

View of women readers on regional newspapers

■PRIYANKA A. KAUSADIKAR AND UMA S. HIREMATH

ABSTRACT

The study was conducted during 2007-08 in urban area of Parbhani district of Maharashtra state to know the non-working and working women readers' view in terms of opinion, preferences and suggestions about home science information published in regional dailies. Majority of the women readers opined that the home science information published was readable, adequate, clear and timely. Diet and nutrition, family resource management and welfare programmes were the most preferred topics. Important suggestions were publication of home science information on special supplement, detailed information on particular topic, use of local and familiar language and more illustrations.

KEY WORDS : Opinion, Readability, Adequacy, Clarity, Practicality, Timeliness, Preferences

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INTRODUCTION

Newspaper is primarily a means of disseminating news and influencing the public on the current events. Nowadays almost all language newspapers are publishing special supplements to cater the varied tastes and interests such as diet and fitness, family relationship, wise parenting, human psychology, ecological concerns, welfare programmes etc. Thus, it plays important role in improvement of family life and human development. Newspaper has also a vital role in informing specially the women readers about new home science technologies. It is also important to note the opinion, preferences and suggestions of women readers about family related home science information, so that if the information were to be presented in accordance with their liking there would be a better utilization of the information to be published.

Hence, with the objective to know the non-working and working women readers' view in terms of opinion, preferences and suggestions about home science information published in regional dailies, the present research study was carried out.

METHODS

The study was conducted in the urban area of

purposely selected Parbhani district of Maharashtra state during 2007-08. One hundred twenty women respondents (sixty non-working and sixty working) were randomly selected who were readers of one or both of the major newspapers in Marathi viz., Sakal and Lokmat. The data were collected with the help of pre-tested structured interview schedule. Collected data were scored, tabulated, analysed and interpreted with the help of suitable statistical tools.

OBSERVATIONS AND ANALYSIS

The findings of the present study as well as relevant discussion have been summarized under following heads:

Opinion of the women readers about home science information published in dailies:

A cursory look of Table 1 shows the opinion of the women readers about home science information published in terms of readability, adequacy, clarity, practicality and timeliness.

According to most of the women readers (54.17%), the home science information published in the dailies was readable. The information was easy as opined by 45.00 per cent of them. Very few of them felt that the information

Author for correspondence:

PRIYANKA A. KAUSADIKAR, PRIYANKA A. KAUSADIKAR, Departmentn of Extension Education, Rajiv Gandhi Agricultural College, (Marathwada Agricultural University), PARBHANI (M.S.) INDIA

Address for the coopted Authors:

UMA S. HIREMATH, Department of Extension and Communication Management, College of Rural Home Science, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA