

Use of Newspapers and Magazines by the Faculty Members of First Grade Colleges of Chikmagalur: A Comparative Study

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***Abstract-**Reading newspapers and magazines is a good habit that can afford a great sense of educational value and completeness. Many people have habits of reading newspapers and magazines. Through these means, one can get information about politics, education, sports, economy, entertainment, business, trade and commerce etc. The present study is an attempt to investigate the level of newspaper and magazines reading habits of the faculty members of first grade colleges of Chikmagalur. A survey method was adopted for the study and the tool used for collecting data was a self-developed questionnaire. A total of 286 questionnaires were administered among the respondents and 261 were received the response rate was 91.26%. From the study it was found that majority of the respondents reading newspapers daily.*

Keywords: Newspapers, Magazines, Use Pattern, Reading Habits.

Introduction

The more society is developed the more means of communication are required. The mass media are the most pervasive features of modern life. As a means of communication, newspapers and magazines are playing a vital role by providing information about the recent issues, events or happenings locally, nationally and internationally. These are contributing a great deal to the development of our knowledge. Through valuable and subtle critical and commentary articles, these are throwing a light on socio-economic issues of the current society. Reading of newspaper is a habituated and it manipulates readers to discover and go into the store house of knowledge on every day basis (Majumder & Hasan, 2013). The practice of reading, a newspaper has been associated with improvement in students' attitudes toward reading overall. Newspapers and magazines provide information for academic purpose also. In academic pursuit, the availability and use of accurate and current information may determine success or failure (Njeze, 2013). The present study is written to establish the effects of newspapers and magazines in an academic pursuit of faculty members of first grade colleges of Chikmagalur.

Review of Literature

A number of relevant studies have been made previously on use of newspapers and magazines, some of the related studies on newspapers and magazines reading habits are reviewed as under;

Akanda, and Haque, conducted a study on Newspaper Reading Habits of University Graduate Students in Bangladesh. It is found that 48.67% respondents spent 1-2 hours per day reading newspaper, 130 (11.85%) respondents read newspaper to obtain information (Akanda & Haque, 2013).

Bankole and Babalola 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.

Sivankutty and Sudhakaran investigated on the use of online newspapers among librarians in India. It is revealed that majority of the respondents opine that online newspapers can be accessed anywhere and anytime. The study also revealed that librarians are aware of the developments that happen around them. The survey confirmed that the online edition of the Times of India is the preferred newspaper site (Sivankutty & Sudhakaran, 2011).

Mishra conducted a study on reading habits of senior secondary students at Ujjain city. It is revealed that majority (46.78%) of respondents reading newspaper 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 per cent of students (Mishra, 2014).

Nagashetti & Kenchakkanavar in their study, News Paper Reading Habits Among the Students of Municipal Arts and Commerce College, Laxmeshwar, found that majority of students (55.09%) preferred Kannada language newspapers. Majority of respondents preferred to read Prajavani (52.77%) and Vijayavani (50.46%) newspapers. Majority of respondents read newspapers for current awareness (52.33%) and education purpose (43.05%) (Nagashetti & Kenchakkanavar, 2015).

Objectives of the study

The main objectives of the study are:

- To investigate the level of reading habits of newspaper and magazines among the respondents.
- To examine that time spent by the respondents in reading newspaper and magazine.
- To identify the preference of language in reading newspaper and magazines.
- To assess the purpose of using newspaper and magazines in reading habits.
- To identify the sections and benefits of reading newspaper.

Methodology

Survey method was adopted to collect the primary data from the faculty members of first

gradecolleges of Chikmagalur. A well-structured questionnaire was designed to collect the information. A total of 286 questionnaires were distributed among the respondents, out of which 261 filled in questionnaires were received back with the response rate was 91.26%. The questionnaires were personally distributed and collected by the Investigator.

Results and Discussion

Data analysis and interpretation

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

A total of 286 questionnaires were distributed among the respondents i.e. faculty members of the six first grade colleges of Chikmagalur, of which, 261 filled in questionnaires were received back consisting of 91.26% responses. The above Table depicts that, 37 (92.50%) questionnaires have been received from the respondents of Adichunchanagiri Institute of Business Management, Chikmagalur (AIBM), followed by 24 (92.31%) from M.E.S.M.S.P.S. Womens College, Chikmagaluru (MESMSPSWC), 23 (92.00%) from St. Joseph’s First Grade College, Chikmagalur (SJFGC). 113 (9.87%) questionnaires were received from I.D.S.G. Government, First Grade College, Chikmagalur (IDSGGFC). 40 (90.91%) from M.I.M.S. First Grade College, Chikmagalur (MIMSFGC) and 24 (85.71%) questionnaires were received from the faculty members of S.T.J. Womens First Grade Arts, Commerce & Home Science College, Chikmagalur (STJWFGC) (Table 1).

Table 1: Distribution of Questionnaires

Colleges	Respondents		
	Distribution	Received	%
IDSGGFC	123	113	91.87
MESMSPS WC	26	24	92.31
SJFGC	25	23	92.00
STJWFGC	28	24	85.71
MIMSFGC	44	40	90.91
AIBM	40	37	92.50
Total	286	261	91.26

Note: IDSGGFC= I.D.S.G. Government of First Grade College, Chikmagalur; MESMSPSWC= M.E.S.M.S.P.S. Womens College, Ratnagiri Road, Chikmagaluru, SJFGC= St. Joseph’s First Grade College, Jyothinagar, Chikmagalur; STJWFGC= S.T.J. Women’s First Grade Arts, Commerce & Home Science College, Chikmagalur; MIMSFGC= M.I.M.S. First Grade College, B.M. Building, Indiragandhi Road, Thogariankal Sarkal Chikmagalur; AIBM= Adichunchanagiri Institute of Business Management, Jyothi Nagar, Chikmagalur.

Table 2: Frequency of visits to the College Library

Periodicity	Colleges						Total
	IDSGGFC	MESMSPSWC	SJFGC	STJWFGC	MIMSFGC	AIBM	
Daily	36 (31.86)	11 (45.83)	11(47.83)	09 (37.50)	21 (52.50)	12 (32.43)	100(38.31)
Twice a week	31(27.43)	07 (29.17)	05 (21.74)	13 (54.17)	10 (25.0)	15 (40.54)	81 (31.03)
Once a week	19 (16.81)	04 (16.67)	05 (21.74)	02 (8.33)	06 (15.0)	05 (13.51)	41 (15.71)
Once a fortnight	16 (14.16)	02 (8.33)	02 (8.70)	00	03 (7.50)	03 (8.11)	26 (9.96)
Once a month	08 (7.08)	00	00	00	00	02	10 (3.83)
Occasionally	03 (2.65)	00	00	00	00	00	03 (1.15)
Not at all	00	00	00	00	00	00	0
Total	113	24	23	24	40	37	261

Note: Number given in parenthesis shows the percentage.

Table 3: Frequency of Reading Newspaper and Magazines

Frequency	NP&Mag	Colleges						Total
		IDSGGFC	MESMSPSWC	SJFGC	STJWFGC	MIMSFGC	AIBM	
Often	NP	81 (71.68)	14 (58.33)	13 (56.52)	15 (62.50)	26 (65.0)	25 (67.57)	174(66.67)
	Mag	15 (13.27)	08 (33.33)	08 (34.78)	09 (37.50)	16 (40.0)	15(40.54)	71(27.20)
Sometimes	NP	29 (25.66)	09 (37.50)	10 (43.48)	09 (37.50)	14 (35.0)	11(29.73)	82(31.42)
	Mag	92 (81.42)	15 (62.50)	14 (60.87)	15 (62.50)	22 (55.0)	20(54.05)	178(68.20)
Never	NP	03 (2.65)	01 (4.17)	00	00	00	01 (2.70)	05(1.92)
	Mag	06 (5.31)	01 (4.17)	01(4.35)	00	02 (5.0)	02(5.41)	12(4.60)
Total (NP &Mag)		113	24	23	24	40	37	261

Note: NP= Newspaper, Mag=Magazines, Number given in parenthesis shows the percentage.

Table-2 explores that, more than one-third of the respondents i.e. 100 (33.31%) visit the library almost daily, followed by 81 (31.03%) visit twice a week, 41 (15.71%) once a week; about 26 (9.96%) visit the library once a fortnight and only 10 (3.83%) and 3 (1.15%) respondents are found to be visiting the library once a month and occasionally respectively. Thus, the data shows that, on an average, majority of the respondents visit the library daily (Table 2).

The above table-3 reveals that, out of 261 respondents, 174 (66.67%) faculty members make use of newspapers often. As far as frequency of reading magazines is concern majority i.e. 178 (68.20%) respondents opine that they are making use of magazines sometimes. Whereas only 05 (1.92%) and 12 (4.60%) respondents said that they never use newspapers and magazines respectively. Further it is observed that about 81 (71.68%) respondents of IDSGGFC making use of newspapers often and 15 (40.54%) respondents of AIBM making use of magazines often (Table 3).

Table 4: Number of Newspapers and Magazines Read Daily

	Number	Colleges						Total
		IDSGGFC	MESMS PSWC	SJFGC	STJWFGC	MIMSFGC	AIBM	
News Papers	One	19 (17.27)	7 (30.43)	4 (17.39)	7 (29.17)	10(25.00)	11(30.56)	58 (22.66)
	Two	51 (46.36)	6 (26.09)	11(47.83)	11(45.83)	16(40.00)	10(30.56)	105(41.02)
	More than Two	40 (36.36)	10(43.48)	08(34.78)	6 (25.00)	14 (35.00)	15 (41.67)	93(36.33)
	Total	110	23	23	24	40	36	256
Magazines	One	37 (34.58)	10 (43.48)	10 (45.45)	09 (37.50)	18(47.37)	20 (57.14)	104(41.77)
	Two	34 (31.78)	5 (21.74)	7 (31.82)	09 (37.50)	11(28.95)	9 (25.71)	75(30.12)
	More than Two	36 (33.64)	8 (34.78)	5 (22.73)	6 (25.00)	9(23.68)	6 (17.14)	70(28.11)
	Total	107	23	22	24	38	35	249

Table 5: Sources of Obtaining Newspaper and Magazines

	Number	Colleges						Total
		IDSGGFC	MESMS PSWC	SJFGC	STJW FGC	MIMSFGC	AIBM	
News Papers	One	19 (17.27)	7 (30.43)	4 (17.39)	7 (29.17)	10 (25.00)	11 (30.56)	58(22.66)
	Two	51 (46.36)	6 (26.09)	11 (47.83)	11 (45.83)	16(40.00)	10 (30.56)	105(41.02)
	More than Two	40 (36.36)	10(43.48)	08(34.78)	6 (25.00)	14 (35.00)	15 (41.67)	93(36.33)
	Total	110	23	23	24	40	36	256
Magazines	One	37 (34.58)	10 (43.48)	10 (45.45)	09 (37.50)	18(47.37)	20 (57.14)	104(41.77)
	Two	34 (31.78)	5 (21.74)	7 (31.82)	09 (37.50)	11(28.95)	9 (25.71)	75(30.12)
	More than Two	36(33.64)	8 (34.78)	5 (22.73)	6 (25.00)	9 (23.68)	6 (17.14)	70(28.11)
	Total	107	23	22	24	38	35	249

It is evident from the table-4 that majority of the respondents i.e. 105 (41.02%) read two newspapers daily. About 93 (36.33%) respondents read more than two newspapers (Table 4). As far as use of magazines are concerns, majority (41.77%) of respondents read one magazine and only 70 (28.11%) respondents read more than two magazines (Laureta, 2009).

Table -5 reveals that majority of the respondents i.e. 146 (57.03%) and 163 (65.46%) obtain newspaper and magazines from college library frequently. about 97 (37.89%) respondents obtain newspaper from their home (Table 5). A few (5.08%) and (5.62%) respondents are using public library to read newspapers and magazines frequently.

The table-6 explores that majority of the respondents i.e. 237 (92.58%) prefer Kannada newspaper to read, and 144 (56.25%) respondents read newspaper in English (Table 6). As far as Kannada daily is concern it is found that all respondents (1000%) of MIMSFGC read daily.

Table 6: Preference of Language in Reading Newspapers

Language	Colleges						Total (N=256)
	IDSGGFC (N=110)	MESMSPSWC (N=23)	SJFGC (N=23)	STJWFGC (N=24)	MIMSFGC (N=40)	AIBM (N=36)	
Kannada	101(91.82)	22 (95.65)	17 (73.91)	23(95.83)	40(100.00)	34 (94.44)	237(92.58)
English	60 (54.55)	11(47.83)	16 (69.57)	17 (70.83)	24 (60.00)	16(44.44)	144(56.25)

Table 7: Preference of Language in Reading Magazines

Colleges							
Language	IDSGGFC (N=107)	MESMSPSWC (N=23)	SJFGC (N=22)	STJWFGC (N=24)	MIMSFGC (N=38)	AIBM (N=35)	Total (N=249)
Kannada	101(94.39)	22(95.65)	16(72.73)	23(95.83)	35(92.11)	34(97.14)	231(92.77)
English	47(43.93)	09(39.13)	15(68.18)	17(70.83)	18(47.37)	16(45.71)	122(49.00)

Table 8: Newspaper Preference in Kannada Language

Most read Kannada Newspapers	Colleges						Total (N=256)
	IDSGGFC (N=110)	MESMSPSWC (N=23)	SJFGC (N=23)	STJWFGC (N=24)	MIMSFGC (N=40)	AIBM (N=36)	
Prajavani	77(70.00)	15 (65.22)	17 (73.91)	14 (58.33)	27 (67.50)	25(69.44)	175(68.36)
Vijayavani	71 (64.55)	17 (73.91)	13 (56.52)	16 (66.67)	30 (75.00)	19(52.78)	166(64.84)
Vijaya Karnataka	43 (39.09)	07 (30.43)	06 (26.09)	04 (16.67)	11(27.50)	07(19.44)	78(30.47)
Samyuktha Karnataka	13 (11.82)	04 (17.39)	03 (13.04)	03 (12.50)	00	02(5.56)	25(9.77)

Udayavani	12 (10.91)	03 (13.04)	03 (13.04)	00	00	00	18 (7.03)
Kannada Prabha	29 (26.36)	03 (13.04)	00	05 (20.83)	13(32.50)	02(5.56)	52 (20.31)
Vishwavani	07 (6.36)	00	00	00	00	00	07 (2.73)
Any Other	04 (3.64)	00	00	00	00	00	04 (1.56)
Note: Number given in parenthesis shows the percentage.							

As far as preference of language in reading magazines is concern, through the above table-7, it is found that majority i.e 231 (92.77%) respondents prefer Kannada magazines to read, and 122 (49.00%) respondents read English magazines depicted in Table 7.

The above table-8 explores that majority i.e. 175(68.36%) respondents read Prajavani newspaper daily, followed by 166 (64.84%) read Vijayavani, 78 (30.47%) read Vijaya Karnataka newspaper daily (Table 8). Least number of respondents i.e. 52 (20.31%) read Kannada Prabha, about 25 (9.77%) read Samyuktha Karnataka, 18 (7.03%) and 07(2.73%) respondents read Udayavani and Vishwavani newspaper daily respectively.

As far as newspaper preference in English language is concern, more than half of the respondents i.e. 162 (63.28%) read The Hindu daily. As many as 78 (30.47%) respondents read Deccan Herald. Least number of respondents i.e.35 (13.67%) and 30 (11.72%) read Times of India and Indian Express respectively (Table 9).

Table 9: Newspaper Preference in English Language

Most read English Newspapers	Colleges						Total (N=256)
	IDSGGFC (N=110)	MESMSPSWC (N=23)	SJFGC (N=23)	STJWFGC (N=24)	MIMSFGC (N=40)	AIBM (N=36)	
Times of India	15 (13.64)	04 (17.39)	05 (21.74)	02 (8.33)	03 (7.50)	06 (16.67)	35(13.67)
The Hindu	65 (59.09)	13(56.52)	18(78.26)	13(54.17)	25 (62.50)	28(77.78)	162(63.28)
Hindustan Times	03 (2.73)	00	02 (8.70)	00	00	03 (8.33)	8 (3.13)
Indian Express	10(9.09)	00	05(21.74)	06 (25.00)	04(10.00)	05(13.89)	30 (11.72)
Deccan Herald	43(39.09)	07 (30.43)	06(26.09)	04 (16.67)	11 (27.50)	07(19.44)	78 (30.47)
Any Other	00	00	00	00	00	00	00
Note: Number given in parenthesis shows the percentage.							

Table 10: Magazines Preference in Kannada Language

Most read Kannada Magazines	Colleges						Total (N=249)
	IDSGGFC (N=107)	MESMSPSW C (N=23)	SJFGC (N=22)	STJWFGC (N=24)	MIMSFGC (N=38)	AIBM (N=35)	
Grihshobha	15 (14.02)	02 (8.70)	02 (9.09)	05 (20.83)	04 (10.53)	01(2.86)	29(11.65)
Karmaveera	59 (55.14)	15 (65.22)	16(72.73)	16(66.67)	24(63.16)	23 (65.71)	153(61.45)
Kasthuri	11 (10.28)	03 (13.04)	02 (9.09)	00	00	04(11.43)	20(8.03)
Mayura	19 (17.76)	08 (34.78)	07(31.82)	09 (37.50)	06(15.79)	06 (17.14)	55(22.09)
O Manase	04 (3.74)	02 (8.70)	00	02(8.33)	00	00	08(3.21)
Roopatara	05 (4.67)	02 (8.70)	02(9.09)	00	00	00	09(3.61)
Sakhi	00	00	00	00	01(2.63)	00	01(0.40)
Sudha	33 (30.84)	12(52.17)	09 (40.91)	11 (45.83)	09(23.68)	14 (40.00)	88 (35.34)
Taranga	05 (4.67)	02 (9.09)	00	00	00	04 (11.43)	11 (4.42)
Any Other	00	00	00	00	00	00	00

Note: Number given in parenthesis shows the percentage.

Table 11: Magazines Preference in English Language

Most read English Magazines	Colleges						Total (N=249)
	IDSGGFC (N=107)	MESMSPSWC (N=23)	SJFGC (N=22)	STJWFGC (N=24)	MIMSFGC (N=38)	AIBM (N=35)	
Forbes India	00	00	00	00	00	00	00
Film fare	05 (4.67)	02(8.70)	00	02 (8.33)	03 (7.89)	00	12(4.82)
Competition Success Review	42 (39.25)	12 (52.17)	12 (54.55)	09 (37.50)	17 (44.74)	19 (54.29)	100 (40.16)
Business Today	20 (18.69)	05(21.74)	08(36.36)	05(20.83)	10 (26.32)	04(11.43)	52 (20.88)

Time	23(21.50)	08(34.78)	6(27.27)	06(20.83)	05(13.16)	07(20.00)	55(22.09)
India Today	29(27.10)	08(34.78)	02(9.09)	05(20.83)	05(13.16)	09(25.71)	58(23.29)
Reader's Digest	04(3.74)	00	00	00	00	00	04(1.61)
The Week	20(18.69)	05(21.74)	02(9.09)	02(8.33)	10(26.32)	07(20.00)	46(18.47)
Any Other	00	00	00	00	00	00	00
Note: Number given in parenthesis shows the percentage.							

The above table-10 explains that the most consulted Kannada magazine by the respondents of all colleges is Karmaveera (61.45%). This is followed by 88 (35.34%) prefer to read Sudha, 55 (22.09%) respondents use Mayura magazine. About 29 (11.65%) respondents read Grihashobha, 20 (8.03%) of respondents read Kasturi and least number of the respondents i.e. 09 (3.61%) and 08 (3.21%) read Roopatara and O Manase magazines respectively (Table 10).

The table-11 shows magazines preference in English language, it reveals that majority of the respondents (40.16%) read Competition Success Review English magazine (Table 11). This is followed by 58 (23.29%) read India Today, 55 (22.09%) read TIME and 52 (20.88%) read Business Today magazine. Least number of the respondents i.e. 46 (18.47%), 12 (4.82%) respondents read The Week and Filmfare magazines respectively.

Table 12: Interested Area in Newspaper

Interested Area	Colleges						Total (N=256)
	IDSGGFC (N=110)	MESMSPSWC (N=23)	SJFGC (N=23)	STJWFGC (N=24)	MIMSFGC (N=40)	AIBM (N=36)	
Sensational News	92(83.64)	20(86.96)	18(78.26)	21(87.50)	33(82.50)	27(75.00)	211(82.42)
Editorial Page	53(48.18)	16(69.57)	06(26.09)	13(54.17)	14(35.00)	17(47.22)	119(46.48)
Politics	51(46.36)	12(52.17)	12(52.17)	11(45.83)	15(37.50)	19(52.78)	120(46.88)
Advertisement	13(11.82)	03(17.39)	04(17.39)	07(29.17)	07(17.50)	06(16.67)	40(15.63)
Sports	43(39.09)	06(26.09)	08(34.78)	04(16.67)	10(25.00)	15(41.67)	86(33.59)
Entertainment	08(7.27)	03(17.39)	06(26.09)	04(16.67)	03(7.50)	05(13.89)	29(11.33)
Business	06(5.45)	04(17.39)	02(8.70)	00	03(7.50)	07(19.44)	22(8.59)

Education	26(23.64)	15(65.22)	12(52.17)	13(54.17)	29(72.50)	19(52.78)	114(44.53)
Agriculture	08(7.27)	03(17.39)	06(26.09)	07(29.17)	03(7.50)	06(16.67)	33(12.89)
Health	08(7.27)	08(34.78)	11(47.83)	12(50.00)	14(35.00)	16(44.44)	69(26.95)
Spiritual	06(5.45)	00	04(17.39)	00	00	00	10(3.91)
Others	04(3.64)	00	00	00	00	00	04(1.56)
Note: Number given in parenthesis shows the percentage.							

Table 13: Relevance of information consulted in newspapers

Information needs	Colleges						Total
	IDSGGFC	MESMSPSWC	SJFGC	STJWFGC	MIMSFGC	AIBM	
Educational information	47(42.73)	13(56.52)	09(39.13)	08(33.33)	16(40.00)	19(52.78)	112(43.75)
General information	63(57.27)	10(43.48)	14(60.87)	16(66.67)	24(60.00)	17(47.22)	144(56.25)
Total	110	23	23	24	40	36	256
Note: Number given in parenthesis shows the percentage.							

In order to know the frequently read sections of the newspaper by the respondents, multiple responses were allowed and the table-12 explains that majority of the respondents i.e. 211 (82.42%) prefer to read newspapers for sensational news (Table 12). This is followed by 114 (44.53%) education, 120 (46.88%) politics, 119 (46.48%) editorial page. As many as 86 (33.59%) respondents read newspaper for sports news. The lowest portion i.e. 10 (3.91%) of the respondents prefer to read spiritual.

Newspapers are a fundamental source of information in enlightened society; providing the most recent information to readers. Newspapers serve various purpose for different categories of users (Bankole & babalola, 2011). The respondents were asked about the purpose of reading newspaper. It is clear from the atble-13 that majority of the respondents i.e. 144(56.25%) read newspaper to improve general knowledge and remaining 112 (43.75%) respondents opine that they read newspaper for educational information depicted in Table 13.

Findings and Conclusion

The present study explored the use of newspaper and magazines by the faculty members of first grade colleges of Chikmagalur.

- It is found that majority of the respondents i.e. 100 (33.31%) visit the library almost daily, 174 (66.67%) faculty members make use of newspapers often, whereas 178 (68.20%) respondents opine that they are making use of magazines sometimes.
- Majority of the respondents i.e. 105 (41.02%) read two newspapers daily and about 104(41.77%) of respondents read one magazine. As many as 146 (57.03%) and 163 (65.46%) respondents obtain newspaper and magazines from college library frequently.

- 237 (92.58%) respondents prefer Kannada newspaper to read and 231 (92.77%) respondents prefer Kannada magazines to read. Majority i.e. 175(68.36%) respondents read Prajavani newspaper daily.
- It is also found that majority (61.45%) of the respondents of all the colleges consult Karmaveera Kannada magazine and 100(40.16%) respondents read Competition Success Review English magazine.
- About 211 (82.42%) respondents prefer to read newspapers for sensational news and 114 (44.53%) for education. Majority of the respondents i.e. 144(56.25%) read newspaper to improve general knowledge.
- Many researches have conducted various studies in regard to know the advantages of newspapers and magazines in the classroom communication. The benefits of reading newspapers and magazines are numerous, but above all they make teaching and learning more exciting and fun.

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