

Analyzing reading habit of newspaper transforming the information for their daily updates

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Abstract

Newspaper is the updating of information and helps in updating day to day information to known the facts of soundings information as well as the world wide information. Its available in the printed form and deliver to day to day information for all end of respondents get door to hand. The main objective of this paper helps to know the intention of buying newspaper and among the respondents of Telegu. Primary and secondary data collected by the researcher and it helps to identify the interest of reading habits among students professional and government employees. Here the research wants to motive the readers reading habit and gave suggestion for future generation. The primary data research tool done by percentage analysis.

Keywords: reading habits of respondents, knowledge improvement through news papers

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Introduction

Every person has its own reason to read newspaper and it will differ from each and every one. One may have daily reading habits and interest in updating of current knowledge and also, they ready to spent time for particular newspaper some have interest to update their advertisement and ready to aware of marketing information.

Reading habits of respondents

Habit of reading newspaper provide a great value of education that carry the flow of information in different topics about sports, entertainment, business, trade industry, economics and commerce. It also enhances the knowledge of general information and improves your languages with vocabulary. Many people have the reading habit of newspaper in the early morning if they never read one day the feel like incomplete day.

Knowledge improvement through news papers

Reading behavior of respondents that helps to understand the intellectual activities getting more information like sports, economics trade and commerce. Every individual has their own interest to read different interest of area and want to update their skills for their employee to day to day updating.

Objective of the study

1. Identify the language preference given by the respondents
2. To know the impact of readers intention updating of news

3. To know the interest of reason of reading interest of respondents

Literature review

Holte (1998), culture and cultural heritage provides to access the quality of life that improves the reading habits and empowers the citizens and brings the people together to read good quality papers.

Okeke (2000), reading is considered to enter updating of skills is the most important experience for extend knowledge with good scope of experience and for enjoyment

Akande (2007), lifelong learning helps the readers to capable for transformation education and the growth of the intellectual of a person improve.

Methodology

The data collected from 100 respondents and the study done with pilot study with 35 respondents then the researcher frame questionnaire and the data collected. Simple percentage analysis is done.

Contribution

The researcher explores knowledge of reading habits of respondent in telegu people dimension focused with socio demographic information and interest of reading habits the way of purchase intention of newspapers and helps to know the reason of reading.

Findings

Majority of the respondents wants to spent for reading to improve the general knowledge and for updating knowledge and also some interested to spent for time pass. The findings show that majority of respondents reading newspaper for updating of knowledge. Newspapers shares the knowledge of information with current data in day to day life its very useful to the students to update their skills and also helps to update news of current situation and make decision for her employment opportunity and helps to their economic condition.

Table 1
Gender wise analysis of respondents buying newspapers

Response	Yes	percentage	no	Percentage
Male	47	46.47	24	53.33
Female	53	53.55	21	46.67
Total	100	100	45	100

Interpretation: Majority of the person are identified male. Male respondents 53.3% of them said they buy newspaper female respondents female respondents said they buy newspapers to see information for purchasing details of daily market of silver gold and home need products. Some mentioned that they aware of interview.

Table 2
Intention to buy newspaper

Respondents	Yes	Percentage	No	Percentage
Students	45	46.7	52	52.3
Business professionals	55	53.3	48	47.7

Interpretation: Respondents are students, business professionals and government employee's majority of the students said that they buy newspapers for update day to day information 23% of respondents said that updating

the knowledge of market information they buy newspapers. Updating of new policy and regulations government employee buy newspapers 18.5%.

Table 3
Interest of reading news papers

Respondents	Yes	Percentage	No	Percentage
Knowing day to day information	45	46.7	52	52.3
Sports news	55	53.3	48	47.7
Total	100		100	

Interpretation: Majority of respondents buy newspaper to know the sports information and respondents want to know the day to day information 52% of the respondents said they never have intention to read newspapers.

Table 4
Reason for reading newspapers

Reason	No of respondents	Percentage
Updating information	65	42.25%
Time pass	30	19.48%
To improve general knowledge	5	3.24%

Interpretation: Majority of the respondents said they read newspaper for update information 65% and for time pass 30% of respondents read newspaper only 5% of the respondents said they read for updating of general knowledge.

Conclusion

Newspaper considers as an important source of information that transforms with develop the skill of reading habits as well as improve the current affairs for competitive exams. The main motive of this paper is understanding the reading habit of respondents and helps for future to improve their skills in good way.

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