

# An Analytical Study of News Paper Reading Habits Among the Hospitality Students in the City of Pune

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## Abstract

Newspaper reading is very essential now a days. The study is based on the reading habits of among the hospitality students of Pune City. The authors have used questionnaire to collect the data. The respondents are too confident about the views of newspapers reading and use of iPhone/ android for updating. Male students are more than women for feedback. Respondents are within the age of 19, 20 and 21. Respondents have the habit to read the newspapers on daily basis. They prefer to read newspaper rather than any other source of information. The use of library on regular basis is very less. Maximum students who goes on weekly basis to refer newspaper for reading are more. Respondents who refers other source for information than newspapers. Maximum people refer Times of India as a major source for reading. Other major source is internet through mobile. Indian Express, Hindustan Times, Hospitality Express, Lokmat, Sakal, are less referred for reading. Respondents said they don't refer Hospitality Journal or magazines daily. They refer mobile or internet. By using Internet on a large scale to get the news on hospitality and its sectors than radio and TV. iPhone / android phone and online information is the major source for continual information about hospitality followed by newspaper and radio. Sports, Hospitality, Politics, Sensational News, Cinema these are the prime focus areas for reading. Sports is one of the favorite part to read in the newspapers. Students are more towards sports likings. They are concentrated on sports rather than all other news in the newspapers. Other information plays very less importance for the hospitality students. Entertainment and news come later as a priority. Electronic media has got the maximum feedback as a positive response. Students are more willing to read news on electric media rather than print media and others. They feels that is one of the fastest and easily available source. Which they can

refer at any time anywhere. As you want to see the popularity of newspapers universally is good. Most of the people refer newspapers as a reading source.

**Keywords:** Analytical, Habit, Hospitality, Newspaper, Reading

## INTRODUCTION

Reading is the art of learning something. Newspaper is the store house of knowledge and provides knowledge of different kinds of segments of the society. Newspaper creates reading habits and easily differentiates people who read and who do not. It helps to improve communication skill. Reading fires the imagination of the person. Systematic and regular reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living and thereby prepares a person for and effective participation in the social, religious, cultural and political life. Readings the identification of the symbols and the association of appropriate meaning with them. It requires identification and comprehension. Comprehension skills help the learner to understand the meaning of words in isolation and in context. Effective reading is the most important avenue of effective learning. The role of the libraries in promoting reading is especially crucial in developing scientific, reflective thinking and creativity. Librarians can help users and youths develop critical and independent thinking through their exposure to a wide variety of instructional resources and learning opportunities. Apart from the development of creative and critical thought, the role of the library in the promotion of read-

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ing culture can be seen in the readers 'development of values, attitudes, and appreciation. These are difficult to teach in the classrooms. (K.S.M. Swami Nathan, 2017) Newspapers help to improve reading habits, knowledge, and awareness. They can be part of good study habits for students in any area of specialization. India is a developing country with many ethnic communities who wish to live together. Efforts to solve cultural adaptation problems should be multi-dimensional and long term. Reading and library use habits have an important role in building the multicultural structure in a country (Devendra Kumar, Rajkumar Singh, Jamal Ahmad Siddiqui, 2011) Newspaper creates reading habits and easily differentiates people who read and who do not. Reading is the art of learning something. Newspaper is the store house of knowledge and provides knowledge of different tests and kinds of different segments of the society. It is equally important for the entire people from student to government officials. Reading builds vocabulary skills and background knowledge that strengthens reading skills and increases the enjoyment of reading (Strommen & Mates, 2004) Dipika Majumder Md. Mehedi Hasan, 2013).

## NEED OF THE STUDY

The main objective behind this paper is to spread the awareness amongst the Hotel management students about hospitality newspapers. Students should be known the various types of hospitality newspapers for upgrading their knowledge and information. It would really help the students to know the significance of the hospitality newspaper for their career. This study will help to find out the reading habits of the hotel management students and their perceptions about hospitality newspapers.

## Definitions

- Analytical: Relating to or using analysis or logical reasoning.
- Habit: A settled or regular tendency or practice, especially one that is hard to give up.
- Impact: The action of one object coming forcibly into contact with another.
- Hospitality: The friendly and generous reception and entertainment of guests, visitors, or strangers.
- Newspaper: A *newspaper* is a periodical publication containing written information about current events.

- Reading: Reading is defined as a cognitive process that involves decoding symbols to arrive at meaning. Reading is an active process of constructing meanings of words. Reading with a purpose helps the reader to direct information towards a goal and focuses their attention. Although the reasons for reading may vary, the primary purpose of reading is to understand the text. Reading is a thinking process. It allows the reader to use what he or she may already know, also called prior knowledge. During this processing of information, the reader uses strategies to understand what they are reading, uses themes to organize ideas, and uses textual clues to find the meanings of new words. Each of the three components of reading is equally important. Let's take a look at the components! (Ravinder Sadhu).

## REVIEW OF LITERATURE

Newspapers can be used as a primary or additional source of information for scientific research. That usually depends on subject area that is being researched. For example, linguistic research include newspaper corpus as a primary source for different linguistic analysis. For historic researchers newspapers are often used as an additional source of information that provides insight into historical context of past events. Therefore, demand of users can be rather different. Efficient organization and preservation of newspapers collection is crucial in meeting those demands (Budd (ed.) 2002; Walravens (ed.) 2006, 2008, and 2011).

The basic objective behind writing this research is to spread the significant use of newspaper. Newspapers have its own impact for upgrading the information and knowledge. It adds more value before and after the use of it. People can't spend the time on reading the news on technology; however they can easily read it through newspapers. It is not only useful for getting information for one sector but all kinds of information under one roof. Maja Krtalic, Damir Hasenay (2012) Reading is a good process to acquire the information and knowledge. It really helps to upgrade our own experience. It's a kind of own journey of knowledge. Reading newspapers expand the boundary of knowledge which would help to transfer that to other individual. Which may result to increase the information of other people? What is happening in the current world would come to know through newspaper

reading. Author has made an attempt to influence the students for diverting their thought towards reading newspapers. C. Krishnamurthy and Veeresh H. Awari (2015).

The article is studied on the reading habit of the youths. The author is tried to find out the frequency of the youth about reading habit of newspapers. The kind of information they read though newspapers. What kind of paper generally buys these youth and read often. Youth are mostly read politics, sports and economy. Youth read newspapers through internet, newsstands, and libraries and from their friends. The main findings by the author was to youth cannot spend money to buy the cover page of newspapers by their own. Leo O.N. Edegoh Ph.D, Nkiru C. Ezeh, Aniebo C. Samson (2015). The study done by the author laid emphasis on students that they are interested to read newspapers. They spend two to three hours daily for reading newspapers. They mostly read politics, social issues, sports, current affairs and educational news. Most of the students are satisfied by reading newspapers. Reading habit not only works for short period of time but helps to gain the information and knowledge on a long term basis. It's a kind of process and activity to connect for the learning and development. Newspapers help to improve reading habits, knowledge, and awareness. Newspapers are not only providing current news, but they are providing different and various types of information to the people for example informative article, features of society, editorial, economic status of the country, analyses and observations. Reading of newspaper provides well communication skills, changing life style, increasing general knowledge, language ability and current information of the world; these are most essential part of education and self development. Dr. V. N. Nagashetti, Anand Y. Kenchakkanavar (2015).

## OBJECTIVES

- To study the potential use of newspaper reading among hospitality students.
- To find the types of newspaper read by hospitality students.
- To analyse the awareness of newspapers among students for the latest updates in hospitality industry in Pune.
- To explore the ways to increase the significant use of hospitality newspapers.

## RESEARCH METHODOLOGY

### Sampling Frame

For this study the researcher would be collecting the information from various students who frequently visit library. He would also gather the data from various libraries and librarian of Pune Hotel Management Colleges.

### Sources of Data

- *Primary data* shall be collected from the universe mentioned above. For the purpose of interviews samples representing the various renowned Hotel management colleges and its library in Pune. Students are the nerve part of this study. Maximum data shall be collected from the students who frequently visit the library.
- *Secondary data* shall be collected from published/unpublished literature on the awareness of Hospitality Newspapers and its impact on Reading Habits among the Students of Hotel Management Colleges, latest references available from the journals, newspapers, research publications and magazines, and other relevant sources like internet.

### Scope of the Study

Scope of the study is to consider the maximum use of newspapers for increasing the information and knowledge of the students of industry. To increase the number of students who will read newspapers daily. The researcher will focus on searching the information and solutions on the better use of hospitality newspapers for among students.

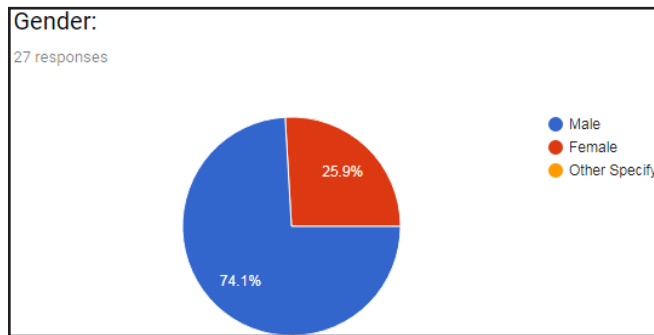
### Public Relations

This study would also help to spread the awareness about newspapers and its importance among hotel management students. There are various types of readers who like to visit library daily. This study process would also develop a relationship for awareness of newspapers and its fullest use for updating the knowledge of hotel industry. Day to day to updates in the industry.

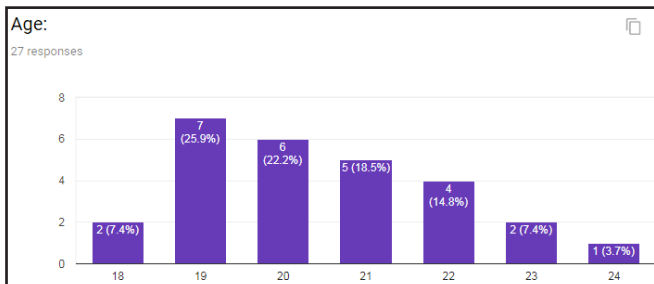
**Observations and Discussions**

As per the observation and discussion of data collected, researchers came to know that there are various.

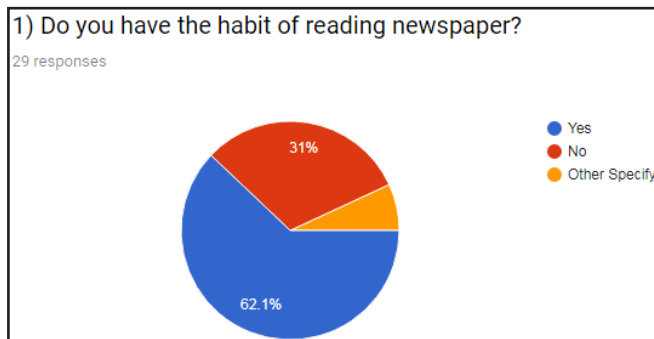
**DATA ANALYSIS AND INTERPRETATION**



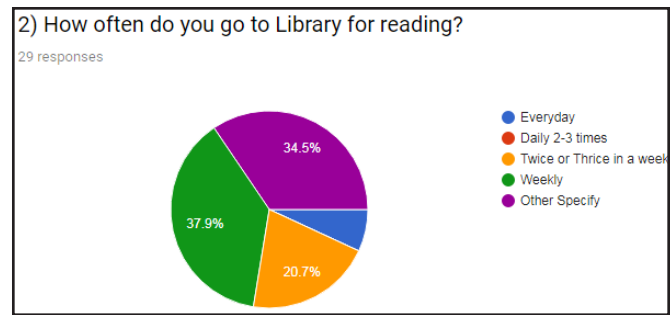
Interpretation: As per the data collected by the researcher, maximum male students are more than women for giving the views and feedback for the questionnaire.



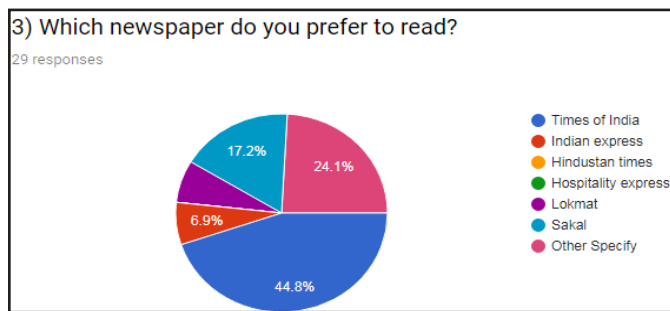
Interpretation: As per the data collected, the maximum respondents are within the age of 19, 20 and 21.



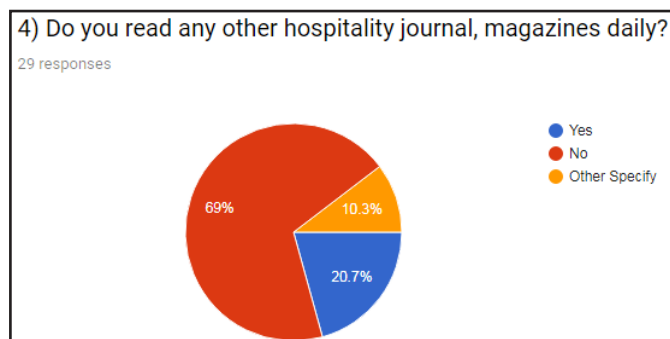
Interpretation: Most of the respondents have the habit to read the newspapers daily. They prefer to read newspaper rather than any other source of information.



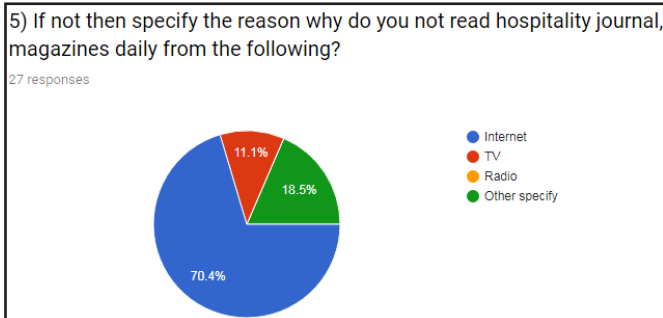
Interpretation: As per the data collected by the hospitality students. The students who goes to library everyday are very less as compared to other respondents. There are not any students who goes daily 2-3 times to the library. Twice or thrice in a week in library students are willing. There are maximum students who goes on weekly basis to refer newspaper for reading. Another types of respondents who refers other source for information than newspapers.



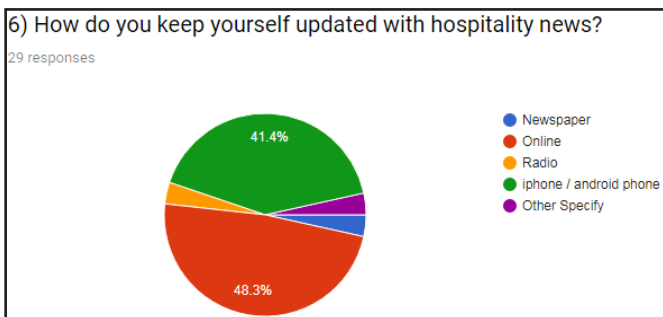
Interpretation: By the survey about the preference about the selection of newspapers. Respondents have various choices for newspapers. Maximum people refer Times of India as a major source for reading. After Times of India there are other major source is internet through mobile. On a small scale level Indian Express, Hindustan Times, Hospitality Express, Lokmat, Sakal, are there.



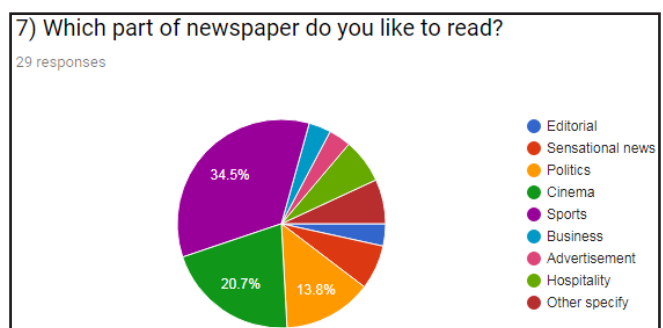
Interpretation: As a regular reader respondents said they don't refer Hospitality Journal or magazines daily. They refer mobile or internet for



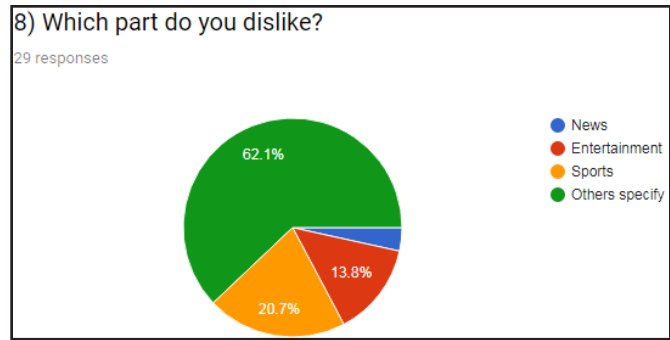
Interpretation: Having said that by the respondents they don't refer hospitality express or magazines but they refer Internet on a large scale to get the news on hospitality and its sectors. Followed by radio and TV.



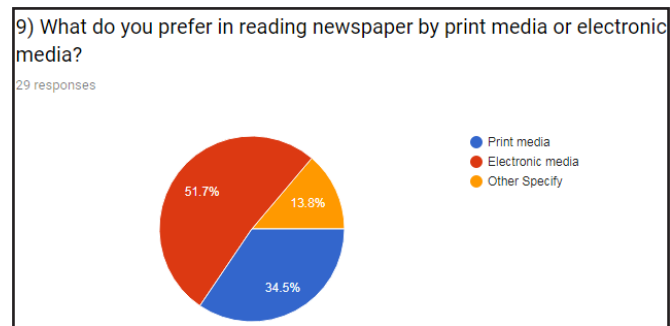
Interpretation: By asking the question about updating of hospitality news. Respondents said iPhone / android phone and online information is the major source for continual information about hospitality. Followed by newspaper and radio.



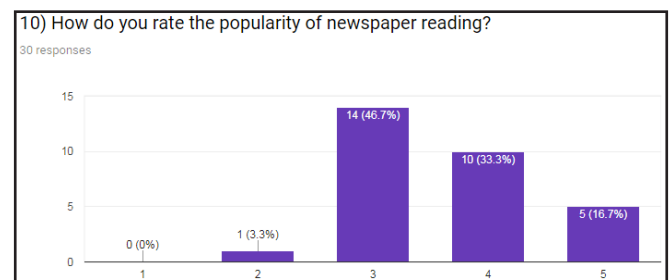
Interpretation: Sports, hospitality, politics, sensational news, cinema these are the prime focus areas for reading by the respondents. Out of all sports is one of the favorite part to read in the newspapers. It shows that the current students are more towards sports likings.



Interpretation: Respondents are more concentrated on sports rather than all other news in the newspapers. It shows that rest all the other information plays very less importance for the hospitality students. Entertainment and news come later as a priority.



Interpretation: Electronic media has got the maximum feedback as a positive response. Students are more willing to read news on electric media rather than print media and others. They feels that is one of the fastest and easily available source. Which they can refer at any time anywhere.



Interpretation: As you want to see the popularity of newspapers universally is good. Most of the people refer newspapers as a reading source.

## FINDINGS

Finding says that students are willing to read news on hospitality on online and through iPhone. They think that

newspapers is equally good however it takes time to reach to everyone at any given moments. Newspapers reading deals with wastage of papers. It increases the dry waste.

## RECOMMENDATIONS AND SUGGESTIONS

I suggest that students should also move for reading regular newspapers. At a glance you can see so many news in front of your eyes. Rather than searching one by one on online and read. It makes some eye problems also to seat and read continuously on online. Deals with heavy electric loss.

## CONCLUSION

As per the data collected by the researcher, male students are more than women for giving the views and feedback for the questionnaire. The maximum respondents are within the age of 19, 20 and 21. Most of the respondents have the habit to read the newspapers on daily basis. They prefer to read newspaper rather than any other source of information. The hospitality students who goes to library everyday are very less as compared to other respondents. There are no any students who goes daily 2-3 times to the library. Students are more who goes twice or thrice in a week in library Maximum students who goes on weekly basis to refer newspaper for reading. Another types of respondents who refers other source for information than newspapers. Respondents have various choices for newspapers. Maximum people refer Times of India as a major source for reading. After Times of India there are other major source is internet through mobile. On a small scale level Indian Express, Hindustan Times, Hospitality Express, Lokmat, Sakal, are there. Respondents said they don't refer Hospitality Journal or magazines daily. They refer mobile or internet. Having said that by the respondents they don't refer hospitality express or magazines but they refer Internet on a large scale to get the news on hospitality and its sectors. Followed by radio and TV. Respondents said iPhone / android phone and online information is the major source for continual information about hospitality followed by newspaper and radio. Sports, Hospitality, Politics, Sensational News, Cinema these are the prime focus areas for reading of the respondents. Sports is one of the favorite part to read in the newspapers. It shows that the current students are more towards sports likings. Respondents are more

concentrated on sports rather than all other news in the newspapers. It shows that rest all the other information plays very less importance for the hospitality students. Entertainment and news come later as a priority. Electronic media has got the maximum feedback as a positive response. Students are more willing to read news on electric media rather than print media and others. They feels that is one of the fastest and easily available source. Which they can refer at any time anywhere. As you want to see the popularity of newspapers universally is good. Most of the people refer newspapers as a reading source.

## LIMITATION

- The study is limited to the Pune city.
- The study is restricted to study the potential use of newspapers among hotel management student.

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