



Research Article

Home science advertisement coverage in hindi magazine Vanita

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SUMMARY : A satisfied customer is the best advertisement of a particular product/literature. So the present study was conducted to find out home science advertisement coverage in hindi magazine Vanita. The twelve volumes of the magazine from January 2002 to December 2002 were selected. Primary data were collected through interview schedule from Shikohabad of Firozabad district during 2002-2003. Percentage, mean and mode were used as statistical measure. It is inferred that advertisement related to Home Science were published more than non-Home Science. Maximum advertisement in Home Science was published in the field of Home Management (27.17 %) followed by Food and nutrition (26.08 %). Twenty eight per cent diagrams in advertisement were found in the category of Food and nutrition. In case of editorial, editorial coverage of Home Science articles was more than non-Home Science articles. The maximum editorial was published in the field of Clothing and Textile (42.86 %). Thirty nine per cent editorial was found under length range 15 to 20 cm. The editorial heading length range between 15 to 20 cm. was observed 35.71 per cent. The maximum value of length of editorial was found 39.04 cm. in subject category of Human Development. In case of cover page, maximum Home Science information was found in the field of Food and Nutrition (35.71 %) followed by Clothing and Textiles (28.58 %). Maximum diagram on the cover page according to Home Science information was published in the field of Food and Nutrition followed by Clothing and Textiles (32.14 %).

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