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" NEWSPAPER READING HABITS AMONG UNDERGRADUATE AND POSTGRADUATE STUDENTS OF SVC LIBRARY "

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ABSTRACT

Newspapers bring us a collection of news from around the world. Reading is interrelated with the total educational process, and hence educational success requires successful reading. Newspaper reading is useful for support to develop all time reading behavior, updating current news, acquiring knowledge and awareness of social activities.

Through the questionnaire based survey, newspaper reading habits among undergraduate and postgraduate students of SVC library has been studied. A total no of 500 questionnaires were administered to the students, and 460 were received where the response rate was 86% these are used for the analysis. It was discovered from the analysis that majority of the respondents read newspaper daily.



KEYWORDS : SVC (Shri Vyankatesh College), Newspaper Reading Habit, News seeking.

INTRODUCTION:

Today, we are living in the twenty-first century in an age of information and newspapers are the providers of all current information. the present study reveals that the newspaper is not only a source of information but also the best storehouse of information. reading newspaper daily is one of the best ways of remain up to date with the over-advising world. Newspaper is a very important source of information of all the news of daily events and happenings of the world Newspapers bring us a collection of news from around the world. Reading is interrelated with the total educational process, and hence educational success requires successful reading. Newspaper reading is useful for support to develop all time reading behavior, updating current news, acquiring knowledge and awareness of social activities. A newspaper reading habits is a most essential life skill. it not only increases the importance of information and knowledge but also helps to improve our life style thinking and character.

Reading is primarily an intellectual activity of learning new things and developing new ideas and it provides a sense of completeness. Newspaper reading is a habituated reading which influences readers to discover and enter the storehouse of knowledge in daily basis.

OBJECTIVES OF THE STUDY: -

The specific objectives of the study are follows:

- 1) To know the purpose of newspaper reading.
- 2) To examine the time spent to read the newspaper
- 3) To find out the awareness about newspaper reading.
- 4) To identify the sections and benefits of reading newspaper

- 5) To know the role of newspapers in students career.
- 6) To investigate students satisfaction with the reading newspaper.

SCOPE AND LIMITATION OF THE STUDY: -

Present study limited to undergraduate and postgraduate students of SVC College student's library has been conducted on the subject of the newspaper reading habits.

METHODOLOGY: -

The study is purely based in the Primary data collected from the students of SVC Students. A questionnaire is used for data collection. Total 500 questionnaires were circulated among the students of SVC, out of which 460 fill up questionnaire were obtained from the students. The data was analyzed through simple percentage and graph analysis

RESEARCH QUESTIONS: -

For the studies following questions are studied.

- 1). Time spent on Newspaper Reading.
- 2) Purpose of Reading Newspaper.
- 3) Sections of Newspaper reading.
- 4) Format version of newspaper reading.
- 5) Effective sources of News.
- 6) Role of newspapers in student's career.

DATA ANALYSIS AND DISCUSSION OF THE STUDY: -

The collected information given by the students were organized and tabulated by statistical method and percentage. The analyses of data are given in the tables and graphs.

Table 1: Respondents Status

Category	Respondents
Undergraduate Students	348 (75.65%)
Postgraduate Students	112 (24.34%)

Interpretation: Table no.1 describes that the respondent's status of undergraduate and postgraduate students of SVC Library, the number of respondents in undergraduate students is 348 (75.65%) and the number of postgraduate students is 112 (24.34%).

Table 2: Time Spent on the Newspaper Reading.

Time Spent	Respondents
less than 30 Min.	130 (28.26%)
30 to 60 Min.	245 (53.26%)
1 Hrs -1.30 Hrs.	84 (18.26%)
1.30 Hrs -2.00 Hrs.	1 (0.21%)
More than 2 Hrs.	-Nil-

Interpretation: Table no.2 shows that most of the students, i.e. 245 (53.26%) spent more than 30. to 60 Min. , on newspaper reading per day, 130 (28.26%) respondents spent less than 30 min. to read newspaper and 84 (18.26%) respondents spent 1 Hrs -1.30 Hrs. to read newspaper and only 1 (0.21%) respondent spends 1.30 Hrs -2.00 Hrs. in a day.

Table 3: Purpose of Reading Newspaper.

Reading Purpose	Respondents
For information	82 (17.8%)

Current knowledge	115 (25%)
For Jobs	42 (9.13%)
Educational Purpose	60 (13.47)
Sport News	72 (15.65%)
Entertainment	27(5.86%)
Social & Economical	45(9.78%)
Editorial Page	17 (3.69%)

Interpretation:

Table no.3 shows that most of the students, i.e. 115 (25%) reads for current knowledge, 82 (17.8%) reads for information , 72 (15.65%) reads for Sport News , only 60 (13.47) Educational Purpose, 45(9.78%) reads for Social & Economical purpose, 27(5.86%) students read for entertainment, and only17 (3.69%) read Editorial Page.

Table 4: Choice of news in the Newspaper reading.

Choice of Sections	Respondents
Sensational News	110 (23.91%)
Agriculture	52 (11.30%)
Educational	88(19.13%)
Sport News	120 (26.08%)
Entertainment	30 (65.21%)
Political , Social & Economical	15 (3.26%)
Editorial Page	5 (1.08%)
Advertisement	30 (6.52%)
Health	10 (2.17%)

Interpretation:

Table no.4 tabulate that the choice of news in the newspaper reading preferred by the respondents. Majority of the respondents, i.e. 120 (26.08%) preferred sport news, 110 (23.91%) preferred Sensational News, 88(19.13%) educational news, 30 (6.52%) Advertisement news, and Entertainment news and 10 (2.17%) Health news.

Table 5: Format version of newspaper reading.

	Respondents
Internet Version	112 (24.34%)
Print version	348 (75.65%)

Interpretation:

Table no.5 shows that the format version of newspaper reading habits preferred by the respondents. In the table, most of the respondents i.e. 348 (75.65%) prefer print version and 112 (24.34%) prefer internet version.

Table 6: Effective sources of News.

Effective Source	Respondents
Television	225 (48.91%)
On line News	110 (23.91%)
Radio	13 (18.26%)
newspaper	112 (24.34%)

Interpretation:

Table no.6 describe that the effective sources of news. Majority of the respondents, i.e. 225 (48.91%) preferred television is the most effective source of news, 112 (24.34%) respondents prefer newspaper is.

Table 7: Role of newspapers in student's career.

Statements	Respondents
Know Current affairs of the Society	42 (9.13%)
Improve skill	98 (21.30%)
Latest development	320 (69.56%)

Interpretation:

Table no.7 describes the role of newspapers in student's career. The above mentioned table shows the at the majority of the respondents, i.e. 320 (69.56%), agree that newspaper help for the latest development, 98 (21.30%) respondents agree that the newspaper help I to improve the skill in life, and 42 (9.13%) respondents agree that newspaper help to know the current knowledge of the society.

CONCLUSION: -

This study shows that most of the students have different purpose of reading newspapers. Most of the students is undergraduate students is 348 (75.65%) as compare to postgraduate students. 245 (53.26%) students spend less than 1 hrs reading newspaper per day. Majority of the students i.e. 115 (25%) agree that newspaper helps in knowing the current knowledge of the society and 120 (26.08%) preferred Sport relegated news. Majority of the respondents 348 (75.65%) prefer print version. Majority of the students , that is 225 (48.91%), consider Television is a effective source of news and the same. 320 (69.56%), agree that newspaper help for the latest development.

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