



Research Paper

Home science advertisement coverage in Hindi Newspaper “Sangini” (Dainik Jagran)

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ABSTRACT : An advertisement provides the link between advertising objectives and plans and paves the ground for their implementation. Therefore, the present study was conducted to find out home science advertisement coverage 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 advertisement related to Home Science were published more in than non-Home Science. Maximum advertisements related to non-Home Science were published in personal problems and doctors suggestions (48.75 %) followed by beauty column (43.75 %). Most of the advertisements related to Home Science were published in the subject clothing and textile (50.53 %). Sixty nine per cent diagrams in advertisements were observed in the subject ‘Clothing and textile’. Fifty per cent Home Science information on the cover page were observed in the subject “Human development” followed by the subject Extension Education (42.59 %). Maximum per cent (50 %) of diagrams in Home Science information covered on the cover page were observed in the subject ‘Human Development’ followed by “Extension Education”(42.19 %). Most of the articles (60.53 %) given in boxes were related to as “Food and Nutrition.” Therefore, an effort for communicating to the concerned organizations is that the information should be given according to standard at both levels national and international.

KEY WORDS : Newspaper, Home science subjects food and nutrition, Human development and family studies, Clothing and textiles, Family resource management and extension education

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INTRODUCTION

Advertising is present everywhere. Television, newspaper and magazines bring it to our residence. It reflects society, and society in a way shapes today’s advertising. Advertising talks to a very wide audience. It is confined to announcements and its role did not go beyond informing but providing full and detailed information. Advertisement coverage in Hindi newspaper includes all type of information *i.e.* up to date, required and invented to make domestic practices easier. So, keeping in view above facts, present study was conducted to explore Home Science Advertisement in Hindi newspaper “SANGINI” (Dainik Jagran)

present study. Kanpur division of Uttar Pradesh comprises six districts. Out of which, Kannauj district was selected purposively. Kannauj district consist of six blocks. Out of which Saurikh block was selected randomly. Sixty respondents were selected, who were 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 analyzing Home Science Advertisement in Hindi newspaper “SANGINI” (Dainik Jagran). Collected data were coded, tabulated and interpreted. Percentage was used as statistical measure.

RESULTS AND DATA ANALYSIS

The above table shows that maximum advertisement (48.75 %) were related to as ‘personal problems and doctor’s suggestion followed by beauty column (43.75 %) and 7.50 per

MATERIALS AND METHODS

Exploratory type of research design was used in the

cent reflected the idea towards Music/Theatre.

When we compared between Table 1 and 2, we found that the advertisement related to Home Science (95) were more than the advertisements of others topics (80). So priority has been given to Home Science advertisement in "SANGINI" (Dainik Jagran) Hindi newspaper.

Maximum percentage of the advertisement (50.53 %) was observed in the subject 'Clothing and Textile' followed by the number of advertisement in field of 'Food and Nutrition' (33.68 %). Eight per cent and 7.37 per cent advertisement were observed in the subject 'Human development' and 'Extension Education', respectively.

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

Table 3 reveals that highest percentage (69.56 %) of

diagrams advertisements was found in the subject 'Clothing and Textile'. Twenty per cent diagram in advertisements were found in the subject 'Food and nutrition'. Five per cent diagrams in advertisements were observed in the subject 'Extension Education' followed by subject 'Human development' (4.35 %). Priority wise, emphasis has been given to 'Clothing and textile' first, Second to 'Food and Nutrition' and third to 'Extension Education'.

Table 4 reveals that maximum percentage (50 %) of Home science information coverage on the cover page were found under the subject 'Human Development' followed by Extension Education (42.59 %). Only 7.41 per cent H.Sc. information coverage on cover page were observed under the subject 'Clothing and Textile'.

Priority wise emphasis has been given to 'Human Development' first, 'Extension Education' second and 'Clothing

Sr. No.	Subjects of Home Science	No. of advertisement	Percentage	Rank
1.	Beauty column	35	43.75	II
2.	Carrier counseling	-	-	IV
3.	Music/Theatre	6	7.50	III
4.	Personal problems and doctor's suggestions	39	48.75	I
	Total	80	100.00	

Sr. No.	Subjects of Home Science	No. of Advertisement	Percentage	Rank
1.	Food and Nutrition	32	33.68	II
2.	Human Development	8	8.42	III
3.	Home Management	-	-	V
4.	Clothing and Textile	48	50.53	I
5.	Extension Education	7	7.37	IV
	Total	95	100.00	

Sr. No.	Subjects of Home Science	No. of Advertisement	Percentage	Rank
1.	Food and Nutrition	28	20.29	II
2.	Human Development	6	4.35	IV
3.	Home Management	-	-	V
4.	Clothing and Textile	96	69.56	I
5.	Extension Education	8	5.80	III
	Total	138	100.00	

Sr. No.	Subjects of Home Science	No. of Advertisement	Percentage	Rank
1.	Food and Nutrition	-	-	IV
2.	Human Development	27	50.00	I
3.	Home Management	-	-	IV
4.	Clothing and Textile	4	7.41	III
5.	Extension Education	23	42.59	II
	Total	54	100.00	

Sr. No.	Subjects of Home Science	No. of Advertisement	Percentage	Rank
1.	Food and Nutrition	-	-	IV
2.	Human Development	32	50.00	I
3.	Home Management	-	-	IV
4.	Clothing and Textile	5	7.81	III
5.	Extension Education	27	42.19	I
	Total	64	100.00	

Sr. No.	Subjects of Home Science	No. of Advertisement	Percentage	Rank
1.	Food and Nutrition	23	60.53	I
2.	Human Development	3	7.89	IV
3.	Home Management	6	15.79	II
4.	Clothing and Textile	1	2.63	V
5.	Extension Education	5	13.16	III
	Total	38	100.00	

and Textile' third.

Table 5 reveals that maximum percentage (50 %) diagrams on the cover page according to Home Science information were observed in the subject 'Human Development', followed by the 'Extension Education' (42.19 %). Only 7.81 per cent diagrams in Home Science information covered on cover page were observed in the subject 'clothing and textile'.

Priority wise emphasis has been given to 'Human Development' first, 'Extension Education' second and 'Clothing and Textile' third.

Table 6 indicates that maximum articles (60.53 %) given in boxes were related to as 'Food and Nutrition'. Fifteen per cent articles given in boxes were related to 'Home Management' followed by 'Extension Education (13.16 %). Only 7.89 per cent articles were given in boxes were related to 'Human Development' followed by the subject clothing and Textile (2.63 %).

Conclusion:

It can be inferred from the finding that advertisement related to Home Science were published more in than non-Home Science. Maximum advertisements related to non-Home Science were published in personal problems and doctors suggestions (48.75 %) followed by beauty column (43.75 %). Most of the advertisements related to Home Science were published in the subject clothing and textile (50.53 %). Sixty nine per cent diagrams in advertisements were observed in the subject 'Clothing and textile'. Fifty per cent Home Science information on the cover page were observed in the subject

"Human development" followed by the subject Extension Education (42.59 %). Maximum per cent (50 %) of diagrams in Home Science information covered on the cover page were observed in the subject 'Human Development' followed by "Extension Education"(42.19 %). Most of the articles (60.53 %) given in boxes were related to as "Food and Nutrition." Therefore, it is concluded that the advertisement were given with aesthetic value in comparison of without having satiety value and covering scientific aspects.

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