CHAPTER V

CONCLUSION
5.1 Introduction:

Bangalore City over the years has attracted a lot of attention of the country as developing cities of the Indian Republic in all aspects of human life which also includes developments in media. The Newspaper being the traditional form of media that it is has always proven to be accessible, credible, democratic and a very useful source for information to mankind over a long period of time. The newspaper is one medium which has carried the legacy of being the voice of the people in many situations over years across continents. The City has for years been the media hub of the state with multiple media houses finding its roots back to the city. In the southern region of the country Bangalore city is not just know for being the IT industry or the Political hub of the state but it is also considered as the Educational hub in the country. A huge number of students are found to migrate every year into the city to pursue their education in the city, be it in undergraduate courses or post graduate courses or technical education the city has seen a huge inflow of students year after year and this still seems to be continuing. Hence a Prominent source of information, The Newspapers still continues to have certain advantages over other mass media forms according to the available empirical evidences. It is now apparent that the newspaper still seems to find an important place in the present technologically advanced society. The present study evaluated the likeability, the access, the utility, of the newspaper among college students studying in Bangalore city. This chapter contains the summary of the study, findings of the study, testing of the hypothesis, implications of the study and suggestions for future research.
5.2 Summary of the Study:

The need for information acquisition becomes highly relevant in the present times since the world is moving at such a fast pace towards becoming a knowledge based society. The newspaper though a traditional media has adapted itself to recent technology creating immense exposure to the written world, to people on all aspects of human life and culture. The newspaper has always been a medium of immense pride and heritage as it holds an important place in the lives of millions of readers over the years. In the 21st century where technology seems to have overtaken and other mass media tools like the internet that is changing the way communication happens somewhere the newspaper as a medium is found to lag behind. As the newspaper is seeing its end in print in the American continent, surprisingly enough the newspaper markets in Asia (India & China) and Latin America is showing immense growth in the market (WAN-IFFRA Reports 2015). The present study tries to evaluate, and look into the Newspaper readership among college students in Bangalore city to analyze the readership skills and habits of these young people in the context of understanding the future of the mass media form.

Why research on newspaper readership may be a big question here. The present study is trying to deal with ideas and perceptions of young people in the context of Newspapers as a medium of communication, the perceptions of these young college going students about the newspaper, their likeability and preferability of the medium and their understanding of the medium, as newspapers are still an eminent part of the society and if the newspaper does not reach the right audience today the medium will slowly see its irrelevance in the same society. The medium of newspapers is being studied here in comparison to the television or the internet because the newspaper is seemed to have adapted to recent trends and still found to be a popular media
forum for the society. The students are the main respondents of the present study because the most susceptible and the next largest group that would follow up on the legacy of taking the newspaper forward is the youth of which this student community is a majority. The age group that the student community belongs to makes it the apt age for any habit to create its presence in one’s lifestyle also stated by other researchers in a number of studies over the years.

There are a number of factors that influence a reader. The newspaper is one medium of communication which is associated as more as a routine habit in households across the world unlike other modern communication mediums. Therefore for a student to indulge one’s own self in reading there could be many influences surrounding him or her. Beginning at home the influence of the members in the house, the Educational inheritance one comes from, the socio economic status, the educational institutions that the students goes to or studies at, the teachers who teach them, the subjects that these students have opted for at college, their curriculum at colleges, the content in the newspaper, special readership programs, exposure of the medium, attitude towards newspaper as a medium from the point of view of the college students studying in various colleges in Bangalore city. In a country like India where the knowledge enhancement and overall development of children as a concept is still less understood. A mass media communication tool like the newspaper can close this gap of knowledge and ignorance for a brighter future of the country.

The findings of the study reveal that the respondents (College students studying in Bangalore City) are aware of the importance of the newspaper in the modern society. In regard to the accessibility of the communication media, most of the students studying in various colleges in the city were found to have multiple accesses to the medium and are constantly associated with the medium along with the other forms of communication. The present investigation also emphasizes that the college students studying in Bangalore city are able to receive adequate
information services from the newspaper for their development. There is a general awareness that is also found about the importance of reading and also the inclination towards developments associated with reading in the respondents of the study. Finally the study underlines the personal and academic utility of the information resources made available to college students studying in Bangalore city from an integrated development point of view.

5.3 Findings of the Study

5.3.1 Demographic Details of the College Students

- There were a total of 638 students who represented the study group for the present study. Of them 48.6% were male and 51.3% were female.
- The respondents chosen belonged to the age group of 16-25 of which 67.9% of them belonged to the 16 to 20 years of age and 31.6% of them belonged to the 21-25 year age group.
- There were a greater number of Undergraduate college student respondents with 61.6% followed by Pre University and Post Graduate students at 19.3% and 19.0% respectively.
- The responses obtained from college students from across the city was divided into five zones and each zone nearly equal number of respondents except the central zone where more responses were collected.
- The respondents were seen to come from households that belonged to different socio economic status.

5.3.2 Demographic Details of Parents of the College Students

- Both the Parents demographic details were analyzed and more number of the female parent were found to have basic elementary school education with 43.3% having
completed SSLC/HSC in comparison to the male parent with 32.9% having completed
the same

- A majority of female parents were also found to have completed their under graduation
  general with 32.5% and the male parent with 29.2% of them were found to have
  completed the same.

- The total of 9.6% of the female parents was found to have a degree in Post Graduation
  General in comparison to 10.9% of the male parents who had a Post Graduate degree in
  the same.

- A majority of the male parents i.e. 12.2% were found to have an Under Graduate/Post
  Graduate Degree (Technical) in comparison to the female parent with 5.1% in the same.

- The students studying in Bangalore city were found to come from households with both
  the male and the female parent having good educational value as the majority was found
  to have the basic elementary level of education.

- A majority of the female parent 63.6% were found to be home makers and 16% of them
  being self employed followed by 10.6% of them who worked in Private Sectors and .6%
  of them working for Public Sectors.

- The majority of the male parent i.e. 37.8% were self employed, 26.6% working in
  private sectors followed by 21.2% working in public sector and 15.0% were in other
  professions.

- The female parent with a majority of 38.2% were found to be earning an annual income
  below 1lakh, followed by 10.2% with an annual income of 1 to 3 Lakh per annum, 6.2%
  with 3 to 5 Lakh per annum, 3.3% of the female parent belonged to the 5 to 10 lakh per
  annum and finally 2.3% were earning above 10lakh rupees per annum.
• A majority of the male parent 31.0% earned 3 to 5 lakh per annum followed by 21% of them earning 1 to 3 lakh, 14.4% earning below one lakh, 13.9% earning 5 to 10 lakh and lastly 7.4% of them earning above 10 lakh per annum.

5.3.3 PART - I General Findings:

5.3.3.1: Subscription of Newspapers

• A majority of the students (77%) subscribed to a Newspaper, while the rest 23.17% did not subscribe to newspaper.

• A Majority of college students, more than 90% stated that news played a vital role to them among which 37.48% of the respondents replied it was extremely important, while 54.67% of the respondents replied it was important.

• A large chunk (86.41%) of the college students studying in Bangalore city stated that they read the newspaper regularly.

• A majority 86% of college students studying in Bangalore city read the newspaper due to a interest in reading, while 14 percent were not interested in reading the newspaper.

5.3.3.2: Version of the Newspaper Preferred for reading by students

• A Majority (74.53%) of the college students stated that they preferred to read the Hard Copy of the newspaper, while

• An overall majority of only 10.71% of the college students preferred to read the E Version of the Newspaper.

• Among the college students studying in Bangalore city 14.75% of the respondents preferred to read the App Version of the newspaper in comparison to the hard copy or the electronic versions.
5.3.3.3: Alternative sources that is used to access news:

- A little more than half (58.07%) of the college students studying in Bangalore city preferred the radio as the alternate source of news information, while the rest 42.93% replied that they do not access radio as a source of news.
- A majority of 93.79% of the college students studying in Bangalore city stated that they use Television as an alternate media source of to access news, while the remaining 6.21% disagreed.
- A majority of the college students (87.5%) stated that they also use the internet as an alternate source of news while the rest 12.5% disagreed to use the internet as an alternative medium of news.
- Nearly four-fifth of the college students studying in Bangalore city (79.72%) stated that they also used the phone as an alternate source of news, while the rest one-fifth (20.28%) disagreed.
- A majority (76.98%) of the college students studying in Bangalore city stated that they also used Social Media/Blogs as an alternate source of news and 23.02% gave pessimistic response to the above query.

5.3.3.4: Sources of Access to a Newspaper

- A Majority of 85.39% of the respondents i.e. the college students studying in Bangalore city Subscribed to a Newspaper at Home, while the rest 14.61% did not.
- A mixed response was observed when the respondents were asked if they accessed the Newspaper from the Subscription at College, as 47.83% gave a positive response while the rest 52.17% was unsure.
• Less than one third (32.37%) of the respondents stated that they had access to the Newspaper by buying it at the News Stand, while the rest two-thirds (67.63%) subscribed to it.

• A mere one-fourth of the college students (24.8%) agreed that they borrowed the Newspaper from Neighbor/Friend and read them, while the rest three-fourth (75.2%) disagreed.

• As seen again, a mixed response was recorded as 53.13% of the college students stated that they accessed the Newspaper at Public Places/Libraries while the rest 46.87% denied by giving a negative response.

• A minority of the college students (22.74%) stated that they got a free complimentary copy given to them or any household member, while the majority of the respondents (77.26%) subscribed to newspaper.

• A little more than half of the respondents i.e. 56.08% of the college students studying in Bangalore city stated that they bought the newspaper from a local newspaper vendor on a monthly basis, while the rest 43.92% disagreed.

5.3.3.5: Frequency of Reading the Newspaper

• More than two-fifths of the respondents (41.75%) of the college students studying in Bangalore city stated that they read the Newspaper every day.

• A little more than 30% of the college students studying in Bangalore city stated that they read the newspaper only whenever they find the time to.

• One third of the college students studying in Bangalore city i.e.15.27% stated they read Newspaper only once in two days

• A mere 4.05% of the college students said that they read the newspaper only once in a Week
• The rest of the 8.88% of the college students studying in Bangalore city replied stating that they read the newspaper only whenever there was something interesting.

5.3.3.6: Language preferred for reading the newspaper

• A Majority of 96.78% of the college students agreed that they preferred reading the Newspaper in the English language.

• A majority of college students studying in Bangalore city i.e. (71.02%) agreed that they preferred reading the Newspaper in Kannada after the English version of the newspaper.

• A total of only 28.41% of the college students studying in Bangalore city stated that they preferred to read the Newspaper in Hindi.

5.3.3.7: Most Preferred Newspaper Format/Version

• A huge chunk of the respondents (91.05%) studying in various colleges in Bangalore city agreed that they read the Broadsheet (Daily) version of the newspaper.

• A majority of i.e. 69.12% the college students studying in Bangalore city stated that they preferred reading the E- Newspapers or the online version of the newspaper.

• A total of 50.35% of the students studying in Bangalore city stated that they read the specialized newspapers.

• A mixed response was recorded as only 44.01% of the college students studying in Bangalore city stated that they read the Tabloid (Daily) version of the newspaper while the rest 55.99% said they did not read the same.

• Just a little over one-third 37.4% of the college students studying in Bangalore city said stated that they read the Tabloid (Weekly) while the rest 63.6% disagreed to do the same.
5.3.3.8: Time Spent on Reading Newspapers

- A Majority of 47% of the college students studying in Bangalore city stated that on an average they spend 15 to 30 minutes reading the newspaper every day.
- More than one-third 36.21% of the college students studying in Bangalore city stated that they spend less than 15 minutes of their time for reading the newspaper every day.
- A total of 12% of the respondents studying in various colleges of the city stated that they spend more than 30 minutes in reading the newspaper every day.
- Only 5% of the total number of college students studying in Bangalore city stated that they spend more than an hour to read the newspaper every day.

5.3.3.9: The Most preferred time of the day to read the Newspaper

When asked about what time of the day do the respondents preferred to read the newspaper the respondents stated,

- More than four-fifth of the respondents i.e. (82.01%) the college students studying in Bangalore city have stated that they generally preferred to read the newspaper in the Mornings.
- A total of 83.3% of the college students studying in Bangalore city agreed that they read the newspaper whenever they found the time appropriate for them to read.
- A total of 66.3% of the college students studying in Bangalore city stated that they preferred to read the newspaper in the evenings after they got back home from college.
- Of the total 49.2% of the college students studying in Bangalore city stated that they prefer to read the newspaper during free hours in college.
- Only a mere 46.21% of college students studying in Bangalore city agreed that they read the Newspapers during library hours while the rest 53.79% have disagreed.
• Of the total only 28% of the college students studying in Bangalore city agreed that they read the Newspaper during the NIE (Newspaper in Education) hour, while the rest 72% denied.

• A mere 26.5% of the college students studying in Bangalore city stated that they preferred reading the newspaper before they get to bed every day.

• A total of 21.7% of the college students studying in Bangalore stated that they preferred to read the newspaper during the time that they spent travelling to and from college ever day.

5.3.3.10: Most Preferred to be read part of the Newspaper

• A majority of the college students studying in Bangalore city stated that The Front Page of the Newspapers was the most preferred to be read by them.

• The National Page occupied the second spot in the list with becoming the second most preferred news page to be read by college students studying in Bangalore city.

• The City page was ranked 3rd, in the order of preference of readability of the newspaper page among college students studying in Bangalore city

• The State Page stood in the 4th position of preference of readability of the newspaper page among college students studying in Bangalore city.

• The 5th position was taken by the Business page in the order of preference of readability of the newspaper page among college students studying in Bangalore city.

• The supplementary page was seen to take the 6th place in the order of preference of readability of the newspaper page among college students studying in Bangalore city.

• The 7th position was taken by the International page in the order of preference of readability of the newspaper page among college students studying in Bangalore city.
- The sports page was seen in the 8th position in the rank order of preference of readability of the newspaper page among college students studying in Bangalore city.
- The Special edition pages assuming the 9th position in the order of preference of readability of the newspaper page among college students studying in Bangalore city.

5.3.3.11: News Content preference in Reading

- The National News was found to be the first preference of choice of the news content to be read by college students studying in Bangalore city.
- Sports news was ranked 2nd in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
- The 3rd position was taken by City News in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
- Politics was seen to be at the 4th position of the most preferred choice in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
- Crime News occupied the 5th place in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
- Entertainment News surprisingly captured the 6th position in the rank order in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
- The 7th place in the choice of preference was taken by Lifestyle news in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
- The Editorials seemed to be at the 8th position in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.
• Letters to the Editor stood 9\textsuperscript{th} in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.

• The 10\textsuperscript{th} position was occupied by the Features and Special Stories in the orders of preference of choice of the news content to be read by college students studying in Bangalore city.

• Advertisements were the least preferred content in a newspaper at the 11\textsuperscript{th} position as preferred by the college students studying in Bangalore city.

5.3.3.12: Access of Newspapers using multiple gadgets

When enquired about what are the different gadgets the college students studying in Bangalore city use to access news and information regularly on

• A majority of the college students i.e. 87.4\% stated that they used the smart phone to access news and information.

• A total of 72.6\% of the college students stated that they used the desktop/laptop to access news and information regularly.

• A mere 34\% of the college students studying in Bangalore city stated that they use Tabs to access news and information.

• Of the total only 29.9\% of the college students stated that they use ipads to access news and information regularly.

5.3.3.13: Access of News Online

When the college students studying in Bangalore city were investigated about how often they go online or se the internet to access news.
• A total of 37.76% of college students studying in Bangalore city stated that they go online every day to access news.

• Of the total, 35% of the college students studying in Bangalore city stated that they go online only when they require to now some information.

• A mere 17% of the college students studying in Bangalore city stated that they preferred to go online to access news only once in every two days.

• A total of only a mere 10% of the college students stated that they prefer to go online only once in a week to access news.

5.3.3.14: NIE (Newspaper in Education) Subscriptions of Newspaper

• A majority of 36% of the college students studying in Bangalore city stated that they were not aware if the institution that they were studying in subscribed to the NIE (Newspaper in Education) program.

• Of the total, 38% of the students studying in Bangalore city stated that the institutions that they studied in did not subscribe to the NIE (Newspaper in Education) program.

• A mere 26% of the college students studying in Bangalore city stated that they were aware that the institution that they studied subscribed to the NIE (Newspaper in Education) program.

5.3.3.15: Inclusion of Newspaper in the Class Room

When enquired about the usage or the inclusion of the newspaper in the class rooms regularly as a part of the teaching activity,
• A majority i.e. 70% of the college students studying in Bangalore city stated that the educational institution and the teachers take special interest to include the newspaper in the college and class room activities.

• A Mere 30% of the college students studying in Bangalore city stated that the educational institution and the teachers did not take any special interest to include the newspaper in the college and class room activities

5.3.3.16: Newspaper Subscription at the college Library

• A Majority of 91% of the college students studying in Bangalore city stated that the libraries of the educational institution that they studied in subscribed to newspapers.

• A Mere 9% of the total respondents studying in various colleges in Bangalore city stated that the libraries of the educational institution that they studied in did not subscribed to the newspapers.

5.3.4 PART- II Factor Analysis

5.3.4.1 Part I: A Dislike towards the Newspaper Factor

Factor 1: Least Usefulness of the Newspaper

• Firstly, for those items under Least Usefulness factor, it was observed that cumulatively 25.7% of college students studying in Bangalore city agreed that the present newspaper is not very interesting to read where in 22% were found to be neutral without an opinion and a majority of 51.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 10.2% of college students studying in Bangalore city cumulatively agreed to the statement that reading the newspaper is not going to help them where in 9.0% were
found to be neutral without an opinion and a majority of 80.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 38.4% of college students studying in Bangalore city cumulatively agreed to the statement that *they obtained news from other sources therefore did not find the need to read the newspaper* where in 20.8% were found to be neutral without an opinion and a mere majority of 41.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 12.3% of college students studying in Bangalore city cumulatively agreed to the statement that *they had no interest to know what is making news everyday therefore do not read the newspaper* where in 14.8% were found to be neutral without an opinion and a majority of 72.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 20.6% of college students studying in Bangalore city cumulatively agreed to the statement that *they did not like reading the newspaper* where in 11.7% were found to be neutral without an opinion and a majority of 67.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 2: Time Constrains in Reading the Newspaper**

- A 59.8% of college students studying in Bangalore city cumulatively agreed to the statement that *the news stories were too many and too long hence taking too much of their time* where in 16.4% were found to be neutral without an opinion and only 23.7% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
• A 33.4% of college students studying in Bangalore city cumulatively agreed to the statement that *the Entertainment factor is very less in the newspaper* where in 19.2% were found to be neutral without an opinion and a minor majority of 45.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 32.6% of college students studying in Bangalore city cumulatively agreed to the statement that *they did not like reading the hard copy of the newspaper* where in 21.9% were found to be neutral without an opinion and a minor majority of 45.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 39.9% of college students studying in Bangalore city cumulatively agreed to the statement that *they did not have too much time to read the newspaper* where in 19.9% were found to be neutral without an opinion and a minor majority of 40.1% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 51.2% of college students studying in Bangalore city cumulatively agreed to the statement that *they did not find enough time to read the newspaper* where in 15.4% were found to be neutral without an opinion and only 33.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 3: Newspaper Subscription**

• A 26.4% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspaper is not delivered at the appropriate time at home, hence do not find time to read the newspaper* where in 13.6% were found to be neutral without an opinion and a majority of 60.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
A 12.6% of college students studying in Bangalore city cumulatively agreed to the statement that *nobody in the house read the newspaper therefore I also don’t read the newspaper* where in 6.7% were found to be neutral without an opinion and a majority of 80.7% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

A 16.8% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspaper vendor did not supply newspaper any more* where in 15.3% were found to be neutral without an opinion and a majority of 68.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

A 26.1% of college students studying in Bangalore city cumulatively agreed to the statement that *they did not have access to the newspaper* where in 10.7% were found to be neutral without an opinion and a majority of 63.2% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 4: Content Preference in Newspapers**

A 24.6% of college students studying in Bangalore city cumulatively agreed to the statement that *the quality of the newspaper is very poor* where in 21.6% were found to be neutral without an opinion and a majority of 53.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

A 24.9% of college students studying in Bangalore city cumulatively agreed to the statement that *the news stories that appeared in the newspaper were not very appealing* where in 28.2% were found to be neutral without an opinion and a small majority of 46.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
• A 17.0% of college students studying in Bangalore city cumulatively agreed to the statement that *the news stories in the newspaper were not well written* where in 21.8% were found to be neutral without an opinion and a majority of 61.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 15.0% of college students studying in Bangalore city cumulatively agreed to the statement that *they did not like the content in the newspaper* where in 25.3% were found to be neutral without an opinion and a majority of 59.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 5: Newspapers in the Present Times**

• A 45.9% of college students studying in Bangalore city cumulatively agreed to the statement that *they have too much of a academic pressure* where in 22.2% were found to be neutral without an opinion and only 31.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 22.9% of college students studying in Bangalore city cumulatively agreed to the statement that *reading the newspaper is not very important* where in 17.7% were found to be neutral without an opinion and a majority of 59.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 50.0% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspapers had not changed with the time unlike other media forms* where in 19.4% were found to be neutral without an opinion and only 30.7% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
• A 24.8% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspapers have not been able to keep up with the present times* where in 26.3% were found to be neutral without an opinion and a small majority of 48.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 6: Dislike of newspaper Content**

• A 28.5% of college students studying in Bangalore city cumulatively agreed to the statement that *there is not much information related to education in the newspapers* where in 14.7% were found to be neutral without an opinion and a majority of 56.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 42.1% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspapers do not cover issues and topics related to students area of interest* where in 29.7% were found to be neutral without an opinion and only 28.2% of the college students studying in Bangalore city were found to cumulatively disagree to the statement.

• A 44.3% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspapers focus on issues that do not interest me* where in 21.3% were found to be neutral without an opinion and a marginal group of 34.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 7: Alternative Reading Preferences**

• A 28.5% of college students studying in Bangalore city cumulatively agreed to the statement that *they read only books and material related to college* where in 14.7% were
found to be neutral without an opinion and a small majority of 56.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 37.3% of college students studying in Bangalore city cumulatively agreed to the statement that they liked reading books, novels, magazines etc. But not the newspaper where in 15.6% were found to be neutral without an opinion and a small majority of 47.1% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 42.1% of college students studying in Bangalore city cumulatively agreed to the statement that they had not subscribed to the NIE Program in college where in 29.7% were found to be neutral without an opinion and only 28.2% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 52.9% of college students studying in Bangalore city cumulatively agreed to the statement that they did not get a copy of the newspaper where in 10.8% were found to be neutral without an opinion and only 36.2% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

5.3.5: Part-II Empathy towards the Newspaper

Factor 1: Enhancement of Knowledge

- A 90.1% of college students studying in Bangalore city cumulatively agreed to the statement that the newspaper is the medium to obtain important information where in 5.8% were found to be neutral without an opinion and only 4.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 81.9% of college students studying in Bangalore city cumulatively agreed to the statement that reading the newspaper makes them well informed citizens of the country
where in 13.7% were found to be neutral without an opinion and only 4.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 70.4% of college students studying in Bangalore city cumulatively agreed to the statement that reading the newspaper makes them a more confident person where in 19.6% were found to be neutral without an opinion and only 9.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 89.6% of college students studying in Bangalore city cumulatively agreed to the statement that reading the newspaper helps them to develop better language and vocabulary skills where in 5.7% were found to be neutral without an opinion and only 4.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 92.9% of college students studying in Bangalore city cumulatively agreed to the statement that reading the newspaper helped in building general knowledge where in 4.5% were found to be neutral without an opinion and only 2.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 2: Easy Access and Affordability**

- A majority of 73.7% of college students studying in Bangalore city cumulatively agreed to the statement that the newspaper is a very affordable medium compared to all the other mediums of news where in 15.9% were found to be neutral without an opinion and only 10.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 89.9% of college students studying in Bangalore city cumulatively agreed to the statement that since the newspaper is printed in many languages it makes it convenient
for a person to read where in 6.4% were found to be neutral without an opinion and only 3.7% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 84.5% of college students studying in Bangalore city cumulatively agreed to the statement that the newspaper is easily accessible and available for everybody to read where in 19.0% were found to be neutral without an opinion and only 6.5% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 85.9% of college students studying in Bangalore city cumulatively agreed to the statement that the newspaper cold e read at one’s own convenience where in 8.9% were found to be neutral without an opinion and only 5.2% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

Factor 3: The Enjoyment of Reading

- A 74.2% of college students studying in Bangalore city cumulatively agreed to the statement that the newspaper is their daily dose of information where in 18.9% were found to be neutral without an opinion and only 7.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 53.0% of college students studying in Bangalore city cumulatively agreed to the statement that the newspaper is means of relaxation to the mind where in 27.0% were found to be neutral without an opinion and only 19.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 74.2% of college students studying in Bangalore city cumulatively agreed to the statement that they enjoyed reading where in 18.9% were found to be neutral without an
opinion and only of 7.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 4: Encouragement to Read the Newspaper**

- A 69.0% of college students studying in Bangalore city cumulatively agreed to the statement that *the subjects they had opted to in college expects them to read the newspaper* where in 12.8% were found to be neutral without an opinion and only 8.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 57.7% of college students studying in Bangalore city cumulatively agreed to the statement that *the news was regularly discussed in the classroom by their teachers* where in 18.6% were found to be neutral without an opinion and only 23.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 61.0% of college students studying in Bangalore city cumulatively agreed to the statement that *they were asked to read the newspaper by their teachers in college* where in 12.6% were found to be neutral without an opinion and only 27.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 5: Innovativeness and Credibility**

- An 75.7% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspaper is the most popular medium to obtain information* where in 14.9% were found to be neutral without an opinion and only 9.5% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 84.5% of college students studying in Bangalore city cumulatively agreed to the statement that *the news in the newspaper is more credible compared to other mediums of
news where in 29.6% were found to be neutral without an opinion and only 15.2% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 47.0% of college students studying in Bangalore city cumulatively agreed to the statement that *the NIE program makes it more innovative and interesting to read the newspaper* where in 32.1% were found to be neutral without an opinion and 20.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 16.3 % of college students studying in Bangalore city cumulatively agreed to the statement that *they were forced to read the newspaper* where in 18.1% were found to be neutral without an opinion and a majority of 65.6% of college students studying in The Bangalore city were found to cumulatively disagree to the statement.

5.3.6: Part – III Online Newspaper Readership

**Factor 1: Convenience of Reading**

- An 88.0 % of college students studying in Bangalore city cumulatively agreed to the statement that *the news can be instantly shared with groups of friends on social networking sites* where in 7.1% were found to be neutral without an opinion and 4.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 70.7% of college students studying in Bangalore city cumulatively agreed to the statement that *there is no subscription fee and it is available free online to access* where in 18.0% were found to be neutral without an opinion and only 11.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
• An 83.7% of college students studying in Bangalore city cumulatively agreed to the statement that *the news update is instant on the online version of the newspaper* where in 10.7% were found to be neutral without an opinion and only 5.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 81.3% of college students studying in Bangalore city cumulatively agreed to the statement that *the news apps make it convenient to browse news according to ones interest* where in 13.4% were found to be neutral without an opinion and only 5.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 81.2% of college students studying in Bangalore city cumulatively agreed to the statement that *it is easy and convenient to access news online* where in 11.4% were found to be neutral without an opinion and only 7.5% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 71.2% of college students studying in Bangalore city cumulatively agreed to the statement that *the online paper consumes lesser time compared to the hard copy* where in 17.0% were found to be neutral without an opinion and only 11.8% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 74.1% of college students studying in Bangalore city cumulatively agreed to the statement that *the feedback can be given immediately to online newspapers* where in 19.7% were found to be neutral without an opinion and only 6.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 80.3% of college students studying in Bangalore city cumulatively agreed to the statement that *can access multiple editions of the at the same time* where in 12.4% were
found to be neutral without an opinion and only 7.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

Factor 2: Perception towards online Newspapers

- An 33.5% of college students studying in Bangalore city cumulatively agreed to the statement that *there is a subscription fee that is applicable to e newspapers* where in 37.1% were found to be neutral without an opinion and only 28.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 32.6% of college students studying in Bangalore city cumulatively agreed to the statement that *the newspapers apps available on smart phones, tabs, ipads are not updated regularly* where in 27.3% were found to be neutral without an opinion and only 40.1% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 25.5% of college students studying in Bangalore city cumulatively agreed to the statement that *the news apps were very complicated to use* where in 29.5% were found to be neutral without an opinion and only 45.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 45.3% of college students studying in Bangalore city cumulatively agreed to the statement that *the internet was expensive for them hence the used it only selective purposes* where in 25.0% were found to be neutral without an opinion and only 29.7% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- An 26.8% of college students studying in Bangalore city cumulatively agreed to the statement that *the online newspaper editions were difficult to find* where in 23.9% were
found to be neutral without an opinion and as many as 49.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 32.5% of college students studying in Bangalore city cumulatively agreed to the statement that the online newspapers is more time consuming and expensive compared to a hardcopy of the newspaper where in 25.0% were found to be neutral without an opinion and as many as 42.5% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 36.7% of college students studying in Bangalore city cumulatively agreed to the statement that the online newspaper is difficult to access it on the move where in 20.0% were found to be neutral without an opinion and as many as 43.3% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

- A 50.5% of college students studying in Bangalore city cumulatively agreed to the statement that the online newspaper editions have too many advertisements where in 27.3% were found to be neutral without an opinion and only 22.1% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

5.3.7: Part-IV

Factor 1: Television and Online news Access

- A 86.8% of college students studying in Bangalore city cumulatively agreed to the statement that the news on television helps them switch across channels to get news of one’s interest where in 9.0% were found to be neutral without an opinion and only 4.2% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
• An 81.8% of college students studying in Bangalore city cumulatively agreed to the statement that *they can obtain alternative perspectives of news on both television and online* where in 14.2% were found to be neutral without an opinion and only 4.0% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 82.1% of college students studying in Bangalore city cumulatively agreed to the statement that *they got a larger variety of news both on television and online* where in 12.4% were found to be neutral without an opinion and only 5.5% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 76.6% of college students studying in Bangalore city cumulatively agreed to the statement that *they could get the news faster, shorter and in a crisper format online* where in 17.7% were found to be neutral without an opinion and only 5.7% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

• An 91.1% of college students studying in Bangalore city cumulatively agreed to the statement that *they got news in real time on television and online formats* where in 4.5% were found to be neutral without an opinion and only 4.4% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**Factor 2: Television as a news Medium**

• An 60.5% of college students studying in Bangalore city cumulatively agreed to the statement that *they preferred to watch news on television* where in 19.5% were found to be neutral without an opinion and only 10.6% of college students studying in Bangalore city were found to cumulatively disagree to the statement.
• An 72.3 % of college students studying in Bangalore city cumulatively agreed to the statement that *they understood the news better when they watched it on television* where in 18.8% were found to be neutral without an opinion and only 8.9% of college students studying in Bangalore city were found to cumulatively disagree to the statement.

**5.4 Suggestions to Newspapers**

The last section of the Questionnaire carried a space for suggestions for making the newspaper more appealing to the young college going newspaper reader in Bangalore city. A Number of varied suggestions were gathered and analyzed to get a better understanding of the perspectives and ideas of college students about how they would like to read their newspaper and they would want it to be. Some notable suggestions are mentioned below to get a better understanding of the student Mindset.

• Many respondents feel that the style and structure of the newspapers are not very appealing to them and they would want that to be altered and made attractive for them to read the newspapers.

• A number of respondents are of the feeling that the newspapers dedicate more space to negative stories. The negativity in the newspapers is not found to be appreciated by this group. Rather they would like to read more positive and inspirational stories that could boost their moral.

• A majority of the respondents were of the feeling that Politics is given too much importance by newspapers followed by crime. They were of the feeling that the newspaper should try and strike a balance in giving a proportionate amount of news in all sections.
• Entertainment news seems to be a favorite among this respondent group. Many were of the feeling that the entertainment segment in the newspaper had to be enlarged or given more space for.

• Many respondents were of the feeling that the Layout the design and the loo of the newspaper were not too appealing to them. There were suggestions to upgrade the look of the newspaper and to introduce info graphics in the newspaper to make articles more interesting to read.

5.5: CORRELATION ANALYSIS

• The factor F1_1 have positive and significant correlation with F1_2 i.e. the Factor F1_1 least usefulness of the newspaper was in significant correlation with the factor F1_2 short of time to read the newspaper among college students in Bangalore City.

• There was a positive and significant weak correlation between F1_1 and F1_3 there by implying that higher F1_2 have a small increase in F1_3 i.e. the more the time spent on reading the newspaper reduces there will be an increase in the non subscription of the newspaper among college students in Bangalore City.

• There was a strong positive and significant correlation between F1_1 and F1_4 (r=0.528, P<0.05) there by implying that higher F1_2 will result in higher increase in F1_4 i.e. the higher the dislike towards the content of the newspaper the higher the possibility of the least usefulness of the newspaper among college students in Bangalore city.

• A moderate positive and significant correlation was observed between F1_1 and F1_5 (r=0.424, P<0.05) thereby indicating that higher F1_1 will result in moderate increase in F1_5 factor i.e. more the newspaper does not update its content to suit the college going
students there will be a moderate increase in the lack of usefulness of the newspaper among college students studying in Bangalore city.

- A weak positive and significant correlation between $F1_1$ and $F1_6$ ($r=0.377$, $P<0.05$) is observed thereby indicating that higher $F1_1$ will result in smallest increase in $F1_6$ factor i.e. the factors leading to the preference of content in the newspaper will result in a minor increase in the least usefulness of the newspaper among college students in Bangalore City.

- There is a significant and negative weak correlation between $F1_1$ and $F2_3$ ($r = -0.134$, $P<0.05$) i.e. there is a lesser or no significance for the least usefulness of the newspaper was found among college students studying in Bangalore city when there was encouragement given to read the newspaper.

- There is a positive and weak correlation between $F_1$ and $F2_4$ ($r = 0.117$, $P<0.05$) i.e. there was a positive significance on the factors with the more enjoyment towards reading the lesser was the least usefulness of the newspaper among college students studying in Bangalore city.

- There is a significant and positive weak correlation observed between $F1_1$ and $F3_1$ ($r = 0.108$, $P<0.05$) i.e. the least usefulness of the newspaper has a slight positive correlation on the ease and convenience of reading of the newspaper among college students studying in Bangalore city.

- There is a significant and weak positive correlation observed between $F1_1$ and $F4_2$ ($r = 0.157$, $P<0.05$) i.e. the least usefulness of the newspaper has a weak positive correlation to the orientation towards electronic media among college students studying in Bangalore City.
• The factor F2_2 have a positive and significant correlation with F2_3 \( r = 0.415, \ p < 0.05 \) This would imply that increase in acceptance of F2_2 there would be also a significant increase in acceptance of F2_3 i.e. the more the accessibility of the newspaper there is an increase seen in the encouragement towards reading the newspaper among college students studying in Bangalore city.

• There is a positive and significant weak correlation between F2_2 and F2_4 \( r = 0.359, \ P < 0.05 \) there by implying that higher F2_2 have a small increase in F2_4 i.e. the higher the accessibility of the newspaper there will be an increase in the enjoyment of reading the newspaper.

• A strong positive and significant correlation was observed between \( F2_2 \) and \( F2_5 \) \( r = 0.545, \ P < 0.05 \) there by implying that higher F2_2 will result in higher increase in F2_5 i.e. the higher the access and affordability of the medium the higher will be the innovativeness or innovative usage of the newspaper among college students in Bangalore city.

5.6: Testing Of Hypothesis

H1. **College students studying in Bangalore city have a negative perception towards readership of Newspapers.**

From the data that is presented in the tables 4.9.5, table 4.9.6 and table 4.9.9 and analyzed on the basis of the derived factors it clearly reveals that the college students studying in Bangalore city are found to be aware of usefulness of newspapers and the readership of newspapers and are also seen using the newspapers regularly to gain information and build ones knowledge. Since the perception towards readership of newspapers of college students studying in Bangalore city is positive the above hypothesis stands disapproved.
H2. The demographic factors have no bearing on the perception of usefulness of newspaper among the students studying in Bangalore city.

From the tables 4.9.1, 4.9.2 and 4.9.3 clearly indicate that various demographic factors like age, the educational institution they study in etc. of the respondents have been influential in the readership of newspapers. It is seen that as the age of the respondent increases the possibility of agreeing to read also increases unlike the respondents in a younger age. The encouragement given in their educational institutions by teachers is also positively perceived by students hence we can state that there is a bearing of demographic factors that is evident in the tables mentioned above. Hence the above hypothesis stands disapproved according to the analysis of data.

H3. There is a positive perception about Newspaper readership of E- Newspapers/ Web Versions/App Versions of newspapers among college students in Bangalore City.

The data that is presented in tables 4.9.9 and 4.9.11 clearly state that there is a positive inclination towards e-reading found in a majority of respondents of the study, though the print version of the newspaper still seems to be the most favored among the majority of the students the e- versions, online versions and the App versions of the newspaper are also positively perceived by a majority of the college students studying in Bangalore city. Hence the above stated hypothesis that there is a positive perception about newspaper readership of E-Newspapers web versions and App versions of the Newspaper is therefore validated.

H4. The Educational qualifications of the students studying in Bangalore city have no bearing on the newspaper readership.

The present study comprised of three sections of students from pre-university, under graduation and post graduation courses in Bangalore city. From the tables 4.9.5, 4.9.6 and 4.9.7 it can be seen that there is a positive mean difference in the scores where the pre university students are
more agreeable to the least usefulness of reading the newspaper in comparison to the under graduates who are a little lesser agreeable to the same in comparison to the post graduate students. Therefore with a repetition of similar scores for many other factors it can be stated that the hypothesis above stands disapproved as there is a bearing of educational qualification on the readership of the newspaper.

**H5. The gender has no bearing on the perception of usefulness of the newspaper among college students studying in Bangalore City.**

According to data analyzed in tables 4.9.1, 4.9.2, 4.9.3 and 4.9.4 across all the factors, it was seen that there is a significant difference in the scores of both boys and girls studying in colleges in Bangalore city in the context of readership. From the independent t-test it was seen that the female students studying in colleges in the city enjoyed reading newspapers more than their male counterparts and there as a positive correlation found with likability of the medium with the female students than the male students, therefore it can be stated that the gender has a bearing on the perception of usefulness of the newspaper among college students studying in Bangalore city and hence the Hypothesis mentioned above stands disapproved.

**H6. Special Readership programs create a positive outlook amongst college students studying in Bangalore city.**

It is seen that as readership programs are used to enhance readership among prospective audiences the present study also looked into the adaptability, acceptability and usage of the NIE (Newspaper in Education) program among college students in Bangalore city. It was found that firstly there was a mixed response in this relation as many were unaware of the program. The students who were aware of it were found not to be very positive about the impact of it on their readership and from the tables 4.9.5 and 4.9.7 three factors dealing with newspaper readership
programs do not show a positive correlation between the factors. Therefore it can be stated that special readership programs have not been very successful in creating a positive outlook among college students studying in Bangalore city. Hence the above mentioned hypothesis stands disapproved.

**H7. Access to Multi-media platforms has a negative bearing on the Newspaper readership of college students studying in Bangalore City.**

Due to advancements in technology, the educational system and rapid paced developments in the urban sections of the society the younger generation is seen to be burdened with more need to be informed. This need for information leads to multimedia access i.e. access of multiple media sources through multiple gadgets for information. In the present study it seen from the tables 4.9.9, 4.9.11 and 4.9.12 that students do access the television, radio, internet etc. to gain information but still found that the newspaper is still equally preferred as a medium for accessing important information on a day to day basis. Therefore it can be stated that access to multi-media platforms does not have a negative bearing on the newspaper readership of college students studying in Bangalore City. Hence the Hypothesis mentioned above stands disapproved.

**5.7 Findings in Brief**

- The majority of students studying in Bangalore city showed a Positive attitude towards newspaper readership and newspaper as a medium of communication.

- The inference that could be drawn from those respondents having a negative attitude towards reading newspaper is that there is a significant (statistically) relationship between Least Usefulness have positive and significant correlation with Short of time to read newspaper indicating that the shorter the time to read the newspaper, there is a presumption that information is less useful.
• Secondly, it is observed from correlation result that Easy Access and affordability have a positive and significant correlation with the enhancement of encouragement to read newspaper indicating that Easy Access and affordability would result in more encouragement to read newspapers.

• It emerged that there is a significant and negative weak correlation between Least Usefulness and Encouragement to read newspaper indicating that lesser the negative attitude towards usefulness of newspaper higher the encouragement towards reading of newspapers.

• Similarly it is seen that there was a significant and negative weak correlation between Short of time to read newspaper and Encouragement to read newspaper indicating that increase in duration of time dedicating to reading of newspaper would definitely increase the attitude of encouragement to read the newspaper but with lower impact.

• From the ANOVA result, it emerged that students studying in Pre University and Under Graduate Courses in the city seem to have greater tendency of agreeing that reading the newspaper is of less usefulness as compared to Post Graduate Students studying in Bangalore City.

• Furthermore, there is also a greater tendency of agreeing on the fact that there is short of time to read newspaper dimension by Pre University and Under Graduate students as compared to students pursing Post Graduation. This indicate that students studying in pre university are more pre occupied with more alternative work which gives them lesser any time to read the newspapers.
• There is a positive mean difference seen which indicates that the students studying in Under Graduate courses seem to have a greater tendency of strongly agreeing to the Enjoyment dimension of reading the newspaper as compared to students pursing Pre university Students.

• The Pre University students studying in Bangalore City indicate that the importance or the joy of reading newspaper exists but not as much as it was seen with the Under and Post Graduate students studying in Bangalore City.

• A negative mean difference from the ANOVA results indicated that students pursuing Under Graduation seem to have a greater tendency of strongly agreeing to the factor that the newspaper is a Easy and Convenient mode of reading as compared to students pursing Pre University courses in Bangalore City.

• Students studying in Post Graduation courses in Bangalore city seem to have greater tendency of strongly agreeing to Preference towards online news dimension as compared to students pursing Pre University course. Surprisingly, even the post graduate students were seen to prefer reading news online as like their counterpart studying under graduate and pre university course.

• It emerges from the independent t-test that female students seem to have better Enjoyment reading newspaper as compared to their male counterpart. Likewise,

• Finally, to summarise it emerges that students studying in Pre University has lesser interest in reading newspaper as compared to those studying Under Graduation and Post Graduation in Bangalore City.
• Furthermore, it emerges from percentage graphs that the usage of smart phones for reading newspapers is less but is also a seen to be preferred across the qualifications of respondents. Thus, in totality, it emerges that there is a need for better contents and also relevant contents that would attract younger generation to spend more time in reading newspaper in future.

5.8: Implications of the Study

The Implications of the findings of the study with reference to Newspaper readership among college students in Bangalore city in general is given below

5.8.1: Implications on Newspaper Organizations

Several International and National Organizations across the world conduct a number of conferences, forums and investigations to emphasize the role and importance of the Newspaper in the process of development in all sections of the society. Year after year organizations like the WAN (World Association for Newspapers) conduct workshops for media professionals, media students and media enthusiasts to encourage the usage of the newspaper as a communication medium in the day to day life and also tries to enhance and promote innovative methods for the usage of newspapers. The WAN is also found to award innovativeness and creative approaches to promote newspaper reading among the youth across world. The Present Investigation reveals that the college students studying in Bangalore city seem to have a good understanding about the importance of the newspaper as a mass media form of communication. At the same given time the same group of students also feel that the newspaper can give them way beyond what already seem to exist. It may be in the form of content quality or in the form of preference in content or it could even be the presentation of news, the language, or the style or the accessibility. The Newspaper organizations should take note of the awareness that already exists among this
massive group and try and build back on gaining the readership because it is this massive group that will take the legacy of Readership forward to pass it on to the coming generations.

5.8.2: Implications on Mass Media

Mass media have a great social responsibility of promoting a healthy personality among students in the country by organizing meaningful campaigns for students on the better usage of the newspaper medium for the development of knowledge of students. The Mass media should concentrate on sensitizing various media houses to promote the usage of newspapers and its importance. Media houses should launch a series of campaigns, workshops, skill training, special readership programs for students from a younger age such that the usage of the newspaper in this group of audience is maximised. There is already a presence of technological influences on this group more so in the urban pockets of the country which has to be taken note of at the earliest by the various media organizations at the earliest to capture and build on the opportunities. The secondary data analysed for the study also states the increase in hypertext reading habits in the west which is one of the prime concerns of researchers in this area of study. The mass media should experiment with more innovative ways to reach the youth of this country. The Print media in India still holds a dominating position according to reports of various surveys conducted annually but amidst all of this the mass media should wake up to the situation and rise to the occasion and work towards sensitizing audiences about the numerous advantages of the communication media form such that this form of media survives a longer existence in the society.

5.8.3: Implications on Universities and other Educational Institutions

The Educational institutions also have a social obligation from newspapers as a communication tool from the development point of view. The Teachers have a responsibility towards educating
the students in both formal and informal ways towards educating the students with regard to the advantages and disadvantages of the media in the modern society. The educational institutions should also experiment with introducing newspapers innovatively into ones curriculum as to enhance the usage of the medium and build on the overall development of students in correlation to other activities that take place in the institution. The educational institutions should also carry out and encourage more research activities, workshops, extension programs and publish related literature for students which would benefit students in several ways. These prestigious institutions and Universities should also organize seminars and conferences which highlight the methods of judicious application of the medium for various developmental endeavours and also create a platform for students to collaborate and communicate on issues related to the medium which would intern broaden their horizons.

5.8.4: Implications on the Society

The Newspaper for ages has served the society in many instances. In the 21st century the print media in the world is at the brink of its existence. The print media in India on the other hand is showing progressive growth in terms of circulation and readership. The Readership among youth in the country is found to be gradually declining; therefore it becomes a larger responsibility on behalf of the media to protect the newspapers and so is it the duty of the society we live in. The Newspapers do not just contribute to spreading awareness amongst people alone it plays many other vital roles in the society as well. With more and more people reading the newspaper it is going to make the society a better and a knowledgeable one. It does not just helps one to enhance ones knowledge but also equips a person to build better language skills. In the present day where information, knowledge and communication play a very important role the newspaper has a bigger role towards bridging this gap between the known and the unknown. The youth are the first in the country who are targeted as they are in the epicentre of all changes happening in the
society. It becomes that much more important for a student today to develop good reading skills for the larger good of the country and for their future. Therefore it becomes the duty of the society to promote good media habits among the youth today such that it builds a better, improved and productive society tomorrow.

5.9: Suggestions for further Research

In the present study an attempt has been made by the researcher to examine the newspaper readership among college students in Bangalore city. But during the course of the study it understood that there are many areas which warrant further research in this branch of media intervention for the development of students. New Media intervention in the area of news publishing is a vast area of research as there is a positive inclination towards online media usage amongst this group of respondents that is also found in the present study. News on Apps is also seen to be a popular trend among young people in recent times, which makes newspapers a preferred media to try more innovative ways to approach the young population in the country. Research on students’ newspaper usage in terms of readership is usually directed at examining the content and usage of the newspaper by students from the development point of view. There is a need for establishments to create a linkage between newspaper organizations and educational institutions especially in a country like India. The Newspapers from decades have always found a place in the libraries of educational establishments but the need for making use of the newspaper in the classrooms more often for teaching and creating a healthy reader environment is more the need of the hour. Future studies should try and establish the pros and cons of new forms of readerships like e-reading, hypertext reading etc. Special readership programs that already exist among few educational institutions should make themselves more visible with the
kind of initiatives they are involved with among college students and think of more innovative ways to build readership among students.

The Language Newspapers are also racing ahead in competition as readership and circulation statistics also prove the increase in popularity of the language press, it would make for an interesting analysis of how language press could influence the youth in future not just to develop better language and orientation skills but also in terms of literature studies. Language newspapers could also help in sensitising the youth about the language, the history the culture, writings in the language etc. which could make for an interesting study.

The generation X who are already being referred to as the “Digital Natives” are a generation which has access and exposure to multiple media platforms and abundance of information, in this scenario further researcher should look at analyzing and understanding the need for information, where the news would come from in the future, How the newspapers can be used and how it could transform for the next generation of readers.

5.10 Epilogue

In India, whilst newspapers came much later as opposed to Europe or America, it has a rich pedigree of being a witness and a catalyst to the birth and growth of the nation. There has been a phenomenal rise in the number of newspapers and their circulation. The number of pages has increased. The quality of production has improved. Even the Regional Indian language newspapers have taken advantage of the advances in printing and communication technology to bring out multiple editions. With the introduction of color printing it has made the newspapers look more attractive. Most of the newspapers in India came into existence post independence and today thousands of magazines and newspapers are in circulation. Pre independence the editorial in a newspaper was widely read for the lead it gave and used newspaper as an instrument of
social change. But in the new era, the editorial became shorter in length and weak in impact. The new generation of industrialist-publishers, are now more interested in profits instead of societal obligations. Therefore, they closed down serious literary and political publications so as to retain the profit from the flagship publications. The tendencies have grown to that extent as to treat the newspaper more as a marketable product than as an instrument of social change. The 21st century, Indian print media is one of the largest print media in the world. The Times of India being the 8th most circulated newspaper in the world. With the emergence of the television and the new media (internet), it can be argued that newspapers became irrelevant in terms of providing the latest news. However, both the media has its own importance. The longevity of the written media is much more compared to the electronic ones. It is this written media that has made history recordable and accurate. The age of an old manuscript found while digging a historical site gives information about the era in which it was written, which is not possible with electronic media. Print media is durable. Therefore From the above discussion it can be conclude that media has ability to change the society, its approach and at the same time change itself also to reach out to the society it functions in. the Indian print media has played its role to its fullest strength both pre and post independence. Hence in Short, it can be conclude that each media has its own existence, role, and impact on the society. Hence the print media still has its lion share in the development of communication in the country and the next generation need to consider it as much an important medium of communication and embrace it for one’s own good.