



Reading Habits of News Papers by P.G Students of Social Science Faculty, Gulbarga University Gulbarga

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INTRODUCTION

When a thing is done repeatedly it forms a habit and by reading newspaper every day, some readers develop a habit of newspaper reading.

Every civil community has newspapers. A newspaper is usually an everyday publication. It contains news, opinions, advertisements, notice and information of all kinds. It also publishes all matters of general interest. It is a very useful mass medium. It keeps people aware about the current events of the world. It publishes views about national and international issues and moulds public opinion. Commodity prices, share market reports, race course events, sports news, news about films, fashions and entertainments are some of its regular features. Newspaper has also columns for children and women and even for the students' preparation for examination. In fact, a newspaper is an encyclopedia, a store house of knowledge and information at the cheapest price. Thus a newspaper bears interest of every section of people and is an attraction for every kind of readers.

Need to review reading habit

PEOPLE are losing a good companion in our society books. People prefer to watch TV instead of reading. The reading habit is gradually vanishing from our daily routine, and TV channels have been dominating. People spend at least three hours a day in front of the television which is quite a bit of time spent in front of what is also called the 'idiot box'.

Reading Interest in Newspapers

A Newspaper is a publication devoted basically for presenting current news and commenting upon the news and related matters. The modern newspapers with a great mass circulation, usually tries to present both sides of a problem, instead of presenting only one view point as the oldest newspapers often did. Never themselves it continually suggest ideas, beliefs and ways of looking at persons and events which do much to shape our attitudes towards all the important things of life. The newspaper includes such topics as national news, local news, political news, advertisements, feature articles and science and technology, editorial, book reviews, film, sports etc.....

According to John Ruskin "The newspaper may be entirely proper for breakfast time, bus assured it is not read or all day". Any way newspapers are a very popular reading material, as they give us day-to-day information and comment on current affairs.

Need for the study

When we think of newspapers, we think of them as bringing us news, when we think of news we think of what's happening currently around us. This is a totally inadequate description of news as well as newspapers. A newspaper is not only a source of information; it's a storehouse of information. Reading newspaper daily 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.

Newspapers bring us a selection of the news from around the world.

Scope and Objectives

The study explores the newspaper reading habits of Post-Graduate (P.G.) students of Gulbarga University Gulbarga, Which covers students from social science, science, humanities, and arts streams for the academic year 2015-2016. Further, the study focuses on leading Kannada dailies such as *Prajavan*, *Samyukta Karnataka*, *Vijayavani*, *Vijay Karnataka*, *Udayavani*, *Kannadaprabha* and some of the English dailies include *The Hindu*, *Deccan Herald*, and *Indian Express* which are being subscribed by Gulbarga University Library.

OBJECTIVES:

Some of the objectives of this study are to:

- (a) Find out the purpose of reading newspapers by P.G. students
- (b) Know the time being devoted by P.G. students for reading newspapers
- (c) Know the different areas of interests of P.G. students in newspapers
- (d) Assess the extent of dependence on print newspapers other than internet, radio, television, and other mass media for news
- (e) Find out the opinion of students towards reading newspapers
- (f) Suggestions to promote newspapers reading habits among P.G. students

METHODOLOGY

The population surveyed includes a sample of **64 PG students from social science faculty of Gulbarga University Kalaburagi**. The questionnaire was personally distributed to students randomly, covering different fields of specialization. On the whole, a total 64 questionnaire were distributed among the student and 64 filled in questionnaires were received, with response rate of 100%.

STATEMENT OF THE PROBLEM:

Reading habits of news papers by PG Student of Social Science Faculty Gulbarga University Gulbarga

Table 1.1 Gender wise Distribution of Respondents.

Gender	Number	Percentage
Male	32	50%
Female	32	50%
Total	64	100%

According to above table, 32(50%) are male respondents and 32(50%) are female respondents

Table 1.2 Rural/ urban wise Distributions of Respondents

Location	Number	Percentage
Rural	50	78.12%
Urban	14	21.88%
Total	64	100

The table 1.2 shows that, of the Respondents, 78.12 Percentage all rural and 21.88 Percentage are form urban area

Table 1.3 Frequency of reading newspapers

Daily Read	Number	Percentage
Yes	60	93.75%
No	4	6.25
Total	64	100%

The table 1.3 indicates that of the total respondents 93.75 percentage read newspapers daily.

Table 1.4 Location of reading the Newspaper

Place Name	Total Students	Number of Respondents	Percentage
Home	64	32	50%
University Library	64	40	62.5%
Hostel	64	20	31.25%
Public Library	64	25	39.06%
Department	64	20	31.25%
any other	64	05	7.81%

The table 1.4 shows that, Home respondents 50 percentage, University Library respondents 62.5 percentage, Hostel respondents 31.25 percentage, Public Library respondents 39.06 percentage, Department respondents 31.25 percentage any other given to the respondents 7.81 percentage.

Table 1.5 Newspaper Reading time

Time of Reading	Number of Respondents	Percentage
Morning	45	70.31%
After noon	2	3.12%
Evening	5	7.81%
Night	12	18.76%
Any other	0	

The table 1.5 morning time readers also respondents 70.31 percentage after noon respondents are read 3.12 percentage evening time respondents 7.81 percentage night readers respondents 18.76 percentage and respondents are read in any other time

Table 1.6 Times spent on Newspaper Reading.

Time	Number of respondents	Percentage
Up to One hour	54	84.38%
Two hours to Three Hours	10	15.62%
More than Three hours		-

The table 1.6 contains One hour readers are respondents 84.38 percentage two hours to three hours respondents 15.62 percentage more than three hours are no respondents.

Table 1.7 Preferred languages for reading newspaper

Language	Total Students	Number of Respondents	Percentage
Kannada	64	55	85.93%
English	64	40	62.5%
Hindi	64	25	39.06%
Any other	----	----	----

Table 1.7 displays that, the number of newspaper respondents in preferred language are, Kannada 85.93 percentage, English 62.5 percentage, and Hindi 39.06 percentage. The most newspaper respondents are from Kannada language.

Table 1.8 Subscription of Newspaper

Name of the Newspaper	Total Students	Total Subscriber	Percentage
Prajavani	64	60	93.75%
Deccan Herald	64	45	70.31%
Vijayavani	64	45	70.31%
Vijay Karnataka	64	40	62.5%
Kannada Prabha	64	35	54.69%
The Indian Express	64	35	54.69%
Sanjevani	64	32	50%
Samuyukta	64	32	50%

Karnataka			
The Hindu	64	22	34.38%
Times of India	64	20	31.25%
Sandhya kala	64	20	31.25%
Any others	-	-	-

The table 1.8 indicated that specific Newspaper subscribers are Prajavani 93.75 percentage , Vijay Karnataka 62.5 percentage, Kannada Prabha 54.69 percentage Sanjevani 50 percentage Samyukta Karnataka 50 percentage Times of India 31.25 percentage The Hindu 34.38 percentage The Indian Express 54.69 percentage Deccan Herald 70.31 percentage Sandhyakal 31.25 percentage Vijaywani 70.31 percentage and Any other Newspaper subscriber are 0(0%).

Table 1.9 Purpose of reading newspaper

Purpose	Total Students	Number of Respondents	Percentage
Entertainment	64	35	54.69%
Research Purpose	64	20	31.25%
General Knowledge	64	50	78.13%
Competitive Knowledge	64	55	85.94%
any other	-	-	-

The table 1.9 indicates that entertainment propose readers of respondents are 54.69 percentage Research Purpose 31.25 percentage General Knowledge 78.13 percentage Competitive Knowledge 85.94 percentage and any other 0(0).

Table 1.10 Interested sections in the Newspaper.

Parts	Total Student	Number of Respondents	Percentage
Political News	64	45	70.31%
Education	64	40	62.5%
Employment	64	40	62.5%
Sports	64	35	54.69%
Criminal News	64	25	39.06%
Literature	64	25	39.06%
Science and Technology	64	25	39.06%
Economical	64	20	31.25%
Children Page	64	15	23.44%
Film Division	64	10	15.63%
Any other	-	-	-

The table 1.10 indicates that every students read the own interested parts political News readers 70.31 percentage, Science and Technology 39.06 percentage, Sports 54.69 percentage, Literature 39.06 percentage, Employment 62.5 percentage, Economical 31.25 percentage, Children Page 23.44

percentage, Film Division 15.63 percentage, Criminal News 39.06 percentage, Education 62.5 percentage, and Any other part interested respondents 0(0%).

Conclusion

Thus literacy, democracy, develops of technology and urbanization operation in increasing the citizen's requirement for a greater amount of information. In particular chief function of the help P.G Student of Social Science Students, so that thus can exert themselves to have a reasonable standard of living and enjoy access to the cultural achievements of the part and the present, and thus contribute to social and National development.

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