

A study on content analysis of english rural magazines

Mass media has an important role to play in disseminating scientific truth and knowledge among masses. Effectiveness of any media depends on its ability to disseminate the message properly so that it is understood, readily accepted and thus facilitated in adoption of the practices. The farm magazines could be made more effective through need based content, proper writing and appropriate usage of cover page, illustrations and contents of format. Berelson (1952) stated that content analysis is a method of studying and analyzing communications in a systematic, objective and quantitative manner to measure variables. There are several farm magazines being published from various organizations. Only very few attempts have been made on content coverage extent, readability formats or impact of these columns. In this study, content analysis was considered as a method of studying the content of communication in order to assess the standard and utility value of the content of the magazine. Hence, the present study was conducted to know the extent of coverage of different categories under various subject matter areas and to measure the readability of articles in the selected magazines.

The content analysis of four selected English magazines was done by analyzing the contents of two year issues. All the issues of 2012 and 2013 of the four magazines namely - LEISA India, Bhoomi and Vatika were taken. Since Kissan World is monthly publication, only the issues of the year 2012 were considered for the study. The publication from January to December of the year was considered since it encompasses all the four seasons of agriculture. Thus the total numbers of issues selected for the study were 36. The contents in the articles were broadly categorized into different categories. Extension education, human development and family studies, clothing and textile, family resource management, food science and nutrition, horticulture, environmental sciences, economics, agricultural crops, medicinal plants, animal husbandry,

sericulture, aquaculture, apiculture, water management, advertisement, general information. The readability index developed by Flesh (1948) was used in the study. Reading ease formula of Flesh (1948).

$$R.E. = 206.835 - 0.846 (W.L.) - 1.015 (S.L.)$$

Where,

WL= Word Length

SL= Sentence Length

$$WL = \frac{\text{Total number of syllables in the sample}}{\text{Total number of words in the sample}} \times 100$$

$$SL = \frac{\text{Total number of words in the sample}}{\text{Total number of sentences in the sample}}$$

The results of the study indicated that in Kissan World magazine, out of 331 published articles, general information category constituted 15.10 per cent of articles followed by agricultural crops (14.20%), food and nutrition (11.20%) and economics (10.90%) category (Table 1). The reason might be the common need for daily general information's all over the region. Further the magazine gave second importance to 'Agricultural Crops' category of articles. The areas under agriculture is more in the state and majority of the farmers depend on the cultivation of agricultural crops as agriculture is the main source of livelihood in the rural area and Kissan World is known to be agriculture related magazine.

In LEISA India magazine, out of 123 published articles, twenty two per cent of the articles were devoted to agricultural crops category followed by extension education (17.90%), environmental science (13%) and general information (11.40%)

Table 1. Prioritization of the categories under the four english rural magazines

Sl. No.	Categories	Kissan World		LEISA India		Vatika		Bhoomi	
		% (N= 331)	Rank	% (N=123)	Rank	% (N= 135)	Rank	% (N= 214)	Rank
1.	Extension Education	7.55	5	17.90	2	0.00	0	12.60	3
2.	Child Development and Family Relations	2.11	9	0.81	10	0.74	9	5.61	5
3.	Clothing and Textile	0.00	0	0.00	0	0.74	9	2.80	8
4.	Family Resource Management	0.30	11	0.81	10	0.74	9	5.14	6
5.	Food and Nutrition	11.20	3	2.44	8	8.89	5	14.50	2
6.	Horticulture	6.95	6	3.25	7	31.10	1	5.14	6
7.	Environmental Science	7.55	5	13.00	3	5.19	6	24.80	1
8.	Economics	10.90	4	4.88	6	1.48	8	4.21	7
9.	Agricultural crops	14.20	2	22.0	1	11.10	3	5.61	5
10.	Medicinal plants	5.14	7	1.63	9	9.63	4	1.40	10
11.	Animal Husbandry	1.81	10	0.81	10	0.00	0	0.47	11
12.	Sericulture	2.72	8	0.00	0	0.74	9	0.00	0
13.	Aquaculture	1.81	10	1.63	9	1.48	8	1.87	9
14.	Apiculture	0.00	0	7.32	5	0.74	9	0.47	11
15.	Water Management	7.55	5	4.88	6	5.19	6	1.87	9
16.	Advertisement	5.14	7	7.32	5	3.70	7	4.21	7
17.	General Information	15.10	1	11.40	4	18.50	2	9.35	4
Total		100.00		100.00		100.00		100.00	

category (Table 1). Extension Education covered information on various welfare and developmental aspects, social issues, women empowerment and implementation of various welfare and developmental schemes for the benefit of vulnerable groups, backward and poor people. It is mainly to provide technical education in informal manner to common people so that one can make use of it in their practical situation. Thus more number of articles on extension education is needed to transfer information effectively from lab to land, hence it occupied the second important place.

Out of 135 articles published in Vatika magazine, maximum number of articles (31.10 %) was on horticulture, second highest was on general information category (18.50%), third highest on agricultural crops (11.10 %) and fourth highest on medicinal plants (9.63 %) categories (Table 1). 'Horticulture' related category occupied more number of articles. It may be due to high cash value and profitability of plantation crops. Moreover, it requires similar kind of information as agricultural crops for maximizing the profits, also the magazine is brought out by horticulture professionals.

In Bhoomi magazine, out of 214 published articles, magazine provided highest articles (24.80%) for environmental science while food and nutrition (14.50%) attained second rank and extension education (12.60%) attained third rank categories (Table 1). Magazine provided fewer articles on medicinal plants, animal husbandry and apiculture. 'Environmental Science' is gaining importance nowadays, due to which it is becoming a

mandatory course even in schools as the living beings and environment is interdependent.

Readability plays a vital role in effectiveness of printed literature. Sometimes the farmers may find the reading material difficult to read and understand, not because the concepts are too difficult but simply because of the complexity of the language in which concepts are presented, Bormuth (1966). The readability of articles published was measured and it was observed that maximum number of articles was found to be in difficult category in 'LEISA India' (50%) and 'Vatika' (35%) magazines, whereas, in 'Kissan World' magazine majority (28.30%) of the articles was found to be in standard category and in 'Bhoomi' magazine maximum (37.50%) number of articles fell in fairly difficult category (Table 2). The findings implied that all the four magazines contained articles which are readable by higher education level people. The findings of the study are similar with the findings of Lahiri and Mukhopadhyay (2011).

If the rural magazine is to be of practical use to its readers, it should be written so as to fit into the level of education of the readers. The clientele of magazines in reading rural magazines includes all types of readers, whose educational level varies. Since the magazines are in English and not in regional language, they might not have the primary intention of targeting the farming community but may be for the dissemination of various information to the technicians in the field. Thus the suitability of the level of difficulty can be justified.

Table 2. Distribution of articles published in the selected magazines based on readability index

Category	Kissan World		LEISA India		Vatika		Bhoomi		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Very easy	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Easy	2	3.40	0	0.00	1	2.50	0	0.00	3	1.70
Fairly easy	6	10.00	0	0.00	2	5.00	1	2.50	9	5.00
Standard	17	28.30	5	12.50	6	15.00	11	27.50	39	21.70
Fairly difficult	12	20.00	8	20.00	9	22.50	15	37.50	44	24.40
Difficult	15	25.00	20	50.00	14	35.00	12	30.00	61	33.90
Very difficult	8	13.30	7	17.50	8	20.00	1	2.50	24	13.30
Total	60	100.00	40	100.00	40	100.00	40	100.00	180	100.00

Department of Extension and Communication Management
College of Rural Home Science
University of Agricultural Sciences, Dharwad-580 005, Karnataka, India
E-mail: nora.shalomey@gmail.com

NORA SHALOMEY D. SANGMA
D. A. NITHYASHREE

(Received: July, 2015 ; Accepted: July, 2016)

References

- Berelson, B., 1952, Content Analysis in Communication Research, Free Press, New York.
- Bormuth, J. R., 1966, Readability: A new approach. *Reading Res. Quarterly*, 1(3):79-131.
- Flesch, R., 1948, Readability yardstick. *J. Applied Psychology*, 32(3): 221-233.
- Lahiri, B. and Mukhopadhyay, S. D., 2011, Content analysis of farm information communicated through selected newspapers. *J. Global Communication*, 4(1): 33-43.