



Department of Journalism and Mass communication

Report

On

*“Reading habit of DIU journalism students of online version of prominent ten
daily national newspapers”*

Submitted To: Chairperson

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ABSTRACT

I have prepared the thesis on this title - “*Reading habit of DIU journalism students of online version of prominent ten daily national newspapers,*” Where my hypothesis was: a) The students of Daffodil International University read online version than printed newspapers and b) Students read online newspaper because it is cheaper than printed newspapers. But finding of my study is that students read both printed and online newspapers, the rate of reading printed and online newspapers almost equal.

INTRODUCTION

I have completed my thesis under Professor **Dr. Sakhawat Ali Khan**. I am grateful to him for her generous help. Despite the concept of online newspaper is relatively new in Bangladesh, this is increasing becoming popular across the country. Specially, it is becoming popular among the young citizens of Bangladesh. Almost all the well-recognized national dailies –English or Bangla in the country have online versions alongside their print versions.

Online media have become increasingly global. There is no doubt that the Internet has created huge changes in journalism. The Internet has allowed for a much wider range of opinions and facts to be seen and heard. This range obviously includes positions that have been traditionally outside of mainstream media. With the support of internet, online media can offer many features than any media can.

In fact, in our time in Bangladesh, the development of e-journalism is not limited to the cities only. On the other hand, limited number of online news portals are also emerging in other parts of the country.

Online version of the news media is also getting considerable popularity among the university students specially among the students of Journalism in different universities of Bangladesh. In spite of the bright future of computer mediated communication, expensive internet cost, lack of suitable law and lack of skilled persons are creating hindrances for these media.

OBJECTIVES OF THE STUDY

- (1) Whether the students choose online media instead of print media.
- (2) The reasons behind the news reading habits in online.
- (3) The tendency of their news reading.
- (4) The time they spend in reading newspapers.

HYPOTHESIS

- a. The students of Daffodil International University read online version more than printed newspapers.
- b. Students read online newspapers because it is cheap than printed newspapers.

LITERATURE REVIEW

In the 1450 AD, German citizen *Gutenberg* was the first person who invented the printing machine. He was a black smith and his invention brought a revolution in the communication world. The Newspaper established based on the revolution. It is passing near about 400 years through many obstacle and challenges and it become as a fourth pillar of the democratic world.

At the end of the 20th century the computer included to the publication as a result news paper become final maturity. The medium of the news paper is changing with color and shape by chronic modernization of paper, pen and printing technology. But at the end of the 21st century it become as a challenge of internet based virtual world for the news paper. Online based news media and social communication network is providing news regularly. As a result generally raised a burning question which is “is people read print media or they read online news to meet their demand in recent internet world?”

In recent world media experts are giving prediction on red alert for future crisis. The main motivation of the prediction is online based news media and its development and traditional settlement. Online news creating scope of reading recent and update up date news and it changing the printed newspaper where today's news will have to read tomorrow. As a result you will get up date news through even cell phone if you want. For this reason it is very easy to get news by alternative way than newspaper.

But there is no logic to define as *television*; *radio* is alternative way of news paper. Because these three are very inter related each other more than three century. Some time television is the news of news paper and some time news paper is the news of television and it is same as the radio. This three media are going on separately independent by their own production and reproduction. As a result *Radio*; *television* are never play destruction role for newspaper.

Online news media is introducing as an alternative of news paper by the blessing of internet which is defined as online based news portal. This news portal has been established rapidly as a trusted news portal media to the mass people. It is recognized that online news media is passing mid level era from their origin and it will take much time to get final maturity. In the time of maturity is the news paper become in the centre of mass people demand or online news portal will play the main stream to provide the news, it will be a debate.

It may say easily that online news media creating changes to the basement of the newspaper. The famous news papers of the world are facing challenges to continue their regular publication. The reader of these newspapers is reducing day by day. On the other side the quantity of the online news portal reader is increasing every day. For this reason owner and authority of the newspapers could not depend on only printed version of the newspaper. As a result they have to publish online version as e paper besides the printed news paper. At the same time every newspaper publishes themselves e paper by the same name. As an example *New York Time*; *the Guardian*; *the Independent* these three have online news portal as their same name. In the recent time some different survey found that the reader quantity of the online news is increasing than news paper. So it can refer that the internet brings the second revolution after printed news paper. Because the reader does not wait for news where is the news wait for the reader now! It becomes possible by the internet.

The newspapers which is big, famous and centurion are converting to online edition to meet the demand of time and changing with the modernization. In this issue, it must be introduce with the speech of the *Leods List*. In the 1734 AD it first launch at London. It has been continuing its publication since 280 years. But recently it closed its print publication. Now it is totally convert to online base news publication. It may refer that their reader quantity is increasing rapidly. But it is a very bad signal such as stopping print version of the *Leods list* for other print media.

The Sietal Post Intelligence had stopped print version before five year. Now it is publishing online edition. *The Christian Science Monitor* has stopped their printed news and publishing the news in online portal. The famous news such as *The News Weak*; *the US News* and *the World Repot* has stopped their printed edition but continuing their online edition. But if you search the news in internet you will get the online version of this news. It is true that we become wonder to see the changing of time and era.

The famous journalist of Australia, *Eric Bircher* who is a researcher of media said the future of the newspaper and wrote an article on Deth of Fairfax and end of newspaper in July, 2013 AD. He had shown many reliable documents on the article about the newspapers golden passed after the year of 2000 AD. *Eric Bircher* criticized on the very bad situation of the news paper with world famous the *Fairfax*. *The edge*; *the Sydney Morning Herald* and *the Australian Financial Review* is going to stop their publication. *The edge*; *the Sydney Morning Herald* has already converted to tabloid.

METHODOLOGY

In the project I used method of survey to conduct the project. A survey is any activity that collects information in an organized and methodical manner about characteristics of interest from some or all units of a population using well-defined concepts, methods and procedures, and compiles such information into a useful summary form. A survey usually begins with the need for information where no data – or insufficient data – exist.

The survey has also been conducted through several interconnected steps which includes : defining the objectives, selecting a survey frame, determining the sample design, framing of the questionnaire, collecting and processing the data, analyzing and disseminating the data and documenting the survey. I offered questionnaire to each respondent to verify my hypothesis and to conduct the project smoothly.

SAMPLE DESIGN

The sampling for the research project is representative and covers the entire students of the department of journalism of the Daffodil International University. 30 respondents have been chosen from 5 batches while 6 students represent each batch.

DATA ANALYSIS AND FINDINGS

Data processing began shortly after fieldwork commenced.

‘Which newspapers do you read?’ - Replying to this question, a total of 36.67% another students answered that they read Prothom Alo, 13.34% read the daily star, 10% read Kaler Kantha, 6.67% read Bangladesh Pratidin, 6.675% read Jugantor, 6.67% read the daily sun and 1 read the Financial Express while the rest read other one of the national dailies.

On the other hand when respondents were asked about, ‘which version, print or online they read?’ - 50% respondents of the total students said that they read both online and print, 26.67% of them said they read online version while 23.34% of them read only print version.

Responding to another question, Why they read online version of the newspaper?- 70% of the total population said they read it in online because they can read it any time through internet. 23.34% if them think that they read the online version because of least cost while 6.67% others read then for other reasons.

40% respondents read newspaper in morning, 13.34% at noon while 46.67% students read at night.

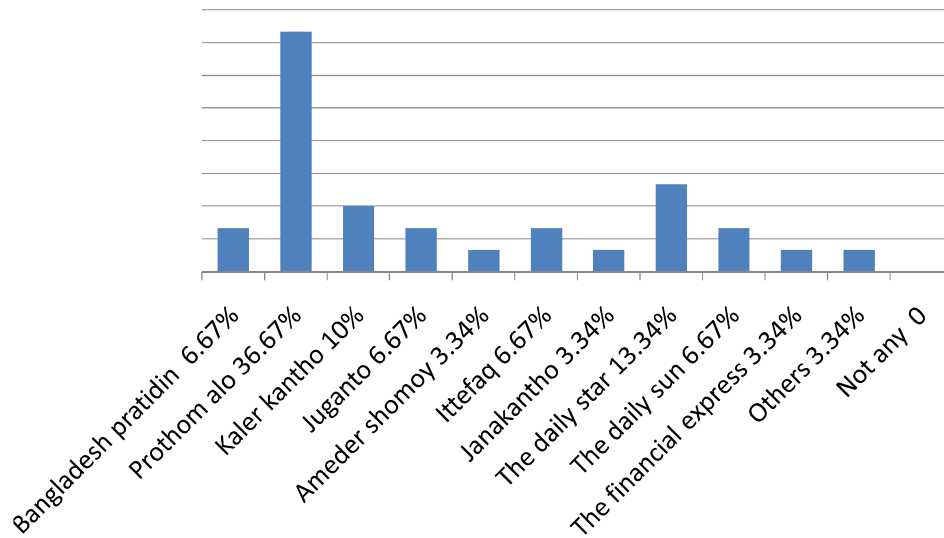
In the project 30% of the respondents read newspapers for about half an hour, 20% read about one hour, 10% read about two hours.

In the findings, it was noticed that 13.34% students generally give feedback to the related newspapers almost what they read.

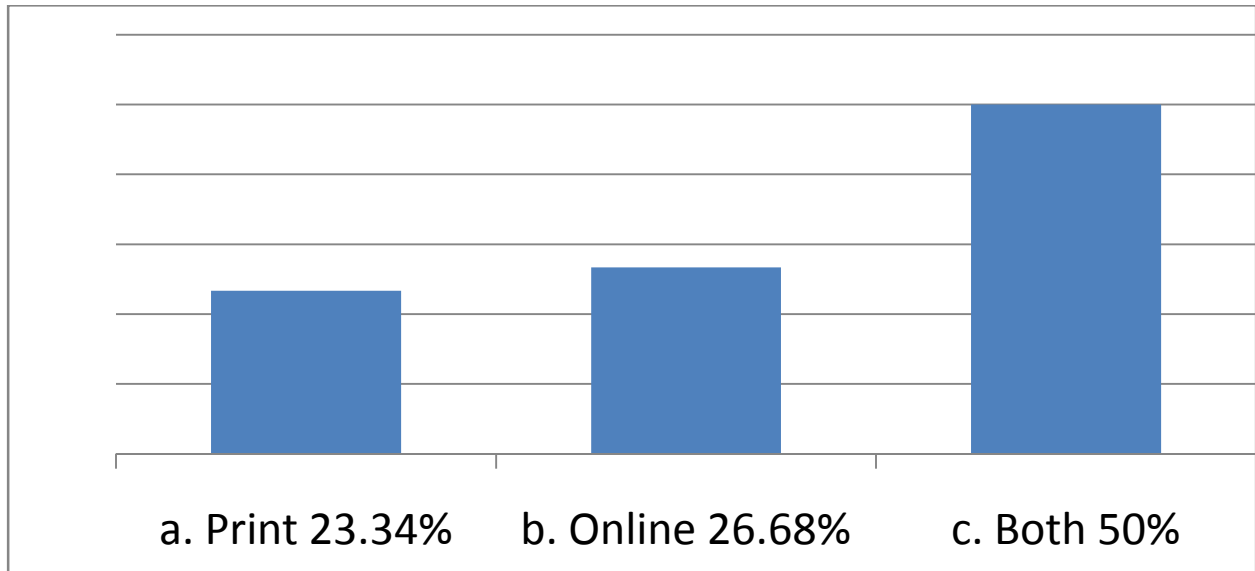
23.34% of the total population usually give feedback through making comments to the articles or news stories, Nobody use email or SMS service to give feedback to online news media while 16.67% others use other way. On the other hand, 6.67% of the respondents sometimes send letters to the related print newspapers, another 6.67% make phone calls and 26.67% others use other way to give feedback for print version of the newspapers.

DATA PROCESSING

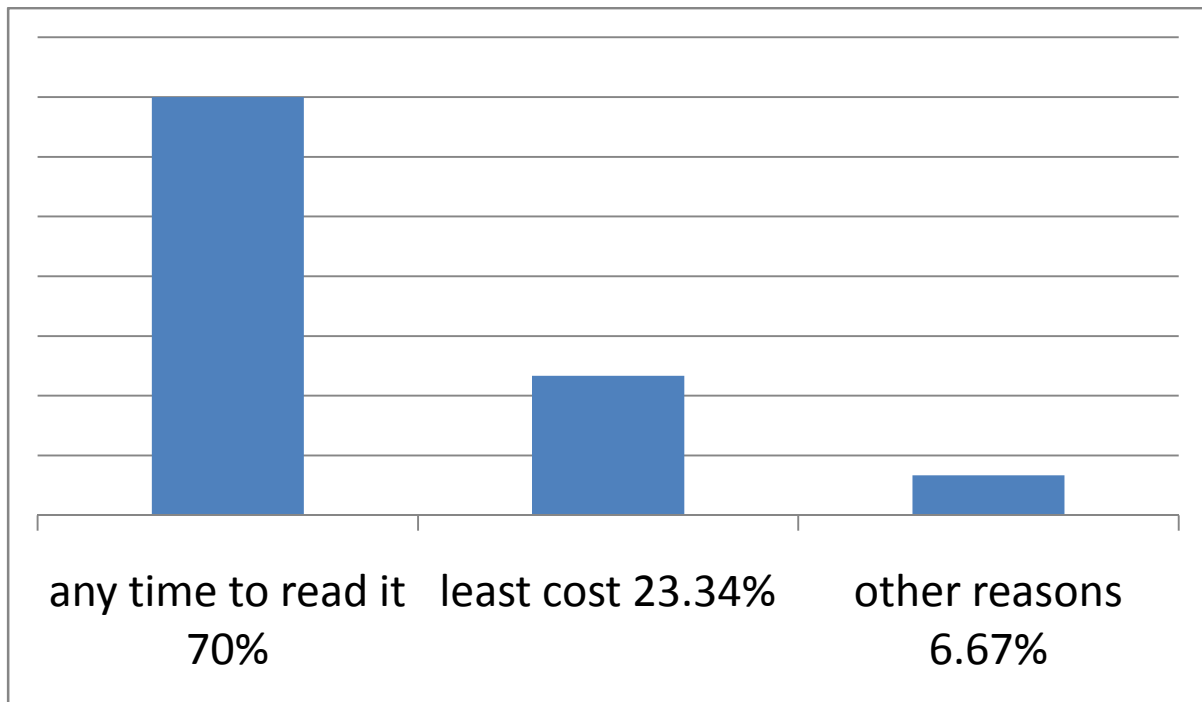
1: Which newspapers do you read?



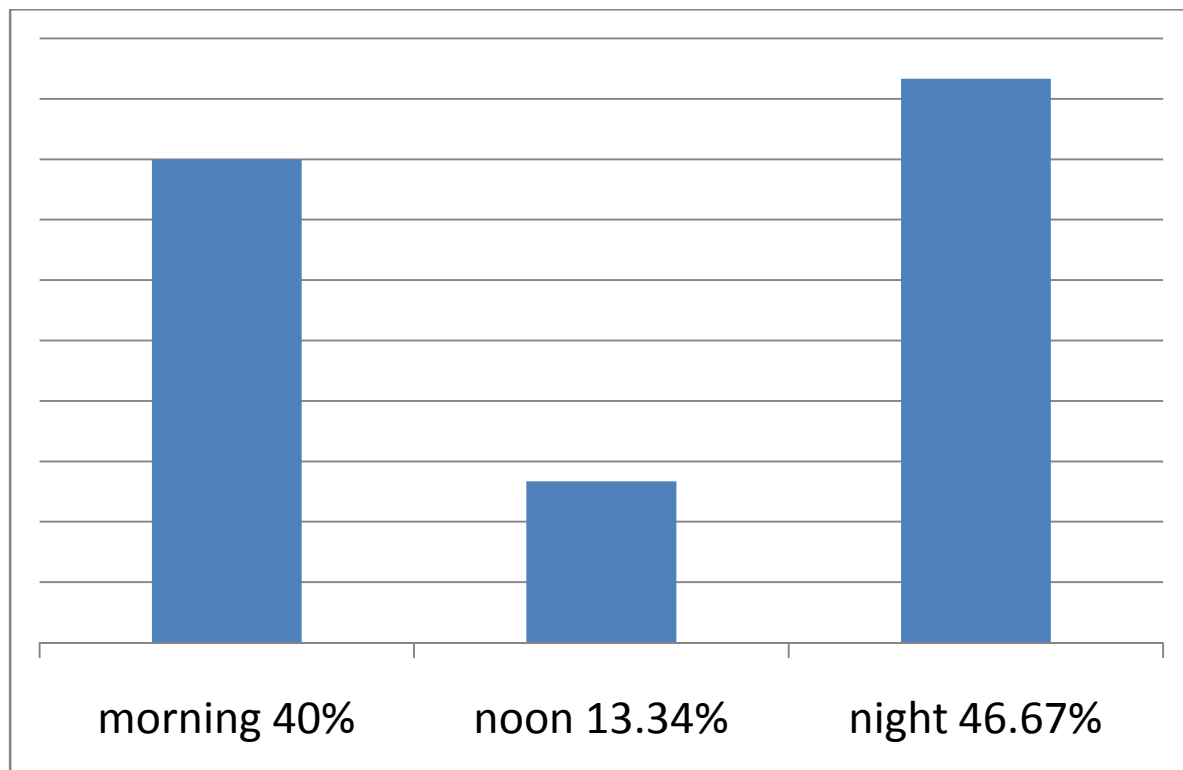
2. Print or online, which version do you read ?



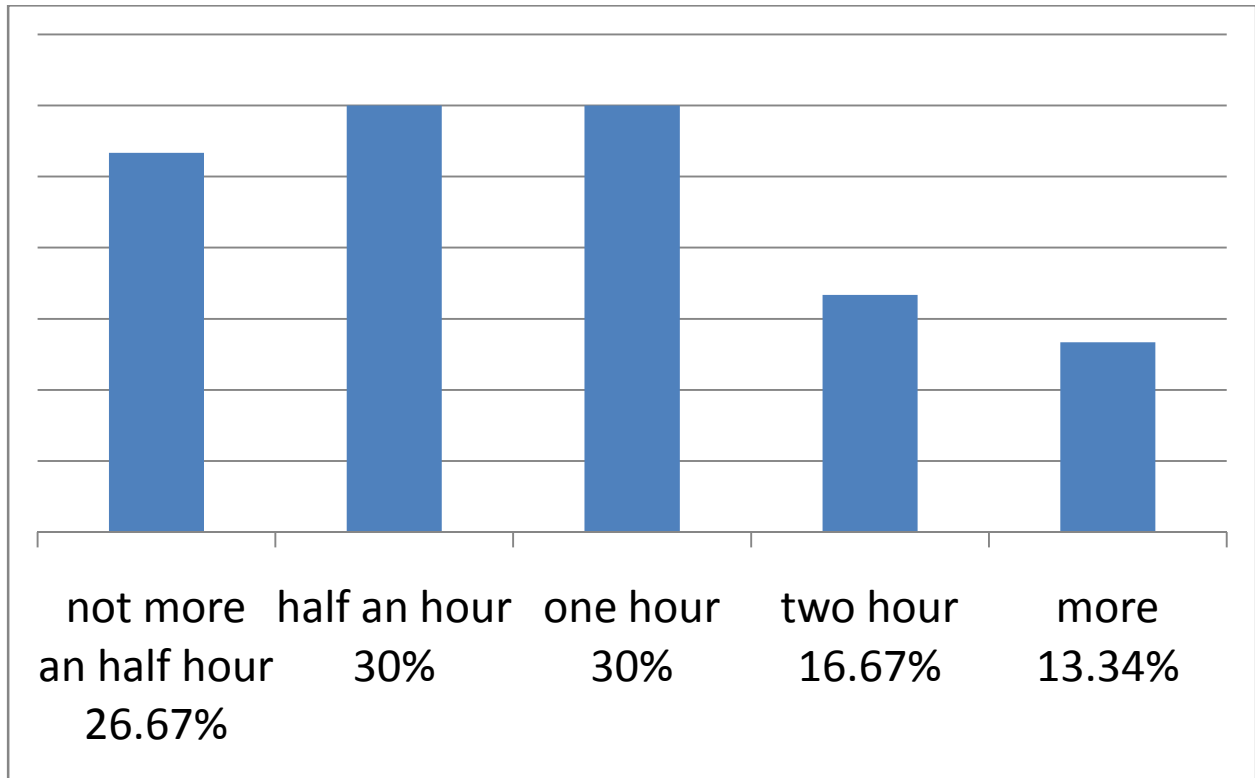
3. why do you read online ?



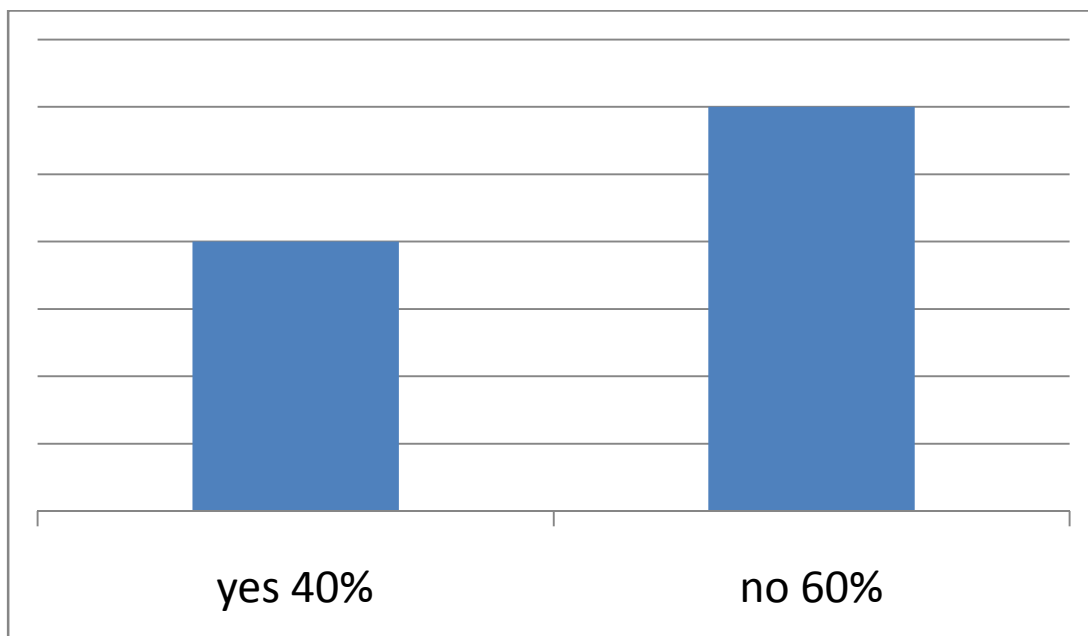
4. when do you read ?



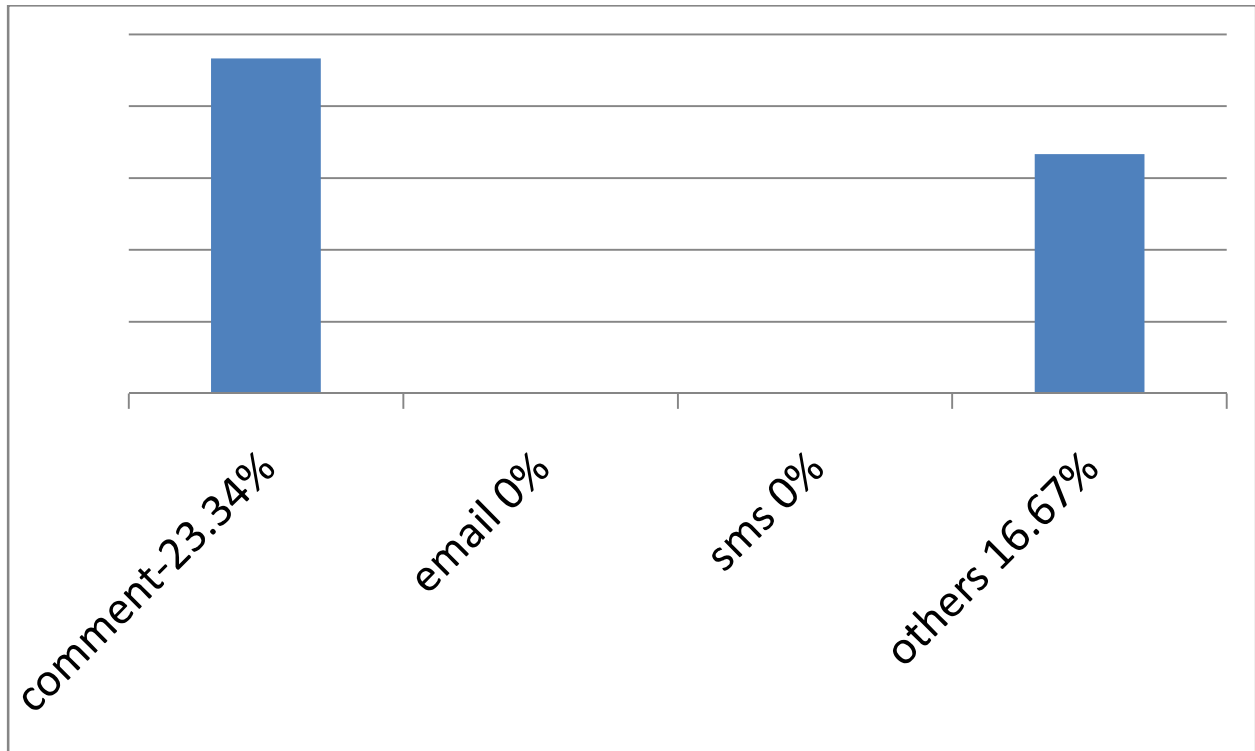
5.with how much time you read ?



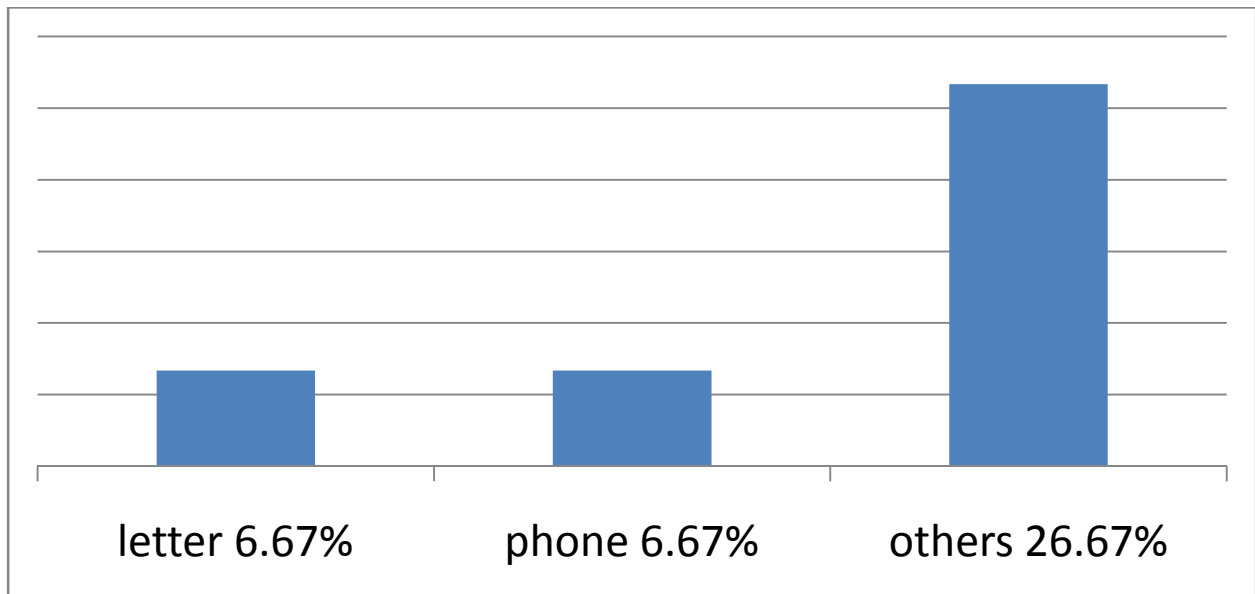
6. Do you give feedback?



7. In which system you give feed back ?



8. In which system you give ?



RECOMMENDATIONS

I placed here some proposals to the authorities concerned to take some effective measures to make newspapers available to all students as well as to all walks of lives in the country.

- As per its digital campaign, Government should take steps making internet low cost to the people of the country. If internet is available in minimum cost, access in internet will be increased.
- All the educational institutions should bring under Wi-Fi network system as students of the certain institute can use internet with free service. The institutions can implement it in association with the government.
- The authorities of Daffodil International University can bring the University under Wi-Fi services using different existing network organizations in our country.

CONCLUSION

Although a number of problems and limitations continue to persist in Bangladeshi online news media, they are rapidly flourishing. The online news medium can offer a lot of promising opportunities in the field of journalism and communication system in a developing country like us. This study provides additional information about a growing condition of online news media, as well as insight into its prospects and challenges. It also provides necessary information about how and which kind of students use the online media for what reasons simultaneously.

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All survey papers are included .

RESEARCH QUESTION

Sub: Reading habit of DIU journalism students of online version of prominent ten daily national newspapers.

Research questions

Name : _____ semester : _____

1. Which newspapers do you read?
 - a. Bangladesh pratidin b. prothom alo c. kaler kantho d. jugantor e. amader shomoy f. ittefaq g. janakantha h. the daily star i. the daily sun j. the financial express k. others l. not any
2. print or online, which version do you read ?
 - a. print version b. online version c. both
3. why do you read online ?
 - a. any time to read it b. lest cost c other reasons
4. when do you read ?
 - a. morning b. noon c. night
5. with how much time you read ?
 - a. not more than half an hour b. half an hour c. one hour d. two hour e. more
6. Do you give feedback?
 - a. yes b. no

(if it 'yes' than how you provide if ?)
7. In which system you give feedback to online?
 - a. comment b. email c. sms d. others
8. In which system you give feedback to print version?
 - a. letter b. phone c. others