



Readability Analysis and Readership of Selected Farm Publications in Kannada

G Chaitra*, K Amaresh Kumar and Sagar S Pujar

Department of Agricultural Extension,

College of Agriculture, University of Agricultural and Horticultural Sciences, Shivamogga - 577 225, Karnataka

***Corresponding author:** Ph. D. Scholar, Department of Agricultural Extension, College of Agriculture, University of Agricultural and Horticultural Sciences, Shivamogga - 577 225, Karnataka

e-mail: chaitraugdwd@gmail.com

Contact: +91- 9845212182

Received: 05 September 2019; Revised accepted: 20 December 2019

Citation: Chaitra G, Amaresh Kumar K and Pujar S S. 2019. Readability Analysis and Readership of Selected Farm Publications in Kannada. *Res. Jr. of Agril. Sci.* 10(5/6): 768-771.

ABSTRACT

Communication may be any form which should be evaluated in terms of effectiveness. For evaluating usefulness and effectiveness of printed material 'Readability analysis' and 'readership survey' are widely used methods. The purpose of this study was to examine the Readability and Readership of selected Kannada farm publications. To analyze readability of farm publications, in all the three Kannada farm publications viz. Kannada daily newspapers, Farm Magazines and Leaflets/folders published "Feature article" category was selected. Five samples were drawn from each of the three farm publications. The number of samples together selected from three farm publications were 15. Readership survey was undertaken from the reader farmers using pre structured interview schedule and analyzed using the suitable statistical tools. The study revealed that the articles published in newspaper could be read by the farmers who had an education level up to middle school. Whereas, the articles published in case of farm magazine could be read by the farmers who studied 8th standard of education. But in case of leaflets/folders the articles published could be read by farmers who had an education level up to 11th standard and above. The study also revealed that majority 59.17 per cent of the respondents read two newspapers and 38.33 per cent of the respondents were read single farm magazine. About 77.50 per cent of the farmers read and owned the information in the category of fruit crops.

Key words: Education, Farm publications, Readability, Readership

Agriculture is the lifeline of Indian economy. About fifty eight per cent of the population in the country is depending on agriculture for their livelihood. In the context of large scale economic development in the industrial and agricultural sectors, the need for communication with the people through mass media has assumed greater importance. In fact, it is the technology that must release the doors open for modernization of agriculture. To accelerate this process, it needs effective communication of relevant technology, as many of the

technologies are still at the laboratories. This has become a challenging task and it can be overcome only through skillful strategy by using appropriate communication.

Communication of scientific information plays a vital role in the development of agriculture. The Print media serves as an important and a potential source of information to the farmers in terms of accuracy, preservability, timeliness and understanding of the message by the reader farmers. The usage of print media and is available to read at their own place and with wide range of information

according to their needs. Also as a result of increase in literacy rate, the changing agricultural scenario and fast changing technologies which needs to be disseminated at a faster rate for rapid agricultural development calls for farm publications (Sameer 2012).

Though there are many farm publications published from SAUs, NGOs, line departments and private agencies only few attempts have been made to assess readability and readership of these publications. The absence of such evidences limits the scope for a critical discussion on the effectiveness of farm publications and ways to improve them. Therefore, it is quite apparent that a clear understanding on how far the contents and components that suit the readership tastes and satisfaction, how far they are received by the intended readers and which are the factors influencing this reception would be essential to initiate a dialogue on further improvement of effectiveness of farm publications. Communication may be any form which should be evaluated in terms of effectiveness. For evaluating usefulness and effectiveness of printed material 'Readability analysis' and 'readership survey' are widely used methods. Hence in the present study an attempt has been made to assess the readability and readership of different Kannada farm publications.

Readership

The number or type of people who read a particular newspaper, magazine, etc. owning the information or total knowledge gained.

Readability

It refers to how easily a piece of writing is read and understood by the readers. It is closely related to understandability of the message. According to UNESCO, a piece of writing is said to be readable if it could be read and understood by the readers for whom it was intended (Anonymous 1963).

MATERIALS AND METHODS

The present study was conducted in two parts viz. Readability and Readership of selected farm publications in the year 2016-17. The first part of the study emphasized on readability of the reader farmers in different Kannada farm publications viz. Newspapers, Farm magazines and Leaflets/Folders to know the comprehensibility or understandability of a piece of written text which are published in these publications. The second part survey research was conducted to know the readership of feature articles in Kannada farm publications. The study was conducted in Dakshina Kannada and Dharwad districts purposively because the selected farm magazine and newspaper viz. Adike Patrike and Udayavani published in Dakshina Kannada, Krishi Munnade and Samyukta Karnataka was published in Dharwad districts respectively. The second reason was that there were highest literates in these two districts (Census Report 2011). Further leaflets and folders are also considered which are published by State agricultural universities, developmental departments, NGO's and input agencies for the study.

Selection of sample and readability analysis

In all the three Kannada farm publications "Feature article" category was selected, because this category consist all type of agricultural information such as crop production, storage and marketing, sericulture, animal husbandry and policy matters etc., . Feature article category also covers in-depth analysis and invites attention of the reader. Five samples were drawn from each of the three farm publications. In each passage number of words was counted and it was limited to approximately 100 words (as a standard measurement). The number of samples together selected from three farm publications was 15.

The measurement of Average Sentence Length in words (ASL) and Word Complexity per 100 words (WC) was made. Keeping in view the directions for the use of readability formula, the grade level of all the samples were arrived at by averaging the readability scores. The grade level of the sample was determined by the readability formula developed by (Nanjappa and Siddaramaiah 1993).

GL, ASL and WC are determined as follows:

$$GL = - 7.4232 + 0.6509 ASL + 0.0177 WC$$

$$ASL = \frac{\text{Number of words in a passage}}{\text{Number of sentences in that passage}}$$

$$WC = \frac{\text{Total number of mathre's in a passage}}{\text{Number of words in that passage}}$$

Where,

GL = Estimated grade level of a sample passage

ASL = Average Sentence Length in words

WC = Word Complexity per 100 words

Selection of sample for survey research

Two talukas in each district were selected, under two talukas 2 villages were considered. Thus 15 Kannada farm publication reader farmers were selected. Hence, a total 120 reader farmers were selected for the study. The data collected from the reader farmers using pre structured interview schedule were scored and analyzed using the suitable statistical tools and methods like frequency, percentages, mean, standard deviation, and chi-square distribution.

RESULTS AND DISCUSSION

The readability formula developed by Nanjappa and Siddaramaiah (1993) was used to measure the readability of articles published in Kannada farm publications (Table 1). With respect to Newspaper, the mean of Average Sentence Length (ASL) ranges from 7.32 to 10.66, Word Complexity (WC) from 402.76 to 511.38 and GL from 6 to 7. In farm magazines, the mean of ASL ranges from 7.92 to 11.66, WC ranges from 446.60 to 542.15 and GL from 6 to 10. Whereas in leaflets/folders, the mean of ASL ranges from 12.75 to 21.40, WC ranges from 388.67 to 505.88 and GL from 8 to 15. In each Kannada farm publications randomly five samples selected to analyze the readability level of farmers. It was apparent that the articles published in newspaper

Readability Analysis and Readership of Selected Farm Publications

could be read by the farmers who had a education level up to middle school. In case of farm magazine the articles could be read by the farmers who studied 8th standard of

education. But in case of leaflets/folders the articles published could be read by farmers who had an education level up to 11th standard and above.

Table 1 Mean scores of Average Sentence Length (ASL) and Word Complexity (WC) in newspaper, farm magazine and leaflets/folders articles

Newspaper			
ASL	WC	GL	Average ASL, WC and GL
8.91	479.43	7	
7.32	489.87	6	ASL = 8.77
9.32	402.76	6	WC = 459.00
10.66	412.50	7	GL = 6.6 = 7 th Std
7.68	511.38	7	
Farm magazine			
ASL	WC	GL	
7.57	435.84	5	ASL = 9.69
11.66	537.14	10	WC = 506.646
11.33	542.15	10	GL = 8.0 = 8 th Std
8.60	489.56	7	
9.32	528.54	8	
Leaflet/Folder			
ASL	WC	GL	
12.62	568.31	11	ASL = 15.14
13.25	388.67	8	WC = 492.24
12.75	505.88	10	GL = 11.2 = 11 th Std
21.40	500.00	15	
15.68	498.38	12	

It was observed from (Table 2) that majority of the respondents read two newspapers (59.17%) and 25.83 per cent of the respondents read more than 2 newspapers (Bhavya and Nanjappa 2009). The probable reason was that newspapers give diversified information on all the aspects,

even it play a major role in giving latest information and act as a medium of entertainment. Hence, in leisure time the farmers were read more number of newspapers to get the diversified information and to increase the knowledge in all the aspects of agriculture.

Table 2 Readership of Kannada farm publications by reader farmers (n=120)

Readership of farm publications		
News papers	Frequency	Percentage
Read Single newspaper	18	15.00
Read two news papers	71	59.17
Read more than two newspapers	31	25.83
Do not read a single news paper	00	00.00
Total	120	100.00
Farm magazines		
Read Single Farm magazine	46	38.33
Read two farm magazines	29	24.17
Read more than two farm magazines	7	5.83
Do not read a single farm magazine	38	31.67
Total	120	100.00

It was noted from the (Table 2) that 38.33 per cent of the respondents were read single farm magazine and 31.67 per cent of farmers do not read a single farm magazine. The reason for reading only one magazine may be due to non availability of suitable and familiar farm magazines. Many times the information given in farm magazines were restricted to limited articles on few crops and the periodicity of publication of the farm magazines are also longer, because of these reasons farmers readership was restricted

to a single farm magazine and they might not been read farm magazine. These results are in accordance to Amaresh Kumar (2000).

The result presented in the (Table 3) depicts that majority 77.50 per cent of the farmers read and owned the information in the category of fruit crops (Hanumanaikar 2009). The reason for majority of the farmers read this feature article category was may be that the fruit crop articles might have published frequently with all necessary

information along with the data which clears the doubts of farmers and also these crops will give good returns to the

cultivators that may be the reason most of the farmers readership is more in fruit crops feature article category.

Table 3 Readership of feature article categories by farm publication reader farmers

Categories	Frequency	Percentage
Field crops	70	58.33
Fruit crops	93	77.50
Commercial crops	87	72.50
Flower crops	47	39.16
Medicinal and Aromatic crops	26	21.66
Organic farming	51	42.50

The responses are mutually exclusive

Social scientists unanimously consider that communication is an important element in influencing the people for modernization of agrarian society. Information is a social resource of a special kind rather than a produced commodity. For disseminating agricultural information farm publications are acting as one of the best channel specially meant for the target audience and most trusted by farmers. It is therefore imperative that information being published in farm publications should be channelized effectively and

monitors its effectiveness in terms of readability and readership. Readership of feature articles is more in newspaper when compared to other farm publications studied and the readability of newspaper is high followed by farm magazine and leaflet/folder. Therefore there is a need to increase the readership and readability of farm magazines and leaflet/folder by publishing the articles in easy and simple language which makes the readers to understand and retain the information in an effective manner.

LITERATURE CITED

- Amaresh Kumar K. 2000. Content analysis of Agricultural information in Kannada dailies and to know the reading habit of farmers. *M. Sc. (Agriculture) Thesis*, (Unpublished), University of Agricultural Sciences, Bangalore, Karnataka.
- Anonymous. 2011. Census Report, 2011.
- Bhavya K and Nanjappa D. 2009. Newspaper reading behavior of farmers. *Mysore Journal of Agricultural Sciences* **43**(4): 779-782.
- Hanumanaikar R H. 2009. A study on reading habits, preference pattern and satisfaction level of Kannada farm magazine readers. *Ph. D. Thesis*, University of Agricultural Sciences, Karnataka.
- Nanjappa D and Siddaramaiah. 1993. Development and standardization of readability formula for Kannada language. *Indian Journal of Extension Education* **29**(1/2): 36-41.
- Sameer V M. 2012. Content analysis of agricultural information in selected *Malayam Dailies*, reading behaviour of farmers and their suggestions. *M. Sc. (Agriculture) Thesis*, University of Agricultural Sciences, Bangalore, Karnataka.