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## Opinion of readers towards various components of the magazine

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**ABSTRACT :** The present study was focused on the objective to find out the opinion of readers towards various components of magazine *Rajasthan Kheti Pratap*. The study was conducted in Bhinder panchayat samiti of Udaipur district, Rajasthan. The sample consisted of selected 100 readers from four villages of Bhinder *i.e.* vallabh Nagar, Bhinder, Bhatevar and Vana. Personal interview technique was used for collecting data from the respondents. Frequency distribution, percentage, mean per cent score were used for analysis of data. The majority of the respondents (66%) had favourable and 20 per cent of them had unfavourable and only 14 per cent had most favourable opinion with the various components *viz.*, cover page, content, language, format, illustration, management of magazine *Rajasthan Kheti Pratap*.

**KEY WORDS :** Opinion, Magazine

**View Point Article :** Premlata and Godawat, Asha (2016). Opinion of readers towards various components of the magazine. *Internat. J. Home Sci. Extn. & Comm. Manage.*, 3 (2): 54-58. DOI : 10.15740/HAS/IJHSECM/3.2/54-58.

**Article History :** Received : 01.06.2016; Revised : 09.06.2016; Accepted : 23.06.2016