



Indian Journal
of Pure & Applied
Biosciences

Peer-Reviewed, Refereed, Open Access Journal

Research Article

Utilization Pattern of Print Media Sources by School-Going Children of Varanasi District

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Received: 7.03.2020 | Revised: 11.04.2020 | Accepted: 15.04.2020

ABSTRACT

We are living in the era of technological explosion where we people are surrounded with the different mass media sources. As print media is the oldest media it is still popular among the school-going children because it aware them and inform about different issues/happening. Print media sources such as newspaper, magazine, competitive books etc. are mainly used by adolescents because these sources are very accurate, elementary, cheap and easily available than electronic and other sources. The information contained in print media these days is more authentic, genuine, fact-based and realistic than electronic sources and it lasts longer in a person's mind. This study was conducted to know about the usage pattern of print sources by school-going children (adolescents). For this study 120 school-going children (between 11-19 years age group) from two school of Varanasi were selected through random sampling technique. A self-structured questionnaire was prepared to access the print media sources usage and purpose of using print media sources. Results from this study revealed that half of the selected children (50.00%) from school affiliated to U.P. board and 36.60 percent from school affiliated to C.B.S.E used newspaper compare to other sources of print media. 33.30 percent children from school affiliated to U.P. Board and 45.00 percent from C.B.S.E. used print media for increasing awareness regarding current issues around them followed by used for getting new ideas and information related to their career. So, it can be concluded from the results of the present study that the newspaper is most important part of the students for acquiring knowledge and the current affairs which helps for their bright future.

Keywords: Adolescents, Print media, Usage pattern, Newspaper.

INTRODUCTION

In the technological revolutionary world where we covered with the different types of mass media including both electronic and print mediums and their different types like internet, web, television, newspaper, magazines, brochures, manuals and so on. Print provides

lasting experience rather than instant entertainment, education and information. The number of print media publications in India grew 5.13 per cent, compare to electronic mediums, in the year ended March 2016 (Govt. of India, 2016).

Cite this article: Gautam, M., & Bishnoi, I. (2020). Utilization Pattern of Print Media Sources by School-Going Children of Varanasi District, *Ind. J. Pure App. Biosci.* 8(2), 164-168. doi: <http://dx.doi.org/10.18782/2582-2845.8030>

Print mediums had formed a circle of aloofness around the reader and typing has reduced expression from art to craft and from personal to impersonal. Print upholds cultural value. Newspapers or print mediums have provided the new information and issues related to them (like related to life and future issues). Newspapers or print mediums have power to describe the events at greater length whereas other mediums have limitations (Nair, 2003). The pictures and information given in newspaper and magazines are highly credible and standard. Information given in the printing materials is very authentic and accurate to easily acceptable. Prior to the independence of the country, print media, the oldest media has won the dignity for the act of resisting itself from many obstacles (Sinha, 2011). Adolescence is the very critical stage in the lifespan, majority of the population are adolescents in India. It is well known that adolescents have similar thoughts about their own lives for that they get to update themselves through using print mediums like newspaper, magazine and pamphlets and so on. They are very clear about that what they want to be in future and for that what they wanted to opt for. These print mediums are very helpful for adolescents in their educational environment. Hence this study was an attempt to know about the print media usage and its utilization pattern in school-going children of Varanasi.

MATERIALS AND METHODS

Purposive research design was adopted for the present study and 'survey method' was used for collecting the data. School-going adolescents between 11-19 years of age groups were randomly chosen for this study. Sixty adolescent students each from two different schools, one affiliate to UP board and other CBSE of the Varanasi city were randomly selected for the study. So study comprised total 120 students. A self-structured questionnaire was used to assess the mass media usage among the school children. The questionnaire consists of questions regarding personal information, frequency of mass media usage, preference and reason of using mass media and utility of the information after media usage etc. Data was tabulated, analysed and presented as frequency (percentage).

RESULT AND DISCUSSION

The data collected on different aspects i.e. socio-personal information, preference of print media sources usage, reasons for using print media and use of information after using it as per the plan were tabulated. The Results obtained from study are presented and discussed below:

I. Socio-personal characteristics of school-going children

Total of 120 school-going children were categorized on the basis of age group, religion, family type and size, monthly income.

Table 1: Socio-personal characteristics of school-going children of Varanasi

S.no.	Parameters	Classification	Number of Respondents (n=120)	
			F	%
1.	Age group	11-15 years	37	30.80
		16-19 years	83	69.10
2.	Religion	Hindu	111	92.50
		Muslim	5	4.10
		Christian	4	3.30
3.	Family type	Nuclear family	87	72.50
		Joint family	33	27.50
4.	family size	Small (up to 5 members)	28	23.30
		Medium (6-8 members)	73	60.80
		Large (more than 8 members)	19	15.80
5.	Income (per month)	Low income group (Rs. 5000-25,000)	30	25.00
		Middle income group (Rs. 25000-50,000)	55	45.80
		Higher income group (Rs.50,000- 100,000)	35	29.10

The above table showed that majority (69.10%) of selected school-going children came under 16-19 years age group and only 30.80 percent were under 11-15 years age group. Majority (92.50%) of the children were Hindu followed by Muslim (4.10%) and Christian (3.30%). Results also depicted that majority (72.50%) of the respondents were from nuclear family type while only 27.50 percent of selected respondents were from joint family and majority (60.80%) of the respondents had medium family size, 23.30 percent had small family and only 15.80 percent had large family. We also observed that less than half (45.80%) of respondents came under middle income group, 29.10 percent came under high income group and

only 25.00 percent came under the low income group. Kumari and Arya (2018) reported that the majority of school-going children from Bikaner district of Rajasthan belonged to 16 to 17 years of age group, had nuclear family and small family and also belonged low income group.

II. Use of print media sources by school-going children

We assessed the information of which source of media was frequently being used by school-going children from both teaching pattern (U.P. Board & C.B.S.E.) school. We assessed the use of newspaper, magazines, competitive books as well as other sources like novel, encyclopaedia, dictionary, science fiction etc. and result was presented in tabular form.

Table 2: Distribution of the school-going children based on the usage of print media sources (n=120)

S.no.	Source of print media	U.P. Board		C.B.S.E.	
		F	%	f	%
1.	Newspaper	30	50.00	22	36.60
2.	Magazine	13	21.60	20	33.30
3.	Competitive Books	9	15.00	14	23.30
4.	Any other source	8	13.30	4	6.60
	Total	60	100	60	100

Table no 2 showed the distribution of school-going children based on the usage of the print media sources in their daily routine. Fifty percent of U.P. Board students used newspaper followed by 21.60 percent used magazine, 15.00 percent used competitive books, and only 13.30 percent used any other sources. 36.60 per cent of school-going children of C.B.S.E. pattern used newspaper followed by 33.30 percent used magazine, 23.30 percent used competitive books, and only 6.60 percent used any other sources. It depicted that most of the students preferred newspaper as print media source. Mishra (2014) in his study reported that 88.79 percent of respondents preferred newspaper. Li-Bi shen (2006) also reported that majority of the students (31.40%) preferred newspaper. Ansari and Kumar (2010) observed that 88.79 per cent of students read English newspaper daily, while 68.79 percent read Hindi newspaper.

III. Purpose of using print media by school-going children

Table 3 shows the distribution of school-going children based on the purpose for using print media in their daily routine. Results presented that 33.30 percent of students of U.P. Board school used print media to make themselves aware regarding current issues, 26.60 percent of students used for getting new and different ideas and information related to their course and career, 26.60 percent for entertainment purpose and 13.33 percent for other purpose like different type of games, fashion, travel, stories etc. 45 percent students of C.B.S.E pattern school used print media for awareness regarding current issues followed by 25.00 percent for getting new ideas and information related to their course and career, 16.60 percent for entertainment purpose, and only 13.30 percent for other purpose like games, fashion, travel etc. It depicted from the above table that most of the students are using print media for awareness regarding current issues.

Table 3: Distribution of school-going children on the basis of purpose for using print media (n=120)

S.no.	Purpose of using print media	U.P. Board		C.B.S.E	
		f	%	f	%
1.	Awareness regarding current issues	20	33.30	27	45.00
2.	New ideas and information related to their course and career	16	26.60	15	25.00
3.	Entertainment	16	26.60	10	16.60
4.	Any other	8	13.30	8	13.30
Total		60	100	60	100

Nagashetti and Kenchakkanavar (2015) observed that majority (51.33%) of college going students used newspaper to get awareness of current issues followed by 38.14 percent for getting knowledge and information, 07.29 percent students used to get an entertainment and only few (03.24%) of students read newspaper for other purposes. It can be assumed that the school-going children or adolescents like to explore the new things and want to know about the current updates and information so they use print media for it mainly.

IV. Utilization of information after using print media by school-going children

Table 4 shows the distribution of respondents on the basis of utilization of information after using sources of print media. 28.30 percent of students from UP Board school discussed the information with friends, 25.00 percent used it for their competitive exams, 21.60 percent noted down for future use, 11.60 percent retained in their memory and results also revealed that 13.30 percent of students did not utilize information after using sources of print media.

Table 4: Distribution of school-going children on the basis of utilization of information after print media usage (n=120)

S.no	Utility of information after print media use	U.P. Board		C.B.S.E.	
		f	%	f	%
1.	Note down it	13	21.60	18	30.00
2.	Retain in memory	7	11.60	10	18.30
3.	Discuss with friends	17	28.30	17	28.30
4.	Use for competitive exams	15	25.00	10	16.60
5.	No utility	8	13.30	5	8.30
Total		60	100	60	100

Thirty percent students of C.B.S.E. pattern school noted down the related or useful information, 28.30 percent discussed with their friends, 18.30 percent were retained in memory, 16.60 percent use it for competitive exams, and only 8.30 percent students did not utilize the information after using print media. Ansari and Kumar (2010) found in their study that 46.78 per cent students were read the books, newspapers & magazines for getting the information, 38.09 per cent students to

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improve the general knowledge, 7.84 per cent to derive pleasure, and 12.00 per cent says its hobby.

CONCLUSION

It can be concluded that majority of the students were under 16-19 years age group had nuclear family and came under middle income group of family from both board (U.P. Board and C.B.S.E.). Children attending school affiliated to UP board or C.B.S.E. preferred

newspaper followed by magazine as print media sources and used mainly for exploring new ideas and information as well as help in their career. As these are easily available at low cost than other print media sources, adolescents (11-19 years) like to use these mediums for learning, improving general awareness, language vocabulary, reading skills as well as for some use for entertainment purpose which play a vital role for their bright future.

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