

Identifying the Core Periodical Literature of the Agricultural Communications Documentation Center

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ABSTRACT. “Agricultural communications” is an emerging field which is naturally both part of the “agriculture” and “communications” literature. However, it is much broader than just a subset of each. The coverage of standard databases such as *CAB Abstracts* and *Communication Abstracts*, while a good start, does not sufficiently cover the field. The Agricultural Communications Documentation Center (ACDC) at the University of Illinois at Urbana-Champaign has, over the last quarter century, worked to help define and collect this literature, by identifying relevant documents and entering them into a Web-searchable Microsoft Access database. An analysis of this database reveals important clues concerning the literature of agricultural communications. Of the nearly 30,000 documents within the ACDC collection, periodical articles comprise a little over one half, from a core list of 45 periodicals within the ACDC collection. More than one half of these core periodicals are outside the traditional agriculture and life science literature; approximately one third are scholarly journals.

KEYWORDS. Agricultural communications, Agricultural Communications Documentation Center, core literature, periodicals, journals

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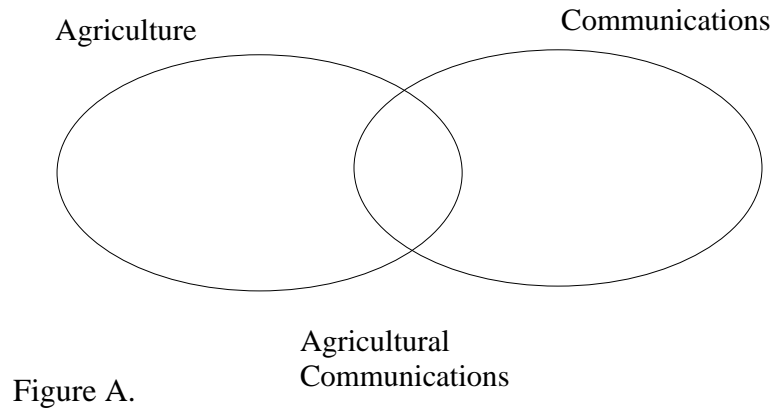
OVERVIEW OF AGRICULTURAL COMMUNICATIONS

Agriculture plays an essential role in every culture throughout the world. Everyone has to eat. While much of the world is still stuck in subsistence agriculture, barely eking out a living and able to feed their families, another sizeable proportion of humanity is enjoying the fruits of modernity. Our modern world is engaged in global commerce with nearly ubiquitous, instant communications. We are awash in information, but most know very little about what is in their food or how it is produced. Establishing an organized system to share information about agriculture, specifically food safety, can be a matter of life and death.

Effective communication has long been recognized as vital to the food and agricultural enterprises of societies. Thousands of reports and analyses have documented the integral role of information and human communication throughout these enterprises, in every sector of agriculture-related activity, from local to global (See Huffman and Tegene; Roberts and Schimmelpfennig; Truelsen; McInerney, Bird, and Nucci; Fry; Mody; King; Corey; and Dickson for a few recent examples). Front-page, prime-time news often testifies to breakdowns in the flow and quality of information about current public issues related to food and agriculture (e.g., Coghlan; Smyth and Phillips).

Agricultural communications, as considered here, encompasses all kinds of human communication in relation to agriculture, food, natural resources and rural interests. It obviously involves two wide streams of endeavor: communications and agriculture. As a discipline, agricultural communications seeks to connect these two well-established streams effectively—somewhat akin to the role of a lubricant, integral and vital to an operating engine.

One might be inclined to visualize agricultural communications in terms of a Venn diagram, a tool commonly used to illustrate the intersection of two sets, in this case agriculture and communications (Figure A).



Notice, though, how this perspective identifies agricultural communications as an enterprise that is segmented, peripheral to both of these broad clusters but not integrated with either. Figures B and C reveal a more realistic and informative portrayal of agricultural communications, in relation to those clusters.

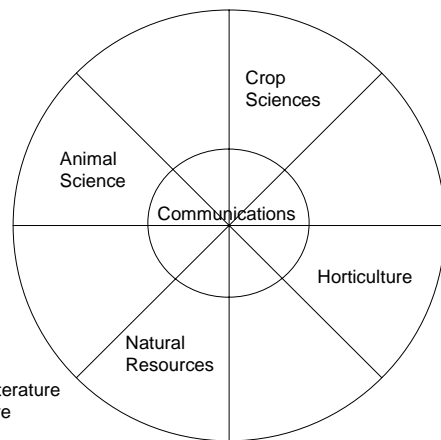


Figure B. Literature of Agriculture

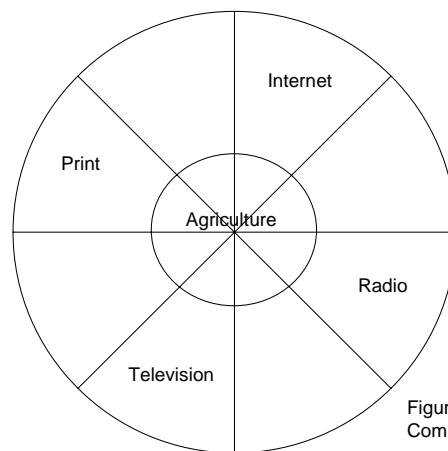


Figure C. Literature of Communications

A pie chart perspective suggests, in Figure B, that every sector of the food and agricultural enterprise of societies has a dimension of human interaction.

Communications touches and serves all aspects of agriculture—in fact, it is integral to each and woven throughout each.

Similarly, this perspective visualizes, in Figure C, how the food and agricultural enterprise draws upon all means and methods of communication. Pieces of the pie represent, for example, the diverse array of mass media (such as newspapers, magazines, television, radio); new information technologies (such as the Internet); information and education systems (such as libraries, extension services and schools); group methods (such as meetings and field events); one-on-one interactions (such as friend-to-friend conversations); and even intra-personal communications that help individuals make decisions.

EMERGENCE OF AGRICULTURAL COMMUNICATIONS AS A SPECIAL FIELD OF INTEREST

People have communicated about agriculture for millennia, using this interaction as a vital tool for survival. In the United States, mediated methods began to join word-of-mouth methods as early as the American Revolution (Bardolph, p. 13-14; Fusonie, p. 33-34; Boone, Meisenbach and Tucker, p. 3-8). Books came first, mostly from Europe, while commercial farm papers and magazines emerged in the early 1800s. Over the decades, these print media have been joined by radio, television, films, the Internet and many other technologies for mediated communication. They are used to convey agricultural news, information, issues and views. A field of professional and academic endeavor—called agricultural journalism—grew along with them and still remains central.

At the same time, the emergence of advertising, public relations, extension information services, organizational communication and other non-journalistic aspects of

the field has led, since the mid-20th Century, to widespread adoption of an identification broader than journalism. As an umbrella concept, the term “communications” embraces all means of human interaction—interpersonal, group, organizational and mass.

Similarly, the agricultural stream has broadened dramatically in several ways. First, while early agricultural journalism focused mainly on agriculture as the production of food, feed and fiber and on those who produced it, increasingly, the concept of agriculture has broadened to encompass a total, complex enterprise—from research, production, processing and marketing to consumption, nutrition and health. Second, the concept of agriculture has increasingly broadened to encompass relationships between the agriculture/food enterprise and the broader public interests of society. Third, agriculture is increasingly being recognized as a globally-entwined endeavor.

Agricultural communications has become part of the curriculum in higher education and graduates are finding jobs in the field. There are at least eighteen different universities offering degrees in either agricultural journalism or agricultural communications. Many of their graduates are working in positions with titles such as farm broadcaster, extension media specialist, or public information officer (Zumalt, p. 29). New graduate study programs in agricultural communications are expanding the need for resources to guide research initiatives.

PROBLEMS IN FINDING INFORMATION ABOUT THE FIELD

Generally, “agricultural” specialties are well-defined within the sciences and well-covered by scientific-oriented indexing and abstracting services such as *CAB Abstracts*

and *AGRICOLA*. The social science-oriented areas of agriculture are generally poorly covered.

A couple of examples will illustrate this. The *CAB Abstracts Archives* consists of seventeen printed abstract journals covering very specialized fields such as helminthology (the study of parasitic worms) and weeds. Agricultural communications has never had an abstract journal included in *CAB Abstracts*. Furthermore, the well-established discipline of agricultural economics is also not covered by *CAB Abstracts* or its *Archive*.

“Communication(s)” is a well-identified area within the social sciences and is covered by databases such as *Communication Abstracts* and *ComAbstracts*; however, more science-oriented areas within communications are poorly covered. A search for “agriculture” in *Communication Abstracts* yields only 110 documents since 1978. Paradoxically, the advent of general databases does not facilitate identification of this literature because they are not specific enough to cover the majority of the agricultural communications publications. How, then, does one locate and gain access to this body of literature?

DEVELOPMENT OF THE AGRICULTURAL COMMUNICATIONS DOCUMENTATION CENTER

The international resource and service now known as the Agricultural Communications Documentation Center (ACDC or the Center) emerged from needs felt by agricultural communications faculty members at the University of Illinois. By the late 1970s they were teaching more than a dozen courses and conducting research projects, increasingly aware of the need for more scholarly resources. Library catalog searches

commonly identified few publications. Colleagues at other universities reported a similar dilemma (Evans).

These experiences generated a belief that relatively little agricultural communications literature existed. In 1981, that belief changed drastically through a bibliometric analysis (Prabha and Evans). The analysis revealed a substantial body of literature that was growing at the rate of about 14% yearly. The results also identified great scatter. The literature featured gray literature and significant periodicals. Gray literature consisted of many conference proceedings and research reports. Periodicals consisted of newspapers, magazines, or journals. The periodical literature identified through this analysis came from 326 periodicals and featured no core. The top ten periodicals contained only 28% of all articles identified. A follow-up national survey among agricultural communications scholars and professionals revealed a substantial desire for greater access to such literature (Evans and Prabha). So the Center was initiated in 1982 to help meet an identified, growing need. Staffing consisted of a half-time graduate research assistant and volunteer help from faculty members and other interested associates.

The Center's collection and services grew quickly throughout the 1980s and 1990s. A Web site made the collection accessible to a world-wide audience in 1997 (<http://web.aces.uiuc.edu/agcomdb/docctr.html>). With the advent of the 21st Century, the Center embarked on a collaboration with the Isaac Funk Family Library of the University of Illinois Library System. An agriculture librarian took on administrative responsibilities with the Center and, in 2003, it became a special collection within the Isaac Funk Family Library. The Center collects and makes available information across

the full spectrum of agricultural communications interests described earlier. It now contains more than 29,000 documents involving agriculture-related communications in more than 100 countries. All documents include both dimensions—communications and agriculture. All are physically located either within the Center or the University Library. Document delivery is offered on a cost-recovery basis. During 2005 the Center's Web site, featuring a searchable database, served more than a million page requests from searchers in 81 countries.

AFTER 25 YEARS: A VIEW OF THE CORE PERIODICAL LITERATURE IN THE FIELD

A collection that has grown to become the largest and broadest of its kind invites analysis in an effort to identify the core dimensions of the field. The results of research reported here will provide what is believed to be the most comprehensive profile yet of the core periodical literature of agricultural communications as a field of research, teaching and practice.

Research questions. This analysis focuses on five research questions related to the periodical literature contained in the ACDC collection. For the purposes of this study, periodical literature includes serials commonly described as journals, magazines, newspapers, newsletters, and others, published regularly on an annual, quarterly or other basis. The research questions under study include:

1. How much periodical literature is in the ACDC collection now and in what kinds of periodicals?
2. What time period is reflected in the periodical literature of the collection and what is the geographical representation?

3. What major subject areas does this periodical literature address?
4. How centralized or scattered are the sources of such periodical literature and how does that pattern compare with the centrality/scatter identified 25 years ago?
5. What are the core periodicals found within the collection?

METHODOLOGY

In order to ascertain the core periodical literature found within the Agricultural Communications Documentation Center, an extensive study was done of the ACDC database. Each physical document located within the ACDC collection currently has a surrogate record in a Microsoft Access database. Using the powerful design features of Access, a standard form was created for record input. Record elements include article title, periodical title, author, language, notes, publication date, institution, library location, and document type. Structured queries within Access revealed the nature of the periodical literature found within the ACDC Collection.

Findings

Originally, the periodical literature in the collection consisted mainly of articles from the research and teaching files of Illinois faculty members and from personal collections contributed to the Center. Beyond those resources, staff members of the Center identified periodical literature by two primary methods. First, they conducted on-shelf searches of selected periodicals in the University Library collection, including those identified through a bibliometric analysis. They reviewed all issues and volumes of several periodicals. In most cases, however, they monitored only new or recent issues

because of limited time and resources for searching. Second, staff members periodically performed keyword searches of relevant bibliographic databases and listings available at the time, for example, the National Agricultural Library's Agricultural Online Access (*AGRICOLA*); selected abstracts of the Commonwealth Agricultural Bureaux, now CAB International; *Communication Abstracts*; and the *AGRIS* international information system of the Food and Agriculture Organization (FAO) of the United Nations.

The Internet and new online research resources are now permitting greater rigor in searching for periodical literature about agriculture-related communications. Labor-intensive paper searches in multiple indexes are now carried out more efficiently within large periodical databases such as *CAB Abstracts*. Staff members are now identifying more periodical literature than their time and resources permit them to process into the collection.

EXTENT OF PERIODICALS IN ACDC COLLECTION

Slightly more than one half (55%) of the documents in the ACDC collection come from periodical literature. This collection now includes 16,102 articles, drawn from periodicals serving disciplines as diverse as behavioral science and agribusiness. A substantially larger number of document types originally found in the collection were combined to form ten categories. The periodical category includes scholarly journals, magazines, newspapers, and, now, their electronic equivalents.

PERIODS COVERED AND GEOGRAPHICAL VARIETY IN THE ACDC COLLECTION

Table 1 lists the number of ACDC documents of all types identified by decade, through July 2006, and reveals a lack of early coverage. To date, only small numbers of documents identified for the collection were produced prior to World War II. The limited number of materials identified by ACDC staff during this time period may be due to several reasons. One is the lack of financial support, which limited the amount of literature searching done. Another is the comparative difficulty of database searching at the time. With the advent of new archival databases, such as the *CAB Abstracts Archive* with coverage back to 1910, it will become much easier to fill in the historical literature. Material older than 1910 will be harder to identify without similar electronic coverage. Finally, smaller numbers of materials found during early years may reflect a general dearth in publication compared with recent years.

Table 1. ACDC Documents by Decade Published

Decade Document Published	Frequency
1850s-1890s	19
1900s	495
1910s	295
1920s	254
1930s	301
1940s	367
1950s	1099
1960s	2170
1970s	4579
1980s	7932
1990s	6129
2000s	5109

The periodical articles found in the ACDC have been produced in countries from around the world. Table 2 lists the top ten countries represented in the ACDC collection and clearly illustrates the broad array of articles about communications aspects of world

agriculture. While articles produced here in the United States clearly predominate, a large number represent other countries, notably India, the United Kingdom, Canada and Australia. A substantial number of articles are also classified under “International,” a designation for articles that involve more than one country.

Table 2. ACDC Articles, by Country

Country	ACDC Documents by Country
USA	11032
International	1246
India	1216
UK	518
Canada	378
Australia	298
The Netherlands	161
South Africa	70
Philippines	53
New Zealand	53

PRIMARY TOPICS ADDRESSED

Table 3 shows the eleven most frequently used words within periodical article titles found in the ACDC periodical collection. Words like “agriculture” or “agricultural” rose to the top, along with words like “farm,” “farmer,” or “farming.” Other social science terms such as “communication(s),” “media,” “radio,” and “broadcast” were also well represented.

Table 3. Frequently Used Title Words in ACDC Periodical Collection Articles

Frequently Used Title Words in ACDC Collection	Frequency
Farm(*)	3134
Agricultur(*)	2093
Communication(s)	1163
Extension	1084

Rural	1060
Food	838
Advertis(*)	704
Media	508
Radio	508
Television or TV	423
Broadcast	317

One of the great strengths of the ACDC Collection is the depth of keyword indexing. Each document, no matter what the size, has been indexed with an average of 8-10 different keywords. Table 4 lists ACDC keywords, ranking them by frequency in the database. Not surprisingly, many of the top keywords correspond very closely with the frequently used title words found in Table 3.

Table 4. Keywords found in ACDC Documents

Keyword Terms	Frequency
farmers	2790
rural development	2565
development	2217
development communication	1985
roles	1965
attitudes	1959
food safety	1750
advertising	1727
extension	1621
extension communication	1528
information needs	1491
India	1479
media effectiveness	1463
biotechnology	1365
information services	1353
genetic engineering	1291
development issues	1281
radio	1276
farm journals	1273
adoption	1260
consumers	1232
participation	1222
extension programs	1176

information sources	1092
food	1091
information issues	1044
public attitude	1028
agricultural development	1025
risk communication	1024
extension services	975
reporting	970
rural broadcasts	893
communicators	854
coverage	846
television	836
mass media	821
information technology	808
farming methods	795
trends	782
history	778
decision making	776
campaigns	774
extension agents	769
farmer attitudes	756

DISPERSION OF ACDC PERIODICAL LITERATURE

A 25-year comparison of the periodical literature found in 1981 and 2006 revealed a substantial dispersion in the literature of agricultural communications. Not surprisingly, the total number of different periodicals found in the collection had grown more than five-fold, to 1,766 different periodicals. Table 5 reveals a continuing lack of centrality in the periodical literature of agricultural communications. The total of 1,766 periodicals represented in the ACDC collection in 2006 highlights the wide scatter of such literature.

Table 5. Dispersion of ACDC Literature

	1981	2006
Top Periodical, as a share of all periodical literature	6 percent	10 percent
Top 10 Periodicals, as a share of all periodical literature	28 percent	37 percent
Total number of periodicals in collection	326	1766

CORE PERIODICALS REPRESENTED

Identification of the core periodical literature in agricultural communications can be accomplished using several different techniques. By stipulating that the literature already found within the Agricultural Communications Documentation Center represents a selected subset of this literature identified by experts in the field, we can begin to target the most appropriate sources. Table 6 provides a list of the 45 periodicals with the largest number of citations in the database. Articles from these 45 periodicals represent slightly over one half of the entire ACDC periodical collection. The peer-reviewed titles are listed in **bold type**. To illustrate the broad reach of agricultural communications, more than one half are periodicals outside the agricultural and life science mainstream.

Table 6. Core Periodicals in the ACDC Collection

Periodical Title (Peer Reviewed Journals in Bold)	Number of Citations
Agri Marketing	1434
Journal of Applied Communications (AAACE, ACE Quarterly)	1148
Agricultural Advertising	706
Journal of Extension (Journal of Cooperative Extension)	316
Development Communication Report	316
CHATS (National Association of Farm Broadcasting)	316
Rural Sociology	275
Advertising Age	260
American Journal of Agricultural Economics	258
Agricultural Information Development Bulletin	225
Media Asia	204
Journal of Communication Studies (Interaction)	157
Agricultural Systems (Agricultural Administration)	133
Agribusiness	130
Extension Review	123
Agriculture and Human Values	100
Agricultural Education Magazine	93
Journal of Extension Systems	93
NACTA Journal (North American Colleges and Teachers of Agriculture)	93
Successful Farming	82
Journalism and Mass Communication Quarterly (Journalism)	77

Quarterly, Journalism Bulletin)	
INTERPAKS Interchange	74
Journal of Communication	72
Journal of Agricultural Education	65
Public Relations Tips for Dairymen	58
Kurukshetra	57
Agricultural History	55
Farm Journal	55
Agricultural Libraries Information Notes	55
LEISA (ILEIA Newsletter)	53
Television/Radio Age	53
AgBioForum	52
Choices	50
New Agriculture	50
Sponsor	49
Sociology of Rural Life	47
South African Journal of Agricultural Extension	47
HortTechnology	47
Indian Journal of Adult Education	43
Rural Libraries	43
Journal of Environmental Education	42
Journal of Food Distribution Research	41
Public Opinion Quarterly	40
Mediaweek (Marketing and Media Decisions, Media Decisions)	39
CCA News (Cooperative Communicators Association)	38

The Appendix includes important background information on these journals, including title changes, cost, whether peer reviewed or not, whether they are social science or science oriented, etc.

DIRECTIONS FOR FURTHER RESEARCH

An important research strategy for the future development of the ACDC is to confirm the core literature of the ACDC with that of agricultural communications itself. Frequently used keywords will be used to search databases across a wide variety of disciplines. The resulting periodical list will be compared with the list of periodicals found in the ACDC database. Any new titles uncovered will be considered for inclusion within the database. The recent introduction of the *CAB Abstracts Archive*, with coverage back to 1910, will be of assistance in locating more historical literature.

Additional research to help further identify gray literature, not a focus of this investigation, will also further enhance the ACDC database.

CONCLUSIONS

This study sheds useful light on the five research questions that generated it. The size of the ACDC periodical collection confirms a substantial body of agricultural communication literature, much larger than could be revealed by usual searching methods. The results of this analysis underscore the need to search across an extremely wide range of disciplines for the periodical literature of agricultural communications and provide helpful directions and guidelines for doing so. The findings reveal a need for a closer examination of the early periodical literature of this field, especially publishing prior to and through the 1800s and the early to mid-1900s. The findings suggest that what began as a United States-based resource is becoming international in substantial ways, identifying and sharing periodical literature from many parts of the world. This effort needs to expand and, as it does, can greatly strengthen contributions of the Center to global service.

The periodical literature of agricultural communications shows importance and value for a wide range of individuals interested in effective communications related to agriculture: students, teachers, researchers, professional communicators and others. The Center can contribute substantially and needs to develop more ways to make this information available to diverse users. Agricultural communications is, and will always be, firmly implanted within the established disciplines of agriculture and communications. The results of this study underscore the importance and value of the ACDC effort to identify and make available the widely scattered literature of agricultural

communications. While electronic databases and mass communication help reveal this literature, special collections like the Agricultural Communications Documentation Center have further defined agricultural communications. In addition, the Center provides a dedicated repository, a place to search for this important literature.

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Appendix

Journal Title	Title Changes	Years of Publication	Publisher	Publication Type	Typical # of Pages	Science or Social Science Oriented	2006 Cost	2005 Impact Factor*
<i>Advertising Age: the International Newspaper of Marketing</i>	<i>American Demographics / Focus / Advertising Age's Focus / Promotion / Advertising & Sales Promotion / Advertising Requirements / Advertising Agency</i>	1930-	Crain Communications, Inc.	Popular	36	Social Science	\$178.50	
<i>AgBioForum</i>		1998-	University of Missouri, Columbia, Agriculture & Engineering Department	Scholarly	60	Science	Free	
<i>AgriMarketing Magazine</i>		1962-	Doane Agricultural Services	Popular	75	Science	\$62	
<i>Agribusiness (New York): an International Journal</i>		1984-	John Wiley & Sons, Inc.	Scholarly	125-150	Social Science	\$1429	
<i>Agricultural Advertising</i>		1893-1918	Long-Critchfield Publishing	Popular	60	Science	Ceased	
<i>Agricultural Education Magazine</i>		1929-	Interstate Publishing	Popular	27	Science		
<i>Agricultural History</i>		1927-	Agricultural History Society	Scholarly	125-165	Social Science	\$158	0.032
<i>Agricultural Information Development Bulletin</i>		1979-1991	Agricultural Division, United Nations Economic and Social Commission for Asia and the Pacific	Popular	36		Ceased	
<i>Agricultural Libraries</i>		1975-1997	U.S. National Agricultural	Popular	25-40	Social Science	Ceased	

<i>Information Notes</i>			Library					
<i>Agricultural Systems</i>		1976-	Elsevier	Scholarly		Science	\$2918	
<i>Agriculture and Human Values</i>		1984-	Springer-Verlag Dordrecht	Scholarly	115	Social Science	\$328	0.571
<i>American Journal of Agricultural Economics</i>	<i>Journal of Farm Economics</i>	1919-	Blackwell Publishing, Inc.	Scholarly	270	Social Science	\$217	0.967
<i>CCA News</i> http://www.comunicators.coop/			Cooperative Communicators Association, Lubbock, TX	Popular		Science		
<i>CHATS</i>		2003-	National Association of Farm Broadcasting	Popular		Science		
<i>Choices</i> http://www.choicesmagazine.org/		1986-	American Agricultural Economics Association	Scholarly	48	Science	Free	
<i>Development Communication Report</i>	<i>Instruction Technology Report</i>	1972-1993	Clearinghouse on Development Communication	Popular		Social Science	Ceased	
<i>Extension Review</i>	<i>Extension Service Review</i>	1930-1990	Extension Service, USDA	Popular	16	Science	Ceased	
<i>Farm Journal: The Magazine of American Agriculture</i>		1877-	Farm Journal Media	Popular	50	Science	\$24.75	
<i>HortTechnology</i>		1991-	American Society for Horticultural Science		180	Science	\$120	
<i>Indian Journal of Adult Education</i>		1939-	J.L. Sachdeva Pub.	Scholarly	72	Social Science	\$40	
<i>INTERPAKS Digest</i>	<i>Interchange</i>	1983-1996	International Program for Agricultural Knowledge System	Popular	12	Science	Ceased	

<i>Journal of Agricultural Education</i>	<i>American Association of Teacher Educators in Agriculture. Journal</i>	1959-	American Association for Agricultural Education	Scholarly	80-100	Social Science	\$120	
<i>Journal of Applied Communications</i>	<i>ACE Quarterly / AAACE</i>	1990-	Agricultural Communicators in Education	Scholarly	60	Social Science	\$75	
<i>Journal of Communication</i>		1951-	Blackwell Publishing, Inc.	Scholarly	200-250	Social Science	\$253	1.134
<i>Journal of Communication Studies</i>	<i>Interaction</i>	1983-	National Council of Developmental Communication	Popular	120	Social Science		
<i>Journal of Environmental Education</i>		1970-	Heldref Publications	Scholarly	64	Social Science	\$130	
<i>Journal of Extension (online)</i> http://www.joe.org/	<i>Journal of Extension (print) / Journal of Cooperative Extension</i>	1963-	Extension Journal, Inc.	Scholarly	40-60	Social Science	Free	
<i>Journal of Extension Systems</i> http://www.jesonline.org/		1985-	Allied Publishers	Popular	100	Science	\$30	
<i>Journal of Food Distribution Research</i>		1969-	Food Distribution Research Society	Scholarly	60-200	Science	Free, available at: http://agecon.lib.umn.edu/	
<i>Journalism and Mass Communication Quarterly: Devoted to Research and Commentary in Journalism and Mass Communication</i>	<i>Journalism Quarterly, Journalism Bulletin</i>	1924-	Association for Education in Journalism and Mass Communication	Scholarly	240	Social Science	\$140	
<i>Kurukshetra:</i>		1952-1984	State of India	Popular	40	Science	Ceased	

<i>India's Journal of Rural Development</i>								
<i>LEISA</i>	<i>ILEIA Newsletter</i>	1984-	Center for and Information on Low-External-Input and Sustainable Agriculture	Popular	36	Science	\$25	
<i>Media Asia</i>		1974-	School of Communication & Information, Nanyang Technological University	Scholarly	60	Social Science	\$73	
<i>MediaWeek: The News Magazine of the Media</i>		1966-	VNU Business Publications	Popular	22	Social Science	\$149	
<i>NACTA Journal</i>	<i>National Association of Colleges and Teachers of Agriculture. Journal</i>	1957-	National Association of Colleges and Teachers of Agriculture	Scholarly	75	Science	\$35	
<i>New Agriculture</i>		1918-1952	Miller Publishing	Popular	16	Science	Ceased	
<i>Public Opinion Quarterly: Journal of the American Association for public Opinion Research</i>	-	1937 -	Oxford University Press	Scholarly	160	Social Science	\$140	1.509
<i>Public Relation Tips for Dairymen</i>		1961-???	American Dairy Association	Popular		Science	Ceased	
<i>Rural Libraries: a Forum for Rural Library Service</i>		1980-	Center for the Study of Rural Librarianship, Clarion University	Scholarly	75	Social Science	\$20	
<i>Rural Sociology:</i>		1937-	Rural Sociological	Scholarly	150	Social Science	\$125	

<i>Devoted to Scientific Study of Rural and Community Life</i>			Society					
<i>Sociology of Rural Life</i>		1978-1995	University of Minnesota	Popular	8	Social Science	Ceased	
<i>South African Journal of Agricultural Extension</i>	<i>South African Society for Agricultural Extension. Journal</i>	1972-	South African Society for Agricultural Extension	Scholarly		Science	ZAR 50	
<i>Successful Farming</i>		1902-	Meredith Corporation	Popular	75	Science	\$15.95	
<i>Television/Radio Age</i>	<i>Television Age</i>	1953-1989	TV Trade Media Inc.	Popular		Social Science	Ceased	

*Source: *Journal Citation Reports*, ISI Web of KnowledgeSM (where available).