A Study on Newspaper Reading Culture among Academic Community in Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

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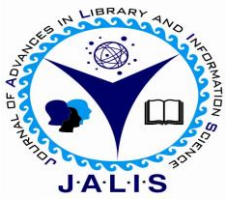
Abstract

The academic library is attached to the academic institution it serves to user community towards readings. The reading activity has always been seen as an important element in a person's culture and education. main clients are composed of students and Research Scholars. So, the library resources and services it offers should mirror the academic goals of the institution, and meet the information needs of these users. In this paper discussed about the newspaper reading culture academic community in Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu. among 139(59.4%) under graduate students, 43(18.38%) of them spent less than 30 minutes per day to reading the news paper and 18(7.69%) of them spent 'More than 1 hour'. Followed by 42(17.95%) of the post graduate students, 16(6.84%) of them spent less than 30 minutes per day to reading the news paper and 3(1.28%) of them spent 'More than 1 hour'.
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Keywords

Reading habits; preferences of languages; choice of news papers, topic in News

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1. Introduction

Reading is one of the important habits and duties of the academic peoples. Reading has been the passion of the greatest personalities of all times. Humans have been reading since ages and thus words of knowledge have been passed on through generations. The reading habit influences in the promotion of one's personal development in particular and social progress in general. Regular and systematic reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living; and thereby prepares a person for an effective participation in the social, religious, cultural and political life. Reading fires the imagination of the person. It adds new sight to eyes and new wisdom to mind. News Papers helps to improve the reading habit, knowledge and communication skill and social awareness. They can be part of good study habits and improve the concentration power for students in all area of specialization. India is a developing country with ethnic communities who wish to live together. Efforts to solve the socio , economic and ethnic problems in our country. Reading and Library use habits has a vital role to set up the multicultural structure in our country.

According to Stadler(1980), is reading

- Will develop the source of word of children in both mother tongue and householder language.
- Will contribute the thinking in both languages.
- Will raise the communication skills in both languages.
- Will help the children to learn the rules of behavior and life style of living country.
- Library use can have these activities in cultural adaptation.
- To develop the intercultural understanding and relationships.
- To facilitate the intercultural passing.
- To increase the cultural and social awareness
- To provide the social integration
- To improve the communication skills.
- To give an educational support to language development.

2. Review of Literature

Research reveals that while teachers say they value reading as a leisure activity, many do not make personal pleasure reading a priority. Many are a part of a growing group of people classified as literates. A study by McKool and Gespass (2009) reveals that only about half of the teachers surveyed read for

more than ten minutes a day in their free time. While these teachers advise parents of their students to read daily to their children, to allow their children to see them enjoy reading, and to talk about books with their children, it becomes apparent that many teachers do not take their own advice. There seems to be a disconnect between their "preaching" and their practice. While one might argue the demands of teaching and personal life have caused teachers to abandon personal reading, one need only consider research conducted with preserves teachers to realize that there is little evidence of strong enthusiasm for reading among those preparing for a teaching career and that teachers as a group do not have firmly engrained reading habits (Nathanson, Pruslow & Levitt, 2008). In fact, in the study by Lesley, Watson, and Elliott (2007) researchers expressed concern not just over the reading habits of preserves teachers but their behaviors that were more characteristic of "struggling" readers. Scott (1996) defined literacy as a "lack of reading habit especially in capable readers who choose not to read."

3. Objectives of the Study

The purpose of the study is:

- To be identified the language mostly students used for reading
- To know how much time is spent for reading newspapers.
- To be identified the sources of the newspapers.
- To be identified that choice of newspapers among the respondents.
- To be identified which sections of newspapers preferred.

4. Scope of the Study

The present study is aimed to analyses the reading habits of news paper academic community in Manonmaniam Sundaranar University, Tirunelveli. This study is only focusing on students and research scholars who are includes Under Graduate, Post Graduate students and research scholars only and others not taken for this study.

5. Methodology

The main objective of the paper is to study the reading habits academic community which consists of U.G & P.G students and research scholars with the aim to identify their reading attitudes, purposes, preferences & tastes. The data was collected using the questionnaire method. A total of 300 questionnaires were distributed among the respondents and 234 filled in questionnaires were obtained from the respondents. Sufficient time was given to the respondents to furnish the information. The data collected through questionnaire was analyzed with simple percentage, average and Chi-square test. .

6. Data Analysis and Interpretation

The collected information is tabulated by using statistical method, table and percentage. The data analyses are given below:

6.1. Study of the Population

This attempt is to find out the Newspaper Reading Culture Academic Community In Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu and it is shown table 1.

Table 1: Study of the Population

Sl. No	Users	Questionnaires Distributed	%	Questionnaires Received	%
1.	U.G. Students	150	50.00	139	46.33
2.	P.G. Students	75	25.00	42	14.00
3.	Research Scholars	75	25.00	53	17.67
Total		300	100.00	234	78.00

The table 1 shows that the volume of distribution and received questionnaire from academic community which consists of U.G & P.G students and research scholars. Among the 300 questionnaires were distributed among respondents which include 150 questionnaires to UG students, 75 Nos. to PG students 75 and 50nos. to the research scholars. Out of these the responses from the respondents are UG students 139(46.33 %) , PG students 42(1.00%), and research scholars 53(17.67 %) from the total population.

6.2. Preference of Language by the Users

This aim of the study to find out the Preference of Language by the Users while reading Newspapers In Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu which is shown table 2.

Table 2: Preference of Language by the Users

Sl. No.	Language	U.G. Students	P.G. Students	Research Scholars	Total
1	Tamil	93(39.74)	27(11.54)	25(10.68)	145(61.97)
2	English	46(19.66)	15(6.41)	28(11.97)	89(38.03)
	Total	139(59.4)	42(17.95)	53(22.65)	234(100)

The table 2 states the preference of languages while reading habits of news paper among respondents. In the case of research scholars among 53, 25(10.68%)are mentioned in English language and 28(11.97%) are liked English language only while reading the news paper. Among 139(59.4%), 93(3.94%) under graduate students are preferred Tamil language only at the time of reading news paper and remaining 46(19.66%) student are mentioned English language only. Among 42(17.95%) post graduate students, 27(11.54%) are preferred Tamil language papers and remaining 15(6.41%) are preferred English languages papers.

6.3. Time Spent for Reading Newspaper

This is to know about the Time Spent for Reading Newspaper by the academic communities n Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu are shown table 3.

Table 3: Time Spent for Reading Newspaper

Sl.No.	Time spent	U.G. Students	P.G. Students	Research Scholars	Total
1	Half an hour	43(18.38)	16(6.84)	24(10.26)	83(35.47)
2	30 Minutes to1 Hour	78(33.33)	23(9.83)	26(11.11)	127(54.27)
3	More than 1 Hour	18(7.69)	3(1.28)	3(1.28)	24(10.26)
	Total	139(59.4)	42(17.95)	53(22.65)	234(100)

(Figures in parenthesis denotes percentage)

Table 3 indicates the time spent for reading news paper among respondents, among 139(59.4%) under graduate students, 43(18.38%) of them spent less than 30 minutes per day to reading the news paper and 18(7.69%) of them spent 'More than 1 hour'. Followed by 42(17.95%) of the post graduate students, 16(6.84%) of them spent less than 30 minutes per day to reading the news paper and 3(1.28%) of them spent 'More than 1 hour'. Similarly, among the 53(22.65%) research scholars, 24(10.26%) of them spent less than 30 minutes per day to reading the news paper and 26(11.11%) of them spent '30 Minutes to1 Hour'.

The Chi square test has been administered to identify the significance for the analysis, the table value is 9.488 at 5% level of significance, the calculated value were less than the table value which indicated the variables are insignificant in their opinion about the time spent for Reading Newspaper by the Respondents

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.152[a]	4	.272
Likelihood Ratio	5.263	4	.261
Linear-by-Linear Association	1.530	1	.216
N of Valid Cases	234		

6.4. Time Spent for Reading Newspaper

This attempt is to find out the Sources of Newspaper by the respondents in Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu are shown table 4.

Table 4: Sources of Newspaper by Respondents

Sl.No.	Sources	U.G. Students	P.G. Students	Research Scholars	Total
1	Individual subscription	33(14.1)	3(1.28)	1(0.43)	37(15.81)
2	College Library	72(30.77)	30(12.82)	11(4.7)	113(48.29)
3	College Hostel	34(14.53)	9(3.85)	41(17.52)	84(35.9)
	Total	139(59.4)	42(17.95)	53(22.65)	234(100)

(Figures in parenthesis denotes percentage)

Table 4 shows the various sources of news paper to read among respondents. Among the 139(59.4%) U.G. Students, 33(14.1%) has mentioned they are subscribing news papers individually and 72(30.77%) of them stated the Library subscriptions are the most common source of newspapers for users. In the case on P.G.Students (42(17.95%), 3(1.28%) has mentioned they are subscribing news papers individually and 30(12.82%) of them stated the Library subscriptions are the most common source of newspapers for users. It clearly shows college library is the main source of news paper among engineering professionals.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.249[a]	4	.000
Likelihood Ratio	60.399	4	.000
Linear-by-Linear Association	41.235	1	.000
N of Valid Cases	234		

The Chi square test has been administered to identify the significance for the analysis, the table value is 9.488 at 5% level of significance, the calculated value were higher than the table value which indicated the variables are highly significant in their opinion about the Reason for sources of Newspaper by the Respondents

6.5. Choice of Newspaper by the Respondents

This attempt is to find out the Choices of Newspaper by the respondents in Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu are shown table 5.

Table 5: Choice of Newspaper by the Respondents

Sl.No	Name of the Newspaper	U.G.Students	P.G.Students	Research Scholars	Average % of Readers
1.	Dailythanthi	139(59.4)	42(17.95)	53(22.65)	100.00
2.	e-News Papers	135(57.69)	35(14.96)	51(21.79)	94.44
3.	The Hindu	134(57.26)	32(13.68)	48(20.51)	91.45
4.	The New Indian Express	132(56.41)	4(1.71)	47(20.09)	78.21
5.	Deccan Chronicle	130(55.56)	32(13.68)	48(20.51)	89.02
6.	The Times of India	125(53.42)	41(17.52)	39(16.67)	87.61
7.	Dinakaran	124(52.99)	40(17.09)	45(19.23)	89.32
8.	Dinamalar	129(55.13)	37(15.81)	42(17.95)	88.89
9.	Business Line	131(55.98)	30(12.82)	49(20.94)	89.74
10	Dinamani	132(56.41)	28(11.97)	38(16.24)	84.62
11	The Hindu(Tamil)	138(58.97)	42(17.95)	52(22.22)	99.15

Multiple Responses are allowed *(Figures in parenthesis denotes percentage)*

Above table 5 shows that the choice of news paper reading among respondents. The respondents are allowed to prefer multiple responses. Out of 234, Maximum of the respondents (100%) is mentioned their first choice is Dailythanthi and it is in the first position. And, more than 90% of the respondents are preferred the 'e-Newspapers', The Hindu (Tamil)' and 'The Hindu' preferred second, third and fourth respectively choice by the respondents. It clearly shows the Tamil language news papers are most preferred when comparing English language news papers.

6.6. Choice of Topics in Newspapers by the Respondents

This attempt is to find out the Choices of topics in Newspapers by the respondents in Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu are shown table 6.

Table 6: Choice of Topics in Newspapers by the Respondents

Sl. No	Newspaper Section	U.G.Students	P.G.Students	Research Scholars	Average % of Readers
1	Sensational News	124(52.99)	30(12.82)	45(19.23)	85.04
2	Politics and Social	132(56.41)	35(14.96)	48(20.51)	91.88
3	Letters to Editors	128(54.7)	32(13.68)	37(15.81)	84.19
4	Cinema/Entertaining News	130(55.56)	4(1.71)	36(15.38)	72.65
5	Advertisement/Classifieds	124(52.99)	39(16.67)	32(13.68)	83.33
6	Book Review	118(50.43)	33(14.1)	41(17.52)	82.05
7	Education	139(59.4)	40(17.09)	49(20.94)	97.44
8	Sports	129(55.13)	40(17.09)	48(20.51)	92.74

Multiple Responses are allowed *(Figures in parenthesis denotes percentage)*

The table 6 indicates the choices of various topics in news papers are preferred by the students and research scholars in Manonmaniam Sundaranar University, Tirunelveli. . Most of the professionals (97.44%) are preferred the education oriented news. And Politics and Social news (91.88%) chosen as second choice by the respondents and third choice is sports (92.74%) indicated by them. Nearly 85% of the professionals are mentioned sensational news in news papers. But very less average of the professionals (33.04%) are mentioned they are preferred Cinema/Entertaining News in news papers.

6.7. Reason for Reading Newspaper by the Respondents

This attempt is to find out the **Reason for Reading** Newspapers by the respondents in Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu are shown table 7.

Table 7: Reason for Reading Newspaper by the Respondents

Sl.No.	Reason for Reading	U.G.Students	P.G.Students	Research Scholars	Total
1	To get upto date Information	55(23.5)	11(4.7)	16(6.84)	82(35.04)
2	To Improve my General Knowledge	38(16.24)	24(10.26)	5(2.14)	67(28.63)
3	To know the Social Activities	16(6.84)	5(2.14)	31(13.25)	52(22.22)
4	It is my hobby	30(12.82)	2(0.85)	1(0.43)	33(14.1)
	Total	139(59.4)	42(17.95)	53(22.65)	234(100)

The table 7 indicates the reasons for reading news papers among respondents among 234, 82(35.04%) of the respondents are mentioned they are using the news papers for 'To get upto date Information' and 67(28.63%) of the users are stated reason are using the news papers to 'To Improve my General Knowledge'. Finally very less, 33(14.1%) of the professionals are indicates their hobby is main reason to reading the news papers.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.217[a]	6	.000
Likelihood Ratio	70.611	6	.000
Linear-by-Linear Association	5.953	1	.015
N of Valid Cases	234		

The Chi square test has been administered to identify the significance for the analysis, the table value is 15.507 at 5% level of significance, the calculated value were higher than the table value which

indicated the variables are highly significant in their opinion about the Reason for Reading Newspaper by the Respondents

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7. Conclusion

The reading habit influences in the promotion of one's personal development in particular and social progress in general. Reading is a wonderful activity among human being in the world. Reading is a set of abilities requiring individuals to "recognize when information is needed and have the ability to locate, evaluate, and use effectively. Reading habits makes lot of changes in the world like our lives. Reading habits also is increasingly important in the contemporary environment of rapid technological change in the global level. So, students and research scholars are the future of nation and newspaper reading can make them good citizen who can contribute for themselves as well as for their country.

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