CONTENT ANALYSIS OF MARATHI NEWSPAPER AGROWON WITH SPECIAL REFERENCE TO VEGETABLE CROP INFORMATION
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ABSTRACT
A Newspaper or periodical properly edited, printed and produced regularly, may serve to establish a continuous link with the people by giving education as well as relevant and timely information on many aspects of daily life. Sakal a daily newspaper had launched Agrowon Newspaper. The first ever daily in India devoted completely to Agriculture. 122 issues of Agrowon newspaper were considered for content analysis of the vegetable crop information. The findings of the study revealed that the paper has covered maximum agricultural information. In case of advertisements, non-agricultural advertisements appeared to be more. Also it was found that agricultural and horticultural articles were more. With regards to horticulture, it was observed that more space was covered by fruit crop information, followed by vegetable crops. According to various package of practices in vegetable crops, it was observed that more information was regarding marketing and intercultural operations.