



ISSN Print: 2664-6064
 ISSN Online: 2664-6072
 NAAS Rating: 4.69
 IJAN 2025; 7(4): 41-45
www.agriculturejournal.net
 Received: 20-01-2025
 Accepted: 24-02-2025

Yashvee

Ph.D Scholar, College of
 Community Science, CCSHAU,
 Hisar, Haryana, India

Ella Rani

Assistant Professor, College of
 Community Science, CCSHAU,
 Hisar, Haryana, India

Vandana Verma

Associate Professor, College of
 Community Science, CCSHAU,
 Hisar, Haryana, India

Sarita Verma

Assistant Professor, College of
 Community Science, CCSHAU,
 Hisar, Haryana, India

Corresponding Author:

Yashvee

Ph.D Scholar, College of
 Community Science, CCSHAU,
 Hisar, Haryana, India

Development and standardization of print media on pandemic corona

Yashvee, Ella Rani, Vandana Verma and Sarita Verma

DOI: <https://www.doi.org/10.33545/26646064.2025.v7.i4a.218>

Abstract

Media was found to facilitate obtaining of up to date available information improving knowledge, awareness, and practices of both healthcare workers and general public. Print media is a very powerful communication tool for increasing knowledge, public awareness, collection of information and views on different topics. Media have the ability to mold the public attitude also. The different types of electronic media like T.V. radio, CD, mobile phones, short films and print media like newspaper, leaflets, booklets, magazines etc. are used for getting information. Mass media like television and radio have been used for disseminating agricultural information among the masses. Media breaks the barriers which can create hindrances for knowledge dissemination. Media play a very responsible role at initial stages of creating awareness on agricultural innovations, while interpersonal communication involving face-to-face contact, play an important role in promoting adoptions or society development by creating awareness on different issues. The emergence of the COVID-19 outbreak grabbed the attention of media news, press, and social media pages. However, there are too many sources and sites through which any one can obtain information, and many of them are not credible which resulted in misinformation and difficulties to distinguish between rumors and reality. Thus, health care workers and the public must refer to trustworthy sources and information regarding COVID-19 such as WHO which provided social media teams and technical risk communication to respond and track rumors and myths. As researches shows that peoples are less aware about corona virus and related ailment. So here, different types of media can be used to enhance the knowledge of people about corona virus. Appropriate media in form of posters (08) was developed on pandemic corona with the help of experts, available literature and internet. Developed media was evaluated on different parameters by twenty judges from CCS Haryana Agricultural University Hisar. Standardization and effectiveness of prepared media was done by incorporated by judges' response and opinions. Poster no 1,2,3, 5, 6, 7 and 8 got more than 80 percent on different parameters i.e title, clarity of printing, appropriateness of language, sequence, usefulness of information, clarity of picture and understandability and hence accepted on effectiveness parameters. Poster no four scored less than 50 percent on different parameters of effectiveness and hence rejected.

Keywords: Print media, COVID-19, pandemic communication, media standardization, public awareness

Introduction

A cluster of acute respiratory disease of unknown etiology emerged in Wuhan, China during late December of 2019. On the 7th of January, isolation of novel coronavirus (nCoV), which was later named corona virus disease (COVID-19) by the World Health Organization (WHO), was implicated as the cause of the outbreak. Since then, cases of COVID-19 have been on the rise over the entire globe. The symptoms of the COVID-19 infection are similar to that of other beta corona viruses. Symptoms include fever, cough, dyspnea, weakness and fatigue, headache and diarrhea. These symptoms appear after an incubation period, which ranges from 0 to 24 days, with a median duration of 3 days. This period mainly depends on the patient's age and immune system status. Human to human transmission is the most likely route of COVID-19 dissemination, primarily via close contact or through droplets spreading by coughing. Moreover, the highest reductions of death risk and all-cause mortality were most prominently seen in patients with severe COVID-19 infection. In the light of lacking consistent effective treatment, the best way to deal with the highly infective virus is by mitigating the spread of the virus. Several precautionary measurements are recommended to control the COVID-19 spread.

Such recommendations include frequent hand washing, wearing a face mask, self-isolation and social distancing. Media was found to facilitate obtaining of up to date available information improving knowledge, awareness, and practices of both healthcare workers and general public. Print media is a very powerful communication tool for increasing knowledge, public awareness, collection of information and views on different topics. Media have the ability to mold the public attitude also. The different types of electronic media like T.V. radio, CD, mobile phones, short films and print media like newspaper, leaflets, booklets, magazines etc. are used for getting information. Mass media like television and radio have been used for disseminating agricultural information among the masses. Media breaks the barriers which can create hindrances for knowledge dissemination. Media play a very responsible role at initial stages of creating awareness on agricultural innovations, while interpersonal communication involving face-to-face contact, play an important role in promoting adoptions or society development by creating awareness on different issues. The emergence of the COVID-19 outbreak grabbed the attention of media news, press, and social media pages. However, there are too many sources and sites through which any one can obtain information, and many of them are not credible which resulted in misinformation and difficulties to distinguish between rumors and reality. Thus, health care workers and the public must refer to trustworthy sources and information regarding COVID-19 such as WHO which provided social media teams and technical risk communication to respond and track rumors and myths. As researches shows that peoples are less aware about corona virus and related ailment. So here, different types of media can be used to enhance the knowledge of people about corona virus. Studies have indicated that different information sources have varied influence on the adoption any practices. It can be observed from researches that how much power a media has to create awareness or to mold the attitude of pupils. The present study was planned with the development of relevant media, keeping in mind the benefits of print media for creating awareness the present study was planned with the following objectives.

Objectives

- Identification and selection of content / subject matter on pandemic corona
- Development and standardization of print media on pandemic corona

Review of Literature

Development and standardization of print media

Know (2013) ^[2] concluded that the quality of content came first in development of print media. Secondly, adoption of new technology and process in manufacturing, make full use of QR code and verify the content, full integration with online media in the whole operation process, embrace socializing and keep socializing were some points for effective print media development.

Chiu *et al.* (2015) ^[1] evaluated that 77.0 percent of respondents commonly used newspapers and magazines and 58.0 percent used internet for agricultural safety and health information. Seventy five percent of respondents showed complete trust on print media whereas, 49.0 percent respondents showed trust in internet. Old aged respondents showed marginal association of trust in internet. The

findings concluded that traditional media was more effective for providing information.

Kaseem *et al.* (2019) ^[3] constructed a scale of 33 items to measure five domains in a pamphlet content, processing the information, the appearance of text, illustrations, and designing and formatting. Construct validity was assessed by applying inter-correlation coefficient test between scale's items and scale's domain with the total score of the scale. In which, values of content (0.97**), processing the information (0.71**), the appearance of text (0.77**), illustrations (0.72**), and designing and formatting (0.84**) were significant at 5 percent level of significance.

Mathai and Jswani (2021) ^[4] studied that use of online sources had unavoidable impact but print media also in trend. It had not obsoleted. The study showed the effectiveness of only print media was low. The combination of digital and social media created more effectiveness on marketing and attract more consumers.

Materials and Methods

Relevant information pertaining to the research design and other methodological steps are presented here. The research procedures followed for conducting study have been distinctively described under the following heads:

a) Development of media

Development and standardization of media package

Appropriate media in form of posters (08) was developed on pandemic corona with the help of experts, available literature and internet.

Development of media

i) Planning and research

Planning and research are very important and first part for development of media package. To make media more effective, planning and research was done regarding format, messages, photographs etc.

ii) Arrangement

Information collected from sources were arranged in a proper way for effective media development.

iii) Writing

After arrangement, writing was started for development of media

iv) Editing by expert

When the media package was ready than that administrated to expert for editing. The expert finds out all the mistakes and makes correction to media.

v) Rewriting

After editing, writing was done again in proper way by making all corrections as suggested by expert.

vi) Rechecking

In rechecking stage, the media was checked by expert again for assurance of no mistake was left behind.

vii) Publishing

Only after reviewing the corrections, the final text was published in as posters form.

b) Standardization of Media

Developed media was evaluated on different parameters by twenty judges from CCS Haryana Agricultural University Hisar. Standardization and effectiveness of prepared media was done by incorporated by judges' response and opinions. The evaluation of print materials was done on seven different criteria related to their design and content quality. Each criterion includes a range of responses rated by frequency (f) and percentage (%). These criteria are:

1. Title
2. Clarity of Printing / Font Size
3. Appropriateness of Language
4. Sequence of Information
5. Usefulness of Information
6. Clarity of Pictures
7. Understandability

Responses were obtained on 3 point continuum ranging from highly effective to least effective with various parameters viz; title, clarity of printing, appropriateness of language, sequence, usefulness of information, clarity of picture and understandability

Frequency and percentages were calculated.

Results

Appropriate media in form of posters (08) was developed on pandemic corona with the help of experts, available literature and internet.

Effectiveness of messages on pandemic corona presented in poster (1-4)

Table 1: Effectiveness of posters as assessed by experts n=20

Sr. No.	Criteria	P -1		P -2		P -3		P -4	
1.	Title	f	%	f	%	f	%	f	%
	Very catchy and attractive	18	90.0	17	85.0	19	95.0	12	60.0
	Catchy and attractive	2	10.0	3	15.0	1	5.0	8	40.0
	Not catchy and attractive	-	-	-	-	-	-	-	-
2.	Clarity of printing/ size of fonts								
	Very appropriate	19	95.0	18	90.0	17	85.0	11	55.0
	Somewhat appropriate	1	5.0	2	10.0	3	15.0	9	45.0
	Not appropriate	-	-	-	-	-	-	-	-
3.	Appropriateness of language								
	Appropriate	18	90.0	17	85.0	18	90.0	11	55.0
	To some extent	2	10.0	2	10.0	2	10.0	8	40.0
	Not at all	-	-	1	5.0	-	-	1	5.0
4.	Sequence								
	To a great extent	19	95.0	18	90.0	18	90.0	11	55.0
	Somewhat	1	5.0	2	10.0	2	10.0	7	35.0
	Not at all	-	-	-	-	-	-	2	10.0
5.	Usefulness of information								
	Very useful	19	95.0	19	95.0	19	95.0	12	60.0
	Somewhat useful	1	5.0	1	5.0	1	5.0	6	30.0
	Not at all useful	-	-	-	-	-	-	2	10.0
6.	Clarity of Picture								
	High	18	90.0	18	90.0	18	90.0	9	45.0
	Medium	2	10.0	2	10.0	2	10.0	8	40.0
	Low	-	-	-	-	-	-	3	15.0
7.	Understandability								
	Easy	19	95.0	18	90.0	18	90.0	11	55.0
	To some extent	1	5.0	2	10.0	2	10.0	8	40.0
	Not at all	-	-	-	-	-	-	1	5.0

Effectiveness of messages on pandemic corona presented in poster (1-4)

Effectiveness of media

1. Title

- P-1, P-2, and P-3 were rated *very catchy and attractive* by the majority (90%, 85%, and 95% respectively), indicating strong title appeal.
- P-4 received the lowest score for title attractiveness, with only 60% rating it as *very catchy*, and 40% saying it was just *catchy and attractive*.

2. Clarity of Printing / Font Size

- Highest satisfaction was noted in P-1 to P-3 (85-95% rating *very appropriate*), whereas P-4 had only 55% in that category, and 45% found it only *somewhat appropriate*.

3. Appropriateness of Language

- P-1 to P-3 were rated highly (90% said *appropriate*).
- P-4 saw a dip, with only 55% finding the language *appropriate* and 5% saying it was *not at all appropriate*.

4. Sequence of Information

- P-1 to P-3 maintained a high level of coherence (90-95% rated *to a great extent*).
- P-4 had lower coherence, with only 55% rating the sequence as *to a great extent*, and 10% saying it was *not at all well-sequenced*.

5. Usefulness of Information

- All materials were generally seen as *very useful* by most respondents (95% for P-1 to P-3).
- P-4 again lagged, with only 60% rating it *very useful* and 10% finding it *not at all useful*.

6. Clarity of Pictures

- P-1 to P-3 were rated *high* in picture clarity (90%).
- P-4 had mixed feedback: 45% said *high*, 40% *medium*, and 15% rated it *low*.

7. Understandability

- P-1 to P-3 were largely found *easy to understand* (90-95%).
- P-4 saw a significant drop with only 55% saying it was *easy*, and 5% saying it was *not at all understandable*.
- **P-1 to P-3** received consistently **high ratings across all criteria**, indicating they were well-designed and effective materials.
- **P-4** received relatively **lower ratings**, especially in title attractiveness, clarity of printing, language, picture clarity, and understandability. There is room for improvement in all aspects of this material.

Effectiveness of media: Poster no 5 to 8 got more than 80 percent on different parameters i.e title, clarity of printing, appropriateness of language, sequence, usefulness of information, clarity of picture and understandability and hence accepted on effectiveness parameters.

Table 2: Effectiveness of posters as assessed by experts n=20

Sr. No.	Criteria	P-5		P-6		P-7		P-8	
1.	Title	f	%	f	%	f	%	f	%
	Very catchy and attractive	19	95.0	19	95.0	11	55.0	19	95.0
	Catchy and attractive	1	5.0	1	5.0	9	45.0	1	5.0
	Not catchy and attractive	-	-	-	-	-	-	-	-
2.	Clarity of printing/ size of fonts								
	Very appropriate	17	85.0	18	90.0	12	60.0	18	90.0
	Somewhat appropriate	3	15.0	2	10.0	6	30.0	2	10.0
	Not appropriate	-	-	-	-	2	10.0	-	-
3.	Appropriateness of language								
	Appropriate	18	90.0	17	85.0	11	55.0	17	85.0
	To some extent	2	10.0	3	15.0	7	35.0	3	15.0
	Not at all	-	-	-	-	2	10.0	-	-
4.	Sequence								
	To a great extent	17	85.0	16	80.0	12	60.0	17	85.0
	Somewhat	3	15.0	4	20.0	8	40.0	2	10.0
	Not at all	-	-	-	-	-	-	1	5.0
5.	Usefulness of information								
	Very useful	16	80.0	17	85.0	11	55.0	18	90.0
	Somewhat useful	4	20.0	3	15.0	9	45.0	2	10.0
	Not at all useful	-	-	-	-	-	-	-	-
6	Clarity of picture								
	High	16	80.0	16	80.0	8	40.0	16	80.0
	Medium	4	20.0	3	15.0	10	50.0	4	20.0
	Low	-	-	1	0.5	2	10.0	-	-
7.	Understandability								
	Easy	17	85.0	18	90.0	11	55.0	17	85.0
	To some extent	3	15.0	2	10.0	9	45.0	3	15.0
	Not at all	-	-	-	-	-	-	-	-

1. Title

- P-5, P-6, and P-8 received very high ratings for having *very catchy and attractive* titles (95%).
- P-7 received mixed feedback: only 55% found the title *very catchy*, and 45% said it was just *catchy*, indicating a weaker title compared to others.

2. Clarity of Printing / Font Size

- P-6 and P-8 performed well, with 90% rating them *very appropriate*.
- P-5 was close behind (85%).
- P-7 was rated significantly lower, with only 60% finding it *very appropriate* and 10% rating it *not appropriate*.

3. Appropriateness of Language

- P-5, P-6, and P-8 received strong ratings (85-90%) for having *appropriate* language.
- P-7 lagged here as well, with only 55% rating it *appropriate*, 35% *to some extent*, and 10% *not at all*.

4. Sequence of Information

- P-5, P-6, and P-8 were well-sequenced (80-85% rated *to a great extent*).
- P-7 again received lower marks, with only 60% saying it was well-sequenced and 40% choosing *somewhat*.

5. Usefulness of Information

- P-8 stood out with 90% finding the information *very useful*.
- P-5 and P-6 were also highly rated (80-85%).
- P-7 was less successful, with only 55% considering it *very useful*.

6. Clarity of Pictures

- P-5, P-6, and P-8 had high ratings for picture clarity (80% *high*).
- P-7 was rated lowest in this area, with only 40% rating it *high*, 50% *medium*, and 10% *low*.

7. Understandability

- P-6 was the best understood (90% said *easy*).
- P-5 and P-8 also scored well (85%).
- P-7 again fell behind, with only 55% rating it *easy* to understand.

Top Performers:

P-5, P-6, and P-8, print media were consistently rated high across all parameters, especially in title appeal, clarity, usefulness, and understandability. They are effective and well-designed.

Lowest Performer

- P-7 media received moderate to low ratings across most categories, including title, clarity, sequence, language, and picture quality. It requires considerable improvement in both content and design elements.

Seven posters were found highly effective on all the parameters i.e. title, clarity of printing, appropriateness of language, sequence, usefulness of information, clarity of picture and understandability by more than 80 per cent of experts from various departments of the university.

Conclusion

Appropriate media in form of posters (08) was developed on pandemic corona with the help of experts, available literature and internet. Developed media was evaluated on different parameters by twenty judges from CCS Haryana Agricultural University Hisar. Standardization and effectiveness of prepared media was done by incorporated by judges' response and opinions. Poster no 1,2,3, 5, 6, 7 and 8 got more than 80 percent on different parameters i.e title, clarity of printing, appropriateness of language, sequence, usefulness of information, clarity of picture and understandability and hence accepted on effectiveness parameters. Poster no four scored less than 50 percent on different parameters of effectiveness and hence rejected.

References

- Chiu S, Cheyney M, Ramirez M, Gerr F. Where do agricultural producers get safety and health information. *J Agromedicine*. 2015;20(3):265-272.
- Know S. Five things can help the development of print media [Internet]. Business 2 Community; 2013 [cited 2021 Jul 15]. Available from: <https://www.business2community.com/business-innovation/5-things-can-help-development-print-media-0698815>
- Kaseem HS, Abdel-Magieed MA, El-Gamal HM, Aldosari F. Measuring quality of the agricultural extension pamphlets: scale construction and standardization. *J Agric Sci Technol*. 2019;21:27-35.
- Mathai S, Jswani S. Effectiveness of print media marketing in digital age: a study on Indian telecommunication industry. *FIIB Bus Rev*. 2021;10(1):56-64.

5. Rao GK. Media trends and development communication: with special reference to print media. *Int J Engl Lang Lit Humanit.* 2016;4(3):148-154.
6. Yadav B. Study on participatory messages designed for effective communication in home science [PhD thesis]. Hisar (IN): CCS Haryana Agriculture University; 2004.