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READING HABITS OF NEWS PAPERS BY P.G STUDENTS OF SOCIAL SCIENCE FACULTY, GULBARGA UNIVERSITY GULBARGA

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ABSTRACT

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

KEYWORDS: Reading Habits, opinions, advertisements, fashions and entertainments.

INTRODUCTION

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'.

With a variety of TV channels people find reading a mind-numbing habit. TV has been making a negative impact on the reading habit of people. It has been observed that newspaper circulation is also decreasing as the number of book lovers is also diminishing. A teen finds books expensive, but when he goes on a shopping spree, he throws away a huge amount on lavish items of no value. Schools should take initiatives where children should be encouraged to adopt reading as a habit in their daily schedule. Last but not least, parents play a crucial role as they can build a better generation for the future by inculcating into their children the habit of reading books, which help build character and broaden their knowledge.

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, but 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.

How to Develop Newspaper Reading Habit in students

To read is to fly: it is to soar to a point of vantage which gives a view over wide terrains of history, human variety, ideas, shared experience and the fruits of many inquiries." Reading is a particular exercise that not only gives an insight to the world around, but gives us an inner relief. When we read a particular fiction or book, we start identifying ourselves with the characters of the book, and our life with the story line. By reading books, newspapers, journals, magazines, we actually get a reflection of the society. In this 21st century, it has become very much important to be updated.

Newspaper is a great way of keeping ourselves updated. It generally contains hard news, soft news, articles, and editor's note. Though many ways have been developed over the recent past to keep ourselves informed, but these couldn't minimize the importance of newspapers. Newspapers are considered to be the best morning tea mate. But the habit of reading this must be cultivated in a very early age. In the initial stage children may feel bore to read newspapers. So it depends upon the parents to generate interest among children and involve them in reading the paper.

Parents can in the initial stage, read out some news to the children and discuss about its impact with them. This sort of exercise makes children involved in the activity and when parents ask about their opinion, they start taking interest as well. Moreover, papers also contain comic strips. Children take more interest in reading those comics. So they can be regularly introduced with those topics which in long run infuse their interest to the reading habits. As newspapers contain news related to politics, this generates a child's interest towards political issues of the country, how the government works, what are the latest plans that government has implemented and so on. This helps children become a responsible global citizen. Reading newspapers also benefits the kids as it improves their vocabulary. Reading a paper requires patience. Children reading the paper often noticed to have more patience than children who don't have this habit of reading. The importance of paper reading has well recognized by the modern day schools.

Present day schools have sophisticated school library, where different national and local newspapers are available to the children. There are special classes allotted for the newspaper reading. As papers contain news and stories related to multiple issues, kids get a detailed insight about the world around by reading it. Parents can make a routine for every day newspaper learning so that children can reap the benefit from that. News papers also contain kid's columns so that children also find interest in that. In those columns lives of great men, short stories, poems and kids made art works take are published. This sort of interaction with the children influences them to aspire for their dream and chase those in life. News paper reading has a host of benefits. It ultimately depends upon the parents and teachers to cultivate this habit among children because it helps creating responsible world citizens.

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.

There is news from the parliament which provides information with regard to decisions affecting the country. News from the world comes through reporters for local news papers stations abroad or through news

agencies in different countries. Newspapers can also act as a forum for the readers and writers to express their ideas and views on various aspects. Thus reading news papers is essential for young learners to be more responsive and enlightened citizens. But unfortunately, many students of our country do not have easy access to newspapers. Modern societies rely on the media, of which newspapers are an important component to disseminate current and vital information. Thus, it was felt hussar conduct a survey of newspaper reading habit among PG students.

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

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 total Respondents, 78.12 Percentage all from rural and 21.88 Percentage are from 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			

Accordinging in to table 1.4, 50 percentage of the respondent reading newspaper at home. 62.5 Percentage in the University Library.31.25 percentage, in the hostel. 39.06 Percentage in the Public Library. And 31.21percentage, in Department

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 it is shen that majority of the P G student (70.31%).Reading newspaper in the morning. And 18.76% in the night

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 84.38 percentage of the P G student .Reading news papers of to one hours

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 the language preferred by 85.93% of the P G Student is Kannada followed by English language by 62.5%

Table 1.8 Newspaper Read by Respondents

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 Karnataka	64	32	50%
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. 93.75% of the P G student reading Prajavani .followed by 70.31% reading Deccan herald and Vijayavani 70.31%

Table 1.9 Purpose of reading newspaper

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

The table 1.9 The Major purpose of reading news paper is competitive knowledge (85.94%). Followed by General knowledge (78.13%).entertainment (54.69%) and research purpose (31.25%)

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 Political News is the most interested sections in the newspaper for 70.31% one person of the P.G Student followed by education and employment for 62.5% of the student.

Table 1.11 Online Newspaper reading

Subscriber	Number of Respondents	Percentage
Yes	60	93.75%
No	4	6.25%
Total	64	100%

The table 1.11 shows that 93.75% of the Student read Online Newspapers

CONCLUSION

This study reveals that most of the P.G Students are in the habits of reading newspapers but still they are not aware of the advantage of the online newspapers and news portals which can spontaneously update their knowledge by providing latest and nascent information. Therefore, the library professionals must created more awareness of such news sources and libraries must ensure that the students have access to wide verity of the news papers, so as to enable the students to read their preferred newspapers and enhance their knowledge base which can help them to be more productive in their academics and lead a responsible life in the society.

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