

Content and coverage of home science articles in hindi magazine Vanita

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Received: 27.11.2012; Revised: 01.04.2013; Accepted: 23.05.2013

■ **ABSTRACT** : Home is the primary unit and it affects the whole society. In present technological era, nobody wish to opt Home Science besides it they prefer to get information through magazines. So the present study was conducted to assess content and coverage of home science articles in hindi magazine Vanita. It was selected purposively. The 12 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 was used as statistical measure. It is concluded that out of many subjects in non- Home Science articles, beauty column and personal problems and suggestion (37 per cent) were most widely reported articles being covered by the popular Hindi magazine magazine Vanita. Out of Home Science articles, articles related to Human Development (28.19) was the most widely reported subject. Area covered under different H.Sc. subjects, articles was found 43.71 per cent under "Food and Nutrition". Maximum length of heading (31.54 per cent) were found in the range of 10 to 15cm. The maximum percentage of diagram in article (29.56 per cent) was observed in the field of "Food and Nutrition" followed by "Clothing and Textile (25.96 per cent)". The maximum percentage of table in article, 50 per cent was calculated in the field of "Clothing and Textile" followed by "Human Development" (20 per cent). The magazine must cover all the areas of Home Science and its related techniques and should publish the magazine in local language.

■ **KEY WORDS** : Magazine, Women, Content in home science magazine

■ **HOW TO CITE THIS PAPER** : Seemaprakalpa and Laxmi, Vibha (2013) Content and coverage of home science articles in hindi magazine Vanita. *Asian J. Home Sci.*, 8 (1): 331-333.

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