



Research Article

## Content and coverage of Home Science articles in hindi newspaper 'Sangini' (Dainik Jagran)

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**SUMMARY :** Women are the caretakers of home and perform a variety of tasks. 'Sangini' is an additional newspaper, published for fulfilling women's domestic duties related needs. For doing so, content analysis of home science articles should be done for making its' content useful. Keeping in view above facts, present study was carried out to assess content and coverage 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 summarised from the findings that out of non Home Science articles, personal problems and doctor suggestion (48.68 %), beauty column (23.81 %) and music theatre (20.63 %) were most widely reported articles covered by the Hindi newspaper 'Sangini'. Out of H.Sc. articles, articles related to 'human development', 'food and nutrition' and 'home management' were the most widely reported subject. Highest percentage of the area was covered under the subject 'human development'. Maximum length of heading (46.65 %) were found in the range of 5 – 10 cm. Maximum length of articles (58.67 %) was observed in the range of 0 – 20 cm. Maximum percentage (28.16 %) of diagram was observed in the subject 'home management' followed by 'human development' (20.28 %). It is suggested that the articles should be given in certified form alongwith territorial scientific standards and ways of remedies.

**KEY WORDS :**

Newspaper, Home science subjects, Food and nutrition, Human development and family studies, Clothing and textiles, Family resource Management, Extension education

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