

Measuring Readability of Some Agricultural Extension Pamphlets Among Farmers in Some Villages in Assiut Governorate

Ahmed Mohamed Saleh Mohamed Mohamed Mohamed Abdel-Ghany

Amro Bahaa El-Din Ahmed Asmaa Bakr Mohamed Bakr

Maram Abdel-Latif Mostafa Mohamed

**Department of Rural Sociology & Agricultural Extension, Faculty of Agriculture,
Assiut University, Assiut, Egypt**

Abstract

This research aimed at: (1) Measuring readability of agricultural extension pamphlets using Flesch readability Formulas; (2) Measuring readability of agricultural extension pamphlets among farmers using Colze test; (3) Examining the differences among the agricultural extension pamphlets according to their readability. The readability of four pamphlets (Maize, Sorghum, Grapes and Citrus) was measured by applying Flesch readability Formulas for reading ease, reading age and human interest, in addition to applying the cloze test.

Data were collected using questionnaire forms from 120 farmers who were selected from four villages chosen randomly from four districts in Assiut Governorate. Frequencies, percentages, arithmetic mean, and Kruskal-Wallis test were used for data presentation and analysis. The results of the Flesch readability formulas showed the difficulty of the agricultural extension pamphlets and their lack of attractiveness. In addition, the Colze test results indicated that the studies pamphlets generally fall within the frustration level for the respondents. The results also showed significant differences among the studies pamphlets according to their readability using cloze test. Finally, a set of

recommendations were drawn up for the officials of the agricultural extension pamphlets to help them improve their readability.

Keywords: Readability, Flesch Formulas, Cloze Test, Extension Pamphlets, Assiut Governorate