Authors motivation towards writing articles in Krushijivan farm magazine

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ABSTRACT
The present study was conducted to know the authors’ motivation level towards writing articles in Krushijivan farm magazine. Total 110 authors who had contributed the articles in any of the forty eight issues of the year 2000 to 2004 of KRUSHI JIVAN farm magazine were selected randomly for the present study. Findings of the study revealed that the motives of authors behind writing article were prestige followed by self-actualization, economics, aspiration and source of motives. Overall, majority (70.90 per cent) of the authors had medium level of motivation towards writing articles, whereas equal number of authors (14.55 per cent) had high and low level of motivation towards writing the articles.


Key words : Motivation, Authors, Krushijivan farm magazine, Articles