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RESEARCH ARTICLE :

Newspaper reading behaviour of rural youth

■ **A.V. SURDUSE, V. V. GOHAD AND S.M. BORHUDE**

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SUMMARY : The present study on “Newspaper Reading Behaviour of Rural Youth” was conducted in the year 2015–16 in Amravati district. The relation of the characteristics of the respondents revealed that among the eight characteristics of respondents, land holding and annual income were positive and highly significant at 0.01 level of probability. The variables education, innovativeness, occupation and source of information showed positive and significant relationship at 0.05 level of probability. The characteristics like social participation and cosmopolitaness showed positive and non-significant relationship with reading behaviour. Not getting proper information about agriculture, employment in complete form, advertisement print more in number, non- availability of newspaper in time, quality of printing is not good were the major constraints faced by the respondents.

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Reading behaviour,

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Constraints

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