमाणात बियाण्यास करावी. अॅझोस्फोस्फोरस किंवा अॅझोटो बॅक्टेरिअल प्रक्रियेमुळे वातावरणातील नत्राचे जमिनीत स्थिरीकरण होते (तसेच पी.एस.बी. (स्फुरद विरघळणारे जिवाणू) मुळे जमिनीत असलेले स्फुरद विरघळून पिकास जास्त प्रमाणात उपलब्ध होते व स्फुरदचे जमिनीत स्थिरीकरण कमी करते.

पेरणी- पेरणीयोग्य पाऊस होताच वापसा झाल्यावर बाजरीची त्वरित पेरणी



करावी.
जसजसा
पेरणीस
उशीर
होईल
तसतशी

उत्पादनात घट

होते. शिवाय उशीरा पेरणीमुळे केवडा व अरगट या रोगांचा जास्त प्रादुर्भाव होण्याची शक्यता असते. म्हणून पेरणी १५ जुलैपूर्वीच उरकावी. मात्र, पावसास उशीर झाल्यास आपत्कालीन परिस्थितीमध्ये उशीरा पेरणीची वेळ आल्यास इतर पिकांच्या मानाने बाजरीच्या उत्पादनात कमी घट येते.

- प्रा. लालासाहेब देशमुख,
डॉ. बी.एन. चव्हाण,
रा. कृ.सं. प्रकल्प, औरंगाबाद.

T-5958

APPENDIX - IV

Cover page of newspaper

काहारी

महाराष्ट्रियन थॉमस

महाराष्ट्रियन थॉमस

स्वाद लुटा!

डॉ. व. न. मागे, ३१.

दैनिक लोकमत

वाचकांच्या पहिल्या पसंतीचे मराठी राष्ट्रीय दैनिक



सोमवार, दि. १६ मे २००५

पृष्ठे १४, किंमत- रु. १.००

अहमदनगर

विठ्ठलाला रत्नजडित हार



पंढरपूर, दि. १५ (प्रतिनिधी) - भक्तीचा भूकेला, सावळ्या विठ्ठलास राज्याचे मुख्यमंत्री विलासराव देशमुख यानी आपले बगवत्स्थित गुरू बी.एस. द्वारकानाथ गुहा याच्या उपस्थितीत मोती व रत्नजडित मोल्यवान हार घालून रविवारी नवसंपूर्ण केली. याविषयी कमालीची गुप्तता पाळण्यात आली असली तरी मुख्यमंत्र्यांच्या हस्ते महापूजा झाल्यानंतर बी.एस. द्वारकानाथ गुहा यानीच ही माहिती दिली.

बुडल्याही प्रकारचा गाजाबाजा न करता मुख्यमंत्री विलासराव देशमुख आज पंढरीत श्री विठ्ठल - सन्मिणीच्या दर्शनासाठी आले. त्यांच्या

मुख्यमंत्र्यांनी फेडला नवस!



पंढरपूर दौऱ्याविषयी शासकीय यंत्रणेलाही रात्री उषिराच कल्पना देण्यात आली होती. त्यामुळे आज मुख्यमंत्री पदरीत येणार याची पुसटशीदेखील कल्पना पदरीवासीयाना आली नाही सकाळी विभ्रामगृह ते विठ्ठल मंदिर या रस्त्यावर अचानक पोलिस बंदोबस्त लावून रहदारी थांबविल्यानंतर याविषयी समजले. आज आषाढी यात्रा नाही की एकादशीही नाही, मुख्यमंत्री शासकीय महापूजेशिवाय अचानक कसे करण्यासाठी आले? याचे कोडे पंढरीवासीयाना पडले. जो तो एकमेकांना विचारपूस करीत होता. सकाळी साडेदहा

▶▶ पान २ वर

केंद्रशासन विकृत घेणार एनर्न प्रकल्प

कोल्हापूर, दि. १५ (प्रतिनिधी) : महाराष्ट्रातील दाभोळ येथील एनर्न प्रकल्प केंद्र शासनातर्फे विकृत घेण्याच्या प्रक्रियेतला सुरुवात झाली आहे. येत्या तीन महिन्यांत ही प्रक्रिया पूर्ण होईल. या प्रकल्पातील वीज राज्य शासनाने दोन रुपये ३० पैस प्रति युनिट दराने खरेदी करण्याबाबत चर्चा सुरू आहे, अशी माहिती केंद्रीय कुमिमंत्री शरद पवार यानी पत्रकार परिषदेत दिली. राज्य शासनाकडून प्रस्तावप्राम साखर कारखान्यांना ३० जूनपूर्वी अर्थसाहा देण्यात येणार असल्याचे त्यांनी यावेळी सांगितले.

शरद पवार हे तीन दिवसांच्या कोल्हापूर दौऱ्यावर होते. येथून परतण्यापूर्वी विभ्रामधामवर ते पत्रकारांशी



केंद्राकडून फक्त

६२० मेगावॉट घेणार

: मुख्यमंत्री/पान २

बोलत होते. वीज टर्बाईवर मात करण्यासाठी शासन विविध उपाय शोधत आहे, असे सांगून ते म्हणाले. दाभोळ येथील एनर्न प्रकल्प देशाच्या मालकीचा करण्याबाबत प्रक्रिया सुरू झाली आहे. आज होणाऱ्या राज्य शासनाच्या मंत्रिमंडळ बैठकीत त्याबाबत निर्णय होण्याची शक्यता आहे.

राज्यात आमची सजा असताना १९९५ पर्यंत ५०० मेगावॉट वीज निर्मिती होत होती. राज्याला पुन्हा उर्वरित वीज कनाटक, गुजरात, आंध्र या राज्यांना देण्यात येत होती. मध्यतरीच्या काळात वीजनिर्मिती प्रकल्प उभारले नाहीत. मोफत विजेच्या निर्णयाने विजेचा जादा

▶▶ पान २ वर

■ साखर कारखान्यांना ३० जूनपर्यंत अर्थसाहा

■ फळबागांसाठी केंद्राची ७०० कोटींची योजना

■ शेतकऱ्यांना ५० टक्के अनुदान देणार

सनातन भारतीय संस्थेव

▶ 'सनातन' सारख्या कथित पंथांची र

अहमदनगर, दि. १५ (प्रतिनिधी) - सनातन भारतीय संस्कृती या संस्थेच्या पन्वेल येथील आश्रमामे धर्म रक्षणच्या नावाखाली आपल्या मुलीचे अपहरण केले आहे अनेक प्रयत्न केल्यानंतरही आश्रमचालक मुलीला सोडायला तयार नाहीत. त्यामुळे सरकारने आपल्या मुलीची सुटका करून या आश्रमाची सीआयडी चौकशी करावी, अशी मागणी राहुरी येथील माध्यमिक शिक्षक भानुदास आडभाई यानी आज येथे पत्रकार परिषदेत केली.

अंधश्रद्धा निर्मूलना समितीचे प्रणेते नरेंद्र दाभोळकर यानी सनातन प्रभातसारख्या सर्वच कथित पंथांची गुप्तहेरामार्फत चौकशी करण्याची मागणी यावेळी केली.

आडभाई यांच्या मुलीने गतवर्षी नाशिक येथे बी.ए.ए.ए.चे शिक्षण

दाभोळकर र आश्रम व्यवस्थाप

आडभाई व दाभोळ आरोपासंदर्भात सनातनच्या प व्यवस्थापक रमेश शिंदे यांच साधना असता ते म्हणाले. ३ घरच्यापासून त्रास होता आश्रमात आली. तिने न्याया लिलास दिले आहे. त्यामुळे खोडसाळणाचा व आमची दाभोळकराना चांगले काम कर निदान खोटे आरोप तरी कर मुलामुलीचे ब्रेन वॉशिंग दाभोळकरांनीच आधी आपट घ्यावे त्यांच्याविरोधात आम कोटीचा दावाही ठोकला सांगितले

APPENDIX - V

Content analysis of agricultural information in selected leading Marathi newspaper 'Lokmat' from Western Maharashtra (Space measured in column centimeter)

Sr. No.	Date of publication	Total number of pages	Non-agricultural information		Advertisements				
			Total space	%	Non - agricultural		Agricultural		
1	2	3	4	5	Total space	%	Total space	%	
6	7	8	9						

Agricultural News					From of presentation						
Location page No.	Quarter of the page	Title of news	Total space	%	News story	Regular farm column	Letter editor on farm information	Farm article	Photo news	Editorial	Any other
10	11	12	13	14	15	16	17	18	19	20	21

Types of heading									Lead	
Flush left	Pyramid	Flush head	Inverted pyramid	Cross line	Hanging indentation	Kicker	Reverse kicker	Any other	Present	Absent
22	23	24	25	26	27	28	29	30	31	32

Words used in the agricultural news																Size of the farm news (total number of words in news 36+40+44+48)
Difficult words				Technical words				Personal words				Simple words				
Head	Lead	Body	Total	Head	Lead	Body	Total	Head	Lead	Body	Total	Head	Lead	Body	Total	
A	B	C	A+B+C	A	b	C	a+b+c	D	E	F	d+e+f	d	E	f	d+e+f	
33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	
																49

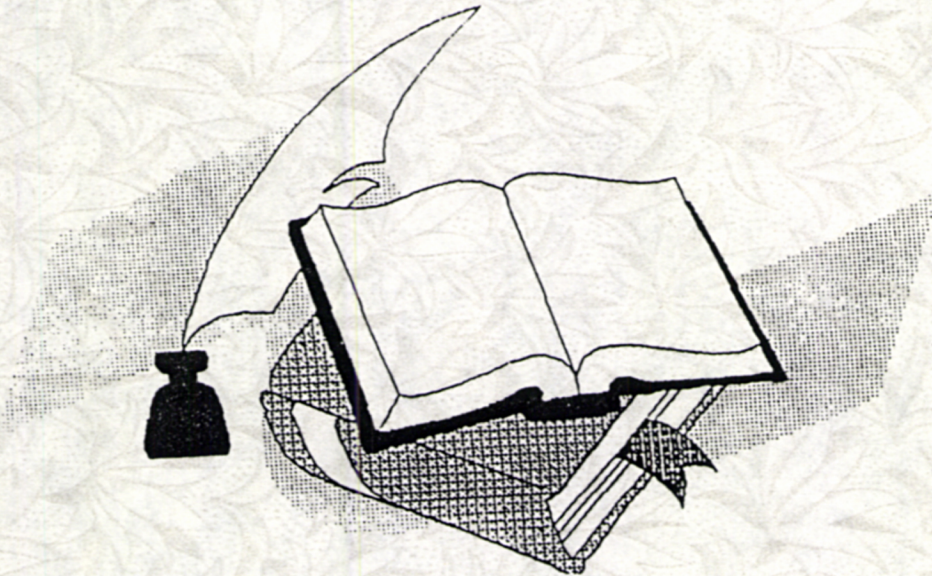
Sentences used in agricultural news

Simple sentences				Compound sentences				Complex sentences				Total No. of words in news	Total No. of sentences in news												
Head	Lead	Body	Total	Head	Lead	Body	Total	Head	Lead	Body	Total														
Total words	No. of sentences	Total words	No. of sentences	Total words	No. of sentences	Total words	No. of sentences	Total words	No. of sentences	Total words	No. of sentences	Total words	No. of sentences												
50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75

Illustration used in agricultural news

Illustration			Space occupied by illustration	Description of illustration	Types of illustrations in agricultural news											
Nil	One	More			Photograph		Drawing		Cartoon		Graph		Chart		Any other	
					Colour	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Colour	B&W
76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92

Chapter Opener Page



VITA

8. VITA

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 of
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 in
AGRICULTURAL EXTENSION
 2005

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