

Content analysis of farm information in selected dailies

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Abstract : The study was conducted to know the extent of coverage of subject matter areas, source of articles, modes of presentation and illustration components of four dailies. The results that higher percentage of articles were from agriculture as scientific articles from University Scientists with less percentage of illustration components. (*Key words :* Content analysis, Farm information, Dailies).

In almost all developmental areas, communication plays the role of a catalytic agent. In rural development, there is nothing more important than the transfer of useful technologies to the farmers who are the real consumers of the information. Print medium is a potent means of communicating farm information to a large number of people simultaneously and quickly. Newspapers are one of the important print media methods which are being used communicating improved farm technologies. For improving the standard of newspapers and other media in order to make them more effective it is essential to conduct evaluation studies. A knowledge about the extent, the newspapers help in disseminating new agricultural technologies will be of much use of the extension workers as well as to administration in charge of agricultural development in planning their communication strategies. Keeping this in view, the study was designed with the following objectives.

To find out the extent of coverage by different subject matter areas in selected dailies.

To analyse the source of article, modes of presentation of articles and illustration components of articles published in selected dailies.

Materials and Methods

In Tamil Nadu, Dinathanthi, Dinamalar, Dinamani, Malaimurasu, Dinakaran are the leading Tamil dailies and The Hindu and Indian Express are the leading English dailies publishing farm information every week on a particular day. The Tamil dailies namely, "Dinathanthi", "Dinamani" and the English daily, "The Hindu" were selected randomly for this study. The dailies namely, "Dinamani", "Dinathanthi", "Dinamalar" and "The Hindu" published the farm information on Mondays, Tuesdays, Wednesdays and Thursdays, respectively. The issues of all the four dailies for the last six months (August '97 to January '98) were selected for content analysis. From the four dailies, 104 issues were subjected to content analysis. The content analysis were carried out in the dimensions of subject matter

coverage, source of articles, modes of presentation and illustration components.

Results and Discussion

Extent of coverage of subject matter

Findings on the extent of coverage of subject matter areas in selected four dailies are presented in Table 1.

It could be observed from the Table 1 that 53.59 per cent of published articles were related to agriculture followed by horticulture (30.02), animal husbandry (6.81) and forestry (4.05). Less number of articles were published in the areas relating to Agricultural engineering, sericulture, fisheries, home science and food science and social sciences. In the selected 4 dailies articles from agriculture occupies first rank followed by horticulture as second rank. This findings are in line with the observations of Muthazhagan (1990).

Source of articles published in the selected dailies.

Source of articles referred to the writers of articles published in the dailies. The results are presented in Table 2.

It could be seen from the Table 2 that more than half of the articles in selected dailies except in Dinamalar were from University Scientist. Regarding total number of articles from 4 dailies also 60.77 per cent were from University scientists followed by Extension Personal with 27.07 per cent. In the daily Dinamalar view from Extension Personnel considered largely compared to other 3 dailies. This may be the reason for more number of articles from Extension Personnel in Dinamalar daily.

Mode of presentation of articles published in the selected dailies

Mode of presentation refers method of presentation of information by the authors.

It could be seen from the Table 3 that in all the four dailies scientific articles occupies first rank

Table 1. Extent of coverage of subject matter areas in the selected dailies

Sl. No.	Subject matter	The Hindu		Dinamani		Dinamalar		Dinathanthi		Total	
		No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%
1.	Agriculture	107	46.3	60	47.2	87	70.2	37	60.7	291	53.54
2.	Horticulture	81	35.1	36	28.3	27	21.8	19	31.1	162	30.02
3.	Animal Husbandry	12	5.2	13	10.3	8	6.5	4	6.6	37	6.81
4.	Agri. Engineering	8	3.5	4	3.1	-	-	-	-	12	2.21
5.	Sericulture	5	2.1	-	-	-	-	-	-	5	0.009
6.	Fisheries	2	0.86	1	0.8	-	-	-	-	3	0.005
7.	Home Science & Food Science	1	0.43	2	1.6	-	-	-	-	3	0.005
8.	Forestry	11	4.8	8	6.3	2	1.5	1	1.6	22	4.05
9.	Social Sciences	-	-	1	0.8	-	-	-	-	1	0.002
10.	Other	4	1.7	2	1.6	-	-	-	-	6	0.01

Table 2. Source of articles published in the selected dailies

Sl. No.	Subject matter	The Hindu		Dinamani		Dinamalar		Dinathanthi		Total	
		No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%
1.	University Scientist	176	76.2	79	62.2	43	34.7	32	52.6	330	60.77
2.	Editor/Reporter	27	11.7	1	0.8	8	6.5	-	-	36	6.63
3.	Extension Personnel	8	3.5	40	31.5	70	56.4	29	47.5	147	27.07
4.	Farmers	-	-	3	2.4	2	1.6	-	-	5	0.009
5.	Voluntary Agencies	-	-	-	-	-	-	-	-	-	-
6.	Input Agencies	3	1.3	-	-	1	0.8	-	-	4	0.007
7.	Others	17	7.3	4	3.1	-	-	-	-	21	3.87

Table 3. Mode of presentation of articles published in the selected dailies

Sl. No.	Subject matter	The Hindu		Dinamani		Dinamalar		Dinathanthi		Total	
		No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%
1.	Popular Article	48	20.8	53	41.7	26	21.0	23	37.7	150	27.62
2.	Scientific Article	174	75.3	61	48.0	63	50.8	23	37.7	321	59.12
3.	Farmer's Experience	-	-	-	-	-	-	-	-	-	-
4.	Question & Answer	-	-	-	-	25	20.2	-	-	25	4.60
5.	News Items	7	3.0	8	6.4	9	7.2	14	23.0	38	6.99
6.	Interview & Feature Article	2	0.9	5	3.9	1	0.8	1	1.6	9	1.66

Table 4. Illustration components of articles published in the selected dailies.

Sl. No.	Subject matter	The Hindu		Dinamani		Dinamalar		Dinathanthi		Total	
		No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%	No. of Articles	%
1.	Articles with photos	107	46.3	17	13.4	25	20.2	4	6.6	153	28.18
2.	Articles with drawings	1	0.43	-	-	5	4.0	1	1.6	7	1.2
3.	Articles with tables	5	2.2	88	69.3	-	-	-	-	90	16.57
4.	No. of black & white photos	107	100	17	100	25	100	3	75.0	152	99.35
5.	No. of colour photos	-	-	-	-	-	-	1	25.0	1	0.65

followed by popular articles. There is a meagre percentage of articles as new items and interview and feature article. There is no single articles in the form of farmer's experience and also same in the case of question and answers except in Dinamalar daily. In Dinamalar 20.20 per cent of articles were as question and answers. The Hindu, the English daily publishes the research findings from the four southern states, that might be the reason for higher number of articles as scientific articles and the modes of farmers experience and question and answers were absent unlike in the Tamil dailies. Even though, the Dinamani, Dinamalar and Dinathanthi published in the local language, there was no articles in the form of farmers' experience. Among the three Tamil dailies, Dinamalar Newspaper only published the replies for farmers' enquiries in the form of question and answer.

This finding is different from that of Muthazhagan (1990).

Illustration components of articles

Illustration components includes, article with photos, article with drawings, article with tables, number of black and white photos and number of colour photos.

From the Table 4, it could be seen that in total only 28.18 per cent of articles were published with photographs. Among the four dailies, The Hindu published more number of articles with photographs. When we take into account published articles with

photographs 99.35 per cent as black and white photographs only.

A meagre percentage of articles were published with tables (16.57%) and drawings (1.2%). This observation deviates from the findings of Vanniyarajan (1996).

Conclusions

From the study, it may be concluded that in the selected four dailies, higher percentage of articles were published from agriculture followed by horticulture with scientific format. There was no single article from farmers and also with less number of photographs. The media person has to include more number of farmers' experience and articles with photographs.

References

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