

## Content and coverage of home science articles in hindi magazine Vanita

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■ **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

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**E**ducation of Home Science is necessary for all round development of woman, because this education provides completeness to women and the problems of daily life can be solved out with this knowledge. Home Science experts' belief that this education satisfies women's attitude and aptitude both that leads to satisfaction and dignity in herself. Woman commonly does not choose Home Science as a subject to study in the era of technical development; rather they prefer to opt any technical subject. For these types of women, communication is a good medium to impart Home Science education. Literature in magazines are considered and proved to be one of the most important sources of mass media to transfer the new Home science technologies for the readers of all segments of society. So keeping in view of the above facts, this study was conducted to analyse the content and coverage of Home Science articles in the Hindi magazine Vanita.

### ■ RESEARCH 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 volumes of the magazine from January 2002 to December 2002 were selected for its analysis of content and coverage of Home Science and non- Home Science articles. Collected data were coded, tabulated, and interpreted. Percentage mean, S.D. and mode were used as statistical measure.

### ■ RESEARCH FINDINGS AND DISCUSSION

The above table shows that 37per cent articles were related to 'Beauty Column', while 25 per cent articles were

**Table 1: Distribution of other articles (non-H.Sc.) in Vanita magazine**

Subject	No. of articles	Percentage	Rank
Beauty column	37	37.00	I
Carrier counseling	18	18.00	IV
Music/theatre	20	20.00	III
Personal problems and suggestions	25	25.00	II
Total	100	100.00	

**Table 2: Distribution of Home Science articles in Vanita magazine**

Subject	No. of articles	Percentage	Rank
Food and nutrition	31	20.81	II
Human development	42	28.19	I
Home management	30	20.13	III
Clothing and textile	25	16.78	IV
Extension education	21	14.09	V
Total	149	100.00	

**Table 3: Distribution of area covered under different Home Science articles**

Subject	Areas of articles(cm.)	Percentage	Rank
Food and nutrition	153194	43.71	I
Human development	65681	11.34	III
Home management	45207	7.80	IV
Clothing and textile	186160	32.14	II
Extension education	28985	5.01	V
Total	579227	100.00	

**Table 4: Distribution of articles according to their length of headlines**

Range (cm.)	No. of headings	Percentage	Rank
0-5	4	2.68	V
5-10	30	20.13	III
10-15	47	31.54	I
15-20	45	30.20	II
20-25	17	11.41	IV
25-30	4	2.68	V
30-35	2	1.34	VI
Total	149	100.00	

**Table 5: Distribution of number of diagram in articles under different subject**

Subject	No. of diagrams	Percentage	Rank
Food and nutrition	115	29.56	I
Human development	65	16.71	III
Home management	63	16.19	IV
Clothing and textile	101	25.96	II
Extension education	45	11.58	V
Total	389	100.00	

**Table 6: Distribution of number of tables under different Home Science subjects based articles**

Subject	No. of tables	%	Rank
Food and nutrition	2	10.00	IV
Human development	4	20.00	II
Home management	3	15.00	III
Clothing and textile	10	50.00	I
Extension education	1	5.00	V
Total	20	100.00	

related to 'Personal problems and Suggestions', and 20 per cent were related to 'Music/Theater'. Only 18 per cent were related to 'Carrier counseling'.

When we compared between Table 1 and 2, found that the Home Science articles were more than the other (non-H.Sc.) articles. The numbers of Home Science articles were 149 and "Others" articles were 100. So, the priority has been given to Home Science articles in Vanita magazine. Table 2 reveals that about 28.19 per cent articles were observed in the subject category of 'Human Development', followed by 'Food and Nutrition' (20.81 per cent). Sixteen per cent articles were observed in the subject 'Clothing and Textile', while 14.09 per cent articles were covered with 'Extension Education'. It is clear from the table that 149 Home Science articles were published in twelve volumes of Vanita magazine (since Jan., 12 to Dec. 2002). Priority wise emphasis has been given to Human Development first, Food and Nutrition' second, 'Home management' third 'Clothing and Textile' fourth, and Extension Education fifth.

Table 3 reveals that about 43.71 per cent area was covered under the subject 'Food and Nutrition' followed by the area covered under clothing and Textile (32.14 per cent). Eleven per cent area was covered under 'Human Development'. Seven per cent area was observed in the subject 'Home Management' and only 5.01 per cent area was covered with 'Extension Education' based articles. It is clear from the table that 579227 Cm<sup>2</sup> total area covered in Home Science articles were published in twelve volumes of Vanita magazine. Priority wise emphasis has been given to 'Food and Nutrition' first 'Clothing and Textile' second and 'Human Development' third.

The above table shows that the maximum (31.54 per cent) length of heading were found in the range of 10-15 cm. followed by the length of headings (30.20 per cent) heading in the range of 15-20 cm. The minimum percentage (1.34 per cent.) of length of heading of articles was observed under the range of 30-35 cm. Priority wise emphasis has been given to the range 10-15 cm. first, 15-20. cm. second and 5-10 cm. third rank.

Table 5 shows that the percentage of number of diagram were observed in the subject of 'Food and Nutrition' 29.56 per cent followed by the number of diagram of articles of 'Clothing and Textile' and 'Human Development' in terms of percentage 25.96 per cent and 16.71 per cent, respectively.

The number of diagrams of articles, 16.19 per cent were observed in the subject 'Home' Management', while 11.58 per cent articles were covered with 'Extension Education'. In this table, the first rank has been given to the subject 'Food and Nutrition' second to 'Clothing and Textile' and third to 'Human Development'.

Table 6 reveals that 50 per cent tables were found in the articles based on 'Clothing and Textile'. Twenty per cent tables of articles were calculated under the articles of 'Human Development' followed by 'Home Management (15 per cent). The minimum (5 per cent) number of table was found in the articles in the subject of 'Extension Education'.

### Conclusion :

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 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). It is said that the print media is also in support of making every reader independent regarding behavioral aspects namely decision making, selection, self assessment, self confidence, self-concept and self reliance etc.

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