

## Coverage of Home Science information in selected Dailies

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### ABSTRACT

The research investigation was carried out during the period of five months i.e. from 1<sup>st</sup> April, 2007 to 31<sup>st</sup> August, 2007 in Parabhani district of Maharashtra state to know the home science subject coverage in selected dailies. On high circulation basis, two national English (Times of India and Indian Express) and two regional Marathi (Sakal and Lokmat) dailies were selected. The findings revealed that out of total 1999 home science articles from all four newspapers, maximum articles belonged to human development (33.12%) followed by food science and nutrition (25.26%) and home science extension education (16.61%). Majority of them were published in the form of feature articles (34.31%) followed by news items (29.01%) and recipes (11.00%).

**KEY WORDS:** Food science, Human development, Family resource management, Home science extension education

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Approximately two decades back readers of newspapers had little or no choice in the matter. They used to bring and read or tried to read whatever was available. Only serious minded people and those having sufficient information about surroundings could utilize the newspapers properly. Considering this drawback, about ten years ago, the newspapers started publishing supplements and special pages on family related home science information which cater to varied tastes and interests such as foods and nutrition, diet and health, exercise and fitness, family relationship, human development, home decoration, craft making, psychological aspects, environmental issues, women and children welfare programmes, etc. In almost all language newspapers these types of supplements are included with attractive titles, alluring colours, enticing get up, with sensational stories and articles for the readers' attention.

Special page is a supplement attached to the daily newspaper or a special page in the daily itself. This page is targeted to a particular audience interested in specific field which may be related to women, children, health, development, business, politics, sports, science and technology, advertising, general articles, film, agriculture, entertainment, etc.

The reasons behind growth of these supplements may be growth of formal education, industrialization, consequent employment opportunities and leisure time reading of the middle and urban class women. These supplements can be read at home in leisurely surroundings

and by almost every member of the family.

Home science education integrates the application of knowledge synthesized from different sciences and humanities to improve the human environment, family nutrition, management of resources, child development and consumer competences. Many studies have been conducted for seeking coverage of agricultural information, women related issues, sports news, foreign news etc. However, none or few have touched upon the coverage of home science related aspects.

Hence, with the intention to know the coverage and content of home science related information published in dailies, the present study has been undertaken in order to fulfil the following objectives: to study the coverage of home science related information in the selected dailies and to seek the frequency of appearance of home science related information under different categories of articles.

### RESEARCH METHODS

Based on high circulation, two English and two Marathi dailies were selected for the purpose of research. The English dailies selected were 'Times of India' and 'Indian Express' whereas the Marathi dailies selected were 'Sakal' and 'Lokmat'. All these newspapers publish family related home science information under different headings in one or the other form daily or weekly. The sample was selected from the specified newspapers, only during the period from 1<sup>st</sup> April, 2007 to 31<sup>st</sup> August 2007