

Original Research Article

Readability of Agrowon Daily as Perceived by Readers

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ABSTRACT

An investigation entitled “Readability of Agrowon daily as perceived by readers” was conducted in twelve villages from Parbhani and Hingoli districts of Marathwada region from Maharashtra state with study sample of 120 Agrowon readers. Ex-post facto research design was used for the study. Data were collected by personally interviewing the respondents with the help of pretested structural schedule. Profile of Agrowon readers indicated that, the majority of the Agrowon readers had middle age group (39.17%), graduation and above education (26.67%), agriculture as a main occupation (70.00%), marginal land holding (36.67%), medium annual income (72.50%), middle socio-economic status (74.16%), low social participation (61.66%) and low membership towards other newspapers (53.33%). Regarding the other variables like mass media exposure (61.67%) and extension contact (78.33%) found in medium category. Motive behind subscription (92.50%) had moderately motivated category. The result regarding overall readability of contents published in Agrowon had easy grade of readability. It was noticed that, extension contact had positive and significant relationship with overall readability of contents published in Agrowon. Whereas, variables like education, occupation, mass media exposure and motive behind subscription had found positive and highly significant relation with overall readability of contents published in Agrowon. While age had negative and highly significant relationship with overall readability of contents published in Agrowon. Variables like land holding, annual income, socio-economic status, social participation and membership towards other newspapers had established non-significant relationship with overall readability of contents published in Agrowon.

Keywords

Readability,
Agrowon daily,
Readers

Introduction

In our country livelihood of our population depends on agriculture. Agriculture is one of the world’s oldest occupation. It commenced about 10,000 years in the past in the Middle-East. This greatly helped now not only the food grant but additionally made civilization possible. 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 way of means of media like formal and casual education. Among a range of print media newspapers play very meaningful and nice position in transfer of agricultural technology

from research stations to the farmers' field. It helps to narrow gap between scientific discovery and its application. This is challenge to Indian press has to face. Newspaper is one of the print media, cosmopolitan in nature giving information on a variety of subjects and through which general public is informed and guided. Newspaper is a bunch of loose printed papers properly folded, which contains news, views, advertisements, etc. and is offered for sale at regular intervals, particularly daily or weekly. Newspapers are usually printed on a special type of paper, known as newsprint. Advantages of newspapers include newspapers keep people informed about the surroundings. These are credible sources of information which can be referred, quoted and mentioned. They can be cut, marked, clipped, pasted and filed. They are a cost-effective way to teach (Suma Horakeri, 2015).

Readability is an important aspect in the formula for developing strong and comprehensible news writing. Having an understanding of how readability plays a role in readers' perception of the newspaper, as well as its articles and the news, can even shape the way future news is written. Therefore, it is worthwhile to spend time understanding the nuances of readability in different areas of the nation so that the news can be tailored to fit those areas specifically. Readability studies can also provide insight into how well a newspaper is serving its patrons by matching the reading levels in its circulation area. Readability poses an issue to newspapers as it is one of the factors that affect how well readers understand the printed news articles, and readers can be alienated by reading levels that are too advanced. If articles are written above a population's reading level, then area readers will lose an avenue of gaining information (Mahajan, 2012).

In the present study, efforts were taken to know the profile of Agrowon daily readers, to find out overall readability of Agrowon daily as perceived by readers and to delineate the relationship between profile of Agrowon readers and overall readability of Agrowon.

Materials and Methods

The present study was conducted in Parbhani and Hingoli districts of Marathwada region from Maharashtra state. From Parbhani district two tahsils namely Parbhani and Purna and from Hingoli district two tahsils namely Vasmat and Aundha Nagnath were randomly selected. From each tehsil three villages were randomly selected namely Parbhani, Raypur, Bobade Takali from Parbhani tahasil and Shirkalas, Tadkalas, Erandeshwar form Purna tahasil, Bori Sawant, Kalamba, Gunda from Vasmat and Sukapur, Yeli, Yelegaon from Vasmat tahasil and from each selected village ten Agrowon readers were randomly selected to comprise study sample of 120 Agrowon readers. The overall readability of Agrowon was measured with the help of various contents published in Agrowon such as news, editorials, success stories and market information.

Results and Discussion

Profile of the Agrowon readers

Age

It is observed from Table 1 that, most of the Agrowon readers (39.17%) were found in the middle age category, followed by 38.33 per cent in young age category. While 22.50 per cent of the Agrowon readers were found in the old age category.

The results are in the line with the findings of Tekale (2003), Mahajan (2012) and Sangma

(2014) who also reported that majority of readers were of middle aged group

Education

The data presented in Table 1 regarding education shows that, more than one-fourth of the Agrowon readers (26.67%) were educated up to graduation and above, whereas one-fourth of the Agrowon readers (25.00%) educated up to middle school. It is also reported that 23.33 per cent of the Agrowon readers educated up to high school and 17.50 per cent of the Agrowon readers educated up to primary school. Whereas only 07.50 per cent of them educated up to higher secondary school.

The trends are in line with the findings of Tekale (2003), Mahajan (2012), Singh and Singh (2014).

Occupation

Table 1 also indicates that, more than two-third of the Agrowon readers (70.00%) had sole agriculture as occupation, whereas 14.16 per cent of the Agrowon readers had agriculture + subsidiary occupation such as poultry, dairy, goat/ sheep, rabbit rearing etc. While, 11.67 per cent Agrowon readers had other occupation like nursery, business, etc. Only 04.17 per cent Agrowon readers had agriculture + service as occupation. The findings of the study are in accordance with the findings of Venkatesham (2002), Tekale (2003) and Mahajan (2012).

Land holding

It is reported from Table 1 that, most of Agrowon readers (36.67%) possessed land up to 1.00 ha i.e. belonged to marginal land holding category. While 31.67 per cent of Agrowon readers belonged to small land holding category i.e. 1.01 ha to 2.00 ha of

land. It also noted that, 16.67 per cent of Agrowon readers found in semi-medium land holding category i.e. 2.01 to 4.00 ha of land. Only 14.16 per cent of Agrowon readers observed in medium land holding category i.e. 4.01 to 10.00 ha of land and very meagre of Agrowon readers (00.83%) were land lords and belonged to large land holding category i.e. above 10.01 ha of land.

The findings of the study are in accordance with the findings of Tekale (2003), Hanumanaikar (2009) and Mahajan (2012).

Annual income

Annual income data presented in Table 5 concluded that, majority of Agrowon readers (72.50%) had medium annual income of Rs. 60313 to Rs. 385938, followed by 18.33 per cent of Agrowon readers had high annual income of Rs. 385939 and above only 09.16 per cent had low annual income below Rs. 60312 per annum.

The findings of the study are in accordance with the findings of Tekale (2003), Mahajan (2012) and Sangma (2014).

Socio-economic status

It was noticed from Table 1 that, majority of the Agrowon readers (74.16%) had middle socio-economic status, whereas 15.84 per cent of them had lower socio-economic status and only 10.00 per cent of the Agrowon readers belonged to upper category of socio-economic status.

The findings of the study are in accordance with the findings of Tekale (2003).

Social participation

It is elucidated from Table 1, majority of Agrowon readers (61.66%) were having low

social participation followed by medium (32.50%) and high (05.84%) social participation, respectively.

The findings of the study are in accordance with the findings of Natikar (2001), Tekale (2003) and Mahajan (2012).

Membership towards other newspapers

The Table 1 concluded that, most of the Agrowon readers (53.33%) had low membership towards other newspapers. While one-third of the Agrowon readers (33.34%) had medium and only 13.33 per cent of the Agrowon readers had high membership towards other newspapers.

The findings of the study are in accordance with the findings of Sawant *et al.*, (1989) and Tekale (2003).

Mass media exposure

It is reported from Table 1 that, majority of Agrowon readers (61.67%) had medium level of exposure to mass media. Whereas 20.83 per cent of Agrowon readers had high level of exposure to mass media and only 17.50 per cent of them had low level of exposure to mass media, respectively. The findings of the study are in accordance with the findings of Tekale (2003), Sandesh (2004) and Mahajan (2012).

Extension contact

The data presented in Table 1 in respect of extension contact revealed that, majority of Agrowon readers (74.17%) had medium level of extension contact. Whereas 15.00 per cent of Agrowon readers had low level of extension contact and only 10.83 per cent of

them had high level of extension contact, respectively. The findings of the study are in accordance with the findings of Natikar (2001), Tekale (2003) and Mahajan (2012).

Motive behind subscription

It could be noted from Table 1 that, great majority of Agrowon readers (92.50%) were moderately motivated to subscribe the Agrowon newspaper.

Whereas 05.00 per cent of the Agrowon readers were less motivated and only 02.50 per cent of Agrowon readers were highly motivated to subscribe the Agrowon newspaper.

The findings of the study are in accordance with the findings of Tekale (2003).

Relationship between profile of the Agrowon readers and overall readability of contents published in Agrowon

Table 2 revealed that, in case of independent variables, only extension contact was positively and significantly related with the overall readability of Agrowon while, education, occupation, mass media exposure and motive behind subscription established positive and highly significant relationship with overall readability of Agrowon.

Age of Agrowon readers was negatively and highly significantly associated with the readability of news published in Agrowon. Land holding, annual income, socio-economic status, social participation and membership towards other newspapers could not established any relationship with overall readability of contents published in Agrowon.

Table.1 Distribution of agrowon readers according to their profile

n=120

Sr. No.	Variables	Category	Frequency	Percentage
1.	Age	Young (Up to 35 yrs.)	46	38.33
		Middle (36 yrs. to 50 yrs.)	47	39.17
		Old (50 yrs. and above)	27	22.50
		Total	120	100
2.	Education	Primary school	21	17.50
		Middle school	30	25.00
		High school	28	23.33
		Higher secondary school	09	07.50
		Graduation and above	32	26.67
		Total	120	100
3.	Occupation	Agriculture	84	70.00
		Agriculture + subsidiary occupation	17	14.16
		Agriculture + service	05	04.17
		Other	14	11.67
		Total	120	100
4.	Land holding	Marginal (Up to 1.00 ha.)	44	36.67
		Small (1.01 ha. to 2.00 ha.)	38	31.67
		Semi-medium (2.01 ha. to 4.00 ha.)	20	16.67
		Medium (4.01 ha. to 10.00 ha.)	17	14.16
		Large (10.01 ha. & above)	01	00.83
		Total	120	100
5.	Annual income	Low (Up to Rs. 60312)	11	09.16
		Medium (Rs. 60313 to Rs. 385938)	87	72.50
		High (Above Rs. 385938)	12	18.34
		Total	120	100
6.	Socio economic status	Lower (Up to 19)	19	15.84
		Middle (20 to 30)	89	74.16
		Upper (31 & Above)	12	10.00
		Total	120	100
7.	Social participation	Low (Up to 1)	74	61.66
		Medium (2)	39	32.50
		High (Above 2)	07	05.84
		Total	120	100
8.	Membership towards other newspapers	Low (Up to 1)	64	53.33
		Medium (2)	40	33.34
		High (Above 2)	16	13.33
		Total	120	100
9.	Mass media exposure	Low (Up to 13)	21	17.50
		Medium (14 to 16)	74	61.67
		High (17 and above)	25	20.83
		Total	120	100
10.	Extension contact	Low (Up to 13)	18	15.00
		Medium (14 to 18)	89	74.17
		High (18 and above)	13	10.83
		Total	120	100
11.	Motive behind subscription	Less motivated (Up to 4)	06	05.00
		Moderately motivated (5)	111	92.50
		Highly motivated (Above 5)	03	02.50
		Total	120	100

Table.2 Relationship between profile of Agrowon readers and overall readability of contents published in Agrowon

Sr. No.	Independent variables	Co-efficient of correlation
1.	Age	-0.641**
2.	Education	0.634**
3.	Occupation	0.272**
4.	Land holding	-0.0322 ^{NS}
5.	Annual income	0.0053 ^{NS}
6.	Socio-economic status	-0.172 ^{NS}
7.	Social participation	-0.0665 ^{NS}
8.	Membership towards other newspapers	0.169 ^{NS}
9.	Mass media exposure	0.463**
10.	Extension contact	0.207*
11.	Motive behind subscription	0.421**

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability

^{NS}Non-significant

From the above investigation, it can be concluded that, most of the Agrowon daily readers were middle aged, having education graduation and above, agriculture as a major occupation, marginal land holders, low membership towards other newspapers and lower social participation. As per as annual income, socio economic status, mass media exposure and extension contact all of them were belonged to belonged to medium category. Education, occupation, mass media exposure, extension contact and motive behind subscription of Agrowon daily readers established positively significant relationship with overall readability of contents published in Agrowon daily.

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