

## **Content Analysis of Questions Appeared in Farm Magazines**

**G. J. Patel<sup>1</sup>, K. A. Thakkar<sup>2</sup> and B. T. Patel<sup>3</sup>**

### **INTRODUCTION**

Importance of published materials for disseminating new knowledge in agriculture is being realised since last decade. Among different type of printed media, farm magazines occupy a key position and satisfy the curiosity as well as desire for information of the farm people. They have a unique value of presentation can also be used for referring at some other time. Receiving feedback from the message consumer is the another advantage of most farm magazines. Farmers, in the sense have unique advantage of guidance to their farm problems.

Looking to the importance of the feedback of message consumer, it is of high necessity to analyse the questions appeared in farm magazines. The specific objectives of the study were :

- (1) to know the districtwise distribution of the readers asking the questions.
- (ii) to know the major areas and sub-areas of questions.

### **METHODOLOGY**

Three popular Gujarati farm magazines viz., 'KRUSHI GOVIDYA', KRUSHI JIVAN and KRUSHI JAGAT being the oldest farm magazine published by Gujarat Agricultural University from ANAND since 1948, 'KRUSHI JIVAN' being highest circulative farm magazine published by Gujarat State Fertilizer Company Ltd., from VADODARA since 1968 and 'KRUSHI JAGAT' being the new magazine published by Gujarat Co-operative Oilseeds Growers' Federation Ltd., from JUNAGADH since 1990 were selected in order to analyse the questions appeared. All those issues from January '92 to June '94 where in question-answer section was published were selected for the purpose. In all, 22 issues of Krushi Govidya, 16 issues of Krushi Jivan and 26 issues of Krushi Jagat were analysed.

### **RESULTS AND DISCUSSION**

Information regarding districtwise distribution of the questioners is depicted in Table 1.

- 
1. Asstt. Prof., Deptt. of Extn. Edu., ASPEE College of Home Science, G. A.U., S. K. Nagar - 385 506.
  2. Asstt. Extn. Educationist., School of Home Science, ASPEE College of Home Science, G.A.U., S. K. Nagar - 385 506.
  3. The Director of Extn. Edu., G.A.U., Ahmedabad-380 004.

**Table 1 : Districtwise distribution of the questioners**

Sr. No.	Name of District	Krushi Govidya		Krushi Jivan		Krushi Jagat		Total	
		No. of questioners	percen	No. of questioners	percen	No. of questioners	percen	No.of questioners	Per
1.	Mehsana	27	17.20	3	6.67	9	10.98	39	13.73
2.	Kheda	19	12.20	8	17.78	2	2.44	29	10.21
3.	Bhavnagar	17	10.83	8	17.78	9	10.98	34	11.97
4.	Banaskantha	14	8.92	1	2.22	11	13.41	26	9.16
5.	Vododara	11	7.01	1	2.22	0	0	12	4.22
6.	Sabarkantha	9	5.73	2	4.45	9	10.98	20	7.04
7.	Junagadh	9	5.73	4	8.89	15	18.29	28	9.86
8.	Surendranagar	8	5.10	1	2.22	2	2.44	11	3.87
9.	Ahmedabad	7	4.46	1	2.22	5	6.09	13	4.58
10.	Panchmahal	7	4.46	3	6.67	1	1.22	11	3.87
11.	Rajkot	6	3.82	1	2.22	2	2.44	9	3.17
12.	Valsad	5	3.18	0	0	0	0	5	1.76
13.	Bharuch	5	3.18	2	4.44	0	0	7	2.47
14.	Jamnagar	5	3.18	0	0	9	10.98	14	4.93
15.	Surat	3	1.91	4	8.89	0	0	7	2.47
16.	Anreli	3	1.91	4	8.89	6	7.31	13	4.58
17.	Kutch	0	0	0	0	2	2.44	2	0.7
18.	Gandhinagar	0	0	1	2.23	0	0	1	0.35
19.	Other district	2	1.28	1	2.22	0	0	3	1.06
Total		157	100.00	45	100.00	82	100.00	284	100.00

Table 1 show that the farmers of Mehsana district prefer Krushi Govidya for getting solution of their farm problems as highest questioners (17.20 per cent) of Krushi Govidya were from that district. The farmers of Kheda district was next in order (12.10 per cent). The percentage of farmers satisfying their questions through Krushi Govidya from Bhavnagar, Banaskantha and Vadodara were 10.83, 8.92 and 7.01 respectively.

Table further show that highest questions in Krushi Jivan were being asked by the farmers of Kheda district and Bhavnagar district (17.78 per cent each). The questioners of Krushi Jivan from Junagadh, Surat and Amreli district were equal in number (8.89 per cent each).

The farmers of Junagadh district prefer Krushi Jagat as a mean for satisfying their questions as 18.29 per cent questioners of Krushi Jagat were found belonging to Junagadh district. The farmers of Banaskantha were next in order with 13.41 per cent questioners. Nearly 11.00 per cent farmers each from Mehsana, Bhavanagar, Sabarkantha and Jamnagar were found to satisfy their farm problems thorough the Krushi Jagat magazine.

It is, thus, clear from the table that all the three magazines were found to be differ so far as their questioners' residents were concerned. This difference might be due to the fact that they are publishing from different places.

Content of the different questions

was also analysed in order to know the different farming areas and sub-areas in which farmers shows higher interest. The data in this regard are presented in Table 2.

It can be seen from table that in Krushi Govidya, maximum questions were asked in the field of fruit crops (33.16 per cent) followed by field crops (27.14 per cent) and animal husbandry practices (12.56 per cent). Maximum questions in Krushi Jivan (47.92 per cent) and Krushi Jagat (47.56 per cent) were regarding field crops followed by fruit crops. It is interesting to note that farmers now have started to develop their interest in vegetable cultivation also because in all the three magazines, good number of questions were in the field of vegetable cultivation.

Looking the sub-areas of the above stated major areas, it can be said that farmers were still in lack of knowledge regarding plant protection measures in various fruit crops, field crops and vegetable crops. Maximum questions in all the above three areas were of plant protection measures. Second important sub-area was farming systems of various fruit crops, field crops and vegetable crops.

Table further show that Krushi Govidya was only the magazine satisfying the farmers' questions in the field of animal husbandry. The maximum question in this field were of animal shed (40 per cent) followed by cow care (28 per cent). Remianing 20 per cent and 12 per cent questions related to animal husbandry

Table 2 : Area and sub area wise distribution of the questioners

Sr. No.	Name of area and District sub area	Krushi Govidya		Krushi Jivan		Krushi Jagat		Total	
		No. of questioner	%						
1.	Field crops	54	27.14*	23	47.92*	39	47.56*	116	35.25*
	(a) Soil. fertilizers, etc.	13	(24.08)	3	(13.04)	2	(5.13)	18	(15.52)
	(b) seed. Variety, etc.	7	(12.96)	5	(21.74)	5	(12.82)	17	(14.66)
	(c) Plant Protection, etc.	17	(31.48)	8	(34.78)	23	(58.97)	48	(41.37)
	(d) Farming systems, etc.	17	(31.48)	7	(30.44)	9	(23.08)	33	(28.45)
2.	Fruit crops	66	33.16*	9	18.75*	24	29.27*	99	39.09*
	(a) Seed. variety, etc.	13	(19.70)	4	(44.45)	3	(12.50)	20	(20.20)
	(b) Plant protection, etc.	28	(42.42)	5	(55.55)	13	(54.17)	46	(46.47)
	(c) Farming systems, etc.	25	(37.88)	0	(00.00)	8	(33.33)	33	(33.33)
3.	Vegetable crops	21	10.55*	9	18.75*	8	9.75*	38	11.55*
	(a) Seed, variety, etc.	3	(14.28)	3	(33.33)	1	(12.50)	7	(18.42)
	(b) Plant protection, etc.	8	(38.10)	4	(44.45)	7	(87.50)	19	(50.00)
	(c) Farming systems, etc.	10	(47.62)	2	(22.22)	0	(00.00)	12	(31.58)
4.	Animal Husbandry	25	12.56*	-	-	-	-	25	7.60*
	(a) Cow	7	(28.00)	-	-	-	-	7	(28.00)
	(b) Buffalo	5	(20.00)	-	-	-	-	5	(20.00)
	(c) Goat. Ship, etc.	3	(12.00)	-	-	-	-	3	(12.00)
	(d) Animal shed, etc.	10	(40.00)	-	-	-	-	10	(40.00)
5	Forest Plants	12	6.03*	-	-	-	-	12	3.65*

Sr. No.	Name of areand District sub area	Krushi Govidya		Krushi Jivan		Krushi Jagat		Total	
		No. of questioner	%	No. of questioner	%	No. of questioner	%	No.of questioner	%
6.	Flower Plants	5	2.51	-	-	-	-	5	1.52*
7.	Equipments/Instrumets etc.	6	3.02*	4	8.33*	2	2.44*	12	3.65*
8.	Others	10	5.03*	3	6.25*	9	10.98*	22	6.69*
	Grand total	199	100.00	48	100.00	82	100.00	329	100.00

\* Percentage to the total questions in the respective magazines. Figures in parentheses indicate the Percentage to total questions in th respective area

practices were of buffalo care and goat/sheep care respectively.

### CONCLUSIONS

- (1) All the three magazines viz. Krushi Govidya, Krushi Jivan and Krushi Jagat received highest feedback from the farmers of Mehsana, Bhavnagar & Kheda and Junagadh district respectively.
- (2) Field crops, fruit crops and vegetable crops were the important farming areas where in maximum questions were being asked by the questioners.
- (3) Maximum questions in field crops, fruits crops and vegetable crops were of plant protection measures.

(4) Question regarding animal husbandry was found to be asked only in Krushi Govidya magazine. Maximum questions in this field was of animal shed.

### IMPLICATION

As is discussed above, field crops, fruit crops and vegetable crops are the major areas in which maximum respondents seeks guidance. It is for the publisher's of the magazines that they should give priority to the articles on the above areas. The extension agencies should also give the weightage to the above area in the process of their message dissemination.

#### SELF

S	:	Sociable attitude
E	:	Enjoy helping
L	:	Listen to others
F	:	Faith in people

#### ENDURE

E	:	Energy
N	:	No fear
D	:	Duty
U	:	Uplift abilities
R	:	Responsibility
E	:	Exercise