



UTILIZATION PATTERN OF NEWSPAPER BY LIVESTOCK FARMERS

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Abstract: *Animal Husbandry plays an important role for national development including agricultural as reflected by its 4.09 per cent contribution to the national GDP. Print media is one of the potential sources for dissemination of news including agricultural and animal husbandry. It helps to narrow the gaps between research results and their application by farmers in rural areas. The present study was conducted in two parts, first content of animal husbandry news published in dailies, for which sample of each issue of Dainik Jagran and Dainik Bhaskar for one year period starting from 01.01.2010 to 31.12.2010 were selected and for second part of the study, 110 livestock farmers randomly selected from two village of Hisar district to assess the utilization pattern of newspaper, The data were collected through pre-structured interview schedule developed for this purpose and by holding personal interview with the farmers during 2010-11.*

The findings of the study revealed that news related to animal health occupied first rank having maximum space followed by animal production. In case of levels of significance of news, maximum emphasis has been either on state level or districts level news. Space covered for publication of bovine news was found highest (61.8%), followed by wildlife (17.17%), canine (6.69%) and poultry (6.09 %). It is also reported that 60.0, 24.55 and 20.90 per cent of respondents had medium, low and high level of reading behavior, respectively. The findings regarding various aspects of utilization pattern of newspaper depict that majority of farmers (40.09 %) were read Dainik Bhaskar followed by Dainik Jagran (34.55 %). Some suggestions were also given by the respondents for enhancing their utilization pattern of newspaper. Such as articles should be written in more simple language with short paragraphs and short sentences, colored photographs, animal husbandry input advertisements and attractive coverage.

Keywords: *Animal Husbandry news; Livestock farmers; Utilization pattern of newspaper.*

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INTRODUCTION:

Literacy is an indispensable component of human resource development. It is an essential tool for acquiring and sharing of knowledge-cum-information, a pre-condition for an individual's growth and for national development. With the spread of literacy and awareness in rural Haryana, Hindi dailies have become the potent means for communicating animal husbandry information to the masses. This helps in the transfer of technology from the source of origin to the ultimate users and act as a great source of guidance and inspiration.

Literacy in India is key for socio-economic progress and the Indian literacy rate grew to 68 percent in 2007 from 12 percent at the end of British rule in 1937. The data below shows the adult and youth literacy rates of India in 2002(Anonymous, 2008a).

Country	Adult Literacy Rate	Youth Literacy Rate
India	66.0% (2007)	82% (2001)

Kerala is the most literate state in India, with 93.59 percent literacy, followed by Mizoram at 88.80 percent. Bihar is the least literate state in India with 37 percent literacy. International Literacy Day is celebrated each year on 8 September with the aim to highlight the importance of literacy to individuals, communities and societies.

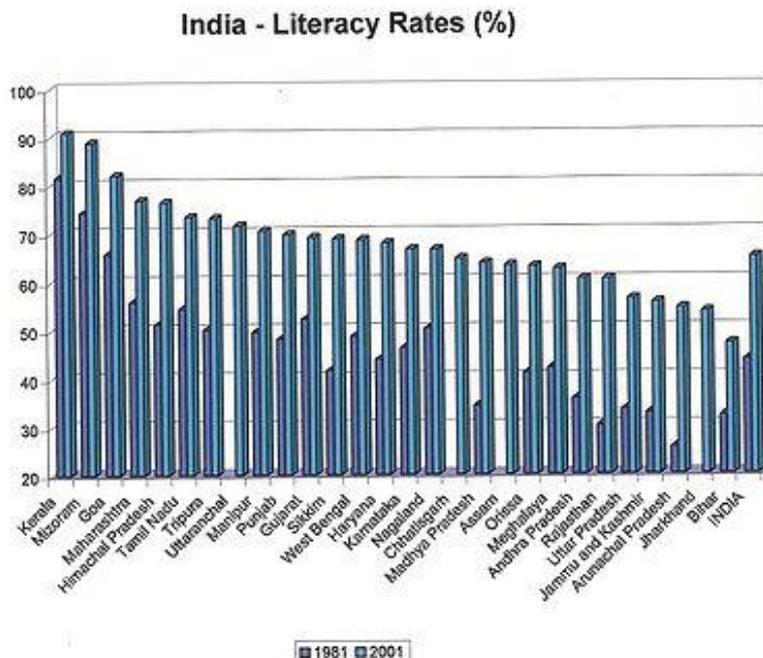


Fig: 1 State wise literacy rate of India
(<http://www.census2006.co.in/literacy.php>)



Table 1: States wise Literacy rate of India

Rank	State	Literacy Rate (%) -2007 NFHS-2	Literacy Rate (%) - 2001
1	Kerala	100.00	90.86(Highest)
2	Haryana	71.3	67.91(Study area)
3	Bihar	53.1	37.00 (Lowest)
4	India	67.6	63.83

Table 2: Literacy rate in Urban and Rural area in India

Total	Literacy rate	Persons	Males	Females
Rural	Literacy rate	58.7%	70.7%	36.1%
Urban	Literacy rate	79.9%	86.2%	72.9%

(Anonymous 2008a)

The analysis of the properties of written material is referred to content analysis. To knowing the Utilization pattern of newspaper by livestock farmers first of all it is necessary to conduct a content analysis of newspaper regarding animal husbandry news, the text is coded or broken down into manageable category on a variety of levels i.e. word, word sense, phrase, sentence, or theme and then examined using content analysis methods.

The Indian print media was started in 1780. James Augustus Hickey is considered as the "father of Indian press" as he started the first Indian newspaper from Calcutta, the Calcutta General Advertise or the 'Bengal Gazette' in January, 1780 (Jeffrey 2000).

Indian Readership Survey findings showed that the largest read local language newspapers was Dainik Jagran (with 55.7 million readers) and Dainik Bhaskar (with 33.9 million readers), both published in Hindi (Anonymous 2009).

Status of Newspaper:

There are so many newspapers published in India. It is pertinent to mention here the important newspapers having highest circulation. The list of important newspapers published in India and its circulation is given below so that a clear picture may be reflected.



Table 3: List of the newspapers in India by daily circulation

S.No.	Newspaper	Language	City, State	IRS 2009 (Lakhs)	IRS 2010 (Lakhs)	Owner
1.	The Times of India	English	Various cities and states	71.32	70.25	Bennett, Coleman and Co. Ltd.
2.	Dainik Bhaskar	Hindi	Various cities and states	128.8	122.29	DB Crop Ltd.
2.	Dainik Jagran	Hindi	Various cities and states	160.96	162.12	Jagaran Prakashan Ltd.
3.	Punjab Kesari	Hindi	States of Punjab, Harayana	23.25	25.26	Founder Jagat Narain

(Anonymous 2009, Indian Readership Survey (IRS)).

Despite recent industrial development, Haryana is self-sufficient in food production and the second largest contributor to India's central pool of food grains. Dairy farming is also an essential part of the rural economy. Haryana has a livestock population of 98.97 lakhs. Milk and milk products form an essential part of the local diet. There is saying "*Desaan main des Haryana, jit doodh dahi ka khaana*" which means "Best among all the countries in the world is Haryana, where the staple food is milk and yoghurt". Haryana, with 660 grams of availability of milk per capita per day, ranks at number two in the country as against the national average of 222 grams. There is a vast network of milk societies that support the dairy industry. The Murrah breed of water buffalo from Haryana is world-famous for its milk production (Anonymous, 2007). Keeping the importance of Newspaper as well as utilization of newspaper by livestock farmers in mind, the present study was undertaken with following objectives:

OBJECTIVES:

- 1 To study the utilization of newspapers by the livestock farmers.
- 2 To analyze the contents of animal husbandry news covered by selected Hindi Dailies newspapers in Hisar.



METHODOLOGY:

Utilization pattern of newspaper of livestock farmers

The study of utilization pattern of newspaper by the livestock farmers may help in improving the contents related to animal husbandry news in the selected Hindi dailies.

The basic purpose of this investigation is to analyze the “Content and Utilization pattern of newspaper by the farmers regarding Livestock News Covered by Hindi Dailies”. Hence, the following research design was used. The present study was conducted in two parts; therefore two types of research design were applied. Descriptive research design was used to analyze the communication content published in selected dailies and ex-post facto research design was adopted to study the utilization pattern of newspaper of farmers.

One of the basic objectives of the study was to ascertain the utilization pattern of newspaper, the methodology and procedure adopted are presented below:

Selection of villages/the Locale

A list of villages of Hisar district having circulation of the selected newspapers was prepared with the help of local news agencies and two villages namely Aryanagar and Kemerli were selected randomly from the list. Both the villages were located about 6-7 km from Hisar district Headquarter. As of 2001 India Census Kemerli had a population of 7204. Male population is 3853, while female population is 3351. More than 150 copies of the selected newspapers were circulated daily in these villages during the period of study (reference period) i.e., from October 2010 to February 2011.

Selection of respondents

Incidental sampling approach was adopted for the selection of respondents. A list of all the livestock owners was prepared who read the newspaper. From those, 55 livestock farmers were selected randomly from each village. Thus 110 Livestock farmers (respondents) were selected.

Content analysis

Content analysis is vital to the developing science of human behavior. Content analysis has developed as a multipurpose research technique especially for carrying investigation in the field of communication.



Definitions of content analysis

Waples and Berelson (1941) systematic content analysis attempts to define more casual descriptions of the content, so as to show objectively the nature and relative strength of the stimuli applied to the readers or listener.

Kaplan and Goldsem (1943) says that the content analysis aims at quantitative classification of a given body of content, in terms of a system of category devised to yield data relevant to specific hypothesis concerning that content.

Riley and Stoll (1968) said that content analysis is a multipurpose research method developed for investigating a wide variety of problems that are encountered in the study of communication.

Singh (1976) content analysis, sometimes known as document analysis is a method of communication or of current records or documents.

For the purpose of this study, the distribution of different smallest content units has been measured in terms of the frequencies, percentage and the space occupied by these in pages and column in centimeters. Newspaper readers are important component of this study. They are the receivers of the message. Knowledge of the receiver is essential to communicate the message effectively.

Definition of news

News is what is broadcast or printed in newspapers (Hohenberg, 1978).

News is defined as an account of events, or a fact, or an opinion which interests people (Metz, 1977). For this study, the word news is interpreted as the information which is useful for farmers / readers.

Definition of animal husbandry news

Animal husbandry is the agricultural practice of breeding and raising livestock. As such, it is a vital skill for farmers, and in many ways as much art as it is science. The science of animal husbandry is called animal science. Thus news regarding animal husbandry is considered as animal husbandry news which was selected for content analysis purpose.

Selection of newspapers

There are five popular dailies (newspapers) published in Hindi in Haryana state namely Dainik Jagran, Dainik Bhashkar, Punjab Kesri, Dainik Tribune and Hindustan Times.



Table 4: Circulation of leading newspapers in Hisar district

S.No.	Dailies	Circulation
1.	Dainik Bhaskar	250000 per day
2.	Dainik Jagran	250000 per day
3.	Hindustan Times	75000 per day
4.	Tribune	55000 per day
5.	Punjab Kesheri	12000 per day

(Local agencies reports, 2010)

Out of five newspapers, only two newspapers namely; Dainik Jagran and Dainik Bhashkar were selected on the basis of maximum circulation in the Hisar district for this study.

Selection of the sample

The news related to various animal husbandry aspects like occurrence of diseases, management of livestock and poultry in different season, clinical camp, symposium, etc are published on regular basis in the newspapers throughout the year, so that sample of each issue of Dainik Jagran and Dainik Bhaskar for one year period starting from 01.01.2010 to 31.12.2010 were selected for the content analysis purpose.

Selection of the animal husbandry news contents

Several types of news are published in the Hindi dailies. These news are related to various field viz., agricultural sector, politics, sports, animal husbandry, etc. Out of these, the present study was confined only to the news pertaining to animal husbandry appeared in the selected newspapers. Moreover, animal husbandry is also very wide sector. According to recent report, the value of output from livestock sector during 2003-05 was Rs. 1, 73,350 crores contributing 23.91 per cent to agricultural GDP and 3.72 per cent to GDP at national level (Singh, 2006).

A. Categorization of news related to Animal Husbandry

Categorization of animal husbandry news was the next step of the study. The animal husbandry is very wide field and different type of news articles are published in Hindi dailies. Thus the articles should be categorized / grouped on the basis of similarity of news. The first categorization was based on the subject-matter contained in the news articles. And



also subject-matter further categorized into different sub-categories. After deliberate discussion, all the news related to animal husbandry and veterinary sciences were categorized and subcategorized as under:

1. Animal Production

In this category, the news articles pertaining to various aspects namely, Animal Breeding, Livestock Production and Management, Livestock Products Technology, Animal Production Physiology, Animal Products Marketing, etc. were included.

2. Animal Health

The new items related to various Veterinary diseases, Veterinary Surgery, Veterinary Gynaecology, Veterinary Pathology, Veterinary Parasitology, Veterinary Microbiology, Veterinary Public Health and Epidemiology, Veterinary Pharmacology and Toxicology, Climate: Drought, flood, weather which affect the animal etc. were included

3. Entrepreneurship

The new articles related with Veterinary Equipment, Supporting services and Incentives, Dairy Industry Problems, Poultry Industry problems were placed.

4. Government policies

In this category following news articles were included:

- ➔ Government policies on incentives to farmers
- ➔ Milk/meat/wool production: Policies, Achievement, situation
- ➔ Animal Husbandry Extension Education activity like training, Demonstration, kissan mela, Camps
- ➔ Animal husbandry Policies and Social life: Farmer's organizations / associations / unions / farmers movements / demonstrations / strikes

5. Miscellaneous

The animal husbandry news articles or items which have subject matter related to animal welfare and new research, technology etc., were put in this category. Also those articles which fail to fit up in any of the above mentioned category were put up in this category.

B. Categorization of news on the basis of importance of news

The significance of news means the direct implication or utility of news and its effects. The utility may be at four levels such as districts, state, national and international level. Hence the analysis was made to see the implication of the news at different levels.



- ➔ District level:
- ➔ State level:
- ➔ National level:
- ➔ International level:

C. Categorization of news on the basis of species of animal

The news articles were also categorized on the basis of species of animals. The articles dealing with the following animals were categorized and placed in this category:

1. Bovines
2. Canine and Feline
3. Avian
4. Ovine
5. Swine
6. Wildlife
7. Fish
8. Equine

D. Categorization of photograph

Photograph which appeared in animal husbandry news article are classified as black and white or colored photographs.

Methodology of codification and measurement of content analysis

A cursory glance of a good number of news articles in the selected Hindi dailies revealed that most of animal husbandry news articles in two selected dailies column width differ considerably even difference was also found in same newspaper as well, e.g., in Dainik Jagran, most common column width are 3.7 cm, 4.4 cm, and 5.6 cm, etc while in Dainik Bhaskar most common column width are 5 cm, 5.5 cm, 4.7 cm, etc. So it is very difficult to reach at a standard column width, therefore to avoid this. The total space (Column width x Column length in cm) covered by news article excluding headline was calculated in this study. The context unit was obviously the entire news article. The enumeration unit was measurement of total space in centimeters. The units designated for various communication content, are given in following Table 5.



Table 5: Units of analysis for codification and measurement of various types of communication contents

S.No.	Communication content.	Recording unit	Content unit	Enumeration unit
1.	Animal husbandry news	Total space = (Column width x Column length in cm)	News article	Columns length in cms.
2.	Importance of A.H. news	Total space = (Column width x Column length in cm)	Entire News article	Columns length in cms. And frequency count
3.	Editorials	Total space = (Column width x Column length in cm)	Entire editorials	Columns length in cms. And frequency count
3.	Opinion columns	Total space = (Column width x Column length in cm)	Entire article	Columns length in cms. And frequency count

Development of a suitable criterion to judge the coverage and presentation of animal husbandry and veterinary news in selected Hindi dailies

The methodology adopted by Bhati (1980) was used in the study for this purpose. Keeping in mind the different types of communication content and the need of accuracy, the following methods of measurement and recording were adopted:

1. All the non-animal husbandry contents in animal husbandry news articles with animal husbandry headline were discarded. This was done to attain high standard of accuracy in results.
2. While codifying the animal husbandry news items in to various category and subcategories, the animal husbandry news headline were excluded because many animal husbandry headlines integrated to subject matter categories. Hence, it was not possible to include headlines in the process of categorization.
3. All the blank space above and below the text of animal husbandry news article was not taken in to account during the process of animal husbandry news. Inclusion of such space might have distorted the findings.



4. While categorizing the animal husbandry news content present in news articles which were basically non-animal husbandry, only the animal husbandry content was measured.
5. A news article which substantially was non-animal husbandry and whose jump head was animal husbandry considered as animal husbandry news article from the starting point of animal husbandry jump head because appearance of animal husbandry jump head showed the importance of the news and there was every likelihood that it would have caught the eyes of a reader.
6. During the course of pretesting it was observed that one or two news articles possessed a subject matter of two categories. This problem was solved by placing the news content in that category for which it possessed more number of words. If there were equal number of words for two clashing category in such news content was used as the criterion to decide the category. This approach was followed because mostly the news content is presented in the form of inverted pyramid with most important content coming first.
7. For measurement of the length of an article, may it be editorial, opinion column, etc. the headline and blank space of the text were also measured.
8. While deciding the location of news article on the upper and lower halves of various pages, it was observed that some news article occupied news columns on both the halves. A news article of such type was coded and scored that half on which it occupied more than 50 per cent of the column length. If news article was almost equally distributed on the two halves, then it was coded and scored for that half on which its headline was located.

RESULTS:

1. *Space given to the animal husbandry information*

To calculate the total space of news articles in the selected Hindi dailies, the total space was measured in column centimeters for the period under study. Per day average space of each newspaper was also worked out by dividing the total space with 361 day (since the newspapers were not printed / published due to national holiday i.e., Independence day, Republic day etc). Similarly, the space given to animal husbandry news was calculated in column centimeters. The figures in Table 6 indicate that "Dainik Jagran" devoted 1.13 per cent of the total space to animal husbandry information where as "Dainik Bhaskar" devoted 1.06 per cent space. However, the overall average space given to animal husbandry



information by these two selected Hindi dailies was 1.09 per cent. It was further noticed that Dainik Jagran topped between two for covering farm information. Similar findings were also reported by Minocha (1979) which revealed that, out of total space covered by agricultural news 1.45 per cent space was occupied by animal husbandry news.

Table 6: Space given to animal husbandry information by selected Hindi dailies of Haryana

Hindi dailies	Available space (col.cms)		Space given to animal husbandry news (col.cms)		Percentage	Rank
	Total(361 days)	Average per day	Total(361 days)	Average per day		
Dainik Jagran	3589547	9943.35	40732.61	112.83	1.13	I
Dainik Bhaskar	3706749	10268.00	39491.53	109.39	1.06	II
Overall	7296296	20211.35	80224.14	222.22	1.09	

2. Space given to different subject matter category of animal husbandry news

The figures presented in the Table 7 show that out of the total space given to farm information by the selected Hindi dailies it was found that, In Dainik Jagran, more space was given to animal health aspect (34.20%), followed by animal production (20.12%), government policies (9.4%) and entrepreneurship (2.8%). Likewise, in Dainik Bhaskar, 34.58, 17.37, 12.2 and 3.25 per cent total space were given to animal health, animal production, government policies and entrepreneurship, respectively. The data further revealed that animal health aspect had occupied rank I followed by animal production (rank II), government policies (rank III) and lastly entrepreneurship (rank IV). It is interesting to mention here that one third (33.48%) of the total of the animal husbandry space was covered by miscellaneous news in Dainik Jagran and almost 32 per cent space was given to these news by Dainik Bhaskar. Under the miscellaneous category, the news related to animal welfare, research and development etc were included.

When comparison was made on the basis of number of A.H. news, it was found that, Dainik Bhaskar had more number (540) of animal husbandry news then the Dainik Jagran (461). These results get support from the findings reported by Jaura (2006), in which they also reported that animal health care occupied first rank (approx. 25%) followed by livestock



product management (approx. 23%). It can be concluded that information related to animal health earned the maximum space. This may be due to the fact that this sub-area is quite comprehensive practically in all the aspects of maintaining animals in good health.

Table 7: Distribution of animal husbandry news in different category (Measurement in column width x column length)

S.No.	Categories	Dainik Jagran				Dainik Bhaskar			
		No.	Space	%	RO	No.	Space	%	RO
1.	Animal health	138	13931.90	34.20	I	149	13654.40	34.58	I
2.	Animal production	87	8196.47	20.12	II	86	6861.43	17.37	II
3.	Entrepreneurship	13	1138.55	02.80	IV	19	1284.37	03.25	IV
4.	Government policies	48	3826.95	09.40	III	69	4814.55	12.20	III
5.	Miscellaneous	175	13638.74	33.48		217	12876.78	32.60	
Total		461	40732.61	100.00		540	39491.53	100.00	

(RO- Rank Order)

3. Distribution of space and numerical count for various level of significance

It is evident from the data presented in Table 8 that distribution of news items for various levels of significance, the maximum emphasis has been either on state level or districts level news in both the selected dailies. More number of National level news was published in Dainik Bhaskar (56) as compared to Dainik Jagran (43). More space was covered by the Dainik Bhaskar as far as international level news are concerned to the extent of 11.52 per cent as compared to Dainik Jagran in which these news have only 5.23 per cent space.

Table 8: Comparison of total space (Measurement in column width x column length in cms) and numerical count of animal husbandry news for its various level of significance

S.No.	Levels of significance	Dainik Jagran				Dainik Bhaskar			
		No.	Space	%	RO	No.	Space	%	RO
1.	International	31	2130.92	05.23	IV	61	4548.57	11.52	III
2.	National	43	3883.03	09.53	III	56	4585.03	11.61	IV
3.	State	74	7456.09	18.30	II	81	7056.77	17.87	II
4.	District	313	27262.5	66.94	I	342	23301.16	59.00	I
Total		461	40732.61	100.00		540	39491.53	100.00	

(RO- Rank Order)

In Dainik Jagran, 66.94, 18.30, 9.53 and 5.23 per cent news were found having the significance of district, state, national and international significance, respectively. While in Dainik Bhaskar, 59.00, 17.87, 11.61 and 11.52 per cent of news were having the district, state, national and international level of significance, respectively.



4. Space devoted to different species of animal consider in news

Further animal husbandry news was also categorized on the basis of animal species. The Table 9 shows the distribution of news items and the space occupied by them. It was found that news on bovine has been maximum and it is also interesting to note that second importance was given to wildlife in both selected Hindi dailies. This is perhaps due to the fact that Government is encouraging the saving / conservation of wildlife.

In Dainik Jagran, space covered for publication of bovine news was found highest (61.8%), followed by wildlife (17.17%), canine (6.69%), poultry (6.09 %), and ultimately occupied I, II, III and IV ranks. News regarding equine and ovine occupied 3.84 and 2.79 per cent and thus occupied V, VI ranks, respectively. Minimum space was covered by the news related to fish (0.90%) and swine (0.70%) and thus placed these news at VII and VIII ranks, respectively. In case of Dainik Bhaskar, first rank was occupied by bovines (43.58%) followed by wildlife (23.97%), poultry (17.4%), ovine (5.64%) and news related to canine (3.96%). However, 2.77, 1.29 and 1.06 per cent space was covered by news regarding equine, lab animal and fish, respectively. Minimum space was occupied for swine (0.33%) which was automatically given last rank i.e. IX.

The examination of data reveals that Dainik Jagran gave more emphasis on bovines as compare to Dainik Bhaskar whereas Dainik Bhaskar has given more space to the news related to poultry production and wildlife as compared to Dainik Jagran. Regarding news pertaining to ovine, more space was covered by Dainik Bhaskar. However, this finding contradicts those reported earlier by Bhati (1980) who reported that coverage of news related to fishery occupied second maximum space and not a single news on piggery were published in newspaper during the reference period. Fishery is also one of the most important areas now a days. Lab animals are required for experiments by various research unit. Being the important aspect, it is suggested that the news on these aspects regarding techniques, latest development and beneficial schemes launched by the Government should be published and more emphasis should be given to acquaint the farmers.



Table 9: Distribution of space devoted on different animals (Measurement in column width x column length in cms)

S.No.	Animals	Dainik Jagran				Dainik Bhaskar			
		No.	Space	%	RO	No.	Space	%	RO
1.	Bovine	252	23061.79	61.80	I	252	16415.28	43.58	I
2.	Canine	34	2497.26	06.69	III	30	1489.53	03.96	V
3.	Poultry	23	2276.07	06.09	IV	65	6554.93	17.40	III
4.	Wildlife	74	6408.24	17.17	II	99	9026.55	23.97	II
5.	Fish	05	340.68	00.92	VII	06	399.84	01.06	VIII
6.	Equine	15	1431.07	03.84	V	13	1043.46	02.77	VI
7.	Ovine	09	1041.85	02.79	VI	36	2122.49	05.64	IV
8.	Swine	04	263.24	00.70	VIII	04	127.00	00.33	IX
9.	Lab animal	-	-	-	-	06	485.60	01.29	VII
Total		416	37320.27	100.00		511	37665.25	100.00	

(RO- Rank Order)

5. Space devoted for animal husbandry photographs

It was also considered to measure the space covered by the photographs related to animal husbandry. The data given in Table 10 indicated that almost 80 per cent of space was covered by black and white photographs and remaining 20 per cent space was occupied by color photographs in Dainik Jagran. However, in case of Dainik Bhaskar, slight variation in percentage was noticed i.e., 64.60 and 35.40 per cent space was covered by black and white and color photographs, respectively.

Table 10: Distribution of space devoted on photograph (Measurement in column width x column length in cms)

S.No.	Photographs	Dainik Jagran				Dainik Bhaskar			
		No.	Space	%	RO	No.	Space	%	RO
1.	Black & white	231	12673.19	79.93	I	205	9747.23	64.60	I
2.	Color	64	3183.26	20.07	II	97	5342.81	35.40	II
Total		295	15856.45	100.00		302	15090.04	100.00	

(RO- Rank Order)

6. Utilization Level of newspapers by the livestock farmers:

It was measured by developing a newspapers reading behavior index. The total score of each individual on this variable was worked out by adding the scores on various aspects. The total maximum possible reading behavior score was 45. On the basis of the total score obtained by the respondents, they were categorized into three groups' i.e. low, medium and high level of reading behavior using the mean and one standard deviation formula ($\bar{X} \pm SD$).



Table 11: Utilization Level of Newspaper by the livestock farmers on the basis of total reading behavior Score

S.No.	Level of Utilization	Score range	Category of respondents	
			Livestock (110)	
			Frequency	%
1.	Low	0-28	27	24.55
2.	Medium	29-34	60	60.00
3.	High	35-45	23	20.90
	Total		110	100.00
	Mean		26.92	
	SD		02.71	

Data presented in the Table 11 show that majority (60 %) of respondents of belongs to medium level of utilization of news paper. The respondents among the livestock farmers category 24.55, 20.90 per cent of them were having low and high level of reading behavior. These findings were similar to the findings of Bhati (1980) and Hanumanaikar (2009), who found that 57.22 per cent of farmers belong to medium category of reading habits of farm magazines.

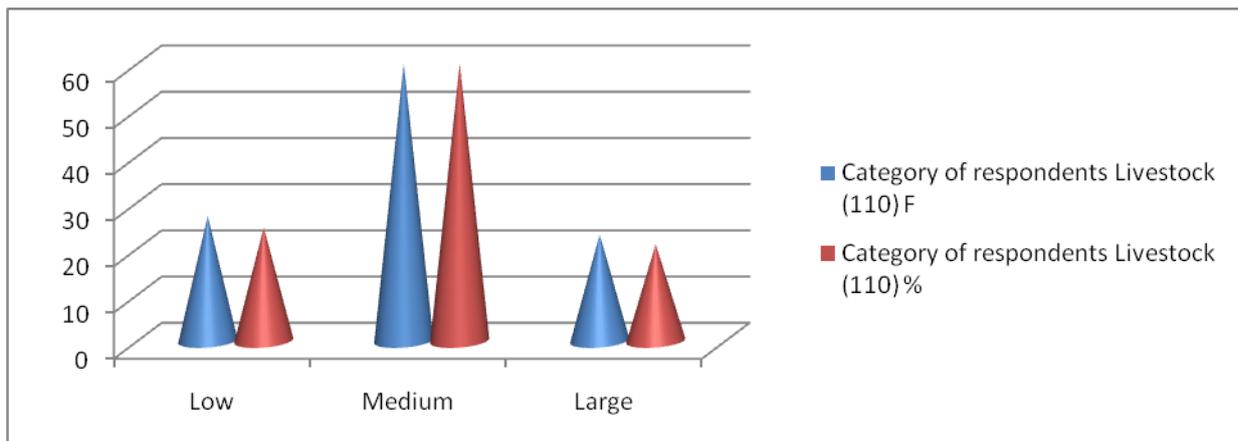


Fig 2: Distribution of farmers based on level of Newspaper Utilization

7. *Distribution of respondents on the basis of newspaper Reading behavior*

The level of reading behavior indicate only general picture of reading behavior. Therefore it was decided to analyze and present aspect wise findings of newspaper reading behavior. As mentioned in the research methodology chapter, different aspects of reading behavior such as, which newspapers do you read, year of subscription, subscription of newspaper, extent of reading newspaper, regularity in reading newspaper, time devoted for reading newspaper, time of reading newspaper, category of A.H. Information, read at a stretch, re-



exposure of old issue, posture of body while reading, modes of reading and frequency of reading a particular topic were included and suitable measurement technique and scoring pattern was assigned accordingly. The detailed data have been given in Table 12. The findings are given aspect wise as follow:

- 7.1 Reading of different types of newspaper
- 7.2 Year of subscription
- 7.3 Subscription of newspaper
- 7.4 Extent of reading newspaper
- 7.5 Regularity in reading newspaper
- 7.6 Time devoted for reading newspaper
- 7.7 Time of reading newspaper
- 7.8 Category of A.H. Information (Preference of reading)
- 7.9 Read at a stretch
- 7.10 Exchange of information with others
- 7.11 Re-exposure of old issue
- 7.12 Posture of body while reading
- 7.13 Modes of reading
- 7.14 Frequency of reading a particular topic

Table-12: Distribution of respondents on the basis of pattern of newspaper utilization

Sr. No.	Aspects of reading behavior	Category	Score	Livestock farmers (n=110)	
				F	%
1	Newspaper	DainikBhaskar	1	54	49.09
		DainikJagran	1	38	34.55
		Any other	1	18	16.36
2	Year of subscription	2002	8	13	11.82
		2003	7	05	04.54
		2004	6	14	12.72
		2005	5	19	17.28
		2006	4	19	17.28
		2007	3	22	20.00
		2008	2	16	14.54
		2009	1	02	01.82
3	Subscription	Yes	1	58	52.73
		No	0	52	47.27



4	Extent of reading newspaper	Completely	3	49	44.55
		Partially	2	54	49.09
		Specific item	1	07	06.36
5	Regularity in reading	Daily	4	84	76.36
		One's in 2-3 day	3	24	21.82
		One's in week	2	02	01.82
		Whenever get it	1	-	-
6	Time devoted for reading newspapers	Above 40 min.	3	29	26.37
		Between 20-40 min.	2	66	60.00
		Less than 20 min	1	15	13.63
7	Time of reading	Morning	4	53	48.19
		Noon	3	20	18.19
		Evening	2	12	10.90
		Night/ Need based	1	25	22.72
8	Preference of reading	Animal production	1	20	18.19
		Animal health	1	86	78.19
		Entrepreneurship	1	01	00.90
		Government policy	1	03	02.72
9	Read at a stretch	Whole	3	17	15.46
		Information of Interest only	2	82	74.54
		Quick scan	1	11	10.00
10	Exchange of information with others	Yes	1	100	90.91
		No	0	10	09.09
11	Consulting old issue	Regularly	2	06	05.46
		When required	1	99	90.00
		Never	0	05	04.54
12	Posture of reading	Sitting	4	78	70.91
		Sitting + Lying	3	32	29.09
		Lying	2	-	-
		Walking	1	-	-
13	Mode of reading	Silently	2	100	90.91
		Loudly	1	10	09.09
14	Feq. of reading particular topic	Once	1	104	94.54
		Twice	2	06	05.46
		Thrice	3	-	-



CONCLUSION:

Livestock is an essential part of the rural India as a source of livelihood and provider of draught power, manure and energy. The role of livestock in human development is enormous. Protein from livestock is needed for physical and intellectual development as well as for developing immunity against disease. Livestock production is also an instrument for socio-economic change to improve income and quality of life. The importance of this sector in India with distinct features of having very large number of livestock (485 million) is ever-increasing in terms of productivity, employment generation and contribution to the economy. India has also the distinction of having largest number of cattle and buffalo in the World (Anonymous 2007).

Among the mass media, source of information for rural india, newspaper is one of the most commonly used medium. Newspaper is primarily a means of disseminating news and influencing public on the current events. It also serves as an educational and entertainment medium. From the research findings, it is concluded that coverage of animal husbandry news in both selected dailies was very less and among them Dainik Jagran has given more coverage to news related to animal husbandry during the study period. Utilization behavior of middle age farmers were found to the satisfactory level, so it is further suggested that the contents which was preferred by the middle aged farmers should be given more space by the newspaper agencies particularly on animal health aspects.

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