



NEWSPAPER READING HABBITS OF AMONG THE STUDENTS FROM G.VENKATASWAMY NAIDU ARTS AND SCIENCE COLLEGE, KOVILPATTI, TUTICORIN DISTRICT- CASE STUDY

K. Muniyammal¹ and Dr. K.Vinitha²

¹Research Scholar, (Reg.No.10471),
Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli, Tamilnadu, India.

²Librarian, St.Mary College, Thoothukudi, Tamilnadu, India.



ABSTRACT

Reading is as essential tool citizen Ship. Reading can Satisfy intellectual Political demands. Students use reading to acquire Knowledge which in related to Success indeed our young People View. This is the primary motive for reading. In this paper it has been discussed about the newspaper reading habits among the Arts & Science College Students in Kovilpatti A total of 220 Questionnaires were administered to the Students and 174 were received the response rate was 79%. From the analysis it was discovered that majority of respondents reading newspaper daily (66.09%) and time spent less than 30 minutes are 92(52.87) using the Library for newspaper Reading.

KEYWORDS: Newspaper, Reading habits, College Students

1. INTRODUCTION

Newspaper is a printed periodical generally consists of combination of News and information in an up-to-date and factual manner, in addition to analysis of topics of social interest and advertisements. Newspapers are generally printed on paper, and are most commonly daily editions, however they can also be of varied frequency. Many newspaper organizations are finding various means of engaging with the readers and make newspapers more relevant to them by adding value to their products and services, to make them more relevant for their readers. The aim of the study is to various underlying news and information needs of the students in order to revitalize the newspapers.

The role of the libraries in promoting reading is especially crucial in developing Scientific, reflective thinking and creativity. Librarians can help users and youths develop critical and independent thinking through their exposure to a wide variety of instructional resources and learning opportunities. A part from the development of creative and critical thought, the role of the library in the promotion of reading culture can be seen in the readers.

2. G.V.N COLLEGE - Kovilpatti

G.V.N. College is situated in Kovilpatti in Tamil Nadu state of India. Established in 1966, it is accredited from NAAC and it is affiliated to Manonmaniam Sundaranar University. GVNC, Kovilpatti offers 18 courses across 6 streams namely Science, Vocational, Commerce & Banking, Arts, Management, IT and across 5 degrees like BSc, B.Com, BBA, MSc, M.Phil.Hostel facility is not available for its students. More than 2000 students are studying in the college.

OBJECTIVES OF THE STUDY

The Objectives of the present study as following as:

1. To know the gender wise newspaper reading habits among students.

2. To Identify that the frequency of visit library.
3. To Investigate that time spent by the students in reading newspapers.
4. To know the preference of language in reading newspapers.
5. To assess the purpose of using Newspapers in reading Habits.

REVIEW OF LITERATURE:

Steve Tailor (2005) Analyzed study on the newspaper readership vis-à-vis other media has revealed that number of Americans reading has dropped by nearly 30 percent since 1970 till 2002. This Study felt that the main reason for this is increased television viewing, both in the number of customers and time spent. This study also observes that young people get their news more from web sources, hence the future of newspapers depend on re-engage their audience.

International News Media Association (INMA) (2006), in its Survey “ Newspaper outlook has reported that the circulation and readership fortunes of newspapers will depend excessively on market environment than internal practices of that organization , hence major concern for newspapers is coping with the dynamic changes taking place in the media landscape.

Susan O’Donnell (2003) studied skeptical about internet replacing traditional media sources as the reach of internet is much lower than that of mass media. This Study felt that internet is not likely to replace the traditional media young adults have shifted to online news sources and opined that online news media will substitute for only a few and it will be complementary to print media.

Amy Zerba (2004) analyzed Suggests that parental news Consumptions will impact the way a student news, the same is not the case with viewing television. This Study also found that those with an attachment to reading print are more likely to read newspaper one or more days in a week.

Grusin and Stone (1993) studied claim that there is a 45 percent drop (from 1967 to 1990) among 18-25 group’s newspaper daily readership.

Thurlow and Milo (1993) found that 77 percent of college students in the age group 18-25 have not read the most recent issue of their local daily newspaper.

Mary Nesbitt (2003) analyzed felt that the Newspaper organizations should understand the likes and dislikes of the present readers. Better judgment of the readers’ expectations will be helpful in developing or modifying content , a new product etc. Misinterpretation of facts would lead to content mismatch and newspaper organizations will miss out on the opportunity to move closer to the reader.

METHODOLOGY

The data was collected using the Questionnaire method. For this purpose a well – designed questionnaire was used.A total of 220 Questionnaires were distributed among the students and 174 filled in questionnaire were obtained from the respondents. Sufficient time has given to the respondents to furnish the information. The Collected data through questionnaire was analyzed with simple percentage and average.

ANALYSIS OF DATA

Table 1 : Distribution of gender wise respondents

S. No	Gender	No. of Respondents	Percentage
1	Male	116	67.00
2	Female	58	33.00
	Total	174	100.00

Table 1 denotes the distribution of gender wise respondents. The out of 174 respondents top most level are male 116(67%) and 58% respondents are female (33%)The figure. 1 denotes distribution of gender wise respondents.

Table 2 : Distribution of frequency of visit to Library

S. No	Frequency of visit	No. of Respondents	Percentage
1	Daily	115	66.09
2	Weekly	12	6.90
3	Fortnightly	5	2.87
4	Once in a month	34	19.54
5	Rarely	8	4.60
	Total	174	100.00

The table 2 shows that distribution of Frequency of visit the library, Majority of Respondents 115(66.09%) using library daily, followed by 34 respondents (19.54%) visiting library once in a month and only 5 respondents (2.87%) visiting library least value and figure 2 denotes that distribution of Frequency of visit to library.

Table 3 : Distribution of time spent by the students in reading newspapers per day

S. No	Time Spent	No. of Respondents	Percentage
1	Less than 30 minutes	66	37.93
2	One hour	92	52.87
3	1-2 hours	16	9.20
	Total	174	100.00

Table 3 Shows that time spent by the students in reading newspapers Majority of students 92(52.87%) reading newspaper more than an hour. 66 Students (37.93%) reading newspaper less than half an hour and 16 Students (9.20%) reading newspaper more than one hour.

Table 4 : Distribution of preference of language in reading newspapers

S. No	Language	No. of Respondents	Percentage
1	Tamil	113	65.52
2	English	61	34.48
	Total	174	100.00

Table 4 denotes that preference of language in reading newspapers maximum students 113(65.52%) preferring Tamil newspaper followed by 60 Students preferring (34.48%) English.

Table 5 : Distribution of purpose of using newspapers in reading habits

S.NO	Purpose of using Newspapers in reading Habits	No. of Respondents	Percentage
1	To reading News	63	36.20
2	To politics related News	32	18.40
3	To Sports and Games News	21	12.07
4	To Business News	13	7.47
5	To Cinemas News	18	10.34
6	To reading Employment News	23	13.22
7	To advertisements News	04	2.30
	Total	174	100.00

As per the Table 5 indicated that purpose of using Newspapers in reading Habits are preferred by the Students of Arts Colleges in Madurai. Most of the Students 63 (36.20%) are preferred to reading News followed by 32(18.40%) To Politics related, To Sports and Games 21(12.07%), To Business 13(7.47%), To cinemas 18(10.34%) , To reading Employment News 23 (13.22%) and 4 (2.30%) are preferred advertisement in newspapers.

Table 6 : Distribution of using various types of newspaper among students

S.NO	Name of the Newspaper	No. of Respondents	Percentage	Rank
1	The Hindu	22	12.64	3
2	The New Indian Express	11	5.75	6
3	Times of India	17	9.78	4
4	Deccan Chronicle	4	2.30	10
5	Employment News	13	7.47	5
6	Business Line	7	4.02	8
7	Dinathanthi	52	30.46	1
8	Dinamalar	34	19.54	2
9	Dinamani	8	4.60	7
10	The Hindu (Tamil)	6	3.44	9
	Total	174	100.00	

The above table 6 shows distribution of using various types of Newspaper among Arts College Students in Madurai. Out of 174, maximum of the respondents 52(30.46%) is reading newspaper of Dinathanthi occupied in the first rank and followed by 4 respondents (2.30%) reading the least value of Deccan Chronicle . It is concluded that the Tamil newspapers are most preferred when comparing with English newspapers.

TABLE 7 DISTRIBUTION OF REASON FOR READING NEWSPAPERS

S.NO	Reason	No. of Respondents	Percentage
1	To Improve my General Knowledge	66	37.93
2	To get up to date information	38	21.84
3	For Time passing	12	6.90
4	For employment	58	33.33
	Total	174	100.00

In table 7 shows that distribution of reason for reading Newspaper, majority of the respondents are to improve my General Knowledge 66(37.90%) followed by to get up to date information 38(21.84%) , For Employment 58(33.33%) and for time passing are 12(6.90%).

FINDINGS OF THE STUDY

1. Among 174 respondents 92(52.87%) are spent more than one hour to read the newspapers.
2. Majority of respondents 115(66.09%) are using Frequency of visit to library daily.
3. Majority of the respondents are using Tamil Language newspapers are most preferred 102(58.62%) when comparing English newspapers and others.
4. Majority of the respondents was purpose of using to reading Newspapers for newspapers 63(36.20%).
5. Majority of the respondents are time spent less than 30 minutes are 92 (52.87%) Using library for newspaper reading.
6. Majority of the Respondents are using various types of Newspaper are Dinathanthi 56(30.46%) occupied in first rank and
7. Majority of the respondents are 66 (37.93%) reading newspapers to improve their general knowledge.

SUGGESTION AND CONCLUSION

Newspaper reading makes students a good citizen who can contribute for themselves as well as for their country whenever the necessity is. To make newspaper reading easy and affordable to the students the study likes to recommend in the way of parents should provide a supporting environment to influence students to read and should prove well cooperation to read newspaper. Newspapers are important information source. Library users read newspapers to get the information about what is happening around. Newspapers are the tool for creating and generating reading habits among students. Reading habits also is increasingly important in the

contemporary environment of rapid technological change in the global level. Reading habits makes lot of changes in the world like our lives.

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K. Muniyammal

Research Scholar, (Reg.No.10471), Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamilnadu, India.