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Results from Okorie and Oyedepo (2011), also reported that 81.3% of agricultural news covered were recorded in the inside pages of the newspapers. This finding is similar but shows a better level of prominence compared to the findings in the Daily Graphic. However, the Daily Graphic performed better compared to findings in Nwogbo (2015) where agricultural news published in the inside pages of the newspapers studied were 100%.

#### **4.4 CHAPTER SUMMARY**

The study revealed that agricultural news coverage in the newspaper constituted only 3 percent of the total news reported in the newspaper. Agricultural news covered were reported in six categories namely; hard news, editorial, opinion, advertisement, letter to editor and feature. The highest agricultural reportage was in the advertisement category while the lowest were in the Feature and the letter to the editor categories. Agricultural news reportage in the front, back and centre spread pages were very low compared to the other pages of the newspaper.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 INTRODUCTION

This chapter presents a summary of the findings of the study, conclusions, recommendations as well as suggestions for consideration in further research works. The main objective of the study was to content analyse the agricultural news reported in the Ghanaian National newspaper (Daily Graphic) from January 2014 to December 2015.

**The specific objectives as set out by this study were to:**

- i. Categorize the types of agricultural articles published by the selected newspaper
- ii. Establish the frequency of appearance of agricultural information under different categories of articles during the period of study as well as
- iii. Assess the level of prominence given to agricultural news by the newspaper during the period under study.

#### 5.1 METHODOLOGY USED TO ACHIEVE RESEARCH OBJECTIVES

Content analysis was used as the research design of this study. Secondary data was collected from the daily Graphic newspaper for the analysis of this study between the period of January 2014 and December 2015. A sample size of 192 editions out of a total population of 576 editions of the newspaper was analysed during the period.



## **5.2 RESEARCH FINDINGS.**

### **5.2.1 Objective One: *To categorize the types of agricultural news reported.***

The study revealed that; Agricultural news reported in the newspaper during the study period fell under six categories namely; Hard news, Editorial, Opinion, Advertisement, Letter to the editor and Feature.

### **5.2.2 Objective Two: *To establish the frequency of agricultural information reported under the identified categories.***

Agricultural news reported in the newspaper constituted only three percent (3%) of the total news reported during the period of study. Thirty-one percent (31%) of the agricultural news published were reported under the Hard news category, 2% were reported under the Editorial category, 4% were reported under the Opinion category, 61% were reported under the Advertisement category, 1% were reported under the Letter to the Editor category and 1 % were reported under the Feature category.

### **5.2.3 Objective Three: *To assess the level of prominence given to agricultural news reported in the newspaper.***

Ninety-five percent (95%) of the agricultural news published were reported at the Less read pages of the newspapers, while the front pages, back pages and the centre spread pages of the newspaper saw only a 1%, 3% and 1 % reportage respectively.

### 5.3 CONCLUSION

Agricultural news reportage in the national newspaper is too low. Sixty-one percent (61%) of the agricultural news reported were in the category of Advertisements. Despite the State-status of the newspaper and the fact that it has a basic responsibility of using its platform as a tool for national development, its activities in this regard seems to be gearing towards commercialization or profit making than disseminating useful information needed for national development. Ninety-five percent (95%) of the agricultural news reported were published in the less read pages of the newspaper. Only 1%, 3% and 1% were published in the front pages, back pages, and the centre spread pages respectively. This is indicative of how less important the editors of the national newspaper view agricultural news. The very low agricultural news reportage in the editorial, opinion, letter to the editor and feature columns of the newspaper pin points to how less important the editors view agricultural news and the low interest of writers in expressing their views on agricultural stories. The findings and conclusions drawn from this study cannot however be generalized for all other newspapers since only the Daily Graphic was used for the study.

Taking into account the theoretical framework upon which this study was based, thus the Agenda setting theory that elaborates the influence of the mass media in shaping the viewpoints or opinions of the public on issues, it is clear that access to agricultural information is a key requirement to improving the state of agriculture in the country. Given the role of newspapers in making agricultural information accessible in the country and the fact that other sources of agricultural information by smallholder farmers tend to feed on agricultural information published in the newspapers, the low agricultural information coverage by the national newspaper has the potential to negatively influence agricultural information accessibility in the country. In view of the fact that access to agricultural information is a key component in improving small scale agricultural production and linking increased production to markets, thereby leading to improved rural

livelihoods, improving quality and yield, food security and national economies, deliberate and urgent steps are needed to be taken to improve upon agricultural news reportage in the National newspaper.

#### **5.4 RECOMMENDATIONS**

The following recommendations were made by the researcher based on the findings of this study;

- i. Editors and managers of the National newspaper should take deliberate steps into ensuring that enough agricultural news is published.
- ii. Editors and managers of the national newspaper should also ensure that agricultural news are given the prominence it deserves. They must ensure that they are given some space in the front, back and centre spread pages of the newspaper.
- iii. The Editorial columns of the newspaper should also be used by editors of the national newspaper to promote agriculture reportage in the country.
- iv. The newspaper managers and editors should also pay attention to agricultural-oriented opinion writers to ensure that Opinion columns are used to promote greater interactivity between readers and editors on agricultural issues in the country.
- v. The managers of the state newspaper should engage line reporters or journalists for agricultural news in the country.
- vi. Non-Governmental Organizations and other civil society groups with mandate for agriculture should advocate and sensitize the managers of the state newspaper on the need for reporting agricultural news in the country.
- vii. Further research should be conducted to include all other newspapers that publish agricultural information in the country.

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**APPENDIX**

DATA COLLECTION GUIDE SHEET

DATE	FREQUENCY		CATEGORIES						PROMINENCE			
	Agric. News	Non-Agric.	Hard News	Editorial	Opinion	Advert	Letter to the Editor	Feature	F.P	B.P	C.S.P	O.P

