

ROLE OF KANNADA NEWSPAPERS IN COVERAGE OF ORGANIC FARMING DEVELOPMENT ISSUES

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Dr. A.P.J. Abdul Kalam stated “Organic agriculture, a holistic system that focuses on improvement of soil health, use of local inputs and relatively high intensity use of local labor, is a admirable fit for dry lands in many ways and the dry land offer many benefits that would make it relatively easy to implement.”

INTRODUCTION

Agriculture is one of the world’s oldest Occupation. In a developing country like India, it contributes for 18 % of the national exchequer. There is almost a three-fold increase in India’s population, since its independence (33crores to 110 crores) and food production has also received a boost from 50 million tones to 220 million tones (Sundesh, 2004). Every year, we need to raise the food production to the tune of 10 million tones, which calls for all our efforts by the concerned for integrated agricultural extension, educational programs for speedy transfer and adoption of improved technologies in the field of agriculture.

Agriculture plays a crucial role and is the backbone of our economic system. Agriculture not only provides food and raw materials but also employment opportunities to a very large proportion of population, thus being the factor, which feeds the country’s trade. In India, the main occupation of our working population is agriculture and it is the major source of Livelihood. It plays a vital role in the increment of National Income as well. It works as a supplier of Food and Fodder in a larger way.

Agriculture development process mainly involves generating knowledge, its transfer and utilization by the farmers. For rapid agricultural development, there is a need for constant flow of technological information from research system to extension system and there upon to the farmers for adoption. So, in the process of transfer of technology, effective communication has a significant role for agricultural development. Today, there is a greater need for communication of information as the present day, “Knowledge explosion” in the world has necessitated a “communication explosion” in its wake, because “never in the annals of human history was there a need for so many people to know so much and so quickly as it is today”. At the same time, the key role of communication in any form is to plant new ideas in the minds of human beings. Due to all the influences to which man is subjected to, the influence of ideas is probably the most important one. Preparing and distribution of the message to the millions of Indian villagers in the ways that it is received, understood, accepted and applied is therefore, the greatest opportunity and paramount challenge to all extension workers. Hence, it is deemed important that communication specialists teach farmers in the dissemination of innovations or new ideas by using various channels of communication for adoption.

Amongst the various communication media, the mass communication medium like newspapers, television, radio etc. play an important role in creating awareness and also improving the knowledge level of the audience / readers as they diffuse the message to larger sector within the shorter period. During the process of use of mass media, the use of printed materials or publications like newspapers, farm magazines, books, booklets, circular letters, leaflets, folders etc. emerged as an important means of communication system. It is traditionally associated with the culture and carries higher prestige for people than do other media.

Aiyer (1958) pointed out that the medium of printed word is very favourite one in agricultural communication and has been widely adopted since the beginning of extension work. He further stated that within the limits of illiteracy, the scope for printed material was still fairly wide and this method deserved to be availed of more and more, since the information published regularly or in the appropriate seasons can serve a very useful purpose.

Organic Farming was the original type of agriculture and has been practiced for thousands of years. For example, forest gardening, a fully organic food production system which dates from prehistoric times, is thought to be the world’s oldest and most resilient argo ecosytem. Orgnic Farming in India is experiencing at real boom-when considering the number of farmers turning to organic practices.

Therefore, this study is really going to help to bring some positive signs in the field to create more awareness and sensitivity among the farmers. This can really create a new dimension in farming.

REVIEW OF LITERATURE

D V R Moorthi (2013) in his study on Development News Coverage in the Indian Press, opines that newspapers have to give worth coverage to Health, Population, and Electricity etc. Newspapers are more or less commercial. He mentioned that Rural news does not get required space on cover page.

P G Shrinivasappa (1999) conducted his study on the content analysis of Kannada Prabha, Prajavani and Samyukta Karnataka and on its coverage of rural news. The results say that all these newspapers fails to give sufficient rural development news. These newspapers carry minimum information regarding rural development news.

Muthazhagan (1990) conducted his study on content analysis and readers' perception on "Valarum velanmai" and "seithi madal" publications. The author also stated that majority of the farmer readers read farm literature in Tamilnadu and they belonged to medium level of mass media participation.

RESEARCH OBJECTIVES:

- To evaluate the space and the kinds of Agricultural development news in the Kannada Agricultural supplements.
- To assess the kind of Organic news being covered in the Kannada supplements.

Research Design and Methodology

The research design of this study is Quantitative content analysis. Its overall objective is to study the coverage of Developmental Issues in Agricultural Supplements and stress on the coverage of organic farming components. The newspapers taken up for the study are Udayavani and Samyukta Karnataka. The period of study is May to January 2023 and 48 newspapers have been taken up for the study.

Findings and Analysis

Table 01: Total contents analysis of two newspapers supplements and their space analysis.

Contents	Space in sq cm	%
Udayavani (kanaja)	1,43,052	46.03 %
Samyukta karnataka (Ele-Bele)	1,67,706	53.97%
Total	3,10,758	100.00

Table 1 revealed that the supplements of the Two newspapers Udayavani (Kanaja) accounts for 1,43,052 sq. cm. (46.03%) and for samyukta karnataka it is 1,67,706 sq. cm. (53.97 %). The variation in the space depicts that there is more agricultural content in Vijaya Karnataka.

Table.2: Major Categories of the Agricultural Supplements

Contents	Space in sq cm	%	No of Items	%
Agricultural Content	107768	35.39%	462	34.74%
Advertisement	14,934	4.90%	56	4.21%
Photos	59312	19.48%	254	19.10%
Education	9,410	3.09%	57	4.28%
Entertainment	30,840	10.14%	70	5.26%
Finance	49244	16.17%	251	18.87%

Life style	8,192	2.69%	49	3.69%
Colomn	9092	2.98%	48	3.60%
Others	15720	5.16%	83	6.25%
Total	3,04,512	100.00	1330	100.00

From the table 2, it can be easily seen that, the major categories of the agricultural supplements in both the newspaper comprises of not only agricultural content but also other elements like advertisements, entertainment, Education, Lifestyle, Finance etc. Interestingly, agricultural supplements covering components of film gossips, fashion products and lifestyle was striking and should not be a part of it. Udayavani newspaper had more coverage on life styles, fashion and entertainment elements in its pages rather that agricultural news. Hence, it can be concluded that the agricultural supplements focuses on agricultural content but has other items placed in its pages which is a new revelations.

Table.3: Kinds of Agricultural content in the Supplements

Contents	Udayavani Space in sq cm	%	Samyukta Karnataka Space in sq cm	%
Farmer's Profile	2,752	7.17%	5,580.2	12.07%
Farmer's Success Story	6,738	17.56%	18,122	39.15%
Animal Husbandry	1,873	4.88%	718	1.56%
Agricultural Information	1,880	4.90%	2,380.4	5.14%
Fertilizer and Crops	-----	-----	4,740	10.24%
Column	9,092	23.71%	-----	-----
Agricultural Photo	16,004.2	42.77%	14,7,38	31.84%
Total	38,339.2	100.00	46,278.4	100.00

From the table 3, it can be easily concluded that Samyukta Karnataka, has allotted more space to information related to agricultural content, farmer's profile, success stories and information related to seeds, pesticides and animal husbandry. Udayavani had more information related to Ananimal Husbandry (1873 sq cm) and had columns (9092 sq cm) dedicated to agriculture. Udayavani had more space dedicated to agricultural photos. Apart from these, Samyukta Karnataka has extensively covered the agricultural news and information.

Table.4: List of the Organic Issues Covered

Organic	Space (Sq Cms)
Kokko Tree- Udayavani	377
Pappaya- Udayavani	192
Betel Nut- Samyukta Karnataka	344
Elephant foot- Udayavani	204
RiceSeeds-Samyukta Karnataka	362
Organic Vegetable Garden-Udayavani	323
Grapes-Udayavani	405

From table 3, it can be seen that Udayavani has covered more organic farming issues in its pages. Though, from the above tables, it is evident that Udayavani had less coverage on agricultural and developmental issues, yet organic farming components were more in Udayavani. A qualitative study on specifically developmental issues related to Organic Farming revealed that not so popular elements like- Kokkum, Elephant Foot were given space in its pages.

CONCLUSION

From this study, it can be concluded that Udayavani has devoted more space to lifestytlres, finance, fashion and entertainment but its agricultural columns were highly informative. Whereas, in Samyukta Karnataka though there were no agricultural

columns yet it rendered ample information and news on farmers profile, seeds, pesticides, success stories. It is interesting to note that Udayavani always had agricultural content covered in the last page of its 4-page supplements. The first page and the subsequent were devoted to finance, lifestyle and entertainment. Agricultural news and information being covered in the last page denotes that Agriculture is given the least importance.

India being an Agrarian nation, it is important that farming and agricultural component be covered adequately. Newspapers try to grab more readers by providing light hearted issues and more of entertainment stuff. But, it is important to keep in mind the growing number of literate farmers who strive to seek information from the agricultural supplements.

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