



Research Paper

Home science advertisement coverage in Hindi Newspaper “Sangini” (Dainik Jagran)

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ABSTRACT : An advertisement provides the link between advertising objectives and plans and paves the ground for their implementation. Therefore, the present study was conducted to find out home science advertisement coverage 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 advertisement related to Home Science were published more in than non-Home Science. Maximum advertisements related to non-Home Science were published in personal problems and doctors suggestions (48.75 %) followed by beauty column (43.75 %). Most of the advertisements related to Home Science were published in the subject clothing and textile (50.53 %). Sixty nine per cent diagrams in advertisements were observed in the subject ‘Clothing and textile’. Fifty per cent Home Science information on the cover page were observed in the subject “Human development” followed by the subject Extension Education (42.59 %). Maximum per cent (50 %) of diagrams in Home Science information covered on the cover page were observed in the subject ‘Human Development’ followed by “Extension Education”(42.19 %). Most of the articles (60.53 %) given in boxes were related to as “Food and Nutrition.” Therefore, an effort for communicating to the concerned organizations is that the information should be given according to standard at both levels national and international.

KEY WORDS : Newspaper, Home science subjects food and nutrition, Human development and family studies, Clothing and textiles, Family resource management and extension education

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INTRODUCTION

Advertising is present everywhere. Television, newspaper and magazines bring it to our residence. It reflects society, and society in a way shapes today's advertising. Advertising talks to a very wide audience. It is confined to announcements and its role did not go beyond informing but providing full and detailed information. Advertisement coverage in Hindi newspaper includes all type of information *i.e.* up to date, required and invented to make domestic practices easier. So, keeping in view above facts, present study was conducted to explore Home Science Advertisement in Hindi newspaper “SANGINI” (Dainik Jagran)

present study. Kanpur division of Uttar Pradesh comprises six districts. Out of which, Kannauj district was selected purposively. Kannauj district consist of six blocks. Out of which Saurikh block was selected randomly. Sixty respondents were selected, who were readers/subscribers of the newspaper. Hindi newspaper “SANGINI” (Dainik Jagran) was selected purposively. Fifty one newspaper from January 2003 to December 2003 were selected for analyzing Home Science Advertisement in Hindi newspaper “SANGINI” (Dainik Jagran). Collected data were coded, tabulated and interpreted. Percentage was used as statistical measure.

RESULTS AND DATA ANALYSIS

The above table shows that maximum advertisement (48.75 %) were related to as ‘personal problems and doctor’s suggestion followed by beauty column (43.75 %) and 7.50 per

MATERIALS AND METHODS

Exploratory type of research design was used in the