ILLUSTRATION ANALYSIS OF FRUIT CROP INFORMATION APPEARED IN AGROWON NEWS PAPER
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ABSTRACT
An appropriate combination of various communication channels is necessary so that the various agricultural innovations could reach all categories of farmers without any loss of time. In India, among mass media, newspaper plays key role in dissemination of new agricultural technology among farmers. The every third issue of Agrowon newspaper making the size sample 122 newspapers was selected purposively. The data were collected with the help of the pretested proforma. Regarding coverage of horticultural information, it was observed that maximum coverage was given on fruit crop information, followed by vegetable crop information. In Illustration type, photographs observed in maximum number. Among placement of illustrations left upper left side was topped. Regarding colour, multicolour illustrations were maximum. In sub-tropical fruit crops without illustration information was more. The study implies that there is a need to increase the coverage of type of illustrations such as drawings, cartoons and graphs for better understanding of the fruit crop information to the readers.