

A comparative Study of Content & Coverage of Home - Science Practices in “Women’s Era” & “GrihShobha”

Abstract

In print media, women prefer magazines more than the newspaper. Women magazines introduce to women not only with various fields of home science moreover with the latest trends of the society to keep in view the importance of women magazines, the present study “A comparative Study of Content & Coverage of Home - Science Practices in “Women’s Era” & “Grih Shobha” has been taken with the following objectives :

1. To analyse the frequency and space distribution of the content of the magazines.
2. Compare the content and coverage of the home science information between English and Hindi women magazines.

It was observed that “Women Era” an English women magazine and “Grih Shobha” a Hindi Women magazine had almost same pattern in distribution of discipline wise no of article, illustration and advertisements.

Keywords: Content, Coverage, Article, Illustration, Advertisement, Magazine.

Introduction

Content analysis has developed as a significant branch of communication analysis. Wherever communication takes place, it has some contents, which is that body of meanings, through symbols, which constitute the substantive part of communication process.

The process of communication is described in the following paradigm “who says, what, how, with what effect, to whom”. Communication analysis comprises the entire element of the process, viz. “Who”, “What”, “How”, “What affect” and “Whom”. Content analysis is primarily concerned with the “what” rather, starting with the of the communication process, it seeks to draw conclusion about the other component of the process, as well as characteristics within itself.

The importance of content analysis would have been rather meagre, if it were to be confined to only communication content. Researchers are increasingly realising that content analytics techniques can be used with a variety of other material which are qualitative in nature. In fact, content analysis permits quantification of any data, which are qualitative in character.

Regarding magazines content analysis is the quantitative analysis of contribution in terms of articles, illustration and advertisements. In other words it is the analysis to determine the meaning, purpose or effect of any type of communication, as literature, newspaper, broadcast etc.

Objective of the Study

1. To analyse the frequency and space distribution of the content of the magazines.
2. Compare the content and coverage of Home Science information between English Women magazine (Women’s Era) and Hindi Women Magazines (Grih Shobha)

Research Methodology

Selection of Samples

The present study was conducted in terms of content and coverage of home science practices along with –article, illustration and advertisement. For this purpose of study “Grih Shobha” a Hindi women magazine and “Women’s Era” English Women magazine were selected randomly. In all 36 magazine each totally 72 magazine (Hindi & English) were selected for detail study.



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Grih Shobha

Grih Shobha hosts various features on housekeeping, cookery, interior decoration, knitting, beauty care, tailoring, handicraft etc. gives information about various national and international issues. It has advices, columns and articles comments on current affairs and socialites

Women's Era

Women's Era offered explorative and insightful article on various topics like relationship, parenting, couple trouble etc. to its readers. It brings display of latest fashionable accessories and clothes from leading designer. It has latest cinema news, reviews and gossips. It also has advice and articles column on various issues.

The general information about cover page, content page and text were as follows:-

Cover Page

The cover page of the magazine adds attractiveness and draws attention of the readers. Both the magazine had cover page with changeable look.

Content Page

The information of the content page in both the magazine." Women's Era" and "Grih Shobha" title of the magazine, list of the content, page no., volume no., issue no., month no year, subscription rate and website of the magazines.

Text

In 'Women's Era' whole content present mostly in 2 or 3 columns. In 2 columns each column has 8 cm and in 3 columns each column has 5.2 cm width. In 'Grih Shobha' content present mostly in 3 or 4 columns. In 3 columns each column has 5.2 cm width and in 4 column each column has 3.7 cm width. Both magazines have same size but print area has some variations.

Selection of Respondent

For the purpose of the survey for the study, 75 readers of "Grih Shobha" and 75 readers of "Women's Era" were selected.

Selection of Area

For selection of area multistage sampling was selected for the study. In this type of sampling design the selection of sample is done at every stage. Multistage sampling adopted for the present study is as follows:-

Stage -1**Selection of District**

Agra district was purposively selected.

Stage-2**Selection of Area**

Agra Urban was randomly selected.

Stage -3**Selection of Zone**

Out of 8 zones, zone no 2 (Kamla Nagar) and zone no 5 (LohaMandi) were randomly selected.

Stage-4**Selection of Readers**

For the study within the age group of 15-50 years, 75 readers of "Women's Era" and 75 readers of "Grih Shobha" were selected.

Research Design

For the analysis, the content were classified into three broad categories viz. article, illustration and advertisement. Both the article and illustrations were further divided into five subject matter areas viz. Food and Nutrition, Human Development, Home Management, Clothing & Textiles and Extension Education.

The content under each category were critically analysed from different angles viz. number of different items (articles/advertisement/illustrations) space (sq.cm.) occupied by each item and the percentage of the number and space.

Selection of variable

Six independent variable and twelve dependent variable were selected for the purpose of the present study viz:

Independent Variable

1. Age
2. Martial status
3. Education
4. Land Holding
5. Family Occupation
6. Source of information about home science practices.

Dependent Variable

1. Number of article
2. Number of illustration
3. Number of advertisements
4. Space in square cm (Articles)
5. Space in square cm (advertisement)
6. Reading pattern
7. Extent of reading
8. Preservation after reading
9. Order of preferences
10. Readers opinion
11. Reader's suggestion
12. Impact of magazine.

For collecting the information about dependent and independent variables interview schedule and content analysis sheets were prepared. To measure the dependent and independent variable some statistical measurement is used as per nature and requirement of the data.

Data Collection

For the purpose of content analysis of the both the magazine, analysis sheets were developed for analysing the major component viz articles, illustrations and advertisements. For critical analysis, analysis sheets were prepared according to the subject matter areas viz. 'Food and Nutrition', 'Clothing and Textiles', 'Human Development', 'Home Management', 'Extension Education'

Analysis of Data**Content Analysis**

The collected data were tabulated, frequency, percentage and median were calculated for the content analysis.

Findings

To find out the number of items and space devoted to the articles, illustration and advertisements joint tables were formed for comparison of 'Women Era' and 'Grih Shobha'.

Table No 1. Discipline-Wise Comparison of Number of Articles Appeared in 'Women Era' and 'Grih Shobha'.

| S. No. | Disciplines | 'Women Era' | | 'Grih Shobha' | | Difference |
|--------|-----------------------|-------------|------------|---------------|------------|------------|
| | | Average | Percentage | Average | Percentage | |
| 1 | Food and Nutrition | 75.33 | 49.23 | 64.66 | 43.4 | 10.67 |
| 2 | Clothing and Textiles | 40.33 | 26.36 | 30 | 20.13 | 10.33 |
| 3 | Human Development | 8 | 5.22 | 10.33 | 6.93 | -2.33 |
| 4 | Home Management | 5 | 3.26 | 4 | 2.68 | 1 |
| 5 | Extension Education | 24.33 | 15.9 | 40 | 26.84 | -15.67 |
| | Total | 153 | 100% | 149 | 100% | - |
| | Median | 24.33 | - | 30 | - | - |

In discipline-wise comparison of number of articles, it was observed that among five major categories both of the magazines (Women Era & Grih Shobha) contained maximum percentage of article i.e.

49.23 % and 43.40 % .While Home management covered minimum percentage of article in both of the magazine i.e. 3.26 % in Women Era and 2.68 % in Grih Shobha.

Table No 2:- Discipline Comparison of Number of Illustrations Appeared in Women's Era and Grih Shobha

| S. No. | Discipline | Women Era | | Grih Shobha | | Difference |
|--------|-----------------------|-----------|------------|-------------|------------|------------|
| | | Average | Percentage | Average | Percentage | |
| 1 | Food and Nutrition | 98.66 | 55.43 | 75.33 | 48.05 | 23.33 |
| 2 | Clothing and Textiles | 31 | 17.41 | 20.33 | 12.97 | 10.67 |
| 3 | Human Development | 6.66 | 3.74 | 19.66 | 12.55 | -13 |
| 4 | Home Management | 8 | 4.49 | 1.33 | 0.85 | 6.67 |
| 5 | Extension Education | 33.66 | 18.91 | 40 | 25.53 | -6.34 |
| 6 | Total | 178 | 100% | 156.66 | 100% | - |
| 7 | Median | 31 | - | 20.33 | - | - |

As shown in table 2 that maximum percentage of illustration were covered by the discipline Food and Nutrition 55.43 % in Women Era and 48.05 % in Grih Shobha whereas minimum

percentage was obtained by 'Home Management' that was 4.49 % in Women's Era and 0.85 % in Grih Shobha.

Table 3:- Distribution of Number of Advertisements Appeared in Women's Era and Grih Shobha.

| Sr. No | Discipline | Women Era | | Grih Shobha | | Difference |
|--------|-----------------------|-----------|------------|-------------|------------|------------|
| | | Average | Percentage | Average | Percentage | |
| 1 | Beauty Products | 31 | 55.68 | 27.66 | 57.24 | 3.34 |
| 2 | Home appliances | 1.33 | 2.39 | 1.33 | 2.75 | 0 |
| 3 | Health Products | 8 | 14.37 | 6.33 | 13.1 | 1.67 |
| 4 | Cleaning Products | 6.66 | 11.97 | 6 | 12.41 | 0.66 |
| 5 | Ornaments and apparel | 6.66 | 11.97 | 5.33 | 11.03 | 1.33 |
| 6 | Finance and Property | 2 | 3.59 | 1.66 | 3.44 | 0.34 |
| 7 | Total | 56.66 | 100% | 48.33 | 100% | - |
| 8 | Median | 6.66 | - | 5.66 | - | - |

While investigating about number of advertisement it was observed that in both magazines beauty products were given top priority i.e 55.68 % in Women's Era and 57.24 % in Grih Shobha where as Finance and Property covered minimum percentage in both magazine 3.59 % and 3.44 % respectively.

Conclusion

To conclude the study it was observed that discipline wise comparison of no of articles and illustration 'Food and Nutrition' covered maximum percentage and 'Home management' covered minimum percentage in Women's Era and Grih Shobha. In distribution of advertisement 'Beauty Products' covered maximum no of percentage whereas Finance and Property obtained minimum no of percentage in Women's Era and Grih Shobha'.

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