

A format Content analysis of Al–Ahram agricultural magazine during agricultural year 2014–2015

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Abstract

This research aimed at format analyzing of Al–Ahram agricultural Magazine, which was issued during a full agricultural year 2014–2015, through: determining the press editorial forms or templates in which Al–Ahram topics presented, and determining the Al–Ahram magazine's most important make–up elements including the titles form, titles, introduction, subtitles, angles, topics font size, the presence of explanatory and effectives elements; the use of frames, the use of colors in the titles, topics, background topics, and images.

To achieve the research objectives, the frequencies of categories were surveyed and the measured area by square centimeters, which were presented in the most format categories, and counting under the categories that could be identified and defined with objectivity and comprehensiveness. The main findings and the extracted conclusions of the research were as follows:

- 1- Using Thirteen press editorial forms or templates in Al–Ahram magazine, the advices & instructions; press news and releases; press investigation; press articles occupied the first ranks in terms of the time of frequencies of existence topics.

- 2- Using six titles forms, occupied title form in one line in the first rank by nearly half the topics number.
- 3- Related to the fonts sizes: it was found, in first rank, the used more than one size in (multiple sizes) in writing title, the majority of writing titles; subtitles; introduction; angles; and topics were found in small font size category.
- 4- The majority of magazine topics showed that the presence of explanatory and effectives elements were nearly more than third of magazine total area, the photos illustration category was ranked first according to frequencies and area which were used, the results showed also that frames covered half magazine topics and finally that the magazine's editors are interested in using colors in writing titles, topics, pictures and backgrounds in varied percentages.