



Research Article

Home science advertisement coverage in hindi magazine Vanita

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SUMMARY : A satisfied customer is the best advertisement of a particular product/literature. So the present study was conducted to find out home science advertisement coverage in hindi magazine Vanita. The twelve 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, mean and mode were used as statistical measure. It is inferred that advertisement related to Home Science were published more than non-Home Science. Maximum advertisement in Home Science was published in the field of Home Management (27.17 %) followed by Food and nutrition (26.08 %). Twenty eight per cent diagrams in advertisement were found in the category of Food and nutrition. In case of editorial, editorial coverage of Home Science articles was more than non-Home Science articles. The maximum editorial was published in the field of Clothing and Textile (42.86 %). Thirty nine per cent editorial was found under length range 15 to 20 cm. The editorial heading length range between 15 to 20 cm. was observed 35.71 per cent. The maximum value of length of editorial was found 39.04 cm. in subject category of Human Development. In case of cover page, maximum Home Science information was found in the field of Food and Nutrition (35.71 %) followed by Clothing and Textiles (28.58 %). Maximum diagram on the cover page according to Home Science information was published in the field of Food and Nutrition followed by Clothing and Textiles (32.14 %).

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BACKGROUND AND OBJECTIVES

Advertising is a process of having specific communication task and achievements to be accomplished with a specific audience in a specific period of time. Advertising includes four characteristics namely, informative, persuasive, reminder and reinforcement. Advertising related to Home science techniques includes all above characteristics to make work simpler of working and non-working women. Advertisement in print media like magazine offer a stark contrast to broadcast media because readers consume them at their own pace and they provide detailed product information issues and the source of effective communication. Magazine is a media of having multiple advantages like, high geographic and demographic selectivity, credibility and prestige, high quality reproduction, long life, good pass along readership. Therefore, the present study was

conducted to explore Home Science advertisement in Hindi magazine Vanita Solomon and Subramanian (1999) revealed from content analysis of advertisements in magazines namely Life and Ebony that the increase in ads that featured elderly people advertising aging associated items was considerable with a 7 per cent increase in Ebony and a 1 per cent in Life as compared to previous study conducted in last decade.

RESOURCES 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 district comprises of 8 blocks. Out of these blocks, Shikohabad was selected randomly. Thirty respondents were selected, who were

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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 and mean were used as statistical measures.

OBSERVATIONS AND ANALYSIS

Present study was studied under two heads namely; advertisements and editorial coverage.

Section 1: Advertisement coverage of Home Science in Hindi magazine Vanita :

Table 1 shows that maximum advertisement (35.29 %) were related to as Beauty Column while 29.41 per cent, 20.59 per cent and 14.71 per cent reflected the idea towards carrier counseling, music/theater and related to personal problems and suggestions.

Table 1 : Showing the distribution of 'Advertisement' according to different topics of 'other' (Non-Home Science) field (n=12 volumes)

| Subject | No. of advertisements | Percentage | Rank |
|-----------------------------------|-----------------------|------------|------|
| Beauty column | 12 | 35.29 | I |
| Carrier counseling | 7 | 20.59 | III |
| Music/theatre | 10 | 29.41 | II |
| Personal problems and suggestions | 5 | 14.71 | IV |
| Total | 34 | 100.00 | |

The advertisement related to Home Science were more than the advertisement of others topic. The number of Home Science advertisements were 92 and advertisement related to others topic were 34. So, priority has been given to Home Science advertisement in Vanita Magazine. The Table 2 shows that the maximum percentage of the advertisement (27.17%) belonged to the subject Home Management followed by the number of advertisement in field of Food and nutrition (26.08%), Clothing and textile (18.48%) and 15.22 per cent advertisement were found in the subject of Extension Education. The subject Human development was given the minimum of percentage (13.05%) among advertisement in

Table 2 : Showing the distribution of "Advertisement" according to broad categories of home science (n=12 volumes)

| Subject | No. of Advertisements | Percentage | Rank |
|----------------------|-----------------------|------------|------|
| Food and nutrition | 24 | 26.08 | II |
| Human development | 12 | 13.05 | V |
| Home management | 25 | 27.17 | I |
| Clothing and textile | 17 | 18.48 | III |
| Extension education | 14 | 15.22 | IV |
| Total | 92 | 100.00 | |

the popular Hindi magazine Vanita. Priority-wise an emphasis has been given to Home management first, Food and Nutrition second and Clothing and Textile third.

Table 3 reveals that the highest percentage of number of diagrams in advertisement 28.85 per cent were found in the subject category of Food and Nutrition followed by number of diagrams in Home Management (25 %), Clothing and Textile (18.27%) and Extension Education (16.37%). Minimum number of diagrams (11.54%) was found in subject category of Human Development. Priority has been given first to Food and Nutrition second Home Management and Clothing and Textile third.

Table 3 : Showing the distribution of number of diagram in "Advertisement" under different home science subjects (n=12 Volumes)

| Subject | No. of diagrams | Percentage | Rank |
|----------------------|-----------------|------------|------|
| Food and nutrition | 30 | 28.85 | I |
| Human development | 12 | 11.54 | V |
| Home management | 26 | 25.00 | II |
| Clothing and textile | 19 | 18.27 | III |
| Extension education | 17 | 16.37 | IV |
| Total | 104 | 100.00 | |

The above Table 4 shows that maximum editorial (46.67%) was related to beauty column, while 33.33 per cent and 20 per cent reflected the idea towards carrier counseling and related to personal problems and suggestions. This table also shows that editorial related to music/theater was nil.

Table 4 : Showing the topic wise distribution of editorial related to 'Others' category (n=12 Volumes)

| Subject | No. of editorials | Percentage | Rank |
|-----------------------------------|-------------------|------------|------|
| Beauty column | 7 | 46.67 | I |
| Carrier counseling | 5 | 33.33 | II |
| Music/theatre | - | - | - |
| Personal problems and suggestions | 3 | 20.00 | III |
| Total | 15 | 100.00 | |

The total editorial in number of 12 volumes of 'Vanita' magazine (Since January 2002 to December 2002) were 43. It is clear from the Table 4 and 5 that 28 editorials were published related to Home Science and 15 total editorials

Table 5 : Showing the subject wise distribution of editorial (n=12 Volumes)

| Subject | No. of editorials | Percentage | Rank |
|----------------------|-------------------|------------|------|
| Food and nutrition | 2 | 7.14 | IV |
| Human development | 8 | 28.57 | II |
| Home management | 1 | 3.58 | V |
| Clothing and textile | 12 | 42.86 | I |
| Extension education | 5 | 17.86 | III |
| Total | 28 | 100.00 | |

were published in other category in 12 volumes. Table 5 shows that the highest percentage of number of editorial (42.86 %) were found in the field of Clothing Textile followed by Human Development (28.57 %) and Extension education (17.86%). The numbers of editorial 7.14 per cent and 3.58 per cent were observed in the subject of Food and Nutrition and Home Management, respectively. Priority wise first place has been given to Clothing and Textile, second Human Development and third Extension education.

Table 6 reveals that the maximum percentage of editorial length, 39.29 per cent editorial was found under length range 15 to 20 cm. The next editorial's length (21.43 %) were found in the range of 20 to 25 cm. followed by the range of 30 to 35cm (17.88%) and 10 to 15 cm.(14.29%) and last editorial length were found in the range of 25 to 30 cm. (7.14%).

Table 6 : Showing the distribution of editorial according to their length (n=12 volumes)

| Range (cm.) | No. of editorials | Percentage | Rank |
|-------------|-------------------|------------|------|
| 10-15 | 4 | 14.29 | IV |
| 15-20 | 11 | 39.29 | I |
| 20-25 | 6 | 21.43 | II |
| 25-30 | 2 | 7.14 | V |
| 30-35 | 5 | 17.88 | III |
| Total | 28 | 100.00 | |

Table 7 reveals that the maximum percentage of editorial's heading length (35.71%) were found under length range 15 to 20 cm. The next editorial's heading length (28.57%) were found in the range of 25 to 30 cm. followed by the range of 10 to 15 cm. and 20 to 25 cm. in terms of percentage 17.86 per cent and 10.71 per cent, respectively. Last editorial's heading length (7.14%) was found in the range of 30 to 35 cm. In this table first rank has been given to the range of 15 to 20 cm. second 25 to 30 cm. and third 10 to 15 cm.

Table 7 : Showing the distribution of editorial according to their length of heading (n=12 volumes)

| Range (cm.) | No. of editorials | Percentage | Rank |
|-------------|-------------------|------------|------|
| 10-15 | 5 | 17.86 | III |
| 15-20 | 10 | 35.71 | I |
| 20-25 | 3 | 10.71 | IV |
| 25-30 | 8 | 28.57 | II |
| 30-35 | 2 | 7.14 | V |
| Total | 28 | 100.00 | |

Table 8 reveals that about 39.04per cent articles were covered under the subject Human Development followed by the Food and Nutrition (19.92%) and Clothing and Textile (18.33%). Thirteen per cent of articles were observed in the subject of Extension Education while 9.16 per cent were covered with Home Management.

Table 8 : Showing the distribution of editorial according to their length under different home science subject (n=12 volumes)

| Subject | Length of editorials (cm.) | Percentage | Rank |
|----------------------|----------------------------|------------|------|
| Food and nutrition | 50 | 19.92 | II |
| Human development | 98 | 39.04 | I |
| Home management | 23 | 9.16 | V |
| Clothing and textile | 46 | 18.33 | III |
| Extension education | 34 | 13.56 | IV |
| Total | 251 | 100.00 | |

Priority wise emphasis has been given to Human Development first, Food Nutrition second and Clothing and Textile third.

Table 9 reveals that 35.71 per cent Home Science information was found under the subject of Food and Nutrition. The next number of Home Sciences information were found in the subject of Clothing and Textile (28.58 %), followed by the subject Human Development and Home Management in the terms of percentage 23.81per cent and 11.90 per cent, respectively. Above table shows that H.Sc. information related to the subject Extension Education was nil. Priority wise emphasis had been given to Food and Nutrition first Clothing and Textile second and Human Development third.

Table 9 : Showing the distribution of Home Science information on the 'Cover Page' under different Home Science subjects (n=12 volumes)

| Subject | No. of H.Sc. information | Percentage | Rank |
|----------------------|--------------------------|------------|------|
| Food and nutrition | 15 | 35.71 | I |
| Human development | 10 | 23.81 | III |
| Home management | 5 | 11.90 | IV |
| Clothing and textile | 12 | 28.58 | II |
| Extension education | 0 | 0.00 | |
| Total | 42 | 100.00 | |

Table 10 reveals that the maximum percentage of number of diagrams in Home Science information covered on the cover page (35.71%) were found in the subject of

Table 10 : Showing the distribution of diagram on the 'Cover Page' according to different home (n=12 volumes)

| Subject | No. of diagrams | Percentage | Rank |
|----------------------|-----------------|------------|------|
| Food and nutrition | 10 | 35.71 | I |
| Human development | 5 | 17.86 | III |
| Home management | 4 | 14.29 | IV |
| Clothing and textile | 9 | 32.14 | II |
| Extension education | 0 | 0.00 | |
| Total | 28 | 100.00 | |

Food and Nutrition followed by the Clothing and Textile (32.14%)'. The next number of diagram on cover page in H.Sc. information was covered by the subject Human Development (17.86%) and Home Management (14.29%)'. This table clearly shows that the number of diagrams in Home Science information related to Extension Education was nil. Priority wise emphasis has been given to Food and Nutrition first, Clothing and Textile second and Human Development third.

Conclusion :

It is inferred that advertisement related to Home Science were published more than non-Home Science. Maximum advertisement in Home Science was published in the field of Home Management (27.17 %) followed by Food and Nutrition (26.08 %). Twenty eight per cent diagrams in advertisement were found in the category of Food and Nutrition. In case of editorial, editorial coverage of Home Science articles was more than non-Home Science articles. The maximum editorial was published in the field of Clothing and Textile (42.86 %). Thirty nine per cent editorial was found under length range 15 to 20 cm. The editorial heading length range between 15 to 20 cm. was observed 35.71 per cent. The maximum value of length of editorial was found 39.04

cm. in subject category of Human Development. In case of cover page, maximum Home Science information was found in the field of Food and Nutrition (35.71 %) followed by Clothing and Textiles (28.58 %). Maximum diagram on the cover page according to Home Science information was published in the field of Food and Nutrition followed by Clothing and Textiles (32.14 %). It is inferred that advertisements are also creating an influence on readers by covering the aspects those simplify their work and let them utilize their time by exhibiting their hidden talents.

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