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Sarika Pulate
Assistant Professor,
Department of Agricultural
Extension and
Communication, College of
Agricultural Biotechnology,
Loni, Maharashtra, India

Dr. Sawandkar Dipali
Junior Research Assistant
Department of Agricultural
Extension and
Communication, Parbhani,
Maharashtra, India

Kadaskar Nikita
Lecturer, Department of
Agricultural Extension and
Communication, IADS, Loni
Maharashtra, India

Corresponding Author:
Sarika Pulate
Assistant Professor,
Department of Agricultural
Extension and
Communication, College of
Agricultural Biotechnology,
Loni, Maharashtra, India

Content analysis of types of animal husbandry information appeared in Marathi newspaper Agrowon

Sarika Pulate, Sawandkar Dipali and Kadaskar Nikita

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Abstract

Most of farmers who read newspapers are interested in reading about farming-related topics. Newspapers can therefore be a useful tool for educating farmers about technology. As a result, there is potential for agricultural information to be published in regional newspapers. Investigating the study of covering of different agricultural areas is crucial, with a focus on horticulture and a range of sources for farm information. Therefore, the Agrowon daily is focused on rural areas and is regarded by farmers as a valuable source of knowledge on agricultural technology. The study of different agricultural and horticultural areas, the illustrations used in horticulture information, and the sources for articles in the Agrowon newspaper are the focus of the current research. A selection of the Agrowon newspaper's editions from June 1, 2008, to May 31, 2011 was taken into consideration for the purpose of the research. For the study, 122 newspapers were chosen at randomness. Both percentages and frequencies were used to convey the information.

About 64.78 percent of Agrowon's publication was allocated to agricultural and horticultural content, while 24.04 percent was allocated to non-agricultural content. About 4.66% of advertisements were about agriculture and horticulture, and 6.52% were about non-agriculture. In terms of agricultural information, other information related to agriculture came in first (72.21%), followed by crop husbandry (13.55%), animal husbandry (10.15%), and agricultural policy (4.06%). The most prevalent four categories were general marketing (21.09%), cash crops (37.97%), animal husbandry general information (29.18%), and agricultural policies finance and insurance (70.54%). About 85% of agricultural advise generally contains details about growing crops technologies.

Keywords: Agrowon, content analysis, types of crop information, newspaper

Introduction

Most of farmers who read newspapers have a curiosity in reading about farming-related topics. Newspapers can therefore be a useful tool for educating farmers about technologies. Newspapers in local languages have the potential to provide agricultural-related data (Kalantri *et al.*, 1991) [3]. Examining the extent of the analysis of different agricultural data is crucial. Print media, out of all the mainstream media, are crucial in helping rural communities learn about farms. Newspapers serve a special function in print media since most farmers who read them have a curiosity in reading about farming. On April 19, 2005, the Sakal group of newspapers launched Agrowon, the first Marathi daily exclusively focused on agriculture.

The most recent agricultural reports and views, political coverage that impacts farmers' social and economic lives, growth at the national, international, and state levels, farmer achievements, research and development, and new proposals on processing agricultural produce, market rates and trends, weather forecasting, and consumers are all included in Agrowon. In addition, Agowon includes a number of Central and State Government programs, agricultural science and technology, agricultural goods exports, and trade facilities and processes.

When it comes to revising and providing farm data for farmers' advantage, this kind of study is believed to be very beneficial to authors, farm authors from State Agricultural Universities, Research Institutions, Developmental Divisions of Government, NGO's, and progressive farmers. The findings of the research will be helpful in enhancing the printed farm material's physical composition. The Maharashtra and Indian governments are placing a strong focus on horticultural growth initiatives.

Therefore, government extension organizations will benefit from the results of the current study, which places a greater focus on content analysis of agricultural data for placing greater emphasis on the information supply in areas that are not as well-known and on areas that farmers have requested in accordance with perceived needs.

Materials and Methods

Among the most well-known farms is Agrowon, and the Agrowon daily newspaper was specifically chosen for the purpose of the research. The sample size used in the study was approximately 122 newspapers, which were chosen at random from the 3 years of June 1st, 2008 to May 31st, 2011. First, every newspaper issue was carefully examined, and the overall frequency and space addressed by information and advertisements (agricultural, horticultural, and non-agricultural) as well as the time covered by horticultural articles (fruits, vegetables, flowers, spices, and aromatic and medicinal crops) were measured in square centimeters. The figures are presented in terms of percentages and frequencies for easy comparison and to make significant inferences.

- **Content analysis of the information:** It is a technique for both observation and interaction analysis. It is a flexible research method for both social science and human communication studies. Where conclusions can be drawn by methodical, scientific analysis of information collected from archival documents.
- **Content analysis of agricultural information:** It relates to the classification of large and sub major agricultural regions from the article, the recognition of agricultural and nonagricultural data, and the classification of important farming and related areas in the newspaper.
- **Animal husbandry:** The handling and care of cows, buffalo, sheep, goats, poultry, other birds, fisheries, agricultural mechanization, processing, and marketing are all included in this category.

Results and Discussion

Articles published on Agricultural information in Agrowon newspaper

Based on the various regions, the agricultural data was divided into various categories. The frequencies of each category were calculated and are shown in the table.

Table 1: Distribution of articles published on agricultural information in Agrowon newspaper

SL. No.	Type of agricultural articles	Frequency (N=2760)	Per cent
1.	Crop husbandry	374	13.55
2.	Animal husbandry	281	10.18
3.	Agricultural policies	112	04.06
4.	Other agricultural articles	1993	72.21
	Total	2760	100.00

It was noted that, of all the farm-related data published in the Agrowon daily, other agricultural items accounted for the largest percentage (66.70 percent). Crop husbandry was the second most common sort of agricultural information (Mahajan SK *et al*, 2023) ^[9], with Agrowon accounting for nearly one-seventh (13.55%) of all agricultural information. Animal husbandry received a somewhat low weight (10.18 percent). This indicates that agricultural management was given greater weight. Only 4.06 percent of the content was about agricultural policies.

Types of animal husbandry information appeared in Marathi newspaper Agrowon

Based on the kind of animal, the data on animal husbandry was divided into several divisions. The information about animal husbandry that was published in the Agrowon newspaper is displayed in the following table. It includes information about cows, buffalo, sheep, goats, poultry, other birds, fisheries, general information, and other topics.

It was noted that, out of all the animal husbandry material in the Agrowon newspaper, overall content accounted for the largest percentage (29.18%). According to the table, broad information was followed by cows (16.73%), then additional articles about animal husbandry that covered topics including beekeeping, pigs, rabbits, dogs, and other topics (11.74%). Fishing (5.69 percent), sheep (4.63%), goat (7.47 percent), buffalo (11.39%), and poultry (10.68 percent) came next. The table showed that the most frequently asked questions about cattle was handling and care (12.45%), followed by agricultural mechanization (2.14%). However, PHT and marketing (1.07 percent) were not as well covered. Care and management came in first among buffalo (8.18%), followed by marketing (2.14%). There were no studies on PHT, and the region covered for farm mechanization was lower (1.07%). Only the care and management data (4.63%) was provided to the sheep.

Table 2: Types of animal husbandry information appeared in the Marathi newspaper Agrowon

Sl. No.	Types of animal husbandry information	Frequency (N=281)				
		Care and management	Farm mechanization	PHT	Marketing	Total
1.	Cow	35 (12.45)	6(2.14)	03(1.07)	03(1.07)	47(16.73)
2.	Buffalo	23(8.18)	03(1.07)	-	06(2.14)	32(11.39)
3.	Sheep	13(4.63)	-	-	-	13(4.63)
4.	Goat	19(6.76)	-	-	02(0.71)	21(7.47)
5.	Poultry	25(8.90)	03(1.07)	-	02(0.71)	30(10.68)
6.	Other birds	07(2.49)	-	-	-	7(2.49)
7.	Fishery	11(3.91)	-	02(0.71)	03(1.07)	16(5.69)
8.	General	42(14.95)	18(6.40)	07(2.49)	15(5.34)	82(29.18)
9.	Other(Beekeeping, Pig, Rabbit, Dog, Miscellaneous)	24(8.54)	04(1.42)	01(0.35)	04(1.42)	33(11.74)
	Total	199(70.82)	34(12.10)	13(4.63)	35(12.45)	281(100.00)

Figures in the parentheses indicate percentage

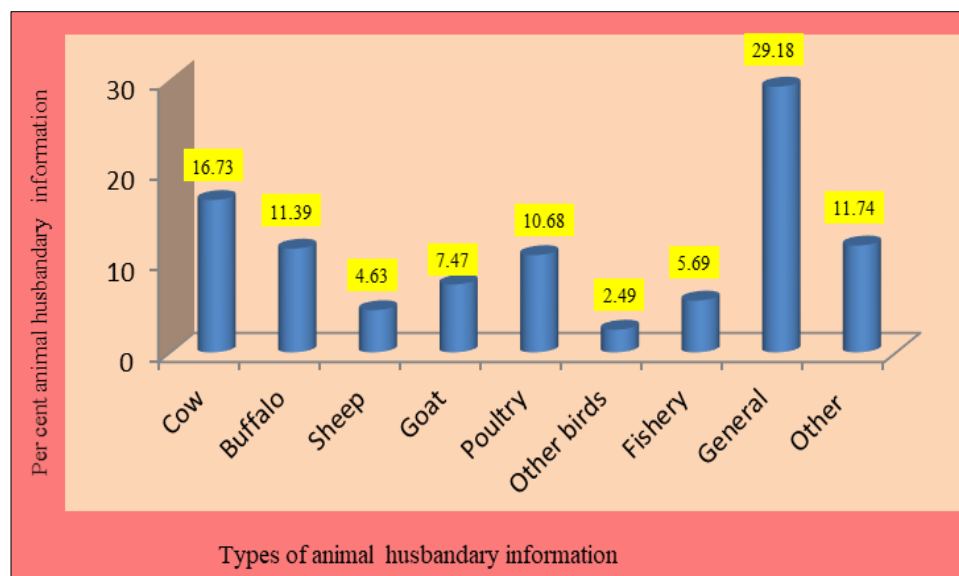


Fig 1: Types of animal husbandry information

In goats, the most common knowledge was about marketing (0.71%) and care and management (6.76%). Other places, however, were not covered. Knowledge about management & treatment was most prevalent in poultry (8.90%). Less attention was paid to advertising (0.71%) and the automation of agriculture (1.07%). Only information on handling and treatment was provided for the other birds, such as emus and ducks (2.49 percent); data on other articles was not seen in Agrowon, thus there is room for further articles in this area. Caring and management came the first place among fisheries (3.91 percent). There was very little treatment of other topics, such as farm automation, processing, and marketing. Animal care and management accounted for the highest percentage of general data (14.95%), followed by agricultural machinery (6.40%), marketing (5.34%), and processing (2.49%).

According to other data, management and care rank highest (8.54 percent), followed by marketing and agriculture mechanization (1.42 percent). As well as processing (0.35%). The results indicate that publications pertaining to processing and agriculture mechanization require more focus. The results are somewhat consistent with those of Abdullah (2000) ^[1]. On the other hand, Waghmare (2001) ^[10] and Nagane (2005) ^[5] confirm their findings.

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