



## IMPACT OF NEWSPAPER IN EDUCATION: A COMPARATIVE ANALYSIS OF LEADING KANNADA DAILIES

### Journalism

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### KEYWORDS

#### Literature Review

**Magdalena Trillo (2003)**, in his study on “The Media in the Classroom – A Digital Newspaper Proposal: [www.paranifo.com](http://www.paranifo.com)” says that ICT impact in all social sectors including education. The schools should make an effort to adapt to the new reality. Studying the new technologies, internet and the digital world is essential. Teachers can utilize digital newspapers in their classroom. It improves the quality of teaching and it helps the students for today's society. It develops new communicative skills and it attracts the younger generation.

**Steven Chaffe, Roxana Morduchowicz, Hernan Galperin (1997)**, in their study on “Education for Democracy in Argentina: Effects of a Newspaper-in-School Program” says that, democracy and tolerance for alternative viewpoints are truisms in the United States, only marginally affected by educational curricula. But in new democracies such as Argentina, schools can play a major role in building such norms. They examine the effects on political socialization of a program involving the use of local newspapers in 5th- and 6th-grade classrooms during Argentina's national election year of 1995. Effects of the newspaper intervention on students included higher news media use, discussion of politics with friends and family, interest in politics, expression of opinions, support for democracy, and tolerance for diversity. Socio-Economic Status (SES) was a strong predictor of these measures, particularly of tolerance. The newspaper intervention interacted with SES, closing gaps between social strata in most indicators of political socialization.

**Karin Raeymaeckers, Tim Hoebeke, Laurence Hautekeete (2008)** studied on “Newspapers in Education in Flanders” study reflects on the policy introduced by the Flemish government to support the newspaper industry with qualitative measures with a view to securing the future readership market. The Flemish government's Media Policy Document aims to create the context and conditions in which each citizen can fully participate in the information society. The Newspapers in Education (NIE) project was re-introduced in Flemish schools. Research has demonstrated that the potential of socialization initiatives to promote newspaper reading in a schools environment. Their paper presents a selection of the results of the 2007 quantitative survey, with special attention to the attitudinal changes in different age groups in relation to their accessibility to newspapers. The results indicate a possible cumulative impact of the NIE programme after multiple participation.

**Tina Blažević and Wolfgang Granigg (2012)** in their article on “Newspaper for Children Expands its Connections” says newspaper for young readers between the ages of 6 and 12 and a spin-off of the highly successful. *Kleine Kinderzeitung* (Austrian Newspaper) informs children about what is happening in the world, provides them knowledge, entertains them with exciting puzzles, and gives them space for their opinions. With these goals, *Kleine Zeitung* designed the first Austrian kids newspaper, which has appeared weekly since January, 22, 2011. *Kleine Kinderzeitung* covers the needs of young target group and covers relevant topics for them in age-appropriate ways. Children also receive information about current topics. The newspaper also covers interviews of athletes, reports about animals, recommends exciting leisure tips, and includes many interactive elements. In addition to this it regularly receives feedback from the audience.

**Clark, Martire & Bartolomeo, Inc. (2004)** studied on “Growing Lifelong Readers ... The Impact of Student Involvement with Newspapers on Adult Readership”. The research consists of data

gathered in a nationally represented survey of 1,500 men and women between the ages of 18 and 34. Results were weighted to reflect sex, age, race and region of the more than 67 million young adults in the United States. The results find that there is a strong relationship between newspaper exposure as a student and current newspaper readership. Sample describes newspaper usage in schools are very helpful not only for education and information but also for entertainment.

**Lauri Martignetti (2008)** in his article on “Branding Campaign Raises Donations to bring Newspapers to Students” said that Newspaper in Education (NIE) programme, the Boston Globe launched a branding campaign to educate subscribers of the programme's benefits and to encourage them to donate. The promotion's strategy sought to build recognition of the programme and illustrate its impact on the community. In addition to print advertisements, the campaign made it to the newspaper's customer service line and subscriber's bill statements. These steps helped increased the NIE programme's visibility.

**Lorne Silver (2007)** article on “Teaching Guide Encourages Participation as “Global Citizens”” says that Toronto Star created a teaching guide on the topic of Global Citizenship, aiming to reach youths at the junior and intermediate level. The guide was designed to engage youth in serious inquiry, research and analysis of important issues, as well as to promote literacy and sound assessment using the newspaper as a major resource tool. The Star exceeded its targets by enlisting 1,250 teachers and drawing a circulation increase of 188,400 weekday copies. More than that, it carried the message that young people can become decision makers and decision influencers.

**Rojean Maciula (2006)**, study on “Sunday Series helps Families Learn about Early Childhood Development” says that the Orange County Register partnered with Children and Families First Commission to develop a programme designed for readers and school recipients of Newspapers in Education (NIE) to share information about early childhood development. The programme evolved into the “Help Me Grow” series, which ran in color half-pages and was positioned within the Sunday Health and Family section. The newspaper's creative marketing services department designed the features and web pages, produced promotional pieces and e-mail blasts announcing the series. During its 16-week run, the programme reached an estimated 900,000 readers, including 130,000 families with children up to 5 years old.

**Sherri X. Pineda (2005)** studied on “NIE Programme Expands Outreach Across Borders” says that The Union-Tribune distributes their Newspaper in Education programme in Tijuana, Mexico, and fills a void for English-language teaching resources. For a newspaper with efforts geared toward promoting literacy and education, language barriers on both sides of the border can pose for a challenge. The newspaper embraced cross-border opportunity by expanding its already successful Newspaper in Education (NIE) programme to include Tijuana, Mexico. More than 40 years ago to promote literacy and excellence in local education, the Union-Tribune's NIE programme serves approximately 112,000 students and 3,200 teachers in San Diego County. As part of its expanded cross-border efforts, the curriculum available to 53 schools and approximately 1,300 students in Tijuana and Universidad Autonoma de Baja California. The Union-Tribune delivers more than 4,700 newspapers to Tijuana schools each week and provides NIE classrooms with curriculum on various subjects. The NIE curriculum helps student's master basic reading

skills and provides “real-world” learning applications. The Union-Tribune's NIE mission is to provide quality customer service to students, educators, and parents by offering exemplary and innovative NIE programmes that support the use of the newspaper as an integral component, and by using technologies to promote excellence in teaching and life-long learning.

**Robert Blethen (2006)** article on “Publicity Push Stirs Students' Curiosity to Read Newspaper” said that as part of a strategic effort to grow readership among young people, The Seattle Times negotiated an arrangement with a local university to provide Newspaper in Education sponsored complimentary newspapers to students in eight residence halls on a college campus. To attract the students to pick up the newspaper, marketing staff created a campaign that included signs for newspaper racks, posters, tent cards for dining hall tables and special recycle bins. Every part of the campaign was branded with the newspaper's name. The programme, considered a success by the university and the students, was expanded to include more newspapers for distribution.

**Cathy Lavaroni Silvestri (2004)** in her article on “NIE Promotion Encourages Free Summer Readership” says that Staff at the San Francisco Chronicle wanted to encourage students to read the newspaper during the summer. NIE programme offered free home delivery to students who had participated in the NIE programme in their classrooms during the year. Delivery was available to the addresses that had not received home delivery three months prior to the first date of the NIE home delivery. Adults were encouraged to participate with their children and additional educational materials were provided by NIE. The multi-marketed programme included a direct mail piece to teachers, in-newspaper ad, and e-newsletter to teachers. This NIE home delivery programme generated 750 weekly orders for 11 weeks in the summer, building future NIE readers.

**Ellen Claes & Ellen Quintelier (2009)** in their study on “Newspapers in Education: A Critical Inquiry into the Effects of Using Newspapers as Teaching Agents” narrated that more than 52 countries were making use of the 'Newspapers in Education' Programme. This study aimed to investigate whether pupils who participated in the Newspapers in Education programme scored more highly on scales of media use/habits and social and political attitudes, in a survey conducted more than half a year after programme participation. Results suggested that the participants in this programme regularly follow the news on the internet. On the other side non-participating respondents displayed a higher level of political knowledge. However, many other differences between participating and non-participating groups were not significant.

**Mike Peterson (2003)**, in his article on “In Defense of NIE”, opined that the Newspapers in Education (NIE) person are a full-time ambassador for the newspaper, working not just with schools but with other community-service organizations as part of an image-building effort. NIE can create awareness. It may not be able to turn a 20-year-old into a newspaper subscriber. But when, at 27 or 30, that kid is ready to start buying property, paying taxes, and settling in, the sense of how a community functions that was discovered in school through NIE will make getting a newspaper subscription seem a normal part of that new, more involved lifestyle. Meanwhile, a good NIE programme can provide a 2.4 percent boost in paid circulation, together with the gratitude and respect of the community.

**Mahabaleshwar Rao (2003)**, in his book (Prasara Maadyam Haagu Shekhana) explained the role of media in the process of education. While narrating the importance of media in education he quoted the opinions of Wilbur Schramm and Han Cok Alen, media experts “If newspapers and other media effectively and extensively used in education process then significant and effective results can be expected. Further he quotes that good results and performance can't be materialized easily but it mainly depends upon the dependence of newspaper in classroom education.

**Tejindar Kaur (1992)** in his article in 'Communicator' argued that media can help create awareness among rural children's about various facilities provided by the state and central government to mitigate their plight. He also opined that newspaper can play the role of facilitators to create an environment congenial to literary promotion and people more receptive to the efforts being made by the government for educating the children to remote and backward rural areas.

**Ahmed shahzad (2006)** in his book “Media Effects on Learning” stated that the press is an informal but very influential agency of education. Press covers almost all areas or knowledge and is very useful in the teaching of various subjects. He also firmly expressed views that instruction introduces through newspapers variety and an element of “Play way” and a lot of information on various subjects is available from newspapers which can be used in daily teaching.

**Mehdra Deepti (2007)**, Director of Newspapers in Education for The Times of India, she presented at wan young Reader conference and expo Washington narrated that the Times Groups Programme is intended to develop newspaper reading habits and appreciation among students. It is conducted in nine Indian cities. Delhi, Lucknow, Chandigarh, Jaipur, Mumbai, Pune Calcutta, Bangalore and Hyderabad. The TOI's NIE project according to her has developed gaudily newspaper that young reader find aeeling. It familiarizes students with newspapers and periodicals them towards future newspaper readership and also aimed to Indian teenagers who are intelligent, articulate and want to be successful.

**Marie Hankala (2000)** in her doctoral thesis, described role of newspaper in education that the 50 year old newspaper in education programme is Finland's most persistent and best organized form of media education and the goals of this programme remain in harmony with modern media education. Newspapers can be utilized to promote the core knowledge and skills of active citizenship, such as literarily and political know how. Researchers at the same time specifically opines that majority of the future subject teachers were very traditional newspaper readers and although they intender o to utilize newspapers in their future work the purpose was to update information rather than to teach critical thinking. Newspapers still play a role in school media education but the discussion remains whether teachers sufficiently utilize, their potential in promoting active citizenship.

**Sunil Kumar (2009)**, article in the Hindu highlighted the speech of, Joint Director of PVAS on the occasion of launch of THE HINDU newspaper in collocation programme for 2009-10 at the Zion matriculation Higher Secondary School in Seliyapur. With specific example speaker firmly expressed that newspapers play vital role in the bright future of students one third of questions in civil service examination would pertain to general knowledge for which aspirants had to depend on newspapers. The Hindu NIE programme started in 2004 with 22 schools and covers more than 2 lakh students in classes VI to X. The objective was to inculcate the reading habits among students particularly of newspapers.

**Bello Semiu (2010)** studied on “The Use of Newspapers as Teaching and Learning Resources in Secondary Schools”, suggested that newspaper which is generally and originally regarded as a medium or an instrument of mass communication is put into another perspective for better appreciation. The study examined the educational role of newspapers as supplementary resources and their multifarious values for both secondary school teachers and students. With thorough analysis of relevant literature and theories which properly situates newspapers conceptually and historically with its multifarious values and roles in the process of improving the standard of education, the study therefore establishes the relevance of newspaper in the secondary school learning system. Research findings suggested that newspapers are valuable teaching and learning resources for both teachers and secondary schools. Therefore research recommends the use of newspapers teachers and students of secondary schools.

**WolsWinkel Hermen (2008)** in her thesis entitled “Newspaper Reading” opined that the factors of newspaper reading behaviors on young adults suggested that a good research among the young generation solely studying newspaper reading is not enough, but a broader focus taking the whole news consumption into account can give more detailed into student's attitude towards news.

**Kajoki N (1997)** in her published article in “The Citizen Newspaper” titled “Paper Now Teaching Aids” notes that in the realization of newspaper as a learning resources or complementary teaching aid, Netherlands Development organization in 1997 trained 36 primary school teachers using newspapers as teaching aid. The scholar in this article firmly observed that empirical evidence has indicated that – “The Use of Newspapers for Teaching Pupils” boosted the students intellectually as well as their reading culture, confidence and vocabulary. Newspapers comprise a lot of knowledge which could

stimulate the Intelligence Quotient (I,Q) if teacher's effectively use newspapers as teaching aids. Her article specifically narrates that the teachers who have trained equally commented that such a complementary teaching aid would improve their teaching methodology and would enable them.

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