

STUDY OF USEFULNESS AND CRITICAL ANALYSIS OF ILLUSTRATIONS APPEARED IN SHETKARI FARM MAGAZINE

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ABSTRACT

The print media has several advantages over other mass media sources but mere written words cannot tell everything clearly and precisely unless they are supported with illustrations. Amongst the different farm magazines, 'Shetkari' is one of the leading farm magazine of Govt. of Maharashtra. The study is conducted to analyze the reactions from respondents' subscribers of 'Shetkari' farm magazine about the usefulness and analysis of illustrations to improve its communicability and effectiveness. The data were collected from 120 respondents' subscribers from the Ahmednagar district of M.S. The study revealed that, the number of illustrations appeared in 'Shetkari' farm magazine are sufficient in number, were easy to understand and the quality of illustrations appeared was also very good. The illustrations were perceived as very useful by more than half of the respondents' subscribers. The study also revealed that, amongst the illustrations, nearly half of the illustrations were used in all most all articles followed by the illustrations on cover page, illustrations in advertisement and illustrations on index page. Amongst the total space occupied by the illustrations, about two third of space was occupied by illustrations in articles followed by the space in advertisement and in index page.

INTRODUCTION

The print media has several advantages over other mass media sources as it gives a more time to think, organize ideas and choose the better that reader can understand easily. Printed information is considered to be the most credible source of information (Patil *et al.*, 2011). There is a lot of literature available in different forms but it is not exactly known which is read, liked and understood by the millions of scattered farmer readers and its users. Mere written words thus cannot tell everything clearly and precisely unless the words are supported. This is where pictures come to one's help.

With picture (illustration) we can learn faster and remember the thing longer. A good picture draws the viewer's attention at once and arouses his interest in the subject matter. Those who read slowly can easily grasp more meaning with the help of pictures. (Gadekar, 2013). Amongst the different farm magazines 'Shetkari' is one of the leading farm magazine published since 1965 in *Marathi* with highest circulation of more than one lakh fourteen thousand by the Department of Agriculture, Government of

Maharashtra. (Anonymous, 2012). It covers useful information on agriculture and allied sectors. While communicating the farm technologies, 'Shetkari' farm magazine used illustrations along with the text to help the readers to get the meaning of subject matter correctly, realistic and lively. The main purpose of this study is to analyze the reactions of 'Shetkari' farm magazine subscribers about the usefulness and analysis of illustrations in order to improve its communicability and effectiveness. Therefore, the present study entitled, 'Study of Usefulness and Critical Analysis of Illustrations Appeared in 'Shetkari' Farm Magazine' was planned and conducted with the following objectives.

1. To study the extent to which farm articles are illustrated in 'Shetkari' farm magazine.
2. To study the space occupied by illustrations in 'Shetkari' farm magazine.
3. To study the usefulness of illustrations as perceived by the reader subscribers of 'Shetkari' farm magazine.

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RESEARCH METHODOLOGY

'Shetkari' farm magazine and its subscribers were considered for the present study. While selecting the representative issue, the issue of the month of June 2012 was selected for the study. Because when focusing on the issues of the year 2012; only the issue of June 2012 was published as a general, that covered all the aspect of agriculture. While others were published as a special issues and it focused only particular or limited subjects and aspects. Out of total subscribers of 'Shetkari' farm magazine, Ahmednagar district had highest number of subscribers in the state. Therefore, 120 subscribers were randomly selected from Rahata and Rahuri Tahsils of Ahmednagar district for the present study. The data were collected with the help of specially designed interview schedule to get accurate responses from the respondents.

matter correctly, realistic and lively. Therefore the opinions of the reader subscribers about the illustrations were ascertain and the data are presented in Table 1. Data from Table 1 indicates that the majority (85.84 %) of the respondent subscribers reported that the number of illustrations appeared in 'Shetkari' farm magazine are sufficient in number while few (14.16 %) seems that the illustrations used are somewhat less in number. Majority (86.66 %) of the respondent subscribers reported that the understanding of illustrations provided for explanation were easy to understand whereas few (9.17 %) reported that the understanding of illustrations provided for explanation were somewhat difficult to understand. Also majority (88.34 %) of the respondents perceived that the quality of illustrations were very good. The above findings are similar to the findings reported

Table 1: Distribution of the subscribers according to their opinion about the usefulness of illustrations in 'Shetkari' farm magazine. n=120

Sr. No.	Particulars of Usefulness	f	Percent
1	Number of Illustrations		
a.	Sufficient in number	103	85.84
b.	Somewhat less	17	14.16
2	Understanding of illustrations		
a.	Very easy to Understand	104	86.66
b.	Somewhat difficult to understand	11	9.17
c.	Difficult to understand	5	4.17
3	Quality of illustrations		
a.	Very good	106	88.34
b.	Fare	14	11.66
4	Usefulness of illustrations		
a.	Illustrations are very useful	63	52.50
b.	Illustrations are somewhat useful	20	16.66
c.	Illustrations are not useful	0	0.00
d.	Can't tell	37	30.84

RESULTS AND DISCUSSION

Opinion of subscribers about illustrations

Mere written words cannot tell everything clearly and precisely unless they are supported with the illustrations. With illustrations reader learns faster and remembers the thing longer. Those who read slowly can easily grasp more meaning with the help of illustrations. 'Shetkari' magazine used illustrations to help the readers to get the meaning of subject

by Bhosale (2000) and Kate (1992). About the usefulness of illustrations provided for explanation were perceived as very useful by more than half (52.50 %) of the respondents, some (16.66 %) of the respondents think that the illustrations used in the magazine are somewhat useful but about one third (30.84 %) respondents were not able to tell about the usefulness of the illustrations which were used in the magazine. These findings are on the line of findings reported by Garudkar (2010).

Table 2: Critical analysis of illustrations appeared in Shetkari farm magazine in the issue of June 2012

Sr. No.	Illustrations Details	Number		Space Occupied	
		Number	Percent (%)	Space (sq. cm)	Percent (%)
1.	Illustrations on Cover Page				
a.	Cover Page 1	1	1.50	588	4.25
b.	Cover Page 2	8	12.70	379	2.75
c.	Cover Page 3	4	6.30	391	2.80
d.	Cover Page 4	3	4.80	324	2.30
	Sub Total	16	25.30	1682	12.10
2.	Illustrations on Index Page	6	9.50	48	0.35
3.	Illustrations in Articles	28	44.50	9893	71.25
4.	Illustrations in Advertisement				
a.	Private Sector Advertisement	11	17.50	1474	10.60
b.	Govt. Sector Advertisement	2	3.20	795	5.70
	Sub Total	13	20.70	2269	16.30
	Grand Total	63	100	13892	100

Analysis of Illustrations

Table 2 indicates that amongst the total illustrations in 'Shetkari' farm magazine, nearly half of the illustrations were used in articles (44.50 %) followed by the illustrations on cover page (25.30 %), in advertisement (20.70 %) and on index page (9.50 %). Table also indicates that, amongst the total space occupied by the illustrations, about two third (71.25 %) of space in 'Shetkari' farm magazine was occupied by illustrations in articles followed by in advertisement (16.30 %) and on index page (12.10 %).

CONCLUSION

Most of the articles published in the "Shetkari" farm magazine were illustrated and occupied more than half of the space of farm magazine. Most of the subscribers expressed that the illustrations used in the articles for explanation were very useful and understand. The subscribers' respondents were satisfied with the illustrations appeared in 'Shetkari' magazine as it fulfils the need of agricultural information.

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