

NEWSPAPER READING HABITS OF POST GRADUATE STUDENTS OF MIZORAM UNIVERSITY

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Abstract

Keywords:

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Newspaper is one of the most important means of communication in our society. The most important function of newspaper is to inform the citizen of what is happening around the world. There have been a lot of benefits of reading Newspapers especially by students. So many studies have done on reading habits of newspapers from different parts of the world. This paper examines the reading habits of newspapers among the Post Graduate students of Mizoram University. The aim of the present study is to investigate the motives of reading newspapers, to know the language preferences of reading newspapers. A questionnaire survey method was adopted for the study. From the study it was found that majority of the students read local language newspapers followed by the English language newspaper. The study had also shown that most of the students read newspapers at home.

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1. Introduction

The most important source of news and information especially for students is from the newspaper. Newspaper consists of news and information of all types. Newspaper is one of the most valuable mass medium of communication. It makes people aware about the current happenings of every corner of the world. Newspaper publishes news about international, national and local news so that the readers can have the knowledge about what is happening around them. All the readers can select their news of all kinds according to their choices. Newspaper reading provides immense knowledge for the students regarding the current affairs, jobs advertisement, health, education, politics, sports, entertainment, economics, agriculture and others. Not only this newspaper reading also improves the reader's language and communication skills. Students can also increase their vocabulary through newspaper reading. Newspaper becomes the main source of information for those students who are preparing for the competitive exam. Students can keep up to date their information through newspaper reading. It also provides the platform for the discussion of different news among the students. So maintaining the habit of newspaper reading can certainly helpful for shaping the career of the students.

2. Literature Review

Swaminathan (2017) has conducted a study on Newspaper Reading Habits among the students of Arts Colleges in Madurai, Tamil Nadu. The study found that most of the students improve their general knowledge through newspaper reading. Most of them prefer Tamil language for reading newspaper. Krishnamurthy and Awari (2015) in Newspaper Reading Habits among Post-Graduate students of Karnatak University, Dharwad found that majority of the students read Kannada newspaper. Most of the students read newspapers to enhance the language and communication skills. Sudha Rani (2014) suggested that most of the students read newspaper daily. Employment and education section of news was the preferred choice of the students in Vikrama Simhapuri University. Majumder and Hasan (2013) conducted a case study on Newspaper Reading Habits of Private University Students of World University of Bangladesh. The study found that most of the respondents prefer to read newspaper in Bangla. Self-subscription is the main source of newspaper. Majority of the respondents read sports and entertainment news. The study also indicated that the key reason for reading newspaper is to improve general knowledge. Devendra Kumar and others (2011) in Newspaper reading habits of

University Students at Chaudhary Charan Singh University examined that most of the students preferred Hindi or English language for reading of newspaper. Majority of the students read editorial sections followed by sports and political news. Students spent daily one to two hours for newspaper reading. Majority of the students read Dainik Jagran for Hindi newspaper and Times of India for English Newspaper.

3. Objectives of the study

The main objectives of this study are as follows:

- To study the motives of newspaper reading by the P.G students
- To find out the types of news read by the P.G students
- To examine the time spent on newspaper reading
- To analyze the sources of newspaper
- To identify the preference of language for newspaper reading

4. Methodology

A survey method through structured questionnaires was adopted for the purpose of data collection regarding the newspaper reading habits of Post Graduate students. Convenient sampling method was used for this study. A total of 150 questionnaires were distributed to the respondents and received 138. The data was analyzed through simple percentage.

5. Data Analysis and Interpretation

Table 1: Motives of newspaper reading by the P.G students

Motives of Newspaper Reading	Percentage		Total
	Yes	No	
Information	73.1	26.9	100
Discussion and Interaction	19.2	80.8	100
Entertainment	36.5	63.5	100
Development of Language and Communication Skills	30.8	69.2	100

The above table 1 shows that 73.1% respondents read newspaper for the reason of getting information followed by 36.5% respondents read newspapers for entertainment purpose. 30.8% respondents read newspaper for development of language and communication skills, while 19.2% respondents read newspaper for news discussion and interaction.

Table 2: Types of news read by the P.G students

Types of News	Total	%	Rank
International News	71	51.5	5
National News	84	60.9	4
Regional / Local News	108	78.3	1
Political News	89	64.5	3
Sport News	59	42.8	9
Editorial	62	45	7
Arts and culture	28	20.3	13
Entertainment	57	41.3	10
Business News	31	22.5	12
Health News	60	43.5	8
Education / Career	95	68.8	2
Weather Forecast	64	46.4	6
Others	15	10.9	14
Science news	34	24.6	11

(Notes: Allowed Multiple Responses)

From the table no.2 the study found that majority of the respondents (78.3%) read local/ regional news while 68.8% of the respondents read the education/career news. 64.5% respondents prefer to read political news while 60.9% respondents prefer to read national news while 51.5% of the respondents read international news. From the study it was found that most of the respondents seek news related to local/regional news type.

Table 3: Time spent on newspaper reading

Time Spent in Reading Newspaper	%
Less than 30 Minute	53.8
30- 1 hr	23.1

1hr-1.30 hr	9.6
Above 1.30 hr	0
Don't Know	13.5
Total	100

This table 3 shows the time spent for reading newspaper by the respondents. From the above table it can figure out that majority of the respondents (53.8%) read newspaper less than thirty minute while 23.1% of the respondents spent thirty minute to one hour for reading newspaper. No respondents read newspaper above one and half hour. It also found that 13.5% respondents don't know the time spent in reading newspaper.

Table 4: Prefer Reading Time

Prefer Reading Time	Yes	No	Total
Morning	61.5	38.5	100
Afternoon	13.5	86.5	100
Evening	25	75	100
Night	15.4	84.6	100

Table 4 highlight that morning was the favor time for reading newspaper by majority of the respondents (61.5%).25% of the respondents prefer to read newspaper at evening and (15.4%) respondents prefer to read newspaper at night.13.5% respondents prefer to read at afternoon.

Table 5: Read Newspaper in a Week

Reading Newspaper in a week	Respondents	%
Daily	40	28.8
Once in a Week	24	17.4
3 to 4 Days in a week	69	50
No Reading	5	3.8
Total	138	100

The table 5 shows the time spent to read newspaper in a week. From the table it indicates that majority of the respondents (50%) read newspapers three to four days in a week while 28.8% of the respondents read newspaper daily. 17.4% of the respondents read newspaper once in a week while 3.8% of the respondents don't read at all in a week.

Table 6: Preference of Language for Newspaper Reading

Prefer Language to Read Newspaper	Percentage	Rank
English Newspaper	40.4	2
Hindi Newspaper	5.8	3
Local Newspaper	50	1
Others	3.8	4
Total	100	

The above table shows the preference of language for reading newspaper. From the table it can figure out that majority of respondents (50%) choose local language newspaper while 40.4% respondents choose English language newspapers. 5.8% respondents read Hindi newspaper while 3.8% respondent choose others. The respondents are asked to specify the name of the most read newspapers in local language and English language. The study found that Vanglaini, a local newspaper was the most read newspaper in Mizo language while the Times of India is the most read English language newspaper among the respondents.

Table 7: Prefer Place Reading Newspaper

Prefer Place	in %
At Home	67.4
Work Place	1.7
Hostel	9.7
Library	21.2
Total	100

The table 7 indicates the prefer place of reading newspaper. The study found that majority of the respondents 67.4% prefer to read newspaper at home while 21.1% respondents prefer to read at library. 9.7% respondents choose to read newspaper at hostel while 1.7% respondents read at workplace.

Table 8: Gender Read News Cross Tabulation

Gender Read News Cross tabulation			
Gender	Read News		Total
	Yes	No	
Male	61	5	66
	92.42424	7.575758	100
Female	59	13	72
	81.94444	18.05556	100
	125	13	138

The table 8 shows the gender wise reading newspaper. From the above table it shows that 92.4% male respondents read newspaper regularly while 82% female respondents read newspaper regularly.

Table 9: Newspaper Interest Level by P.G Student

Interest Level	in %
Extreme	13.5
Very Extreme	26.9
Somewhat	51.9
Not Very Interest	3.9
Not at all	3.8
Total	100

The table 9 shows the interest level of the respondents in reading newspaper. From the above table it can figure out that 51.9% of the respondents are somewhat interest in reading newspaper while 26.9 % of the respondents are very extremely interest in newspaper reading.13.5% of the respondents are extremely interest in reading newspaper while 3.9% of the respondents are not very interest.3.8% of the respondents are not at all interest in reading newspaper.

Findings

For the study a number of questions are asked to the respondents with related to the reading habits of newspaper. From the survey it was found that the majority of the respondents (73.1%) read newspaper for the motives of getting information. Most of the respondents (78.3%) select local/regional news while 68.8% of the respondents read the education/career news. The study

also found that majority of the respondents (53.8%) read newspaper less than thirty minute. (61.5%) of the respondents prefer to read newspaper in the morning while (50%) of the respondents read newspapers three to four days in a week. The study also can figure out that majority of respondents (50%) choose local language newspaper while 40.4% respondents choose English language newspapers. Vanglaini, a local newspaper was the most read newspaper in Mizo language while the Times of India is the most read English language newspaper among the respondents. Most of the respondents prefer to read newspapers at home. Majority of the male respondents 92.4% read newspaper regularly while 82% female respondents read newspaper regularly. It also figure out that most of the respondents are somewhat interested in newspaper reading.

Conclusion

Newspapers are important sources of information. From the study it can concluded that most of the respondents read newspaper mainly for the information. Newspaper reading habits increase the language and communication skills and awareness of what is happening around. Newspapers not only provide information of various sections but also general knowledge. The study focus only the Post Graduate students of Mizoram University. Further research can focus on the college students' newspaper reading habits of Mizoram and others University students of Mizoram.

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