

# Socio-economic characteristics of readers/subscribers and their opinion about hindi newspaper “Sangini”

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■ **ABSTRACT :** Home Science deals all aspects of life of the community and the nation. It integrates the application of knowledge synthesized from different sciences and humanities to improve the human environment, family nutrition and management of resources etc. Keeping in view above facts, the present study was conducted to know socio-economic characteristics of readers/ subscribers and their opinion about 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 extracted from the findings It can be summarized from the findings that majority of readers/ subscribers of hindi newspaper ‘Sangini’ (Dainik Jagran) were in the age-group of 15-30 years, from general caste, educated up to graduate and above and in service. Most of the women belonged to nuclear family having up to 5 members. Majority of women were residing in pucca house, possessing one house and having small land holding (2.5 acre). Seventy per cent women were more interested in reading newspaper and 66.67 per cent were regular subscribers. Eighty one per cent women were giving first choice to the newspaper “Dainik Jagran” Ninety per cent women were purchasing newspaper from shop/vendor. Hundred per cent women had knowledge about additional publication of Dainik jagran. Out of 100 per cent women, 56.67 per cent women had knowledge about three additional newspapers of Dainik Jagran. Fifty Eight per cent women had more interest in studying the addition paper “Sangini” and were liking cent per cent articles. Seventy per cent women were in the favour of articles’ effectiveness of all subjects; F.N. + H.D. + H.M. + C.T. Therefore, it is suggested that a column should be added based on correspondence between the editor and readers.

■ **KEY WORDS:** Newspaper, Food, Nutrition, Human development, Family studies, Clothing, Textiles, Family resource management, Extension education

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A domestic woman has a vital role to play in an Indian cultured family. She looks after children thus, she has great contribution in the development of children. As a result, a domestic lady is to be educated and awarded about new domestic technological advancements from being technologically advanced. For this, woman has to deceive information from different sources and keeps herself up to date. Therefore, considering the above facts, this present study was conducted to explore socio-economic characteristics of readers/subscribers and their opinion about Hindi newspaper “Sangini” (Dainik Jagran).

## ■ RESEARCH 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 six block. Out of which Saurikh block was selected randomly. Sixty respondents were selected who were readers/ subscribers of the newspaper “Sangini” (Dainik Jagran) was selected purposively. Fifty one newspapers from January 2003 to December 2003 were selected for analysing socio-economic characteristics and

opinion of the readers/subscribers.

## ■ RESEARCH FINDINGS AND DISCUSSION

Data were presented under two sections:

### Socio-economics characteristics:

Socio-economics characteristics were studied under two heads, personal and family characteristics.

The data presented in Table 1 clearly indicate that majority (50%) of sampled women belonged to the age group of 15-30 years followed by 36.67 per cent, who were in the

age group of 30-45 years. Only 13.33 per cent women belonged to the age group of 45-60 years.

Majority of sampled women (73.33) per cent belonged to general caste. Twenty per cent and 6.67 per cent belonged to backward and schedule caste, respectively. It is clear from Table 1 that majority of women from general caste were reading hindi newspaper for being aware about new practices and techniques of managing home in scientific way.

Forty eight per cent women were graduate and above followed by 35 per cent who were intermediate. Ten per cent women were educated up to primary level and 6.67 per cent

Sr. No.	Variables	Classification	Respondents	
			Frequency	Percentage
1.	Age (Years)	15 - 30	30	50.00
		30 - 45	22	36.67
		45 - 60	8	13.33
2.	Caste	General	44	73.33
		Backward	12	20.00
		Schedule caste	4	6.67
3.	Education	Illiterate	-	-
		Primary level	6	10.00
		High school	4	6.67
		Intermediate	21	35.00
		Graduate and above	29	48.33
4.	Occupation	Labour	-	-
		Caste occupation	-	-
		Business independent profession	16	26.67
		Agriculture	2	3.33
		Service	42	70.00

Sr. No.	Variables	Classification	Respondents	
			Frequency	Percentage
1.	Type of family	Joint	4	6.67
		Nuclear	56	93.33
2.	Size of family	Up to 5 members	51	85.00
		More than 5 members	9	15.00
3.	Type of house	Kachcha	-	-
		Pucca	46	76.67
		Mixed	14	23.33
4.	Number of house	One	46	76.67
		Two	13	21.67
		Three	1	1.66
5.	Land holding (Acre )	Landless	22	36.67
		Small 2.5 acre	29	48.33
		Medium 2.5 to acre	9	15.00

women were educated up to high school.

The data presented in Table 1 clearly indicate that majority of respondents (70%) were in service and 26.67 per cent women were doing business and had independent profession. Only 3.33 per cent of them engaged in agriculture.

Table 2 clearly indicates that 93.33 per cent sampled women belonged to nuclear family and remaining 6.67 per cent belonged to joint families. The study indicates that the nuclear family structure is more than the joint family structure in the society.

Eighty five per cent respondents had family size up to 5 members, while remaining 15 per cent have more than 5 members in their families.

Majority of woman (76.67%) had pucca house and remaining 23.33 per cent had mixed type house. No woman was having kachcha house.

Seventy six per cent women had one house; while 21.67 per cent women possessed two houses remaining 1.66 per cent had three houses.

Majority of the sampled women (48.33%) possessed small size of land holding while 36.67 per cent women were landless. Fifteen per cent woman were possessing large size of land holding.

Table 3 shows that majority of sampled women (70%) in selected area were more interested in reading newspapers and remaining 30 per cent women were quite interested in reading newspapers.

Sr. No.	Answers	Respondents	
		Frequency	Percentage
1.	More interested	42	70.00
2.	Quite interested	18	30.00
3.	Not much interested	0	0.00
	Total	60	100.00

Table 4 reveals that 66.67 per cent women were regular subscribers of newspapers and 25 per cent woman bought newspapers sometimes. Only 8.33 per cent women never bought newspapers but read the newspaper from somewhere it was available.

Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	Regular	40	66.67
2.	Sometime	15	25.00
3.	Never	5	8.33
	Total	60	100.00

Table 5 shows that most of women (81.67%) read Hindi Newspaper Dainik Jagran. Ten per cent women read Amar Ujala and 8.33 per cent women read 'Aaj' Newspaper. So we observed that "Dainik Jagran" newspaper was more popular than other newspaper among the women.

S. No.	Answer	Respondents	
		Frequency	Percentage
1.	Dainik Jagran	49	81.67
2.	Amar Ujala	6	10.00
3.	Aaj	5	8.33
	Total	60	100.00

Table 6 reveals that maximum percentage (90%) of respondents in selected area purchased newspapers from the shop vendor and 10 per cent women bought the newspaper from the neighbours.

Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	From the neighbours	6	10.00
2.	From the library	0	0.00
3.	From the shop (Purchase)	54	90.00
	Total	60	100.00

Table 7 reveals that 100 per cent respondent had knowledge about additional published paper of Dainik Jagran.

Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	Yes	60	100.00
2.	No	0	00
	Total	60	100.00

Table 8 clearly shows that 56.67 per cent women had knowledge about three additional published papers. Thirty one per cent respondents knew about four additional published papers. Ten per cent and 1.66 per cent women had knowledge about two and one additional published papers of Dainik Jagran hindi Newspaper, respectively.

Table 9 indicates that 58.33 per cent women had more interest in studying the additional paper Sangini. Forty one per cent of the respondents were quite interested in reading the newspaper 'Sangini'.

Table 8 : Distribution of respondents on the basis of their knowledge about number of additional published paper of Dainik Jagran (n=60)			
Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	One	1	1.66
2.	Two	6	10.00
3.	Three	34	56.67
4.	Four	19	31.67
	Total	60	100.00

Table 9 : Distribution of respondents on the basis of their interest in the additional published paper "Sangini" of Dainik Jagran (n=60)			
Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	More interested	35	58.33
2.	Quite interested	25	41.67
3.	Not much interested	0	0.00
	Total	60	100.00

Table 10 indicates that 58.33 per cent women liked cent per cent article followed by 35 per cent women who liked fifty per cent articles and 6.67 per cent women liked less than 50 per cent articles in the hindi newspaper (Dainik Jagran).

Table 10: Distribution of respondents according to liking of articles (n=60)			
Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	Cent per cent articles	35	58.33
2.	50 per cent articles	21	35.00
3.	Less than 50 per cent	4	6.67
	Total	60	100.00

Maximum percentage (70%) of women was in the favour of articles of all subjects. Eleven per cent women were in the favour of Home Management articles followed by 8.33 per cent women, who were in the favour of Food and Nutrition articles. Six per cent and 3.33 per cent women were in favour of clothing and textile and Human Development articles.

### Conclusion:

It can be summarized from the findings that majority of readers/ subscribers of hindi newspaper 'Sangini' (Dainik Jagran) were in the age-group of 15-30 years, from general caste, educated up to graduate and above and in service. Most of the women belonged to nuclear family having up to 5 members. Majority of women were residing in pucca house, possessing one house and having small land holding (2.5 acre). Seventy per cent women were more interested in

Table 11 : Distribution of respondents on the basis of high level of the effectiveness of articles in their opinion (n=60)			
Sr. No.	Answer	Respondents	
		Frequency	Percentage
1.	Food and nutrition	5	8.33
2.	Human development	2	3.33
3.	Home management	7	11.67
4.	Clothing and textile	4	6.67
5.	F.N. + H.D.+ H.M. + C.T.	42	70.00
	Total	60	100.00

reading newspaper and 66.67 per cent were regular subscribers. Eighty one per cent women were giving first choice to the newspaper "Dainik Jagran" Ninety per cent women were purchasing newspaper from shop/vendor. Hundred per cent women had knowledge about additional publication of Dainik jagran. Out of 100 per cent women, 56.67 per cent women had knowledge about three additional newspapers of Dainik Jagran. Fifty Eight per cent women had more interest in studying the addition paper "Sangini" and were liking cent per cent articles. Seventy per cent women were in the favour of articles' effectiveness of all subjects; F.N. + H.D. + H.M. + C.T. Finally, it is said that the editorial team is doing effort for making every reader aware about the multidimensional aspects of home science. So that the readers could be a perfect home scientist and communicator.

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