



Research Article

## Content and coverage of Home Science articles in hindi newspaper 'Sangini' (Dainik Jagran)

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**SUMMARY :** Women are the caretakers of home and perform a variety of tasks. 'Sangini' is an additional newspaper, published for fulfilling women's domestic duties related needs. For doing so, content analysis of home science articles should be done for making its' content useful. Keeping in view above facts, present study was carried out to assess content and coverage 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 summarised from the findings that out of non Home Science articles, personal problems and doctor suggestion (48.68 %), beauty column (23.81 %) and music theatre (20.63 %) were most widely reported articles covered by the Hindi newspaper 'Sangini'. Out of H.Sc. articles, articles related to 'human development', 'food and nutrition' and 'home management' were the most widely reported subject. Highest percentage of the area was covered under the subject 'human development'. Maximum length of heading (46.65 %) were found in the range of 5 – 10 cm. Maximum length of articles (58.67 %) was observed in the range of 0 – 20 cm. Maximum percentage (28.16 %) of diagram was observed in the subject 'home management' followed by 'human development' (20.28 %). It is suggested that the articles should be given in certified form alongwith territorial scientific standards and ways of remedies.

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**KEY WORDS :**

Newspaper, Home science subjects, Food and nutrition, Human development and family studies, Clothing and textiles, Family resource Management, Extension education

### **BACKGROUND AND OBJECTIVES**

Communication is assumed to be a matter of promoting behavioural changes occurring at favourable time. It is the process through which message/information become common between sender and receiver. Communication held in two forms *i.e.* verbal and written. Written communication is reliable when its' source is mentioned. For making written communication effective, content *i.e.* to be communicated should be analysed. Content analysis is a significant branch for analysing content in qualitative form. Home science is the subject and this is not limited to only female member of the family. In the present time, both male and female are in service. In this condition, information given in newspaper should be valid, reliable and complete package in concern field. Therefore, considering the above facts, this

study was conducted to analyse content and coverage of home science articles in the Hindi newspaper 'Sanjini' (Dainik Jagran).

### **RESOURCES AND METHODS**

Exploratory type of research design was used in the present study. Kanpur division of Uttar Pradesh comprises six districts. Out of which, Kannauj district was selected purposively. Kannauj district consists of six block. 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 newspapers from January 2003 to December 2003 were selected for analysing its content and coverage of home science articles in Hindi newspaper 'Sangini' (Dainik Jagran).

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Collected data were coded, tabulated and interpreted. Percentage was used as statistical measure.

## OBSERVATIONS AND ANALYSIS

Table 1 shows that maximum articles (48.68 %) were related to as 'personal problem and doctor's suggestion,' while 23.8 per cent articles and 20.63 per cent articles reflected the idea towards 'beauty column' and 'music theatre', respectively. Only 6.88 per cent articles reflected the idea towards 'carrier counseling'.

When Table 1 and 2 were compared it was found that the home science articles were more than the 'others'. The number of home science articles was 358 and "others" articles were 189. So the priority has been given to Home Science articles in 'Sangini' (Dainik Jagran) Hindi newspaper.

Table 2 reveals that about 24.31 per cent articles were observed under the subject 'human development' followed by 'food and nutrition' (23.46 %) and 'Home Management' (20.11 %). Seventeen per cent of the total articles were observed in the subject extension education while 15.08 per cent were covered with the clothing and textile.

It is clear from the table that 358 home science articles were published in 51 'Sangini' (Dainik Jagran) Hindi newspaper (Since Jan, 2003 to Dec. 2003). Priority wise emphasis was given to 'human development' first, 'food and nutrition'

second and 'home management' third.

Table 3 reveals that 35.60 per cent of the area articles were covered under the subject 'human development'. Nineteen per cent of the area was covered under the subject 'extension education' followed by the area covered under 'home management' (17.52 %). Sixteen per cent was observed in the subject 'clothing and textile', while 11 per cent of the area of articles was covered with 'food and nutrition'.

It is clear from the table that 142999.137 cm<sup>2</sup> total area covered in home science articles were published in 51 'Sangini' Hindi news paper. Prioritywise emphasis has been given to 'human development' first 'extension education' second and 'home management' third.

Table 4 shows that maximum (46.65 %) length of heading were found in range of 5 – 10 cm followed by the length of articles (26.82 %) heading in the range of 10 – 15 cm.

The minimum percentage of length of heading (1.12 %) of articles were observed under the range of 20 – 25 cm. Priority wise emphasis has been given to the range of 5 – 10 cm first, 10 – 15cm second and 0 – 5 cm third.

Table 5 reveals that the highest percentage of length of articles (58.67 %) was observed in the range of 0 – 20 cm followed by the length of articles (30.44 %) in range 20 – 40 cm. Only 10.61 per cent of length of articles was observed in the range of 40 – 60 cm.

**Table 1 : Showing distribution of other articles (Non H.Sc.) in 'Sangini' (Dainik Jagran) Hindi Newspaper**

(n = 51)

Sr. No.	Subjects	No. of article	Percentage	Rank
1.	Beauty column	45	23.81	II
2.	Carrier counseling	13	6.88	IV
3.	Music/Theatre	39	20.63	III
4.	Personal problem and doctor suggestion	92	48.68	I
Total		189	100.00	

**Table 2 : Showing distribution of home science articles in 'Sangini' (Dainik Jagran) hindi newspaper**

(n = 51)

Sr. No.	Subjects	No. of article	Percentage	Rank
1.	Food and nutrition	84	23.46	II
2.	Human development	87	24.31	I
3.	Home management	72	20.11	III
4.	Clothing and textile	54	15.08	V
5.	Extension education	61	17.04	IV
Total		358	100.00	

**Table 3: Showing distribution of area covered under different home science subjects**

(n = 51)

Sr. No.	Subjects	Area of articles (cm)	Percentage	Rank
1.	Food and nutrition	15763.357	11.00	V
2.	Human development	50887.17	35.60	I
3.	Home management	25048.4	17.52	III
4.	Clothing and textile	23188.31	16.22	IV
5.	Extension education	28111.9	19.66	II
Total		142999.137	100.00	

**Table 4 : Showing distribution of articles according to their length of heading (n = 51)**

Sr. No.	Range (cm.)	No. of heading	Percentage	Rank
1.	0 – 5	68	18.99	III
2.	5 – 10	167	46.65	I
3.	10 – 15	96	26.82	II
4.	15 – 20	23	6.42	IV
5.	20 – 25	4	1.12	V
Total		358	100.00	

**Table 5 : Showing distribution of articles according to length of articles. (n= 51)**

Sr. No.	Range (cm.)	No. of article	Percentage	Rank
1.	0 – 20	210	58.67	I
2.	20 – 40	109	30.44	II
3.	40 – 60	38	10.61	III
4.	60 – 80	1	0.28	IV
Total		358	100.00	

**Table 6: Showing the distribution of number of diagram in articles under different subjects (n = 51)**

Sr. No.	Subjects	No. of diagram	Percentage	Rank
1.	Food and nutrition	66	15.75	V
2.	Human development	85	20.28	II
3.	Home management	118	28.16	I
4.	Clothing and textile	71	16.96	IV
5.	Extension education	79	18.85	III
Total		409	100.00	

Priority wise emphasis has been given to the range of 0 – 20 first, 20 – 40 cm. second and 40 – 60 cm third.

Table 6 shows that highest percentage (28.16 %) of diagram was observed in the subject 'home management' (20.28 %) followed by diagram of articles of 'human development' (20.28 %) and extension education (18.85 %). Sixteen per cent of diagrams of articles were observed in the subject 'clothing and textile', followed by diagram of articles of food and nutrition (15.75 %).

In this table, the first rank has been given to the 'home management, second to 'human development' and third to 'extension education'.

### Conclusion:

It can be summarized from the findings that out of non H.Sc. articles, personal problems and doctor suggestion (48.68 %), beauty column (23.81 %) and music theatre (20.63 %) were most widely reported articles covered by the Hindi newspaper

'Sangini'. Out of H.Sc. articles, articles related to 'human development', 'food and nutrition' and 'home management' were the most widely reported subject. Highest percentage of the area was covered under the subject 'human development'. Maximum length of heading (46.65 %) were found in the range of 5 – 10 cm. Maximum length of articles (58.67 %) was observed in the range of 0 – 20 cm. Maximum percentage (28.16 %) of diagram was observed in the subject 'home management' followed by 'human development' (20.28 %). Therefore, it is suggested that articles for awaking women about their constitutional rights should be given in authentic way for making every reader self empowered.

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