



Newspaper reading habits among the primary school teachers in Mysore city, Karnataka

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ABSTRACT

As a human being to know a new idea, innovative knowledge and learning process in day to day life and to learn continuously one of the paths are print and electronic versions of the newspaper. The study was conducted to investigate the newspaper reading habits among the primary school teachers in Mysore City, Karnataka. The study highlights the time spent in reading newspapers, the preference of language, the purpose of reading newspaper, the reason for reading newspaper, the preferred format of newspapers, newspapers source, and names of the newspaper preferred by the teachers. The interview and questionnaire method was used for the present study to collect the necessary data and the collected data has been analyzed and presented in the form of tables. The appropriate suggestions are provided for further improvements in newspaper reading habits of primary school teachers.

Keywords: Reading Habits, School Teachers, Newspaper, ISB, Mysore City

1. INTRODUCTION

In the present age of information. One has to know more about more things and regularly one has to updating knowledge. Humans are largely depend on the printed words. Reading habits has an important role in building the multicultural structure in any country. The newspaper is the store house of knowledge and provides knowledge of different kinds of segments of the society. The newspaper creates reading habits among users. It also improves communication skill. Regular reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living and thereby prepares a person for effective participation in the religious, cultural and social activities. Reading is the identification of the symbols and the association of appropriate meaning with them. It always requires identification and comprehension. Comprehension skills help the learner to understand the meaning of words in isolation. The effective reading is the most important avenue of effective learning. The role of the library and information centers in promoting reading is especially crucial in developing scientific, reflective thinking and creativity. The present study is carried out to know the news paper reading habits among the primary school teachers in Mysore City, Karnataka.

2. OBJECTIVES OF THE STUDY

The main objectives of the study are:

- To know the time spent in reading newspapers
- To identify the preference of language in reading newspapers
- The purpose of reading newspapers by the teachers.
- To know the reason for reading newspapers
- To identify the preferred format of newspapers and newspapers source.
- To know the names of the newspaper preferred by the teachers.

3. SCOPE, LIMITATIONS AND METHODOLOGY

The scope of the study is restricted to newspaper reading habits among the primary school teachers in Mysore City, Karnataka. The survey method was adopted, using questionnaire as a tool for data collection. A structured questionnaire was designed and distributed among the primary school teachers in Mysore City, Karnataka. Out of 398 questionnaires distributed, of which 352 filled in questionnaires were received back amounting 88.44%.

4. ANALYSES AND INTERPRETATION OF DATA

The data collected were analyzed, interpreted and it has been presented in the form of tables below.

4.1. Gender and Age Wise Distribution

The gender and age wise distribution of teachers has been summarized in Table-1. The Table-1 shows that, Out of 352 teachers, 189 (53.69%) of teachers are ‘Male’ and 163 (46.30%) of teachers are ‘Female’. About 52 (14.77%) of teachers belong to ‘36-40’ years of age group, followed by 50 (14.20%) ‘25-30’ years, 49 (13.06%) ‘46-50’ years, 48 (13.63%) ‘41-45’ years, 46 (13.06%) ‘51-55’ years, 45 (12.78%) ‘Below 25’ years, 38 (10.79%) ‘31-35’ years and 24 (06.81%) of teachers belong to ‘56-60’ years of age group.

Table 1: Gender and Age Wise Distribution

Age	Male (N=189)	Female (F=163)	Total (N=352)
Below 25 Years	19 (10.05)	26 (15.95)	45 (12.78)
25- 30 Years	27 (14.28)	23 (14.11)	50 (14.20)
31-35 Years	18 (09.52)	20 (12.26)	38 (10.79)
36-40 Years	33 (17.46)	19 (11.65)	52 (14.77)
41-45 Years	24 (12.69)	24 (14.72)	48 (13.63)
46-50 Years	21 (11.11)	28 (17.17)	49 (13.92)
51-55 Years	32 (16.93)	14 (08.58)	46 (13.06)
56-60 Years	15 (07.93)	09 (05.52)	24 (06.81)

The Table-1 also shows that majority of 33 (17.46%) of Male teachers belong to ‘36-40’ years of age group and 28 (17.17%) of Female teachers belong to ‘46-50’ years of age group.

4.2. Time Spent in Reading Newspapers

The time spent in reading newspapers by the teachers has been summarized in Table-2. The Table-2 shows that 126 (35.80%) of teachers spend ‘30 Minutes to 1 Hour’ everyday towards reading newspapers, followed by 118 (33.52%) of teachers spend ‘Less than 30 Minutes’, 87 (24.72%) of teachers spend ‘1-2 Hours’ and 21 (05.97%) of teachers spend ‘2-3 Hours’ everyday towards reading newspapers.

Table 2: Time Spent in Reading Newspapers

Time Spent	Total (N=352)	Percentage
Less than 30 Minutes	118	33.52
30 Minutes to 1 Hour	126	35.80
1-2 Hours	87	24.72
2-3 Hours	21	05.97

4.3. Preference of Language in Reading Newspapers

The preference of language in reading newspapers by the teachers has been summarized in Table-3. The Table-3 shows that 288 (81.82%) of teachers prefer reading ‘Kannada’ language newspapers, followed by 162 (46.02%) of teachers prefer ‘English’ language newspapers, 27 (07.67%) of teachers prefer ‘Hindi’ language newspaper, 21 (05.97%) of teachers prefer ‘Urdu’ language newspaper and 13 (03.69%) of teachers prefer Telugu, Tamil, Marathi, Malayalam etc. language newspaper.

Table 3: Preference of Language in Reading Newspapers

Language	Total (N=352)	Percentage
Kannada	288	81.82
English	162	46.02
Hindi	27	07.67
Urdu	21	05.97
Others (Telugu, Tamil, Marathi, Malayalam etc.)	13	03.69

Note: Multiple choice options the percentage is exceeded to more than 100%.

4.4. Purpose of Reading Newspapers

The purpose of reading newspapers by the teachers has been shown in Table-4. The Table-4 shows that 348 (98.86%) of teachers read newspapers for purpose of reading news, followed by 306 (86.93%) politics related, 281 (79.83%) sports and games, 234 (66.48%) entertainment and cinemas, 201 (57.10%) health related, 198 (56.25%) current events, 146 (41.48%) advertisements, 139 (39.49%) employment news, 83 (23.58%) business and 17 (04.83%) of teachers read newspapers for purpose other reasons like education related matter, exam results, tenders, weather forecast, horoscope etc.

Table 4: Purpose of Reading Newspapers

Purpose	Total (N=352)	Percentage
Reading News	348	98.86
Politics Related	306	86.93
Sports and Games	281	79.83
Business	83	23.58
Entertainment and Cinemas	234	66.48
Employment News	139	39.49
Advertisements	146	41.48
Current Events	198	56.25
Health Related	201	57.10
Others (education related matter, exam results, tenders, weather forecast, etc.)	17	04.83

Note: Multiple choice options the percentage is exceeded to more than 100%.

4.5. Reason for Reading Newspapers

The reason for reading newspapers by the teachers has been summarized in Table-5. The Table-5 shows that 337 (95.74%) of teachers gave reason for reading newspapers is to improve my general knowledge, followed by 334 (94.89%) of teachers gave reason as to get up to date information, 132 (37.50%) of teachers gave reason for reading newspaper to get better employment and 79 (22.44%) of teachers gave reason for reading newspapers for time passing.

Table 5: Reason for Reading Newspapers

Reason	Total (N=352)	Percentage
To get up to date information	334	94.89
To improve my general knowledge	337	95.74
For time passing	79	22.44
For better employment	132	37.50

Note: Multiple choice options the percentage is exceeded to more than 100%.

4.6. Preferred Format of Newspapers

The preferred format of newspapers by the teachers has been summarized in Table-6. The Table-6 shown that 261 (74.15%) of teachers prefer 'Print' format of newspapers, followed by 57 (16.19%) of teachers prefer 'Both' i.e. print and electronic format of newspapers and 34 (09.66%) of teachers prefer 'Online' format of newspapers.

Table 6: Preferred Format of Newspapers

Preferred Format	Total (N=352)	Percentage
Print	261	74.15
Online	34	09.66
Both	57	16.19

4.7. Source of Newspapers

The sources of newspapers used by the teachers has been summarized in Table-7. The Table-7 shows that 276 (78.41%) of teachers have done individual subscription of newspapers, followed by 86 (24.43%) School/ Library Subscription, 29 (08.24%) Public library and 14 (03.98%) of teachers opine source of newspapers as subscription by friends residence, hostel, canteen etc.

Table 7: Source of Newspapers

Source	Total (N=352)	Percentage
Individual Subscription	276	78.41
School/ Library Subscription	86	24.43
Public Library	29	08.24
Others (Friends residence, Hostel, Canteen etc)	14	03.98

Note: Multiple choice options the percentage is exceeded to more than 100%.

4.8. Popular Newspapers Preferred.

The names of the newspapers preferred by the teachers has been summarized in Table-8. The Table-8 shows that 296 (84.09%) of teachers prefer 'Kannada Prabha' followed by 289 (82.10%) prefer 'Udayavani', 274 (77.84%) 'Vijaya Karnataka', 243 (69.03%) 'Samyukta Karnataka', 236 (67.05%) 'Prajavani', 221 (62.78%) 'Vijayavani', 217 (61.65%) 'Mysooru Mithra', 188 (53.41%) 'The Times of India', 169 (48.01%) 'Indian Express', 154 (43.75%) 'The Hindu', 134 (38.07%) 'Star of Mysore', 116 (32.95%) 'Deccan Herald', 114 (32.38%) 'Sanjevani', 86 (24.43%) 'Hosa Digantha', 21 (05.97%) 'Dainik Bhaskar', 17 (04.83%) 'Rajasthan Patrika', 15 (04.26%) 'Salar Urdu', 12 (03.41%) 'Punjab Kesari', 11 (03.13%) 'Sahara Urdu', 06 (01.70%) 'Amar Ujala' news and 05 (01.42%) of teachers prefer other newspapers like Economics Times, Vishwavani, Enadu, etc.

Table 8: Popular Newspapers Preferred

Names	Total (N=352)	Percentage
Indian Express	169	48.01
The Hindu	154	43.75
The Times of India	188	53.41
Deccan Herald	116	32.95
Star of Mysore	134	38.07
Kannada Prabha	296	84.09
Mysooru Mithra	217	61.65
Udayavani	289	82.10
Vijaya Karnataka	274	77.84
Vijayavani	221	62.78
Prajavani	236	67.05
Samyukta Karnataka	243	69.03
Sanjevani	114	32.38
Hosa Digantha	86	24.43
Rajasthan Patrika	17	04.83
Dainik Bhaskar	21	05.97
Punjab Kesari	12	03.41
Amar Ujala	06	01.70
Salar Urdu	15	04.26
Sahara Urdu	11	03.13
Others (The Economics Times, Vishwavani, Enadu etc)	05	01.42
Note: Multiple choice options the percentage is exceeded to more than 100%.		

5. RECOMMENDATIONS AND SUGGESTIONS

Based on the result the study following recommendations and suggestions are made for further improvements in newspaper reading habits among the primary school teachers in Mysore City, Karnataka.

- The school administration should subscribe various languages newspaper for teachers to inculcate good reading habit.
- The school administration/ library should introduce innovative programme that will increase the reading habits of the students and teachers.
- The teachers should create importance of newspaper in day to day life among the students and other fellow colleagues.
- Separate newspaper reading room to be constructed for teachers and students for reading newspaper within the library/ school.

6. CONCLUSION

The newspapers are important information source. The newspaper reading is an important process of acquiring information by receiving a message from print or electronic in a meaningful way. The newspaper reading makes teachers much more knowledgeable and the teacher insists the student to read newspaper will make student a good citizen who can contribute in future for the country. To make newspaper reading easy and affordable to the teachers should use available Information and Communication Technology i.e. Smartphone, laptop, computer for reading online version of newspapers. Even the school administration/ library should create good environment for reading activities for teachers and students. The reading habits is important in the contemporary environment of rapid technological change in the global level.

7. REFERENCES

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