



**Daffodil**  
*International*  
**University**

## **Report On**

# **“Reading tendency of DIU students of online daily national English newspapers”**

**By**

**Md. Abdullah Al Noman**  
**ID: 182-28-280**

## **Supervised By**

Mr. Saleem Ahmed

Associate Professor & Head

Department of Journalism and Mass Communication

Daffodil International University

**Date of Submission: 02-04-2019**

## Application for Approval of Dissertation

Mr. Saleem Ahmed  
Associate Professor & Head  
Department of Journalism and Mass Communication  
Daffodil International University

**Subject: Application for submission of my dissertation for approval.**

Dear Sir,

I have accomplished my dissertation on “Reading tendency of DIU students of online daily national English newspapers” as a course requirement for my post-graduation programme.

I have tried my level best to work sincerely to cover all aspects regarding the matter which I have been assigned.

I believe that this dissertation has enlarged both my knowledge and experience. I hope you will assess my report considering the limitations of the study. I shall be highly grateful if you kindly accept my project. Your kind approval is requested.

Sincerely,

Md. Abdullah Al Noman  
ID: 182-28-280

Department of Journalism and Mass Communication  
Faculty of Humanities and Social Science  
Daffodil International University

## CERTIFICATE OF APPROVAL



I am pleased to certify that the dissertation is prepared by Md. Abdullah Al Noman bearing ID No. **182-28-280** of the Department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision Md. Abdullah Al Noman worked very effectively. He completed the work during the spring, 2019 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Md. Abdullah Al Noman.

Noman bears a good moral character and a very pleasing personality. It has indeed a great pleasure working with him. I wish him all success in life.

.....

Academic Supervisor

**Saleem Ahmed**

Associate Professor & Head

Department of Journalism and Mass Communication

Daffodil International University

## **Declaration**

I hereby declare that this report entitled as **Reading tendency of DIU students of online daily national English newspapers** has been carried out under the Faculty of Humanities and Social Science, Daffodil International University in fulfillment of the requirement for the Degree of Masters in Social Science. I have composed this paper based on the researchers' findings from various literature to the best of my knowledge and belief original and the result of my own investigations. This has not been submitted in part or full to any other institutions for any other degrees. I even certify that there is no plagiarized content in this dissertation paper.

Sincerely,

Md.Abdullah Al Noman

ID: 182-28-280

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

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I would like to show my gratitude to the reviewers for their insights. I am immensely obliged for their comments on an earlier version of the manuscript, although any errors are my own and should not taint the reputations of those esteemed persons.

Last but not the least, I must express my very profound gratitude to my parents and to my friends like Saley shibly and Irfanul islam for providing me with unfailing support, space and encouragement throughout my study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

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## **Abstract**

This study has shown that the Daffodil International University tries to understand different views of students reading English newspaper habits of online version. The closed questionnaire survey of this study was conducted based upon the responded those are the students of Daffodil International University. Based upon the available of tech & internet services to all over the country to all people where the online version of newspaper is getting more and more popular to the nation's people, the author felt the urgency to draw the lines between the previous studies with recent past to the student of DIU habits of reading online English newspaper. A total of 7 questionnaires were distributed to students, and 40 students were taking part. This paper has shown that most students read online English newspapers regularly with certain motives of them to be achieved. Added to that students are more interested in reading the national news rather than entertainment or sports section of a newspaper. The results of the study indicate that among the total respondent's male readers are ahead than female readers where each reader at least spend times more than 15 minutes minimum up to an hour at best.

# Chapter One

## 1.1 Introduction

The newspaper is a storehouse of knowledge. It's an indispensable part of the education. Reading newspapers enhance our knowledge and awareness of social activities. Newspaper publications are usually issued at all times during the week or daily, providing information news features and public interest, and frequently advertising. In the first 20 years of the 17th century, Germany, Italy and the Netherlands saw more or less regular paper reprinted from movable types appears (Curran, Wingate, & Boyce, 1978). The newspaper came with a long history, in 1450, German inventor Gutenberg designed the metal type printing technology, and printed newspapers began to appear. In 1493, the newspaper published in Rome published the news of Columbus sailing. Newspapers at the time were only issued when there was a big event that was noticeable. Newspapers have been issued in European countries and are loved and accepted by more and more people from the end of the 19th century to the beginning of the 20th century (Smith, 1979). Newspaper reading habits increase and it is the art of learning. The newspaper provides a knowledge resource and gains a variety of tastes and knowledge at all levels of society. It's equally important for everyone, from students to government officials (Strommen & Mates, 2004). Students read newspaper as an indicator of their current reading habits (Stone & Wetherington, 1979).

## 1.2 Background of the Study

The study was conducted at Daffodil International University at Dhaka, Bangladesh. It has almost 23,000 students and 24 departments as well as six specific luxury campuses that provide quality education for all segments of society. The university believes the lowest cost of quality education, an inclusion strategy that attracts a large number of students from different demographic characteristics. Therefore, the population and sample size drawn from the university is a good choice to meet the research requirements.



### **1.3 Review of literature**

Begum and Ramesh (1991) examined that the male respondents are more favour with reading Bangla newspapers. It has a substantial impact on the education process and can improve personality and understanding. Respondents generally preferred printed newspaper copy and they were more interested in sports and entertainment news. Rani. I and Murugan. K (2016) published a paper titled “A Study on Reading Habits of PG Students in Special Reference by Anna University Regional Centre in Tirunelveli Library Users”, referring in particular to the users of the Tirunelveli Library. Nowadays, the concept of the library has changed from traditional library to mixed library. The Study was done on 87 respondents. The Study concluded that the students were 67 from 51.73, most of whom visited the Library every day (9.8%) And that the materials used to read the newspapers were used by newspapers (31.06%). And use Web search for reading Communications (21.84%).

Murugan K. (2015) studied “A Study on Reading Habits of students in University VOC College of Engineering Anna University Thoothukudi Campus Library users.” referring specifically to Thoothukudi library users. A randomly selected 166 students sample was conducted. And found that the majority of respondents had an 85% reading habit among engineering students for 1 hour. Engineers were told they have access to the latest information using 41 (24.70) textbooks and 41% (24.70) uses regular printed materials.

A Study by Murugan K. (2014) evaluates on “An Analytical Study of Reading Skills among Library Users in Universal College of Engineering and Technology.” Paper conducted research in Universal College of Engineering and Technology on reading skills where sample size are 40 faculty members and 50 students. The purposes of reading habits, they visited the library. They used electronic media to getting update information that enhances their academic skills and made them update. Devendra Kumar et.al (2011) research on “Newspaper reading habits of University students. A case study of Chaudhary Charan Singh University, India.” Find out that most students took time to read the newspapers for an hour a day. They would like to read the editorial part, followed by political news and sports. In Recent studies, most pupils have received information to read newspapers and to improve social knowledge. Nagashetti, V.N, and Kenchakkanavar, Anand, Y. (2015) evaluated a study on “News Paper Reading Habits among the Students of Municipal Arts and Commerce College, Laxmeshwar: A Sociological Perspective.” Newspapers are the most important part of acquiring knowledge about significant issues, as well as the most important part of education. Students can easily get news and inspiring ideas from reading newspapers. Reading newspapers can help students improve their linguistic skills and understand the facts of the world. In the Past, there was a lot of research done in the students' newspaper reading habits. Stone and Wetherington (1979) found that a newspaper reading habit depends on several factors, including reading times for example-- not less than or equal to three times a week, preferably more than 15 minutes a day, to read newspapers with a stable path method which means reading at the specific time and location of the newspaper. Information based scientific study shows that the publishing suitable content for young audiences increased the reading habit of the readers (Gaultney, 1994; Morton, 2003; Pohlig, 2003).

## **1.4 Literature Gap**

From the above literature, it is found that other researchers have overlooked this area and author of this paper feels the urgency to study the reading habit of English newspaper in the online version. In this study, the author has focused to bridge the gap and build bridges with the previous literature. In Bangladesh, access to the Internet was not even available to the people some years ago. It has become a lot easier and cheaper in recent times. The VSAT base data circuit was commissioned for the first time in the country On June 4, 1996, On 19 February 2018, Bangladesh started 4G internet network service. As of December 2017, internet subscribers have reached 80.483 million users. People are depending largely on technology like any times before, reading Newspaper online is also increasing day by day. As it was not easier and complex, the lack of facilities restricted the reader from using the online version of the newspaper. But it is now as the numbers are increasing with the facilities of technology. It is high time to study on this as English newspaper centric research hadn't been done before.

## **1.5 Objectives of the study**

This dissertation is formed to appraise the reading habit of the English newspapers among DIU students whether the readers still use the English paper to enhance their language skill and for gathering information or if the readers use the social media for these purposes. With the increasing number of English news portals, students' reading habit may vary.

# Chapter Two

## 2.1 Methodology

### Sampling Design

In order to achieve the objective, the author had to depend on primary data only. The data were collected using the closed questionnaire among 40 students of DIU. Respondents were 40 students and the number of the questions were seven. Sufficient time was given to the respondents for this study. All data analyses show unit value as well as in percentages of respondent's opinion to reach a valid conclusion in this study.

## 2.2 Hypothesis

- DIU students are interested to read online English newspaper.
- Students prefer sports news than domestic news.
- Female student readership of online English paper is higher than male students.

## Chapter Three

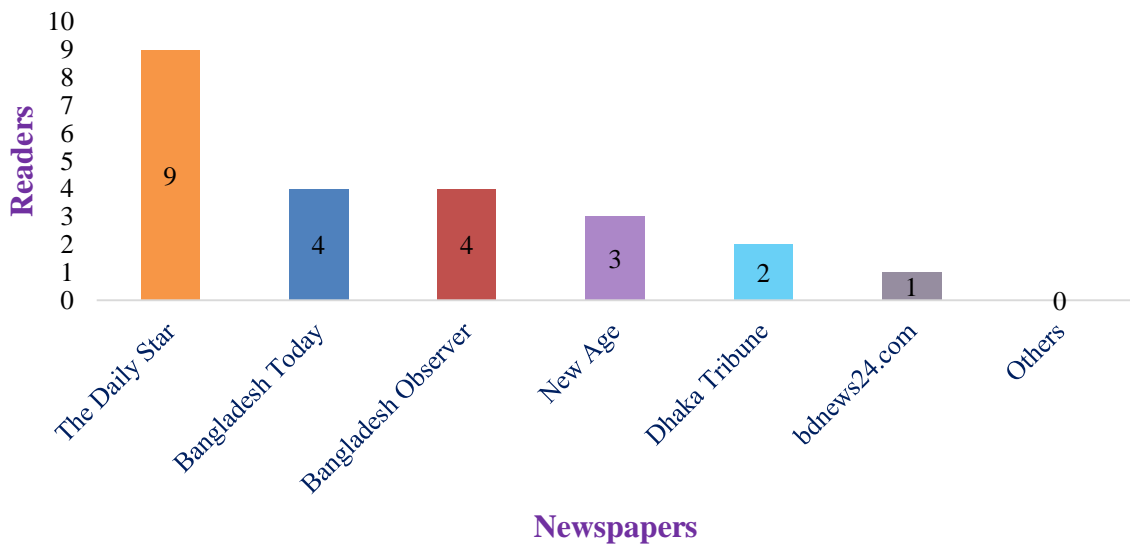
### 3.1 Data analysis and interpretation

To complete this study properly, it is necessary to analyse the data collected in order to test the hypothesis and answer the research questions. This chapter comprises the analysis and interpretation of the findings resulting from this study. The analysis and interpretation are carried out based upon the empirical results which were analysed by the author himself. Questionnaire which are defined as a set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study, where a questionnaire is a tool to be used for a survey. When conducting a survey, the list of questions is called questionnaire.

Of a total of 7 questionnaires with a printed copy for each individual respondent were distributed among 40 students, 23 completed the questionnaires and these 23s' feedback is the base for analysing the output. Other 17 answered that they do not read the newspaper. The output is based upon 57.5 percent of respondents answer.

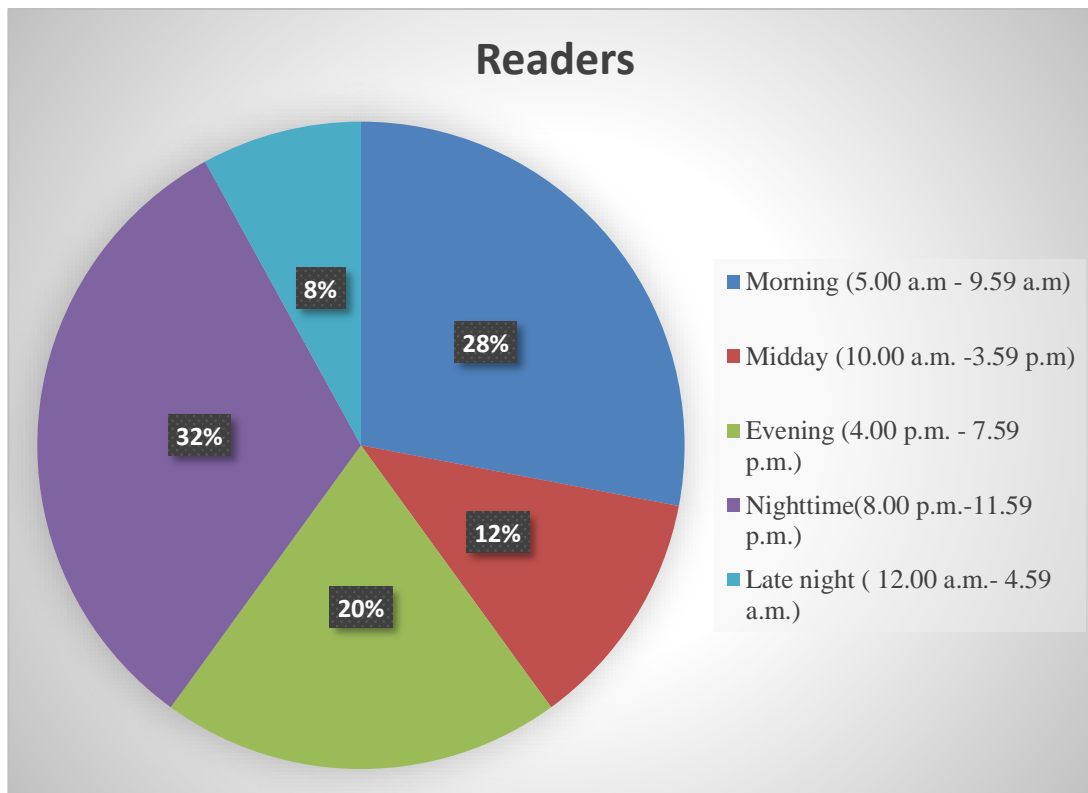
This first section of the questionnaire sought to identify the newspaper read by the students of DIU. It enabled the researcher to identify the responses of those subjects who had not read any newspaper and exclude them from the analysis. It is the researcher's conviction that to obtain reliable results, only the responses of subjects those who read the newspaper should be analysed.

### 3.2 Figure 1: Newspapers read by the students



“Which newspapers do you read?”- Replying to this question, visually portrayed in Figure 1 that, a total of 39.13 percent students answered that they read The Daily Star, 17.39 percent read Bangladesh Today, 17.39 percent read Bangladesh Observer, 13.04 percent read New Age, 8.70 percent read Dhaka Tribune, and 4.35 percent read bdnews24.com. Apart from these, no other students read any other newspaper.

### 3.3 Figure 2: Times of Reading newspaper in a day



According to the (Amy Mitchell, Katerina Eva Matsa, 2016) a research finding from defined the day into five different categories from morning to the night shift. According to the source, the five different day parts are:

These dayparts are:

Morning shift (5:00 a.m.– 9:59 a.m.)

Midday (10:00 a.m. – 3:59 p.m.)

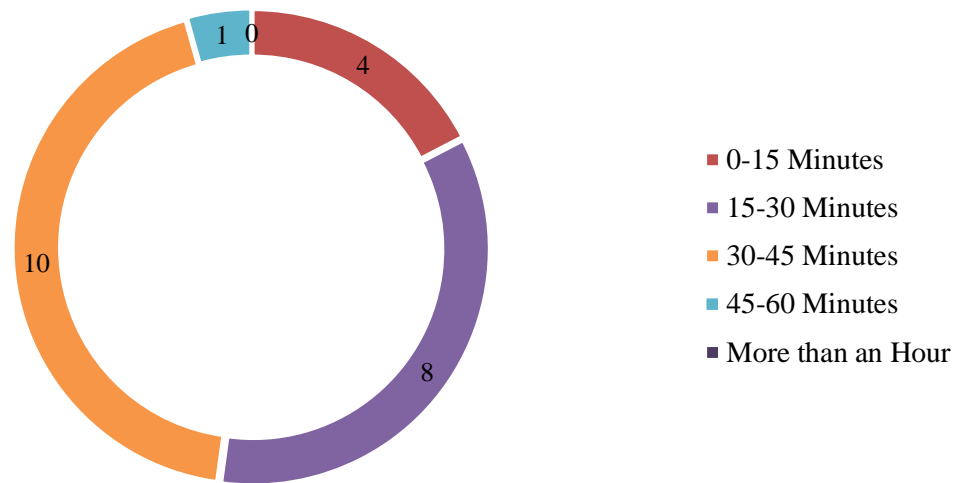
Evening (4:00 p.m. – 7:59 p.m.)

Nighttime (8:00 – 11:59 p.m.)

Late night (12:00 a.m. – 4:59 a.m.)

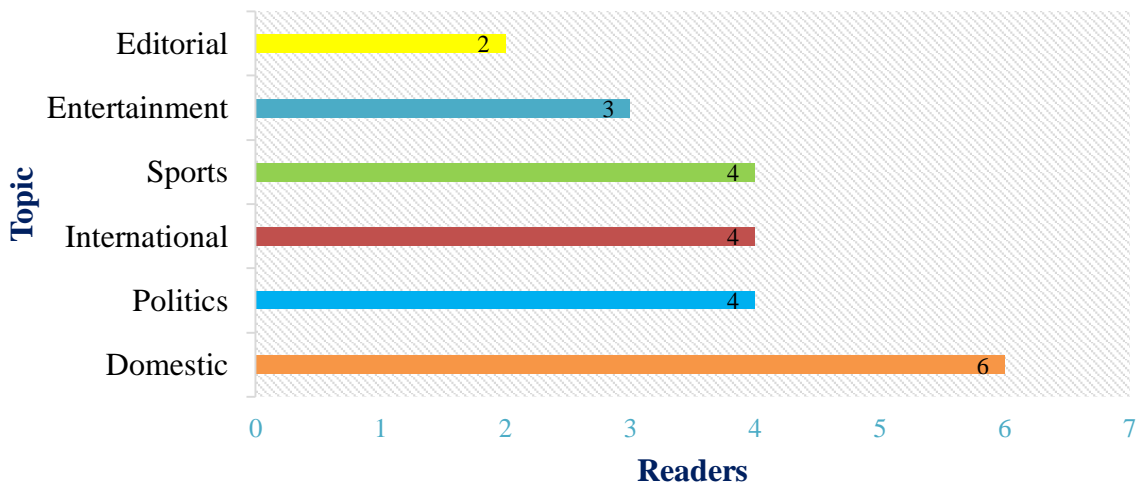
In figure 2 it is illustrated that, in a day, which time the respondents prefer to read the newspaper. Nighttime is the topper side of this figure when the students are reading newspaper is more time. 32% (8 respondents) of students are reading newspaper in night. Another topper reading times of newspaper is morning. Almost 28% (7 respondents) students are choosing this time to reading newspaper in a day. 20% (5 respondents) percent of evening and one by one the position maintained by the midday (3 respondents) and late night (2 respondents) which are clearly showed by the diagram.

### 3.4 Figure 3: Duration of Reading a newspaper



Whereas in figure 3, another question has been answered by the respondents is that for how long they read a newspaper in their convenient time and it is found out that only 4 respondents (17.39 percent) invest at best 15 minutes to read a newspaper. Sequentially there is almost 35 percent (8 respondents) invest a minimum of 15 minutes but less than or up to 30 minutes to read a newspaper. Respectively, 43.48 percent (10 students) read the newspaper for more than half an hour to 45 minutes, but not more than that. Lastly, there are only one student who reads a minimum of 45 minutes to an hour. There is nobody to read more than an hour to read a newspaper in the online version.

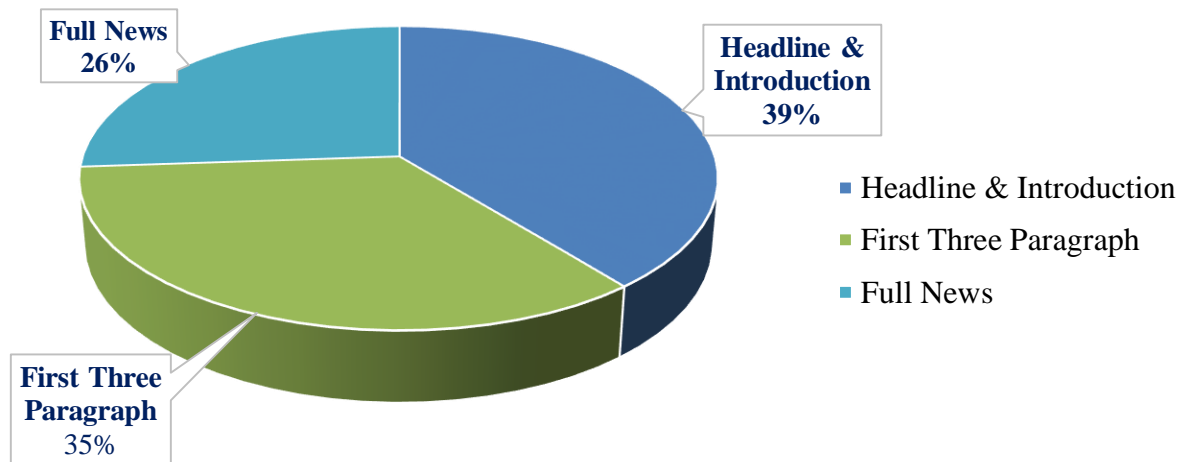
### 3.5 Figure 4: Readers Prefer to Read



Illustrated in the above figure 4, based upon the question “which topic a reader prefers to read of a newspaper” and it is found that the national news is mostly read by the students. There may be some reason behind that, for example- having the knowledge of recent national issues gives an edge to sit before any government jobs, added to that, economy of Bangladesh is booming which is creating diversified field among the people to talk about and encourage to discuss where online version of newspapers is playing the trigger role. Among the total population, 26.09 percent (8 students) are reading national news. Others topic like- Sports, International, and politics are read by the same number of students. 17.39 percent of students read that topic as these are more preferable and interesting to read. Apart from these, Entertainment and Editorial parts are read 13.04 percent and 8.70 percent respectively, where the lacking of female respondents in the data set explain the lower number of Entertainment part. Though the abundance of male students in the data set does not explain the lower number in the sports part.

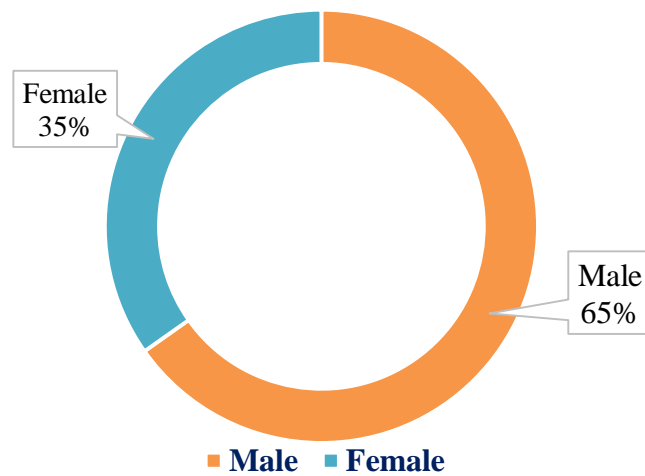


### 3.6 Figure 5: Reading Part of a Single News



How much of a single column are read by the respondents is shown in Figure 5, where it is found that headline and intro of single news were read by 39 percent population (9 students). Not everyone is interested to go through the whole news if that is particularly not catchy to the reader. Sometimes they just skim through to get the superficial idea of the news. This seems even logical in a sense that not everyone has the time or patience to read the whole news. Following that, there are 35 percent of respondents (8 students) who read the first three paragraphs of a newspaper. If the news is interesting or exhorts the reader to know the matter deeply then the first three paragraphs are fair. It usually does happen when the introduction and headlines are not enough to give the reader a clear idea. Finally, among the respondents, only 26 percent (6 students) read the full news. This part of the population read to get the full idea from the news.

### 3.7 Figure 6: Readers Based on Sex

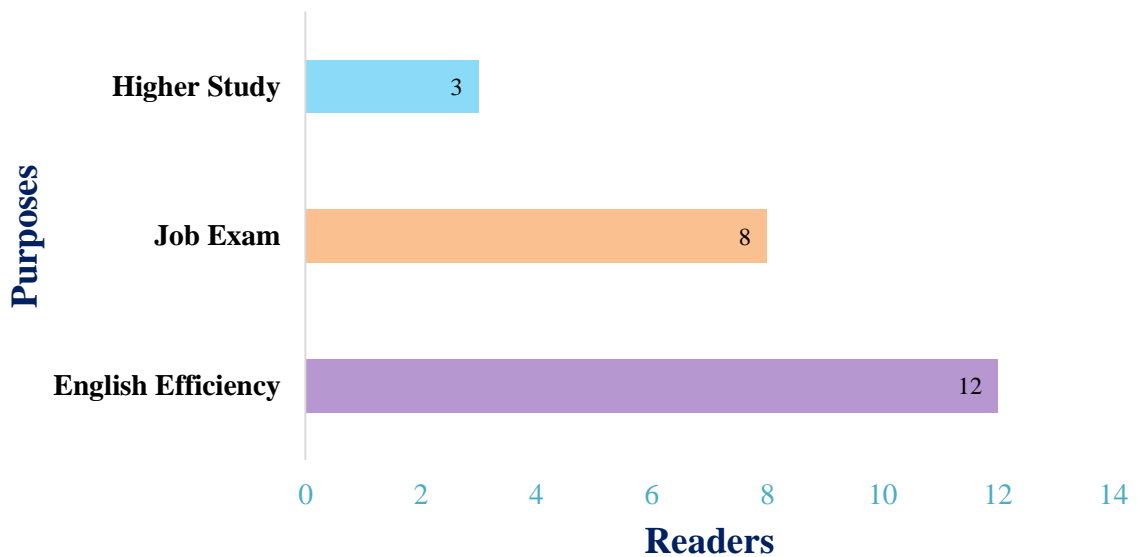


The newspaper readers on the basis of sex have also been surveyed. Above figure 6 suggests that among 23 population size, those who actually read the newspaper, male respondents consist of 65 percent and female respondents consist of 35 percent. Where from the total 40 population size 17 respondents do not read the newspaper. Of the total 25 males surveyed, 10 answered that they do not read the newspaper at all, added to that, the sum of 15 total female respondent's answers were taken and among those 15, 7 female respondents do not read the newspaper at all. On an average 57.5 percent of students read the newspaper from the total sample size. 53.33 percent female read the newspaper from the total female sample size and 60 percent male read the newspaper from the total male sample size.

**Table 1: Reader and Non-Reader respondents from the survey sample**

Sex	Reader	
	Yes	No
Male	15	10
Female	8	7
Total	23	17
Percentage	57.5	42.5

### 3.8 Figure 7: Purpose of reading English paper



English as a second language is difficult to learn or apply or even to use in the real world. Mastering the English language is a must to have a functional command over it. That is why the reading of English newspapers can contribute a great deal to improve the languages. Figure 7 shows that the purpose of reading an English newspaper of DIU students against the question of “What are the purposes of reading English Newspaper online?” Almost 52 percent students read an English newspaper to improve their efficiency of the English language, whereas, almost 35 percent answered that the purpose of their reading is to sit for job exams and almost 13 percent study for higher study.

# Chapter Four

## 4.1 Findings of the study

Among 23 readers, comparing with other daily nationals- The Daily Star is very popular among most of the respondents. These students mostly read newspaper at nights (19:59 to 2:59) to gather whole day's news on the online version. Given the scenario, most of them invest more than half an hour to read the newspaper online. Added to these, respondents find national news and issues more interesting to read online. When they read, a large number of respondents of them read first three paragraph or they prefer it. For reading newspaper online, male respondents are ahead than female respondents. Lion's share of the respondents read newspaper to increase the efficiency of their English knowledge rather than to go for higher study or job related exam.

## 4.2 Conclusion

In a fast changing world, new technology or innovation is appearing every day. Therefore, to keep pace with this world and also to be a part of the globalization, it is very important to stay abreast of national as well as international news. Be it economy, politics, technology, sports, entertainment or trade, newspapers provide it with all on a platter to choose from. In general, although it is quite simple and easy to perform, the online newspaper reading experience constitutes an important tool capable of stimulating and developing an interest and habit of reading with these added benefits of improving general knowledge, improving vocabulary, building opinions and views, widening the reader's outlook, and knowing the trend of the current world.

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## 4.4 Annex

গবেষণার বিষয়- “ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটির শিক্ষার্থীদের অনলাইনে দেশীয় ইংরেজি পত্রিকা পড়ার প্রবণতা”

‘গবেষণার প্রশ্নপত্র’

নামঃ

(১) অনলাইনে প্রতিদিন ইংরেজি পত্রিকা পড়েন?

বিভাগঃ

(ক) হ্যাঁ (খ) না

উত্তর যদি হ্যাঁ হয়-

(২) কোন পত্রিকা পড়েন?

(ক) The Daily Star (খ) Bangladesh Today (গ) Bangladesh Observer (ঘ) Dhaka Tribune (ঙ) New Age

(চ) bdnews24.com (ছ) Bangla news 24 (জ) অন্যান্য

(৩) কোন সময়ে পত্রিকা পড়েন?

(ক) সকাল (৫টা থেকে ১০টা) (খ) মধ্যাহ্ন (১০টা থেকে ৩.৫৯টা) (গ) সন্ধ্যা (৪টা থেকে ৭.৫৯টা) (ঘ) রাত (৮টা থেকে ১১.৫৯টা)  
(ঙ) মধ্য রাত (১২টা থেকে ৩.৫৯টা)

(৪) কতক্ষণ সময় পড়েন?

(ক) ০-১৫ মিনিট (খ) ১৫-৩০ মিনিট (গ) ৩০-৪৫ মিনিট (ঘ) ৪৫-৬০ মিনিট (ঙ) এর বেশি

(৫) অনলাইনে পত্রিকা কেন পড়েন?

(ক) যেকোন সময় পড়া যায় তাই (খ) কম মূল্যে (গ) সার্বজনিক, সর্বশেষ সংবাদের জন্য

(৬) কোন বিষয় পড়তে ভাল লাগে?

(ক) অভ্যন্তরীণ দেশীয় সংবাদ (খ) রাজনীতি (গ) আন্তর্জাতিক (ঘ) খেলাধুলা (ঙ) বিনোদন (চ) সম্পাদকীয়

(ছ) অন্যান্য

(৭) খবরের কতটুকু অংশ পড়া হয়?

(ক) হেডলাইন (খ) হেডলাইন ও ইন্ট্রো (গ) প্রথম তিন প্যারা (ঘ) পুরো সংবাদ