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Swanson,B.E, Agriculture extension, a reference manual,
second edition, F.A.O of the United Nations Ron, 1990.

SUMMARY

Analyze The Content of Agricultural Extension Magazine about Rural Women Development Subjects during the Period from 2009 to 2013

Taha M. Madkour and Noha E.Hassan

The main aim of this study is to analyze the content of agricultural extension magazine about rural women development subjects during the period from 2009 to 2013, which can be archived through identifying the nature of the magazine content related to the development of rural women, the extent of coverage of the content of these subjects in the magazine, the study of forms of presenting topics related to the development of rural women and identifying employment of the images to serve these subjects during the study period. To achieve the objectives of the research methodology was used to analyze the content of thirty consecutive number of the agricultural extension magazine issued during the specified time period of the study and the most important results are summarized as follows:

Firstly, concerning identifying the nature of the magazine content related to the development of rural women during the period of the study, the results showed that these subjects represented in the following areas: livestock, poultry production, religious culture, general culture, political culture, health education, small projects, conservation and storage of food, food and the principles and rules of nutrition, protection of the environment, cleanness of the home, public health, rationalization of consumer, guide the consumer, motherhood and childhood, cooking and food preparation, identification of the opinion leaders, and cleanness.

Secondly, regarding the extent of covering the content of the magazine about study topics related to the development of rural women during the specified time period of the study, the results showed that subjects of the areas of animal production, religious culture, health awareness has received the greatest

attention and the number of its pages were 49.16, 33.66, 33.12 pages, respectively, of the total number of pages and its percentage were about 3.34%, 2.29%, and 1.84% respectively.

Thirdly, with regard to the magazine presentation forms, the results showed that the content of topics related to the development of rural women during the study period was represented by eight forms. The angles, corners, the scientific article, and report present the largest number of pages and its pages were 129.72, and 79.57, and 59.12 pages, respectively and the percentages amounting to 8.82%, 5.41%, and 4.02% each, respectively.

Fourthly, regarding the employment of images to serve the study topics in the magazine related to the development of rural women during the specified time period of the study, the results showed that the images that serve the field of animal production has received the greatest attention and its number of pages were 5.04 page, and a percentage of 0.34%, while the pages number of the images that serve the fields of environmental protection and cleanness were only 0.11 page, and its percentage amounting to only 0.01%.