

## ANALYSIS OF DIFFERENT ILLUSTRATIONS USED IN LEADING FARM PERIODICALS

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From the study it was found that (85.83 %) illustrations were photographs in Shetkari farm periodical while (64.86 %) and (7.61 %) in Baliraja and Shrisugi respectively. Illustration such as Drawing was observed (9.96 %) in Baliraja and (3.26 %), (0.52 %) in Shrisugi and Shetkari respectively. Also it was observed that in *Baliraja* farm periodical (1.93 %) illustration were cartoon while (0.33 %) were in *Shetkari* and cartoon illustration does not observed in *Shrisugi* farm periodical in year 2012. From this study it was indicated that large majority (55.44 %) illustrations were with caption in *Shrisugi* farm periodical while (30.95 %) and (22.24 %) in *Baliraja* and *Shetkari* respectively

**Key Words:** Illustrations, *Shetkari*, *Baliraja* and *Shrisugi* farm periodicals

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India being an agricultural country the economy is primarily dependent on Agriculture and allied sectors. Improvement in the life style of the farmers as well as development in the economy sector of the country is possible only with the advancement of agriculture and when we reach agriculture development growth rate up to 0.4 per cent. The farmers who are the key beneficiaries of this new agriculture technology can be done successfully by using various methods and media. The print media i.e. written words has several advantages over other mass media sources like audio, audio-visual aids and even over spoken words. It gives a communicator more time to think, organize ideas and choose the better that reader can understand easily this is the advantage of print media over other media. Printed information is considered to be the most credible source of information (Patil *et al.*, 2011). Mere written words thus cannot tell everything clearly and precisely unless the words are supported. This is where pictures come to one's help. Words, written or spoken often fail to convey effectively if they are without illustration. Illustration helps in cutting down the length of writing. An illustration can replace many words which would otherwise require explaining and conveying a fact effectively. The average reader is attracted towards the picture and is readily take interest into reading the text. The layout of a page looks more attractive with illustration. The illustrations are being classified into different categories on the basis of what sort of experience the viewer is provided by the illustrations in understanding the contents. The criterion developed by Dwyer (1972) was used for classifying the illustrations on the basis of extent to which they take the viewer near to natural objects, for example; Simple line drawing, Drawing detailed and shaded, Photograph of model, Photograph realistic etc.

#### **MATERIAL AND METHODS:**

Amongst different leading farm periodicals *Shetkari*, *Baliraja* and *Shrisugi* were selected for present investigation on the basis of their circulation and consistency. These magazines published in *Marathi* and covers scientific information, experience of progressive farmers and extension workers, important event in agriculture, answers to farmer queries etc. This information published effectively by using illustration (photographs, drawing, cartoon, tables etc.). The data in respect of illustrations were collected from 12 issues of *Shetkari*, 12 issues of *Baliraja* and 3 issues of *Shrisugi* of year 2012 and personally analyzed by the author. Total 27 issues were analyzed.

**FINDINGS AND DISCUSSION:****3.1 Types of illustrations in farm articles**

The data presented in Table 1 indicate that (85.83 %) illustrations were photographs in *Shetkari* farm periodical while (64.86 %) and (7.61 %) in *Baliraja* and *Shrisugi* respectively. Illustration such as Drawing is observed (9.96 %) in *Baliraja* and (3.26 %), (0.52 %) in *Shrisugi* and *Shetkari* respectively.

Similar observation made by Patil (1999) that types of illustrations in earlier years (1971, 1976, 1981 and 1986) equal weightage were given to photographs and drawing illustrations in drawing were (31.50 %) and photographs were (62.70 %). There after illustrations were in photographs still today. Because of photographs are eye catchers, which make an instantaneous and strong appeal and gets the attention of the reader and make him more receptive to the idea being presented (Straus and Kidd, 1948), Wilson (1954) said that photo in advisory work are supposed to i) carry information, ii) please the eye, iii) establish a personal relationship and iv) show the subject clearly. There is personal appeal in photos which show people who are familiar to the viewer or with whom the viewer identifies himself. Dale (1956) also supported that photographs are familiar and highly valuable materials, photographs are not only realistic and accurate representation of an objects but are also dramatic and provide artistic effect.

It is also seen in Table 1 that, in *Baliraja* farm periodical (1.93 %) illustration were cartoon while (0.33 %) were in *Shetkari* and cartoon illustration does not observed in *Shrisugi* farm periodical in year 2012.

**Table 1 Types of illustrations appeared in farm periodicals**

Sr. No.	Types of Illustrations	Periodicals		
		<i>Shrisugi</i>	<i>Shetkari</i>	<i>Baliraja</i>
1.	Photograph	7 (7.61)	830 (85.83)	371 (64.86)
2.	Drawing	3 (3.26)	5 (0.51)	57 (9.96)
3.	Cartoon	0 (00.00)	3 (0.32)	11 (1.93)
4.	Table	82 (89.13)	122 (12.6)	131 (22.91)
5.	Flow chart	0 (00.00)	7 (0.72)	1 (0.17)

6.	Graph	0 (00.00)	0 (00.00)	1 (0.17)
	<b>Total</b>	92 (100.00)	967 (100.00)	572 (100.00)

(Figures in parentheses indicate percentages)

It may be due to cartoon illiteracy prevailing among the rural readers who are not much familiar to see and read cartoons. It is also observed that (89.13 %), illustrations is in the form of tables in *Shrisugi* farm periodical while (22.91 %) and (12.6 %) were in *Baliraja* and *Shetkari* respectively flow chart and graphs, were found negligible in *Shetkari* (0.72 %), *Baliraja* (0.17 %) and *Shrisugi* (0.00 %) since some time information or statistical figure are necessarily depicted only through charts and graphs for easy understanding and it is, therefore graphs, table were also used in the articles in the periodical studied.

### 3.2 Colour of illustrations in farm periodicals

The data regarding colour illustration appeared in a leading farm periodicals are given in Table 2.

**Table 2 Coloured and Black and White illustrations in farm article appeared in farm periodicals**

Sr. No.	Particular	Periodical		
		<i>Shrisugi</i>	<i>Shetkari</i>	<i>Baliraja</i>
A.	Coloured (Four colour)	0 (00.00)	906 (93.69)	0 (00.00)
B.	Black and White	92 (100.00)	61 (6.31)	572 (100.00)
	<b>Total</b>	92 (100.00)	967 (100.00)	572 (100.00)

(Figures in parentheses indicate percentages)

The data presented in Table 2 indicate that *Shetkari* farm periodical have (93.69 %) illustrations in four colour while (6.31 %) in black and white colour. In *Shrisugi* farm periodical (100.00 %) illustration were black and white in colour and same result observed in *Baliraja* i.e. (100.00) illustration were black and white. This may be due to that, printing black and white illustrations were less expensive and easy. Even though coloured illustration are effective and attract the attention of people those are expensive and printing coloured illustrations are complex (Singh

and Sharma, 1981). The results also supported by report of Patil (1999) that colour of illustration in year 1971, 1976 and 1981 some black and white illustrations (20.31 %) were shown and there after multicolour illustrations were shown (79.69 %).

### 3.3 Illustrations with and without caption appeared in farm periodicals

The information regarding the illustrations with and without caption in farm articles in selected farm periodical is given in Table 3.

**Table 3 Illustrations with and without caption appeared in farm periodicals**

Sr. No.	Particular	Periodical		
		<i>Shrisugi</i>	<i>Shetkari</i>	<i>Baliraja</i>
1.	Illustrations with caption	51 (55.44)	215 (22.24)	177 (30.95)
2.	Illustrations without caption	41 (44.56)	752 (77.76)	395 (69.05)
	<b>Total</b>	92 (100.00)	967 (100.00)	572 (100.00)

The data presented in Table 3 indicate that large majority (55.44 %) illustrations were with caption in *Shrisugi* farm periodical while (30.95 %) and (22.24 %) in *Baliraja* and *Shetkari* respectively. It is indeed a very good treatment given by the editor to the farm message to make it readable and comprehensive on the part of farmer readers. Caption motivates readers to read the article (Kamble, 1988).

Caption with appropriate and meaningful illustration, increased its communicability and effectiveness in terms of understanding the text. Picture along with meaningful words will often add tremendously to clear idea. Caption, however, should not be used to explain the illustration, but rather to generalize, modify, relate and extend the meaning of illustration. These results are in line with findings of Rajmane (1996), Lalage (2004) and Kolte (2006).

### CONCLUSION:

From this analysis of farm periodicals it was that (85.83 %) illustrations were photographs in *Shetkari* farm periodical while (64.86 %) and (7.61 %) in *Baliraja* and *Shrisugi* respectively. Illustration such as Drawing was observed (9.96 %) in *Baliraja* and (3.26 %), (0.52 %) in *Shrisugi* and *Shetkari* respectively. Also it was observed that in *Baliraja* farm periodical (1.93 %) illustration were cartoon while (0.33 %) were in *Shetkari* and cartoon illustration does not observed in *Shrisugi* farm periodical in year 2012.

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