

Inculcating The Habit Of Reading Newspapers Among College Students And Understand Its Influence On Content They Prefer

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Abstract

More specifically, for college students and textbooks, newspapers act as a fundamental source of information. Many students read newspapers in printed form or online copy as well. Every newspaper copy holds some useful information for every reader besides its age, gender, profession, and interest. So, for college students, it acts as a source of useful information to access updates from health, fitness, entertainment, sports, career and education, market, and business as well. Here, the main motive of the study is to teach the habit of reading newspapers among college students. Also, the aim was to understand the influence of reading newspapers on choosing the content by students. The entire study shows that students use newspapers to obtain the interesting information to widen their knowledge.

Keywords: *Newspaper, Reading Habits, College Students, online newspaper*

1. Introduction

As humans, we always look for a new idea, concept, and some innovative knowledge to boost our learning process daily. Here, newspapers play a crucial role as a storehouse of knowledge and set the path for students to attain their success goals. Besides, daily or weekly publications offer insights on news views, public interest sections with several advertisements. With the changing world, information becomes the valuable aspect of community and communication. Several communication channels are available that includes radio, television, newspaper, magazine, and internet. As a result, many of the students depend upon the print materials like textbooks, notebooks, printed notes, and newspapers to obtain right information.

The newspaper has hundred years of history for obtaining information about the surrounding area, village, city, and globe. Since earlier times, almost every city publishes its newspaper, representing local news, culture, happening, and history. Newspapers are available in both printed and online format and multiple languages such as Marathi, English, Hindi, Punjabi, and many more. Mass communication is the fundamental platform that informs the audience about various on-going events, programs, and policies. Newspaper and other mass communication platforms like TV, radio, films play a crucial role in making the public aware of national objectives.

Reading an English newspaper supports acquiring knowledge, improves English knowledge, and creates awareness about the surrounding. Additionally, the newspapers support the information dissemination and diffusion of the world. Apart from this, it supports understanding recent global trends and happening in education and other sectors. Further, reading newspapers is useful for students as it supports all time and offers guidance in acquiring knowledge, current events, and updates. Additionally, newspapers provide preliminary information and awareness of social activities.

1.1 Scope and limitations of the study

Here, the present study is limited to college students belonging to Pune University and sheds light on the habit of newspaper reading and its influence on them.

Also, the present study was performed to inculcate the habit of reading newspapers among college students belonging to Pune University. Also, the researcher aimed to understand the influence of reading on the content they prefer.

1.2 Objectives of the study

- To know about the newspaper reading habits in college students
- To understand about college students' reading behavior
- To find out the preferred type newspaper content by the students
- To understand the benefits of newspaper reading on college students

1.3 Statement of the problem

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Nowadays, with the development of internet and technology, many educations are facing endless problems and behavioural changes among college students. Students with ability of good reading and studying show excelled educational performance. However, social media has acquired huge space of newspaper and instead of reading college students and several other age groups spend major time on social platform. Also, according to Owusu-Acheaw, M and Larson, 2014 the increasing technology platforms have declined standards of reading among student's. [1] Hence, the researcher chooses to perform study of college students to understand their habit of reading newspaper and their intents to choose content.

1.4 Definitions

Definition of reading

- According to Smith and Robinson, reading is an active initiative taken by the reader to understand the writer's motto behind write up.[2]
- According to Devarajan, reading is an "art of interpreting printed and written works".

Definition of reading habit

Reading habits have several definitions as follow:

- Based on the concept explained by Luka, Bratovic' (2010),⁷ Reading habit is a key and crucial aspect of developing the literate society in the current world. [3]
- Reading habits are the things where a person organizes his/her reading.
- Parlette, 2010 defines reading habit is a gradual learning process of letters, sentences, paragraphs, words, and complete statements.[4]
- Based on the study performed by Knoester, 2010, reading accompanies a child throughout the life. Also, it allows personal growth and shapes the imagination, critical thinking, and take control of language. [5]

2. Review of Related Literature

Here, the present research study was performed to study the habit of reading newspapers among college students. Further, the researcher has also aimed to understand the impact of newspaper reading on their content choices. Reading is eminent for academic development and supports the process of academic goal attainment. Reading opens the doors of culture, independence, and knowledge. Further, it is observed that information given in newspaper produces huge impact on people read them. Also, it affects their perception, socialization and brings transformation in and out. According to Nkiko and Yusuff, 2006, students can enhance their intellectual abilities, sharpen their thought processes, and eliminate misconceptions through reading.[6]

Several studies show that, like other habits, newspaper reading habits in the children receive influences based on their parents' reading habits. Stone and Wetherington (1979) stated that the newspaper reading behavior of parents determines the development and establishment of leadership habits in their children. [7] Newspaper reading habits in individuals create a habit, and it opens the path of self-improvement. Hence, practicing newspaper reading is related to the improvement in students' approach towards overall reading abilities. [8]

While reviewing the literature, the researcher observed several studies performed by scholars that reveal the importance of reading and the role of newspaper reading in students' lives. According to Braunger & Lewis, 2006, reading enlightens the mind, improves sharpness, and boosts intellect, and allows individuals to move forward with pace. [9] Further, several experts suggest that reading supports interaction, communication and induces learning. Habit is the act of disposition to behave or do a particular task in a specific manner. According to Kim & Anderson, 2011, reading is the method of information and knowledge acquisition.

Additionally, it increases the level of maturity in individuals and expands awareness on contemporary issues. [10] According to a study performed by Eamin Ali Akanda & Armanul Haque (2013), newspaper reading boosts communication and helps the readers achieve an unbiased and informative worldview. Hence, newspaper reading is considered a crucial element for college students. [11]

For understanding the purpose of students behind reading a newspaper, researcher has reviewed multiple available literatures. Based on findings of Nagashetti, IAnand Y. Kenchakkanavar (2015), around 40.27% of students are interested in reading political or social issues, 24.53% are intended sports news section. [12] Besides, the study showed that most students received an advantage through the ability of the newspaper to highlight current awareness, and 43.05% of students' accessed the newspaper for educational purposes. Kumar, Nagarjun and Prabhakar (2017) found that majority of the students prefer to read English newspapers like Economic Times and Mind newspaper. They also, observed that college students also show interest in reading international advertisement and business news sections among the newspaper. [13]

According to a study performed by Kumar, Devendra; Singh, Rajkumar; and Siddiqui, Jamal Ahmad (2011), around 96.61% of students prefer to read Hindi newspapers. However, 67.57% of students tend towards English, and 3.25% of students use Urdu newspaper. [14] Further, to understand the time spent by students in newspaper reading, the researcher reviewed research performed by Dipika Majumder and Md.Mehedi Hasan (2013). [15] The entire research works and observations explain the most of the college students invest around one hour or less than that on reading the newspaper.

3. Research Methodology

3.1 Material and methods

The fundamental purpose of the present research paper is to inculcate the habit of reading newspapers among college students and understand its influence on content they prefer. For the study purpose, researcher has collected data using online and offline observation method. Researcher has also framed questionnaire and according collected data. Here, the researcher collected data from different educational streams like commerce, mass communication, arts, and science.

4. Results and discussion

In the present study, the researcher has collected data by performing various available sources including online and offline platforms. Also, the researcher taken help of available literature and reviewed it thoroughly to reach the research objectives.

History of newspaper

Since, past newspapers are considered as the reformatory element in the world. As it is the one platform that conveys collective results in the form of news and spread information to mass. In the initial days, newspapers were dedicatedly working for conveying political happening and other news were spread using person to person. Since, papers with images came into existence and with which newspapers took self-explanatory way. In India, Bengal Gazette or Calcutta Advisor was the first newspaper published in 1780 in Calcutta. J.A. Hickely published it in English language and that was available in two pages.

Since then, newspapers are serving the role for education and personal development. Data published in newspapers gives accurate information and solution for every challenge in almost every field. Students can combat with multiple concerns and challenges like selection of career, financial planning and investment, and many others. Also, helps teachers in delivering efficient learning and teaching. Through newspapers and desired columns students can understand professional development skills, choose career options, and get job opportunities. Reading a newspaper in classroom cheer up students to participate in group discussion and enhance critical thinking. Further, students can stay in touch with or develop new connections from different subject experts, topics, challenges and issues of different fields.

4.1 Newspaper reading is a good habit

Here, specifically, to understand newspaper reading habits in college students, the researcher performed the literature review and came to know that newspaper boosts the reading habits and segregates students based on their interest. Reading is an act of learning, and newspapers work as a storage house of knowledge to highlight different industrial and social segments. Apart from this, the newspaper is useful for people from all age groups, including individuals catering to government and private companies. Further, according to a study performed by Strommen & Mates, 2004, reading develops and improves vocabulary skills among students. Besides, it helps them gain background knowledge that strengthens reading skills and increases the involvement of students in reading by enhancing their level of enjoyment. [16]

Further, to understand the newspaper reading habits researcher has reviewed many pieces of literature are available on reading habits. Here, the researcher found one reference where Lesesne (1991) stated that older and older people could motivate younger for reading a piece of content by developing the habit of reading on their own. Also, they can establish a reading culture to make the younger generation acknowledge the importance of reading. [17]

Newspapers record real-time events and activities taking place in the surrounding place. So newspaper readers become knowledgeable, well-versed with language, and stay informed about the latest events. Further, based on several research studies, the researcher has proved that newspaper helps to improve reading habits among college students. Along with reading, it improves spelling, speaking abilities and strengthens pronouncing. Apart from this, reading can improve communication among society and develops problem-solving abilities.

4.2 Newspaper reading strengthens students' behaviour

Here to understand college students' reading behavior, the researcher has taken support of a study performed by Babalola (2002). According to Babalola, newspapers are easily available and accessible to individuals belonging to various age groups, professionals, and literacy. [18]

Further, according to Babalola's research study, the newspaper is useful in a different manner to facilitate educational empowerment among college students. Discussion over newspaper content boosts the critical thinking and courage of group discussion among students. Also, it resolves problems, raises eagerness and queries in the minds of students. In short, here, the researcher has observed that newspaper reading provides practical and real-time education to students matching the global standards. Also, it builds disciplines college students along with profound knowledge.

The newspaper is a friendly counsellor that conveys information to its reader. Like other media platforms, newspapers hold a strong and versatile personality. There are different departments in the newspaper, including edition, advertising, production, community.

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Even during natural disasters or attacks, thousands of people depend upon newspaper to gain information about the world. The development of educational technology is not new now. Even in India, every student from primary school to postdoc depends on the latest education technology and multimedia learning opportunities. The education and technology have become mature enough to cater to non-stop learning even in this COVID-19 outbreak. Newspaper reading is also a kind of medium transmits information and brings changes in students' attitude and behaviour. Nowadays, students are looking out for more information other than textbooks and teachers. Newspapers offer a good piece of content those transcripts students' behaviour and capacity to deal with the situation. Also, newspaper reading habit in students enables them to understand and bring out conclusions on a particular concern. Through the present study, the researcher observed that increasing internet dependency and the growth of new informative platforms transform the behaviour of online newsreaders. Many students are looking toward online news as a habitual behaviour and read e-newspapers at a specific time.

4.3 College students' preferences for newspaper content

Nowadays, newspapers are available in both online and printed format, and techno-savvy college students prefer to read online newspapers. Based on the available literature, the researcher studied survey observations made by Tewari P (2015). Here, the survey was performed to understand the reading habits among 3,183 online news consumers in India and observed that around 62.6% of respondents had subscribed to online newspapers. Further study showed that about 43.5% of online reader refers news from 'The Times of India'. [19]

Additionally, these newspapers are available in local, national, and international languages like English, Hindi, Marathi, etc. Many educational institutes allow students to read newspapers in the library. Newspapers offer current updates on sports, entertainment, share market, media and entertainment, education, and career.

Further, to obtain authentic information on content preference by college students, the researcher has reviewed studies performed by Kumar, Nagarjun, and Prabhakar (2017). Here, through study, the researcher observed that among 225 students of four Management College in Chennai, most of the students tend to choose English newspaper for reading. At the same time, several students prefer to read Economic Times and Mind newspaper. Further, the research study of Kumar, Nagarjun, and Prabhakar (2017) explained that international advertisement and business news two most popular news segments. Further, the researcher found some of the references to understand the students' intention to read newspapers. [20] More specifically, the researcher found that most university students prefer to read political news and educational news from the newspaper. [21] Further, to understand students' intent towards the sports and entertainment section in the newspaper, the researcher observed the study performed by Majumder and Hasan (2013). Here, the study was performed to understand newspaper reading abilities among the World University of Bangladesh students. According to this study, the researcher stated that most students show their interest in reading the sports and entertainment section from printed newspapers. [22] According to observations performed on the study of Mishra (2014), the researcher found that most of the senior secondary students read the newspaper to obtain a relevant set of information [23]. In short, many studies performed so far explain the students read the newspaper to obtain information on nutrition, health, recreation, and academics. Also, many students prefer to read columns like world affairs, government, sports events, and career.

4.4 Newspaper holds many benefits for college students

Here, to understand the importance of newspapers in college student life, research scholar has observed literature and studies. One of the studies performed by Kanizmoun, 2013 showed that with the advancement of media and entertainment channels world has become smaller. [24] Newspapers share huge contributions in developing and strengthening modern civilization.

Further, Kanizmoun stated that the newspaper acknowledges students and its readers about the latest happening and every minute update in the world. Newspaper holds sound information about domestic and global happenings. It shed light on various segments like business, games, sports, entertainment, and several other interesting topics.

Further, according to a study performed by Bndaka (2007), the newspaper is also helpful in developing reading abilities to support their curriculum activities.[25] According to Olorunsola (1997), the researcher has stated that reading habits help students and research scholars, teachers, and information professionals understand the latest happenings. Further, reading newspapers helps students in becoming a good person. A study by Olorunsola confirms that newspaper reading by college students improves vocabulary, eliminates chances of spelling mistakes, and strengthens creative thinking, allows group discussions. [26] Ameyaw, S. K, and Anto, S. K. (2018)6 prove that reading habit among students supports academic performance. The study states that newspaper reading broadens the knowledge prospects in students. [27]

5. Conclusion

From the entire study, it is observed that newspapers are the piece of paper contains huge information that supports the overall development of the student. Also, it keeps students up to date with the surrounding industrial and educational sectors. They are meant to widen the mindset and approach of students to support academics. Further, many other research studies explain that college students read newspapers at college or university library also use online platforms to read e-newspapers. Here, their interest was to obtain information

on nutrition, education, government and politics, sports, etc. Several studies show that most students are interested in reading newspapers daily, whereas some are least interested and read only once a month.

This paper has tried to provide insights on the benefits of newspaper reading for college students and obtained wholesome information. The data states that reading newspapers supports the overall development of students by widening their knowledge, reading skills, and vocabulary. Newspapers can work for different aims where students read newspapers to relax, obtain research-oriented information, and even complete their projects and assignments.

6. Recommendations

It is essential to boost the culture of reading newspapers among students; newspapers should be available free of cost. Also, to ease the purchase and access to newspapers for students, funding should be provided by colleges, universities, and government bodies. It is essential to motivate students to read the newspapers available in the library.

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