

News Paper Reading Habits among the Students of Arts Colleges in Madurai, Tamil Nadu: A Study

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Abstract - Reading is primarily an intellectual activity of learning new things, developing new ideas and it provides a sense of completeness. The reading activity has always been seen as an important element in a person's culture and education. In this paper it has been discussed about the newspaper reading habits among the Arts College students in Madurai. 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 library for newspaper reading.

Keyword : Reading Habits, Arts College Students and User Study

I. INTRODUCTION

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 and easily differentiates people who read and who do not. It helps to improve communication skill. Reading fires the imagination of the person. Systematic and regular reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living and thereby prepares a person for and effective participation in the social, religious, cultural and political life. 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. Effective reading is the most important avenue of effective learning.

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. Apart 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'

development of values, attitudes, and appreciation. These are difficult to teach in the classrooms.

II. OBJECTIVES OF THE STUDY

The objectives of the present study are to find out the following:

1. To know the Gender wise using reading habits among students
2. To identify that the Frequency of visit to library
3. To investigate that time spent by the students in reading newspapers
4. To know the preference of language in reading news papers
5. To assess the purpose of using Newspapers in reading Habits
6. To study that using various types of Newspapers among student and
7. To find out the reason for reading Newspapers preference of students.

III. REVIEW OF LITERATURE

Rani.I and Murugan.K. (2016) presented a paper entitled on "A Study on Reading Habits of PG Students in Special Reference by Anna University Regional Centre in Tirunelveli Library Users." Today library has changed traditional library to hybrid library. The library users are promoting Reading habits in the situation taken too many ways. This study collected from the 87 respondents. The research concluded that most of the 51.73% are II year students, majority of the students visit the library daily (59.78%), use of printed materials for reading students are use in news papers (31.06%) and use in web searching for reading communication (21.84%),

Murugan K. (2015) carried out a study on "A Study on Reading Habits of students in University VOC College of Engineering Anna University Thoothukudi Campus Library users." The present study aims to find out reading habits in

University VOC College of Engineering Anna University Thoothukudi Campus Library users. The samples of 166 students selected randomly were studied. Most of the respondents are time spent for reading habits in engineering students in Thoothukudi 85 (51.20%) up to 1 hour, 65(39.16%) of the engineering students are mentioned they are using the get the up to date information, 41(24.70%) are using the Text books and 41 (24.70%) use of printing materials frequently.

Murugan K. (2014) evaluated a study on “An Analytical Study of Reading Skills among Library Users in Universal College of Engineering and Technology.” The paper explains a survey of the reading skills of the Universal College of Engineering and Technology with 40 faculty members and 50 students in Vallioor was conducted. Studies on the used the library, Visiting the library, Purpose of using for reading, library printed materials for using reading skills, E-resources for using reading, Time spent in the library, Opinion for the reading skills, Adequate number of reading materials and Different type of formats used in reading, were selected aspects taken into study.

Ravanan, C., Murugan, K and Lawyed Stephen. (2013) investigated a study on”Reading Habits among the Users of Vellore District Public Library, Tamil Nadu: A Survey.” The Study of data collected from 120 users by administrating questionnaires among them to elicit their attitude towards reading habits and purpose of the visiting of libraries at Vellore District Public Library Tamil Nadu. It indicates the purpose of reading, preference of language, form of library collection, assistance from the library staff in the use of resources and services necessary to help users meet their information requirements. The findings are that people are unable to visit the library regularly due to lack or shortage of time, and literature is mostly read by the serious users and magazines and newspapers are the most common forms preferred by the readers.

Devendra Kumar et.al (2011) conducted a study on “Newspaper reading habits of University students. A case study of Chaudhary Charan Singh University, India.” It is concluded that majority of the students spent time in reading newspapers is one to two hours daily. Students prefer to read editorial sections, followed by sports and political news. Majority of the students read newspapers to get information and improve their general knowledge in recent study.

Nagashetti, V.N and Kenchakkanavar, Anand, Y. (2015) evaluated a study on “News Paper Reading Habits Among The Students of Municipal Arts and Commerce College, Laxmeshwar: A Sociological Perspective.”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

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.

IV. METHODOLOGY

The data was collected using the questionnaire method. 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. For this purpose a well-designed questionnaire was used. The collected data through questionnaire was analyzed with simple percentage and average.

V. ANALYSIS OF DATA

TABLE 1 DISTRIBUTION OF GENDER WISE RESPONDENTS

S.No.	Gender	No. of Respondents	Percentage
1	Male	117	67.00
2	Female	57	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 117(67%) and 33 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

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%) using library more than an hour. 66 students (37.93%) using library less than half an hour and 16 students (9.20%) using library more than one hour.

TABLE 4 DISTRIBUTION OF PREFERENCE OF LANGUAGE IN READING NEWS PAPERS

S.No.	Language	No. of Respondents	Percentage
1	Tamil	102	58.62
2	English	60	34.48
3	Others	12	6.90
	Total	174	100.00

Table 4 denotes that preference of language in reading news papers maximum students 102 (58.62%) preferring Tamil newspaper followed by 60 students preferring (34.48%) English and Others are 12 (6.90%).

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	32	18.40
3	To Sports and Games	21	12.07
4	To Business	13	7.47
5	To Cinemas	18	10.34
6	To reading Employment News	23	13.22
7	To Advertisements	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	10	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	53	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 53 (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 (37.93%) followed by to get up to date information 38 (21.84%), For Employment 58(33.33%) and For time passing are 12(6.90%).

VI. 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 is 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 Dinanthanthi 56(30.46%) occupied in first rank and
7. Majority of the respondents are 66 (37.93%) reading newspapers to improve their general knowledge.

VII. 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 generng 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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