

“A Study on Reader Perception towards News Paper”

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Abstract

This study is focused on identifying readers' perceptions of the Tamil news paper industry with special reference to Dindigul. The study's goal is to determine the accuracy of news in Tamil newspapers and what factors influence newspaper selection. Simple percentage and convenient sampling techniques have been used. The structured question was used for data collection.

Introduction

In India, Hicky's Bengal Gazette was the first printed news paper in the year 1780. James Augustus Hicky is the pioneer of journalism in India. Swadesamitran was the first Tamil-language newspaper, published from 1881 to 1985, and owned and operated by Indians. Indian nationalist G. Subramania Iyer is the founder of the newspaper. A newspaper was published in Chennai, and then known as Madras. In 1925, Varadharajulu Naidu established a weekly newspaper. In 1931, he also founded India Express. Due to technological development today, most news paper companies started their own YouTube channels and delivered the news through this medium to reach the public in a very short span of time.

YouTube is one of the biggest resources for everyone in the world. This mode is particularly useful for news paper companies. It offers very low-cost and economical assistance to businesses. Companies could previously purchase ink, paper, machines, and so on, but now the online platform provides a wealth of assistance to everyone.

Review of Literature

According to Leo Bogart's (1984) article "The Public's Use and Perception of Newspapers," the majority of people watches television and get their news from it. A national survey says that readers give equal importance to newspaper and television news. The content and news of printed news papers can vary from one to the next.

According to Anyim. W. O. (2021) "Reader's Perception and Preference for Online and Print Newspaper in the University Library," the majority of them prefer to read online news papers over offline/printed ones. Many people read online newspapers. Even so, some readers may prefer the printed version on paper. Older people, in particular, prefer to use only printed materials, because they are not aware of how to use the latest technologies.

Van der Wurff, R., Lauf, E., Balčytienė, A., Fortunati, L., Holmberg, S. L., Paulussen, S., & Salaverriá, R. (2008). **Online and print newspapers in Europe in 2003. Evolving towards complementarity.** According to this article, after the introduction of the World Wide Web, most countries switched to a different method of delivering news to readers. In 2003, 51 news papers were published in 14 countries; compare online and printed news papers. Finally, online is a better mode to deliver the news service in different ways. It is a very easy method and makes it possible to give additional news and content to the readers. Online news papers charge a fee to deliver reliable and fair news in a timely manner. Online news is extremely important in the European news market.

Objective of the Study

1. To study the reader the perception towards Tamil News Paper.
2. To study the correctness of news in Tamil News Paper.
3. To study the influencing factors in the selection of News Paper.

Scope of the Study

This study explains how readers perceive the Tamil news paper. Find out how reliable the news published in the newspaper is, as well as the factors that influenced the newspaper's selection. At the end, which one of the news papers do the readers prefer a lot.

Limitation of the Study

This study focuses solely on Dindigul. The perceptions of the readers differ from person to person according to their perception level. The research focused only on reputed Tamil newspapers from the region. The researcher takes six major Tamil newspapers for the morning edition only.

Research Methodology

Area of the Study and Sample Size

This research focuses solely on Dindigul. In Dindigul, many of them read the news. As the number was large, 50 newspaper readers were selected based on a convenient sampling method.

Collection of Data

Both primary and secondary data were collected. An interview schedule was used to collect primary data from the readers. Secondary data is collected from various sources, like magazines, websites, articles, and so on.

Data Analysis and Interpretation

S No	Source	Factors	No of Respondents	%	Total
1	Gender	Male	32	64	100
		Female	18	36	
		Trangender	-	-	
2	Age	Below 20	8	16	100
		21 - 30	11	22	
		31 - 40	8	16	
		41 - 50	10	20	
		Above 50	13	26	
3	Marital Status	Married	31	62	100
		Single	19	38	
		Widow/Widower	-	-	
4	Educational Qualification	Upto School Level	11	22	100
		UG	19	38	
		PG	14	28	
		Diploma/ ITI	6	12	
5	Occupation	Government Employee	13	26	100
		Private Employee	22	44	
		Self Employment	9	18	

		Home Maker	3	6	
		Student	3	6	
6	Family Income	Upto 10000	6	12	100
		10001 - 25000	18	36	
		25001 - 50000	15	30	
		50001 - 100000	11	22	
		Above 100000	-	-	
7	Specify the news paper reading in Tamil	Dinamalar	14	28	100
		Dina Thanthi	16	32	
		Dinakaran	10	20	
		The Hindu (Tamil)	8	16	
		Dina Mani	2	4	
		Thinaboomi	-	-	
8	Mode of Reading	Offline	38	76	100
		Online	12	24	
9	Number of Years Reading News Paper	Below 1 Year	12	24	100
		2 - 3 Years	12	24	
		4 - 5 Years	10	20	
		Above 5 Years	16	32	
10	Frequency of Reading	Daily	32	64	100
		Week End	11	22	
		Occasionally	7	14	
11	Time spent	15 Minutes	30	60	100
		30 Minutes	16	32	
		45 Minutes	4	8	
		1 Hour	-	-	
12	Which type of news you read mostly?	Cinema/ Entertainment	10	20	100
		Sports News	7	14	
		Politics	11	22	
		Headlines	2	4	
		Business/ Stock Exchange	5	10	
		World News	2	4	
		Crime	10	20	
		Astrology	3	6	

Chart – 1 News Paper's in Tamil

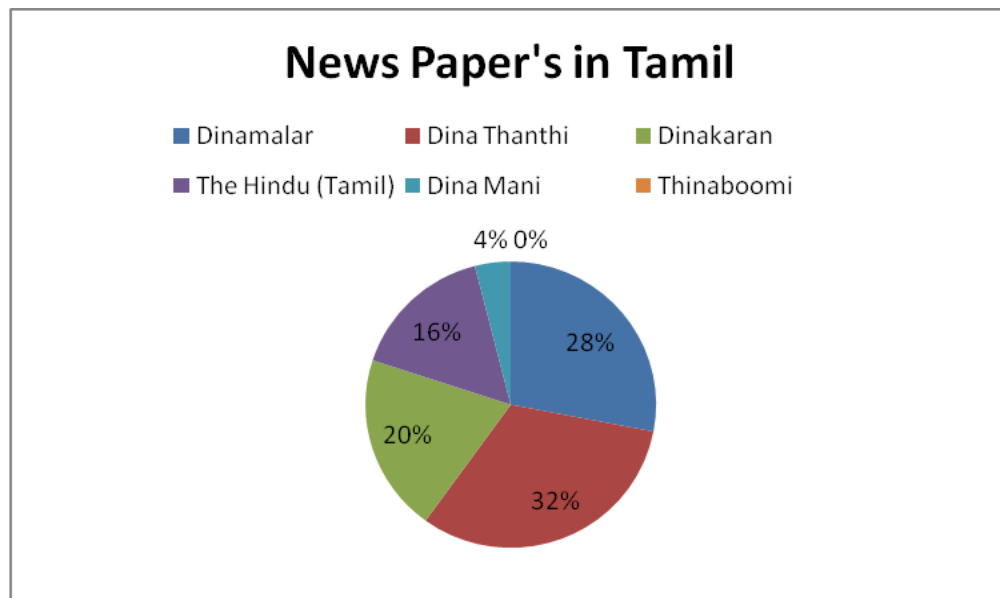
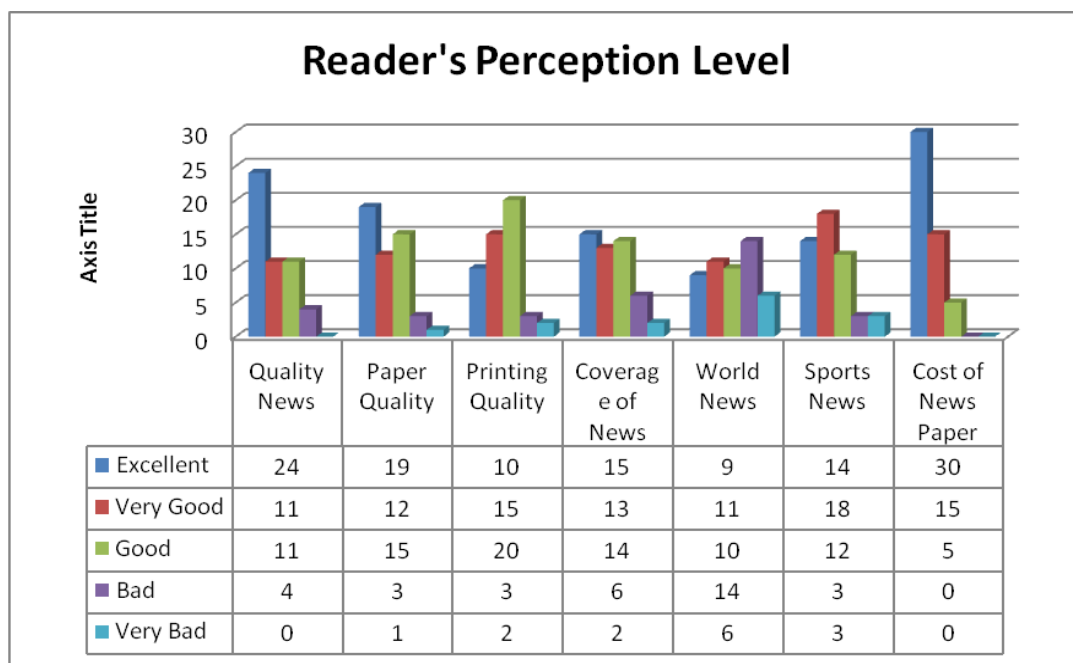


Chart 2 – Reader's Perception Level



Findings

- ❖ 64 percent of the male respondents read the newspaper.
- ❖ 26 percent of the respondent group above 50 read newspapers.
- ❖ 62 percent of the married respondent read News Paper.
- ❖ 38 percent of respondents had a UG qualification.
- ❖ 44 percent of private employees read newspapers.
- ❖ 36 percent of the respondent income 10001 to 25000.

- ❖ 32 percent of the respondents read Dina Thanthi.
- ❖ 76 percent of the respondents read the newspaper only in offline mode.
- ❖ 32 percent of the respondent read News Paper above 5 years.
- ❖ 64 percent of the respondents read the newspaper daily.
- ❖ 60 percent of the respondent spent to read News Paper 15 minutes.
- ❖ 22 percent of the respondents read politics-related news.

Suggestions

The news should be accurate and correct. Don't publish any false information. Every newspaper company follows the ethics today, technologies play a vital role. Without technology, no one can survive in the world so to encourage readers to go online, as well as to simplify the online access process to reach the unknown person.

Conclusion

Journalism is the fourth pillar of our nation. Every type of printing should have a societal responsibility. The printing media must act honestly to publish accurate information because a lot of readers believe that news. In today's world, every printing medium is commercially oriented. Apart from that, every printing medium must focus on today's youth. In India today, there are numerous unemployment issues. The majority of children do not read the newspaper. It is helpful to unemployed graduates to publish questions and answers from previous competitive exams. Already, some newspapers have published the same thing. It's helpful to him or her and also to the nation.

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