DATA ANALYSIS AND INTERPRETATIONS

This chapter includes the measurements of media content to establish a data base for analysis and interpretation. This data had been collected over the six months through content analysis of the three selected papers i.e, The Tribune, Punjab Kesari and Ajit. The data here has been subjected to space-wise coverage given to total number of news, views i.e, editorial and articles and then page-wise treatment given to the content. Accordingly, categories and sub-categories have been chalked out to accommodate each and every kind of content allotted to agriculture sector.

Content Analysis being a quantitative study in nature enables researchers to analyse and interpret the figures produced by content counts. The goal of quantitative methods is to determine whether the predictive generalizations of a theory hold true. In case of quantitative research reality is objective, “out there,” and independent of the
researcher therefore reality is something that can be studied objectively and the researcher should remain distant and independent of what is being researched and the values of the researcher do not interfere with, or become part of, the research and the research is based primarily on deductive forms of logic and theories and hypotheses are tested in a cause-effect order.

**Space-wise coverage given to the news, views and advertisements in the three newspapers during the six months study**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total space given to Ads (col cm²)</th>
<th>Total space given to News and Views (col cm²)</th>
<th>Total Content (col cm²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>3487311 (40%)</td>
<td>5243279 (60%)</td>
<td>8730590</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>2257003 (33.8%)</td>
<td>4416145 (66.2%)</td>
<td>6673148</td>
</tr>
<tr>
<td>Ajit</td>
<td>2220378 (39%)</td>
<td>3469207 (61%)</td>
<td>5689585</td>
</tr>
</tbody>
</table>

Table 1.0

**Space-wise coverage given to the news, views and advertisements in the three newspapers**

![Fig 1.1](image_url)
Percentage space given to news/views and advertisements in The Tribune

**The Tribune**

- Total space given to Ads (col cm²): 40%
- Total space given to News and Views (col cm²): 60%

**Fig 1.2**

Percentage space given to news/views and advertisements in Punjab Kesari

**Punjab Kesari**

- Total space given to Ads (col cm²): 34%
- Total space given to News and Views (col cm²): 66%
Advertisements are a source of revenue generation for the media. A newspaper typically generates 70-80% of its revenue from advertising and the remaining comes from sales and subscriptions. Hence these advertisements play a role of a facilitator. In a newspaper this space which has been sold, represents the business point of view. The table 1.0 (Fig 1.1, 1.2, 1.3, 1.4) shows that in *The Tribune*, the leading English daily in northern India, 40% space was the sold space. *Ajit*, a leading Punjabi daily from Jalandhar followed it with 39% and *Punjab Kesari*, another Hindi daily from Jalandhar with 33.8%. The portion of the paper that is not advertising is called the Editorial content. This means that it is both news and views.

Advertising and Editorial content are typically based on a ratio of 40% and 60% respectively. Both are directly proportionate to each other. Increase of the ratio of any of the two means the decrease of the ratio of the other. Therefore, the editorial content in *The Tribune, Punjab Kesari and Ajit* automatically becomes 60%, 66.2% and 61%
respectively. Thus, *Punjab Kesari* outweighed the others as far as editorial content was concerned.

Space-wise coverage given to agricultural news and views in the three newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total News/views coverage of a Newspaper (col cm²)</th>
<th>Coverage given exclusively to Agricultural News (col cm²)</th>
<th>Coverage given exclusively to Agricultural views/opinion pieces (col cm²)</th>
<th>Total coverage given to both news and views on Agriculture (col cm²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>5243279</td>
<td>69932 (1.3%)</td>
<td>8447 (0.16%)</td>
<td>78379 (1.5%)</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>4416145</td>
<td>38009 (0.86%)</td>
<td>2051 (0.05%)</td>
<td>40060 (0.91%)</td>
</tr>
<tr>
<td>Ajit</td>
<td>3469207</td>
<td>38582 (1.1%)</td>
<td>9718 (0.28%)</td>
<td>48300 (1.4%)</td>
</tr>
</tbody>
</table>

Table 2.0 (a)

Percentage space given to agricultural news and views in the three newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Coverage given exclusively to Agricultural News (col cm²)</th>
<th>Coverage given exclusively to Agricultural views/opinion pieces (col cm²)</th>
<th>Total coverage given to both news and views on Agriculture (col cm²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>69932 (89.2%)</td>
<td>8447 (10.7%)</td>
<td>78379</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>38009 (94.8%)</td>
<td>2051 (5.1%)</td>
<td>40060</td>
</tr>
</tbody>
</table>
### Table 2.0 (b)

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total Space (cm²)</th>
<th>Agricultural News (%)</th>
<th>Agricultural Views (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ajit</td>
<td>38582</td>
<td>(79.8%)</td>
<td>20.1%</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>9718</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Tribune</td>
<td>48300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total space given to agricultural news and views in the three newspapers

![Bar Chart](image1.png)

**Fig 2.1**

Percentage space given to agricultural news and views in The Tribune

![Pie Chart](image2.png)

**The Tribune**

- Coverage given exclusively to Agricultural News (col cm²)
- Coverage given exclusively to Agricultural views/opinion pieces (col cm²)

**Fig 2.2**
The Tribune is a leading regional daily and leaving its imprints since 1881, has circulation of of 3,26,568 copies, Punjab Kesari which was started in 1965 has the circulation of 1,066,461 copies, similarly Ajit which started off as an urdu paper was changed into a Punjabi paper in 1955 has a circulation of 4,10,790 copies. The total
circulation of all the three newspapers thus becomes 1,80,3819 copies. In other words, these are reaching roughly 1,80,3819 households. Readership of all these papers goes much beyond the circulatory figures depending upon the varied number of readers in these households. This means these papers have a considerable base in the society and are catering to diverse needs of large number of people. But when it comes to agricultural coverage in an agrarian society, its agriculture coverage is in very dismal shape.

As the table 2.0 (a) and 2.0 (b) clearly indicate that The Tribune, Punjab Kesari and Ajit have given very less space to agriculture i.e, 1.5%, 0.91% and 1.4% respectively. This is very negligible coverage or in other words, agriculture is not a priority area for all these newspapers be it an English, Hindi or Punjabi newspaper. Though the study of other kinds of news and views have not been made a part of this research, yet it is a known fact that these newspapers prioritize more on Political, Crime, Sports and Entertainment based stories.

Thus, it could be anything else but not agriculture. The tables 2.0(a) and 2.0(b) and further indicates that agriculture appears in the pages of the newspapers more in the form of news than the views like the editorials, articles or news features.

Agriculture being a major thrust area of development definitely requires much attention and coverage from the media but results have been quite contrary to this. Even the agricultural views in form of articles and editorials are very few, meaning less space to expert opinion about agriculture. Agricultural views covered not even one percent of the total newspaper space over a period of six months.

**Space given to agriculture based advertisements and visuals in the three newspapers**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total space to Agri News (col cm²)</th>
<th>No. of Agri Ads (col cm²)</th>
<th>Space given to Agri Ads (col cm²)</th>
<th>No. of Agri Visuals (total agricultural coverage)</th>
<th>Space to Agri Visuals (col cm²)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Ads</td>
<td>No. of Visuals</td>
<td>(col cm²)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-----------</td>
<td>---------------</td>
<td>-----------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>The Tribune</strong></td>
<td>69932</td>
<td>2</td>
<td>495 (.02%)</td>
<td>75</td>
<td>16039 (23%)</td>
</tr>
<tr>
<td><strong>Punjab Kesari</strong></td>
<td>38009</td>
<td>6</td>
<td>3001 (.13%)</td>
<td>30</td>
<td>2186 (5.8%)</td>
</tr>
<tr>
<td><strong>Ajit</strong></td>
<td>38582</td>
<td>45</td>
<td>12791 (.58%)</td>
<td>37</td>
<td>3417 (8.9%)</td>
</tr>
</tbody>
</table>

Table 3.0 (a)

Total number of agriculture based advertisements and visuals in the three newspapers

![Fig 3.1](image-url)
Percentage space given to agriculture based advertisements in the three newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total space given to Ads (col cm&lt;sup&gt;2&lt;/sup&gt;)</th>
<th>Space given to Agri Ads (col cm&lt;sup&gt;2&lt;/sup&gt;)</th>
<th>Total coverage given to both news and views on Agriculture (col cm&lt;sup&gt;2&lt;/sup&gt;)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>3487311 (99.98%)</td>
<td>495 (0.014%)</td>
<td>78379</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>2257003 (99.8%)</td>
<td>3001 (0.13%)</td>
<td>40060</td>
</tr>
<tr>
<td>Ajit</td>
<td>2220378 (99.4%)</td>
<td>12791 (0.57%)</td>
<td>48300</td>
</tr>
</tbody>
</table>

Table 3.0 (b)

Percentage space given to agriculture based advertisements in The Tribune

![Pie chart showing the percentage space given to agriculture based advertisements in The Tribune](image)

**Fig 3.2**
Percentage space given to agriculture based advertisements in Punjab Kesari

**Fig 3.3**

Percentage space given to agriculture based advertisements in Ajit

**Fig 3.4**
Percentage space given to agricultural news and visuals in the three newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total space to Agri News (col cm²)</th>
<th>Space to Agri Visuals (col cm²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>69932 (77%)</td>
<td>16039 (23%)</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>38009 (94.2%)</td>
<td>2186 (5.8%)</td>
</tr>
<tr>
<td>Ajit</td>
<td>38582 (91.9%)</td>
<td>3417 (8.9%)</td>
</tr>
</tbody>
</table>

Table 3.0 (c)

Percentage space given to agricultural news and visuals in The Tribune

![The Tribune](image)

Fig 3.5
Percentage space given to agricultural news and visuals in Punjab Kesari

**Punjab Kesari**

- **Total space to Agri News (col cm2)**: 94%
- **Space to Agri Visuals (col cm2)**: 6%

*Fig 3.6*

Percentage space given to agricultural news and visuals in Ajit

**Ajit**

- **Total space to Agri News (col cm2)**: 91%
- **Space to Agri Visuals (col cm2)**: 9%

*Fig 3.7*
Agriculture based advertisements help in providing awareness and information regarding newer innovations and products in the market. During the six months study it came to light that number of advertisements related to agricultural inputs had been very less. Two advertisements on agro related inputs in *The Tribune*, six in *Punjab Kesari* and 45 in *Ajit* in a six months period is very discouraging. Taking into consideration the role of advertisements in revenue generation it is clear that no media can deny time and space to advertisements. Therefore, if number of these agriculture advertisements is less in these three papers, it means that advertisers of agriculture related products do not find *The Tribune* and *Punjab Kesari* a suitable platform for advertising. Undoubtedly, they reposed some trust on *Ajit* as number of agriculture based advertisements in *Ajit* are much higher than the other two newspapers.

Advertising in Print media is the oldest and largest than any other media. It is still cheaper and convenient to produce Ads in Print media. Newspapers have a wide reach. All the three newspapers chosen for this study being the regional newspapers, reach the heartland of the state which is predominantly an agriculture land. But the data shows these three newspapers largely remain unpreferred media for promoting agriculture sector. If *Ajit* is ahead of the other two, it could easily be concluded that this newspaper has countryside hold as compared to the others. In other words, it has a stronger rural base than English and Hindi media. Therefore, it has been able to attract the advertisers from agro sector also.

The data (Table 3.0 and Figures 3.2, 3.3, 3.4) indicates that *The Tribune* and *Punjab Kesari* carry very less number of agriculture related advertisements covering .02 % and 0.13 % of the space respectively. Though the advertisements in Punjabi paper are much but the space covered is just 0.58 %. As far as the visuals accompanying the news item are concerned; *The Tribune* has given about 75 visuals covering maximum space i.e., 23 %, followed by *Ajit* at 8.9 % and *Punjab Kesari* at 5.8 % respectively.

Further, agriculture related advertisements are very few in English paper but have been abundant in the Punjabi paper. This makes it obvious that *Ajit* gives preference to advertisements over news coverage. On the other hand, *Punjab Kesari* has not given much space to agricultural advertisements as well as the agriculture related visuals.
This shows that out of the three selected papers, *Punjab Kesari* has kept a balance between agricultural news, views, visuals and advertisements.

**Page-wise breakup of agricultural news coverage in the three newspapers**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Front page</th>
<th>Last Page</th>
<th>Any other Page</th>
<th>Total no. of news items</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>55 (13.6%)</td>
<td>96 (24%)</td>
<td>252 (62.4%)</td>
<td>403</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>68 (17.8%)</td>
<td>29 (7.6%)</td>
<td>285 (74.6%)</td>
<td>382</td>
</tr>
<tr>
<td>Ajit</td>
<td>84 (28%)</td>
<td>10 (3.2%)</td>
<td>207 (68.8%)</td>
<td>301</td>
</tr>
</tbody>
</table>

Table 4.0

**Total number of agricultural stories in the three newspapers**

![Total no. of Agricultural stories](image)

**Fig 4.1**
Page-wise breakup of agricultural news coverage in the three newspapers

Fig 4.2
Page-wise (Percentage) breakup of agricultural news coverage in The Tribune

Fig 4.3
Page-wise (Percentage) breakup of agricultural news coverage in Punjab Kesari

**Fig 4.4**

Page-wise (Percentage) breakup of agricultural news coverage in Ajit

**Fig 4.5**
It is not only the space in column cm$^2$ but also the placement of a news item which matters a lot in a newspaper. Placement of a story adds prominence and importance. “The front page is a newspaper’s front door. It’s the first thing a reader sees and reads instantly. The stories that appear there are ones that will be talked about all day.” It is only the newspaper which decides what should appear on the first page. In other words, the issues which the newspaper bosses find important and interesting, becomes the front page news. This is how they set an agenda. Our years of experiences have eventually taught us that it is the predisposition with politics, crime, sports, scandals etc. that becomes the headlines of a newspaper. The data here further strengthens the fact that agriculture is the least priority area as it hardly finds place on front pages.

Table 4.0 and Figures 4.1, 4.2, 4.3, 4.5 clearly indicate that *The Tribune* covered just 13.6% of the total agricultural coverage of the newspaper on front page. *Punjab Kesari* did comparatively better as it got published 17.8% of its total agricultural stories on its front pages. *Ajit* did a handsome job in this respect as it placed 28% agriculture stories on its front pages. This data clearly marks the trend that Punjabi Press leads the others on this front when it comes to front page coverage. However, the data reveals that *The Tribune* i.e, the English Press has been ahead of *Punjab Kesari and Ajit* i.e, Hindi and Punjabi Press respectively in publishing agriculture related items. This belies the general notions that vernacular Press talks more about agriculture, the predominant occupation of this region.

If *The Tribune* covered it less on front page, it covered it more (24%) on its last page, the another important page of a newspaper. The last page is mostly reserved for one kind of stories in most of the newspapers. For instance, Ajit caters to NRI segment settled in countries like Australia, Canada, England, USA etc. This is very important segment for Punjab as Punjabis in large numbers are settled abroad and they have their extended families in Punjab. This page is thus genuinely important page for most of the Punjabi readers. On the contrary, in The Tribune and Punjab Kesari, last page is open for every kind of news. Given the importance of this page, it is good that agriculture related items were found on this page.
### Percentage space given to agriculture based views in the three newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Editorials</th>
<th>Articles</th>
<th>Letter to Editor/Features</th>
<th>Total no. of views</th>
<th>Total space in (col cm²)</th>
<th>Total space in (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>6 (35.3%)</td>
<td>11 (64.7%)</td>
<td>0</td>
<td>17</td>
<td>8447 (4184285)</td>
<td>.20</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>3 (42.9%)</td>
<td>4 (57.1%)</td>
<td>0</td>
<td>7</td>
<td>2051 (2942630)</td>
<td>.06</td>
</tr>
<tr>
<td>Ajit</td>
<td>10 (34.5%)</td>
<td>19 (65.5%)</td>
<td>0</td>
<td>29</td>
<td>9718 (3469207)</td>
<td>.28</td>
</tr>
</tbody>
</table>

#### Table: 5.0

Total share of Editorial content in all the three newspapers

![Graph showing the percentage share of different content types in the newspapers](image)

**Fig 5.1**
Percentage space given to agriculture based views in The Tribune

**The Tribune**
- Editorials: 35%
- Articles: 65%
- Letter to Editor/Features: 0%

**Fig 5.2**

Percentage space given to agriculture based views in Punjab Kesari

**Punjab Kesari**
- Editorials: 43%
- Articles: 57%
- Letter to Editor/Features: 0%

**Fig 5.3**
Percentage space given to agriculture based views in Ajit

**Fig 5.4**

Page-wise break up of Opinion pieces (articles/editorials) on agriculture in the three newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>No. of Articles/Editorials on Editorial Page &amp; % of space covered</th>
<th>No. of Articles/Editorials on Op-ed Page &amp; % of space covered</th>
<th>No. of Editorials on Front Page &amp; % of space covered</th>
<th>Total number of Articles/Editorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>14 (82.4%)</td>
<td>2 (11.8%)</td>
<td>1 (5.8%)</td>
<td>17</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>5 (71.4%)</td>
<td>1 (14.3%)</td>
<td>1 (14.3%)</td>
<td>7</td>
</tr>
<tr>
<td>Ajit</td>
<td>20 (67%)</td>
<td>7 (24.1%)</td>
<td>2 (7%)</td>
<td>29</td>
</tr>
</tbody>
</table>

Table: 6.0
Total Editorial content share of Editorial Page, Oped Page and Front Page

Fig 6.1
Page-wise break up (Percentage) of Opinion pieces (articles/editorials) on agriculture in The Tribune

The Tribune
- % of space covered by Articles/Editorials on Editorial Page
- % of space covered by Articles/Editorials on Op-ed Page
- % of space covered by Articles/Editorials on Front Page

Fig 6.2
Page-wise break up (Percentage) of Opinion pieces (articles/editorials) on agriculture in Punjab Kesari

**Punjab Kesari**

- % of space covered by Articles/Editorials on Editorial Page: 72%
- % of space covered by Articles/Editorials on Op-ed Page: 14%
- % of space covered by Articles/Editorials on Front Page: 14%

**Fig 6.3**

Page-wise break up (Percentage) of Opinion pieces (articles/editorials) on agriculture in Ajit

**Ajit**

- % of space covered by Articles/Editorials on Editorial Page: 68%
- % of space covered by Articles/Editorials on Op-ed Page: 25%
- % of space covered by Articles/Editorials on Front Page: 7%

**Fig 6.4**
The editorial page is explained as one place in the newspaper where opinion is not only permissible but encouraged. The editorial page is dominated by comment and analysis rather than objective reporting of factual information. The editorial page provides a forum for the opinions of readers and editorial staff in order to: Provoke thought and discussion, influence public officials, suggest a course of action, provide background and analyse events. If agriculture issues appear on the editorial/op-ed pages, it is thus clear that it helps in providing a forum where agriculture is talked about, generates discussions, forms the basis of policy formulations, sets a fine agenda, and influences the decision makers.

The data (Table 5.0 and Figures 5.1, 5.2, 5.3, 5.4) shows that The Tribune published six editorials and 11 articles, Punjab Kesari published three editorials and four articles and Ajit published 10 editorials and 19 articles during the period under study. However, there was no letter to editor regarding any such write-up on agriculture. This clearly means that even the readers are not interested in such an important issue. There could be so many reasons behind this. The explanation of this obviously demands another study on readership profile.

The fact that Ajit, The Tribune and Punjab Kesari published ten, six and three editorials respectively in six months is not that encouraging. Still it is good that agriculture is getting reflected in the Policy lining i.e, editorial of a newspaper. These editorials were on minimum support price, farmer suicides, farm loans, newer agricultural policies etc. Editorials on agriculture appeared on front pages also. The Tribune, Punjab Kesari and Ajit published special write-ups by their Editor –in – Chief’s on front pages. Table 6.0 and Figure 6.1 shows both The Tribune and Punjab Kesari published one each and Ajit published two editorials on the front page.

As far as articles are concerned, Punjab Kesari, The Tribune and Ajit published four, eleven and nineteen articles respectively. This shows that Ajit, a very popular Punjabi paper here and abroad, raised more issues on agriculture. In other words, Ajit gave wider coverage to agriculture as compared to Hindi and English papers.
The collective analysis of both articles and editorials i.e., opinion pieces or views (Table 6.0 Figures 6.1, 6.2, 6.3, 6.4) show that out of total 82.4% views appeared on the editorial page, 11.8% on the op-ed and just 5.8% appeared on the front page in the English Daily. Similarly, 71.4% views appeared on the editorial and 14.3% each on op-ed and front page in the Hindi Daily and in case of Punjabi Daily Ajit, 67% appeared on editorial, 24.1% on op-ed and the remaining 7% appeared on the front page. This given data makes it quite obvious that Ajit ranks number one when it comes to counting the opinion pieces, followed by The Tribune and Punjab Kesari on the second and third position respectively.

**Write-up wise break up of agriculture based news and views in the three newspapers**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total number of agricultural news stories</th>
<th>No. of Editorials</th>
<th>No. of Articles</th>
<th>Total number of write-ups (news and views)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>403 (95.9%)</td>
<td>6 (1.42%)</td>
<td>11 (2.6%)</td>
<td>420</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>382 (98.2%)</td>
<td>3 (0.77%)</td>
<td>4 (1.02%)</td>
<td>389</td>
</tr>
<tr>
<td>Ajit</td>
<td>301 (91.2%)</td>
<td>10 (3.03%)</td>
<td>19 (5.75%)</td>
<td>330</td>
</tr>
</tbody>
</table>

Table: 7.0
Write-up wise break up of agriculture based news and views in the three newspapers

Fig 7.1
Percentage space given to news stories, editorials and articles in The Tribune

Fig 7.2
Percentage space given to news stories, editorials and articles in Punjab Kesari

**Fig 7.3**
Percentage space given to news stories, editorials and articles in Ajit

**Fig 7.4**
Table 7.0 (Figures 7.1, 7.2, 7.3, 7.4) gives a vivid picture of agricultural coverage in the newspapers under study in terms of number of agricultural based write-ups (news and views). *The Tribune* published about 420 followed by *Punjab Kesari* at 389 and *Ajit* 330 respectively. It is however clear from the given data that maximum numbers of write-ups have appeared in the English and not in the language papers. This shows that English Press projected more stories on agricultural development than Hindi and Punjabi papers.

Agricultural views are less in number as compared to agricultural news. The opinion pieces are more informative than a news item because they are written by experts of the field and are reminiscent in nature but news is just listing of the facts. The views can prove helpful to the readers in one way or the other but have not been given much coverage in the papers. Over the period of six months, *Ajit* has covered variety of topics like agriculture and economy, use of improved variety of seeds and fertilisers, kissan melas and farmer suicide etc. Yet, contrary to the belief that Punjabi Press pays more heed to agriculture, *Ajit* has been far behind the English newspaper i.e, *The Tribune* and Hindi newspaper i.e, *Punjab Kesari* as far as number of news is concerned.

**Space given to agriculture based write-ups in regular pull-outs (exclusive of regular pages of a newspaper)**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Name of the regular weekly pull-out</th>
<th>No. of Articles</th>
<th>Total Space to Agro-based Opinion pieces (Articles)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>The Tribune</em></td>
<td>Sunday Spectrum</td>
<td>1</td>
<td>938cm²</td>
</tr>
<tr>
<td><em>Punjab Kesari</em></td>
<td>Career Gyan</td>
<td>2</td>
<td>1187cm²</td>
</tr>
<tr>
<td><em>Ajit</em></td>
<td>Nari Sansar (Sade Pind Sade Khet)</td>
<td>56</td>
<td>18784 cm²</td>
</tr>
</tbody>
</table>

Table: 8.0
The contribution of Ajit, the Punjabi paper came out to be more than rest of the two papers when it comes to separate regular pull-outs in the three newspapers. Data (Table 8.0) shows that it is only Ajit which is publishing special pull-out on Thursday named as Nari Sansar which dedicates a one full page to agriculture every week by the name Sada Pind Sade Khet. This pull-out is exclusively dedicated to agriculture. No such pull-out was found in other papers. Therefore, the data regarding this has been kept all inclusive i.e, it has not been counted in the rest of the coverage.

When the 56 write-ups in special pull-outs in Ajit are added to its total 330 write-ups in regular pages, the figure becomes 386 which means that Ajit i.e, Punjabi Press still lacks behind the English paper i.e, The Tribune which published total 420 write-ups on agriculture during the six months. When we reanalyze the data on column cm² basis (Table 2.0), The Tribune covered 78379 col cm² space on agriculture and Ajit covered just 48300 col cm². However, when this 48300 col cm² are added to 18784 col cm² it becomes 67084col cm². Thus, it is evident that English Press outweighs the Punjabi and Hindi Press in development communication in agriculture sector.
The Sunday Spectrum, a weekly supplement of The Tribune every week carries information about various issues and carried an article about agriculture once in six months. Career Gyan, a weekly supplement of Punjab Kesari provides information regarding different careers to youth carried two articles about agriculture during the research period and Nari Sansar which has an agriculture based full page titled Sade Pind Sade Khet in Ajit has come out on every Thursday. This shows that Ajit has devoted a complete page to Agriculture which carries expert opinions on various agrarian issues. This shows that Punjabi newspaper gives more value to agricultural issues. The reason may be that it is a local language paper which readers can easily understand and feel connected with.

Analysis of Agriculture write-ups on the basis of sub-categorisation-
The details of topics covered under each area are given below:

i) Crop Production- It includes the information about sowing, irrigation, water and soil conservation, fertilizers application, pesticides, climatic conditions, harvesting of crops.

ii) Horticulture/Floriculture- It includes the information about varieties, sowing/planting time, planting method, irrigation, harvesting, marketing etc. pertaining to fruits, vegetables and flowers.

iii) Food and Grain Management- It covers the topics like crop procurement, food and public distribution, consumer food industry.

iv) Allied activities: It includes the information about animal husbandry, dairy farming, fisheries and bee keeping and issues related to these activities.

v) Agro Economy: It comprises information regarding agriculture related policies/government schemes, relief, cooperative sector, minimum support price of the agricultural produce.

vi) Agro Technology- Information about farm power and machinery, processing and agricultural structures and electrical engineering is included under this category.

vii) Farmer’s woes/grievances- It includes the information related to farmer’s demands, farmer suicide, droughts, floods, crop damage, kissan unions and crime.
viii) **Agro Research and Education** - This category comprises of any research done in the field of agriculture which is beneficial for the farmers and their crop and the display of this research and education at kisan melas.

**Crop production and the related sub-categories**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Crop Production (No. of stories and space covered in %)</th>
<th>Irrigation (No. of stories and space covered in %)</th>
<th>Monsoons (No. of stories and space covered in %)</th>
<th>Water &amp; Soil Conservation (No. of stories and space covered in %)</th>
<th>Pest Management (No. of stories and space covered in %)</th>
<th>Total space (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>28</td>
<td>13%</td>
<td>5</td>
<td>2.1%</td>
<td>1 .25%</td>
<td>3 4.3%</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>5</td>
<td>1.4%</td>
<td>1</td>
<td>.28%</td>
<td>2 .42%</td>
<td>-</td>
</tr>
<tr>
<td>Ajit</td>
<td>19</td>
<td>7.4%</td>
<td>5</td>
<td>1.5%</td>
<td>5 3.8%</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 9.0

Number of news stories related to Crop production and the sub-categories

![Graph showing the distribution of news stories](image)

**Fig 9.1**
The Table 9.0 (Fig 9.1) show that *The Tribune* has given maximum space i.e. 21.6% to crop production and related sub-categories, followed closely by the *Ajit* at 13.8% whereas the *Punjab Kesari* is far behind at just 2.4%. The number of crop production stories are maximum in the English paper i.e. 28 whereas the Punjabi paper covered about 19 stories and lastly the Hindi paper covered just five such stories. There are five irrigation stories in the English and the Punjabi paper each whereas Hindi paper has just one story from this category. Further, monsoon stories are six, two and five in the English, Hindi and Punjabi papers respectively. Water & Soil conservation have not got any space in Hindi and Punjabi papers at all. However, Pest Management has three, one and four stories in English, Hindi and Punjabi papers respectively.

It is clear from the above analysis that out of these agricultural categories, crop production has got the maximum space in all the three papers making it the most important topic, this has been followed by monsoon and irrigation related stories. The other categories have not got much space in these papers over a period of six months. The reason being that crop production is the major issue which further leads to these problems.

The progress of agriculture and economy always depends on crop production. This further depends on irrigation, monsoons, water & soil conservation and pest management. More of crop production means more of development. These are the very basic issues related with agriculture. These stories are mostly based on the inputs given by various government agencies and government’s media departments.

Punjab has achieved an outstanding growth in agriculture, particularly rice and wheat and has been a major contributor to the national food security. Of-late problems of over exploitation of natural resources of soil and water have emerged and are a cause of serious concern. There is a decline in the real farm income and near stagnation in agricultural growth. As such a policy frame work which improves productivity, profitability and sustainability of farming is the only way forward to accelerate the growth.
**Horticulture and floriculture**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Horticulture (No. of stories &amp; space in %)</th>
<th>Floriculture (No. of stories &amp; space in %)</th>
<th>Total (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>18</td>
<td>-</td>
<td>8.3</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>2</td>
<td>-</td>
<td>0.8</td>
</tr>
<tr>
<td>Ajit</td>
<td>7</td>
<td>-</td>
<td>2.4</td>
</tr>
</tbody>
</table>

**Table 10.0**

Number of news stories related to Horticulture and Floriculture

![Chart](chart.png)

**Fig 10.1**

The Table 10.0 (Fig 10.1) shows that all the stories are related to horticulture in all the papers but no story is on floriculture. 8.3 % of the area under agricultural news is given to Horticulture related news in the English *Tribune*, 2.4 % in *Ajit* and just 0.8 % in *Punjab Kesari*. In terms of counting, 18 stories in the English, seven in Punjabi and two in the Hindi papers respectively.

Although the floriculture in Punjab is picking up fast and is seen a step forward in the direction of diversification but its reflections have not been observed during this period of study in any newspaper. The news stories related to the cultivation, irrigation, water & soil management and pest management etc. of fruits and vegetables
in different agricultural regions gets space and coverage in the newspapers. Horticulture has been prominent than floriculture during this study period. The reason being that farmers in Punjab have not taken up floriculture as an allied occupation in majority; on the other hand horticulture is being practiced widely in many areas. Fruits and vegetables are getting them good income in the market but not the flowers.

**Food/ grain procurement/ management and the related sub-categories**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Food &amp; Grain Mgmt. (No. of stories &amp; space in %)</th>
<th>Food &amp; Public Distribution (No. of stories &amp; space in %)</th>
<th>Food Procurement (No. of stories &amp; space in %)</th>
<th>Consumer food Industry (No. of stories &amp; space in %)</th>
<th>Total (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>9  4.4%</td>
<td>16  8.6%</td>
<td>2  1.5%</td>
<td>3  2.2%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>7  3.4%</td>
<td>5  2.8%</td>
<td>197  69%</td>
<td>2  1.12%</td>
<td>76.3%</td>
</tr>
<tr>
<td>Ajit</td>
<td>5  1.5%</td>
<td>11  3.3%</td>
<td>-</td>
<td>2  .51%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

**Table 11.0**

Number of news stories related to Food/ grain procurement/ management and the sub-categories

![Fig 11.1]
As per the Table 11.0 (Fig 11.1), maximum space to food and grain management related issues i.e. 76.3% has been given in *Punjab Kesari*, followed by *The Tribune* at 16.7% and *Ajit* at 5.3%. Food procurement/management which includes the prices of various agro items in the market got the maximum coverage and space in *Punjab Kesari* i.e. 197 news items covering over 69 percent of the total space under agricultural news. On the contrary, the *English Tribune* has given space to two news items belonging to this category but *Ajit* has not given any space to it. Food and public distribution has been the other category which is given fair amount of space by the newspapers under scanner i.e., 16 items in the English, five in Hindi and 11 in Punjabi papers have been devoted to the same in the three papers. This is followed by Food & Grain management stories on the third place. And finally the Consumer Food Industry which has got three, two and two stories in English, Hindi and the Punjabi papers correspondingly.

Looking at the analysis of news items in this category, it is clear that food & public distribution has been given the first priority by *Punjab Kesari*. It has been noticed that the news about this category appeared in the paper on daily basis. All the papers preferred mostly the news about food procurement.

### Agro Economy and related subcategories

<table>
<thead>
<tr>
<th>News Paper</th>
<th>Agro Economy (No. of stories &amp; space in %)</th>
<th>Government Schemes/Policies (No. of stories &amp; space in %)</th>
<th>Relief measures (No. of stories &amp; space in %)</th>
<th>Minimum Support Price (No. of stories &amp; space in %)</th>
<th>Cooperative Sector (No. of stories &amp; space in %)</th>
<th>Total Space in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>46 (21.8%)</td>
<td>12 (5.9%)</td>
<td>5 (1.2%)</td>
<td>9 (5.4%)</td>
<td>-</td>
<td>34.3%</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>17 (3.9%)</td>
<td>3 (1.4%)</td>
<td>6 (1.25%)</td>
<td>1 (.51%)</td>
<td>-</td>
<td>7.06%</td>
</tr>
<tr>
<td>Ajit</td>
<td>22 (5.8%)</td>
<td>7 (1.9%)</td>
<td>8 (1.7%)</td>
<td>8 (2.6%)</td>
<td>5 (.94%)</td>
<td>12.94%</td>
</tr>
</tbody>
</table>

Table 12.0
The Table 12.0 (Fig 12.1) shows that agriculture economy got more space in The Tribune i.e, 34.3 %, followed by Ajit at 12.94 % and lastly by Punjab Kesari at 7.06 %. Agro Economy has been the category which is primarily given importance by all the three selected papers. The Tribune gave 21.8%; Ajit has given 5.8% and Punjab Kesari 3.9% news items in this category. The second preference is given to Government Policies/Schemes regarding agriculture by The Tribune but Ajit and Punjab Kesari gave second preference to Government Relief given to farmers. The Tribune has given nine stories regarding Minimum Support Price, Ajit gave eight stories about MSP but Punjab Kesari gave just one story about the same.

The above analysis makes it obvious that the most preferred news category has been the agro economy because agriculture is the major occupation of the rural India. Agriculture and allied activities have a great share in the Gross Domestic Product of the country. The schemes launched by the Government for farmers, relief provided during the case of any calamity, help from the farmer cooperatives and the declaration of minimum support price of the crops on time etc. are the activities which help in making the agro economy strong and healthy. Agricultural growth directly helps in the
economic growth of the country. In this category, the least number of stories are carried by *Punjab Kesari* and most by *The Tribune*. Thus, making it clear that in *The Tribune* agro economy is the dominant category, covering 34 percent of the total space under agricultural news.

### Agro technology and the related subcategories

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Agricultural machinery (No. of stories &amp; space in %)</th>
<th>Agricultural structures (No. of stories &amp; space in %)</th>
<th>Agriculture engineering (No. of stories &amp; space in %)</th>
<th>Total space (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>15 9.4%</td>
<td>-</td>
<td>-</td>
<td>9.4%</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>2 0.70%</td>
<td>-</td>
<td>-</td>
<td>0.70%</td>
</tr>
<tr>
<td>Ajit</td>
<td>12 2.9%</td>
<td>-</td>
<td>-</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

Table 13.0

Number of news stories related to Agro technology and the sub-categories

![Fig 13.1](image-url)
As the above data (Table 13.0 and Fig 13.1) clearly show the agricultural machinery which includes the tractors, harvesters, combines etc. have got some coverage in all the papers but the other related sub-categories have got no coverage at all. *The Tribune* has given 15 stories covering 9.4 % of the total space under agricultural news; *Ajit* has given 12 stories covering 2.9 % of the area and lastly the *Punjab Kesari* has given two news stories, covering not more than 2.9 % of the total space.

This shows that not every news category is the priority for every paper. They work according to their own convenience and preference. The dominance of a particular news item in one paper does not clearly mean dominance in the other as well. The most important is that the news should have some practicability and utility in real terms. The news about agricultural machinery has relevance only if it is useful for the farmers. Otherwise, it is no more than a piece of advertisement for them.

**Farmer’s woes and grievances include the following sub-categories**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Farmer Demands (No. of stories &amp; Space in %)</th>
<th>Farmer Suicides (No. of stories &amp; Space in %)</th>
<th>Kissan Unions (No. of stories &amp; Space in %)</th>
<th>Grievances (No. of stories &amp; Space in %)</th>
<th>Farmer Problems (No. of stories &amp; Space in %)</th>
<th>Total Space in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>23 12.1% 4 1.3% - - 23 11.6% 93 43.2% 68.23%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>7 4.3% 2 0.64% - - 17 6.3% 20 6.5% 17.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ajit</td>
<td>31 9.3% 6 1.3% 4 .53% 23 7.2% 82 29.3% 47.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 14.0
Number of news stories related on Farmer’s woes and grievances and the following sub-categories

![Bar chart showing the number of news stories related to different categories.]

Fig 14.1

The data represented in Table 14.0 (Fig 14.1) shows that demands of farmers are an important issue and their coverage is very important. *Ajit* has given maximum coverage to it by giving 31 news items, followed by *The Tribune* at 23 and *Punjab Kesari* at seven news items. Further, farmer suicide has got maximum space in *Ajit*, followed by *The Tribune* and *Punjab Kesari*. Kissan Unions have got some space only in the Punjabi paper. Crime related to agriculture or crime by the farmers got much coverage in all the papers. The English and Punjabi papers have given 23 crime stories each followed by *Punjab Kesari* at 17. But the major news item in this category had been the farmer problems; the English paper gave 93 stories, *Ajit* gave 82 and *Punjab Kesari* gave 20 news stories depicting various farmer woes and problems.

Everyday farmers have one or the other demands related to agriculture which are to be reported in the papers. Where some demands do not require immediate action, some definitely require timely reporting and instant action by the authorities. The crime rate in this sector is also increasing which also requires reporting in the media. Kissan
Unions do play a powerful role in fulfilling the farmer demands. They act as a link between the farmers and the authorities.

The most serious problem is that of farmer suicides. For the past so many years the debt-ridden farmers have been killing themselves. These are the kinds of stories which came after deep digging into the problems. Moreover, such stories hardly come from government sources or agencies. Bringing to forefront such issues, demand deep insights into the ground realities. The media can play a great role in bringing out such stories. This also requires prompt attention and action.

### Agro research/ education and the related subcategories

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Agro Research/Education (No. of stories &amp; space in %)</th>
<th>Kissan Melas (No. of stories &amp; space in %)</th>
<th>Total space (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>37 24.1%</td>
<td>7 5.9%</td>
<td>30%</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>4 .79%</td>
<td>- -</td>
<td>.79%</td>
</tr>
<tr>
<td>Ajit</td>
<td>34 7.9%</td>
<td>7 2.4%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

**Table 15.0**

Number of news stories related to Agro research/ education and the following sub-categories

**Fig 15.1**
The Table 15.0 (Fig 15.1) shows that *The Tribune* carried about 37 agro research and education based stories covering about 24.1 % of the space, *Ajit* reported about 34 agro research based stories covering 7.9 % area and *Punjab Kesari* has given four stories covering 0.79 % of the space. Kissan melas got about seven stories each in the English and the Punjabi papers but no news in the Hindi paper as such.

Research Institutes and Agricultural Universities in the country are continuously working in bringing about new changes and improvements in the field of agriculture. New varieties of seeds, new methods or new technology related to agriculture are being developed on daily basis. But it is of no use till it is diffused in the farmers. Kissan Melas are being held twice in a year by the Agricultural Universities to disseminate information. The information regarding the newer technologies if reported regularly by the media can help in fast adoptions. Interestingly, The Tribune has given maximum space but not the language papers. The farmers do not understand English but the news reports have been majorly in this paper only. The language papers gave priority to other news items over this category.

**Allied occupations including animal husbandry, dairy farming, bee-keeping and fisheries**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Animal Husbandry (No. of stories &amp; space in %)</th>
<th>Dairy Farming (No. of stories &amp; space in %)</th>
<th>Bee-Keeping (No. of stories &amp; space in %)</th>
<th>Fisheries (No. of stories &amp; space in %)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>-</td>
<td>9</td>
<td>7.4%</td>
<td>-</td>
<td>7.4%</td>
</tr>
<tr>
<td>Punjab kesari</td>
<td>-</td>
<td>7</td>
<td>2.5%</td>
<td>-</td>
<td>2.5%</td>
</tr>
<tr>
<td>Ajit</td>
<td>-</td>
<td>6</td>
<td>1.4%</td>
<td>-</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Table 16.0
Number of news stories related to allied occupations including animal husbandry, dairy farming, bee-keeping and fisheries

Fig 16.1

The Table 16.0 (Fig 16.1) shows that no space has been given to animal husbandry, bee-keeping and fisheries by all the three papers. It has been the Dairy Farming which has got some coverage in the papers. The Tribune tops the chart by giving 09, followed by Punjab Kesari at 7 and lastly Ajit at 06 number of news stories. This all makes just 7.4 %, 2.5 % and 1.4 % of the news space.

Dairy Farming being an important agriculture related occupation has been given space in the papers. It deals with the dairy products i.e. milk and milk products. It is a very upcoming activity of the rural India. This acts as an income generating activity for them. Animal Husbandry, Bee-keeping and Fisheries are also equally important but no news has been reported about them. Allied occupations did find a mention in the regular pull-out of Ajit i.e, ‘Sada Pind Sade Khet’. However, Bee-keeping and Fisheries related items were missing.

Content Analysis of Event based Coverage in the Newspapers

An Event Study was conducted to find out the specific coverage given to that event in the newspapers. This part of research was carried out to study how a mega event on
agriculture takes shape and project the agro-issues and how it gets reported the following day.

Punjab Government under the Progressive Punjab campaign organised the Agriculture Summit 2014 held at Mohali, near Chandigarh from 16th to 19th February, 2014. This Agriculture Summit had been organized to catalyze the process of improving the sustainability and economic viability of farming. It was an Agro-Technology and Business event to transform Agriculture from sustainable to profitable, localized to globalized and production driven to market driven. More than 300 reputed National and International Companies/ Exhibitors had participated in the event under exclusive industry and sector specific pavilions and more than 1 lac visitors comprising of farmers, entrepreneurs, researchers, faculty, students and other stakeholders from across the country visited the event and attended the Technical Sessions and Farmers Summit.

The study made it clear that the event was not given due importance by all the papers. On one side, The Tribune gave coverage and space to the event and highlighted the issues of crop diversification, direct sowing of paddy, subsidy on power and water supply, FDI in agricultural sector, progressive farming techniques and also the displaying of sophisticated agricultural machinery discussed over the period offour days but on the other hand Punjab Kesari has given a little coverage to the event, giving space to it on the thirdpage of the newspaper; thus making it less important. The paper also called the summit as a political rally by the government. Ajit on the flip side had been in favour of the whole event and gave a positive coverage to it. The opening day news coverage focused on the demand for the allotment of separate budget by the Chief Minister. The paper also highlighted the opinions of various agricultural experts about Indian agriculture, its problems and immediate solutions that were present on the occasion.

Apart from news coverage, very less space had been given to the expert views/opinions regarding the summit. Among the English papers, The Tribune had come up with one editorial focusing on the need of crop diversification and newer innovations on the agriculture front. On the other hand, Ajit gave agood amount of
space and coverage to the whole summit and also gave space to the opinion pieces about the same.

On studying the coverage and space given to this, mega show by the government, it has been found that it was only the Punjabi paper - *Ajit* which gave good amount of coverage to the event, *The Tribune* followed closely at the second place and *Punjab Kesari* at the third.

Coverage by the three newspapers during Progressive Punjab Agriculture Summit from February 17-20, 2014

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Total no. of news stories</th>
<th>Total no. of views</th>
<th>Placement of News</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Tribune</td>
<td>20</td>
<td>Editorial- 1</td>
<td>Front Page- 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Article- Nil</td>
<td>Second page- 18</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Any other- Nil</td>
</tr>
<tr>
<td>Punjab Kesari</td>
<td>9</td>
<td>Editorial- Nil</td>
<td>Front Page- 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Article- Nil</td>
<td>Second page- Nil</td>
</tr>
<tr>
<td></td>
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Table 17.0

Coverage by the three newspapers during Progressive Punjab Agriculture Summit from February 17-20, 2014

![Graph showing News stories and Opinions/Views for The Tribune, Punjab Kesari, and Ajit](image)
Top Stories on Agriculture Summit 2014 in ‘The Tribune’ from February 17-20, 2014

- MSP, subsidy dominate discussions
- CM keeps mum as speakers suggest inter-linking rivers
- A publicity stunt: Congress
- Recurrent subsidy won’t do, say agri experts
- Farmers from other states surprised at lack of innovation
- Diversification a must: Kalkat
- Policy to promote direct sowing of paddy
- Cooperative farming
- Stud farming
- Women Entrepreneurs
- Govt to encourage kinnow cultivation
- Farmers in both Punjabs suffering, says Pak Governor
- Summit a waste of public money: Capt
- Govt submits to farmers’ demands
- Frame relief policy in 2 months, HC tells state
- Subsidy on power, water won’t go, says Badal
- Land reforms must to boost rural economy: Experts
- Those awarded at the farm summit
- Pak minister also plans agri summit
- Hold unemployment summit, Cong dares CM

Editorial published in ‘The Tribune’ on Feb 20, 2014

- Time for a new crop- From food security to market-driven diversity

Top Stories on Agriculture Summit 2014 in ‘Punjab Kesari’ from February 17-20, 2014

- Agriculture should have separate budget : Badal
- Agriculture’s contribution is declining in national income
- Many steps taken to encourage agriculture : Sukhbir
• 31 agriculture scientists honoured at the Summit
• Faisalabad to come up with Biomass Power Plant: Zafar
• 15 horse power tractor remained a major attraction
• Saline waters of Punjab have a great opportunity for fish-keeping: Vaas
• Mozambique students will get seats in Agriculture University: Badal
• Free power will continue for farmers: Badal

Top Stories on Agriculture Summit 2014 in ‘Ajit’ from February 17-20, 2014

• Four-day Agriculture Summit Begins
• Badal demands 5000 Crore package from the centre
• Chief Minister visits livestock exhibition on second day of Agro-Summit
• Agro Summit will usher Punjab in new agriculture revolution: Sukhbir
• Families of the farmer suicide victims may get compensation soon
• Rajju Shroff comes forward for economic upliftment of farmers
• Agreements worth 2600 Cr. investments signed in Agro Summit
• Subsidy on power for the farmers to continue

Editorial published in ‘Ajit’ on Feb 19, 2014

• Progressive Punjab Agriculture Summit- Ideas need be Practical by Barjinder Singh Hamdard, Chief Editor, Daily Ajit

An Article published in ‘Ajit’ on Feb 19, 2014

• What did Punjabi farmers gain from Green Revolution?

Gist of some top stories and an editorial in ‘The Tribune’ from Feb 17-20, 2014

NEWS STORIES

The Tribune dated February 15, 2014 reported a day before the Summit, “Admitting that crop diversification has failed to make the much desired beginning in the state, the Punjab Government has listed the same on top of its agenda during the four-day Progressive Punjab Agriculture Summit.” The newspaper further reported that the
government agrees that the farmers did not want to move out of the wheat-rice cycle in the absence of minimum support price (MSP) for a majority of crops and vegetables, little storage facility and negligible agro processing units. The Centre had made a provision of Rs 500 crore in the Budget (2013-14) to facilitate crop diversification. The state government has already received Rs 224 core.

SS Johl, eminent agricultural scientist, said: "Crop diversification is not possible till the government continues to provide free water and electricity to the farmers. The government should instead give subsidy to the farmers according to their landholdings." Kahan Singh Pannu, Special Secretary, Agriculture, said the broad areas linked with diversification were conservation of water and soil, increasing farmers' income and cost cutting.

**Diversification a must: Kalkat**

Agriculture experts have said crop diversification was the need of the hour as Punjab had reached the peak in production of wheat and rice. They said the focus should now be on alternative crops, particularly fruits and vegetables. That would not only help check the fast-depleting water table but also mean better returns through alternative crops, they opined. Punjab State Farmers Commission chairman GS Kalkat said, “Water table has gone down by more than 60 feet since 1950, which is alarming. If the trend continues, Punjab will soon become a desert.”

He said the returns for Punjab farmers had dipped ever since states like Uttar Pradesh and Bihar started producing rice and wheat. “Lesser demand has led to a natural situation of farmers needing to work on alternate crops,” he said.

Baldev Singh Dhillon, Punjab Agricultural University Vice-Chancellor, said, “The alternatives of horticulture and livestock, too, have not been adequately explored. BT varieties should be promoted as these are fully safe for consumption.”

**On the sidelines-**

Language barrier: As most speakers delivered their speeches in Hindi and Punjabi, farmers from Tamil Nadu could hardly gain anything
Paddy in arid zone: When an expert said 50% subsidy was being given on a machine that could sow paddy in a dry field, the farmers appeared amused. They wondered how paddy could be grown in a dry area.

Need to change focus? A government official said instead of subsidised power and water, the summit focus should have been on drip irrigation and solar energy.

**Subsidy on power, water won’t go, says Badal**

Speaking at the concluding ceremony of the four-day Progressive Punjab Agriculture Summit here, Chief Minister Parkash Singh Badal today said that farmers in Punjab would continue to get subsidy on power and water supply “till the time I am alive”. He said experts had a different view on the issue but “I am convinced that if farmers were not given subsidies, indebtedness would have risen from Rs 30,000 crore to more than Rs 60,000 crore”.

“It is unfortunate that farmers are not making use of other subsidies, such as those on drip agriculture and solar energy panels,” he said. Also, the farmers were not taking advantage of the subsidy being provided on machines used for direct sowing of paddy and to remove paddy stubble, he said.

Balbir Singh Rajewal, president of the Bharti Kisan Union (Rajewal), said the Centre had earmarked Rs 7 lakh crore for loans under different schemes of which only about Rs 50,000 crore had gone to actual farmers. The rest had been gobbled by agro companies, he alleged.

**EDITORIAL**

**Time for a new crop- From food security to market-driven diversity**

FOR all the criticism of the agriculture summit held in Mohali, it was not a bad idea to bring together diverse thought on the vast and crucial subject that encompasses everything from farmer, consumer, economy and technology to climate change. Only leaders like Sukhbir Badal should have refrained from making uninformed cynical remarks like the share of agriculture in the GDP has dropped because of anti-farmer policies of the Centre. He forgets this is a positive sign of a developing economy. What
everybody at the summit seemed agreed upon was the need for diversification. How to achieve that is the challenge, which is as much a responsibility of the government as the farmer.

The combination of subsidies and MSP - needed at one time to ensure food security -- is today also contributing to a distortion in production as well as the economy. It is encouraging farmers to produce crops for which demand in the market is dropping. That puts a liability on the government and leads to high prices for other farm products that consumers want. It also creates a conflict between the farmer and the consumer, as one's gain is the other's loss. Breaking free from the support system would require farmers to diversify into things like horticulture, but that requires a modern market, as is offered by large global food handling and retailing chains. Given the opposition to FDI in retail, it should be grabbed as an opportunity by Indian business houses to replicate the services.

One remark of visiting farmers at the summit should make those in Punjab sit up: Why do farmers of the state lack innovation? They have been lulled into a comfort zone of help with both input and sale of the output. That has killed initiative as at least two generations of farmers have seen only this. There will have to be experimentation, there will be setbacks. The government will be needed to hold hands, but between the farmer and the trader, agriculture has to learn to walk on its own.

Gist of the Editorial in ‘Ajit’ by Chief Editor, Barjinder Singh Hamdard

Progressive Punjab Agriculture Summit succeeded in raising two important issues. One is that Punjab Chief minister Prakash Singh Badal has proposed a separate agriculture budget on the lines of railway budget. Centre agrees to it or not but it is important that it is talked about as the economy of the country largely depends upon agriculture.

In Punjab and Haryana, the crop diversification is needed badly. Punjab has contributed a lot to the food granary of the country but the wheat and rice crop rotation has depleted the water levels very badly. Use of chemical fertilisers and pesticides has polluted the ground water. This has posed dangers to health. It is high
time that crop diversification is adopted in Punjab and area under vegetables and fruits be increased in the state. Besides, the focus should be laid upon allied occupations and employment generation.

The Content Analysis of Coverage of Agriculture Summit 2014 in The Tribune, Punjab Kesari and Ajit shows that agriculture becomes an active agenda for the papers only when it is high on the agenda of the government. The 20 news stories and an editorial in The Tribune, 08 news stories, one editorial and an article in Ajit and 07 news stories in Punjab Kesari in four-five days clearly indicates that newspapers depend upon the feeding by different agencies. If the government prioritises the agriculture sector, the media too would give priority to it. However, mega event like summits can not be held every now and then. But the agriculture development can be talked about whole the year round. The regular updates on agriculture sector through extension services of various government development agencies like agriculture ministries, agriculture departments, agriculture research and education institutions need to sensitise media regularly on agriculture. Agriculture is one such specialized sector which needs expertise in agriculture understanding. This necessitates that there are very good reporters in the newspapers who themselves understand the pulse of Indian agriculture. It is such a vast and wide sector that unless and until the media men go to the fields, see the ground realities, understand the cultivation procedures, observe the socio-cultural nerve of the land and generalize the upcoming scenario, the agriculture stories can not become news.

The slogan ‘Jai Jawan Jai Kisan’ i.e, ‘Hail the Soldier, Hail the Farmer’ was raised in 1965 by the then Prime Minister Lal Bahadur Shastri, when there was scarcity of foodgrain in the country. It was also the time when food scarce country was attacked by Pakistan. The slogan was raised to enthuse the soldiers to defend India and simultaneously encourage the farmers to make the country self-sufficient in food production. Since 1965 i.e, almost 50 years, the condition of the farmers remains the same though the country has become self-sufficient in food production. Today, the country is not just self-sufficient but surplus in food grain production to the extent that it has become unmanageable.
As much as 1.94 lac metric tonnes of food grain worth crores of rupees got wasted in the country due to various reasons between March 2005 -March 2013. These facts published in The Hindu on February 12, 2014 were based on a reply given by Food Corporation of India to an RTI query. The reply provided details of the region-wise and commodity-wise stock accrued as non-issuable for each of the years separately for the 23 regions in the country.

The damaged stock which stood at 95,075 metric tonnes in 2005-06 came down to 3148 metric tonnes in 2012-13. The wastage was at 25353 metric tonnes in 2006-07, 4426 metric tonnes in 2007-08 and 20114 metric tonnes in 2008-09. It also said that of the damaged stock, around 84% was rice and 14% was wheat. Punjab with a total damage stock of 98200 metric tonnes recorded 50% of the total damages while Maharashtra recorded a total of 20067 metric tonnes of damaged stock, accounting for 10% of the total loss.

If media intends to give importance to agriculture then there is no derth of issues and problems. These agriculture problems when raised in the media can help prompting the respective governments to take corrective measures. Media is said to be a watch dog. Therefore, it is the responsibility of the media to watch the interests of the farming sector. However, it is not a legal binding but a social binding.

Gone are the days when media used to work with missionary fervor. Today, media is a million dollar industry. Corporatisation of media has changed the whole scenario. When the rules of industry govern the media, the media can never ignore the business interests. The market orientations of media necessitates that business zeal replaces the professional zeal.

Today the IEC component i.e, information, education and entertainment has taken a back seat. This is the age of infotainment basically. It is not only the media which has changed over the years but the readers and audience have also come up with varied interests. The readership profile too has changed drastically. Global dimensions of the media have added the global interests and demands. If the media is changing then the demands of the people too are changing. It is basically the glamour world we are
living in. Media is not merely globalized but politicized also. Agriculture hardly suits the glamour world. This is the main reason that agriculture has been marginalized in the media. Talking about the marginalized sector and sections of the society, agriculture does not fit into the business model of media industry.

**Summary of major research findings**

The major findings of the study show that in terms of space given to the agriculture based news stories the three selected newspapers have not contributed much. *The Tribune* has given 1.3%, *Punjab Kesari* 0.86% and *Ajit* 1.1% space to agricultural news. The space wise coverage provided to the agricultural views (editorials, articles, features and letter to the editor) in *The Tribune* has been 0.20% of the total area whereas it has been 0.06% in *Punjab Kesari* and 0.28% in the *Ajit*. On studying the agricultural advertisements and agriculture based visuals it has been given 0.02%, 0.13% and 0.58% and 23%, 5.8% and 8.9% space in *The Tribune, Punjab Kesari and Ajit* respectively.