

A Study on Preferences, Expectations and Suggestions of the Farmers regarding News Papers

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INTRODUCTION

Farmers like other human beings are anxious. They too, want to know what is happening or has happened in places far and near. They have desire for information because they want to have a better knowledge of the world around them.

Among various mass media, news papers occupy a key position and satisfy the curiosity and desire for information. News paper, as a printed mass media, because of its ability to go into more detail and to explain complex issues, may have more influence on public opinion. It is, therefore, content of news paper must be related to the needs and interest of the society. Bhati (1980) reported that rice, wheat and sugarcane were the major crops covered in agricultural news published in four popular Hindi dailies. Among animal related news maximum emphasis was given on cows and fisheries. It has also been seen that most of the news items were of state and district level importance. Since in our country 70 per cent of the population is dependent on agriculture, it becomes obvious, that news paper should pay due attention to this section also. With a view to analyse these, present study was undertaken with following objectives :

1. To study the preferences given by the farmers, while reading news paper.

2. To know the expectations of information of the farmers on various areas to be published in news paper.
3. To collect suggestions of the farmers regarding news paper publication.

METHODOLOGY

The study was conducted in five villages viz., Navli, Mogri, Mogar, Jitodia and Gana of Anand taluka of Kheda district, Gujarat State. Simple random sampling technique was adopted for the study. From each selected village, fifteen farmers thus, total 60 farmers were randomly selected for the study. The data were collected through a structured interview schedule. To measure the preferences, expectations and suggestions of the farmers, the responses were recorded on four-point continuum viz., most important, important, less important and not important with scores of 3, 2, 1 and 0, respectively.

RESULTS AND DISCUSSION

Looking to the wide interest of news paper readers, various types of information are published by news paper agencies. Out of these, some of the information is preferred to read by particular types of readers, while some of them are not. It is therefore, in this study, information on preferences given by the farmers, while reading news paper, was collected and presented in Table 1.

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Table 1. Preferences given by farmers while reading news paper.

(N = 60)

Sr. No.	Item	Mean score	Rank
1.	Agriculture	2.80	I
2.	Animal husbandry	1.95	III
3.	Horticulture	1.25	VII
4.	Poultry	0.55	IX
5.	Fisheries	0.10	XI
6.	Shares and commerce	0.30	X
7.	Sports	1.35	VI
8.	Politics	0.90	VIII
9.	Weather reports	2.50	II
10.	General news	1.60	V
11.	Columns of famous writers	1.70	IV

The data presented in Table 1 reveal that, preference given by farmers, while reading news paper were agriculture (rank I), weather report (rank II), animal husbandry (rank III), columns of famous writers (rank IV), general news (rank V), sports reports (rank VI), horticultural information (rank VII), politics (rank VIII), poultry (rank IX), shares and commerce reports (rank X) and information on fisheries (rank XI) in descending order.

Thus, it is interesting to know that farmers, because of their keen interest in improvement of their farming occupation. They might have given prior preferences to read the informations related to their farming occupation.

To know the expectations about the information of the farmers on various areas to be published in news paper :

With a view to give more weightage for publication in news paper on highly

expected areas by the farmers, their expectations on various areas like agriculture, animal husbandry and horticulture were collected and presented in Table 2.

Table 2 clearly indicates that, in the field of agriculture areas expected by the farmers for publication in news papers, in descending order, were information on improved varieties of different crops (rank I), plant protection (rank II), experiences of successful farmers (rank III), irrigation (rank IV), sources of inputs (rank V), marketing (rank VI), non-conventional crops for their area (rank VII), loan and subsidy (rank VIII), sources of training and information (rank IX), weather reports (rank X), exciting but useful news (rank XI), various schemes of Government (rank XII) and storage methods (rank XIII).

Whereas, in case of the field of animal husbandry, information on improved breeds of buffalo (rank I), animal care and management (rank II), artificial insemina-

Table 2. The Expectations about the Information of the Farmers on various Areas to be Published in News Paper.

(N = 60)

Sr. No.	Item	Mean score	Rank
(A) AGRICULTURE:			+
1.	Improved varieties	3.00	I
2.	Plant protection	2.80	II
3.	Irrigation	2.55	IV
4.	Sources of inputs	2.50	V
5.	Loan and subsidy	2.05	VIII
6.	Marketing	2.25	VI
7.	Weather	1.90	X
8.	Schemes of Government	1.75	XII
9.	Storage methods	1.55	XIII
10.	Exciting and useful news	1.80	XI
11.	Experiences of successful farmers	2.60	III
12.	Non-conventional crops for their area	2.15	VII
13.	Information on training and information centres	1.95	IX
(B) ANIMAL HUSBANDRY :			
1.	Improved buffalo breeds	2.25	I
2.	Cross breeds cows	1.35	VII
3.	Animal care and management	1.85	II
4.	Animal nutrition	1.65	IV
5.	Artificial insemination	1.70	III
6.	Activities of co-operatives	1.25	VIII
7.	Animal vaccination	1.50	V
8.	Fodder grasses	1.45	VI
(C) HORTICULTURE :			
1.	Improved varieties of horticultural crops	1.70	IV
2.	Plant protection in horticulture	2.00	II
3.	Drip irrigation	1.05	VII
4.	Fruits-vegetable preservation	1.50	V
5.	Marketing	1.95	III
6.	Cultivation of vegetables	2.10	I
7.	Cultivation of flowers	1.25	VI

tion (rank III), animal nutrition (rank IV), animal vaccination (rank V), fodder grasses (rank VI), cross breeds of cows (rank VII) and activities of co-operative dairies (rank VIII) were expected to be published in news papers by the farmers in descending order.

The data presented in Table 2 also indicate that in the field of horticulture, information on cultivation of vegetable crops (rank I), plant protection in horticultural crops (rank II), marketing (rank III), improved varieties of horticultural crops (rank IV), fruits and vegetable preservation (rank V), cultivation of flowers (rank VI) and drip irrigation (rank VII) were expected to be published in news papers by the farmers, in descending order.

To collect suggestions of the farmers regarding news paper publication.

Table 3 clearly indicated that, sugges-

tions offered by the farmers regarding news paper publication for farmers were timely information (rank I), special issue (weekly or fortnightly) on agriculture should be published (rank II), more articles should be published on the real experiences of successful farmers with their names and addresses (rank III), use market names in place of technical names for pesticides and other chemicals (rank IV), instead of number of kgs of N:P:K for any crop, information on number of kgs of urea, D.A.P., potash etc., should be given for fertilizer application (rank V), illustrations or colour pictures should be used (rank VI), motivational articles, for Govt. officials to give better response to the farmers while their visits, should be published (rank VII) and each of the day of a week should be devoted for the publication of a column on agriculture, animal husbandry, horticulture, vegetable cultivation, poultry, fisheries and general information on

Table 3. Suggestions of the Farmers regarding News Paper Publication.

(N = 60)			
Sr. No.	Item	Mean score	Rank
1.	Timely information	2.75	I
2.	Special weekly and fortnightly issue on agriculture	2.65	II
3.	Articles on real expereinces of successful farmers	2.45	III
4.	Use of market names in place of technical names for pesticides and chemicals	2.30	IV
5.	Fertilizer doses in form of urea, DAP, potash etc. in place of N:P:K	2.25	V
6.	Illustrations or colour picture	2.20	VI
7.	Motivational articles for Govt. officials	2.15	VII
8.	A special column on farmers related subjects for each of the day of week	2.10	VIII

farmers development (rank VIII) in descending order.

CONCLUSION

It could be concluded that preference given by farmers while reading news paper were agriculture, weather reports and animal husbandry.

In the field of agriculture, information on improved varieties, plant protection, experiences of successful farmers, irrigation and sources of inputs were highly expected areas to be published in news

papers by the farmers. Whereas, in the field of animal husbandry, information on improved breeds of buffalo, animal care and management, artificial insemination, animal nutrition and vaccination were highly expected fields to be published in news papers by the farmers. In case of horticulture, cultivation of vegetable crops, plant protection, marketing, improved varieties and fruits and vegetable preservation were highly expected areas to be published in news paper by the farmers.

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