

EFFECTIVENESS OF UZHAVARIN VALARUM VELANMAI IN DISSEMINATING OF FARM TECHNOLOGIES

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Abstract: Magazine plays a vital role in dissemination of information, public opinion etc. its role is immense in dissemination of farm information which will create awareness on new technologies and its adoption thereby improves livelihood. In this context, it is necessary to review the content, presentation style and readability index so as to improvise the magazine for better utility. The farm magazine titled ‘Uzhavarin Valarum Velanmai’ (UVV) is published from Tamil Nadu Agricultural University (TNAU) for the benefit of farming community. To assess its effectiveness and overall perception, a study was conducted on the “Effectiveness of Uzhavarin Valarum Velanmai in disseminating of farm technologies” for which 100 subscribers from Salem and Dharmapuri district i.e 50 from each district were selected using purposive random sampling method and two years UVV issues (2020-2021) were selected and assessed the readability index and content analysis. The result shown that 85% of respondents revealed that UVV created awareness on TNAU technologies, the adoption of technologies is 56%, 86% depicted that uvv is very effective in dissemination of technology and 89 % expressed that the magazine’s layout, design, spacing etc., is good. regarding content analysis and readability test, 247 articles were published in UVV on topics such as crop production, crop protection, processing, farm machinery, agri business, animal husbandry, success stories, agripreneurship, value addition and price forecast. With respect to readability, articles published in UVV are very easy to read and interpret and none of the articles were hard to read.

Keywords: Uzhavarin Valarum Velanmai’, awareness, adoption, effectiveness, impact, content analysis and readability index

Introduction

Magazines play an important role in shaping public opinion, informing and influencing readers through targeted content and visual appeal. In a rapidly evolving media landscape, understanding the effectiveness of a magazine is essential for publishers, advertisers, and content creators alike. Effectiveness, in this context, refers to how well a magazine achieves its objectives - dissemination of technology, awareness created, overall perception and impact of the magazine among the readers.

This study seeks to evaluate the effectiveness of Uzhavarin Valarum Velanami in terms of dissemination of farm technology, adoption level by the farming community, overall perception and impact of the magazine among the farming community and also conducting a comprehensive content analysis. Studying content analysis of farm news is essential because agriculture plays a vital role in the lives of the farming community (Balarubini & Karthikeyan 2014). Agricultural news creates awareness among the educators, students and farming community, therefore it is necessary to review the agricultural news. Sittonet (2006) reported that agricultural and its related news creates understanding and influence to participate in the policy process. Content analysis leads to a systematic examination of the magazine's themes, tone, structure, pictures. Through this, we can assess how well the magazine aligns with its intended audience's interests and needs, as well as how effectively it communicates key messages.

By analyzing various elements such as awareness, technology adoption, overall perception and impact of the magazine will provide insights into the strengths and areas for improvement within the magazine.

Methodology

The subscribers of 'Uzhavarin Valarum Velanmai (UVV)' from Salem and Dharmapuri districts were selected as respondents for the study. A total of 100 subscribers i.e 50 from each district were selected using purposive random sampling method to assess the level of awareness created by UVV on TNAU technologies, the extent of adoption of TNAU technologies by the farmers disseminated through UVV and the overall effectiveness UVV in disseminating farm technologies. Data were collected using questionnaire.

Two years UVV issues (2020-2021) were selected and assessed the readability index and content analysis. Articles were selected using purposive random sampling method to study readability.

Findings

Table 1: Level of awareness created by UVV on TNAU technologies

S.No.	Particulars	Respondents (%)
1.	New varieties	95.7
2.	Farm implements	94.3
3.	Plant protection	95.7
4.	Animal husbandry	94.3

5.	Value addition	78.9
6.	Seed availability	76.05
7.	Price forecast	69.05
8.	Agripreneurship	76.25
	Total	85.00

The articles on important and novel technologies were selected from UVV issues published during 2020 and 2021. The articles were categorised under eight subheads such as new varieties, farm implements, plant protection, animal husbandry, value addition, seed availability, price forecast and agripreneurship and the level awareness created by UVV were studied.

From table 1 it is found that overall 85% of the respondents revealed that UVV created awareness on farm technology. In that 95.7% of the respondents expressed that UVV created awareness on new varieties released by TNAU for the benefitted of the farming community and with respect to farm implements 94.3%, plant protection 95.7%, animal husbandry 94.3%, value addition 78.9%, seed availability 76.05%, price forecast 69.05% and Agripreneurship 76.25% awareness was created by UVV on TNAU Technologies.

TABLE 2: Extent of adoption of farm technologies disseminated through UVV

S. No.	Particulars	Adoption (%)
1.	Agriculture	44.0
2.	Horticulture	50.0
3.	Farm machinery	60.0
4.	Plant protection	70.0
5.	Soil health	73.7
6.	Animal husbandry	56.0
7.	Value addition	37.0
	Average	56.0

To study the extent of adoption of, From table 2 it was found that overall 56% of the respondents revealed that they adopted and implemented farm technologies disseminated through UVV. In that, 44 % of the respondents adopted technologies on agriculture crops,

50% on horticulture crops, 60% on farm machinery, 70% of plant protection, 73.7 % on soil health, 56% on animal husbandry, 37% on value addition.

Overall perception and effectiveness of the UVV in disseminating farm technologies

Regarding and effectiveness of UVV in disseminating farm technologies, it was found that 86 % of the respondents reported that UVV is effective in terms of disseminating fair and precise information, easily readable, enriches the readers knowledge with latest farm information, affordable, stored and information may be retrieved at any time, the information is more comprehensible by the pictures, Tits bits and publishing of special issues.

With respect to overall perception 89% of the respondents revealed that the size of the magazine, layout design, size of the letters, spacing between lines, quality of the pictures etc. are good which motivates the readers to read and continue to be the reader.

Impact of UVV

85 % of the respondents portrayed that UVV created awareness on farm technologies and motivated them to adopt new varieties and technologies; success stories published creates linkage between the farmers or agripreneurs and also motivates them to become agripreneurs.

Content analysis and readability index

Articles published during 2020 and 2021 in UVV on agriculture and its allied subjects were selected for content analysis and it was found that a total of 247 articles were published. In which, 106 articles were on crop production, 25 on crop protection, 11 on processing, 22 on farm machinery, 14 on agri business, 18 on animal husbandry, 37 on success stories, 3 on agripreneurship, 9 on value addition and 2 on price forecast. To test readability index, a total of 23 articles on crop production, crop protection, farm machinery, value addition, animal husbandry and success stories were randomly selected from two years issues (2020 and 2021) and using webfx software readability index score was studied. The details are given below:

Table 2: Readability Index

S.No.	Particulars	Readability
1.	Crop production	Easy
2.	Crop protection	Easy
3.	Farm machinery	Easy
4.	Animal husbandry	Extremely easy
5.	Value addition	Easy
6.	Success stories	Extremely easy

It reveals that none of the articles were hard to read and written in simple language. The result indicates that the articles published in UVV are easy to read and interpret.

Conclusion

‘Uzhavarin Valarum Velanmai’ has created high level of awareness (85%) on TNAU technologies among farming community. More than half of the respondent (56%) revealed that they adopted TNAU technologies which were disseminated by UVV. It is found that UVV was effective (86%) in publishing fair and precise information, easily readable, enriches the readers’ knowledge with latest farm information, affordable, stored and information may be retrieved at any time. With respect to overall perception, the respondents (89%) revealed that the size of the magazine, layout design, size of the letters, spacing between lines, quality of the pictures etc. are good which motivates the readers to read and continue to be the reader.

A total of 247 articles on farm technologies, farm machinery, agri business, animal husbandry, success stories, agripreneurship, value addition and price forecast were published during the years 2020-2021. With respect to readability, articles published in UVV are very easy to read and interpret and none of the articles were hard to read.

Based on interview with respondents, the Journalist preferences of the readers are inclusion of more pictures which will give more depth to scientific content and adding of question and answer section will help the readers to improvise their knowledge much better concisely.

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