CONTENT ANALYSIS OF ANIMAL HUSBANDRY NEWS IN SELECTED HINDI DAILIES OF HISAR

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ABSTRACT

The present study was an attempt to content analyse the animal husbandry news items published in the popular vernacular dailies (Dainik Jagran and Dainik Bhaskar) of Hisar district. The findings revealed that there was a definitive preference for local news items by both the dailies. Space covered for publication of cattle and buffalo news was found the highest followed by wildlife, canine and poultry. Fisheries and piggery were almost neglected by both the dailies. Almost two-third of the news related to animal husbandry was published on the upper half of the paper. Most of the news items were contributed by their respective press correspondents thus reflecting poorly on the extension workers and the institutes like agricultural university, state departments etc. During the reference period only three pertinent editorials were published in these dailies. It is suggested that the editors and extension agencies should take note of these findings. The newspapers have a large potential in disseminating useful and timely information, besides popularizing different farm enterprise like pig and rabbit husbandry.

Key words: Content analysis, vernacular dailies, animal husbandry

Agricultural journalism is gaining importance, particularly after the establishment of agricultural universities in India. Among the several mass media, newspaper and farm magazine are commonly used. Infact, the print media has widened the scope of communication. Increasing rate of literacy in the country offers more prospects for utilizing print medium as a means of mass communication. It is cheap and people can afford to buy and read at their convenience. Moreover, it is a medium in which the messages are printed permanently with fairly good storage value. Yet it is often felt that the print media especially newspaper are underutilized although it has a potentially vital role to play in the communication of agricultural information among the literate farmers.

Content analysis, as a technique, allows us to examine the extent of utilization of newspapers in disseminating useful agricultural information. It entails a systematic reading of a body, images, and symbolic matter though not necessarily from an author's or a reader's perspective. Content analysis evolved into repertoire methods of research that promise to yield all kinds of verbal, pictorial, symbolic and communication data. It is a research technique for making replicable and valid inferences from text (or other meaningful matter) to the context of their use (Krippendorff, 2004).

A study was conducted to analyse the contents published in popular vernacular dailies of Hisar district for publication of animal husbandry (A.H.) related information.

MATERIALS AND METHODS

Out of five popular dailies published in Hindi, two newspapers namely- Dainik Jagran and Dainik Bhaskar were selected on the basis of their highest circulation in Hisar district. The samples of each issue of both the dailies for one year period (January to December, 2010) were chosen for study purpose. The significance of news can be studied in two ways –those having direct implication or those having utility as news and its effects. However, in the present case those items having direct implications were considered.

Further, the utility may be at four levels such as districts, state, national and international level. An attempt was made to evaluate the implication of the news at different levels. The A.H. news were also categorised on the basis of location/ appearance of news i.e. upper and lower half of the newspaper. It was seen that A.H. news published in these newspapers appeared in two

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forms-one with A.H. headlines and second with non-A.H. headlines or with a headlines which were not suitable enough to indicate that the news was related to veterinary and A.H. All the non-A.H. contents in A.H. news articles with A.H. headline were discarded. All the blank space above and below the text of A.H. news article was not taken into account. Some news article occupied news columns on both the halves. A news article of such type was coded and scored for the half on which it occupied more than 50% of the column length. If a news article was almost equally distributed on the two halves, then it was coded and scored for the half on which its headline was located. Further, the articles dealing with the different species of animals viz bovines, canine and feline, avian, ovine, swine, wildlife, fish and equine were categorized and placed accordingly. An effort was also made to find out the sources of A.H. information published in the selected Hindi dailies and a list of sources was prepared [like Hisar correspondent, New Delhi correspondent, international agency, Chaudhary Charan Singh Haryana Agricultural University (CCS HAU), National Dairy Research Institute (NDRI), Central Institute of Research on Buffaloes (CIRB), Indian Council of Agricultural Research (ICAR), state department etc.]. Photographs which appeared in A.H. news article were classified as black and white or coloured photographs.

Methodology of Codification and Measurement of Content Analysis: Three units were utilized for this purpose (i) Recording unit – It referred to specific segment of content that is characterized by placing it in a given category. (ii) Context unit – It was considered as the largest body of content that may be searched to characterize a recording unit. It was the body of material surrounding the recording unit and (iii) Enumeration unit – It was the unit in terms of which quantification was to be performed.

The total space (column width x column length in cm) covered by a news article excluding headline was calculated. The context unit was obviously the entire news article. The enumeration unit was measurement of total space in cm. For codification and measurement of A.H. news on the basis of the levels of significance, the recording unit was news article minus headline. The news article was selected as recording unit because it was found that most of the news articles dealt with only one level. Since the A.H. news articles were mostly homogenous in relation to level of significance, so measurement of column length as well as frequency count of news articles were designated as the enumeration unit. For editorials, the recording unit was entire editorial because generally these carry only one major theme. The context unit was the entire editorials. The enumeration unit for editorials was designated as measurement of column length in centimetres and frequency count of editorials. For opinion column, the units were same as in case of editorials.

RESULTS AND DISCUSSION

Distribution of Space and Numerical Count: Evidently, greater emphasis was on district level news (2/3rd) followed by state level by both the selected Hindi dailies (Table 1). Proportion of national and international level of news was higher in Dainik Bhaskar as compared to Dainik Jagran. Apparently, the newspapers have preferred coverage to local and regional news. These findings get support from the findings of Bhati (1980) who reported that 75% space under agricultural news was on district and state level news items. In contrast, Minocha (1979) reported that national level news (45%) occupied maximum space followed by state level (34.66%). Further, it was observed that 86.99% and 86.01% space was covered with the news with headlines in Dainik Bhaskar and Dainik Jagran, respectively. Some news items pertaining to A.H. were

Table 1
Distribution of total space and numerical count of animal husbandry news

Levels of significance	Dainik Jagran			Dainik Bhaskar		
	Number	Space (%)	Rank	Number	Space (%)	Rank
International	31	2130.9 (5.2)	IV	61	4548.5 (11.5)	III
National	43	3883.1 (9.5)	III	56	4585.1 (11.6)	IV
State	74	7456.1 (18.3)	II	81	7056.7 (17.8)	II
District	313	27262.5 (66.9)	I	342	23301.1 (59.0)	I
On the basis of headlines						
With headlines	413	30001.1 (86.9)	I	494	27809.7 (70.4)	I
Without headline	48	4485.4 (13.01)	II	46	4520.1 (29.6)	II
	461	40732.6		540	39491.5	

Space=column width x column length in cms

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also published in these dailies without headlines (Table 1).

Species Covered: The preference in both dailies was on bovines (Table 2). Bhati (1980) also reported that maximum space was given to the news related to cow followed by buffalo. Interestingly second importance was given to wildlife by both the dailies. News on canine and poultry were next in order of preference while ovine and equine could get little attention (Table 2). News on fish, swine and laboratory animals covered minimum space. However, this finding contradicts the observation of Bhati (1980) who reported that coverage of news related to fisheries occupied the second highest space. Surprisingly, not a single news item on piggery was published in both the newspapers during the study period. A concerted effort should be made by all including the extension agencies to make fullest use of newspapers for popularizing pig farming in the state.

Placement of Animal Husbandry News: The A.H. news coverage on upper half was higher in both dailies as compared to the lower half (Table 3). It can, therefore, be interpreted that these papers have specific preference with regards to the location of A.H. news. Moreover, when compared with the space given to A.H. news regarding edition, space covered by news in local edition was (av. 55.18%) higher than the main edition (44.82%) in both the selected Hindi dailies. These results were similar to the observations of Jaura (2006).

Sources of Animal Husbandry Information: Table 4 depicts that 70.8% and 64.7% A.H. news items in both dailies were contributed by their respective press correspondents. Almost similar results were reported by Bhati (1980) and Jaura (2006). Other important

sources contributing A.H. news in Dainik Jagran were CCSHAU (9.75%), international agency (5.06%), State Department of A.H. and Dairying (4.55%), NDRI (4.35%) and Delhi correspondents (3.42%). In case of Dainik Bhaskar, international agency contributed 11.24% of the news followed by CCSHAU (7.24%), Delhi correspondents (6.43%), NDRI (5.07%) and State Department of A.H. and Dairying (3.55%). It is noteworthy that the share of contribution of CCS HAU and other research institutions was on the lower side. Therefore, the scientists of the university and other institutions should take a lead and provide more information about the research outcomes and technologies to the media. This will help in popularizing newer technologies among livestock farmers. Different departments like Animal Husbandry, Fisheries and Rural Development should also be encouraged for publishing news about Government policies and other schemes related to livestock so that farmers get benefited. Similar findings have earlier been reported by Mishra and Verma (1998), Michelle *et al.* (2005) and Mohamed and Shyma (2010).

Distribution of Animal Husbandry News on the Basis of Headline: It was found that about 13% of A.H. news

Table 3
Location of animal husbandry news article

Location		Dainik Jagran				Dainik Bhaskar		
		No.	Space	%	Rank	No.	Space	%	Rank
Portion	Upper	258	25560.5	62.7	I	332	25244.4	63.9	I
	Lower	203	15172.1	37.2	II	208	14247.1	36.1	II
Edition	Main	242	18753.4	46.1	II	219	17296.7	43.8	II
	Local	219	21979.3	53.9	I	321	22194.7	56.2	I
Total		461	40732.6	100		540	39491.5	100	

Table 2
Distribution of space devoted to different species

Animals	Dainik Jagran				Dainik Bhaskar			
	No.	Space	%	Rank	No.	Space	%	Rank
Bovine	297	23061.7	61.8	I	281	16415.2	43.5	I
Canine	34	2497.2	06.6	III	30	1489.5	03.9	V
Poultry	23	2276.1	06.1	IV	65	6554.9	17.4	III
Wildlife	74	6408.2	17.1	II	99	9026.5	23.9	II
Fish	05	340.6	00.9	VII	06	399.8	01.1	VIII
Equine	15	1431.1	03.8	V	13	1043.4	02.7	VI
Ovine	09	1041.8	02.7	VI	36	2122.4	05.6	IV
Swine	04	263.2	00.7	VIII	04	127	00.3	IX
Lab animal	-	-	-	-	06	485.6	01.2	VII
Total	461	40732.6	100		540	39491.5	100	

Space = column width × length in cms

Table 4
Distribution of space devoted and numerical count of animal husbandry news articles contributed by various sources

Sources	Dainik Jagran				Dainik Bhaskar			
	No.	Space	%	Rank	No.	Space	%	Rank
Hisar corr.	322	28839.4	70.8	I	352	25580.1	64.7	I
New Delhi	19	1393.8	03.4	VI	32	2541.2	06.4	IV
Intl. Agency	22	2061.9	05.1	III	60	4436.3	11.2	II
CCS HAU	48	3972.1	09.7	II	47	2858.1	07.2	III
NDRI	18	1769.2	04.3	V	20	2004.1	05.1	V
State dept.	24	1852.2	04.5	IV	21	1383.4	03.5	VI
ICAR	04	239.4	00.5	VIII	03	190.2	00.4	VIII
NRCE	04	604.1	01.4	VII	03	316.2	00.8	VII
CIRB	-	-	-	-	02	181.5	00.4	IX
Total	461	40732.6	100		540	39491	100	

Space = column width × length in cms

Table 5
Distribution of space devoted to photographs

S. No.	Photographs	Dainik Jagran				Dainik Bhaskar			
		No.	Space	%	Rank	No.	Space	%	Rank
1.	Black & white	231	12673.1	79.9	I	205	9747.2	64.6	I
2.	Coloured	64	3183.2	20.1	II	97	5342.8	35.4	II
	Total	295	15856.4	100		302	15090	100	

appeared without A.H. headlines in both the dailies (Table 6). Almost similar result was reported by Minocha (1979) and Bhati (1980). These authors reported that 10.0 and 12.5% of news were published without specific headlines, respectively. It is opined that editors should take steps to reduce the quantity of such news items. Such news items are understood to affect the reading habit of farmers. These results are in conformity with the results of Pipy and Olwu (2000), Roy *et al.* (2003) and Mohamed and Shyma (2010).

Space Devoted for Animal Husbandry Photographs: Almost 80% of space was covered by black and white photographs and remaining 20% was occupied by coloured photographs in Dainik Jagran (Table 5). However, these figures were 64.6% and 35.4%, respectively in Dainik Bhaskar (Table 5). It is suggested that more space should be given to relevant photographs because they immediately attract the readers' attention and ultimately improve their reading behavior.

Editorials on Animal Husbandry: About 1.32% of the total editorial space was covered under editorials related to A.H. (Table 6). It does not seem to commensurate with the importance of A.H. in the country. Very few editorials were published on issues of paramount importance like wildlife conservation, white revolution, animal welfare etc. It is suggested that

Table 6
Comparative space devoted to animal husbandry related editorials and opinion columns

News papers	Total no. published	Space	Rank	No. of A.H. related	Space	Rank	%
Editorials							
Dainik Jagran	258	13261.4	II	01	134.6	II	01.1
Dainik Bhaskar	302	21674.3	I	02	324.4	I	01.5
Total	560	34935.7		03	459.1		01.3
Opinion columns							
Dainik Jagran	198	4567.1	II	00	00	-	-
Dainik Bhaskar	304	8754.3	I	04	489.4	I	05.5
Total	502	13321.4		04	489.4		05.5

Space = column width × length in cms; A.H.=Animal husbandry

editors should take cognizance of happenings in these areas and devote some time and space in expressing their free, frank and fair opinion.

Opinion Columns on Animal Husbandry: An analysis of opinion columns as given in Table 6 is a sort of an awakening call. In Dainik Jagran, none of the opinion column was published on A.H. during the study period. While in Dainik Bhaskar, only 5.59% space was used for this purpose (4 out of 502 news items). Therefore, it is suggested that more of opinion columns should be published especially by inviting items from leaders and pioneers in the related field.

It can be concluded from the study that there is a lack of exploitation of the newspapers's potential by extension agencies. Greater emphasis on piggery, poultry and fisheries, more involvement of government agencies, inclusion of photographs and editorials and opinion columns are some of the important issues that need attention. Appropriate attention to these issues can better help the A.H. owners in improving their knowledge.

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