Original Research Article

Importance of writing Content Analysis of farm broadcast programmes of Andhra Pradesh, India

ABSTRACT

The study was taken up to investigate the trend and frequency of coverage of agricultural information in popular farm broadcasts namely Pasidi Pantalu and Annadata in a quantitative manner. One-year content of two popular farm programmes of Telegu language namely Pasidi Pantalu and Annadata telecasted over Dooradarshan – Sapthagiri (public sector) and Enadu television (private sector) channel were recorded by using "set top box". The entire content was categorized in to six categories after preliminary watching. The six categories namely enterprise - wise, crop - wise, organization - wise, package of practice - wise, duration - wise, mode of presentation - wise. The entire content was thoroughly watched, frequency of occurrence of the programmes were counted and percentages worked out. The results indicated that, in the 'Pasidi pantalu' programme, more emphasis and more time was allotted to agriculture enterprise (33.49%), whereas in 'Annadata' programme, horticulture enterprise occupied first place with 41.55 per cent. Both channels given more emphasis to straight talk mode of presentation with 71.41 % and 98.09 % programmes respectively. The study also indicated that, research scientists are the main resources person in both the programmes. Both the channels given least importance to crucial enterprises like Fisheries (7.06 % & 3.88 %), Sericulture (3.08% & 1.45 %) and Poultry (1.14 % & 1.58 %). As the growing domestic and international market value of enterprises like; fisheries, poultry and sericulture, the coverage on these enterprises' needs be to improve in both the programmes. As a public sector channel, the coverage on general information needs to be reduced and replaced with crop and other enterprises related information in Dooradarshan - Sapthagiri. It was also recorded that, there is no coverage on most important crops like Jowar and Ground nut. Instead of research scientists, give preference to the extension scientists from KVKs and DAATTCs, as they have practical and diversified knowledge on crops.

Key words: Television, Farm broadcasts, Farm Programmes, Annadata, Pasisdi Pantalu, Enadu, Dooradarshan, Agriculture, Telecast

Introduction:

Agriculture the life of rural people where the most of the livelihood depends upon. Technologies developed by the scientific fraternity is of no value unless it gets into farming fields. Though extension functionaries are striving hard for the technological spread but the rate of dissemination to the door steps of farmers and look and corner of the country is not up to the standards until the mass media entered. A few decades back newspaper ruled the world. The educated and progressive farmers are fortunate enough to be equipped with intellectual methods in farming. Then the agricultural magazines took the place and served the farming community. With the technological interventions mass media started to take major share in publicity world.

The Television became part and parcel of every family. The television meant for entertainment, started to popularize the agricultural interventions to the farmers. Though radio has succeeded in dissemination of interventions but the television far exceeds in its success and effectiveness in dragging the attention of farmers. The extension slogan "seeing is believing" might be the major reason for becoming pioneer in mass media. The television is quite advantageous and a boon to even illiterate farmers. The level of understanding and implementation has been quite easy. Thus, the Television started its journey in agriculture and paving a way for the better of farming community.

The growth of agriculture can be boosted up by acquaint of knowledge with the latest technical knowhow on crop cultivation practices, use of fertilizers, soil-testing, dairying, animal –husbandry, sericulture, horticulture, fishery, poultry, weather forecasts *etc.,* The success of television in the farming sector has begun with a popular broadcast programme Door darshan on January 26, 1967 known as '*Krishi Darshan"* to disseminate technical knowledge among farmers. A separate channel namely 'DD – Kisan' was started by the government of

India to disseminate farm and home related information to farming community on May 26, 2015. This 24×7 channel disseminates real time information to farmers also.

The Indian broadcasting and cable tele vision market valued Rs. 959.68 billion during the financial year 2020 and it was expected to reach Rs. 1575.49 billion during 2026. The major factors propelling the growth of the market in India are favorable regulations, technological advancements and growing investment opportunities in the broadcasting and cable TV market. The increasing demand of TV sets, especially in rural India is also one of the key factors supporting the growth of this market. Further, the growth in entertainment industry with growing demand for international TV channels and shows is also propelling the growth of India broadcasting and cable TV market through FY2026

As per the industry estimates released by Broadcast India 2018 Survey conducted by Broadcast Audience Research Council (BARC) India, out of total of 298 million households in India, around 197 million households have TV sets which are being served by cable TV services, DTH services, HITS services, IPTV services, in addition to a terrestrial TV network of Doordarshan. This also creates an opportunity for penetration in an additional 100 million homes. Pay - TV penetration in India has more than doubled from 32 per cent in 2001 to 66 per cent in 2018. The TV penetration increased to 66 per cent in 2018 from 64 per cent in 2016. This fact shows the strength of television as an important medium of mass communication (www.barcindia.co.in).

In Andhra Pradesh nineteen channels broadcasting agricultural and rural development related programmes in Telugu language. Watching news is the daily routine of the Indians. Likewise watching latest farming updates by every farming family has been inculcated and became their life style. Many channel administrators made the programmes lively by including expertise advices, farmer scientist interactions and informativeness on weather forecasting, marketing intelligence. Agriculture and allied sector relative information can be got through Television. TV is not just a display box but a technological imbedded tool.

With the advancement in agriculture the agriculture is stepping towards commercialization. The Needs of the farmers and the way of perception and adoption of technology has been changed.

To find out the changed information needs of the farmers and to reorient the programme production of the popular channels, present study was taken up. The popular television programmes namely Pasidi Pantalu and Annadata were selected for analyzing the content.

Methodology:

Content analysis methodology was used in the study to find out the trends of coverage in farm broadcasts of selected TV channels to compute the content of information broadcast and direction of the content.

Content: Content is a body of meanings through symbols which is the substantive part of communication process. In the communication process, the crux of the problem is accuracy of transmission of the message (i.e., content) from sender to intended receivers. The farm broadcasts namely "Annadata" (ETV), "Pasidi Pantalu" (DD–Sapthagiri) broadcasted with a message (content) intended to reach the farming community.

Content Analysis: According to Berelson (1954), “Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication.

Holsti (1969) defines content analysis as “any technique used for making inferences by systematically and objectively identifying specified characteristics of messages”.

The content analysis is a method of analyzing the messages in any communication in an objective and systematic way.

The primary concern of using content analysis methodology in the present study was to assess the trend of coverage or frequency of coverage in farm broadcasts *viz.,* Pasidi Pantalu and Annadata in quantitative manner. One-year agricultural programmes broadcasted over Pasidi Panatalu and Annadata were recorded by using “Set Top Box” and were analyzed for trend of coverage.

Operationalization of Content Analysis Concepts Employed in This Study:

Categorization: Categorization is the division or break – up of the content for the purpose of easy analysis.
Categorization is the crucial step in content analysis, because it reflects the theory and problem of the study. These categories in other words are the variables in analysis. For the purpose of categorizing the content of farm broadcasts namely ‘Annadata’ and ‘Pasidi Pantalu’ a preliminary watching of the programmes is necessary. After preliminary watching, programmes are grouped into six categories namely enterprise – wise, crop – wise, organization – wise, package of practice – wise, duration – wise and mode of presentation – wise categorization

While evolving categories care was taken to see that the list of categories was exhaustive and the categories were exclusive and free from ambiguity. However, in one or two instances there was a breach to this criterion, when one or two closely related categories of one of them did not appear justified and when it was felt that such a clubbing would make the category more realistic and meaningful one. The six types of categories with their sub – categories were as follows.

I. Enterprise wise Categorization: a) Agriculture b) Horticulture c) Livestock d) Fisheries e) Poultry f) Sericulture g) Miscellaneous.

II. Crop wise Categorization: a) Paddy b) Jowar c) Maize d) Other Cereals and Millets e) Pulses f) Ground nut g) Other Oil Seed Crops h) Cotton j) Sugarcane k) Other Commercial Crops l) Vegetables m) Flower Crops n) Fruits and Orchard Crops o) Miscellaneous Crops p) Dairy and other Animal Husbandry q) Fisheries r) Poultry s) Sericulture t) General Aspects.

III. Organization wise Categorization: a) KVKs b) DAATTCs c) Line Departments d) Research Stations e) Colleges f) Private & Other Agencies g) Desk h) ICAR Institutes

IV. Package of Practice wise Categorization : a) Land preparation and pre sowing operations b) Crop and varietal selection, seed and sowing operations c) Manures and fertilization d) Water management e) Weed management and intercultivation f) Plant protection measures g) Rodent management measures h) Harvesting and post-harvest management i) General package of practices (Seasonal hints) j) Animal husbandry practices k) Fisheries practices l) Poultry practices m) Sericulture practices n) Miscellaneous information

IV. Duration wise Categorization: a) Agriculture b) Horticulture c) Livestock d) Fisheries e) Poultry e) Sericulture f) Miscellaneous.

VI. Mode of Presentation – wise Categorization: a) Straight talk b) Interview c) Discussion d) Demonstration e) Case method (Success story/Farmer's experience) f) Question – Answer mode (Live – Phone in).

The content category "Miscellaneous information" includes such aspects of information which may not be directly beneficial to the farm conditions, but having a bearing to the farmer and the agricultural development such as information about training programmes, farmers days, exhibitions, kisan melas, campaigns and meetings organized by different agencies etc. It has also taken into its fold, such information as on agricultural loans, subsidies, schemes etc, which could not be put under a separate heading because of their negligible coverage or covered only in particular programmes. For precision and uniformity's sake such a category was felt necessary.

Unit of Content analysis: The unit of analysis for the study was each independent items of content categories of farm broadcasts namely "Annadata" and "Pasidi Panatalu", as indicated in the preceding paragraph. Each exclusive item constituted as unit for analysis.

Content Emphasis: Content emphasis is the relative importance a particular content category received in the farm broadcasts viz. Annadata and Pasidi Pantalu.

The programmes were coded against different content categories in two programmes and percentages were worked out based on the frequency of occurrence of a particular content category. In this way the relative emphasis given to each category and sub categories was ascertained.

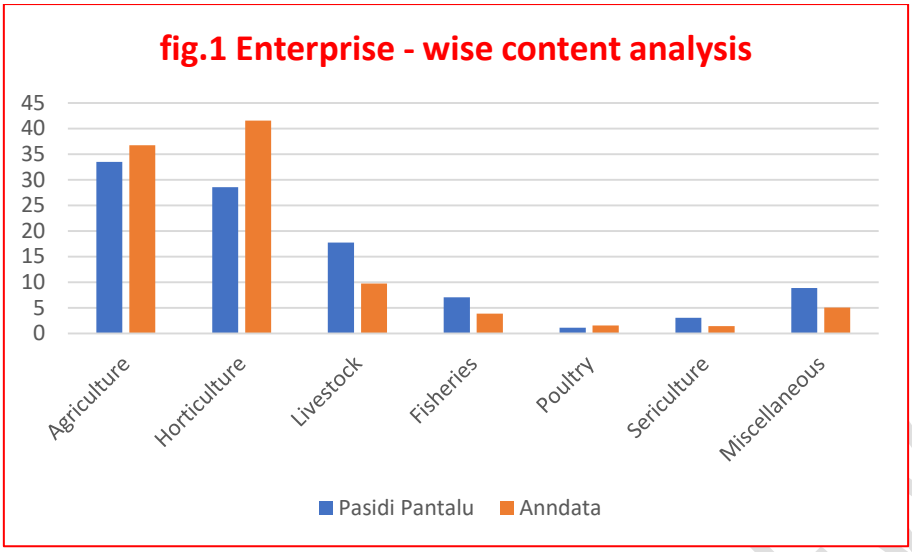
RESULTS AND DISCUSSION:

An attempt has been made to analyse the content of two popular farm broadcast programmes of Andhra Pradesh namely Pasidi Pantalu and Annadata broadcasted over Enadu television (private sector) and Dooradarshan – Sapthagiri channels (public sector) respectively to find out trend of content coverage viz., enterprise - wise, crop - wise, organisation - wise, package of practice - wise, duration - wise, mode of presentation - wise.

I. Enterprise – wise content analysis of Pasidi Pantalu and Annadata Programmes

Table 1. Enterprise – wise content analysis of pasidi pantalu and annadata programmes

S. No.	Content category	Pasidi Pantalu		Annadata	
		Frequency	Percentage	Frequency	Percentage
1.	Agriculture	294	33.49	559	36.75
2.	Horticulture	251	28.59	632	41.55
3.	Livestock	156	17.77	148	09.73
4.	Fisheries	62	07.06	59	03.88
5.	Poultry	10	01.14	24	01.58
6.	Sericulture	27	03.08	22	01.45
7.	Miscellaneous	78	08.88	77	05.06
Total:		**878**	**100.00**	**1521**	**100.00**



An over view of the Table 1. clearly indicated that 'Pasidi Pantalu' programme's given more emphasis to agriculture (33.49%) followed by horticulture (28.59%), livestock (17.77%), miscellaneous information (8.88%), fisheries (7.06%), sericulture (3.08%) and poultry (1.14%). The main emphasis was given to agriculture because it was the main enterprise of farmers of Andhra Pradesh. Similarly, significant importance was given to horticulture and livestock enterprises in their coverage. Whereas, fisheries programmes received only 7.06 per cent coverage, which is lesser than coverage of miscellaneous information. Fisheries is the one of highly revenue generating enterprise and it was the major contributor for double digit growth of Andhra Pradesh. Hence, the importance of fisheries component needs to be increased in Pasidi pantalu programmes. The coverage on poultry and sericulture enterprises was very meager. These two enterprises have lot of demand in domestic and international markets, hence the coverage need to be increased.

In 'Annadata' programme, the horticulture enterprise occupies first place with 41.55 per cent coverage, followed by agriculture (36.75%), livestock (9.73%), miscellaneous information (5.06%), fisheries (3.88%), poultry (1.58%) and sericulture (1.45%). It was evident from Table 1. that, horticulture and agricultural enterprises given top priority in coverage, as these were main enterprises of Andhra Pradesh and Telangana states. Whereas, coverage on fisheries programmes was only 3.88%. However, this was new and highly revenue generating enterprise, the coverage needs to be increased. Aquaculture involves high investments and lot of risk, hence the coverage needs to be increased to fulfill information needs of farmers. The coverage on fisheries and sericulture is lesser than miscellaneous information. These two enterprises have lot of demand in domestic and international market, hence the number of programmes on both the enterprises need to be increased considerably.

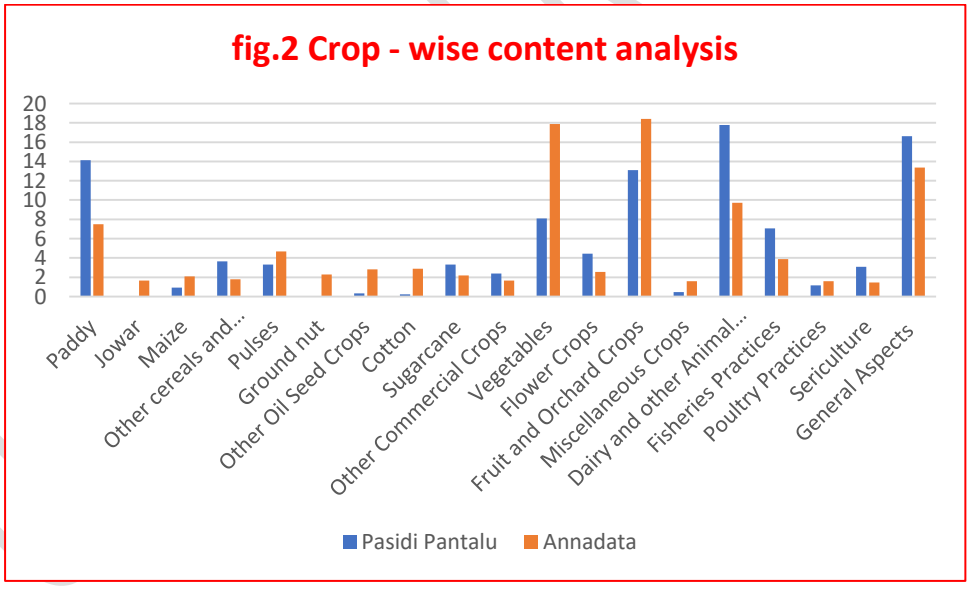
These findings were in conformity with the findings of Singh and Prasad (1975) and somewhat inline with the findings of Ifejika *et al.* (2007)

II. Crop – wise content analysis of Pasidi Pantalu and Annadata Programmes

Table 2. Crop - wise content analysis of pasidi pantalu and annadata programmes

S. No.	Content category	Pasidi Pantalu		Annadata	
		Frequency	Percentage	Frequency	Percentage
1.	Paddy	124	14.12	114	07.50
2.	Jowar	0	0.00	25	01.64
3.	Maize	8	0.91	32	02.10

4.	Other cereals and Millets	32	3.64	27	01.78
5.	Pulses	29	3.30	71	04.67
6.	Ground nut	0	0.00	35	02.30
7.	Other Oil Seed Crops	3	0.34	43	02.83
8.	Cotton	2	0.23	44	02.89
9.	Sugarcane	29	3.30	33	02.17
10.	Other Commercial Crops	21	2.39	25	01.64
11.	Vegetables	71	8.09	272	17.88
12.	Flower Crops	39	4.44	39	02.56
13	Fruit and Orchard Crops	115	13.10	281	18.41
14	Miscellaneous Crops	4	0.46	24	01.58
15	Dairy and other Animal Husbandry Practices	156	17.77	148	09.73
16	Fisheries Practices	63	7.06	59	03.88
17	Poultry Practices	10	1.14	24	01.58
18	Sericulture	27	3.08	22	01.45
19	General Aspects	146	16.63	203	13.35
	Total:	**878**	**100.00**	**1521**	**100.00**



An over view of the Table 2. clearly indicated that in 'Pasidi Pantalu' programme, Dairy and other Animal Husbandry practices with 17.77% coverage occupied first place, followed by General Aspects (16.63%), Paddy (14.12%), Fruit and Orchard Crops (13.10%), Vegetables (8.09%), Fisheries (7.06%), Flower crops (4.44%), other Cereals and Millets (3.64%), Sugarcane (3.30%), Pulses (3.30%), Sericulture (3.08%), other Commercial Crops (2.39%), Poultry (1.14%), Maize (0.91%), Miscellaneous crops (0.46%), other Oil Seed Crops (0.34%) and Cotton (0.23%). Surprisingly, no coverage on Jowar and Ground nut crops during the year.

It was evident from the Table 2. that, with more than fifty per cent coverage agriculture and horticulture crops occupied first place, followed by dairy practices, general aspects, fisheries, sericulture and poultry practices. The emphasis on poultry, sericulture and fisheries was lesser than general aspects. As there is lot of scope for employment generation for rural youth in these enterprises, the coverage on poultry, sericulture and fisheries need to be increased. The Table 2. also revealed that almost 17 per cent coverage was given to general aspects like workshops, conferences and meetings etc. As a public sector channel, the primary objective of farm broadcast programmes is to fulfill the information needs of the farmers instead of creating general awareness about meetings, workshops etc. Hence, the coverage on general information need to be replaced with agriculture and allied sectors. In addition to this, it was noticed that, there is no coverage on two important crops namely Jowar and Ground nut. Jowar is one of the major cereal crop with an area of 97 thousand hectares and Ground nut with 1.26 lakh hectares in Andhra Pradesh. To fulfill the information needs of farmers, there should be considerable coverage on these two crops.

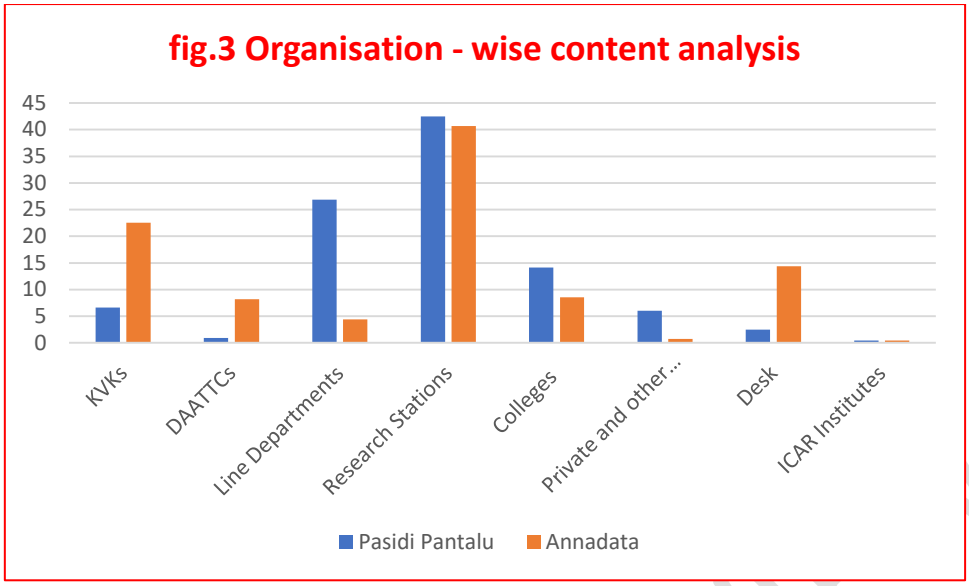
It is also revealed from Table 2. that, in 'Annadata' programme, Fruit and Orchard Crops with 18.41 per cent coverage occupied first place, followed by Vegetables (17.88%), General Aspects (13.45%), Dairy and other Animal Husbandry Practices (9.73%), Paddy (7.50%), Pulses (4.67%), Fisheries (3.88%), Cotton (2.89%), Other Oil Seed Crops (2.83%), Flower Crops (2.56%), Ground nut (2.30%), Sugarcane (2.17%), Maize (2.10%), Other Cereals and Millets (1.78%), Jowar (1.64%), Other Commercial Crops (1.64%), Miscellaneous Crops (1.58%), Poultry Practices (1.58%) and Sericulture (1.45%).

Table 2. clearly indicated that the more emphasis in 'Annadata' programme was given to fruit & orchard crops and vegetables. These two categories occupied around 36.00 per cent of total coverage, because the area of fruit & orchards is 6.25 lakh hectare and vegetables is 1.68 lakh hectares and the commercial value and consumption increasing from year to year. Hence, the considerable coverage was observed for these two categories. Whereas, in case of agricultural crops, paddy given highest priority because this crop occupied an area of 21.05 lakh hectares in Andhra Pradesh. It is also noticed from the Table 2. that, there was a considerable coverage for other Crops like Pulses, Oil Seeds, Commercial Crops and Flower Crops. The coverage on other enterprises like fisheries (3.88 %), poultry (1.58 %) and sericulture (1.45 %) only. These allied enterprises have lot of scope for employment generation, the coverage need to be increased.

III. Organisation – wise Content Analysis of Pasidi Pantalu and Annadata

Table 3. Organisation - wise content analysis of pasidi pantalu and annadata programmes

S. No.	Content category	Pasidi Pantalu		Annadata	
		Frequency	Percentage	Frequency	Percentage
1.	KVKs	58	06.61	343	22.55
2.	DAATTCs	8	0.91	125	08.22
3.	Line Departments	236	26.88	67	04.40
4.	Research Stations	373	42.48	619	40.70
5.	Colleges	124	14.12	130	08.55
6.	Private and other agencies	53	06.04	11	0.72
7.	Desk	22	02.51	219	14.40
8.	ICAR Institutes	4	0.46	7	0.46
	Total:	**878**	**100.00**	**1521**	**100.00**



An over view of the Table 3. clearly indicated that in 'Pasidi Pantalu' programme the more emphasis was given to research stations with 42.48 per cent coverage, followed by line departments (26.88%), colleges (14.12%), KVKs (6.61%), Private & Other Agencies (6.04%), Desk (2.51%), DAATT Centres (0.91%) and ICAR Institutes (0.46%).

Table 3, clearly showed that the primary resource persons for Pasidi Pantalu programme was Scientists from Research Stations followed by Officials from line departments and Professors from various colleges. The Front-Line Extension centres of the University viz., KVKs and DAATTCs given very lesser importance compared to above. The scientists working at KVKs and DAATTCs are having lot of field experience in solving farmers problems, they were well trained in mass communication and their primary duty is advisory service to farmers. At the same time, scientists of research stations were confined only to specific crops and they may not have farmer orientation towards solving the problem. And officials of Line Departments and Professors of Colleges were primarily engaged with their routine works. Hence, the programme producers of channels must utilize the services of extension wings of university. And also, they must attend SAC and DLCC meetings for well advanced planning of programmes being recorded. And at the same time, only 0.46 per cent of the programmes given by scientist of various ICAR institutes. Because of lesser coverage, farmers were not aware about various research findings of these institutes. Hence, coverage need to be increased.

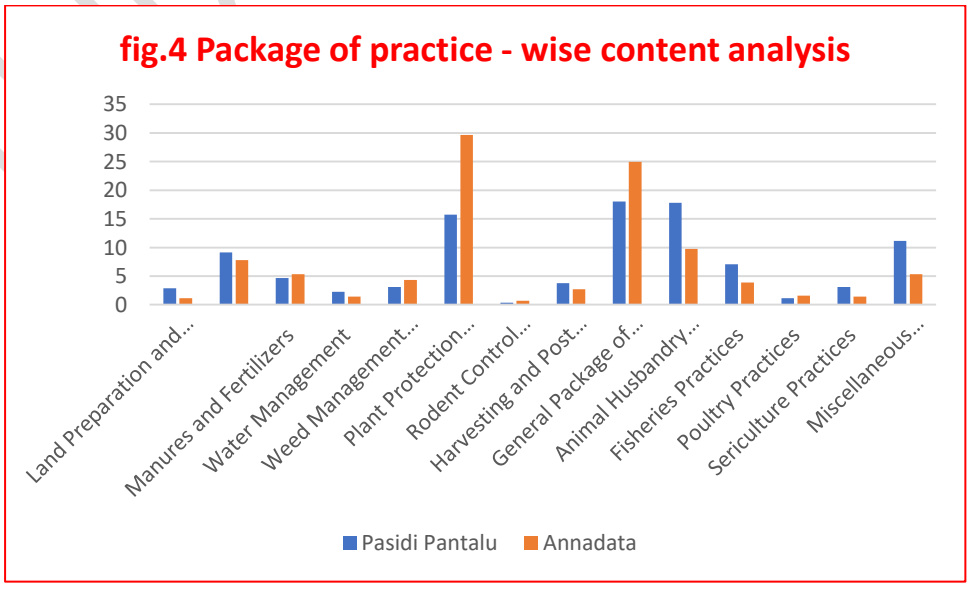
Whereas, in 'Annadata' programme, the more emphasis was given to research stations with 40.70 per cent in their programme coverage, followed by KVKs (22.55%), Desk (14.40%), Colleges (8.55%), DAATTCs (8.22%), Line Departments (4.40%), Private & Other Agencies (0.72%) and ICAR Institutes (0.46%). It was noticed that, primary resource persons for 'Annadata' programmes were Scientists of Research Stations, KVKs, Desk and Colleges. Considerable importance was given to KVKs, but the emphasis on research stations, desk and colleges need to be reduced and replaced with KVKs and DAATT Centres. At the same time, the emphasis on desk was 14.40 per cent, in order to gain confidence of farmers, the coverage on desk will be replaced with extension wings of the University. The involvement of ICAR institutes also need to be increased to create awareness about research findings of these institutes.

The above findings were somewhat in line with the findings of Krishna *et al.* (2018) and Shiby and Shetty (2018).

Package of Practice – wise Content Analysis of Pasidi Pantalu and Annadata

Table 4. Package of practice – wise content analysis of pasidi pantalu and annadata

S. No.	Content category	Pasidi Pantalu		Annadata	
		Frequency	Percentage	Frequency	Percentage
1.	Land Preparation and Pre-Sowing Operations	25	2.85	17	1.12
2.	Crop and Varietal Selection, Seed and Sowing Operations	80	9.11	119	7.82
3.	Manures and Fertilizers	41	4.67	81	5.33
4.	Water Management	20	2.28	22	1.45
5.	Weed Management and Intercultivation	27	3.08	66	4.34
6.	Plant Protection Measures	138	15.72	451	29.65
7.	Rodent Control Measures	3	0.34	11	0.72
8.	Harvesting and Post Harvest Management	33	3.76	41	2.70
9.	General Package of Practices (Seasonal Hints)	158	18.00	379	24.92
10.	Animal Husbandry Practices	156	17.77	148	9.73
11.	Fisheries Practices	62	7.06	59	3.88
12.	Poultry Practices	10	1.14	24	1.58
13.	Sericulture Practices	27	3.08	22	1.45
14.	Miscellaneous Information	98	11.16	81	5.33
Total:		**878**	**100.00**	**1521**	**100.00**



An over view of the table 4. clearly indicated that, in 'Pasidi Pantalu' programme, the main emphasis was given to general package of practices with 18.00 per cent, followed by animal husbandry practices (17.77%), plant protection measures (15.72%), miscellaneous information (11.16%), crop & varietal selection, seed and sowing (9.11%), fisheries practices (7.06%), manures & fertilizers (4.67%), harvest & post-harvest practices (3.76%), weed management (3.08%), sericulture practices (3.08%), land preparation & pre sowing operations (2.85%), water management (2.28%), poultry practices (1.14%) and rodent control measures (0.34%).

Whereas, in 'Annadata' programme, the more emphasis was given to plant protection category with 29.65%, followed by general package of practices (24.92%), animal husbandry practices (9.73%), crop & varietal selection (7.82%), manures & fertilizers (5.33%), miscellaneous information (5.33%), weed management (4.34%), fisheries practices (3.88%), harvest & post-harvest practices (2.70%), poultry practices (1.58%), water management (1.45%), sericulture (1.45%), land preparation (1.12%) and rodent management (0.72%).

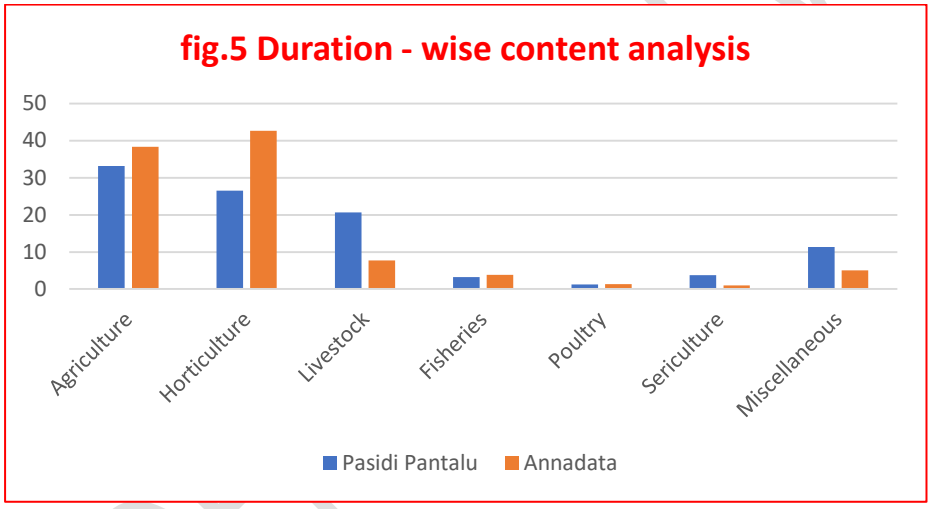
It was evident from the Table 4, that, after excluding animal husbandry, fisheries, poultry and sericulture aspects from the analysis, in 'Pasidi Panatalu' programme, the top most importance was given to general package of practices (18.00%) and in 'Annadata' programme, this category got second place with 24.92%. The reason might be that, broadcasting of general package of practices at the beginning of the season is very much essential for awareness creation and refresh the knowledge base of the farmers. The category 'plant protection measures' got second place in 'Pasidi pantalu' and top place in 'Annadata' programmes, The reason might be that, in general, plant protection is the major information need of the farmer, hence, the coverage is more for this category. The category crop & varietal selection given with considerable coverage in both the programmes, because crop & varietal selection and sowing is the essential first step for making the farming successful. Another important category 'manures & fertilizers' was given only 4.67 per cent coverage in 'Pasidi Panatalu' and 5.33 per cent coverage in 'Annadata' programme. Our country spending huge amounts of foreign exchange on importing raw material for chemical fertilizers and huge budget in the form of subsidies on chemical fertilizers. Hence, rational utilization of chemical fertilizers is need of the hour. Hence, the producers of both programmes need to increase the coverage on this category. At the same time, harvest & post-harvest management, category given with only 3.76 per cent of coverage in Pasidi pantalu and 2.70 per cent in Annadata programmes. Now a days, the concept of 'production led extension' shifted to market led extension. It would be achieved by creating awareness among farmers about grading, processing, value addition, reduction of harvest losses and safe storage. Hence, the coverage on 'harvest & post-harvest' category increased considerably. The emphasis on other major categories namely weed management, water management, land preparation and rodent management was very less in both the programmes. It was the proven fact that weeds are the major contributors of crop loss than pests & diseases and they act as alternate hosts for many of the diseases. As water and soil are most important natural resources, the efficient utilization and conservation of these resources is very much essential. Hence, the coverage on water management and land preparation categories needs to be increased. And finally, very less importance was given to 'rodent management' category in both programmes. Unlike insect pests, vertebrate pests like rats, squirrels, wild bores etc. are highly intelligent and they cause huge losses to crops. Hence, the coverage of this category increased considerably.

The above findings were somewhat in line with the findings of Archana *et al.* (2017).

V. Duration – wise content analysis of Pasidi Pantalu and Annadata Programmes

Table 5. Duration - wise content analysis of pasidi pantalu and annadata programmes

S. No.	Content category	Pasidi Pantalu		Annadata	
		Time allotment (Min)	Percentage	Time allotment (Min)	Percentage
1.	Agriculture	4519	33.21	3256	38.32
2.	Horticulture	3616	26.57	3629	42.71
3.	Livestock	2811	20.66	657	07.73
4.	Fisheries	435	03.20	323	03.80
5.	Poultry	170	01.25	114	01.34
6.	Sericulture	508	03.73	87	01.02
7.	Miscellaneous	1549	11.38	430	05.06
Total:		**13608**	**100.00**	**8496**	**100.00**



An over view of the table 5. clearly indicated that in 'Pasidi Pantalu' programme more time (33.21%) was allotted to agriculture enterprise, followed by horticulture (26.57%), livestock (20.66%), miscellaneous information (11.38%), sericulture (3.73%), fisheries (3.20%) and poultry (1.25%). Whereas in 'Annadata' programme, the top priority was given to horticulture with 42.71 per cent followed by agriculture (38.32%), livestock (7.73%), miscellaneous information (5.06%), poultry (1.34%) and sericulture (1.02%).

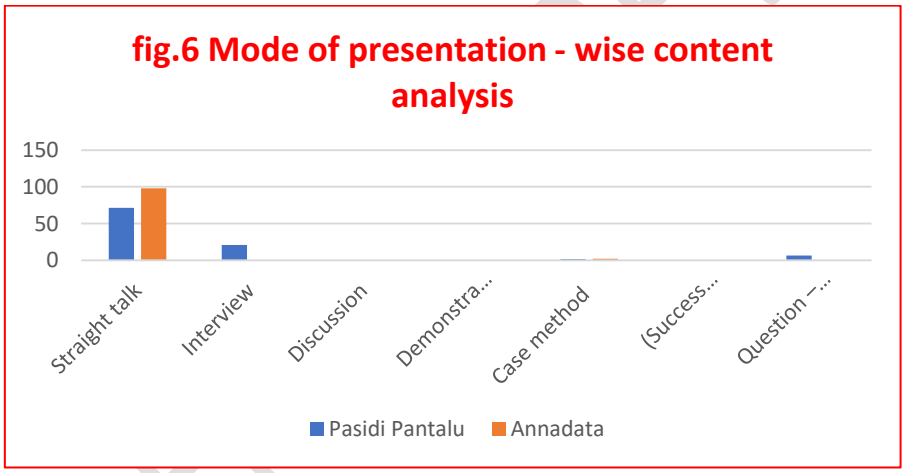
It is evident form table 5. that, more than 50 per cent of time was allotted to agriculture and horticulture enterprises in Pasidi panatalu programme and it was more than 80 per cent in Annadata programme. This trend might be due to these two being the major enterprises of Andhra Pradesh. Whereas, considerable space was given to live stock with 20.66 per cent in Pasidi pantalu programme, but, only 7.73 per cent space was allotted in Annadata programme. As live stock is the major subsidiary occupation in rural areas, time allotment was considerably increased in Annadata programme. It was also found that very meger time was allotted to other important enterprises like fisheries, poultry and sericulture in both the programmes. The time allotment was less than miscellaneous information. These enterprises have lot of scope for employment generation in rural areas, the programme producers need to increase the space for these enterprises.

The above findings were somewhat in line with the findings of Lahiri *et al* (2012)

VI. Mode of presentation – wise Content Analysis of Pasidi Pantalu and Annadata

Table 6. Mode of presentation – wise content analysis of pasidi pantalu and annadata

S. No.	Content category	Pasidi Pantalu		Annadata	
		Frequency	Percentage	Frequency	Percentage
1.	Straight talk	627	71.41	1492	98.09
2.	Interview	183	20.84	0	0.00
3.	Discussion	0	0.00	0	0.00
4.	Demonstration	0	0.00	0	0.00
5.	Case method (Success story/ Farmer's experience)	13	01.48	29	1.91
6.	Question – Answer mode (Live phone in)	55	6.27	0	0.00
	Total:	878	100.00	1521	100.00



An over view of the Table 6. clearly indicated that in 'Pasidi Pantalu' programme straight talk mode with 71.41 per cent occupied first place, followed by interview mode (20.84%), question-answer mode (6.27%) and case method (1.48%). Whereas, in 'Annadata' programme, straight talk mode with 98.09 per cent occupied first place, followed by case method with only 1.91 per cent. Unfortunately, there is no coverage of discussion and demonstration modes in both the programmes. And interview and question-answer modes were not there in Annadata programme.

It was evident from the Table 6. that in both the programmes, the main emphasis was given to straight talk mode. This might be due to, straight talk mode is easy to record and requires less planning & resources compared to other modes. But, straight talk mode suitable for awareness creating information only. On the other hand, around 21.00 per cent emphasis was given to interview mode in Pasidi pantalu programme. This might be due to interview mode providing complete and in-depth understanding about the subject being broadcasted. This will in turn help to bring attitude change among farming community. Lastly, around 6.00 per cent emphasis was given to question- answer mode of delivery. This mode will help in giving real time solutions to queries of farmers. In addition to this very meager emphasis was given to case method of delivery. In general, farmers learn new things by seeing the success of other farmers (innovators). Hence, case mode is very much

helpful in conversion of knowledge to adoption. Hence, the programme producers need to increase emphasis to this mode. Surprisingly, no programmes with demonstration mode in both the channels. Demonstration mode is best suitable for imparting skills among farmers. Hence both the channels need to include such mode of delivery in their broadcast.

The above findings were somewhat in line with the findings of Singh and Prasad (1975), Sasidhar *et al*. (1999) Lahiri *et al* (2012), Goswami and Godawat (2017) and Ghasrodashti and Memarbashi (2021).

Conclusion:

By taking the domestic and international market value of other enterprises like; fisheries, poultry and sericulture, the coverage needs to improve in 'Pasidi Pantalu' and 'Annadata' channels. As a public sector channel, the coverage on general information needs to be reduced and replaced with crop and other enterprises related information. There is no coverage on Jowar and Ground nut crops, hence they need to be covered. Give more preference to scientists of KVKs and DAATTCs, as they have practical and diversified knowledge on crops. The research findings of ICAR institutes need to broadcasted for wider publicity among televiewing farmers. The coverage on manures & fertilizers, weed management, water management, post-harvest management and rodent management is very less, hence it need to be increased. In addition, both the channels given preference to straight talk only. Hence, the programme producers need to concentrate on other modes of presentation like demonstration, discussion, interview and question- answer mode of presentations.

The present study limited to only two channels and similar studies may also be taken up with many other channels. This study on content analysis confined only to directional aspects of the content and have the scope for study on volume of information coverage. There is scope for conducting comparative analysis of farm broadcast programmes of various channels on quality of content, presentation, timeliness, utility of message, knowledge gain etc. And there is a scope for comparative study on different modes of farm broadcasts.

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ABBREVIATIONS

DAATTC	:	District Agricultural Advisory and Transfer of Technology
DD	:	Dooradrshan
DLCC	:	District Level Coordination Committee
DTH	:	Direct to Home
etc.	:	and so on
et al.	:	and other people
ETV	:	Enadu Television
viz.	:	Namely
IPTV	:	Internet Protocol television
KVK	:	Krishi Vigyan Kendra
SAC	:	Scientific Advisory Committee
ICAR	:	Indian Council of Agricultural Research