

Full Length Research

Newspaper Reading matters between graduate students of the Sambhram Institute of Technology, Bangalore, Karnataka

¹Dr. Parvathi V. and ²Dr. K. Adhinarayanan

¹Librarian Sambhram Institute of Technology, Bengaluru, Karnataka.
Corresponding author's E- Mail : parvathisait87@gmail.com

²University librarian, VIT University, Vellore, India. E- Mail : adhikovai@gmail.com

Accepted 30 December 2020

Reading is step towards acquiring the useful wisdom of one's own experience, and it can be an established road to self-detection. Reading gives the staff practice so that the reader can broaden one's perspective, classify, spread, and deepen one's interest and gain a deeper understanding of the nation. Newspapers is also an important source of knowledge for everyone and the daily news of society. The attack was made to analysis in this paper. Newspaper reading habits among graduate students of the Sambhram Institute of Technology, Bangalore, Karnataka.

Keywords: Sambhram College Library, Graduate Students, Newsletter, Newspaper, Reading Habit

Cite this article as: Parvathi V., Adhinarayanan K (2021). Newspaper Reading matters between graduate students of the Sambhram Institute of Technology, Bangalore, Karnataka. *Inter. J. Acad. Lib. Info. Sci.* 9(1): 10-16

INTRODUCTION

When we think of the media, we think of them as giving us news, when we think of the news, we think of what's going on around us. This is an incomplete summary of the news as well as of the newspapers. A newspaper is not only a source of knowledge; it is a store of information. Reading the daily newspapers is one of the easiest way to stay up to date with the ever expanding globe. Newspapers bring all the relevant news and events of the world to our doorstep. Newspapers are giving us a range of news from around the world.

There is news from parliament that provides details affecting the country. News from around the world comes through reporters for local news stations overseas or

through news agencies in various countries. Newspapers may also serve as a platform for readers and authors to hare their thoughts and viewpoints on different subjects. Eading newspapers are therefore important for young learners to be attentive and enlightened people. Unfortunately, though, many of our country's students do not have easy access to newspapers. Modern societies rely on the media, the newspapers of which are an important component in the distribution of current and critical knowledge.

SCOPE AND OBJECTIVES

The study shows the newspaper's reading habits among

graduate students of the Sambhram Institute of Technology, Bengaluru, Karnataka. Which involves students from the social engineering, science, humanities, and arts fields for the academic year 2019-2020? The analysis also focuses on leading newspapers such as Kannada Prabha Prajavani, Udayavani, Vijaya Karnataka, and Vijayavani(Kannada), Bangalore Mirror, Business Line, Business Standards, Deccan Herald, The Economic Times, The Hindu, The New Indian Express, Times of India, Deccan Chronicle and Mint, (English) E-Nadu, Malayalamarama, DhinaThanthi, Dinamalar, Rajasthan Patrika, which are being subscribed in the central library of Sambhram Institute of Technology, Bengaluru, Karnataka.

Aims of the study are

- Recognizing the time spent by graduate students reading newspapers;
- Understanding the various areas of concern of graduate students in newspapers;
- Access to the size of graduate students by means of print newspapers rather than the Internet, radio, television and other mass communication for news;
- Find out what the students think of reading the newspapers

- Suggestions to encourage the reading of newspaper habits among graduates Students

METHODOLOGY

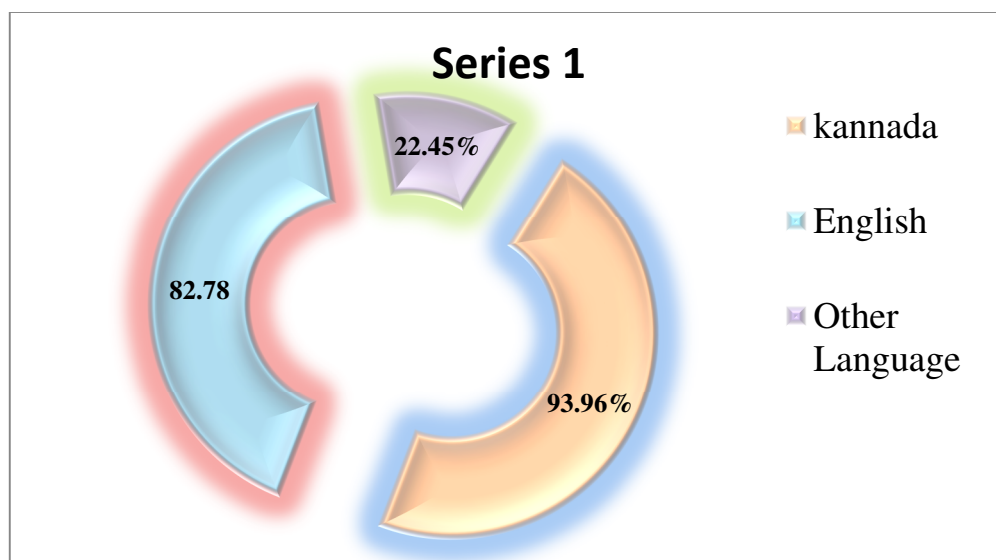
Work utilizes systematic, objective and quantitative analysis methods using a well-structured questionnaire. This is a survey in which the sample was chosen by random sampling to collect the data. A total of 200 questionnaires were distributed to graduate students in all disciplines of the institution, of which 169 were returned at a response rate of 88.4 %.

Data analysis and interpretation:

The information generated by graduate students is evaluated and presented

Languages Known by Students

Students have been asked about the languages they speak. It is noted that Kannada, being a regional language is dominated by 165 (93.96 %) students. 145(82.78%) students are familiar with English as a medium of instruction and 37 (22.45 %) students are familiar with other languages.



Reading the Newspaper Position

Students read newspapers in various cities. Majority of the students i.e., 112 (64.35%) read newspapers at the Library and 57 (33.62%) of the students read newspapers at home/hostel.

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Preference of the Language for Reading Newspapers

98 (56.53 %) students read Kannada newspapers, while 58 (29.15 %) read English newspapers and 8 (6.25%) students read other languages.

Time spent for the Reading Newspaper

Study has been done to know how much time students spend reading newspapers every day. 69 (40.33 %) students read newspapers for less than an hour while 85(49.26 %) respondents spent one and half an hour. Followed by around 11(7.92%) spend two hours, and then a few around 4(4.01 %) spend more than two hours a day.

The Newspaper Source

The majority of the students, i.e. 78 (45.35%) focus on self-subscription, followed by 91 (52.62 %) students rarely read newspapers in libraries.

Reading the Newspaper Edition

Table 1 indicates that the edition of the newspaper favored by the students. Most students, i.e., 156 (88.93 %) prefer to read printed edition of newspapers, and only 13 (9.04 %) prefer to read on the internet.

Table 1. Format/Version of Newspaper reading

SI No.	Format/Edition	No. Respondents with a percent
1	Internet edition	13(9.04%)
2	Print Edition	156 (88.94%)
Total		169 (100%)

Choosing the News in the Magazine

Table 2 displays the student's choice of news to read in the newspapers. The top number 131 (74.96%) students prefer educational news, followed by 91 (52.62%) students prefer Sports News, Regulation News 99 (57.09 %), world News 93 (53.73%), Health related News 71 (41.44%), Sensational News 27(16.86%), Publishing 21 (13.51%), Entertainment 135 (77.20%), Advertising and Business Purpose 111 (62.02%). In addition, only 24(15.19 %) of respondents are favoured for agriculture-related news. The least favoured parts of the news are letters from reader, i.e. 11 (7.92 %).

Table 2. Choosing the News in the Magazine

SI No.	Choice of News	No. of respondents with %
1	Sensational News	27(16.86 %)
2	Advertising/ Business	106 (61.02%)
3	Publishing Page	21 (13.51 %)
4	World	93 (53.73 %)
5	Regulation	99 (57.09 %)
6	Sports	91 (52.62 %)
7	Entertainment	135 (77.20%)
9	Education	131 (74.96%)
10	Agriculture	24 (15.19%)
11	Health	71 (41.44 %)
12	Letters	11 (7.92 %)

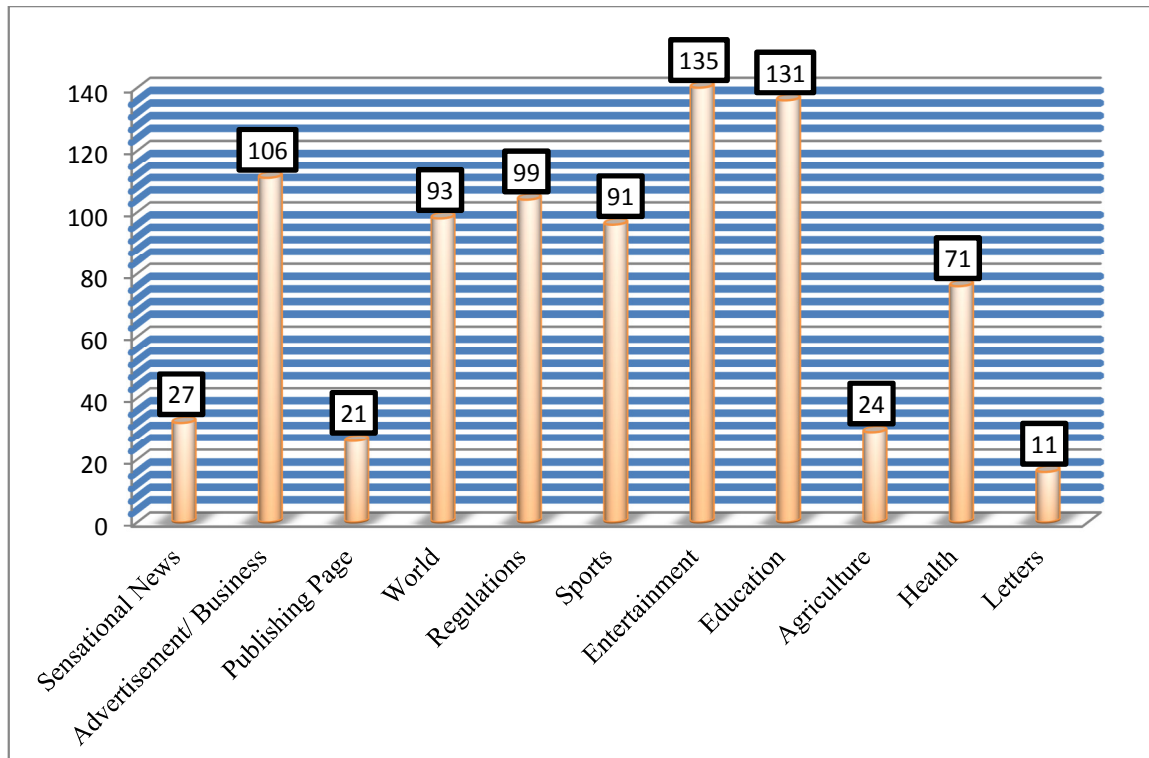


Figure 1. Choice of News items in the Paper

Purpose of the Reading Newspaper

Newspapers are a critical source of knowledge for enlightened communities, offering the most recent information to readers. Newspapers have various roles with different types of consumers. Students were asked about the various motives of reading the newspapers and offered different reasons for reading newspapers. Table 3 shows that majority of respondents, i.e. 129 (73.85 %) read newspaper for facts, while 87 (50.38%) read newspaper for general knowledge and 80 (46.47%) of respondents read for educational purpose. The least number of respondents, i.e., 26 (16.31%) read the newspaper as it is there as usual task of the day as a leisure activity and also to obtain various scholarship details.

Table 3. Aim of the Reading Newspapers

Sl No.	Aim	No. of Respondents with a %
1	Get your Details	129 (73.85%)
2	Extend the Horizon of General Information	87(50.38%)
3	Looking for New Jobs	52 (30.83%)
4	Educational Aim	80 (46.47 %)
5	Entertainment	56 (33.06%)
6	News in Sports	49 (29.15%)
7	Normal duty of the day	18 (11.83%)
8	Outdoor Sports	33 (20.21%)
9	Boost self-reliance in society	14 (9.60%)
10	Keep up with the present Activities of the entire community	84 (48.71%)
11	Getting details on the scholarship	11 (7.92%)
12	Read Health – Related News	27 (16.86%)

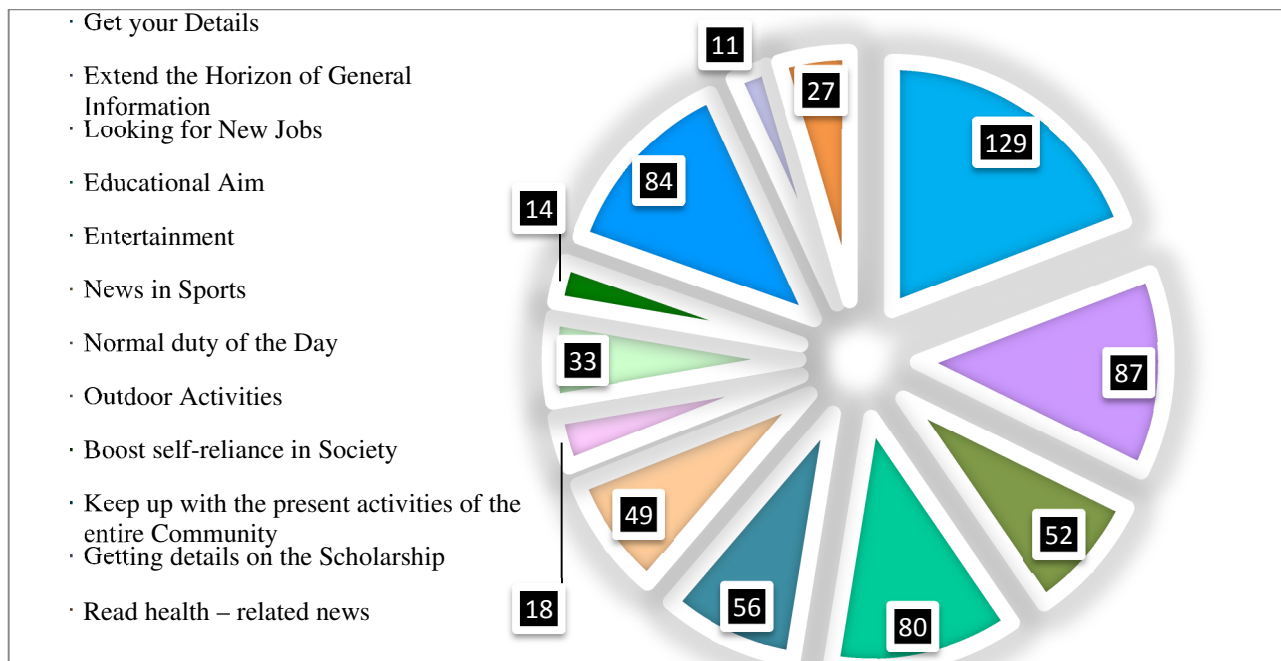


Figure 2. Aim of the Reading Newspapers

Preferred Time to Read Newspapers

Most of the respondents i.e., 123 (81.12 %) read morning newspapers, while 29 (17.99 %) read at any time of day, 5 (5.08 %) read in the evening and just 12(8.49%) read in the afternoon.

Restrictions/Constraints in Reading the Newspapers

Majority of respondents, i.e., 142 (76.55 %) feel that time is a big significant constraint because they do not have time to read the newspapers, while 27 (16.87 %) feel that newspapers are not available at the right time and position.

Usage of the Internet to read the Online Newspaper

The development of information and communication technology (ICT) has led to the wide spread use of the Internet in almost every day human life. People can use the Internet to access newspapers all over the country. In study found that 37 (22.46 %) students had access to the internet for reading online newspapers, while 132 (71.53 %) respondents had not read online newspapers.

Newspapers The role of developing Language and Communication Skills

The role of newspapers in developing language and communication skills has been analysed. 152 (86.70 %) believe that reading newspapers reading plays an important role in developing their language and communication skills, although 31 (19.11 %) of students do not accept.

Sources of News Successful

With the benefit of Information and Communication Technology, there are a variety of different sources of news. Here an attempt has been made to know which news source students feel more successful. Table 4 indicates that the majority of students i.e., 151 (88.15 %) believe that television is an effective news source, 97 (55.98 %) believe that Newspaper, 82(47.60 %) believe in online News, and 18 (11.84 %) believe that radio is an effective news of source.

Table 4. Important News Outlets

SI No.	Sources	No. of Respondents with a %
1	Newspapers	97 (55.98%)
2	Television	151 (86.15%)
3	On-line News	82 (21.90%)
4	Radio	22 (14.08%)

Aims of accessing the Internet on mobile devices

The study analyse that the majority of the students, i.e., 118 (67.71 %) have access to the internet to read newspapers on their mobile phones, while very few students, i.e., 51 (30.28%) do not read newspapers on their mobile phones. Table 5 Indicates that there are various purposes of accessing the internet on their mobile devices. The majority of respondents who use the internet for general knowledge, i.e., 73 (42.57%), while 48 (28.60 %) of respondents use the internet for social networks, 25 (15.75%) of respondents use the Internet for entertainment, followed by 13 (9.05%) of respondents using news outlets.

Table 5. Aim of using the Internet on Mobile Devices

SI No	Purpose of Using Internet on Mobile	No. of respondents with %
1	Entertainment	25(15.75%)
2	Social Networks	48 (28.60%)
3	General Knowledge	73(42.57%)
4	News Outlets	13 (9.05%)

Observations and Suggests

The majority of students, i.e., (93.97 %) read kannada newspapers, and most of them read Library Newspaper at (64.36%). 49.27 % of students spend an hour and a half a day for reading a newspaper. 45.36% of students are newspaper self-subscribers, (17.13%) of students who receive library newspapers are marginal. Almost all students seem to be tech-savvy, in this digital world, but 88.94 % of students prefer print newspapers and just 9.05% of them read online newspaper.

The study reveals that 77.21% of students favour Entertainment News, followed by educational news. The majority of respondents, i.e., 129 (73.86 %) read newspaper for information purpose, while 87 (51.39%) read newspaper for general knowledge and 80 (46.48%) read for educational purposes.

(86.15 %) of respondents agree that television is an important news source, (76.55 %) feel that time is a big restriction because they do not have time to read the newspapers, and 75.53 %) of respondents do not read newspapers online.

A number of important suggestions have been made on the data analysis and opinion provided by the respondents, which will help to promote the newspaper reading habits among undergraduate students of Sambhram Institute of Technology, Bengaluru, Karnataka.

(a) The library should increase the subscription of

newspapers and encourage students to use newspapers in the library through user education programmes.

(b) Awareness-raising of the value of newspaper reading and newspaper sections must be generated among undergraduate students to help them stay up-to- date with current affairs around the world.

(c) There must be knowledge about the use of online newspapers, which can potentially help to protect the environment.

(d) With so many news portals available online, students must be encouraged to choose news portals to instant news of their interest.

(e) Most of the students are not aware of news portals. Libraries can therefore encourage the use of different news portals among library users by building awareness through orientation programmes.

CONCLUSIONS

As is well known, reading is an important practice in the learning process, which can shape a positive personality, a good idea, a good capacity for reasoning, and contribute to a shift in individual attitudes. Newspapers are in particular, the main conveyors of current knowledge to people. Despite the availability of many other news outlets, such as books, magazines (Print Media), radio, television, electronic media, etc., newspapers continued to dominate as the key. However,

as the primary channel of current information, newspaper continued to dominate. Newspapers not only have update news, but also survive thought-provoking and insightful posts, features, editorials and sub, commentary and comments. In today's highly competitive environment, newspapers will provide students with the required content, expertise and perspectives that will offer them the much needed advantage to be successful not only in competitive exams or work interviews, but also in the future. But also in their economic and social professional life. Newspapers are also important for university students.

This study shows that most graduate students are used to reading newspapers, but are still unaware of the advantages of online newspapers and news portals that can spontaneously refresh their awareness by providing up-to-date and evolving content. Library professionals must also raise awareness of certain news sources, and libraries must ensure that students have access to a wide range of newspapers. To allow students to read their favorite newspapers and improve their knowledge base, which will encourage them to be effective in their academics and lead a responsible life in society.

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