

Newspaper Reading Habits in Urban and Rural Areas: A Comparative Study

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Key words: Mass media, News paper, Reading habits, Newspaper reading habits, Urban area, Rural area

Abstract:

The present study makes an attempt to know various points of view a study of newspaper reading habits in urban and rural areas. Its main clients are composed of students, farmer, service man, unemployment and self employment. In this article discussed about the reading habits in urban and rural areas people. A total of 100 questionnaires were distributed in urban and rural areas people and 60 filled in questionnaires were obtained from the respondents. The authors of this study have findings various points on newspaper reading habit of urban and rural areas people. out of 60 Maximum of the respondents (90%) is mentioned their first choice is Bengali language.

1. Introduction:

Newspapers are known for the provision of up-to-date information on local, state, national & international events. Newspapers often contain current and interesting information meant for the reading pleasure of the vast majority of readers of all ages and walks of life. As an important print medium of mass communication, newspapers provide the most current analysis, debate and criticism of social-political, economic, health and a host of other issues as information, education and entertainment to the readers. As a mass medium, newspapers are useful for education, information, recreation, relaxation & entertainment. (Edegoh & Samson, 2015)

Reading is the art of learning. Newspaper is the store house of knowledge & provides knowledge of different kinds of segments of the society. Newspaper creates reading habits & easily different people who read & who do not. It helps to improve communication skill. News papers help to improve reading habits, knowledge, and awareness. Newspaper creates reading habits & easily differentiates people who read and who do not. Newspaper is the store house of knowledge & provides knowledge of different tests and kinds of different segments of the society. Efforts to solve cultural adaptation problems should be multi-dimensional and long term. Reading habits have an important role in building the multicultural structure in a country.(Suryawanshi & Shankar, 2018)

2. Literature Review:

Previously a numerous studies have been made in the field of newspaper reading habits of Rural and urban people, students, service, unemployment, Business, farmer, self-employment and etc all over the world have contributed through their extensive finding and recommendations.

Reading is an amazing activity for human being in the world. Newspaper reading is considered as necessary for the overall improvement of a human being. Majumder and hasan (2013) find out in their study most of respondents are

preferred and read Bangla news paper. Respondents are most preferred best medium of printed copy newspaper and most preferred section is sports and entertainment news the most important purpose of newspaper reading is to improve general knowledge of respondents. Owusu-Acheaw & Larson (2014) explains reading habits among students and its effect on academic performance and the authors find out that the respondents had reading habits have to achieve academic performance and that there is a directly relationship among reading habits and academic performance. Finally the study recommends that parents should help their children's to improve the reading skills when they are young, because it helps to life (Nagashetti & Kenchakkanauar, 2015).

3. Statement of problem:

The statement of the problem of the present study is

- i. What is the trend of newspaper reading habit among rural people ? how it can be known ? what methodology should be implied in this regard /
- ii. What is the trend of newspaper reading habit among urban people ? how it can be known ? what methodology should be implied in this regard ?
- iii. How reading habit of newspaper differ among rural and urban people ? how it can be known ? what methodology should be implied in this regard ?

4. Objectives of the studies:

The objectives of the present study are as follows:

- i. To find out the newspapers reading habit among rural people.
- ii. To find out the newspaper reading habit among urban people.
- iii. To compare the newspaper reading habit between rural and urban people.

5. Limitations in scope:

The present study is aimed to analysis the reading habits of newspaper among Urban and Rural areas. This study is limited in North 24 Parganas Urban and Rural areas. Urban areas are Basirhat, Hasnabad, Barasat. And Rural areas are Ghatihara, Ghoshpur, Raipur & Kalinagar.

6. Methodology:

In order to investigate the problem of the proposed to work toward our objectives, which has already been stated, survey method on this topic adopted. The methods and principles, which are deemed specific, relevant and applicable to chapters, have been used and described there for better comprehension of the same. Here in the following, an attempt has been made to present a brief outline of the overall methodology.

The section of method and procedure for the study depends upon the type and scope of the problem. The studies the nature of problem before finalizing the research methodology. To systematize a method of presentation, some pattern is desirable. The study involves the element of observation, description and the analysis of what happen under certain circumstance. The present study is focused on finding the development of analytical ability among Rural and Urban areas respondents by newspaper reading habits.

6.1 Sampling:

Collection of the data from 60 respondents of Rural and Urban areas people in north 24 parganas district. The sample was further divided into 30 Rural male and female respondents and 30 Urban male and female respondents. The selected the sample through random sampling techniques.

6.2 Tools:

The structured questionnaire was the main tools of data collections. The questionnaire consists of 24 questions.

6.3 Methods:

The data was collected using the questionnaire methods. 60 questions were randomly distributed among Rural and Urban area people. The questionnaire was divided into 30 rural male and female and 30 urban male and female respondents.

6.4 Data analysis:

For majority of analysis, percentage technique was used. The collected data has been prepared primarily through percentage for tabular presentation.

7. Significant of the study:

It is necessary for rural and urban areas to acquire knowledge for leading the nation towards development. Newspaper is the main source to acquire knowledge about country's economy, social, political factors. So newspaper reading habits of the rural and urban areas should be analyzed. This study may encourage rural and urban areas to use newspaper as a useful tool in their academic activities. It will provide an opportunity for rural and urban people to voice their views concerning the movies of reading newspaper what they see as essential information for their everyday life. This study could be beneficial for newspaper publishers to fulfill readers' need by releasing content according to the necessities of their target readers. It helps newspapers by revealing the factors affecting the habits of reading newspaper among the rural and urban areas.

- i) An important and relevant information will came out; depends on that the proper decision can take by the future urban & rural areas in this field.
- ii) Depends on this report higher authorities can judge that his/ her status that going to be make or already made.
- iii) Depends on this report higher authorities can take the future positive decision.
- iv) This will be very effective for the urban and rural area.

8. Comparison of Newspaper Reading Habits Among Urban and Rural Areas

The comparison reading habits among urban and rural areas show that the urban and rural areas people have different purpose to read newspapers. Most rural and urban people getting benefits through newspaper reading. Urban and rural peoples are satisfied to reading newspapers.

8.1 Newspaper reading habits by gender in urban and rural areas:

Table 1 given bellow newspaper reading habits by gender among urban and rural areas:

Sl. no	Gender	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Male	17	18	56.66	60
2	Female	13	12	43.33	40

Table-1

This table comparison that gender wise distribution of reading newspapers among urban and rural areas. Male 60% and Female 40% preferred to read newspapers in rural areas. Male 56.66% and Female 43.33% preferred to read newspaper in urban areas.

8.2 Age group:

Table 2 given age groups of newspaper reading habits among urban and rural areas:

Sl. no	Age group	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	8-24 years	10	13	33.33	43.33
2	25-32 years	14	8	46.66	26.66
3	33-40 years	4	4	13.33	13.33
4	41 and above	2	5	6.66	16.66

Table-2

This table deals with age wise reading newspapers among urban and rural areas among 30 respondents 8-24 years are (33.33%), 25-32 years are (44.66%), 33-40 years are (13.33%) and 41 and above (6.66) in urban areas.

Majority of the age groups (8-24) reading newspapers (43.33%), (25-32) years age group reading newspapers (26.66%), (33-40) age groups reading newspapers (13.33%) and 41 and above age groups reading newspapers (16.66%) in rural areas.

8.3 Marital status:

Table 3 given bellow marital status of urban and rural areas:

Sl. no	Marital status	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Single	18	21	60	70
2	Married	12	9	40	30

Table-3

This table deals with Marital status of newspapers reading habits among Urban and Rural areas. The marital status of the respondents reveals that (60%) were single while (40%) were married in urban areas. And (70%) respondents are single and (30%) respondents are married in urban areas.

8.4 Local respondents:

Table 4 given bellow locality of respondents among urban and rural areas:

Sl. no	Locality	Frequency	Percentage
1	Urban	30	100
2	Rural	30	100

Table-4

The table-4 deals with local respondents of news paper reading habits among rural and urban people.

8.5 Occupational status:

Table 5 given bellow occupations status among urban and rural areas:

Sl. no	Occupations	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Students	20	17	66.66	56.66
2	Service	3	4	10	13.33
3	unemployment	4	2	13.33	6.66
4	Farmer		5		16.66
5	Self employment	3	2	10	6.66

Table-5

Table 5 comparison that occupational status of rural and urban areas. The occupational status of the rural areas respondents are (66.66%) students, (10%) service, (13.33%) unemployed and (10%) self employment in urban areas.

And (56.66%) respondents are students, (13.33%) service man, (6.66%) unemployment, (16.66%) respondents are farmer, (6.66%) self-employment in rural areas.

8.6 Reading newspaper:

Table 6 given bellow reading newspaper among urban and rural areas:

Sl. no	Reading newspaper	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Yes	30	30	100	100

Table-6

The table 6 deals with newspaper reading among urban and rural areas people.

8.7 Inspiration for reading newspaper:

Table 7 given bellow inspiration for reading newspaper among urban and rural areas:

Sl. no	Inspiration for reading	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	From teacher	3	5	10	16.66
2	From parents	22	20	73.33	6.66
3	From friends		2		6.66
4	From library	4	3	13.33	10
5	Others	1		3.33	

Table-7

The table 7 comparison that inspiration to read newspapers among urban and rural areas, (10%) respondents are get inspiration from teacher to read newspapers, (73.33%) respondents are get inspiration parents to read newspapers, (13.33%) respondents are get inspiration from library to read newspapers and (3.33%) respondents are get inspiration to read newspaper from others in urban areas.

And (16.66%) respondents are get inspiration to read newspapers from teacher, (6.66%) respondents are get inspiration to read newspaper from parents, (6.66%) respondents are get inspiration to read newspapers from friends, (10%) respondents are get inspiration to read newspapers from library in rural areas.

8.8 Frequency of reading newspaper:

Table 8 given bellow frequency of reading newspaper among urban and rural areas:

Sl. no	Frequency of reading newspapers	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Daily	24	15	80	50
2	Several days a week	4	9	13.33	30
3	Once a week	2	4	6.66	13.33
4	Several days a month		2		6.66

Table-8

This table 8 deals comparison that frequency of reading newspapers among urban and rural areas people. (80%) respondents are read newspapers daily, (13.33%) respondents are read newspaper several days a week, (6.66%) respondents are read newspapers once a week in urban areas.

And (50%) respondents are read newspaper daily, (30%) respondents are read newspapers several days a week, (13.33%) respondents read newspaper once a week, (6.66%) respondents are read newspaper several day a month a rural areas.

8.9 Enjoying reading newspaper:

Table 9 given bellow enjoying reading a newspaper:

Sl. no.	Enjoying reading a news papers	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	A lot	20	22	66.66	73.33
2	A bit	6	7	20	23.33
3	Not much	1	1	3.33	3.33
4	others	3		10	

Table-9

The table 9 deals comparison that enjoying reading newspapers among urban and rural areas. (66.66%) respondents are enjoying reading newspapers a lot, (20%) respondents enjoying to read newspapers a bit, (3.33%) respondents are enjoying others to read newspaper in urban areas.

(73.33%) respondents are enjoying to read newspaper a lot, while users who enjoying reading newspapers a bit make up (23.33%), (3.33%) of the users respondents that there is not much enjoyment in their reading newspapers in rural areas.

8.10 Preference format:

The figure 1 given bellow read to preferred format:

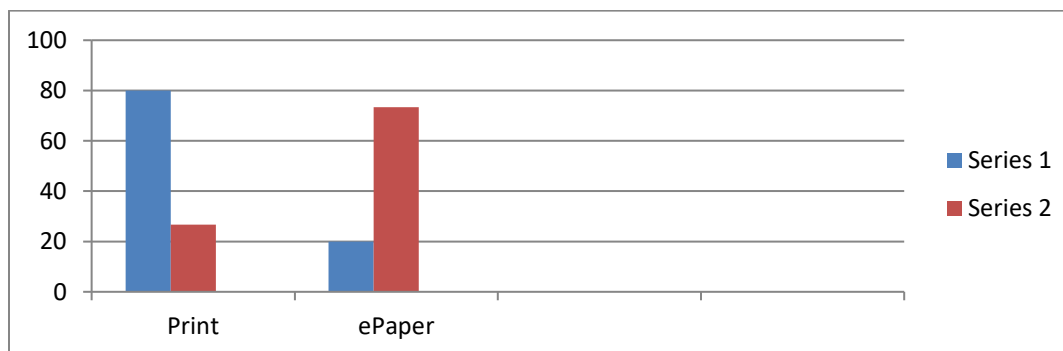


Fig-1

This fig. 1 comparison that preference to read format/ version of newspapers among urban and rural areas. 9(73.33%) respondents are preferred to read ePaper and (26.66%) respondents are preferred to read print version in urban areas.

And most of the respondents, that is (80%) prefer to read print version of newspapers and (20%) preferred read to ePaper in rural areas.

8.11 Source of reading newspaper:

Table 10 given bellow source of reading newspaper among urban and rural areas:

Sl. no	Sources of newspaper	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Individuals subscription	11	13	36.66	43.33
2	Public library	3		10	
3	Academic library	2	10	6.66	33.33
4	Internet/www	14	6	46.66	20
5	Others		1		3.33

Table-10

The table 10 comparison that the sources of reading newspapers among Urban and Rural areas people. (36.66%) respondents are pointed they are reading individuals subscription newspapers, (10%) respondents are reading newspapers in public library, (6.66%) respondents read newspapers in club and (46.66) respondents are reading newspaper by internet/www among urban areas people.

And (43.33%) respondents pointed they are reading individuals subscription newspaper, (33.33%) respondents are reading newspapers academic library, (20%) respondents mentioned their preference for the source of newspapers studying by internet/www and (3.33%) respondents are reading newspapers others sources among rural areas

8.12 Preferred language for reading newspaper:

Table 11 given bellow preferred language for reading newspaper:

Sl. no	Preferred language	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Bengali	26	27	86.66	90
2	English	21	12	70	40

Table-11

The table 11 comparison that preferred language for reading newspapers. (86.66%) respondents are preferred to read Bengali newspapers, as it is their mother language, where (70%) respondents prefer to read English newspapers among urban areas.

And (90%) respondents preferred to read Bengali newspapers and (40%) respondents are preferred to read English newspapers among rural areas.

8.13 Preferred to read Bengali newspaper:

Table 12 given bellow preferred to read Bengali newspaper among urban and rural areas:

Sl. no	Preferred Bengali	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Anadabazar patrika	27	24	90	80
2	Sambadpratidina	9	9	30	30
3	Bartaman	28	27	93.33	90
4	Aajkaal	4	3	13.33	10
5	Eisamay	12	11	40	36.66
6	Ganashakti	5	5	16.66	16.66
7	Others	3	2	10	6.66

Table-12

The table 12 comparison that the respondents are preferred to read Bengali newspapers among urban and rural areas. (90%) respondents are preferred to read anandabazar patrika, (30%) respondents are preferred to read Sambadpratidin, (93.33%) respondents are preferred to read Bartaman, (13.33%) respondents are preferred to read Aajkaal, (40%) respondents are preferred to read Eisamay, (16.66%) respondents are preferred to read Ganashakati and (10%) respondents are preferred to read others Bengali newspapers among urban areas.

And (80%) respondents preferred to read Anandabazar patrika, (30%) respondents preferred to read Sambadpratidin newspapers, (90%) respondents preferred to read Bartaman newspaper, (10%) respondents preferred to read Aajkaal, (36.66%) respondents are preferred to read Eisamay newspaper, (16.66%) respondents are preferred to read Ganashakti and 2(6.66%) respondents are preferred to read other Bengali newspapers among rural areas.

8.14 Preferred to read English newspaper:

Table 13 given bellow preferred to read English newspaper:

Sl. no	Preferred English newspaper	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	The times of India	25	14	83.33	46.66
2	Hindustan Times	16	11	53.33	36.66
3	The Indian EXPRESS	13	7	43.33	23.33
4	Others	3	3	10	10

Table-13

The table 13 comparison that preferred to read English newspapers among Rural and Urban areas. (83.33%) preferred to read The Times of India, (53.33%) respondents are preferred to read Hindustan Times, (43.33%) respondents are preferred to read India Expression, and (10%) respondents preferred to read others paper among urban areas peoples.

And majority of respondents (46.66%) preferred to read The Times of India, (36.66%) respondents are preferred to read Hindustan Times, (23.33%) respondents are preferred to read The Indian Express and (10%) respondents preferred to read other English papers among rural areas.

8.15 Preferred to read Hindi newspaper:

Table 14 given bellow preferred to read Hindi newspaper:

Sl. no	Preferred Hindi newspapers	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Amar Ujala	7	3	23.33	10
2	DainikJagram	3		10	
3	NavaBharat		5		16.66
4	DainikPrayukti	2	3	6.66	10

Table-14

The table 14 comparison that preferred to read Hindi newspapers among Urban and Rural areas (23.33%) respondents preferred to read Amar Ujala, (10%) respondents are preferred to read Dainikjagran and (6.66%) respondents are preferred to read Dainik Patrika among Urban areas people.

(10%) respondents preferred to read Amar Ujala, (16.66%) respondents are preferred to read Nava Bharat and (10%) respondents are preferred to read Dainik Praykti Hindi newspaper among rural areas.

8.16 Preferred to read Urdu newspaper:

Table 15 given bellow preferred to read Urdu newspaper among urban and rural areas:

Sl. no	Preferred Urdu newspaper	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	RoznamRashtriya Sahara		1		3.33
2	Gazi Urdu Daily		3		10
3	Akkas Dailky	5	1	16.33	3.33

Table-15

This table 15 comparison that preferred to read Urdu newspapers among urban & rural areas (16.66%) respondents are preferred to read akkas daily Urdu newspapers among urban areas.

And (3.33%) respondents preferred to read RoznamaRashriya Sahara, (10%) respondents preferred to read Gazi Urdu Daily and (3.33%) respondents preferred to read Akkas Daily among rural people.

8.17 Convenient place for newspaper reading:

Table 16 given bellow convenient place for reading newspaper among urban and rural areas:

Sl. no	Convenient place for news reading	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Home	22	14	73.33	46.66
2	Public library	2		6.66	
3	Academic library	5	11	16.66	36.66
4	Park or garden				
5	Any silent place	1	3	3.33	10
Oth ers			2		6.66

Table-16

The table 16 comparison that convenient place for newspapers reading among urban and rural areas. 973.3350 respondents preferred to read newspapers in their home, (6.66%) preferred to read newspaper public library, (16.66%) respondents preferred to read Academic library, (3.33%) respondents preferred to read newspaper any silent place among urban areas.

And most of the respondents (46.66%) preferred to read newspaper at home . (36.66%) respondents preferred to read newspapers in Academic library, (10%) respondents preferred to read newspapers in silent place and 96.66%) respondents are preferred to read newspapers other places among Rural people.

8.18 Numbers of newspaper read daily:

Table 17 given bellow numbers of newspaper read daily:

Sl. no	Numbers of newspapers read daily	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	One	18	16	60	53.33
2	Two	10	11	33.33	36.33
3	Three	2	3	6.66	10

Table-17

The table 17 comparison that numbers of newspapers of newspaper read daily among urban and rural people. (60%) preferred to read one newspapers daily, 933.33%) respondents preferred to read two newspapers daily and (6.66%) respondents preferred to read three newspapers daily among urban areas.

(53.33%) respondents are preferred to read daily one newspaper, (36.66%) respondents preferred to read daily two newspapers and (10%) respondents are preferred to read daily three newspaper among rural areas.

8.19 Preferred time for reading newspaper:

Table 18 given bellow preferred time for reading newspaper among urban and rural areas;

Sl. no	Preferred time	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Morning	18	16	60	53.33
2	Afternoon	4	6	13.33	20
3	Evening	3	4	10	13.33
4	Night	1	2	3.33	6.66
5	Any time of the days	4	2	13.33	6.66

Table-18

The table 18 comparison that preference time for reading newspapers among urban and rural people. (60%) respondents preferred to read newspapers at morning, (13.33%) respondents preferred to read newspapers at afternoon, (10%) respondents preferred to read newspapers at Evening, (3.%) respondents preferred to read newspaper at night and (13.33%) respondents preferred to read newspapers at any time of the day among urban areas people.

And (53.33%) respondents mostly preference to read newspapers in the morning (20%) respondents preferred to read newspapers afternoon, (13.33%) respondents preferred to read newspapers evening, (6.66%) respondents preferred to read newspaper at night and (6.66%) respondents preferred to read newspaper any time of the day among rural areas.

8.20 Spend time reading newspaper per day:

Table 19 given bellow spend time for reading newspaper per day:

Sl. no	Spend time reading newspaper	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Less than 20 minutes	10	17	33.33	56.66
2	21minutes-1 hours	16	11	53.33	36.66
3	1-2 hours	4	2	13.33	6.66

Table-19

The table 19 comparison that spend time reading newspaper among urban and rural areas per day. (33.33%) preferred to read newspapers less than 20 minutes in a day, (53.33%) preferred to read 21minutes-1 hours, (13.33%) preferred to read newspapers 1-2 hours per day in urban areas.

And (56.66%) respondents reading newspapers less than 20 minutes per day. (36.66%) respondents reading newspaper 21minutes-1 hours per day, (6.66%) of respondents reading newspapers 1-2 hours per day in rural areas.

8.21 Selections preferred for newspaper reading:

Table 20 given bellow preferred section for reading newspaper:

Sl. no	Section preferred	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Sensational news	9	7	30	23.33
2	letters to education	14	4	46.66	13.33
3	Advertisement	17	13	56.66	43.33
4	Education	22	24	73.33	80
5	Political & social	11	18	36.66	60
6	Cinema/ Entertaining news	15	11	50	36.66
7	Sports	25	20	83.33	66.66
8	Book review	3		10	
9	Editorial page	6	3	20	10
10	International	16	8	53.33	26.66
11	Politics	20	7	66.66	23.33
12	Agricultural	5	9	16.66	30
13	Health	13	5	43.33	16.66
14	Letters	5	2	16.66	6.66
15	Cultural news 6	6	4	20	13.33
16	Economic news	18	11	60	36.66
17	Local news	15	9	50	40
18	Others	4		13.33	

Table-20

The table 20 comparison that section preferred for newspaper reading among urban & rural areas people. (30%) preferred to read sensational news, (46.66%) preferred to read letters to editors, (56.66%) preferred to read advertisement, (73.33%) preferred to read educational section, (50%) prefer to read cinema/ Entertaining news, (83.33%) preferred to read sports, (12%) respondents preferred book review, (20%) respondents preferred editorial page, (53.33%) respondents preferred international, (66.66%) respondents preferred to read political news, (16.66%) preferred to read Agricultural news, (43.33%) respondents preferred to read health news, (16.66%) preferred to read letter, (20%) preferred to read cultural news, (60%) preferred to read Economic news, (50%) respondents preferred to read Local news, (13.33%) respondents preferred to read others sections in Urban areas.

And (23.33%) respondents preferred to read sensational news, (13.33%) respondents preferred to read letters to editors, (43.33%) respondents preferred to read advertisement, (80%) respondents preferred to read educational Area, (60%) respondents preferred to read political and social news, (36.66%) respondent s preferred to read cinema/ entertainment news, (66.66%) respondents preferred to read sports news, (10%) respondents preferred to read editorial page, (26.66%) respondents preferred to read international news, (23.33%) respondents preferred to read politics, (30%) respondents preferred to read agricultural news, (16.66%) respondents preferred to read Health news, (6.66%)

preferred to read letter section, (13.33%) preferred to read cultural news, (36.66%) respondents preferred to read Economics news and (30%) respondents preferred to read Local news in Rural areas.

8.22 Reasons for reading newspaper:

Table 21 given bellow reasons for reading newspaper among urban and rural areas:

Sl. no	Reasons for reading newspaper	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	To get update information	25	26	83.33	86.66
2	Updates current awareness	28	23	93.33	76.66
3	To know the social activities	9	8	30	26.66
4	Finding significant academic information	17	14	56.66	46.66
5	For searching job	15	11	50	36.36
6	For entertainment	8	6	26.66	20
7	Just for habit	11	7	36.66	23.33
8	To help life style	3	5	10	16.66
7	Others		2		6.66

Table-21

The table 21 comparison that reasons for reading newspapers among urban and rural areas people. (83.33%) Prefer to read newspaper for getting update information, (93.33%) preferred to read updates current awareness, (30%) preferred to read to know the social activities, (56.66%) preferred to read finding significant academic information, 15(50%) prefer to read for searching g jobs, (26.66%) prefer to read for entertainment, (36.66%) respondents become habit and (10%) prefer to read to help life style in urban areas people.

And (86.66%) respondents read newspapers for getting up to date information, (76.66%) respondents read newspapers read newspapers for getting updates current awareness, 926.26%) respondents read newspaper to know the social activities, (46.66%) respondents read newspapers finding significant academic information, (50%) respondents read newspapers for searching jobs, (20%) respondents read newspapers for entertainment, (23.33%) respondents read

newspapers just for habit, (16.66%) respondents to read newspapers for help life style and (6.66%) read newspapers for others in Rural areas.

8.23 Barriers to reading newspapers:

Table 22 given bellows barriers to read newspaper among urban and rural areas:

Sl. no	Barriers for reading	Frequency		Percentage	
		Urban	Rural	Urban	Rural
1	Newspapers are not in a available time	6	13	20	43.33
2	Lack of time	11	17	36.66	23.33
3	High price of information	5	5	16.16	16.16
4	Few copies available for reading	4	4	13.33	13.33
5	Alternative source of information available	16	10	53.33	33.33
6	Language barriers	2	4	6.66	13.33

Table-22

this table 22 comparison that barriers to reading newspaper among urban and rural areas people, 6(20%) newspapers are not available in time, 11 (36.66%) respondents said lack of time, 6(16.66%) respondents indicate high price of information, 4(13.33%) respondents said few copies available for reading 16(53.33%) respondents said that alternative sources of information available and 2(6.66%) respondents are indicate that language barriers for reading newspapers in urban areas.

And 13(43.33%) respondents have no enough time for reading newspapers, 7(23.33%) respondents indicate that lack of time for reading newspapers, 5(16.66%) respondents are opined that high price of newspaper, 4(13.33%) respondents said that few copies available for reading 10(33.33%) respondents are opined that alternative source of information available and 4(13.33%) respondents are opined that language barriers to read newspapers in rural areas.

Summary of findings:

The findings of the present study are:

- Majority of the respondents are male. (60%) & (56.66%) respondents are male and (40%) and (43.33%) respondents are female among urban and rural area.
- Majority of respondent's age group 8-24 years reading newspapers. 8-24 years (43.33%) and (33.333%) respondents are reading newspapers, 25.32 years (26.66%) and (46.66%) respondents reading newspapers, 33-

40 years (13.33%) respondents are reading newspapers, 41 and above (16.66%) and (6.66%) respondents are reading newspapers.

- Majority of respondents are single. (701%) and (60%) respondents are single. And (30%) and (40%) respondents are married.
- Majority of respondents are students among urban and rural areas. (56.66%) and (66.66%) respondents are students. (13.33%) and (10%) respondents are service man, (6.66%) and (13.33%) are unemployment, (16.66%) respondents are farmer, (6.66%) and (10%) respondents are self employment.
- Majority of respondents are inspiration for reading newspaper from parents, (66.66%) and (73.33%) respondent's inspiration reading newspaper from parents. (16.66%) and (10%) respondents inspiration from teacher to read newspapers. (6.66%) respondents are inspiration to read newspaper from friends. (10%) and (13.33%) respondents to read newspaper from library and (3.33%) respondents are read newspapers from other sources.
- . majority of respondents are reading newspapers daily among urban and rural areas. (50%) and (80%) read newspapers daily. (30%) and respondents are read newspapers several days a week, (13.33%) and (6.66%) respondents are read newspapers once a week and (6.66%) read newspapers once a month.
- Majority of respondents enjoying reading a newspaper a lot. (73.33%) and (66.66%) enjoying a lot, (23.33%) and (20%) respondents enjoying a bit , (3.33%) respondents enjoying read not much and (10%) respondents enjoying others.
- Majority of respondents preferred print version. (80%) and 8(26.66%) respondents are preferred print version and 6(20%) and 22(73.33%) respondents preferred ePapers.
- Majority of respondents source of newspapers from individuals subscription among urban and rural areas. 13(43.33%) and 11(36.66%) respondents reading newspapers from individuals subscription, 3(10%) respondents are reading newspapers from public library, (33.33%) and (6.66%) respondents are read newspapers from academic library, 6(20%) and (46.66%) reading newspapers from internet/ www and (3.33%) respondents reading newspapers from others sources.
- Majority of respondents preferred to read Bengali newspapers among urban and rural areas, (90%) and (86.66%) respondents preferred to read Bengali newspapers. And (40%) and (70%) respondents preferred to read English newspapers.
- Majority of respondents preferred to read Anadabazar Patrika. (80%) and (90%) preferred to read anadabazar patrika, 9(30%) read sambadpratidin, (90%) and (93.33%) preferred to read Bartaman, (10%) and (13.33%) preferred to read Aajkaal, (36.66%) and (40%) preferred to read Eisamay, (16.66%) read Ganashakti and (6.66%) and (10%) preferred to read others Bengali newspapers.
- Majority of respondents preferred to read English newspapers Times of India. (46.66%) and (83.33%) preferred to read The Times of India, (36.66%) and (53.33%) preferred to read Hindustan Times, (23.33%) and (43.33%) respondents preferred to read The Indian Expression and (10%) respondents preferred other English papers.
- Most respondents preferred to read Amar Ujala Hindi newspapers among urban and rural areas, (10%) and (23.33%) respondents preferred to read amar Ujala, (10%) respondents preferred to read DainikJagran, (16.66%) respondents preferred to read NavaBharat, (10%) and (6.66%) respondents preferred to read Dainik Pryaukti Hindi newspapers.
- Most respondents preferred to read Akkas daily newspapers (3.33%) and (16.33%) respondents preferred to read RoznamaRashtriya and (10%) respondents preferred to read Gazi Urdu Daily newspapers.

- Majority of respondents preferred to read newspapers at home. (46.66%) and (73.33%) respondents preferred to read newspapers at home, (6.66%) respondents preferred to read newspapers public library, (36.66%) and (16.66%) preferred to read academic library, (10%) and (3.33%) preferred to read newspapers any silent place and (6.66%) preferred to read other places.
- Majority of respondents preferred to read one newspapers. 16(53.33%) and 18(60%) respondents preferred to read one newspapers, 11(36.36%) and 10(33.33%) respondents preferred to read two newspapers and (10%) and (6.66%) respondents preferred to read daily three newspapers among urban and rural areas.
- Majority of respondents preferred to read newspapers at morning. (53.33%) and (60%) respondents preferred to read newspaper at morning, (20%) and (13.33%) respondents preferred to read at afternoon, (13.33%) and (10%) respondents to read at evening, (6.66%) and (3.33%) respondents preferred to read at night and (6.66%) and (13.33%) respondents preferred to read newspapers at any time of the day among urban and rural areas.
- I(56.66%) and (83.33%) respondents read newspapers to get up to date information, (76.66%) and (5.33%) respondents preferred to read 21 minutes-1 hours and (6.66%), and (13.33%) respondents preferred to read newspapers 1-2 hours among urban and rural areas.
- (86.66%) and (83.33%) respondents preferred to read newspapers to get up to date information, (76.66%) and (93.33%) read newspapers updates current awareness, (2.26%) and (30%) read newspapers to know the social activities, (46.66%) and (56.66%) respondents read newspapers significant academic information, (36.66%) and (50%) respondents read newspapers for searching job (20%) and (26.66%) read newspapers for entertainment (23.33%) and (36.66%) respondents read newspapers just for habit, (16.66%) and (10%) respondents read newspapers to help life style and (6.66%) respondents read newspapers for other reasons.
- Most of the respondents indicate that barriers of reading newspapers as alternative source of information available. (33.33%) and (53.33%) barriers alternative sources are information available, (43.33%) and (20%) barriers newspapers are not available, (23.33%) and (36.66%) barriers lack of time (16.66%) barriers high price of information and (13.33%) and (6.66%) language barriers.

Conclusion:

As it well knows that, reading is an important activity in the process of learning, which can shape good personality, ideas, right thinking and bring change in attitude of individuals. Newspapers particularly are the prime conveyors of current information to the people. In spite of the availability of several other sources of news like books, magazines, radio, television channels, telephone, electronic media and so forth. Yet newspapers continued to dominate as the main channel of current information. Newspapers not only offer current news but they also conjointly contain challenging, thought providing and sub editorials, analysis and observations. In today's extremely competitive world, newspapers will equip students with necessary information, knowledge and insights which is able to provide them the abundant needed required edge for being eminent not just for competitive examinations or job interviews, however, conjointly in their skilled and social life therefore newspapers are necessary for all.

Finding of the obtained from the study pattern of newspaper reading habits in urban and rural areas therefore the objective of the study have duly achieved. Further research may be made on factor infracting newspaper reading habits in urban and rural areas.

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