



Research Paper

Subject wise coverage of Home Science articles in Hindi Magazine “Vanita”

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Paper History :

Received : 27.11.2012;

Revised : 16.02.2013;

Accepted: 17.03.2013

ABSTRACT : Home Science does not a single field but a composition of multiple fields for making home scientists complete. So the present study was conducted to know subject wise coverage of home science articles in Hindi magazine “VANITA”. It was selected purposively. The twelve number 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 was found that under the articles on ‘Food and Nutrition’, the Food Cookery has maximum (35.48 %) coverage than other its sub categories. In case of ‘Human Development’, ‘Childhood Care (26.19 per cent)’ covered than other sub categories. In the field of ‘Home Management’, Interior Decoration and Designing (27.58 %) has more coverage. Under ‘Clothing and Textiles’, ‘Fashion Designing (68 %)’ covered than other sub categories. In the field of “Extension Education”, “Women Education (33.30 %)” has more coverage than other sub-categories.

KEY WORDS : Women and magazine, Subjects in women magazines

HOW TO CITE THIS PAPER : Seemaprakalpa and Laxmi , Vibha (2013). Subject wise coverage of Home Science articles in Hindi Magazine Vanita, *Internat. Res. J. agric. Eco. & Stat.*, 4 (1) : 98-100.

INTRODUCTION

A domestic woman has vital role to play in an Indian cultured family. She looks after children thus she has given her great contribution in the development of children because children are the future of our nation. A domestic lady needs to be educated from the point of view of family welfare. Women are working in various fields like medical, engineering, arts and business etc. They should have primary knowledge of Home Science. For these types of women, communication is a good medium to impart Home Science education. Women are busy in their daily routine work still they get some times to watch T.V., read magazines, and news paper etc. Educated mass get help from these medium to gain necessary knowledge of H.Sc. They get the benefits of magazine are timeliness, usefulness, flexible readability etc. Keeping in view the above facts, present study was conducted to find out subject wise coverage of H.Sc. articles in Hindi magazine “VANITA”.

MATERIALS AND METHODS

Exploratory type of research design was used in the

present study. Agra division comprises seven districts, out of which Firozabad district was selected purposively. Firozabad block comprises 8 blocks. Out of these blocks, Shikohabad was selected randomly. Thirty respondents were selected, who were either reader or subscriber of the magazine. Hindi magazine “VANITA” was selected purposively. The twelve number of the magazine from January 2002 to December 2002 were selected for the analysis of content and coverage of Home Science and non- Home Science articles. Collected data were coded, tabulated, and interpreted. Percentage was used as statistical measure.

RESULTS AND DATA ANALYSIS

Table 1 reveals that 35.48 per cent articles were covered under the subject category of ‘Food cookery’ followed by the ‘Health and hygiene’(29.03 %) and ‘Food science’ (19.35 %). Articles covered in ‘Therapeutic nutrition’ and ‘Maternal and child nutrition’ were 6.46 per cent and 6.45 per cent, respectively. Only 3.23 per cent were covered with the subject category ‘Food preservation’. Priority has been given the subject