

Usefulness of Contents of Changi Kheti Magazine as Perceived by the Readers in Ludhiana District of Punjab

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ABSTRACT

Thirty six issues of *Changi Kheti* magazine published by Punjab Agricultural University from July 2008 to June 2011 were taken up for the purpose of quantitative analysis of contents. A sample of 50 individual life members and their spouses (50) of Ludhiana district was selected proportionately. The data were collected with the help of interview schedule. The study revealed that contents of the selected magazine articles, miscellaneous items, photographs, success stories, advertisements, editorials and illustrations occupied the space in the descending order. About 64 per cent of the respondents desired that the articles related to 'plant protection & pest management' should be published in all the twelve issues of this magazine, while only one respondent reported the need for publishing articles on 'agriculture engineering' in all the twelve issues of this magazine. It was concluded that association between the profile of the readers and the usefulness of the contents of *Changi Kheti* magazine was non-significant.

Key words : Communication, Transfer of Knowledge, Changi Kheti

INTRODUCTION

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. The agricultural magazine can provide relevant and technical information about the latest technologies developed in the field of agriculture for higher production.

Two farm magazines 'Progressive Farming' in English and '*Changi Kheti*' in Punjabi were started in the year 1964 and 1965 respectively by Punjab Agricultural University. These magazines provide timely and latest information to the readers. These contain articles of scientists and are expected to promote agriculture and allied occupations. These magazines play an important role in bridging the gap between the researchers and the farmers. Therefore, the present study was planned to analyse the quantitative content coverage of various units and subject matter of *Changi Kheti* magazine.

METHODOLOGY

The present study was related to the life member subscribers of *Changi Kheti* magazine of Punjab

Agricultural University who were residing within the Ludhiana District of Punjab. The list of individual life members (male and female) of *Changi Kheti* Magazine of Ludhiana District was secured from the Centre for Communication and International Linkages, Punjab Agricultural University, Ludhiana. In all there were 120 individual life members in Ludhiana district. A sample of 50 individual life members and their spouses (50) of Ludhiana district was selected proportionately. Thus, in all 100 respondents were selected as sample for the present study (50 Male & 50 Females). The data were collected with the help of interview schedule. The data were analysed with the help of frequency distribution and percentages.

Reader's reactions about contents were recorded on the basis of distribution of readers according to occurrence of subjects in the issues of the selected magazine and usefulness of the contents of *Changi Kheti* magazine. Desired occurrence of topics in the issues of *Changi Kheti* magazine is related to the publication of articles in different areas of agriculture and allied fields in selected thirty six issues of *Changi Kheti* magazine. The respondents were asked to suggest the frequency of articles related to such topics as agronomic practices, soil and water, plant protection and pest management, post harvest technology and marketing, home science, agri. engineering, environment and allied agricultural occupation in different issues of this magazine throughout the year. Usefulness of the contents of *Changi Kheti* was ascertained by the reaction of readers obtained for the selected dimensions i.e. comprehension, practicability, relevancy, timeliness, use of technical terms,

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motivational, trustworthiness and entertaining. The reactions of selected readers were studied for these dimensions on three point scale and scored as 3, 2 and 1. Cube root method was used to categorise the scores as least useful, useful and highly useful to measure the usefulness of the contents of *Changi Kheti*.

RESULTS AND DISCUSSION

The reactions of the readers towards the contents of the *Changi Kheti* magazine were ascertained. The readers reactions comprised of expressed opinion of the life members about the contents of *Changi Kheti* magazine and it was recorded for the various dimensions of the contents.

(i) Desired occurrence of topics in the issues of *Changi Kheti*

This aspect was related to the publication of articles in different areas of agriculture and allied fields in selected thirty six issues of *Changi Kheti* magazine. The respondents were asked to suggest the frequency of articles related to such topics as agronomic practices, soil and water, plant protection and pest management, post harvesting technology and marketing, home science, agri. engineering, environment and allied agricultural occupation in different issues of this magazine throughout the year.

The data presented in Table 1 indicated that about 36 per cent of respondents desired that articles on agronomic practices may be included in all the twelve issues while about 41 per cent of them desired this information to be incorporated in at least six issues in a year. Only 18 per cent of them were of the view that articles on agronomic practices should be published in at least three issues of the *Changi Kheti* magazine in a year while, only five per cent respondent desired the articles on this aspect in only one issue around the year.

The highest percentage (37%) of readers desired articles on soil & water in at least six issues followed by 33 per cent respondents who proposed inclusion of this subject in all twelve issues. About one fourth (23%) subscribers wanted articles on soil and water to be included in at least three issues while only seven per cent respondents desired this aspect only once in a year. The articles related to plant protection and pest management were proposed to be included in all the twelve issues by maximum respondents (67%), while 24 per cent of the respondents wanted these articles in at least six issues of the magazine, whereas only nine per cent respondent wanted this aspect in at least three issues. It was

interesting to find that no reader wanted articles on plant protection & pest management and post harvest technology & marketing only once in a year.

Table 1: Distribution of readers according to occurrence of subject in the issues of *Changi Kheti*

Subjects	Frequency (Issues)			
	In all the 12 issues f (%)	In at least 6 issues f (%)	In at least 3 issues f (%)	In only one issue f (%)
Agronomic Practices	36(36.00)	41(41.00)	18(18.00)	5(5.00)
Soil & Water	33(33.00)	37(37.00)	23(23.00)	7(7.00)
Plant Protection & Pest Management	67(67.00)	24(24.00)	9(9.00)	-
Post Harvest technology & Marketing	26(26.00)	29(29.00)	18(18.00)	-
Home Science	50(50.00)	7(7.00)	32(32.00)	11(11.00)
Agricultural Engineering	1 (1.00)	11(11.00)	40(40.00)	19(19.00)
Environment	23(23.00)	36(36.00)	24(24.00)	17(17.00)
Allied Agri. Occupations	28(28.00)	59(59.00)	11(11.00)	2(2.00)

The frequency of articles about the post harvest technology & marketing were suggested by a large proportion (29 %) of respondents in at least six issues while 26 per cent respondents wanted this topic in all the twelve issues in a year. Whereas, 18 per cent respondents suggested to include this topic in at least three issues. In case of Home Science, half of the respondents proposed these to be included in all the twelve issues of the magazine. Whereas, 32 per cent of the respondents opted this for at least three issues and only seven per cent subscribers desired articles on home science in at least six issues of *Changi Kheti*. Only 11 per cent of them wanted it to be included in one issue in a year. As regards agricultural engineering, the frequency of articles was suggested by 40 per cent respondents in at least three issues followed by 19 and 11 per cent of them wanted this topic once in a year and in six issues in a year respectively. Whereas, only 1 per cent of the respondents opted this area in all the twelve issues in a year of the magazine. The articles related to environment in at least six issues in a year was opted by relatively higher proportion (36 %) of the all the selected respondents and 24 per cent from them wanted this area to be covered in at least three issues in a year, while only 23 and 17 per cent of respondents suggested the article on environment to be included in all the twelve issues and once in a year respectively. In case of articles related to allied agricultural occupations, majority (59%) of the respondents wanted article in at least six issues while, 28 per cent of them suggested to include these articles in all the twelve issues in a year. Again 11 per cent respondents desired the articles on this area to be included in at least three issues and only two per cent subscribers wanted articles in this subject only once in a year. It could be concluded that more than half of the readers wanted the articles on 'plant protection & pest

management' in all the twelve issues of the selected magazine. It may be due to rising incidence of plant diseases and pest attacks. It was very surprising to know that all the female readers wanted the articles on 'Home Science' in all the twelve issues.

(ii) Perceived usefulness of the contents of *Changi Kheti*

Usefulness of contents of *Changi Kheti* was ascertained by the reactions of readers obtained for the selected dimensions i.e comprehension, practicability, relevancy, timeliness, use of technical terms, motivational, trustworthiness and entertaining. The reactions of selected readers were studied for these dimensions on three point scale and scored as 3, 2 and 1. After assigning the scores to the respondents it was further divided into three categories least useful, useful and highly useful as discussed in the Table 2.

Table 2: Distribution of readers according to usefulness of contents of *Changi Kheti*

n=100

Respondents	Least Useful	Useful	Highly Useful
	18-20 (%)	20-22(%)	22-24(%)
Male	4(8.00)	37(74.00)	9(18.00)
Female	3(6.00)	32(64.00)	15(30.00)
Total	7(7.00)	69(69.00)	24(24.00)

It is evident from the data in Table 2 that large majority (74%) male subscribers found the contents of *Changi Kheti* useful followed by 18 per cent respondents who reported that the contents of *Changi Kheti* as highly useful. It was least useful for eight per cent male respondents only. Similarly, 64 per cent female subscribers found the contents of *Changi Kheti* useful whereas relatively large proportion (30%) repetition found it highly useful followed by six per cent who reported it least useful. A view on the responses of the total subscribers shows that the contents of *Changi Kheti* were useful for 69 per cent subscribers, highly useful for 24 per cent and least useful for seven per cent subscribers.

The data presented in Table 3 revealed that a majority of male respondents (40%) from joint family found the contents of the magazine highly useful, 26.00 per cent said it was useful. Only four per cent of them stated the content as least useful. In case of female respondents majority (46%) from joint family found the contents of magazine highly useful while 24% of the stated the content as useful. It was surprising to know that no female respondents found the contents of the selected magazine

least useful.

A large proportion (28.00%) of the male respondents above the ages of 56 years found the content of the magazine highly useful, whereas 16.00 per cent of them reported it as useful while no male respondents of this age group found it least useful. Whereas, 18.00 per cent from the age group of 46-55 years found the content of the selected magazine as highly useful and 12.00 per cent stated it as useful while only two per cent said that it is least useful. Ten per cent male respondents between the age group of 36-45 years found this magazine highly useful, while 4.00 and 2.00 per cent stated that the contents of this magazine were useful and least useful respectively. In case of female respondents, 26 per cent of respondents above the age of 56 years found the contents of the magazine as highly useful while only eight per cent of them found it as useful. No female respondent of this age group found the contents of this magazine as least useful. Twenty four per cent of the female respondents between the age group of 46-55 years stated the contents of the magazine as highly useful and 12.00 per cent of the respondents found it useful. No female respondent of this age group found the contents as least useful.

Majority (34%) of the male respondents with education level of matric stated that the contents of the magazine as highly useful while four per cent of them found it useful and only two per cent of them said it was least useful for them. Twenty per cent of the male respondents who were graduates found the contents highly useful, whereas four per cent of them stated it as useful and only two per cent of them stated that content was least useful for them. In case of female respondents, majority (26%) who were matriculate found the contents of the magazine highly useful. Ten per cent of them stated it useful. Whereas, 20 per cent of female respondents with middle level of education stated the contents as highly useful, while four per cent of them found it useful and four per cent of female respondents reported it as least useful for them.

A large majority of the male respondents (48.00%) with low social participation found the contents of selected magazine highly useful, whereas 32.00 per cent with low social participation stated the contents as useful while only 14.00 per cent male readers of this category said that it was least useful. Only four per cent male respondents with medium social participation found the contents as highly useful, whereas only two per cent of respondents of this category found the contents as useful. No respondents found the content as least useful. In case of female respondents a large majority (46%) stated the content highly useful. Thirty eight per cent of the female

respondents with low social participation found the contents as useful while 16.00 of them found it least useful.

In case of extension contacts, a large number of the male respondents (42%) with low level found that contents of the magazine useful whereas (34%) respondents of this category found the contents as highly useful while no male respondent of this category reported

it least useful. Fourteen per cent of the respondents who fell in medium category found the contents as highly useful while four per cent of them stated it as useful. Only two per cent of them found the content as least useful. In case of female respondents, half of the females (50%) with low extension contacts found the contents of the magazine as highly useful and a large number (40%) of them found the contents as useful. Only ten per cent of them stated the contents as least useful.

Table 3: Reader's reactions about the usefulness of contents of *Changi Kheti* magazine n= 100

Socio-Personal Characteristics	Male			Female		
	Highly U	Useful	Least U	Highly U	Useful	Least U
	(22-24)	(20-22)	(18- 20)	(22-24)	(20-22)	(18- 20)
Family type						
Joint	20 (40%)	13 (26%)	2 (4%)	23 (46%)	12 (24%)	-
Nuclear	11 (22%)	4 (8%)	-	10 (20%)	4 (8%)	1 (2%)
Age group						
25-35	3 (6%)	1 (2%)	-	3 (6%)	1 (2%)	-
36-45	5 (10%)	2 (4%)	1 (2%)	7 (14%)	3 (6%)	1 (2%)
46-55	9 (18%)	6 (12%)	1 (2%)	12 (24%)	6 (12%)	-
56 & above	14 (28%)	8 (16%)	-	13 (26%)	4 (8%)	-
Education level						
Middle	7 (14%)	2 (4%)	-	10 (20%)	2 (4%)	2 (4%)
Matric	17 (34%)	2 (4%)	1 (2%)	13 (26%)	5 (10%)	1 (2%)
Sen. Sec	3 (6%)	2 (4%)	1 (2%)	3 (6%)	1 (2%)	-
Graduate	10 (20%)	2 (4%)	1 (2%)	6 (12%)	2 (4%)	1 (2%)
Post graduate	2 (4%)	-	-	3 (6%)	1 (2%)	-
Extent of social participation						
Low (< 2)	24 (48%)	16 (32%)	7 (14%)	23 (46%)	19 (38%)	8 (16%)
Medium (3-5)	2 (4%)	1 (2%)	-	-	-	-
High (> 5)	-	-	-	-	-	-
Extension contacts						
Low (< 2)	17 (34%)	21 (42%)	-	25 (50%)	20 (40%)	5 (10%)
Medium (3-5)	7 (14%)	2 (4%)	1 (2%)	-	-	-
High (> 5)	2 (4%)	-	-	-	-	-
Training status						
Low (< 2)	31 (62%)	12 (24%)	6 (12%)	30 (60%)	18 (36%)	2 (4%)
Medium (3-5)	1 (2%)	-	-	-	-	-
High (> 5)	-	-	-	-	-	-
Mass media exposure						
Low (< 2)	-	-	-	2 (4%)	-	-
Medium (3-5)	25 (50%)	10 (20%)	2 (4%)	32 (64%)	10 (20%)	6 (12%)
High (> 5)	9 (18%)	3 (6%)	1 (2%)	-	-	-

Majority of the respondents (62.00%) with low training status found the contents as highly useful, 24.00 per cent of them stated it as useful while only twelve per cent of them said the content of the magazine as least useful. Only two per cent respondents with medium level of training status found the contents as highly useful. In case of female respondents, more than half (60%) of the respondents with low level of training status found the contents of the magazine as highly useful, 36.00 per cent as useful while only four per cent of this category stated the content as least useful.

In case of mass media exposure, majority of the respondents (50.00%) with medium level of exposure stated the contents as highly useful and 20 per cent of them found it as useful while only four per cent said it was least useful. Eighteen per cent of the respondents with high level of mass media exposure found it highly useful and six per cent of them found it useful. While only two per cent of the respondents with high level of mass media exposure stated the content as least useful. In case of female respondents majority (64%) of the respondents with medium mass media exposure found the content as highly useful, 20 per cent as useful while 12 per cent stated the contents of *Changi Kheti* magazine as least useful.

CONCLUSION

Majority of the respondents desired that the articles related to 'plant protection & pest management' should be published in all the twelve issues of this magazine while only one respondent reported the need for publishing articles on 'agriculture engineering' in all the twelve issues of this magazine. Majority of the respondents found the contents of the *Changi Kheti* magazine to be highly useful. Majority of the readers of the *Changi Kheti* magazine were old in age and matriculates. Majority of the life members of this magazine had a low level of extent of social participation, extension contacts and training status and had a medium level of mass media exposure and access to electronic media. The study clearly revealed that majority of the respondents found the contents of the *Changi Kheti* magazine highly useful.

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