

Newspaper reading habit of non-working and working women

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ABSTRACT

The study was conducted during 2007-08 in urban area of Parabhani district of Maharashtra state to know the newspaper reading habit of non-working and working women. The findings revealed that almost cent per cent of the women readers were subscribers of newspapers and majority of the women readers were reading one newspaper (71.67%) followed by two newspapers (26.67%). Most of the respondents read the newspaper partially (42.50%) and were spending 20-40 minutes (53.33%). About 55 per cent of the respondents did not preserve the old issues. Almost equal percentage of respondents were having low (35.00 %) and medium (34.17 %) reading habit index followed by high reading habit index (30.83 %). Domestic/beauty tips and recipes were the categories read by almost cent per cent of the women readers followed by news items (95.00%). Equal percentage of respondent read feature articles and success stories (91.67% each).

KEY WORDS : Reading habit, Reading habit index, News items, Feature articles, Editorials

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INTRODUCTION

Self-study in education is of paramount importance. Reading literature is an important part of self-study. Some are good readers and some are poor readers. Print media is one of the captivating media that plays a remarkable role by means of sending an incident or happening from one spot to other spot of the country within a stipulated period. Among mass media, newspaper, magazines, weekly, etc. are commonly media for dissemination of news and current events. Newspaper has the ability to reach a large number of people simultaneously and quickly. It is a powerful medium of public opinion and social change is supposed to reflect the activity of society especially those related to woman. Since women are equal partners in development, the influence of newspapers on them has acquired added interest.

Hence, the present study was carried out with the objective to know the reading habit of both non-working and working women respondents.

METHODS

The study was conducted in the urban area of Parabhani district of Maharashtra state during 2007-08.

One hundred twenty women respondents (sixty non-working and sixty working) were randomly selected who were readers of one or both of the major newspapers in Marathi viz., Sakal and Lokmat. The data were collected with the help of pre-tested structured interview schedule. To develop newspaper reading habit index the procedure developed by Amaresh Kumar (2000) was followed, which was slightly modified to suit the present study. Collected data were scored, tabulated, analysed and interpreted with the help of suitable statistical tools.

OBSERVATIONS AND ANALYSIS

The findings of the present study as well as relevant discussion have been summarized under following heads:

Distribution of respondents according to basic dimensions of newspaper reading habit:

Table 1 presents the data about the reading habit of women readers regarding home science information. Here basic dimension of reading habit viz., subscription, readership, extent of reading and amount of time spent are discussed. The data indicated that almost cent per cent of the women readers were subscribers of

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