

# News Paper Reading Habits Among The Students of Municipal Arts and Commerce College, Laxmeshwar: A Sociological Perspective

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## Abstract

*Newspaper is a most essential part of acquiring knowledge and the current affairs which are most required part of education. The students can get easily present news and motivating things by reading a newspaper. The reading of newspaper is extremely helpful for the students to increase their language skill and to know facts of the world. The present study is adopted questionnaire based survey method; newspaper reading habits of the under graduate students of Municipal Arts and Commerce College, Laxmeshwar, has been studied. A total of 250 questionnaires were distributed among the students and 216 filled questionnaires were received. The survey reveals that most of the under graduate students daily read Kannada and English newspapers and this paper also show up that a most of the students preferred library as place to read newspaper.*

## Keywords

*Newspaper, Reading Habits, Students, Choice Of Language Users Study.*

## I. Introduction

Today, in this twenty first century we are living in an age of information and newspapers are provider of current information. Newspaper is a store house of knowledge. General knowledge is most necessary part of education. Reading of newspaper is useful for all time support to develop reading behaviour, acquiring knowledge, updating current news and awareness of social activities. The newspaper reading has been seen as generally important part in a student's culture and education. Newspaper can provide us an understandable of the current incidents of the nation and the globe. 'Students are the future of a country and newspaper reading makes them a high-quality citizen. Reading of newspaper is a habituated and it manipulates readers to discover and go into the store house of knowledge on every day basis (Majumder & Hasan 2013). A habit of reading newspaper is most essential life skill. It is not only increases our knowledge, but also it provides improvement to our life style, thinking and character.

## II. Review of Literature

Asokan & Dhanavandan (2013) highlight majority of engineering professionals respondent 50.48 per cent of they are using the news papers to improve their general knowledge and respondents most preferred Tamil language news papers when evaluating English language news papers. Finally the author concludes reading is an amazing activity for human being in the world. Akanda, Hoq & Hasan (2013) author describe reading is considered as necessary for the overall improvement of a human being. The study shows that 43.85 per cent of respondents are reading newspaper for their development of life and majority of respondents 76.16 per cent regularly read newspapers. Majumder & Hasan (2013) find out in their study most of respondents from the male group and majority of the respondents are preferred and read Bangla news paper. Respondents are most preferred best medium of printed copy newspaper and most preferred section is sports and entertainment news. The most important purpose of newspaper reading is to improve general knowledge of respondents. Mishra (2014) presents that reading habits of senior secondary

students at Ujjain city. The study shows that most 46.78 per cent of respondents reading aim are to get information and 52.38 per cent of respondents are time spend for reading. Majority of 88.79 per cent of respondents were read daily English newspaper and 68.79 per cent of students are read Hindi newspapers. The author concludes that students need to improve their reading habits. Owusu-Acheaw & Larson (2014) explains reading habits among students and its effect on academic performance and the authors find out that the respondents had reading habits have to achieve academic performance and that there is a directly relationship among reading habits and academic performance. Finally the study recommends that parents should help their children's to improve the reading skills when they are young, because it helps to life.

## III. Scope and limitation of the Study

The present study is limited to under graduate students of Municipal Arts and Commerce College, Laxmeshwar, on the subject of the newspaper reading habits.

## IV. Objectives of the Study

The main objectives of the study are to;

- know the purpose of reading newspaper.
- find out the user awareness about newspaper.
- know the preferred language and choice of newspaper.
- identify the sections and benefits of reading newspaper.
- know the major problems of reading newspaper.
- investigate user's satisfaction with the reading of newspaper.

## V. Methodology

The study was limited to the under graduate (Bachelors of Arts I, II and III Year) students of Municipal Arts and Commerce College, Laxmeshwar. A study adopted survey based questionnaire method was used to collect the data about the habits of reading newspaper. Total numbers of 250 questionnaires were distributed to the respondents to collect the primary data, out of them 216 are returned and the response rate is 86.4 per cent. The collected data

are analyzed through simple percentage and average.

## VI. Data Analysis and Interpretations

Table 1 : Distribution of questionnaire

SI No	Gender	Questionnaire Distribution	Questionnaire Received	Percentage
1	Male	90	74	34.25%
2	Female	160	142	65.75%
	Total	250	216	100%

Table-1 shows that gender wise distribution of respondents. Majority 142 (65.75%) respondents are female and 74 (34.25%) are male. This table highlights that female respondents are more than male respondents.

Table 2 : Age wise distribution of the respondents

SI No	Age	Respondents	Percentage
1	18-19	62	28.70%
2	19-20	88	40.74%
3	20-21	64	29.63%
4	21 and above	02	0.93%
	Total	216	100%

The table-2 indicates that age wise of the respondents among students. Most 88 (40.74%) of the respondents are at the age between 18 to 20 and 64 (29.63) respondents are at the age between 20 to 21. 62 (28.70%) respondents age between 18 to 19 and remaining 02 (0.93) respondents age is 21 and above.

Table 3: Awareness of news paper

SI No	Gender	Yes	Percentage	No	Percentage
1	Male	74	34.25%	00	00
2	Female	142	65.75%	00	00
	Total	216	100%	00	00%

The table-3 presents that awareness of the respondents about the news paper. Among them majority 142 (65.75%) respondents are female and remaining 74 (34.25) residents male.

Table 4 : Time spending of reading newspaper

SI No	Time spending	Respondents	Percentage
1	Less than an hour	45	20.83%
2	1-2 hours	102	47.22%
3	2-3 hours	54	25.00%
4	3-4 hours	15	6.95%
5	Above 4 hours	00	00%
	Total	216	100%

Table-4 describes that time spending of reading news papers. In this table most of the respondents 102 (47.22%) are spending their time to read the news paper 1 to 2 hours and 54 (25%) respondents spending the time 2 to 3 hours in a day. 45 (20.83%) respondents

are spending their time less than an hour and remaining 15 (6.95%) respondents their time 3 to 4 hour in a day. It reveals that majority of the respondents are spending (1-2 hours) time for reading news papers.

Table-5 Preferred language for reading

SI No	Languages	Respondents	Percentage
1	English	59	27.31%
2	Hindi	34	15.75%
3	Kannada	119	55.09%
4	Others	04	1.85%
	Total	216	100%

Table-5 explains that preferred language for reading of the respondents. In this table shows that majority of respondents 119 (55.09%) are preferred Kannada language and 59 (27.31%) respondents are preferred English news papers to read. 34 (15.75%) respondents are given preference to Hindi news papers and remaining few 04 (1.85%) respondents preferred news papers of other languages. Above table reveals that the majority of the respondents are preferred mother language (Kannada) news papers than other language papers.

Table 6 : Choice of news paper

SI No	News paper	Respondents n=216	Percentage
1	Vijaya Karnataka	97	44.90%
2	Samyukta Karnatak	62	28.70%
3	Kannada Prabha	54	25.00%
4	Udayavani	74	34.25%
5	Vijayavani	109	50.46%
6	Prajavani	114	52.77%
7	The Hindu	49	22.68%
8	Time of India	42	19.44%
9	Deccan Herald	34	15.74%
10	Indian Express	28	12.96%
11	Others	07	03.24%

Table-6 describes that preferred types of news paper. 140 (52.77%) respondents are highly preferred to read Prajavani news paper and 109 (50.46) respondents are preferred to read vijayavani. 97 (44.90%) respondents choice is Vijaya Karnataka news paper and 74 (34.25%) respondents are preferred Udayavani news paper. 62 (28.70%) respondents are chosen Samyukta Karnataka news paper and 49 (22.68%) of the users like The Hindu news paper preferred. 42 (19.44) students are likes Times of India and 34 (15.74%) students like Deccan Herald. 28 (12.96%) of the respondents have preferred to read Indian Express news paper and remaining very few of the students 07 (03.24%) are preferred other news papers.

Table 7 : Preferred favourite place for reading

SI No	Favourite place	Respondents n=216	Percentage
1	Library	103	47.70%
2	Home	79	36.57%
3	Park or Garden	19	08.79%
4	Campus Ground	46	21.29%
5	Canteen	10	04.62%
6	Other places	08	03.70%

Table-7 indicates that favourite place for reading news papers. Most of the respondents 103 (47.70%) preferred place to read news paper is library and 79 (36.57%) respondents are like to read in their homes. 46 (21.29%) respondents read news papers at the college campus ground and 19 (08.79%) respondents are preferred park or garden. 10 (04.62%) respondents like to read in canteen and remaining 08 (03.70%) students are like to read in other places. According to this table most of the student's favourite place is a library than other places.

Table 8 : Sections preferred for reading news paper

SI No	Sections	Respondents n=216	Percentage
1	Sports news	53	24.53
2	Cinema News	51	23.61
3	Sensational news	43	19.90
4	Letter to editors	19	08.79
5	Political/Social issues	87	40.27
6	Advertisement/Classifieds	07	03.29
7	Cultural news	11	05.29
8	Economics news	15	06.94
9	Local news	23	10.64
10	Others news	09	04.16

Table-8 highlights that section wise preference of the respondents in news paper. Most of the respondents 87 (40.27%) are focuses their attention on political and social issues section in news papers and 53 (24.53) respondents are concentrate on sports news, 51 (21.61%) respondents given their attention on cinema news. 43 (19.90) respondents are preferred sensational news and 23 (10.64%) focuses their attention on local news. 19 (08.79%) respondents are like editorial section and 15 (06.94%) respondents are like to read economic news. 11 (05.29%) respondents are preferred cultural news and 09 (04.16%) respondents are focuses on other news. Finally 07 (03.29%) respondents are like to read the advertisement and classified

Table 9 : Purposes of reading news paper

SI No	Benefits of Reading	Respondents n=216	Percentage
1	For education	93	43.05%
2	To get the knowledge and information	104	48.14%
3	To get current aware	113	52.33%
4	To increase life style	19	08.79%

5	To get a job	29	13.42%
6	To entertainment	17	07.87%
7	Others	07	03.24%

Table-9 describes that purposes of reading news paper. The above mentioned table shows that majority 113 (52.33) of the respondents purpose is to get current aware. Most 104 (48.14%) of the respondents purpose is to get the knowledge and information from the news paper. 93 (43.05%) respondents are like to news paper for education purposes and 29 (13.42%) of respondents are preferred to get the job opportunities. 19 (08.79%) of respondents are for improving their life style in day to day activities and 17 (07.87%) of respondents preferred to get an entertainment. Finally only few 07 (03.24%) respondents are reading news paper to take other purposes. The table reveals that majority of the respondents are like to read news paper to get the current aware.

Table :10 Problems of Reading Newspapers

SI No	Problems of Reading	Respondents n=216	Percentage
1	Limited space in library section	97	44.90%
2	Newspapers are not available in time	81	37.50%
3	Limited time	83	38.42%
4	High price of newspaper	33	15.27%
5	Delay of news in papers	19	08.79%

Table-10 shows that problems of reading newspapers. Above table explains that most 97 (44.90) of respondents are facing major problem is limited space in library section and 83 (38.43) respondents are faced limited time to read a news paper. 81 (37.50%) respondents are facing newspapers are not available in time. 33 (15.27%) respondents are facing high price of news papers and finally only few 19 (08.79%) of the respondents are facing delay of news in papers. This table highlights maximum number of students are facing limited space problem in their library.

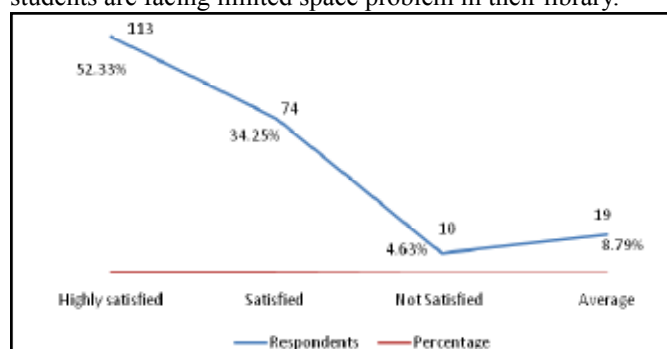


Fig.1 : Satisfaction Level of Users

Fig-1 explains that satisfaction level of users. Majority 113 (52.33%) of respondents are highly satisfied and 74 (34.25%) respondents are satisfied. 19 (08.79%) respondents are average and very few 10 (04.63%) of the respondents are not satisfied by reading of news papers. This table highlights highly satisfied respondents are more than others.

## VII. Findings and Conclusion

The study highlights that the awareness, benefits, section preferred of newspaper reading habits among the users of Municipal Arts

and Commerce College. This study shows that the students have different purposes to read newspaper. Most of the respondents (47.22%) are spent two to three hours for reading news papers in a day and majority of students (55.09%) are preferred Kannada language news papers. Majority of respondents are preferred to read Prajavani (52.77%) and Vijayavani (50.46%) news papers. Most of the respondents are preferred political/social issues (40.27%) and sports news (24.53%) section. Most of respondents are getting benefits through current awareness (52.33%) and education purpose (43.05%) they are preferred. Majority (52.33%) of respondents are highly satisfied and most (34.25%) of the respondents satisfied to reading news papers.

‘Reading habit is an interconnected with the whole learning development process and success of learning is involved successful reading’ (Medar and Kenchakkanavar, 2015). Newspapers help to improve reading habits, knowledge, and awareness. Newspapers are not only providing current news, but they are providing different and various types of information to the people for example informative article, features of society, editorial, economic status of the country, analyses and observations. Reading of newspaper provides well communication skills, changing life style, increasing general knowledge, language ability and current information of the world; these are most essential part of education and self development.

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