

CONTENT EVALUATION OF EDUCATIONAL-EXTENSION QUARTERLY "ROOYESH" FROM KHORRAM ABAD RURAL PEOPLES POINT OF VIEW

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Introduction

Scientifics of communication world such as Marshal Mc Luhan, David Rizeman and Alfred Nomis plays an important role in fields of communication, particularly mass media during social's evolutions. They represented that communication devices are the most effective factors for human changes and they believed that human culture and civilization have been influenced by communicative devices (Ostour 1996).

Media play an extraordinary role to develop the human's knowledge and awareness and led to improve the culture of societies, This improved culture led to political, social and economical development and finally a complete multilateral development.

Generally, to assess the favorability of a magazine, its content should be considered beside its language, script, pictures, distribution methods and readers (Mohammad zadeh 2001)

Content of message means: "subject matters of messages that are chosen by the source to describe the goal and select some methods to arrange the different contents (Rezvanfar 2001) the message which includes one of the six following subjects could influence on readers more:

These are known as content values and are:

- Based on reader's needs
- As level as reader's knowledge
- Adaptable with reader's insight
- Be modern and innovative
- Be pictorial
- Large and clear script

Hamedi (1998) believed that some of most important favorable specifications of content of magazines could be logical subjects, adaptable with reader's insight, regarding to reader's needs and modern findings.

Concentrating on goals, simple sentences, observing the abbreviations and local and temporal arrangements of subjects are considered as other favorable specifications of magazines (Sarokhani, 1989). Other favorable specifications such as using simple words, enlightening the readers and reflecting the realities could be mentioned. (Motamed nejad, 1992).

Ganahal has studied about assessing of the favorable contents of the agriculture magazines according to using & satisfying theory. In his study, he mentioned to the important specifications such as description of subjects as simple and apprehensible, certain and reliable objects.

Galendo (2000) has studied about using of written media by rural people in Mexico. The results showed that the use of these media by rural people is related to adoption of content with readers' information levels and reflecting their problems.

Finally, in a study in Siraleon, Tailor (2002) expressed that pictures which are related to the subjects, proportion of content to the goal, clear and large scripts, variety of subjects and their profitability are the most specifications that play an important role for acceptability of content of agricultural magazines.

Regarding to above mentioned, at least 22 specifications can be considered as favorable specifications for a magazine that are:

"Concentration on the goal, enlightening the readers, using the simple, easy and colloquial words, explain the information completely, local and temporal arrangements of subjects, describe the reliable words, logical contents, simple sentences, pictures which are related to the subjects, observing the abbreviations, writing with clear and large scripts, attention to readers' needs, select the profitable subjects, using the modern findings, adaptable with reader's insight, variety subjects, concentration on the goal, adoption of content with readers' information levels, proportion of content to the goal."

Problem Statement

The magazines are one of the Medias, which play an important role to improve the societies, so the roles of magazines, which their readers are rural people, are irrefutable to improve and change the cultures of these societies. These magazines could be effective to inform and make interesting for accepting process. Also they could be used to inform news, appreciation, increasing to understand and learn the modern ideas and making motivation and interesting (Lion burger and Gevin, 1995).

On the other hand, the magazines should be provided according to reader's needs and tastes for attracting the main readers.

According to large population of rural people and ranchers in our country, sending various educational and extensional messages to them can improve their knowledge and skills. A season magazine has been published since 2001 by JAHAD KESHAVARZI (agriculture organization) of Lorestan province. It is titled "Rooyesh" and published to improve the power and skills of rural people. According to enormous expenses of this magazine, it is necessary to study and review its favorable specifications to improve its quality, so this study is about this magazine and its results could be effective to improve it and also rural people use it more and more.

Methodology

The goal of this study was to assess the Rooyesh magazine in rural people's view of Khorram Abad, and it was a descriptive- traversal study and the tools of gathering the information was questionnaires. To provide the questionnaire, at first the theoretical bases regarding to the related recourses were considered. Then the pre-questionnaire was provided by considering the theoretical information and bases, and the final questionnaire was provided after necessary correcting and sure about its justifiability and durability.

For the justifiability test of tools of study, there was considered opinions of five people of faculties in fields of extension & education of agriculture and for durability test of tools, about 40 questionnaires were filled by rural people of Khorram Abad

and Cronbach Alfa was accounted ($\alpha = 0.89$) which it was an adequate durability coefficient for this study. To analyze the gathered data, the software SPSS/win was used. Average statistic, standard deviation and percentage were used in descriptive statistical and Willcoxon test and correlation coefficients were used in illative statistic.

Rural literate people of 8 rural people in Khorram Abad are statistical society of this study that was about 6207 people. The capacity of sample of this study was determined about 132 people according to Cochran formula that were increased to 150 people for more accuracy and prevention of sample-drop in free-operations. The random sampling method was accurate. The forecast variables were sexuality, age, and job and education levels. According to 22 mentioned specifications for this favorable magazine, ten of them selected as the main and most favorable specifications that were considered as main variables. These ten specifications are: profitability of subjects, variety of subjects, simple sentences, enlightening the readers, clear and large scripts, proportion of content to the goal, attention to readers' needs, pictures which are related to the subjects, explain the information completely, observe the abbreviations.

Findings

1. Descriptive section

In this section, professional & individuality specifications of people are explained then the current & favorable condition of the content of the ROOYESH season magazine is discussed and these specifications are categorized and given priority in reader's point of view.

1-1- Professional & individuality specifications of people

By reviewing the gathered data we can understand that average age of studied population is 34 years. The youngest of them are 16 years old and the eldest are 65 years old. Major of them are men by the frequency 82.7% and majority of them are farmer and rancher by the frequency 40.7% and the least frequency 3.3% was related to ranchmen. The education rate of majority of responders was high-school by the frequency 40.7%; and less than 26% of them had university educated.

1-2- The current condition

The current conditions of Rooyesh magazine are providing in table 1. As shown in the table, the current conditions of some specifications are adequate and the conditions of other specifications are inadequate. The adequate specifications, in reader's opinions are: concentration on the goal, simple sentences, correct, logical and reliable subjects, adoption of reader's viewpoint, adoption of content with readers' information levels and reflecting the problems and realities. The specifications that are in the second place (priority) are: using the modern findings, observe the abbreviations, provide the information completely, having pictured related the subject, attention to the reader's needs, proportional of concepts with the goal, clear and large scripts, enlightening the readers, using the simple sentences, variety of subjects and profitability of subjects.

Table 1: Distribution of frequency of opinion of studied population about current conditions of specifications of Rooyesh magazine

Specification	Average	standard deviation	Priority
Concentration on the goal	4.19	0.872	1
Describing the subject simply	3.98	0.993	2
Provide the logical content	3.85	1.137	3
Provide the reliable words	3.74	1.124	4
Adoption of reader's viewpoint	3.7	1.262	5
Using the easy and simple words	3.68	1.148	6
Using the reliable and correct subjects	3.65	1.231	7
Adoption of content with readers' information levels	3.61	1.157	8
Reflect the problems	3.61	1.18	9
Reflect the realities	3.6	1.263	10
Observe the local and temporal arrangements	3.55	1.167	11
Using the modern findings	3.53	1.179	12
Observe the abbreviations	3.53	1.246	13
Provide complete information	3.45	1.201	14
Having pictures which are related the subject	3.42	1.166	15
Attention to readers' needs	3.386	1.33	16
Proportional of concepts with the goal	3.38	1.24	17
Having clear and large scripts	3.24	1.289	18
Enlightening the readers'	3.22	1.299	19
Simple sentences	3.2	1.164	20
Variety of subjects	3.1	1.28	21
Profitability of subjects	2.69	1.258	22

1-3- The favorable condition

The specifications of the favorable condition in ROOYESH magazine are rendered in table 2. As shown in this table, majority of 22 specifications that are mentioned here for an educational-extensional magazine are more important in readers' opinions. Then specifications with above priority are: Profitability of subjects, variety of subjects, simple sentences, enlightening the readers, having clear and large scripts, provide complete information, proportional of concepts with the goal, attention to readers' needs, having pictures which are related the subject, provide complete information, observe the abbreviations. According to these priorities, the authorities of ROOYESH magazine should remove deficiencies of current condition and attention to specifications of high priorities to publish the magazine with better quality and according to readers' needs.

Table 2: Distribution of frequency of opinion of responders about favorable conditions of Rooyesh magazine

Specification	Average	Standard deviation	Priority
Profitability of subjects	4.85	0.483	1
Variety of subjects	4.69	0.476	2
Simple sentences	4.64	0.493	3
Enlightening the readers'	4.62	0.485	4
Having clear and large scripts	4.59	0.492	5
Proportional of concepts with the goal	4.59	0.506	6
Attention to readers' needs	4.58	0.495	7
Having pictures which are related the subject	4.58	0.497	8
Provide complete information	4.58	0.546	9
Observe the abbreviations	4.58	0.582	10
Using the modern findings	4.57	0.496	11
Observe the local and temporal arrangements	4.55	0.498	12
Reflect the realities	4.54	0.512	13
Reflect the problems	4.54	0.538	14
Adoption of content with readers' information levels	4.54	0.559	15
Using the reliable and correct subjects	4.54	0.572	16
Using the easy and simple words	4.54	0.583	17
Adoption of reader's viewpoint	4.54	0.599	18
Provide the reliable words	4.52	0.501	19
Provide the logical content	4.52	0.514	20
Describing the subject simply	4.50	0.631	21
Concentration on the goal	4.49	0.501	22

2- Analytical section

In this section, the differences between average of current condition and favorable condition of the contents of the magazine were analyzed. Then the correlation between forecasting variables of the age and readers' education levels by standard variable (priority favorable specifications) were analyzed.

2-1- The difference between the current & favorable conditions of the content

The studied population was a group, so they had their opinion of two conditions. So the Willcoxon test was used. The 22 specifications were in comparison with each other in two conditions and two statement that have significant differences showed that the considered specification is not in an adequate condition now, and is in a significant distance from the favorable condition in readers' opinion and the authorities should remove this distance and consider all differences to provide and edit the magazine and eliminate all deficiencies.

The results of table 3 show that among 22 specifications, the current and favorable conditions have 10 significant differences with each other.

These specifications are:

- Profitability of subjects
- Variety of subjects
- Simple sentences
- Enlightening the readers'
- Having clear and large scripts
- Proportional of concepts with the goal
- Attention to readers' needs
- Having pictures which are related the subject
- Provide complete information
- Observe the abbreviations

About the specifications, which had no significant difference in the two conditions, we can understand that the magazine observes these matters.

It is necessary to say that the specifications that are given in the table 3 are that favorable specifications in readers' opinion. This matter approved that these specifications are adequate to design the Rooyesh season magazine.

Table 3 The results of Willcoxon Test

Statements	Z	Significant level
Concentration on the goal	7.459	0.09
Using the easy and simple words	5.127	0.06
Provide the logical content	5.985	0.08
Provide complete information	5.32	0.03*
Simple sentences	6.104	0.03*
Variety of subjects	7.497	0.04*
Adoption of reader's viewpoint	7.616	0.07
Attention to readers' needs	9.271	0.03*
Adoption of content with readers' information levels	7.277	0.08
Observe the abbreviations	6.528	0.03*
Describing the subject simply	6.984	0.08
Provide the reliable words	5.748	0.09
Proportional of concepts with the goal	6.747	0.04*
Enlightening the readers'	4.943	0.04*
Using the modern findings	7.773	0.08
Observe the local and temporal arrangements	5.523	0.09
Having pictures which are related the subject	6.342	0.05*
Having clear and large scripts	6.647	0.03*
Profitability of subjects	8.535	0.02*
Reflect the realities	8.507	0.07
Using the reliable and correct subjects in magazine	8.086	0.08
Reflect the problems	8.167	0.08

*Significant in level of 5%

According to the analysis of gathered data and the results there is some suggestions to improve the conditions of this magazine:

1. To design and edit the Rooyesh magazine, the content is provided with considering some specifications such as: "Profitability of subjects, Variety of subjects, Simple sentences, Enlightening the readers', Having clear and large scripts, Proportional of concepts with the goal, Attention to readers' needs, Having pictures which are related the subject, Provide complete information, Observe the abbreviations".
2. To design and edit the magazine it should be measured the readers' needs to achieve the real needs.
3. The rural people or their agents should be participated to design and edit the magazine.
4. It is important to use the ability of experts, leaders, and advertisers and also the experiences of knowledgeable people in this way.
5. It is better to assess the content of the magazine of readers' opinions sometimes and all problems would be solved and if there are some differences, these would be removed by more scientific and accurate studies and rewiring.

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