

# Newspaper Reading Habit of College Students: A Study of Guru Nanak College Budhlada

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## Abstract

The present study was done to know the newspaper reading habits of the students studying at the Guru Nanak College Budhlada which is situated in the rural belt of Punjab. Structured questionnaire was prepared and distributed to one hundred students of college through google form. Study was conducted to know the various preferences regarding newspaper reading. Data received from the google form was presented through pie charts and graphs. Study found that most of the respondents daily read newspaper for current affairs purpose and education is their favorite section. Students prefer hard copy of the newspaper in Punjabi language. College students find availability of news on other media and busy schedule as major hindrances to reading newspaper.

**Keywords:** College; Format; Newspaper; Reading.

## INTRODUCTION

Press is considered an important pillar of the democracy. In democracy it acts as a watch dog of the nation. Newspapers provide important

news about the economic and political spheres of the country. Right information at right time strengthens the working of democracy in any country. In India first newspaper was published in 1780 by James Augustus Hicky under the name "The Bengal Gazette". During British period the press was under strict control of the government. In 1861 the first edition of "The times of India" was published. In 1868 "Amrit Bazar Patrika" was started. Newspapers played very positive role in freedom movement of India. In college students get opportunity to read number of newspapers in different languages at on place. At this age the students are to choose different professions for further studies or for employment. Newspapers provide them wide range of academic information which is very vital for the further growth of college students.

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## **GURU NANAK COLLEGE BUDHLADA**

College is situated at Budhlada in Mansa district of Punjab, India. It was started in 1971 and is having 16 PG and 12 UG courses (including 3 skill development vocational and industry oriented courses), 151 faculty members and 4446 students. College has 2042 girl and 2404 boy students. College is affiliated to Punjabi University, Patiala. Spread over in 10.5 acre it is providing education in humanities, commerce, management, Library & Information Science, Science, Agriculture and Computer Science faculties. Besides this college is also offering various skill development and vocational courses. College has a well equipped library which is open from 9 to 4pm on all working days is subscribing to 23 newspapers daily.

## **REVIEW OF LITERATURE**

**Nattembo and Bukirwa (2023)** conducted study of reading habit of students of Uganda college of commerce, Tororo and found that majority of students (62.9%) read newspaper to get their information. Regarding the use of format 46.3% of the students prefer print format of the newspaper followed by both print and digital format (37.1%) and only digital format (16.6%).

**Kumar et al. (2021)** undertook study on the newspaper reading habits of veterinary students of college of veterinary and animal science Navania, Udaipur and found that majority of the students (62.22%) prefer English newspaper followed by Hindi (37.78%). Study found that 81.11% of the students read newspaper in library. 68.89% read newspaper less than 30 minutes in a day. The Hindu is most popular newspaper among students followed by the times of India, employment news and Rajasthan Patrika. Majority of the respondents (38.89%) read newspaper to improve general knowledge and 30% to know employment advertisement. Timely newspaper are not available, few copies of newspaper and interruption of electricity are major problems faced by the students to read newspaper.

**Tilak and Bhaumik (2021)** carried a study of reading habits of college students belonging to Pune University to understand about college students' reading behavior, to find out preferred type newspaper content and to understand the benefits of newspaper reading on college students.

The researcher evaluates already done studies on reading habit and observed that information in newspaper supports overall development of the students. Newspapers widen their approach and they use various online platforms and they read daily. Students also read newspaper to relax, obtain research information and to complete their assignments and projects.

**Kothainayagi and Karthikeyan (2019)** did a study on the newspaper reading behavior among the college students and find that maximum students prefer to read in English language and print format. 70% of the respondents prefer The Hindu, 13.3% Dinamalar and 8.33% Thinathanthi newspapers. 76.6% daily spent 0 to 30 minutes per day reading newspaper. Large number of students (75%) subscribes newspaper. Current affairs and sports are choice of topics for students and 35% daily read newspaper. Maximum students (75%) read for social awareness followed by entertainment (10%) and 4% each for job and examination. For 48.3% it was parents who motivated to read newspaper and for other 23.3% it was friends who motivated.

**Patel (2018)** conducted a study of Newspaper reading habit among the students of dental college visanagar to know the time, purpose, areas of interest and media preferred by the students. Most of the students regularly read newspaper for less than 30 minutes in a day in the college library. Students prefer Gujarati language for reading and for English they prefer The Times of India. Motivated by parents they prefer educational and sports related news to update their general knowledge. Majority of the students prefer print form and lack of time hinders their newspaper reading habit. Gujarat Samachar and Sandesh are most preferred paper in Gujarati.

**Balasubramanian et al. (2014)** carried study on newspaper reading habit of G.V.N. College, Kovipatti, Tamilnadu and found that majority of the students (69.52%) has the habit of reading newspaper. Tamil is the most preferred language followed by English for reading newspaper. 58.10% spent less than one hour daily reading newspaper where as 26.67% spend 1to 2 hours and 15.24% 2 to 3 hours. Majority of the respondents (36.19%) prefer Daily Thanthi followed by Dinamalar (21.90%), Dinakaran (12.38%), The Hindu (11.43%), Dinamani (10.48%) and Indian Express (7.62%). 30.48% students prefer sensational news, followed by sports (18.10%) and politics (13.33%). Most of the students (40%) read for general knowledge, 25.71% for education and 20% read for employment.

## OBJECTIVES OF THE STUDY

Present study was conducted to know the reading habit of students at Guru Nanak College Budhlada with the below given objectives:

- To know the frequency of reading newspaper.
- To find the preferred newspapers in English, Hindi and Punjabi language.
- To find the purpose of reading newspaper.
- To know the preferred place, time and language of newspaper.
- To know the hindrances to the reading of newspaper.

- To find the criterion for choosing a newspaper and its format for reading.

## RESEARCH METHODOLOGY

The required data for the study was collected through questionnaire method. A structured questionnaire was developed with various questions based on the objectives of the study. Google form was prepared and online distributed to the one hundred student of the college. The received data was analyzed and presented in the form of pie charts and graphs.

## DATA ANALYSIS AND INTERPRETATION

### Gender

100 responses

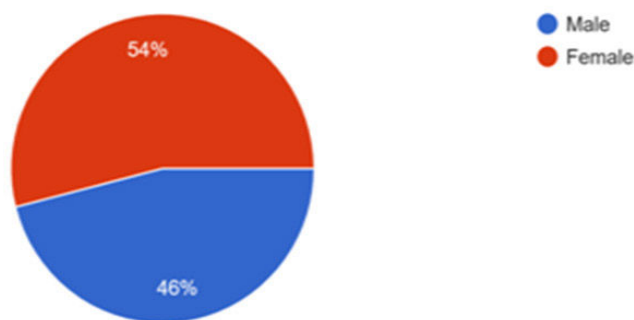


Fig. 1: Gender wise distribution

### Age

100 responses

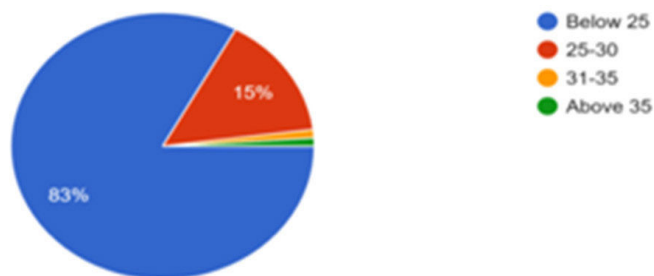


Fig. 2: Age wise distribution

Course  
100 responses

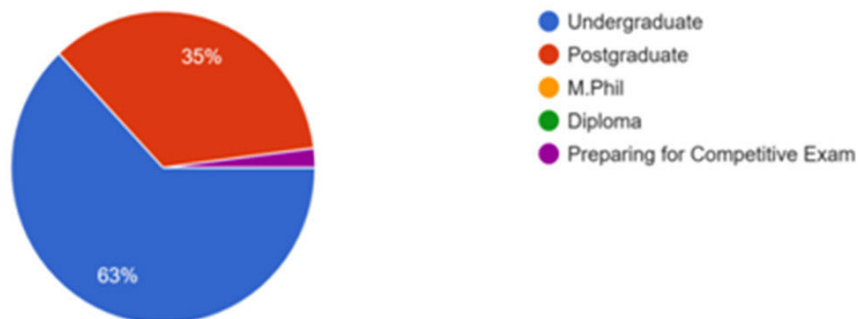


Fig. 3: Course wise distribution

Newspaper reading frequency.  
100 responses

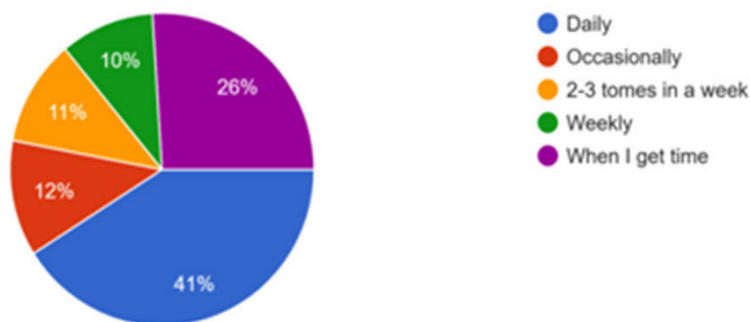


Fig. 4: Frequency of reading

How many newspapers you read in a day?  
100 responses

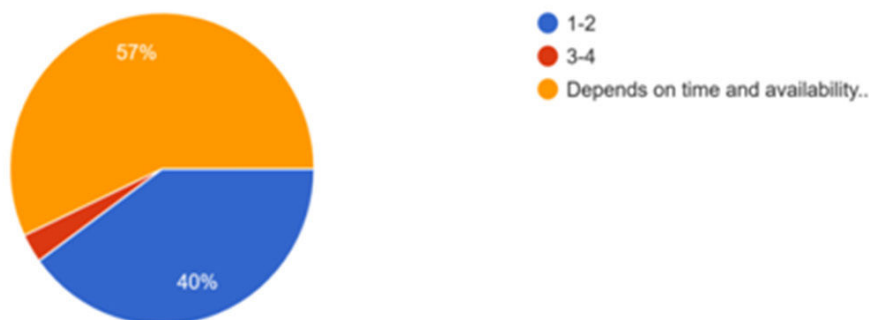


Fig. 5: Newspaper reading per day

### Daily time spent on reading a Newspaper

100 responses

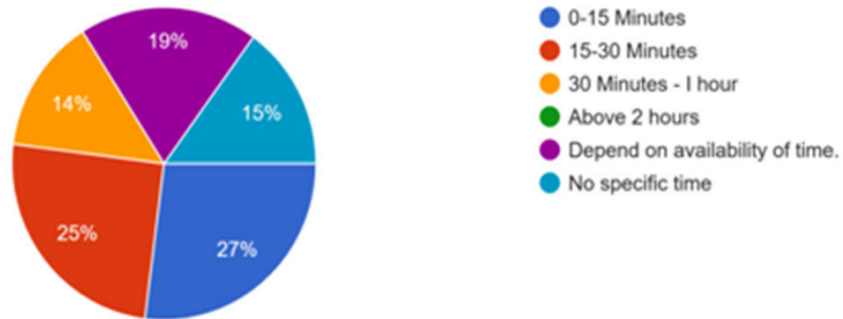


Fig. 6: Daily time spent on reading a newspaper

### Preferred newspaper format

100 responses

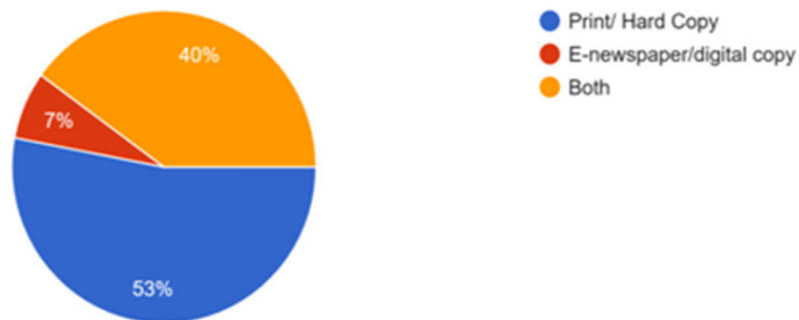


Fig. 7: Preferred newspaper format

### Preferred language for reading newspaper ( You can tick more than one option)

100 responses

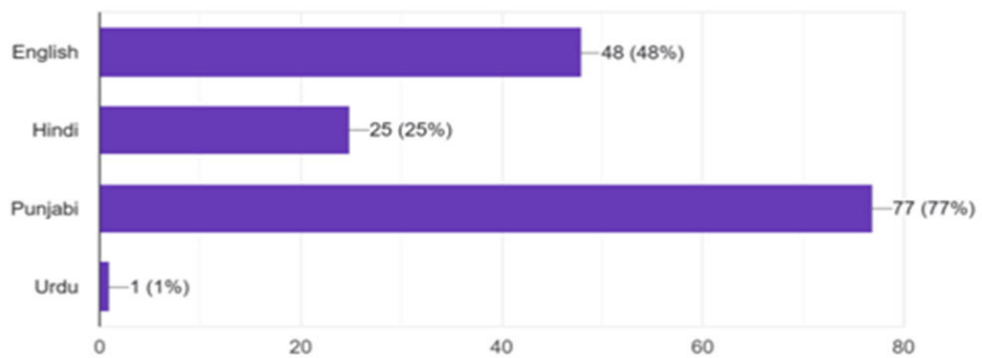


Fig. 8: Preferred language for reading newspaper

**Most preferred newspaper in Punjabi language (you can tick more than one choice)**

100 responses

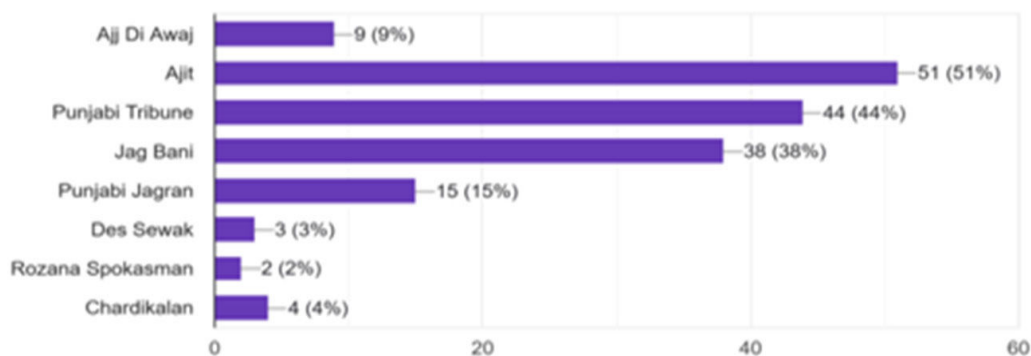


Fig. 9: Preferred newspaper in Punjabi language

**Most preferred newspaper in English language (you can tick more than one choice)**

100 responses

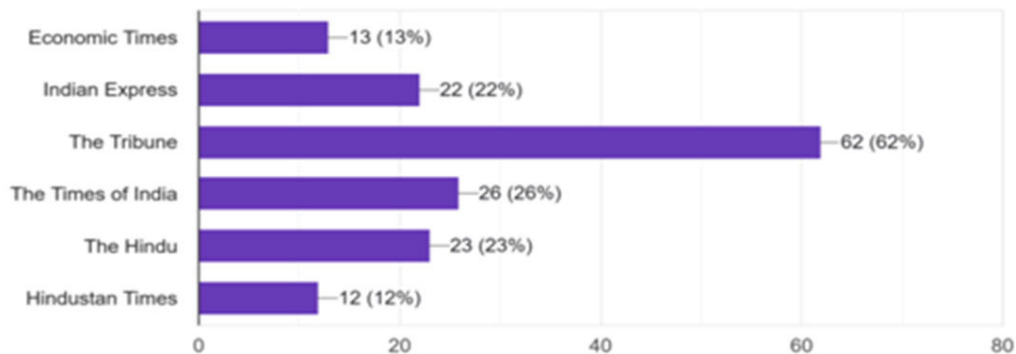


Fig. 10: Preferred newspaper in English language

**Most preferred newspaper in Hindi language (you can tick more than one choice)**

100 responses

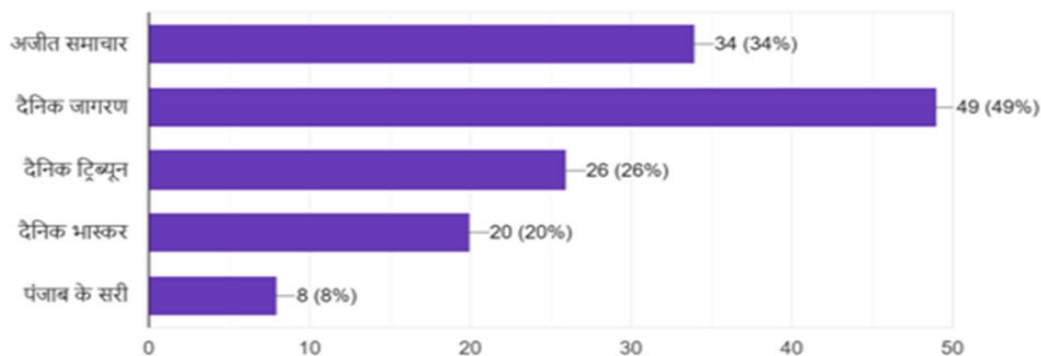


Fig. 11: Preferred newspaper in Hindi language

**Purpose for reading newspaper. (you can tick more than one choice)**

100 responses

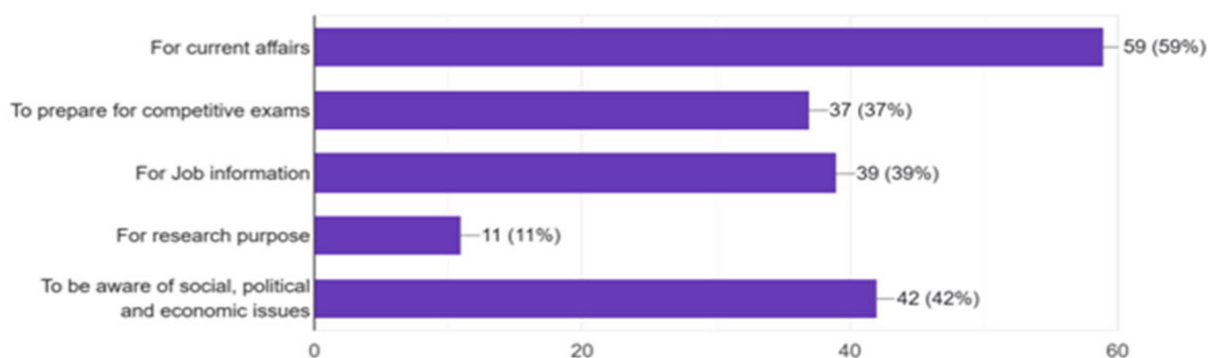


Fig. 12: Purpose of reading newspaper

**Your favorite content/section in the newspaper (you can tick more than one choice)**

100 responses

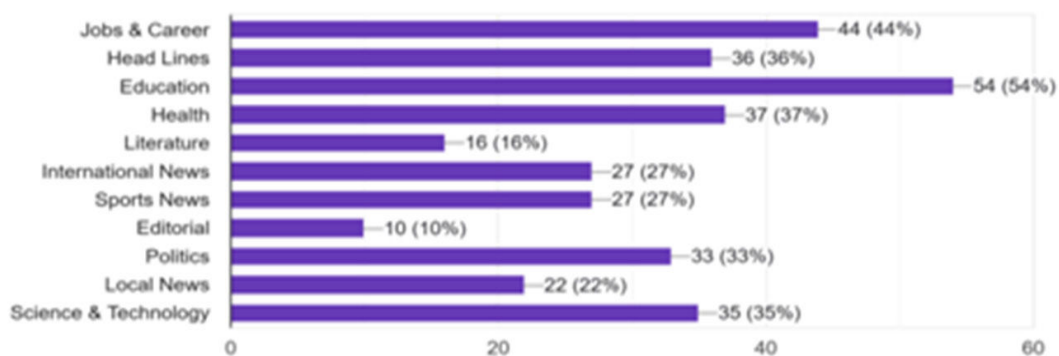


Fig. 13: Favorite section/content in newspaper

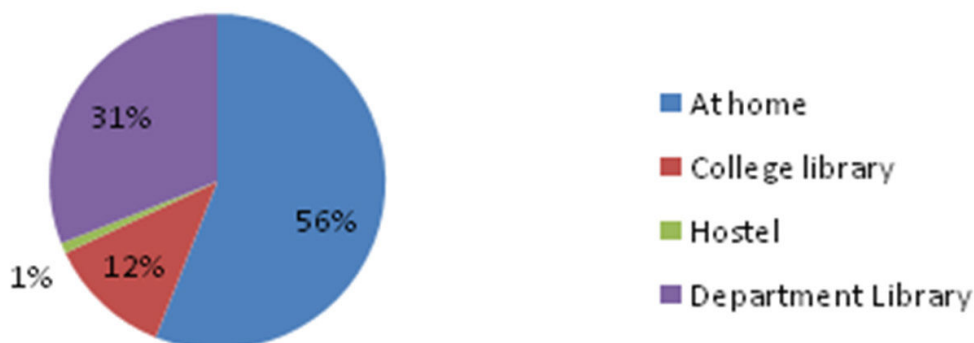


Fig. 14: Place of reading newspaper



### Criterion for Choosing a newspaper

100 responses

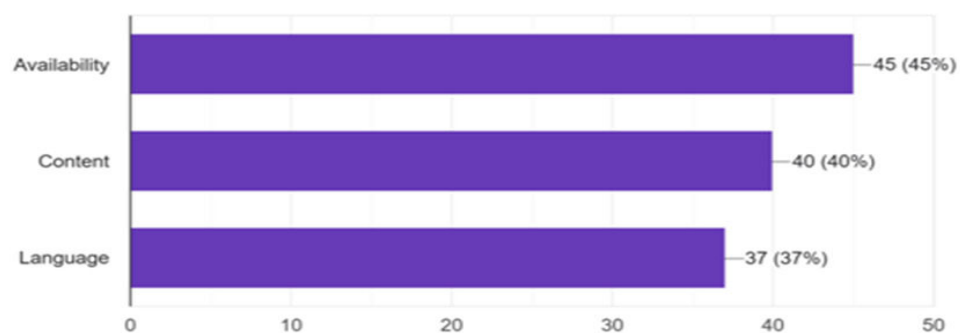


Fig. 15: Criterion for choosing a newspaper

### When do you read Newspaper?

100 responses

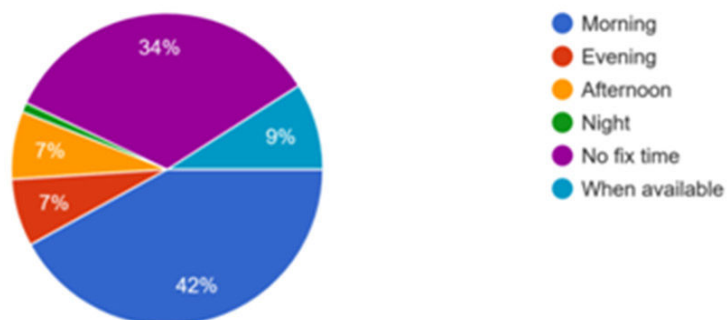


Fig. 16: When do you read newspaper

### Who inculcated your newspaper reading habit?

100 responses

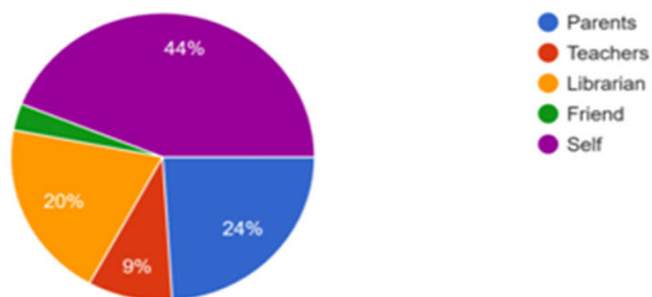


Fig. 17: Motivation for reading newspaper



### Hindrances to newspaper reading habit.

100 responses

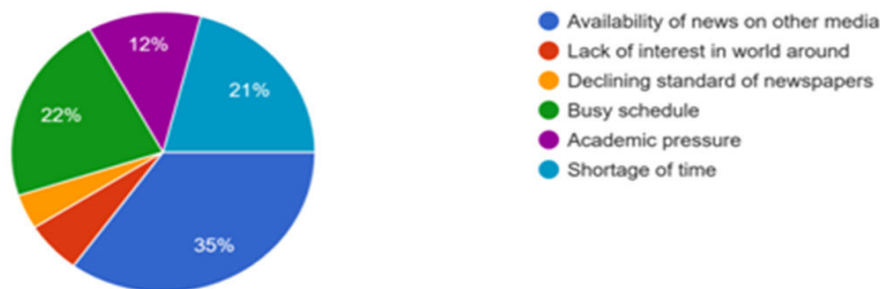


Fig. 18: Hindrances to newspaper reading

## FINDINGS

1. Most of the students read newspaper daily and spend 0 to 15 minutes daily reading newspaper.
2. Large number of students prefers hard copy of newspaper for reading.
3. Punjabi is most preferred language for reading followed by English and Hindi.
4. Ajit followed by Punjabi Tribune and Jag Bani are preferred newspaper in Punjabi language.
5. The Tribune followed by The Times of India and the Hindu are favorite newspaper in English language.
6. Dainik Jagran followed by Ajit Samachar and Dainik Tribune are favorite in Hindi language.
7. Most of the students read newspaper for current affairs followed by to be aware of social, political and economic issues and for job information.
8. In case of favorite content/section students like education, jobs and carrier and health.
9. Students prefer to read newspaper at home followed by department library and college library.
10. Availability is first criteria for choosing a newspaper followed by content and language.
11. Most of the students read in morning and they are self-motivated for reading newspaper.
12. Availability of news on other media, busy schedule and shortage of time are major hindrances for college students to read newspaper.

## CONCLUSION

Although the college is situated in rural area yet most of the students in the college daily read newspaper. They mostly read during morning time and prefer hard copy of the newspaper. Students read to know about the current affairs and to be socially, economically and politically aware. While choosing a newspaper to read they see the availability, content and language. Ajit, Punjabi Tribune, The Tribune, Times of India, Dainik Jagran and Ajit Samachar are the preferred newspaper of the college students. College library also subscribe to large number of newspapers for the students. Newspaper is an important academic source for the students who are self-motivated to read. In the present scenario the current news is available on various media but still the students read newspaper in the college for pursuing their academic goals.

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