

# **Use of Newspapers and Magazines by the Students and Faculty in RGUKT Ongole Campus : A Study**

**Dr. C. Chinna Balu**

Assistant Librarian, RGUKT Ongole Campus, Prakasam-523225. Andhra Pradesh, India

[ccbalu.ong@rgukt.in](mailto:ccbalu.ong@rgukt.in)

## **ABSTRACT**

*This paper presents a series of arguments advocating the use of newspapers and reading magazines as a good habit that can provide a great sense of educational value and completeness. Many people have access to newspapers and magazines. Through these means, one can get information about social issues, medicine, current information, general knowledge, International, national, local affairs, education, health, awards, sports, editorial, stock market, investment reports, trade and business, entertainment, life success and failure, professional development, specific job opportunities, advertisements, career selection, politics, economy and so on. The present study is an attempt to use newspapers and magazines by the students and faculty at RGUKT Ongole Campus. A survey method was adopted for the study and the tool used for collecting data was a self-developed questionnaire. A total of 350 Questionnaires were distributed among the respondents and 335 responses were received. The response rate was 91.75%. From the study, it was found that the majority of the respondents read newspapers daily.*

**KEYWORDS:** Newspapers, Magazines, Use Patterns, Reading Habits.

## **INTRODUCTION**

Information has been described as key to economic and technological advancement for individuals and nations. Majumder & Hasan,(2013). Reading of newspaper is a habituated that manipulates readers to discover and go into the storehouse of knowledge daily. Newspapers as an authentic material and magazines as a semi-authentic material. Mc Mane (2001) observed that newspaper is an inexpensive way to enhance classwork by providing the basics for studying different subjects, from basic literacy to the highest level of critical thinking. Magazines, on the other hand, are good sources of information; they are more colourful and made with quality papers, but are restricted to selected topics to satisfy their readers. Newspapers and magazines provide fresh reports and news from all over the world rapidly. Newspapers and magazines are full of texts that can help learners to improve his or her speaking, reading, writing and listening skills, vocabulary and grammar. In my point of view, newspapers and magazine materials is one of the most challenging teaching tools for both teachers and students. The present study is written to establish the effects of newspapers and magazines on an academic pursuits of students and faculty of RGUKT Ongole Campus.

## **OBJECTIVES OF THE STUDY**

- ✓ To determine the most consulted newspapers/magazines by student and faculty of RGUKT Ongole Campus
- ✓ To determine the time spent in consulting newspapers and magazines
- ✓ To determine the relevance of newspapers and magazines to their academic pursuit
- ✓ To determine the preference of language in newspapers and magazines.
- ✓ To develop research-based recommendations to guide future investigations.

## **REVIEW OF LITERATURE**

In a 2007 contribution entitled “The effects of Media Context Experiences on Advertising Effectiveness”. **Malthouse, Calder, and Tamhane**(2007) defined 39 experiences involves in magazine reading and proposed that many of these experiences were related to advertising effectiveness. They found these effects in the 100 largest magazines in the United States.

A more recent articles in Forbes magazines describes a study conducted by Starcom USA that explores consumers’ feelings as they read their favourite publications **Burkitt**(2010). The research identified 17 reader emotions that a motivate buying decisions. The argues for further research to provide emotional measurement of newspapers and magazines audiences and speaks to matching publication audiences to ads inserted in print publications.

According to **Onwubiko**(2005) newspapers have been accorded a great deal of importance in the transmission of government policy, provision of regular source of current information for artisans, students & staff, while **Waal** (2005) observed that print newspapers in indeed better at expanding awareness of issues than their online counterparts for some groups in society; especially those with average or below average interest in news, whereas the online editions only seem to broaden the horizon of the highly educated in the society.

According to **Ugah** (2009) and **Onu** (2005) one of the fastest means of transmitting current information is through the print media especially the newspapers, most students read newspapers to broaden their knowledge and keep abreast of the recent developments, and to enhance their academic performance.

**Isaachson** (2009) and **Manish** (2011) observed that newspaper have more readers than ever in terms of content especially among the youth of today.

**Veronis** (2006) advised that newspapers, like network television, hold a major advantage over Internet sites because they still reach the large audiences that the Internet is having a hard time reaching, as the Internet is about fragmentation. (2003) noted that the demise of newspaper has long been predicted, yet they continue to survive globally despite competition from radio, television and the internet because they serve core social functions in successful cultures.

**Bankole and Babalola** (2011) studied the use of newspapers by students of Olabisi Onabanjo University in Nigeria. It is revealed that majority of the students prefer libraries to read newspapers.

**Brown**(2010) opined that old newspaper articles serve as a great source of information for research purposes for staff and students, for certain business requirements & even for specific requirements of different professionals.

**Mishra** (2014) conducted a study on reading habits of senior secondary students at Ujjain city. It is revealed that majority (46.78%) of respondents reading newspapers to get information and as many as 52.38% of respondents are time spend for reading. It is also found those majority i.e. 88.79% of respondents were read daily English newspaper and 68.79% of students.

**Donald D** (1992) advocates is using the newspaper is helpful to improve reading and writing skills of secondary students. Discusses using the newspapers with regard to disabled readers, enhancement of comprehension, critical thinking skills, increased vocabulary, creative writing opportunities, increased general knowledge, and extension activities.

**Tankard** (1987) discussed in how to read a newspaper article common technique in developing critical thinking skills is to suggest pertinent and key questions and recommend that readers engage in an internal dialogue to answer these questions. This approach can be used effectively in reading newspapers, journals articles and will become more useful with practice.

**Bonnie**(1991) discussed in improve to high order thinking and realised that illustrated from newspapers, journals, different content domains, raised of teaching reasoning strategies to students with learning disabilities using a curriculum designed around reasoning by analogy.

**Grundy Peter** (1993) Newspapers and magazines are useful tools in the EFL classroom for improving reading skills and enhancing students' knowledge of current affairs. If used in a more way, newspapers and magazines can help students to develop not only reading skills but also writing, grammar, vocabulary, and speaking skills. There are a lot of published courses that use real or simulated newspaper or magazine articles.

**Karen's** (2002) Using authentic material in the classroom, even when not done in an authentic situation, has some advantages because "it keeps students informed about what is happening in the world, so they have an intrinsic educational value." On the other hand, "textbooks often do not include incidental English." Some other reasons are that "the same piece of material can be used under different circumstances if it task is different", that books, articles, magazines and newspapers contain a wide variety of text types and they encourage reading for pleasure because they are likely to contain topics of interest to learners.

**Harmer**(2007) also explains that the issues about the students' writing skill are related to the use of lexical items, punctuation, text format, spelling, and syntax.

According to **Brono**(2006), the use of newspaper and magazine are useful to support the teaching of writing. Newspaper and magazine can help the student to improve their writing, grammar and vocabulary skills. Therefore,

the uses of the newspaper and magazine as the reading material for the students need to supplied in the school library and teachers are require to guide the students to get the knowledge about a good writing from these media.

## RESEARCH METHODOLOGY

A Survey method was adopted for this study to collect the primary data from the students and faculty of RGUKT Ongole Campus. A well structured questionnaire was designed to know the relevance of information sought, frequently visit to the library, time spent in library, consult newspapers and magazines, preference language in reading newspapers and magazines and so on. A total of 350 questionnaires were distributed to the students and faculty, but 335 (95.71%) were retrieved and used for the analysis. There was a high rate of retrieval because the questionnaire were collected immediately after completion.

## RESULTS AND DISCUSSIONS

### Data analysis and Interpretation.

The collected data is analysed and interpreted with reference to the objectives of the study. A simple statistical method are used to analyse the data presented in the form of tables in the following sections.

**Table 1:** Distribution of Questionnaires

Respondents	Distribution	Received	Percentage(%)
Students	275	268	97.45
Faculty	75	67	89.33
<b>Total</b>	<b>350</b>	<b>335</b>	<b>95.71</b>

It is evident from Table1 shows that 268 (97.45%) questionnaires have been received from the students, followed by 67(89.33%) questionnaires were received from the faculty of RGUKT Ongole Campus.

**Table 2 :** Frequency of visit to the library

Periodicity	Students	Faculty	Total
Daily	80(75.47)	26(24.53)	106(31.65)
Twice a week	65(79.27)	17(20.73)	82(24.48)
Once a week	54(81.82)	12(18.18)	66(19.70)
Fortnight	36(80)	9(20)	45(13.43)
Once a month	18(72)	7(28)	25(7.46)
Occasionally	7(63.64)	4(36.36)	11(3.28)
<b>Total</b>	<b>260</b>	<b>75</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

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It is evident from Table 2 shows that, 106(31.65%) visit to the library almost daily, followed by 82(24.48%) twice a week, 66(19.70%) visit once a week, 45(13.43%) visit fortnight and only 25(7.46%) and 11(3.28%) respondents are found to be visiting the library ones a month and occasionally respectively. Thus, the data shows that, on an average majority of the respondents visit the library daily.

**Table 3:** Time spent to reading Newspapers and Magazines

Time spent	Students	Faculty	Total
Less than an hour	62(71.26)	25(28.74)	87(25.97)
One hour	35(46.67)	40(53.33)	75(22.38)
Two hours	47(75.81)	15(24.19)	62(18.51)
More than two hours	70(89.74)	11(10.26)	81(24.18)
Half day	25(83.33)	5(16.67)	30(8.96)
<b>Total</b>	<b>239</b>	<b>96</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 3 shows that 87(25.97%) users are time spend less than an hour reading newspapers and magazines, 75(22.38%) spend one hour, 62(18.51%) spend two hours, 81(24.18%) spend more than two hours, while 30(8.96) time spend half day to reading newspapers and magazines. This implies that most of the students and faculty are time spend to reading newspapers and magazines.

**Table 4:** Patron reading newspaper and magazines

Patron	Newspapers	Magazines	Total
Students	173(69.76)	75(30.24)	248(74.03)
Faculty	60(68.97)	27(31.03)	87(25.97)
<b>Total</b>	<b>233</b>	<b>102</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

it is evident from Table 4 shows that out of 335 respondents, 248(74.03%) students are reading newspapers and magazines, whereas only 87(25.97%) faculty reading newspapers and magazines respectively.

**Table 5 :** Preference of Language in Reading Newspaper

Language	Students	Faculty	Total
Telugu	127(67.20)	62(32.80)	189(56.42)
English	85(58.21)	61(41.78)	146(43.58)
<b>Total</b>	<b>212</b>	<b>123</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 5 shows that majority of respondents i.e., 189(56.42%) prefer Telugu newspaper to read, and 146(43.58%) respondents read newspaper in English. As far as Telugu daily is concern it is found that all respondents read daily.

**Table 6 :** Preference of Language in Reading Magazines

Language	Students	Faculty	Total
Telugu	143(65.60)	75(34.40)	218(65.07)
English	62(52.99)	55(47.01)	117(34.93)
<b>Total</b>	<b>205</b>	<b>130</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 6 shows that majority i.e., 218(65.07%) respondents prefer Telugu magazines to read, and remaining 117(34.93%) respondents prefer to read English magazines.

**Table 7 :** Newspaper preference in Telugu Language

Most read Telugu Newspapers	Students	Faculty	Total
Eenadu	75(65.22)	40(34.78)	115(34.33)
Saakshi	62(72.09)	24(27.91)	86(25.67)
Andhra Jyoti	54(73.97)	19(26.03)	73(21.79)
Andhra Prabha	23(74.19)	8(25.81)	31(9.25)
Vaarta	17(77.27)	5(22.73)	22(6.57)
Prajasakti	6(75)	2(25)	8(2.39)
<b>Total</b>	<b>237</b>	<b>98</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 7 shows that majority i.e. 115(34.33%) respondents read Eenadu newspaper daily, 86(25.67%) read Saakshi newspaper daily, 73(21.79%) to read Andhra jyoti, about 31(9.25%) respondents prefer to read Andhra Prabha, 22(6.57%) and 8(2.39%) respondents to read Vaarta and Prajasakti newspaper daily respectively.

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**Table 8 :** Newspaper preference in English Language

<b>Most read English Newspapers</b>	<b>Students</b>	<b>Faculty</b>	<b>Total</b>
The Hindu	35(37.23)	59(62.77)	94(28.06)
The New Indian Express	42(62.69)	25(37.31)	67(20)
Deccan Herald	25(65.79)	13(34.21)	38(11.34)
Hans India	30(75)	10(25)	40(11.94)
Times of India	54(68.35)	25(31.65)	79(23.59)
Deccan Chronicle	10(58.82)	7(41.18)	17(5.07)
<b>Total</b>	<b>196</b>	<b>139</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 8 shows that majority 94(28.06%) respondents prefer to read The Hindu newspaper daily, 67(20%) respondents to read The New Indian Express, 38(11.34%) respondents prefer to read Deccan Herald Newspaper, 40(11.94%) respondents to read Hans India, 79(23.59%) and 17(5.07%) respondents to read Times of India and Deccan Chronicle newspaper daily respectively.

**Table 9 :** Magazines preference in Telugu Language

<b>Most read Telugu Magazines</b>	<b>Students</b>	<b>Faculty</b>	<b>Total</b>
Vijeta Competition	56(76.71)	17(23.29)	73(21.79)
Shine India	63(75.90)	20(24.10)	83(24.78)
Sri Ramakrishna Prabha	45(75)	15(25)	60(17.91)
Misimi	25(75.76)	8(24.24)	33(9.85)
Supatha	12(70.59)	5(29.41)	17(5.07)
Prajasahiti	10(76.92)	3(23.08)	13(3.88)
Vignana Sookhika	34(60.71)	22(39.29)	56(16.72)
<b>Total</b>	<b>245</b>	<b>90</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 9 shows that most consulted in Telugu language magazine by the respondents, 73(21.79%) respondents prefer to read Vijeta Competition magazine, 83(24.78%) prefer to read Shine India,

60(17.91%) respondents use Sri Ramakrishna Prabha, 33(9.85%) respondents magazine prefer read Misimi, 17(5.07%) respondents read Supatha magazine, 13(3.88%) and 56(16.72%) respondents to read Prajasahiti and Vignana Soochika magazines respectively.

**Table 10 :** Magazines preference in English Language

Most Read English Magazines	Students	Faculty	Total
The Week	25(62.50)	15(37.50)	40(11.94)
India Today	14(53.85)	12(46.15)	26(7.76)
Reader Digest	10(50)	10(50)	20(5.98)
Digit	37(68.52)	17(31.48)	54(16.12)
PC Quest	22(46.81)	25(53.19)	47(14.03)
Data Quest	18(58.06)	13(41.94)	31(9.25)
Competition Success Review	35(77.78)	10(22.22)	45(13.43)
Civils Times	23(74.19)	8(25.81)	31(9.25)
Outlook	10(66.67)	5(33.33)	15(4.48)
Yojana	15(57.69)	11(42.31)	26(7.76)
<b>Total</b>	<b>209</b>	<b>126</b>	<b>335</b>
<b>Note:</b> Number given in parenthesis shows the percentage			

It is evident from Table 10 shows that magazines preference in English language, 40(11.94%) respondents read The Week magazine, 26(7.76%) read India Today, 20(5.98%) respondents preference to read The Reader's Digest magazines, 54(16.12%) read Digita, 47(14.03%) read PC Quest, 31(9.25%) read Data Quest magazine, 45(13.43%) read Competition Success Review, 31(9.25%) read Civils Times magazine, 15(4.48%) and 26(7.76%) respondents preference to read Outlook and Yojana magazines respectively.

## FINDINGS

The following are the findings of the study :

- It is found that nearly one-third of them i.e.106(31.65%) visit to the library daily, whereas 87(25.97%) respondents are time spent in the library less than an hour.
- A high percentage of them 248(74.03%) are reading newspapers and magazines.
- The majority of them 189(56.42%) are prefer to read Telugu newspapers.
- The majority of them 218(65.07%) of respondents prefer to read Telugu language magazines.



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- The majority of them 115(34.33%) prefer to read Eenadu Telugu newspapers, whereas 94(28.06%) prefer to read The Hindu English newspapers.
- Most of the respondents 83(24.78%) prefer to read Shine India Telugu magazines, whereas 54(16.12%) respondents read Digit English magazine

### **RECOMMENDATIONS**

The library staff at the newspaper desk must be smart, intelligent, courteous and endeavour to be on their duty post constantly to attend to users' needs. He must ensure that newspapers and magazines with high demand from students and faculty are always available for consultation, and daily statistics are taken by ensuring that the particulars of the material consulted, department, matriculation number, level of study, time in and time out. Both students and faculty consult Eenadu, Saakshi, The Hindu and Times of India newspapers more because they want current and accurate genuine information and also update on latest happenings in sports. Magazines like Shine India, Vijeta competition, Digit, PC Quest and Competitive Success Review in highly demand because of the exposure to ICT and general knowledge.

The library should include the kind of information sought for using newspapers and magazines in the University Curriculum during training on the use of the library; thus will help create a balance in users' information seeking skills.

The Vendor must ensure that newspapers and magazines are supplied early enough, so that the librarian in charge of indexing and materials must has up his work in other to make the newspapers available to students and faculty as at when needed, else it will be opposing Ranganathan's law, which says we must "**Save the time of the reader**".

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