



A study on newspaper reading habit with special reference to erode

*S.SUDHA, MBA, M.phil, SET, Ph.D., ASSOCIATE PROFESSOR / MBA
Nandha Engineering College, Erode*

P.PRAVEEN KUMAR & C.ABINAYA –IIMBA

E-mail-karthipraveen977@gmail.com, abinayac1996@gmail.com

I.ABSTRACT

Reading is primarily an intellectual activity of learning new things, developing new ideas and it provides a sense of completeness. Newspaper is a wonder of modern science it carries news and views of home and abroad to us. Newspaper reading is a habituated reading which influences readers to discover and enter the store house of knowledge in daily basis. The aim of present study is to investigate the level of newspaper reading habits of students. The target population of the study consist 1st year to postgraduate students of science commerce and arts faculties of World University of Bangladesh. On the basis of questionnaire survey the study made some possible recommendation to improve the newspaper reading habits of the respondents.

II.INTRODUCTION

Read and who do not. Reading is the art of learning something. Newspaper is the store house of knowledge and provides knowledge of different tests and kinds of different segments of the society. It is equally important for the entire creates reading habits and easily differentiates people who people form student to government officials. Reading builds Newspaper vocabulary skills and background knowledge that strengthens reading skills and increases the enjoyment of reading (Strommen & Mates, 2004) Student's willingness and unwillingness to read newspaper is an indicator to their current reading habits. Okeke (2000) opined

the art of reading as a priceless instrument for everyone, also stated that reading is one of the most important activities in life, through which we enter into the life and experiences of others and extend our knowledge, scope of experience, and enjoyment .Effective reading is the most important avenue of effective learning. Reading is interrelated with the total educational process and hence, educational success requires successful reading. Reading is the identification of the symbols and the association of appropriate meaning with them. It requires identification and comprehension. Comprehension skills help the learner to understand the meaning of words in isolation and in context.(Palani 2012). Ali Akanda, Gousal Hoq and Hasa viewed that the reading habit and library use are closely interlinked. It is widely assumed that one of the main indicators of the decline in people's reading habit is the fact that the number of people visiting libraries is also decreasing worldwide Reading is essential because it equips people with necessary knowledge and understanding, not only for building their own life but also for contributing positively in the socioeconomic development of the nation.

Reading is the art of learning something . newspaper is the store house of knowledge and provides knowledge of different kinds of segments of the society. Newspaper creates reading habits easily differentiates people to read and who do not .

III.OBJECTIVE

To find out obstacles faced by the respondents in reading newspapers.

IV.SCOPE OF THE STUDY

1. This study helps to identify the habits of

students reading newspaper.

2. This study helps to find the students spending time for reading newspaper.
3. This study helps to find out what are the problems faced by students while reading newspaper.

V.LIMITATION OF THE STUDY

1. The present study is limited to the analysis of newspaper reading habits and internet use pattern only.
2. This may not give a true picture, because reading habits in one country may differ from another country.

VI.REVIEW OF LITERATURE

LITERATURE REVIEW

The presence of new media is a challenge to conventional media, especially the printed newspapers per the research US newspaper industry is suffering through what could be its worst financial crisis since the great depression due to new media .Print media seem to be losing young readers simply because they want news on demand, and to control and customize content, time and the medium itself. In India print media are flourishing **Reading behavior of online news readers differ from print media:** Reading a newspaper is something they do with pleasure and sometime during breakfast, in a coffee break after lunch, on the train or in the subway. In contrast, reading an online newspaper is something you do in much shorter breaks, perhaps between two emails, usually in your office in the early morning, or during lunch. Online readers make brief visits to the news sites several times a day with the expectation of obtaining a quick overview over the latest events.

As per the study Westlund and Fardigh online news has acquired a stronger position among users over time, gender has the strongest complementing effect, as men are distinguished users of both print and online news.

In some research, researchers discussed the newspaper and the online news site being complementing and displacing when they serve different needs. One research shows that youths feel, news sites serve the same needs as newspapers. A study suggests that old patterns of news still

prevail and that the best predictors of frequency and sophisticated use of the Internet are young age, high income, and high level of education.

In a recent study, "Is Print Really Dying? The State of Print Media Use in Europe" finds that print media is still an important media in the new communications environment among European audiences.

This research attempts to investigate the online newspapers popularity, frequency of the Internet usage for online news and what kind of news readers prefer. The gap is a considerable issue for the betterment of the online media. Why do online news readers are growing? This is the main purpose of this research project

VII.RESERCH METHODOLOGY

RESEARCH DESIGN

1. A Master plan that specifies the method and procedures for collecting and analyzing needed information.
2. A research design is a framework or blueprint for conducting the marketing research project.

SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn. review of Literature, Details of the industry are collected from the Internet.

NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected

CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

SIZE OF THE SAMPLE

The Sample size is 150.

DATA COLLECTION

METHOD PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

collected from the internet.

STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondent}}{\text{Total number of respondent}} \times 100$$

HENRY GARRETT RANKING

Garrett’s ranking technique to find out the most significant factors which influences the respondent, Garrett’s ranking technique was used. As per this method, respondent have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100(\text{Rij}-0.5)\text{Nj}$$

Where Rij=Rank given for the ith variable jth respondents

Nj=Number of variable ranked by jth respondents.

VIII.DATA ANALYSIS

PROFILE OF THE RESPONDENTS

Respondent who participated in the research are from diversified background with gender, age group, marital status and educational qualification. The details of their profile are presented in table 1

TABLE 1: PROFILE OF THE RESPONDENTS

Details of the respondents	No. of Respondents	Percentage
Male	87	58

SECONDARY DATA

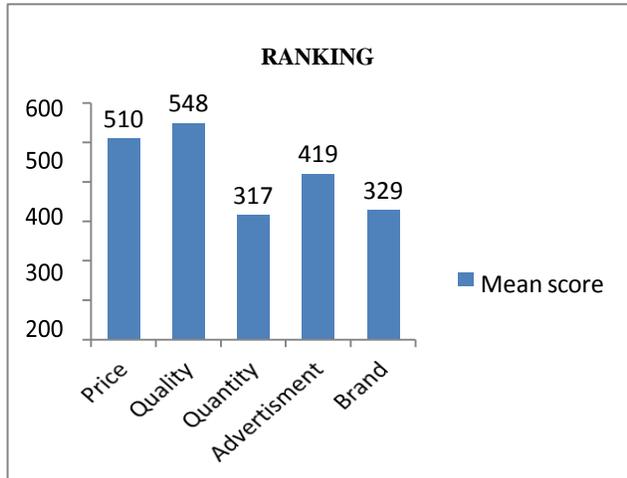
These are data which are already collected and used by someone preciously in this research review of literature, details of the industry are

Gender	Female	63	42
	Total	150	100
Age Group (in Years)	Below 20 Years	64	42.7
	20 - 30 Years	86	57.3
	30 – 40 Years	0	0
	Above 40 years	0	0
	Total	150	100

TABLE 2 : RANK THE FACTORS FOR READING NEWSPAPERS.

S.no	Problems	Mean score	Total score	Rank
1	Price	510	1020	4
2	Quality	548	549	5
3	Quantity	317	1585	1
4	Advertisement	419	1257	3
5	Brand	329	1316	2

From the above table it is evident that “quantity” ranked as no.1 with a total score of 1585, “brand” is ranked as no.2 with a total score of 1316, “advertisement” is ranked as no.3 with a total score of 1257, “price” is ranked as no.4 with a total score of 1020, “quality” is ranked as also no.5 with a total score of 549.



IX.FINDINGS

1. From this evident that **“Quantity”** ranked as no.1 with a total score of 1585.
2. **“Brand”** is ranked as no.2 with a total score of 1316.
3. **“Advertisement”** is ranked no.3 with a total score of 1257.
4. 42.7% of the respondent had fall under **“20 to 30 years”**
5. 58% of the respondent had fall under **“Male”**

X.SUGGESTION

1. If the newspaper content will be short and sweet, there is a positive for increasing interest of the reader.
2. And it can avoid unwanted content that only used for covering pages.
3. Innovative process may increase through brand name. Then only it can reach the readers soon.

XI.CONCLUSION

Reading is an essential tool for knowledge transfer and the habit of reading is an academic activity that increases skills in reading strategies. To know about the world and its environment, a child helps himself through reading books, newspapers and other magazines. Once the child has been taught to read and has developed the love for books, he can explore for himself the wealth of human experiences and knowledge through reading. Children, who miss the opportunity of getting in touch with books in their early stages of life, find it hard to acquire good reading habits in their later years (Deavers, 2000).

Reading is an intellectual action which is possible only if a man forms a habit of reading and practices these from childhood. Reading habits, therefore, play a very crucial role in enabling a person to achieve practical efficiency.

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