



Magazine Reading Among Rural People: A Study with Special Reference to Ranasingapuram Village, Sivagangai District

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ABSTRACT

Reading is one of the most effective processes of conscious learning and enhances ones knowledge. There is a need to study the reading interest and habits of rural people in rural area especially in the developing countries like India where most of the people are illiterates and belong to the lower socio-economic groups of the community are yet to realize the benefits of a free public library services. Therefore the scope of the study lies in bringing out the reading interest of the rural people of a typical Indian community

Keywords : Reading habit, Knowledge, Magazine

1. Introduction:

Ranasingapuram is a village situated in sivagangai district. The village is having elementary school and hospital. Teachers, carpenters and agriculture are some of the occupation.

The paper covers how the people are spending their leisure time and their type of reading what they like and particularly about the magazine reading interest of the village people is to be studied.

2. Objective:

The study is designed with the following objective:

1. Distribution of sample by sex
2. Occupation
3. Reading pattern
4. Time utilized for reading Books and Magazine
5. Type of magazine and
6. Languages used to read Magazine.

3. Hypothesis:

1. There is a significant difference between male and female in reading books, magazines and newspaper.
2. There is a positive relationship between magazine and newspaper reading.

4. Methodology:

The population under study was larger in number. Random sampling techniques were used to select the sample. For data collection, Questionnaire method was used. It includes details about bio-data, hobbies, type of book read, languages etc. 100 questionnaire were distributed among rural people, 90 questionnaires were duly filled up and returned back. Hence 90 questionnaire stand as the baseline data for analysis and interpretation of the study.

Data analysis and Results:

1. Distribution of Sample by Sex:

Age group	Sex		Total No. of Respondents	%
	Male	Female		
18-22	10	10	20	22
23-27	15	14	29	32
28-32	11	5	16	18
33-37	4	3	7	8
above 38	12	6	18	20
Total	52	38	90	100

Table: 1 Distribution of sample by sex

Table 1 shows that 15 respondents of male belong to the age group of 23-27 year and 14 respondents belong of female to the same age group. The hypothesis is accepted by testing with Chi square.

2. Occupation:

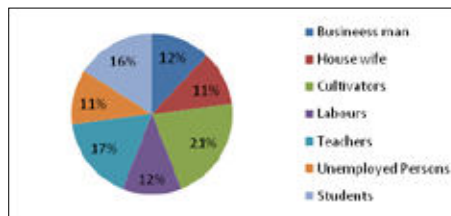


Figure: 1 Occupation

Figure: 1 shows that 21% respondents are belonging to the category cultivators who are reading book and other materials for knowing the development for their area.

3. Reading Pattern:

Reading Item	1	2	3
Book Reading	28	22	40
Magazine Reading	58	14	18
Newspaper Reading	31	46	13

Table: 2 Reading Pattern

Table: 2 shows the relation between magazine reading and newspaper reading and relation between book reading and magazine reading is proved by spearman's rank correlation.

4. Time Utilized for Reading Magazine:

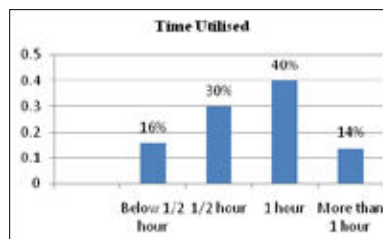


Figure: 2 Time utilized for reading Magazine

Figure 2 show that the utilization of time for reading magazine.40% of respondents are spending maximum 1 hour for reading. It is an interesting trend to see this in rural area.

5. Type of Magazine:

The type of magazine maximum used by the respondents is political magazine and second choice to general magazine and less interest is shown on family, social and employment news and medical information. The interest of people is, seeing the changing situation of Indian political system is shown in table 3.

Type	No.of Respondents	%	Rank.No
General	26	29	II
Family & social Change	20	22	III
Political	34	38	I
Medical	4	4	V
Employment News	6	7	IV

Table: 3 Type of Magazine

6. Languages Used to Read Magazine:

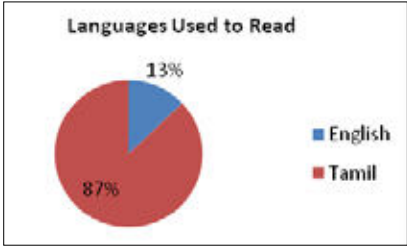


Figure 3: Languages Used to Read Magazine

The study reveals that maximum number of respondents read magazine in Tamil language only and least preference to English is clearly shown in figure 3.

Conclusion:

Reading is a creativity activity and it involves deeply with all phases of life. It continues to be indispensable means securing knowledge even after the emergence of new media. It is the duty of public library to provide right information at the right time in the right media for building up a society which is rich in scientific information.

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