

AN ATTITUDE TOWARDS NEWSPAPER READING HABITS AMONG UG STUDENTS OF ALL SAINTS' COLLEGE: A CASE STUDY

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ABSTRACT

Reading is very essential and a key element for the all-round development of an individual. It is an intellectual activity of knowing new things, discovering and developing new ideas and gives a sense of completeness. It is an art of learning and creating new things. It has an essential role in a person's education and culture. The newspaper is an essential part of collecting information and the day to day affairs which are most needed for education. The students, as well as educators, can get easily the current news and motivating things by reading a newspaper. The newspaper reading will enable the students to know what is happening in and around and to update their knowledge level in all areas. The present study focuses on "An attitude towards Newspaper reading habits among the UG students of All Saints' College." There are 500 questionnaires were distributed to the students. Among them, 440 questionnaires responses were received. The collected data has been carefully analyzed and its results are presented in the form of graphs and tables according to the objectives of the study.

KEYWORDS: *Newspapers, Purpose, Medium, Frequency, Education*

INTRODUCTION

A Newspaper is a form of printed media includes a number of sheets of printed paper. It contains informative articles on education, events, news, reviews, advertisements, politics, society and movies. It provides local, national and international news. It is available in different languages. A newspaper is the storehouse of knowledge and provides knowledge of different tests and kinds of different segments of society. (Dipika Majumder¹ Md. Mehedi Hasan² 2013). It is equally important for the entire world, from young to old. Newspaper reading develops vocabulary skills and background knowledge that strengthens reading skills and increases the enjoyment of reading (Strommen & Mates, 2004). It enables in developing reading habits. Many people read the daily newspapers; they wait for it and even don't begin their daily routine unless they go through the newspapers.

Newspaper reading habits not only creates a habit of reading and getting global information but also open the doors of self-improvements. The practice of reading, a newspaper has been associated with improvement in students' attitudes toward reading overall (DeRoche, 1981; Palmer, Fletcher & Shapley, 1994; Seely, 1980). According to, McFarlin students must feel that they are part of a "reading club," and newspaper material must relate to something they already have known about.

Objectives

Following are the main objectives of the study

- To find out the preference of language in reading newspapers
- To evaluate the frequency of time spent in reading the newspapers
- To find out the purpose of the reading newspaper
- To assess the medium of newspaper

METHODOLOGY

According to the main objectives of the study primary data were collected using the questionnaire method. A total 500 questionnaire was distributed among the UG students of 4 departments. The samples were randomly selected among these departments. Sufficient time was given to the respondents to fill the questionnaires. The data collected were coded, analyzed, classified and tabulated by Excel and SPSS.

Analysis and Interpretation

The collected data is tabulated by using a statistical method, tables, graphs, and percentage. The data analyses are given below.

Faculty Wise Response

Table 1

Departments	No of Respondents	Percentages
Social Sciences	90	20.45%
Sciences	90	20.45%
Natural Sciences	90	20.45%
Management	86	19.54%
Languages	84	19.09%
Total	440	100%

The table1 represents the different faculty wise response of the students. Out of 440 respondents 90(20.45%) respondents from Social Sciences, Sciences, and Natural Sciences, 86(19.54%) from management and 84(19.09%) from the faculty of languages.

Different Source of Newspaper

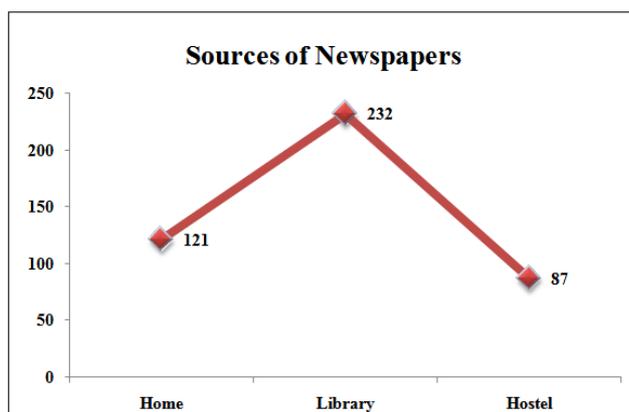


Figure 1

The figure reveals the different sources used by the respondents to read the newspapers. The library is the first and most preferred source to read the newspapers that are 232(52.72%), the second preferred source was home that is 121(27.5%) and the third preferred source is hostel 87(19.78%).

Time Spent on Reading the Newspaper

Table 2

Time	No of Respondents	Percentage
30 minutes	292	66.36%
Less than 30 min	89	20.22%
1 hour	48	10.91%
2 hours	11	2.50%
Total	440	100%

The above table indicates the span of time spent by the respondents to read the newspapers. Majority of the respondents that is 292(66.36%) spent 30 minutes to read the newspapers regularly, Followed by 89(20.22%) respondents spent less than 30 minutes, 48(10.91%) respondents spent 1 hour and 11(2.50%) respondents spent daily 2 hours for reading the newspapers.

Different Purposes for Reading the Newspapers

Table 3

Sl. No	Purposes	No of Respondents	Percentages
1	To know the National and International news	310	70.45%
2	To improve general knowledge	252	57.27%
3	To know cinemas and entertainments	287	65.22%
4	For politics	158	35.91%
5	For time pass	12	2.72%
6	For sensational news	95	21.59%
7	To know employment advertisements	218	49.54%

The above table reveals the different purposes for reading the newspapers by the respondents. Majority of the respondents articulate their opinion on reading the newspapers to know the national and international news, followed by 287(65.22%) respondents read newspapers to know cinemas and entertainments, 252(57.27%) respondents to improve general knowledge, 218(49.54%) respondents read newspapers to know employment advertisements, 158(35.91%) respondents for politics, 95(21.59%) for sensational news, 12(2.72%) for time pass.

Medium of Newspapers

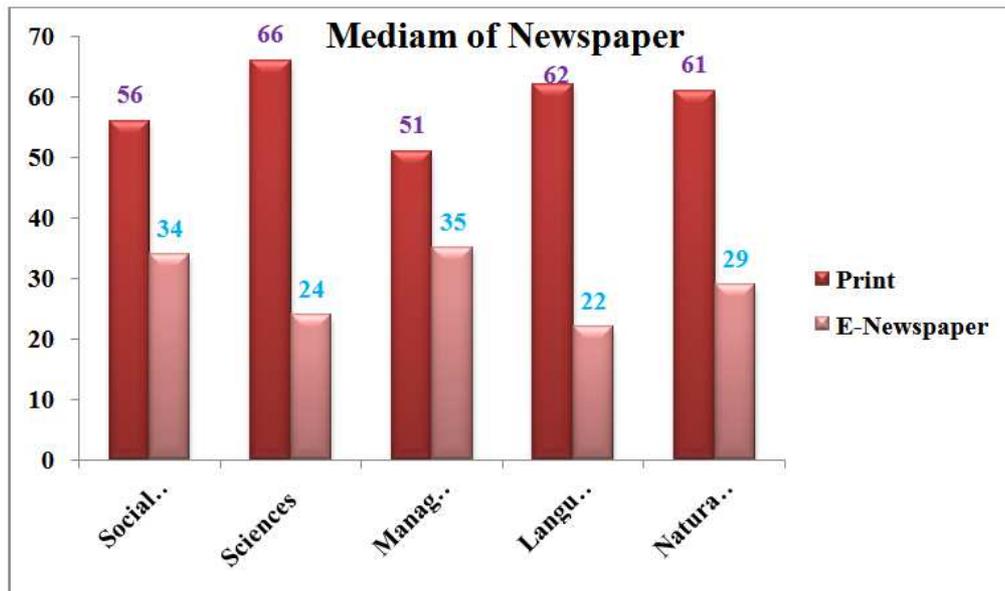


Figure 2

The bar graph shows the department wise response of the medium of newspapers used by the respondents. From social science department out of 90 respondents 56 respondents express their opinion that they prefer to read print and 34 of them are for E-Newspapers, followed by from science department 66 of the respondents are for print and 24 of them are for E- form, from management 51 respondents are for print and 35 are for E form, from language 62 respondents are for print and 22 are for E form, from natural science department 61 respondents are for print and 29 are E- newspapers.

Language for Reading the Newspapers

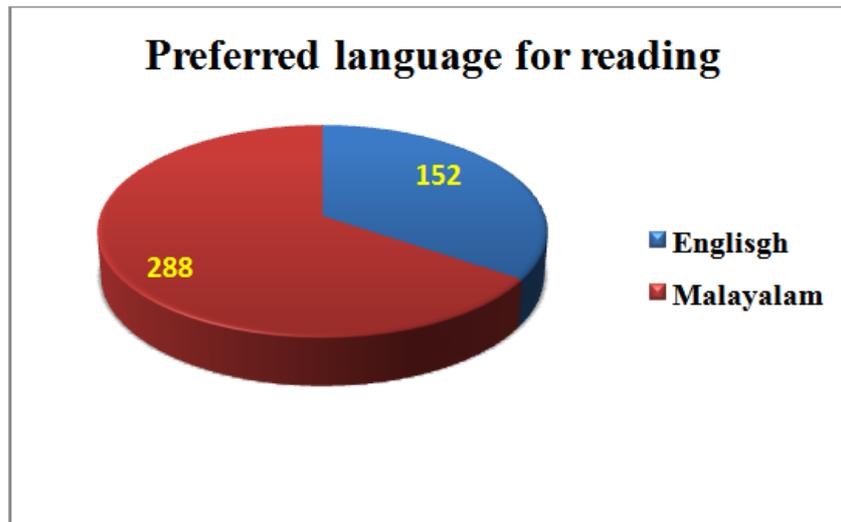


Figure 3

The pie chart shows the most preferred language used by the respondents. 288(65.46%) of the respondents preferred to read Malayalam newspapers and 152(37.94%) of the respondents preferred to read English as the medium of language.

Preference of Newspapers

Types	Respondents	Percentage
Hindu	74	16.81%
Mathrubhoomi	201	45.69%
Kerala Kaumadi	112	25.45%
Deepika	81	18.40%
Malayalam manorama	242	55%
Indian express	197	44.78%
Eco Times	52	11.81%

The table indicates the newspapers chosen for reading by the respondents. Majority of the respondents 242(55%) chosen Malayalam Manorama as the most preferred newspaper, followed by 201(45.69%) chosen Mathrubhoomi newspaper, 197(44.78%) of the respondents favored for Indian Express, 112(25.45%) preferred for Kerala Kaumadi, 74(16.81%) followed Hindu and fewer respondents preferred for Eco Times.

Findings of the Study

- Out of 440 respondents, 232(52.72%) respondents preferred the library as the most preferred source for reading the newspapers.
- Majority of the respondents daily spent 30 minutes reading the newspapers.
- The students read newspapers for different purposes. Majority of the respondents read the newspapers to know the national and international news.

- *Majority of the respondents prefer to read print newspapers than E- newspapers.*
- *Most of the respondents preferred English as the medium of language to reading the newspapers.*
- *The college is subscribing six different newspapers, among them; most of the respondents prefer the Malayalam Manorama as the most convenient newspaper to get the news.*

CONCLUSIONS

Today's students are the future citizens while reading the newspaper they gain all-round knowledge. Newspapers are a good tool for developing the reading habits and their readings enable the students to contribute to the world and develop a moderate lifestyle. From the study it was clear that the majority of the respondents read newspapers from the library, the library is a good source for reading newspapers. The students also read newspapers for various purposes. Regular newspaper readings enable the students to gain well communication style, increasing their general knowledge, current and global information, developing language skills and self-development.

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