



REVIEW ARTICLE

TEXTURAL CHARACTERISTICS OF HORTICULTURAL INFORMATION PUBLISHED  
IN AGROWON

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ABSTRACT

The extension services needs a strong media support to cover widely placed farming population. Radio, television and printed material are the powerful tools in multidimensional transformation of horticultural information for the benefit of farmers. Among the various mass media used in a country like India, newspaper occupies a place of prominence because of its low cost per copy, wide circulation and variety of contents. Along with non-horticultural information, horticultural information is also published and read by the extension personnel's, farmers, scientists and rural people. Majority (87.75%) of newspaper space was allotted to the agricultural information as against about (5.21%) for horticultural information . news story topped (20.89 %), and followed by photo news on farming (16.30%), regular agricultural features (13.42%), editorial on farming (09.74%), agricultural articles (08.80 %), and Any others (07.90 %).

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INTRODUCTION

Agriculture is a back bone of Indian economy. About 65 to 68 per cent population of the country depends upon agriculture. The contributory share of agriculture in gross domestic product at present is only 13.7 per cent as a result the share of agriculture in national income has come down. Still about 23.52 per cent rural population of the country lives in very poor socio-economic conditions (Anonymous, 2016). There are many changes of improvement in the socio-economic conditions by educating the rural people and farmers. For this agricultural education is need of an hour. This is possible through communicating farm technologies by means of various media like formal and informal education i.e. extension programme and methods like group contact, individual contact, mass contact, meetings, campaign etc. Communication is a core process of social and economic change. In a country like India where rapid social transformation is taking place, the role of communication can hardly be over emphasized. This is more so in the field of agriculture where in the process needs to be accelerated quickly and effectively to communicate millions of farmers living in the remote villages. So that they may keep pace with the fast changing agricultural technologies.

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The Sakal group of newspaper has lunched Agrowon the first ever Marathi daily completely devoted to agricultural in 19th April 2005. Agrowon includes latest news and views and about agriculture, The Indian media are booming on all the fronts print, electronic and web journalism (Vanita Kohli, 2003). All this owes its credit to globalization and economic reforms ushered into during 1991-1996. The thrust and impetus the economic reforms and globalization received, both before 1991-1996 and after, resulted in the reformatting of the newspapers, especially the print media, which not only increased their number of pages but also began to issue special supplements each day under different categories gender-wise (women's page), subject-wise (Education, Employment or Opportunities, Finance/investment, Health, Youth page, Matrimonials, Classifieds, etc.). The present study conducted with following specific objectives:

- Study the space allotted by horticultural information published in Agrowon. Identify the different types and forms of presentation of horticultural information.
- Study the textural characteristics of horticultural information appeared in Agrowon.

MATERIALS AND METHODS

Daily Agrowon is the one of the renowned Marathi daily horticultural information newspapers in Aurangabad edition of Maharashtra. In recent years it has grown to become the largest

Marathi newspaper in the Aurangabad edition with a circulation of over 86,000 copies per day with edition from Aurangabad, Pune, Mumbai, Solapur, Nagpur, Kolhapur, and Nasik.

**Textural characteristics of horticultural information published in Agrowon:** The data regarding the horticultural information appeared on various pages of newspaper represented.

**Table 1. Content of horticultural information published in 'Agrowon'**

| Sr. No. | Forms of presentation of horticultural information | Total space covered in column cm <sup>2</sup> | % space covered to total newspaper space | % space covered out of space allotted to horti. information |
|---------|--|---|--|---|
| 1       | Horticultural information                          | 80418.5                                       | 05.21                                    | 22.31   |
| 2       | News story   | 71950.7                                       | 20.89                                    | 19.96   |
| 3       | Regular agricultural features                      | 58196.2                                       | 13.42                                    | 16.14   |
| 4       | Agricultural articles                              | 69078.2                                       | 08.80                                    | 19.16   |
| 5       | Letters to the editor on agricultural information  | 15104.5                                       | 06.49                                    | 04.19   |
| 6       | Editorial on farming                               | 28233.9                                       | 09.74                                    | 07.83   |
| 7       | Photo – news on farming                            | 13561.3                                       | 16.30                                    | 03.76   |
| 8       | Any other  | 23902.3                                       | 07.90                                    | 6.63  |
|         | Total  | 360445  | 87.75                                    | 99.98   |

**Table 2. Horticultural information appeared on various pages of 'Agrowon'**

| Page No. | Frequency of horticultural information | Per cent |
|----------|--|----------|
| 1        | 17                                     | 5.96     |
| 2        | 16                                     | 5.61     |
| 3        | 20                                     | 7.01     |
| 4        | 15                                     | 5.26     |
| 5        | 09                                     | 3.15     |
| 6        | 15                                     | 5.26     |
| 7        | 12                                     | 4.21     |
| 8        | 22                                     | 7.71     |
| 9        | 13                                     | 4.56     |
| 10       | 45                                     | 15.78    |
| 11       | 36                                     | 12.63    |
| 12       | 17                                     | 5.96     |
| 13       | 39                                     | 13.68    |
| 14       | 05                                     | 1.75     |
| 15       | 04                                     | 1.40     |
| 16       | 00                                     | 00.0     |
| Total    | 285                                    | 99.93    |

The selection of 'Agrowon' newspapers issue was done for the period, January 1, 2016 to December 31, 2016. This one year period was selected for the study. About 52 Monday issues was selected randomly by lottery method and studied from 1 January, 2016 to 31 December, 2016. It was considered on the basis of horticultural information appeared in every day.

#### Content of horticultural information published in Agrowon

The aggregate column length in centimetres occupied by different form of horticultural information measured, calculated and presented. Table indicated that 87.75 per cent newspaper space was allotted to the agricultural information as against about 05.21 per cent space of horticultural information. The space allotted to horticultural information was less. This clears that newspaper under reference covers mostly non-horticulture matters. Space provided for the horticultural information 22.31 per cent. And 19.96 per cent was covered by news story followed by agricultural articles 19.16 per cent, regular agricultural features 16.14 per cent, editorial on farming 07.83 per cent, letters to the editor on agricultural information 04.19 per cent, and photo-news on farming 03.76 per cent. This clearly shows that the newspaper under reference covers mostly agriculture matters. The Agrowon is published in Marathi language and it reads more rural people than the urban people. Rural newspaper may over all be the rural and horticultural matters for the benefit of the rural people. Therefore, rural based newspaper for the rural readers is a need of the day as pointed out by Mohanty (1983).

The data presented in shows that most of the horticultural information printed on page number 10 (15.78%), 13 (13.68%), 11 (12.63%), 8(7.71 %) and 3(7.01 %). Even the back or last page is important because it catches the attention of the readers. Page number 16, no horticultural information was appeared. Because page number 16 appeared on political news. This is shows that more importance was given to horticultural information. Jadhav M.C. and Shinde S.B. (2012), Pulate, S.L. (2012) and Pavan, K. (2016).

#### Conclusions

Most of the horticultural information printed on page number 10 (15.78%), 13 (13.68%), 11 (12.63%), 8 (7.71 %) and 3 (7.01 %). Most of the horticultural information i.e. 84.6 per cent was on page number 10, 13, 11, 8 and 3.

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