

A Critical Analysis of Information in Monthly Yojana and Weightage Given to Education in Monthly Yojna



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ABSTRACT

Newspapers and magazines are the effective mass media to spread education. The use of these is needed to make teaching learning process effective and entertaining. The printing machine was invented by Guttenberg in 1450 in Germany. Initially printing was used for printing newspapers. James August Hick started the very first weekly 'Calcutta General Advisor' in India on 29th January 1780 which is known as 'Hick's Gazette'. Peter Reid and B. Mensif both started weekly 'India Gazette' in November 1780. The first periodical in Marathi 'Digdarshan' was started by Balshastri Jambhekar and Bhau Mahajan. Hereafter started the journey of periodicals

Introduction

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As Monthly Yojana is published in various languages it has having separate executive and chief editors. Marathi edition of Monthly Yojana is published in Mumbai. To find out the nature of information in monthly Yojana related to various fields the present research was undertaken.

Monthly Yojana

Monthly Yojana is published by publication Department of I & B Ministry Govt of India. It is published in Hindi first as it is our National Language. It is published in Assamee, Urdu, English, Kannada, Telgu, Punjabi, Bengali, Malyalam and Marathi. It is the platform to discuss the progress and problems in the country. It reaches the information related to political, social, economic and education fields to the people. Agriculture backbone of Indian economy is given prime importance in the monthly. Information related to schemes of Govt, budget, industry and education is published in the monthly.

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research was undertaken.

Statement of Problem

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Objectives

1. To find out various kinds of information published in monthly Yojana.
2. To classify the information published in monthly Yojana.
3. To calculate the measurement of space occupied by the information.
4. To find out the weightage given to educational information.
5. To compare educational information with the information related to other fields.

Scope

1. Marathi edition of monthly Yojana was selected for the study
2. All the information published in the six issues of monthly Yojana was taken into consideration.
3. Mix approach is beneficial to the student teachers.

Limitations

1. Only Marathi edition of monthly Yojana was taken into consideration
2. The issues published only during April 1993 to September 1993 were taken into consideration

Research Procedure

Research Method

Survey method was adopted to conduct the research

Tools

The tool observation was selected to collect the necessary data.

Sampling

Six issues of monthly Yojana from April 1993 to September 1993 were selected by the purposive sampling. To find out the weightage given to educational infor-

Table No 1

Month /Information	Educational	Social	Political	Industrial	Economic	Agricultural	Religious	Health &	Environmental	Scientific	Vishwawarta	Literature	Advertisement	Total
April	13.66	26.48	---	4.28	72.48	5.72	5.72	5.77	2.40	5.72	----	----	7.60	99.84
May	2.67	10.19	---	----	40.53	16.32	---	---	11.47	2.22	----	10.19	6.38	99.97
June	2.86	8.43	----	11.19	20.07	27.89	----	5.32	----	2.22	----	13.61	5.06	99.95
July	24.52	21.10	9.58	----	---	---	----	---	10.90	9.77	7.34	5.53	11.23	99.97
Aug	----	----	---	---	---	94.02	---	----	----	---	---	----	5.92	99.94
Sept	78.32	----	----	---	14.79	---	---	----	----	----	----	----	6.87	99.98
Total	122.03	66.02	9.58	15.47	147.87	143.95	5.72	11.09	24.47	19.93	7.34	29.33	43.16	

mation the area occupied by the is calculated. At the same time area of the information related to other fields was calculated to compare educational information with the others.

Analysis & Interpretation of Data

The six issues of the monthly were observed. The area occupied by all information was calculated and recorded. The collected information was classified and percentage was calculated which is shown in the Findings

1. It is found that information related to economic and agriculture was given the most important weightage in the monthly.
2. Third place was given to educational information.
3. Next to economic agriculture and educational information the importance was given to social information.

4. Secondary importance was given to advertisement, literature, environmental & scientific information.
5. Very less importance was given to information related to health, political, vishwawarta and religion.

Conclusions

The prime importance was to economic, agriculture education and social information. More or less importance was given to various fields of every walk of life in the country.

Recommendations

1. Journalism education should be included in the teacher education programme.
2. Information related to health and hygiene should be given more importance.
3. Mass education should be given more importance.

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