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RESEARCH PAPER

# Socio-economic characteristics of reader/subscribers and their opinion about hindi magazine “Vanita”

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## ABSTRACT

The present time is the time of advanced projected audio-visual aids. People like to see and eager to be upto date hurriedly. For making upto the mark, adequate and correct feedback is required for purposeful communication. It provides opportunities to communicator to take correct steps and acts as a pathfinder for making correct the content of magazine. So the present study was conducted to identify socio-economic characteristics of reader/subscribers and their opinion about hindi magazine vanita. The socio-economic profile was studied under two heads; personal and family characteristics. S.E.S. of Trivedi (1963) was used with slight modification. Primary data were collected through interview schedule from Shikohabad of Firozabad district during 2002-2003. Percentage was used as statistical measure. Majority of readers/subscribers of magazine were from the age-group of 26-40 yrs., general caste, and graduate and above. They were in service. They belonged to nuclear families having upto 5 members. Majority of women were residing in mixed house, and possessing only one house. Fifty per cent of the respondents were landless. Sixty per cent women have more interest in reading magazines. Majority (53.33 %) were regular subscriber of magazine. In case of first choice of magazine, maximum percentage of women (56.67 %) was reading magazine vanita. Fifty six per cent liked articles of the magazine. Fifty three per cent women were purchasing this magazine from shop for getting advanced information. Fifty per cent reader were liking and in the favour of all Home Science articles. Forty six per cent women were in the impression of published articles based on Food and Nutrition, Human Development, Home Management, and Clothing and Textile. It is suggested that distribution of magazine should made available in rural areas and cost of the magazine should be in reach of the average person. It is suggested that experiences of the readers should be included in the magazine either in the form of articles or letters of readers.

**Key Words :** Socio-economic characteristics, Their opinion

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