

Content and coverage of selected Home Science areas in newspapers

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ABSTRACT

The research investigation was carried out during the period of five months *i.e.* from 1st April, 2007 to 31st August, 2007 in Parabhani district of Maharashtra state to know the coverage of some specific home science areas 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 814 home science articles on selected areas from all four newspapers, maximum articles belonged to food science and nutrition (62.04%) followed by health and hygiene (27.15%). Most often covered sub areas were cookery, public health concerns and choice of clothing.

KEY WORDS : Food science, Nutrition, Clothing, Textile, Health, Hygiene

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INTRODUCTION

Newspaper is one of the most important low cost medium of mass communications, having the quality of conveying messages quickly to a large number of people. Newspaper is one of the print media, cosmopolitan in nature giving information on a variety of subjects and through which general public is informed and guided (Arya, 2002). Its authenticity and role as a tool of social change is paramount and undisputed. Newspapers serve people in three ways: they inform, educate and entertain. Now-a-days, almost every language of newspapers started publishing supplements and special pages containing family related home science information which cater to varied tastes and interests such as foods and nutrition, diet and health, exercise and fitness, choice of clothing, skincare, hair care, beauty concerns, etc. Hence, on this background the present study was conducted with objective to study the coverage of some specific home science areas in the selected dailies.

METHODS

Based on high circulation, two English and two Marathi dailies were selected for the purpose of research in Parabhani district of Maharashtra state. 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 1st April, 2007 to 31st August 2007 excluding the only general holiday on which newspaper was not published. A total of 814 issues regarding some specific home science areas *viz.*, food science and nutrition, clothing and textile, health and hygiene and skincare, hair care and beauty concerns published in selected two national English and two regional Marathi dailies formed the sample of the investigation.

OBSERVATIONS AND ANALYSIS

The findings of the present study have been presented in the following sub-heads:

Distribution of newspaper articles according to selected main areas of home science:

Distribution of newspaper articles according to selected four main areas of home science has been shown in Table 1. Totally 814 items were recorded related to selected home science areas from all four newspapers. National English newspapers on an average published

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