

A Study on Newspapers Reading Habit of G.V.N. College, Kovilpatti, Tamil Nadu

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Abstract - Reading newspaper is one of the best ways to keep up to date with the ever advancing world. All the important news and events of the world are brought to our doorstep by the newspapers. But reading newspapers have other benefits as well. Reading English daily can enrich the vocabulary of an individual. This is a study on a readership survey carried out among the students at the GVN College Kovilpatti. The purpose of the present study is to determine the level of newspaper reading habit of students.

Keywords: Students, Reading Habits, Newspaper, Library Sources

I. INTRODUCTION

Newspapers have collected information from all directions. It helps to improve reading habit, knowledge skills and current awareness about world. Most of the people wish to read more. It is an activity that is both fun and enlightening. It can help us to be more knowledgeable and successful. Newspapers help us to improve reading habits, knowledge, and awareness. They can be the part of good study habits for students in any area of specialization. India is a developing country with many ethnic communities who wish to live together. Efforts to solve cultural adaptation problems should be multi-dimensional and long term. Reading habits and the usage of library have an important role in building the multicultural structure in a country.

A. About G.Venkataswamy Naidu College

G.Venkataswamy Naidu College was established at Kovilpatti, Tamil Nadu, India on 30th June 1966 under the Management of G.Kuppuswamy Naidu Charity Trust

for Education and Medical Relief, Coimbatore, with the intention of providing Educational opportunities at an affordable cost to the rural based population in and around the Kovilpatti town. The college consists of 13 UG Courses and 5 PG Courses with 1540 students and 91 Faculty members. The college library is one of the most important units on campus. Every effort is being made to have its own space at a central location with functional structure built on modern architectural principles. As on 31st March 2013, the college had a collection of 67,800 books, 92 periodicals, 23 magazines and 6 Newspapers.

II. REVIEW OF THE LITERATURE

Hall (1989) examines 285 freshmen at a large southern urban university. Over 70% of all students favoured reading magazines and newspapers most and novels least, and half of the students read the sports, entertainment and front-page sections of the newspapers regularly.

Reading interests or preferences seemed to be differed among different age levels. Mellon (1990) surveyed the leisure reading choices of rural teenagers and found that their reasons for leisure reading were for entertainment and for acquiring information. Magazines and newspapers were found to be the most preferred reading materials of teenagers. It has also been shown that informational reading was the main purpose for adult reading and their most popular books are: leased on the subject like; adventures, crime, social problems, novels, politics, and sports in ranking sequence.

Platt (1986) reviewed several selected studies on reading preferences of adolescents, and concluded that adolescents

do read extensively in books, periodicals, and newspapers. Graduate and undergraduate students' reading behaviours are slightly varied.

Somsong (1999), studied reading habit promotion in ASEAN libraries. This paper described the different activities that ASEAN Libraries had undertaken to promote reading by increasing awareness among their people. Firstly, factors limiting reading habit in ASEAN Libraries had been approached. Secondly roles of local institutes or organizations in helping libraries conducting reading habit promotion had been acknowledged. Finally some suggestions on effective methods and successful programs of reading habit promotion by ASEAN Libraries had been collected.

III. PURPOSE OF THE STUDY

The following are the major objectives of the study:

- a. The first language of the students.
- b. The language in which mostly students read newspapers.
- c. How much time are spent by their way of reading newspapers.
- d. Sources of newspapers.
- e. Which newspapers are read mostly by students.
- f. Which sections of newspapers are mostly preferred by students.
- g. The types of news read.

IV. METHODOLOGY

For the present study, a questionnaire method has used for data collection. A random sampling technique has been adopted to select students at GVN College Kovilpatti. The researcher has prepared well structured questionnaires for collecting the primary data from the users of college. Questionnaires have received from 105 students only out of 130 students after which have filled by them. This constitutes 70 percent of the total response.

V. DATA ANALYSIS AND INTERPRETATION

The data has been collected by different methods are analyzed and interpreted and same presented in the following tables.

TABLE I GENDER-WISE DISTRIBUTION OF RESPONDENTS

Gender Wise	No. of Respondents	Percentage
Male	49	46.67
Female	56	53.33
Total	105	100

From the above table it is observed that 47% of respondents are Males and 53 % of respondents are Females. Females' respondents actively participated in the survey. It shows the increasing role of Females' in reading habit.

TABLE II CATEGORY WISE DISTRIBUTION OF RESPONDENTS

Category	No. of Respondents	Percentage
Under Graduate	74	70.48
Post Graduate	31	29.52
Total	105	100

Source: Primary Data

Table II shows that 70 % of the respondents were undergraduate students and another 30% are the postgraduate students.

TABLE III HABIT OF READING NEWS PAPER REGULARLY

Habit of Reading News Paper	No. of Respondents	Percentage
Yes	73	69.52
No	32	30.48
Total	105	100

From the above table it is indicated that 70% are having the habit of reading newspapers regularly and 30 respondents do not have the habit of reading news papers.

TABLE IV PREFERRED LANGUAGES

Preferred Language	No. of Respondents	Percentage
Tamil	66	62.86
English	39	37.14
Total	105	100

Source: Primary Data

The above table shows that majority (63%) of students are used Tamil languages for newspaper reading, whereas only 37% used English.

TABLE V TIMES SPENT FOR NEWS PAPER READING

Time Spent	No. of Respondents	Percentage
Less than One Hour	61	58.10
1-2 Hour	28	26.67
2-3 Hour	16	15.24
Total	105	100

Source: Primary Data

Table V shows that 58% of students spend less than one hour for reading in News paper, 27 % of students spent 1-2 hours per day and remaining 15% of students spent more than 2 to 3 hours spent in for reading of the newspaper.

TABLE VI NEWS PAPER FOR REGULAR READING

News Paper	No. of Respondents	Percentage
Daily Thanthi	38	36.19
Dinamalar	23	21.90
Dinakaran	13	12.38
Dinamani	11	10.48
The Hindu	12	11.43
Indian Express	8	7.62
Total	105	100

Source: Primary Data

From the above tables 36 % of the students regularly reading Daily Thanthi and 22% of students are reading Dinamalar. For English news paper, the Hindu readers are only 11 %. So from the above table, researcher understand that, students are not interested reading English Newspaper.

TABLE VII SOURCES OF NEWS PAPER

Sources of News Paper	No. of Respondents	Percentage
Home	41	39.05
College Library	27	25.71
Public Library	14	13.33
Tea Stall	23	21.90
Total	105	100

Source: Primary Data

From Table VII, indicated that home is the most common place for reading newspapers for students. 27% of students reading in college library and 22% using tea stall as a place of reading newspaper.

Table VIII, clearly indicates that most of the students (42%) read for improve their general knowledge and 26%

TABLE VIII PURPOSE OF READING NEWS PAPER

Purpose	No. of Respondents	Percentage
General Knowledge	42	40.00
Education	27	25.71
Employment	21	20.00
Hobby	15	14.29
Total	105	100

Source: Primary Data

of the students meeting their education developments. It was found that 20% of students for their employment opportunities. And remaining 14% of the students only reading newspaper as Hobby.

TABLE VII SOURCES OF NEWS PAPER

Section of the News Paper	No. of Respondents	Percentage
Sensational News	32	30.48
Politics	14	13.33
Sports	19	18.10
Health	8	7.62
Cinema	6	5.71
Regional News	12	11.43
National News	7	6.67
International News	4	3.81
Business/Economics	3	2.86
Total	105	100

Source: Primary Data

Table IX shows that most of the students (62%) attracted for sensational news, politics and sports.

VI. FINDINGS

The present study on the newspaper reading habit of the students in GVN College Kovilpatti shows that

1. The majority of students read newspapers in Tamil rather than English language.
2. The majority of time spent reading newspapers is one hour only.
3. The majority of the students read newspapers to get information and improve their general knowledge.
4. The main sources of newspapers are in Home, followed by the college library and Tea Stalls.
5. The most popular newspapers among the college students is Daily Thanthi.
6. Students prefer to read sensational news, followed by sports and politics.

VII.CONCLUSION

Library users read newspaper to get the latest information about what is happening around. Newspapers are responsible for creating and generating reading habits among the university students. Newspapers are essential for university students, but due to the enormous explosion of information published in the form of newspapers in different languages in particular, it is impossible for libraries to subscribe all that are published at the national and international levels. Under these circumstances the best way of serving the users is by proper display of newspapers and notifying users about new information related to education. In library, there should be adequate newspapers to accelerate the reading habits.

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