



## Effectiveness of home articles in hindi newspaper "Sangini" (Dainik Jagran)

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### ABSTRACT

Effective communication is essential for reaching the targeted receivers. Good communication should consist of creating understanding, imparting about the concern subject. Therefore, the present study was carried out to analyse effectiveness of Home Science articles in Hindi newspaper "Sangini" (Dainik Jagran). It was selected purposively; fifty one newspapers from January 2003 to December 2003 were selected. Primary data were collected through interview schedule from Saurikh block of Kannauj district. Percentage was used as statistical measure. It can be concluded from the findings that most of the women (38.34 %) gave first rank to "Home Management" on the basis of high level of effectiveness of articles. Articles effectiveness to different aspects, 76.67 per cent women were in the favour of cover page and coverage + subject matter + language and 46.67 per cent gave first rank to the subject matter. In case of get up of newspaper, 61.67 per cent women answered "Good". Sixty eight per cent women liked the form of articles. Fifty five per cent women were not responding/sending suggestions and sixty per cent were not sending their articles for newspaper. Eighty three per cent women attracted sometimes towards photograph on the front page of newspaper. Majority of women (61.67 %) reported 'very usefulness' of this newspaper reading. Fifty eight per cent women were purchasing newspaper sometimes. Sixty three per cent women were bringing information in practice 'sometimes' *i.e.* is gathered from newspaper. Maximum of women (56.67 %) found attitudinal changes in their behaviour after reading newspaper and 68.33 per cent found changes in themselves regarding the subject F.N. + H.D. + H.M. + C.T. Thirty one per cent women gave first rank to the subject namely 'clothing and textiles' regarding changes in their behaviour. Fifty three per cent women were giving suggestions related to newspapers. Therefore, it is concluded that newspaper's editorial team is efforting for diverting the consumers for reading the newspaper content instead of certified research outcome based books.