



Effectiveness of home articles in hindi newspaper "Sangini" (Dainik Jagran)

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ABSTRACT

Effective communication is essential for reaching the targeted receivers. Good communication should consist of creating understanding, imparting about the concern subject. Therefore, the present study was carried out to analyse effectiveness of Home Science articles 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 most of the women (38.34 %) gave first rank to "Home Management" on the basis of high level of effectiveness of articles. Articles effectiveness to different aspects, 76.67 per cent women were in the favour of cover page and coverage + subject matter + language and 46.67 per cent gave first rank to the subject matter. In case of get up of newspaper, 61.67 per cent women answered "Good". Sixty eight per cent women liked the form of articles. Fifty five per cent women were not responding/sending suggestions and sixty per cent were not sending their articles for newspaper. Eighty three per cent women attracted sometimes towards photograph on the front page of newspaper. Majority of women (61.67 %) reported 'very usefulness' of this newspaper reading. Fifty eight per cent women were purchasing newspaper sometimes. Sixty three per cent women were bringing information in practice 'sometimes' i.e. is gathered from newspaper. Maximum of women (56.67 %) found attitudinal changes in their behaviour after reading newspaper and 68.33 per cent found changes in themselves regarding the subject F.N. + H.D. + H.M. + C.T. Thirty one per cent women gave first rank to the subject namely 'clothing and textiles' regarding changes in their behaviour. Fifty three per cent women were giving suggestions related to newspapers. Therefore, it is concluded that newspaper's editorial team is efforting for diverting the consumers for reading the newspaper content instead of certified research outcome based books.

INTRODUCTION

Communication refers to communicate information to the target receivers but effective communication viewed in terms of comprehension between sender and receiver, for achieving proper comprehension on the part of speaker. For this, a message should be clear, specific, significant, simply stated, accurate, timely, supported by factual material, appropriate to channel selected, appealing and attractive, applicable, adequate and manageable in both the forms; written and spoken. For making communication effective for receiver,

message should be comprehensive, valid, reliable and useful for satisfying receivers' need. For assessing written effectiveness of communicated Home Science articles in Hindi newspaper "Sangini", present study was carried out.

METHODS

Exploratory type of research design was used in the present study. Kanpur district of Uttar Pradesh comprises six districts. Out of six districts, Kannauj district was selected purposively. Kannauj district consists six blocks. Out of

which, saurikh block was selected randomly. Sixty respondents were selected, who were either 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 analysing effectiveness of Home Science articles in Hindi newspaper "Sangini". Collected data were coded tabulated interpreted. Percentage was used as statistical measure.

OBSERVATIONS AND ANALYSIS

Table 1 clearly shows that maximum percentage of women (38.34 per cent) in selected area gave the first rank to the articles of 'Home management' while 23.33 per cent women gave first rank to each articles of "Food and Nutrition" and 'Clothing and Textile' respectively. Fifteen per cent gave first rank to the articles of 'Human Development'. When we compared rank of different subjects of Home Science we

found that maximum of women (38.34 %) gave the first rank to the articles of 'Home Management'. So in this study we observed that area of 'Home Management' is quit effective to study and adopt the recommendations given in the articles for public or family use.

This table shows that the highest percentage of women (76.67 %) in selected area were in favour of cover page and coverage + subject matter + language and 10 per cent were in favour of Language and remaining 8.33 per cent and 5 per cent were in favour of subject matter, cover page and coverage.

Table 3 shows that majority of sampled women (46.67 %) in selected area gave first rank to subject matter and 28.33 per cent women gave first rank to the coverage with cover page and remaining 25 per cent women gave first rank to the language. This is cleared from the study that subject matter of the articles was more interesting and effective. Therefore, this newspaper is popular among women for its subject matter.

Table 4 shows that the majority of respondents (61.67

Sr. No.	Rank	Food and nutrition		Human development		Home management		Clothing and textile	
		No.	%	No.	%	No.	%	No.	%
1.	I	14	23.33	9	15.00	23	38.34	14	23.33
2.	II	18	30.00	17	28.33	15	25.00	10	16.67
3.	III	17	28.34	9	15.00	20	33.33	14	23.33
4.	IV	11	18.33	25	41.67	2	3.33	22	36.67
	Total	60	100	60	100	60	100	60	100

Sr. No.	Aspects	Respondents	
		Number	Percentage
1.	Cover page and coverage	3	5.00
2.	Subject matter	5	8.33
3.	Language	6	10.00
4.	Cover page and coverage + subject matter + language	46	76.67
	Total	60	100.00

Sr. No.	Rank	Coverage + cover page		Subject matter		Language	
		No.	%	No.	%	No.	%
1.	I	17	28.33	28	46.67	15	25.00
2.	II	19	31.67	14	23.33	28	46.67
3.	III	24	40	18	30	17	28.33
	Total	60	100	60	100	60	100

Sr. No.	Comments	Respondents	
		Number	Percentage
1.	Very good	8	13.33
2.	Good	37	61.67
3.	Ordinary	15	25.00
	Total	60	100.00

%) gave response 'Good' about get up of magazine while 25 per cent women gave response 'ordinary'. Only 13.33 per cent gave response 'very good'.

Table 5 reveals that majority of respondents (68.34 %) gave response 'Good' about the form of articles and 18.33 per cent women gave response 'ordinary'. Only 13.33 per cent women gave response 'very good'.

Sr. No.	Comment	Respondents	
		Number	Percentage
1.	Very good	8	13.33
2.	Good	41	68.34
3.	Ordinary	11	18.33
	Total	60	100.00

Table 6 shows that the 41.67 per cent women were doing correspondence with the newspapers concern organisation sometimes followed by 55 per cent women, who never did correspondence with the newspaper concern organization and 3.33 per cent women were doing correspondence regular with the newspapers' concern organisation.

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Regular	2	3.33
2.	Sometimes	25	41.67
3.	Never	33	55.00
	Total	60	100.00

Table 7 indicates that the majority of sampled women (60 %) were never sending their articles for the newspaper and 36.67 per cent women were sending their articles for the newspaper sometimes only 3.33 per cent women were sending their articles regularly for the newspaper.

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Regularly	2	3.33
2.	Sometimes	22	36.67
3.	Never	36	60.00
	Total	60	100.00

This table clearly shows that the maximum percentage of respondents (83.33 %) was attracted toward photograph on the front page of newspaper occasionally/ sometimes but 10 per cent women were attracted always. Only 6.67 per cent women were attracted toward photograph on the front page of newspaper.

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Always	6	10.00
2.	Sometimes	50	83.33
3.	Never	4	6.67
	Total	60	100.00

This table clearly shows that majority of sampled women (61.67 %) informed about "very usefulness" newspaper reading and 35 per cent women reported about only "useful" of newspapers reading. Only 3.33 per cent reported that the newspaper reading is "less useful" for women.

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Very useful	37	61.67
2.	Useful	21	35.00
3.	Less useful	2	3.33
	Total	60	100.00

The data present in table clearly shows that 58.34 per cent sampled women in selected area were purchasing newspaper sometime, but 28.33 per cent women purchased newspaper regularly and the remaining 13.33 per cent women reported that they never purchased this newspaper.

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Regularly	17	28.33
2.	Sometimes	35	58.34
3.	Never	8	13.33
	Total	60	100.00

Table reveals that the maximum percentage of sampled women (63.33 %) brought information in practice sometimes *i.e.* gathered from newspaper and 36.67 per cent women

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Regularly	22	36.67
2.	Sometimes	38	63.33
3.	Never	-	-
	Total	60	100.00

brought information in practice regularly i.e. gathered from newspaper.

The data in table 12 indicate that the 56.67 per cent sampled women in selected area found average attitudinal changes in themselves after reading the newspaper and (31.67 %) women found attitudinal changes in themselves more than average (more favourable). Only 11.67 per cent found attitudinal changes in themselves less than average (not much favourable) after reading newspaper.

Table clearly shows that maximum percentage of women (68.33 %) had observed change in their behaviour related to the subjects 'F.N. + H.D. + H.M. and C.T.' and 13.33 per cent women found change related to the subject 'clothing and Textile'. Six per cent women found changes in each subject 'food and nutrition' and 'home management' respectively. Only 5 per cent found changes related to the subject 'human

development'.

Table shows that 31.67 per cent women in selected area give the first rank to subject 'clothing and textile' and 28.33 per cent women gave the first rank to 'home management' and remaining 26.67 per cent and 13.33 per cent women gave the first rank to 'food and nutrition' and 'human development' respectively. When we compared the rank of different subject of home science we found that maximum percentage of women (31.67 %) gave the first rank to clothing & Textile.

Table clearly indicates that majority of women (53.33 %) did not give suggestions. Remaining 46.67 per cent women were giving suggestion related to Hindi newspaper 'sangini'.

Conclusion :

It can be concluded from the findings that most of the women (38.34 %) gave first rank to "Home Management" on

Sr. No.	Answer	Respondents	
		Number	Percentage
1.	Not much favourable	7	11.67
2.	Favourable	34	56.67
3.	More favourable	19	31.67
	Total	60	100.00

Sr. No.	Subjects	Respondents	
		Number	Percentage
1.	Food and nutrition	4	6.67
2.	Human development	3	5.00
3.	Home management	4	6.67
4.	Clothing and textile	8	13.33
5.	F.N. + H.D. + H.M. + C.T.	41	68.33
	Total	60	100.00

Sr. No.	Rank	Food and nutrition		Human development		Home management		Clothing and textile	
		No.	%	No.	%	No.	%	No.	%
1.	I	16	26.67	8	13.33	17	28.33	19	31.67
2.	II	18	30.00	13	21.67	20	33.33	10	16.67
3.	III	18	30.00	14	23.33	16	26.67	11	18.33
4.	IV	8	13.33	25	41.67	7	11.67	20	33.33
	Total	60	100	60	100	60	100	60	100

Sr. No.	Answers	Respondents	
		Number	Percentage
1.	Yes	28	46.67
2.	No	32	53.33
	Total	60	100.00

the basis of high level of effectiveness of articles. Articles effectiveness to different aspects, 76.67 per cent women were in the favour of cover page and coverage + subject matter + language and 46.67 per cent gave first rank to the subject matter. In case of get up of newspaper, 61.67 per cent women answered "Good". Sixty eight per cent women liked the form of articles. Fifty five per cent women were not responding/sending suggestions and sixty per cent were not sending their articles for newspaper. Eighty three per cent women attracted sometimes towards photograph on the front page of newspaper. Majority of women (61.67 %) reported 'very usefulness' of this newspaper reading. Fifty eight per cent women were purchasing newspaper sometimes. Sixty three per cent women were bringing information in practice 'sometimes' *i.e.* is gathered from newspaper. Maximum of women (56.67 %) found attitudinal changes in their behaviour after reading newspaper and 68.33 per cent found changes in themselves regarding the subject F.N. + H.D. + H.M. + C.T. Thirty one per cent women gave first rank to the

subject namely 'clothing and textiles' regarding changes in their behaviour. Fifty three per cent women were giving suggestions related to newspapers. Finally, it is concluded that information given in articles was found without having original certified source. So information given through the articles to the consumers should be certified by the concerned organisation's Research and Development Department.

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