

“SPACE COVERED BY ILLUSTRATIONS IN FARM ARTICLES”

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From the study it was found that (34.54 %) space occupied by illustration in *Shetkari* Farm Periodical which is more than space allotted for illustration in *Shrisugi* (24.33 %) and *Baliraja* (7.45 %). Size of illustration classified as large, medium and small and it is seen that majority of illustration appeared in farm periodicals is small i.e. (60.00 and 74.35 %) and (83.22 %) in *Shrisugi*, *Shetkari* and *Baliraja* respectively. Medium size illustrations also appeared with (19.56 %), (15.52 %) and (11.53 %) in *Shrisugi*, *Shetkari* and *Baliraja*, respectively. About 19.56 per cent, 10.13 per cent and 5.26 per cent large size illustration appeared in *Shrisugi*, *Shetkari* and *Baliraja* respectively.

Key Words: Farm Magazine, Illustrations, *Baliraja*, *Shetkari*, *Shrisugi*

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The farmers who are the key beneficiaries of new agricultural technology have to inform by using various methods and media. The print media i.e. written words has several advantages over other mass media sources like audio, audio-visual aids and even over spoken words. It gives a communicator more time to think, organize ideas and choose the better that reader can understand easily; this is the advantage of print media over other media. Printed information is considered to be the most credible source of information (Patil *et al.*, 2000). Farm periodicals have a history of about hundred and seventy two years in world. 'Farm Progress' has the oldest known continuously published magazine with Prairie Farmer, which was launched in 1841. The company publishes 18 regional magazines with local coverage of each agricultural community. (Anonymous, 2013, <http://wikipedia.org>).

Today, we have magazines for every topic under the sun like, beauty and fashion, business and commerce, art and craft, education and career, health and grooming, photography, automobiles, electronics, science and technology agriculture, animal sector etc. Magazines do play an important role in information, education and offer variety of subjects for entertainment of its specific target readership (Seema Hasan, 2010). Mere written words thus cannot tell everything clearly and precisely unless the words are supported. This is where pictures come to one's help, Words; written or spoken often fail to convey effectively if they are without illustration. Illustration helps in cutting down the length of writing. An illustration can replace many words which would otherwise require explaining and conveying a fact effectively. The average reader is attracted towards the picture and is readily take interest into reading the text. The layout of a page looks more attractive with illustration..

MATERIAL AND METHODS:

Amongst different leading farm periodicals *Shetkari*, *Baliraja* and *Shrisugi* were selected for present investigation on the basis of their circulation and consistency. These magazines published in *Marathi* and covers scientific information, experience of progressive farmers and extension workers, important event in agriculture, answers to farmer queries etc. This information published effectively by using illustration (photographs, drawing, cartoon, tables etc.). The data in respect of illustrations were collected from 12 issues of *Shetkari*, 12 issues of *Baliraja* and 3 issues of *Shrisugi* of year 2012 and personally analyzed by the author. Total 27 issues were analyzed.

FINDINGS AND DISCUSSION:**3.1 Space occupied by illustrations in farm periodicals**

From the data given in Table 1, it is seen that (34.54 %) space occupied by illustration in *Shetkari* Farm Periodical which is more than space allotted for illustration in *Shrisugi* (24.33 %) and *Baliraja* (7.45 %). It was supported by Jagtap (2001) and Kolte (2006). It is not exactly known what should be the standard size of illustration to make it effective and readable. There is a need to study this aspect from farmer reader's point of view.

Table 1 Space occupied by illustrations in farm periodical

Sr. No.	Particular	Periodical (cm ²)		
		<i>Shrisugi</i>	<i>Shetkari</i>	<i>Baliraja</i>
1.	Space occupied by illustrations in farm periodical	1108.1 (24.33)	3686.98 (34.54)	1733.057 (7.45)
2.	Space given only for article in periodical	3446.01 (75.67)	6986.51 (65.46)	21530.34 (92.55)
3.	Total	4554.11 (100.00)	10673.49 (100.00)	23263.40 (100.00)

(Figures in parentheses indicate percentages)

3.2 Size of illustrations appeared in farm periodicals

It is common observation that any text with illustration attracts attention of the viewer/reader so size of illustration also plays an important role. The data presented in the table 2 indicate the size of illustration.

Table 2 Size of the illustrations appeared in Farm periodicals

Sr. No	Particular	Periodical		
		<i>Shrisugi</i>	<i>Shetkari</i>	<i>Baliraja</i>
1.	Large (occupied more than 50% of space of page)	18 (19.56)	98 (10.13)	30 (5.26)
2.	Medium (occupied 25- 50% of space of page)	18 (19.56)	150 (15.52)	66 (11.53)

3.	Small (occupied less than 25% of space of page)	56 (60.88)	719 (74.35)	476 (83.22)
	Total	92 (100.00)	967 (100.00)	572 (100.00)

(Figures in parentheses indicate percentages)

Size of illustration classified as large, medium and small and it is seen that majority of illustration appeared in farm periodicals is small i.e. (60.00 and 74.35 %) and (83.22 %) in *Shrisugi*, *Shetkari* and *Baliraja* respectively. Medium size illustrations also appeared with (19.56 %), (15.52 %) and (11.53 %) in *Shrisugi*, *Shetkari* and *Baliraja*, respectively. (19.56%), (10.13%) and (5.26%) large size illustration appeared in *Shrisugi*, *Shetkari* and *Baliraja* respectively.

CONCLUSION:

From this analysis of farm periodicals it was observed that (34.54 %) space occupied by illustration in *Shetkari* Farm Periodical which is more than space allotted for illustration in *Shrisugi* (24.33 %) and *Baliraja* (7.45 %). Size of illustration classified as large, medium and small and it is seen that majority of illustration appeared in farm periodicals is small i.e. (60.00 and 74.35 %) and (83.22 %) in *Shrisugi*, *Shetkari* and *Baliraja* respectively. Medium size illustrations also appeared with (19.56 %), (15.52 %) and (11.53 %) in *Shrisugi*, *Shetkari* and *Baliraja*, respectively

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