

**NEWSPAPER READING HABITS OF RURAL WOMEN –  
A STUDY OF LUDHIANA DISTRICT**

**Project Report**

**Submitted to the Punjab Agricultural University  
in partial fulfilment of the requirements  
for the degree of**

**MASTER OF JOURNALISM AND MASS COMMUNICATION  
(Minor Subject: Extension Education)**

**By**

**Harsimran Singh  
(L-2013/14-BS-288-M)**

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LUDHIANA -141004**

**2017**

## **CERTIFICATE-I**

This is to certify that the project report entitled, “Newspapers reading habits of rural women a study of Ludhiana district” submitted for the degree of MJMC, in the subject of Journalism (Minor Subject: Extension Education) of Punjab Agricultural University, Ludhiana, is a bonafide research work carried out by Harsimran Singh (L-2013-14-BS-288-M) under my supervision and that no part of this project report has been submitted for any other degree. The assistance and help received during the course of investigation have been fully acknowledged.

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## **CERTIFICATE-II**

This is to certify that the project report entitled, “Newspapers reading habits of rural women a study of Ludhiana district” submitted by Harsimran Singh (L-2013-14-BS-288-M) to the Punjab Agricultural University, Ludhiana, in partial fulfilment of the requirement for the degree of MJMC, in the subject of Journalism (Minor Subject: Extension Education) has been approved by the student’s advisory committee along with Head of the department after an oral examination of the same.

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### **Abstract**

The present study was carried out to assess the reading habits of rural women in Ludhiana district of Punjab state. Demographic profile indicated that the majority of the sampled rural women belonged to relatively younger group i.e. 20-30 years. Family status revealed that majority of the women was living in nuclear family (75.8%) and occupied 2<sup>nd</sup> generation (62.5%) status in the family. Educational qualification of most of the rural women (40%) was up to matric level. The findings of the study brought out that Punjabi was the most preferential language for reading newspaper by the rural women. Jagbani and Ajit were widely acceptable and preferred newspaper for reading. The pattern of reading newspaper depicted that about 78 per cent of the total rural women have habits of reading newspaper daily and majority of them read newspaper thoroughly. More than half of the rural women i.e. 51.67 per cent reported 'afternoon' as the most preferred time. About 56 per cent of the total rural women also reported that they were enjoying reading newspaper after completing their households work. Among the favourite topics, 'Health topic' emerged as the most favourite topic as 30 per cent of the total rural women assigned rank 1 in this respect. Other favourite topics were religious, food recipes, sensational news, politics, entrainment news, cinema news and agriculture, respectively. To improve health consciousness and making healthy environment in the family emerged as the most important reason for reading health topic. The statistical analysis shows that the pattern of newspaper reading habits of rural women is greatly influenced by the social set up i.e. demographic profile of the rural women. Except caste, all other demographic characteristics like age, education, income, family status etc have significant association with newspaper reading habits of rural women in the study area.

**Keywords:** Newspaper, Rural Women, Reading Habits, Favourite Topic, Favourite Places.

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**Signature of Major Advisor**

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**Signature of the Student**

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### ਸ਼ਾਰ ਅੰਸ਼

ਇਹ ਅਧਿਐਨ ਪੰਜਾਬ ਦੇ ਲੁਧਿਆਣਾ ਜਿਲੇ ਵਿੱਚ ਪੇਂਡੂ ਔਰਤਾਂ ਵਿੱਚ ਅਖਬਾਰ ਪੜ੍ਹਨ ਦੇ ਰੁਝਾਨ ਦਾ ਅੰਦਾਜ਼ਾ ਲਾਉਣ ਲਈ ਕੀਤਾ ਗਿਆ। ਜਨਗਣਨਾ ਪ੍ਰੋਫਾਇਲ ਅਨੁਸਾਰ ਨਮੂਨੇ ਵਜੋਂ ਲਈਆਂ ਗਈਆਂ ਪੇਂਡੂ ਔਰਤਾਂ ਵਿੱਚੋਂ ਬਹੁਗਿਣਤੀ ਉਮਰ ਪੱਖੋਂ ਨੌਜਵਾਨਾਂ ਸਮੂਹ ਵਿੱਚੋਂ ਹੈ ਕਿ 20-30 ਸਾਲ ਨਾਲ ਸੰਬੰਧਤ ਹੈ। ਇਨ੍ਹਾਂ ਔਰਤਾਂ ਦੀ ਪਰਿਵਾਰਿਕ ਸਥਿਤੀ ਦਰਸਾਉਂਦੀ ਹੈ ਕਿ ਬਹੁਗਿਣਤੀ ਛੋਟੇ (ਇੱਕਲੇਕਾਰ) ਪਰਿਵਾਰਾਂ (75.5 ਪ੍ਰਤੀਸ਼ਤ) ਵਿੱਚ ਰਹਿੰਦੀ ਹੈ ਅਤੇ ਇਹਨਾਂ ਪਰਿਵਾਰ ਵਿੱਚ ਦੂਜੀ ਪੀੜ੍ਹੀ (62.5 ਪ੍ਰਤੀਸ਼ਤ) ਵਿਦਿਅਕ ਯੋਗਤਾ ਦਸਵੀਂ ਪੱਧਰ ਤੱਕ ਦੀ ਹੈ। ਅਧਿਐਨ ਦੇ ਨਤੀਜਿਆਂ ਤੋਂ ਪਤਾ ਚਲਦਾ ਹੈ ਕਿ ਇਹ ਪੇਂਡੂ ਔਰਤਾਂ ਪੰਜਾਬੀ ਦੇ ਅਖਬਾਰ ਪੜ੍ਹਨ ਨੂੰ ਤਰਜੀਹ ਦਿੰਦੀਆਂ ਹਨ। ਇਨ੍ਹਾਂ ਵਲੋਂ ਪੜ੍ਹੇ ਜਾਂਦੇ ਪੰਜਾਬੀ ਅਖਬਾਰਾਂ ਵਿੱਚੋਂ ਜਗਬਾਣੀ ਅਤੇ ਅਜੀਤ ਨੂੰ ਜ਼ਿਆਦਾ ਪ੍ਰਾਥਮਿਕਤਾ ਦਿੱਤੀ ਜਾਂਦੀ ਹੈ। ਅਖਬਾਰ ਪੜ੍ਹਨ ਦੇ ਉਨ੍ਹਾਂ ਦੇ ਰੁਝਾਨ ਦੇ ਅਧਿਐਨ ਤੋਂ ਪਤਾ ਚਲਿਆ ਕਿ ਲਗਭਗ 78 ਪ੍ਰਤੀਸ਼ਤ ਪੇਂਡੂ ਔਰਤਾਂ ਹਰ ਰੋਜ਼ ਅਖਬਾਰ ਪੜ੍ਹਦੀਆਂ ਹਨ ਅਤੇ ਇਨ੍ਹਾਂ ਵਿੱਚੋਂ ਬਹੁਤਾਤ ਉਨ੍ਹਾਂ ਔਰਤਾਂ ਦੀ ਹੈ ਜੋ ਸਾਰਾ ਅਖਬਾਰ ਪੜ੍ਹਦੀਆਂ ਹਨ। ਇਨ੍ਹਾਂ ਪੇਂਡੂ ਔਰਤਾਂ ਵਿੱਚੋਂ ਅੱਧੀਆਂ ਤੋਂ ਵੱਧ (51.67 ਪ੍ਰਤੀਸ਼ਤ) ਅਜਿਹੀਆਂ ਹਨ ਜਿਨ੍ਹਾਂ ਨੂੰ ਦੁਪਹਿਰ ਵੇਲੇ ਅਖਬਾਰ ਪੜ੍ਹਣਾ ਜ਼ਿਆਦਾ ਚੰਗਾ ਲਗਦਾ ਸੀ ਅਤੇ 4.67 ਪ੍ਰਤੀਸ਼ਤ ਔਰਤਾਂ ਨੂੰ ਬੈਡਰੂਮ ਵਿੱਚ ਅਖਬਾਰ ਪੜ੍ਹਣਾ ਵਧੇਰੇ ਪਸੰਦ ਸੀ। ਇਸ ਸਬੰਧ ਵਿੱਚ ਲਗਭਗ 56 ਪ੍ਰਤੀਸ਼ਤ ਪੇਂਡੂ ਔਰਤਾਂ ਨੇ ਦੱਸਿਆ ਕਿ ਘਰੇਲੂ ਕੰਮਕਾਜ ਨਿਪਟਾ ਕੇ ਆਰਾਮ ਨਾਲ ਅਖਬਾਰ ਪੜ੍ਹਨ ਚ ਵਧੇਰੇ ਅੰਨਦਦਾਇਕ ਕਾਰਜ ਹੈ। ਮਨਭਾਉਂਦੇ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਸਿਹਤ ਨੂੰ ਵਧੇਰੇ ਤਰਜੀਹ ਦਿੰਦੀਆਂ ਸੀ ਕਿਉਂਕਿ 30 ਪ੍ਰਤੀਸ਼ਤ ਪੇਂਡੂ ਔਰਤਾਂ ਨੇ 'ਸਿਹਤ' ਨੂੰ ਪਹਿਲਾ ਦਰਜਾ ਦਿੱਤਾ। ਜਦੋਂ ਕਿ ਉਨ੍ਹਾਂ ਦੇ ਹੋਰ ਮਨਭਾਉਂਦੇ ਵਿਸ਼ਿਆਂ ਵਿੱਚ ਧਰਮ, ਭੋਜਨ ਤਿਆਰ ਕਰਨ ਦੀਆਂ ਵਿਧੀਆਂ ਸਨਸਨੀ ਖੋਜ ਖਬਰਾਂ, ਰਜਨੀਤੀ, ਮਨੋਰੰਜਨ ਖਬਰਾਂ, ਸਿਨੇਮਾ ਦੀਆਂ ਖਬਰਾਂ ਅਤੇ ਖੇਤੀਬਾੜੀ ਦਾ ਸਥਾਨ ਆਉਂਦਾ ਹੈ। 'ਸਿਹਤ' ਦੇ ਵਿਸ਼ੇ ਨੂੰ ਪੜ੍ਹਨ ਦਾ ਉਨ੍ਹਾਂ ਦਾ ਮੁੱਖ ਮੰਤਵ ਪਰਿਵਾਰ ਵਿੱਚ ਸਿਹਤ ਸੰਬੰਧੀ ਜਾਗਰੂਕਤਾ ਪੈਦਾ ਕਰਨਾ ਸੀ। ਅੰਕੜਿਆਂ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ ਦਰਸਾਉਂਦਾ ਹੈ ਕਿ ਪੇਂਡੂ ਖੇਤਰ ਵਿੱਚ ਪੜ੍ਹਨ ਦਾ ਰੁਝਾਨ ਜ਼ਿਆਦਾਤਰ ਪੇਂਡੂ ਔਰਤਾਂ ਦੇ ਸਮਾਜਿਕ ਦਰਜੇ ਜਿਵੇਂ ਕਿ ਜਨਗਣਨਾ ਪ੍ਰੋਫਾਇਲ ਤੋਂ ਪ੍ਰਭਾਵਿਤ ਹੋਇਆ ਹੈ। ਜਾਤ-ਪਾਤ ਤੋਂ ਇਲਾਵਾ ਬਾਕੀ ਦੀਆਂ ਸਾਰੀਆਂ ਜਨਗਣਨਾ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਜਿਵੇਂ ਕਿ ਉਮਰ, ਸਿੱਖਿਆ, ਆਮਦਨ, ਪਰਿਵਾਰਿਕ ਸਥਿਤੀ ਆਦਿ ਦਾ ਪੇਂਡੂ ਯੋਗਤਾ ਵਲੋਂ ਪੜ੍ਹਨ ਦੇ ਰੁਝਾਨਾਂ ਤੇ ਮਹੱਤਵਪੂਰਨ ਪ੍ਰਭਾਵ ਹੈ।

**ਮੁੱਖ ਸ਼ਬਦ:** ਅਖਬਾਰ, ਪੇਂਡੂ ਔਰਤਾਂ, ਪੜ੍ਹਨ ਦਾ ਰੁਝਾਨ, ਮਨਪਸੰਦ ਵਿਸ਼ਾ, ਮਨਪਸੰਦ ਥਾਵਾਂ।

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## **CHAPTER-I**

### **INTRODUCTION**

Newspaper is a vital source of data and broadly circulated publication. It is issued on a news schedule and covers expansive parts of news incident that take place at the local, national and international level. It covers sports news, political news, film news, ad, health related news, essential information, climate news, stories etc. Newspaper makes the general population mindful about the most recent happenings in their neighbourhood and around the globe. Most of readers of all ages get themselves fully informed regarding update to the data on current issues and many interesting information. Newspapers being an important print media of mass correspondence, it give current examination, level headed discussion and feedback of socio-political, financial, health and a large group of different issues as data, instruction and excitement to the readers. In this manner, newspaper is most generally favoured print media for reading which is accessible on regular schedule in print and electronic forms.

All over the world, the immense individuals and the best identities has dependably been crazy for reading purpose i.e. reading books, Newspaper, magazines etc. are the enthusiasm for them. It has been seen that individuals have been reading since ages and, along these lines, expressions of learning have been gone through eras. Reading habits upgrades the self-awareness of individual specifically and social advance by and large. Organised way of reading in one's life resembles sharpen the intellect, refines the feelings, lifts tastes and gives points of view to the living; and in this way readies a man for a viable cooperation in the social, religious, social and political life. Reading adds the new sight to eyes and new intelligence to mind. Reading fires the creative ability of the individual. Normal and orderly reading enhances the capacity of brain to think new thoughts and solutions on the issues of increasing problems in our society. The person who reads well has a method for augmenting mental horizons and for multiplying opportunities of accomplishment. Reading is an important component influencing intellectual and passionate development.

The meaning of reading has experienced various changes over the timeframe. Prior to twenty-first century, the significance of reading was essentially to extract visual information from any given codes or frameworks. The way of reading turned out to be

more complex thereafter and included the comprehension of an entire content made out of written signs. Smith and Robinson (1980) characterized reading as "An active attempt on the part of reader to understand a writer's message". Devarajan (1989) characterized reading as the art of interpreting printed along with the written words. Irvin (1998) portrays the reading procedure as "The interaction of what is in the head with what is on the page within a particular context that causes students to comprehend what they read" Sangkaeo (2000) refers reading habits with regard to the conduct which communicates the resemblance reading of individual sorts of reading, and tastes of reading. As it was for this review, it refers to the frequency of reading and also the normal time spent on reading and the measure of reading materials being read. A decent measure of research work has been directed so far to comprehend the way of the reading habits for the people. As indicated by Toit (2001) Reading is a process of thoughts, recalling and relating concepts under the functioning of written words." Islam had additionally emphasized on reading. From these announcements, it can be inferred that reading refers to the capacity to recognize the sentences and comprehend the data inside. It is a psychological procedure of understanding a composed phonetic message and to look at and get a look on the importance of composed or printed characters, words or sentences. Reading is not just depending upon the content; it can either through understanding the circumstances that occurs around us. In this way, reading is the capacity to perceive, and look at words or sentences and comprehend the data inside.

India is essentially known as the rural nation and majority of the general population living in the rural regions and the majority of them support their work from agribusiness and unified activities. India positions second worldwide in farm yield. Farming and associated divisions like fisheries and forestry represented 15.18 percent of the GDP in 2014, around 50 percent of the total workforce. The offer of horticulture and associated exercises to the net GDP of India has been reliably declining over the timeframe. Yet, an expansive piece of the rural population is dependent on this segment and this part assumes a critical role in the overall socio-economic development of the people depending on farming activities. Women are effectively taking an interest and assumes an essential part in all farm related exercises from sowing up till marketing. They contribute a higher extent of work in horticultural segment than men. Be that as it may, they are not dynamic in basic

leadership. In this way, Women in rural India have a dynamic part and broad association in the agricultural and non-agricultural activities.

Women in the rural areas are playing a critical role in dealing with the home and in addition taking care of livestock and cultivating. They have broad work load with double duty regarding household and farm. The work of women is getting harder and additional tedious because of environmental degradation and changing agricultural advances and practices. In this way women have contributed in every field. They are in cutting edge, driving the nation, making turning points and source of motivation for some. In governmental issues, previous president PratibhaPatil, Lok Sabha speaker Meera Kumar, in socio-culture field, Arundhati Roy, LataMangeskar and numerous others in games, SaniaMirja, SainaNehwal are some of the names at the top. The commitment of Women can't be overlooked in the field of national development and financial advancement through corporate houses, JyotiNaik, President of Lijjatpapad, Kiran Mazumdar, Chairman and Managing Director of Biocon, Ranjana Kumar, Chairman of NABARD, Indira Nooyi, Chairperson and CEO of PepsiCo, are a portion of the pioneers in their individual fields.

Women experts in India have been confronting various issues. Women have broad workload with double obligation of professional and family unit and they adjust to family requests with those of their profession. Numerous women are occupied with economical profitable work and procure livelihoods through their income for most part of the year. The 2015 United Nations Gender Equality Index, which considered variables like labour force participation, health along with education positioned India at a discouraging 130<sup>th</sup> rank out of 182 nations, behind nations like Saudi Arabia, Iran and Iraq (HDI, 2015).

In spite of incredible contribution of Women in general improvement of family and country, the unjustifiable gender discrimination is more prevalent among rural women and they keep on facing the fundamental issues, for example, financial and political inequalities, social separation and so on, because of ignorance and lack of education. Growth of society relies on upon the capacities of the general population and these, thus, rely upon the instruction of all the people. Well proficient women are more able to adapt modern agrarian practices.

Education plays a critical part in improving women empowerment specifically and human improvement by and large. Instruction enhances the capacity of women to read and write which empowering them to comprehend the general public and increment the number of opportunities in the life. As per a gauge given by UNFPA (United Nations Population Fund), directly around 75 million youngsters, of which 41 million are young women; don't go to elementary school. As per a training global report, women and girls confront numerous obstacles that keep them away from education. Some of these issues are specified underneath:

- Gender based discrimination i.e. guys were more preferred than females for the training. A large portion of the young women were compelled to leave the schools after basic education.
- Early marriages and early pregnancy are the most predominant practices in the rural regions.
- A lots of violence and wrongdoing with girls are reported in and around the way to schools.
- To cut the expenditure in the form of school charges, guardians are well on the way to incline toward their young boys to go to school than girls.
- Lack of gender sensitive quality education particularly in the rural regions.

Gender discrimination is in this way occurring in each field in the nation. In this way, the issue of women strengthening is a significant issue which should be tended to at the policy making level. Women should be updated about knowledge with respect to new changes that are occurring in the general society keeping in view the end goal to adjust the social and technological changes. Accordingly, the reading of Newspaper is critical to each woman, especially in the case of rural women with a specific end goal to continue updating their knowledge and making them socially strong. The continuous reading, training and successful library facilities are a portion of the effective approaches to advance the reading habits among women. In any case, it is found that women in each age group read less Newspaper. Panigrahi (1998) revealed that local burden and the education of children keep working women away from consistent reading.

Reading is a critical angle related with literacy. To address the difficulties of the 21st century, women ought not just to know how to read and be literate but additionally be

practically educated. It is just through training of women that we can expect more joyful family life, better hygienic conditions and reduction in fertility rate, expanded production and financial success. Rural social orders, which depend intensely on women for their survival, are particularly resistant to educating the women. According to the current appraisals, the female education rate in India is still low in contrast with male population even after such a large number of years of independence.

In a period when innovation has contracted the world into a global village and when data has been conveyed to the fingertips of a little segment of society, it would be unfortunate if the masses were denied access to fundamental information because of the failure to read and write. It is accounted for by Loan (2011) that there is a need to connect the holes in reading society amongst urban and rural regions for building up an incredible reading country. Reading does enhance the psyche as well as hones the brains of the reader. Reading contributes not exclusively to a person's prosperity, self advancement and additionally sharpens the intellect of the readers of the entire country and the world. Gorden (1976) expressed that the hunger for reading and a more extensive scattering of books is an indication of advancement on the planet.

Reading habits refers to the conduct which communicates the likeness of reading of different sorts of reading and tastes of reading. It is an example with which an individual sorts out his or her reading. The reading habit has an effective and lasting impact on the advancement of one's self-awareness specifically along with social advancement. Consistent and orderly reading hones the intellect, refines the feelings, elevates tastes and gives point of view to one's living; and along these lines prepares one for a healthy intellectual growth having a tendency to join social gatherings through the spread of regular encounters. A decent reading habit is important for a solid scholarly development and assumes an exceptionally significant part in empowering a man to accomplish handy productivity. By reading books, one gets affirmation of dismissal of one's own thoughts, which makes one person to think good and bad in the society. Reading is hence, important for rural women to build up their identity and to discover answers for the issues that they experience in their everyday life. In India, rural women who are extensive in number, living in conditions of lack of education, poverty, ignorance and where the weights of substantial work keep them occupied. It is beneficial to know the reading habits for women in rural areas. In such

a manner, the present review was attempted to survey the reading habits of the rural women in Ludhiana district of Punjab state.

**Objectives of the study**

1. To identify the newspaper reading habits of rural women of Ludhiana district
2. To determine their reading preferences and explore reasons for the same

## **CHAPTER-II**

### **REVIEW OF LITERATURE**

The comprehensive review of literature is an essential part of any scientific investigation. With a view to obtain a clear and in-depth understanding of the problem under study and to select appropriate methodology and suitable analytical techniques with gaps in approaches, the relevant literature related to different aspect of the research problem was examined. A brief review of the literature consulted is presented in this chapter in chronological order as under:

Bector (2004) investigated the key reasons of impacts of media introduction on young women and teenage girls from indigenous little social orders which should be more vulnerable in this regard. Amid the time of quick social change, these young women and teenage girls because of the absence of traditional women did not plan to turn out effectively in this changing monetary and political condition. Additionally, in the social orders where self status is customarily uncovered instead of accomplished, the young women and teenage girls might be compelled to secure their social position by introducing themselves which drawn vigorously from imported media.

Malagar (2007) found out that the greater parts of respondents were intrigued to tune in and observe just entrainment programs. The provincial ladies assumed that the radio and TV projects were broadcasted in basic dialect which was extremely useful for the reception of advances and more enlightening.

Wolswinkel (2008) presumed that the youthful new readers were never again pulled in by the paid newspaper. On opposite, free newspapers drew in and accumulated numerous youthful readers. The print media i.e. newspaper has been confronting hard fulfilment from new media like web. The vital variable that clarified the newspaper reading conduct of readers were produced and the writer built up a theory to discover the criticalness distinction between paid newspaper readers and free newspaper readers. The information was gathered from 245 Dutch youthful grown-ups through an all around organized poll. The primary discoveries of the review uncovered that facilitative condition and conditions were imperative in newspaper reading time. It was likewise revealed that newspaper reading does not rely on the observation need of youthful readers. It was likewise revealed that youthful grown-ups were more

intrigued to read newspaper preferably than their genuine enthusiasm for the news subjects, when newspaper readings was made simple.

Oakbrook (2009) conducted an overview on newspaper reading habits for ladies and the results demonstrated that 33% of the ladies read newspaper on a news basis. Larger parts of the ladies, around 84 percent were still reading newspaper every day. Out of the 53 percent of the total ladies who referred to the web for reading news, just 12 percent were taken after this practice on regular routine. In any case, the rest of the 47 percent never utilized web for online reading of newspaper.

During 2009 the National Book Trust (NBT) directed a study to discover the degree of literate youth. Keeping in mind the end goal to wide scope a huge specimen size of 311431 educated youth were taken. Out of the aggregate educated youth, 102021 were taken from provincial ranges and 209410 were taken from urban zones, individually. The review secured 432 towns, 207 districts, 753 blocks and 199 towns. As indicated by latest data, the adolescent population of India has expanded by 2 percent i.e. from 390 million in the year 2001 to 459 million in the year 2009, while the extent of literate youth population developed at more speed i.e. 2.5 percent in the comparing time frame. The development was moderately speedier in urban territory (3.15 percent per annum) instead of rural region (2.11 percent per annum) amid this period. It is clear that the 77 percent of aggregate educated youth liked to stare at the TV when they were presented to TV. Be that as it may, out of the aggregate proficient youth presented to read newspaper, more than 53 percent were likely to read it.

Hiremath and Balasubramanya (2009) conducted a review to know if the TV watching habits for rural ladies in Belgaum, Dharwad, Gadog and Haveri districts of northern part of Karnataka state in India. To finish the goals of the review, the essential information were gathered through individual meeting strategy by growing much organized pre-trying calendars. The outcomes demonstrated the all examined country women watched E-TV, Chandana, Zee kannada and Udaya channels. Almost 50% of the aggregate women respondents spent under five hours to sit in front of the TV day by day. Under farm related region, the projects like domesticated animals and manure making was frequently viewed by the rural women, while in home making, the projects like sustenance and nourishment and health and sanitation were generally seen by the rural women on standard premise, respectively. On the premise of the

greatest general file, most favoured TV channel was entertainment channel, followed by home related news, farm related and rural improvement programs. All of the rural women detailed that they sat in front of the TV while doing their every day exercises e.g. they sat in front of the TV while taking dinners, cleaning grains and serving grains.

Bhavya and Nanjappa (2009) directed a review in the year 2008 in Nagamangala and Pandavapura taluks of Mandya area. The review was for the most part referred to the endeavours of the readers to gain significant agrarian data. The outcomes uncovered that Prajavani was the most read newspaper as majority of the readers subscribed this newspaper for reading farming news. Vijaya Karnataka was the second best newspaper for reading horticultural news. Around 70 percent of the aggregate farmers used to read newspaper day by day. Around 51 percent of them read horticultural newspaper every day and spent around 20 to 40 minutes for reading. Chi-test was connected to see the relationship between reading habits for the agriculturists with various socio-mental variables and the outcomes demonstrated that the reading habits for the farmers were essentially changed with social investment and augmentation cooperation of the agriculturists.

Safi and Loan (2010) analyzed the reading habits for students crosswise over sexual orientations in Kashmir. The review drew out that the male students have inspirational attitude of reading with female students. The dominance of reading of male students with females was because of actuality that the female students took part in open air amusements and wanted to invest more energy in inside diversions in Kashmir. On opposite, the male students invested more energy in open air diversions. Thus, the male students will probably deal with their time in the day by day routine and figure out how the extra time for reading and getting information than that of female students. The present review inferred that guardians and instructors have been assuming an essential part in creating reading habits among students. Independent of sexual orientation, the special time of the vast majority of the understudy was morning time, particular place was home and special subject was English. It is apparent that the most loved subject of male students was religion, governmental issues and writing, while, religion, science and innovation and writing were the most loved point of reading for female students.

Amankwah (2010) highlights the different elements that influenced the reading habits for readers. The noteworthiness of newspaper from the reader's perspective was examined in this review. It was watched that the respectability of readers towards specific newspaper differed fundamentally with the level of readership of the selected newspaper and their noteworthiness was tested with correlation coefficient between these two factors. The outcomes demonstrated that every one of the respondents considered that newspaper were exceptionally educational and dependable wellspring of data and greater part of them have simple access of newspaper either through provisions at home, colleges, schools, work put, open libraries, companions or purchased the newspaper. It was likewise reflected from the outcomes that the force of purchasing newspaper was the most highest among respondents who thought of it as more dependable, while it was low among respondents who thought of it as less solid. Alongside statistic profile of the tested respondents, elegantly composed stories, news features and newspaper survey projects were the most critical components or elements of the newspaper which improved the newspaper reading habits among examined respondents.

Hasan and Arpita (2011) completed a review to evaluate the reading habits for homemakers. It was accounted that a dominant part of the homemakers were customary readers of newspaper. Obtaining data and entertainment were the most imperative motivation behind reading newspaper for women respondents. Among print media, magazine and newspapers, newspapers was generally favoured by the homemakers and said that these were exceptionally educational and fascinating to read.

Advance (2011) surveyed the reading habits for rural and urban college students and investigated the explanations behind reading newspaper among students. As reported by the examined students, 'read for education' developed as the most vital reason of reading newspaper. This reason was accounted for by 43.49 percent of the aggregate students. Other vital reasons like 'read for information' and 'read for recreation' was accounted for by around 40 and 11 percent of the aggregate students. Across different regions, the outcomes uncovered that rural students (47.50 %) will probably read for education when contrasted with urban students (38.92 %). In any case, the urban students read more than rural students as for gathering information and amusement reason. In general, the students were liked to read for educational reason instead of all

other reasons. This was for the most part because of weight from their folks and instructor to read more for educational reason. The review prescribed that means ought to be imitated to advance reading for data and amusement reason for advancing reading habits among the students. Against their counterparts from the rural area, the reading society was more created among urban students. Thus, there is a need to fill this hole by virtue of creating awesome culture of reading in the country. The objective must be accomplished through various means; in any case, the Education for all and Information for all are the two principle pillars of the reading society that need more attention.

Dharukar et al (2011) examined the reading habits for agriculturists. The review was led in ten towns of Akola area of Maharashtra state. On the premise of the reaction of the inspected agriculturists, all farmers were classified into low, medium and high levels of reading habits for the farmers by utilizing cube root technique. The outcomes demonstrated that the vast majority of the respondent agriculturists were having medium level of reading habits by virtue of reading magazines, newspaper and other print media. Among print media, magazines for gaining rural data were the most favoured by the respondent agriculturists in the review zone. The tested agriculturists jumped at the chance to read at home and spent thirty minutes for reading. The examined agriculturists additionally revealed that they connected helpful data they read from the literature in their farms for getting more returns.

Hassan et al (2011) expressed that creating farming by spreading the correct data to the correct gatherings has turned out to be a viable technique. The privilege agricultural data has been spread to the farmers through a number of accessible mass media in Malaysia. The famer group who managed their business from agribusiness has awesome significance of right rural data. This review was configuration particularly to realize that whether the provincial group particularly living close to Pahang and Muar Rivers have gotten adequate agricultural data from broad communications or not. The review depended on the essential information and gathered through very much composed timetable and date were gathered from 900 respondents. The information was arranged by utilizing code language to measure the reaction of the respondents. Descriptive statistics was utilized to investigate the gathered information. It is demonstrated from the investigation that the real wellspring of farming data for respondents was TV, daily paper, companions and town pioneers.

There was noteworthy distinction in getting farming data from broad communications and individual sources among rural groups in the chosen districts. It was suggested the handouts containing the rundown of all the agricultural projects to be communicated on TV, Radio and web to be arranged and disseminated by the village leader among the rural agriculturists.

Negi and Dhoundiyal (2012) revealed that reading has been rising as a learning economy and go about as an indispensable behavioural figure an information based society. The review was intended to get to the reading habits for rural ladies and in view of an example of 100 women that was taken from Sarkar Ki Aali town of Hawalbagh block, district Almora utilizing incidental arbitrary procedure. The review uncovered that in the period of electronic media, the reading habits for country women still made due in the rural areas. Notwithstanding, on the grounds that unreasonable workloads, they got less time for reading. Most of the women have felt that there is a need of neighbourhood library completely furnished with satisfactory and updated reading materials.

Singh and Arva (2012) brought up that newspapers have been an important source of information since years back. In any case, the tastes of readers have been remarkably changed because of expansion of TV News Channels. The development of new media extended the skylines and zones of news and data. This review was engaged to recognize the habits and inclinations of Newspaper readers. The outcomes uncovered that Hindi and Punjabi daily paper was the most favoured daily paper for reading among readers. Gender based comparison demonstrated that there was no significant distinction in language inclinations among male and female. The outcomes demonstrated that adolescents who wanted to read English newspaper, older had more chance to read Punjabi newspaper. The impact of training on reading habits demonstrated that Hindi newspaper was favoured by the Under Graduates and Graduates while a large portion of the Post Graduates like to read more than one language newspaper. In light of the wage of the respondent, it is demonstrated that there was no noteworthy impact of pay on reading habits for respondents. Important source of data, routine exercise and source of excitement were three most vital components that were observed to be in charge of reading newspaper among urban readers in the Punjab. The review inferred that newspaper was as yet the second best decision of reading news after TV. The urban respondents announced that regardless

they want to read newspaper with their bed tea. Some were utilized to read newspaper while eating food and some more aged respondents can't carry on a day without looking newspaper in a day. When contrasted with TV, web and radio, the newspaper seems to be an exhausting source of amusement yet the newspaper distributors have been striving to depict fascinating substance into their segments to increment and draw in more readership.

Palani (2012) investigated the diverse strategies and examined the different advantages in enhancing the reading habits. Giving reading habits among people might be considered as a basic and imperative stride for making the educated society in this world. Reading habits formed the identity of an individual and helped them to grow new thoughts and created thinking power and made them ready to concentrate the general public in positive ways. Because of the impact of broad communications, TV, web etc., the general population by and by could indicate much enthusiasm for perusing. This is the rising issue in the general public and keeping in view the significance of perusing, there is pressing need to upgrade perusing propensities among individuals. Parent educator collaboration and their motivational support to the kids, investigates pastimes and premiums, utilization of lexicon to enhance vocabulary, reading of newspaper, perusing of books were some of recommendation exhorted by the examined respondents for enhancing perusing propensities among people in the general public.

Ruchi et al (2013) watched that the perusing conduct of the general population shifted from each other and furthermore detailed that perusing writing was considered as an imperative piece of the self review. Keeping in mind the end goal to assess the significance of perusing propensities among agriculturists, the present was directed in two towns of Hisar region of Haryana state. A specimen of 140 ranchers including 110 animals and 30 poultry agriculturists were chosen for the review. The information were by embracing individual meeting method. The reference year of the review was 2010-11. The review was fundamentally investigated the different components that influencing the perusing conduct of ranchers. The outcomes demonstrated that around 69 for each penny of the aggregate ranchers were having low level of motivational elements, while 70 for every penny of them had medium level of special components. As for frustrating components, third-fourth of the aggregate respondent agriculturists had low, while the staying one-fourth was having medium level in this regard. It is

obvious from the investigation that majority of the agriculturists around 96 for every penny were persuaded without anyone else's input, around 63 for every penny were refreshed their insight through most recent data as for creature cultivation. Almost 65 for every penny of the agriculturists revealed that impracticable messages were the most imperative thwarting variables in charge of affecting perusing practices. The previous investigation reasoned that agriculturists were not fulfilled from motivational and limited time components, in this way suggestive measures, for example, increment in the augmentation faculty contact with ranchers, arrangement of more number of agriculturist's affiliations, propelling mindfulness crusade may enhance these elements which will eventually upgrade the perusing conduct of agriculturists.

Prabhakarraj and jayammal (2014) compared the generous behaviour of readers towards New Thanthi and The Hindu (Tamil) newspaper. It is pertinent to assess the reader's behaviour in competitive market and suggest suitable policy measure to increase the satisfaction level of customers. The study was carried out with the main objective to evaluate the level of reader's behaviour towards the newspaper. The study was based on primary as well as secondary data. For primary data, a well structured questionnaire was prepared and data were collated by personal interview method from sampled readers. The main findings of the study revealed that the behaviour of 58 per cent of the total readers towards NewsThanthi the Tamil version of Hindu newspaper was good and they were found very much satisfied. the results of t-test denoted that there was no significance difference between the Hindu and *newsthanthi* with respect to other news aspects and there is significant difference between the mean scores of the Hindu news headings and Thanthi news headings.

Ruchi and Singh (2014) studied the newspaper reading behaviours of farmers' engaged in animal husbandry occupation. The results depicted that about 48 per cent of the farmers read DanikBhaskar and nearly 36 per cent of the farmers preferred danikJagran for reading. About 65 per cent of the respondent farmers have been reading and subscribing newspaper from last 4 years. Majority of the farmers read newspaper partially and most of the sampled farmers (74 %) preferred to read animal health related news. Around 89 per cent farmer respondents share information with others. Overall analysis showed that majority of the farmers read newspaper in the morning on news basis without any delay and used to read newspaper in sitting posture, respectively. The correlation analysis clearly shows that there was positive

and significant correlation between reading behaviour of farmers and mass media exposure, education, income, place of reading, herd size and education level of the respondent farmers.

Bulbul *et al* (2014) investigated the reading habits of media follow-up in three provinces of Turkey. In order to accomplish the objectives of the study, the cross-sectional data were collected from medical students, teachers and parents of primary schools. The sample size of the study constituted 750 respondents. In the sample, about 29 per cent were the students, 14 per cent were house-wives and about 8 per cent were lecturers. Among all the respondents, mostly i.e. 25.60 per cent were spent their time by watching TV, 10 per cent by playing video/internet games, 16.7 per cent by watching cinema/theatre and merely 7.9 per cent spent their time by reading books, respectively. It is noted here that about 11 per cent read no books, while 41.7 per cent of the sampled respondents read up five books per year. The main reasons for not reading books were lack of time and economical condition and the respective reasons were reported by 66.5 and 10.8 per cent of the total respondents, respectively. Among good economic status, about 61 per cent of the respondents read up to six books in a year, however this intensity of book reading was reported by 22 per cent of the respondents having poor economic status. The difference of reading up to six books between good and poor economic conditions was statistically significant. Among the sample, it was observed that 32.4 per cent of the respondents were reading books and about 31 per cent of them bought newspaper every day. The rate of purchasing newspaper everyday was higher in higher qualified students. Of the total sample, 95 per cent were having TV at home and majority of the respondents reported that they watched news programmes in TV. The study covered the different section of the society and also explored the readings habits of the student under different socio-economic conditions of the respondents.

Shamsodani and Shojaee (2015) explored the various factors that affecting the lifestyle of rural women in Mamasani region, Iran. An overall life style index of rural women was developed by taking into consideration the news activities of the rural women. These activities were listening music, reading books, news home activities, watching movies, food habits, etc. It was considered that the life style index of rural women was greatly influenced by the various socio-economic characteristics and media development. The research method was descriptive, based on cluster-sampling

method, and the study population included all women from 15 to 65 years old who are living in Fahimiyan village in Fars province. Among them, 390 subjects were selected based on Cochran formula. The results showed that the most important factors that affect women's lifestyle are age, gender norms and beliefs.

Leo *et al*, (2015) examined the newspaper reading habits of youths in Anambra State, Nigeria. The main findings of the study brought out that the intensity of reading newspaper among youths in Anambra State was very high. The most preferred newspaper for reading was 'The Sun', 'The Guardian', 'Complete Sports' and 'The Vanguard'. The study was also revealed that sports, political and economic news were the major stories for youth to read in the newspaper. The youth liked to access newspaper at newspaper stands for reading without paying, browsing newspapers with their cell phones, borrowing from friends and neighbours and by visiting the public library. The paper concluded that most youths in Anambra State did not buy newspapers they read and recommended massive empowerment of youths by the government through provision of employment and other poverty alleviation strategies to enable them buy newspapers.

The literature cited above was mostly focused on the importance of reading newspapers, indulgent behaviours of readers towards reading of newspapers in local language, preferences of news for readers i.e. changing reader's choice of getting news and information sources (TV, internets etc), reading habits of youth, students etc. The literature cited above also highlighted importance of reading behaviour of farmers in dairy farming, livestock and the factors affecting reading behaviour of farmers regarding animal husbandry news etc. There were very limited studies which cover newspaper reading of women in general and rural women in particular. Therefore, the present study was designed to generate recent estimates on the newspapers reading habits of rural women along with their reading preferences and explore reasons for the same.

## CHAPTER-III

### RESEARCH METHODOLOGY

This chapter deals with the research methodology adopted for the study. It deals with selection of sample for the study, collection of data and analytical framework for achieving the objectives of the study. Methodological framework of the study is discussed below:

#### 3.1 Locale of the study and sampling design

The present study was purposively conducted in Ludhiana district of Punjab state. The reference year of the study was 2015-16. Multistage random sampling technique was used to draw a representative sample of the study. At the first stage, out of the total 13 blocks in Ludhiana district, six blocks namely Ludhiana-I, Sidhwan bet, Machhiwara, Samrala, Doraha and Sudhar blocks were randomly selected from this district. At the second stage, two villages were selected randomly from each selected blocks. Finally, at the third stage, a sample of 120 rural women, 20 from each block (10 from each of the selected villages) was randomly selected for the study.

#### 3.2 Collection of data

The study was based on the primary data. In order to accomplish the objectives of the study, the primary data were collected by adopting the personal interview method. The data from the selected rural women were collected through well designed, pre-tested schedules. Since the study was designed to examine the newspaper reading habits of the rural women, therefore, the survey schedule contained all relevant information to accomplish the objectives of the study. The survey schedules included all the important aspects of rural women in terms of newspaper reading habits like demographic profile of the rural women, pattern of reading newspapers, preferential time and place of reading newspaper, favorite topic and the reasons thereof, etc. The information thus collected from 120 rural women was compiled by using following specific codes:

#### Demographic profile of sampled rural women

Particulars	Code
<b>Age</b>	
20 $\geq$ and <30 yrs	1
30 $\geq$ and <40 yrs	2
40 $\geq$ and <50 yrs	3
50 $\geq$ and <60 yrs	4
More than 60 yrs	5
<b>Marital status</b>	
Unmarried	1
Married	2
Divorced	3
Widow	4

<b>Occupation</b>	
Service	1
Home maker	2
Business	3
Farm workers	4
Any other (specify)	5
<b>Family Type</b>	
Nuclear	1
Joint	2
<b>Status in family</b>	
1 <sup>st</sup> generation (grandparents)	1
2 <sup>nd</sup> generation (wife)	2
<b>Residential area</b>	
In a village	1
Outskirt of village	2
<b>Education qualification</b>	
Illiterate	1
Primary	2
Matric	3
Secondary	4
Graduate or more	5
<b>Caste</b>	
SC	1
BC	2
General	3
Any other (specify)	4
<b>Family income (in Rupees)</b>	
<20,000	1
20,000 $\geq$ to <40,000	2
40,000 $\geq$ to <60,000	3
$\geq$ 60,000	4

**Various issues of newspaper reading habits of rural women**

<b>Particular</b>	<b>Code</b>
<b>Have you subscribed for daily newspaper?</b>	
Yes	1
No	2
<b>How many newspapers come daily in your home?</b>	
One	1
Two	2
Three	3
Four or more	4
<b>How do you manage newspaper for reading?</b>	

By self purchasing	1
Through neighbour	2
Through Friends and relatives	3
Other source (specify)	4
I do not read newspaper	5
<b>Which language of newspaper you prefer to read?</b>	
Punjabi	1
Hindi	2
English	3
<b>Name the newspaper you prefer to read?</b>	
Ajit	1
Punjabi Tribune	2
Chardi Kalan	3
Jagbani	4
Rozana Spokeman	5
The Tribune	6
Hindustan Time	7
The Time of India	8
Indian Express	9
Dainik Bhaskar	10
Punjab Kesari	11
Any other (specify)	12
<b>What does reading news mean to you?</b>	
Source of entertainment	1
Source of information	2
Source of leisure time/time pass	3
Basic need	4
Any other (specify)	5
<b>Number of years of reading newspaper</b>	
< 2 years	1
2 ≥ and < 4 years	2
4 ≥ and < 6 years	3
≥ 6 years	4
<b>Frequency of reading newspaper</b>	
Daily	1
Once in two days	2
Once in three days	3
Once in four days	4
Once in a week	5
<b>Pattern of reading newspaper</b>	
Just have general look	1
Read only headlines	2
Read only specific topic	3
Read thoroughly	4

**Do you have a fixed time for reading newspaper? If yes then what is your preferred time?**

Morning	1
Afternoon	2
Evening	3
Night	4

**Which is your favourite place to read newspaper?**

Bedroom	1
Living room	2
Others	3

**On an average, how many hours do you read newspaper during the day?**

< 1 hours	1
1 ≥ and < 2 hours	2
2 ≥ and < 3 hours	3
3 ≥ and < 4 hours	4
≥ 4 hours	5

**In what situation are you more likely to read newspaper?**

During travelling	1
On holiday	2
When you are free at home	3
After completing household work	4
When children in the school	5
Others (specify)	6

**If yes, then why?**

Because that was my free time	1
Because, I am alone at home	2
Others (specify)	3

**How does the eldest female member in the family react to your time given to reading newspapers?**

I am the eldest one	1
I don't know	2
She doesn't mind	3

**How do you mostly spend your leisure time?**

Reading newspapers	1
Reading magazines	2
Reading books	3
Watching TV	4
Gossip	5
Sleeping	6
Any other	7

**If agriculture, then why?**

Because agriculture is our main occupation	1
To get information and acquire knowledge about this topic	2
To get aware about prices of different agricultural commodities	3
Any other	4

<b>If you read women related topics, then why?</b>	
To know about women in the other part of the state, country and world	1
To get information and acquire knowledge about this topic	2
It builds confidence and gives encouragement	3
It informs about the kind of crime against women and potential safety measures	4
Any other	5
<b>If you read sensational news, then why?</b>	
They are spicy	1
Because it is very entertaining	2
Any other	3
<b>If you read Cinema news, then why?</b>	
Because it is very entertaining and lets us know about our favourite film star	1
To pass time	2
Any other	3
<b>If food recipes, then why?</b>	
Friends/relatives suggested it	1
It helps to prepare different foods	2
Because it helps to prepare more nutritious food	3
Any other	4
<b>If advertisement, then why?</b>	
This help us to compare same goods of different companies in terms of price and quality	1
Informative	2
Any other	3
<b>If children and health care news, then why?</b>	
To get more information about children health and sanitation	1
It helps me to provide more healthy environment for children	2
Any other	3
<b>If entertainment news, then why?</b>	
It is very interesting to read	1
Time pass	2
Any other	3
<b>If sports news, then why?</b>	
I love sports	1
Because it is very entertaining	2
Any other	3
<b>If politics news, then why?</b>	
Because it highlights the political activities	1
Lets me know about government policies	2
It enables me to choose right leader for us	3
Any other	4
<b>If religious news, then why?</b>	

Religious news gives mental peace	1
Any other	2
<b>If health news, then why?</b>	
Friends/relatives suggested it	1
To improve health consciousness	2
Any other	3
<b>If science news, then why?</b>	
To get information	1
Friends/relatives suggested it	2
To get wide knowledge about this topic	3
Any other	4
<b>What is the overall purpose of reading newspaper?</b>	
To get the information	1
To broaden the horizon of the general knowledge	2
For educational purpose	3
For searching new jobs	4
For entertainment	5
To know the sports news As usual task of the day	6
To pass the time	7
To improve the status in the society	8
To improve health consciousness	9
To keep abreast with the present happenings of all over the world	10
Others	11
<b>What is most preferable source of information about world?</b>	
Word of mouth	1
TV	2
Newspaper	3
Friends and relatives	4
Any other (specify)	5
<b>Whom do you discuss your favourite topic with?</b>	
No one	1
Family members	2
Friends/relatives	3
others	4
<b>Why do you discuss?</b>	
We have common interest about the topic	1
To share the knowledge about the topic	2
Discuss about the positive and negative points of the topic	3
Any other	4
<b>Do you trust newspapers for their news coverage?</b>	
Yes	1
No	2
<b>What is the direction of change taking place in news coverage of newspaper?</b>	

Positive	1
Negative	2
Unchanged	3
<b>Who is responsible for this change?</b>	
Newspaper readers	1
Social change	2
Media itself	3
Competition in the market	4
Any other	5
<b>Why newspaper plays an important role in our life?</b>	
Different types of topic widen our vision	1
Easily available	2
Serves different purposes i.e. information, entertainment, education, awareness etc.	3
Because newspapers cover our true issues, especially women	4
Any other	5

### 3.3 Analysis of data

The collected data were subject to statistical analysis for meaningful presentation of the results. The data were analyzed by using simple statistical tools like frequencies, percentages etc. On account of testing significance, following advanced statistical technique was also used:

#### 3.3.1 One sample Z-test

One sample Z-test was used to compare to rank scores assigned by the sampled respondents with respect to favourite topics and the form of the model is given below:

$$Z - Test = \frac{\bar{X} - \mu}{\sigma \sqrt{n}}$$

Where

$\bar{X}$  = Sample mean

$\mu$  = Population mean

$\sigma$  = Standard deviation

n = no of respondents

#### Step 1 Hypotheses

**Null Hypotheses (H<sub>0</sub>) :** The rank scores assigned by rural women with respect to favourite topics are equal

**Alternative Hypotheses (H<sub>1</sub>):** The rank scores assigned by rural women with respect to favourite topics are unequal

- Step 2**            Set the significance level ( $P < 0.01$ )
- Step 3**            Reject the null hypothesis if Z score is less than 2.58

**3.3.2 Chi-Square Test**

The reading habits of the rural women was mainly depicted by three most important parameters i.e. number of years of reading newspaper, frequency of reading newspaper and pattern of reading newspaper. On the basis of these three parameters, an overall score of reading habits was obtained by summing up the scores (codes) with respect to these three parameters, respectively. It was observed that readings habits of the rural women varied considerably with demographic profile of the rural women. In this regard, chi-square test was applied to see the association of various demographic parameters with reading habits of rural women. Mathematically, it is written as under:

$$\chi^2 = \sum \frac{(O - E)^2}{O}$$

Where,

- $\chi^2$  = Chi-Square Value
- O = Observed Frequency
- E = Expected Frequency assigned as equal frequency to all the numbers by dividing the total sum of frequency to each number
- $\Sigma$  = Summation

**Step 1 Hypotheses**

**Null Hypotheses ( $H_0$ ):** The test scores with respect to various demographic parameters of rural women and reading habits are equal

**Alternative Hypotheses ( $H_1$ ):** The test scores with respect to various demographic parameters of rural women and reading habits are unequal

- Step 2**            Set the significance level ( $P < 0.05$ )
- Step 3**            Reject the null hypothesis if P value  $< 0.05$
- Step 4**            Interpretation of the results based on the value of significance. If P-value is less than 0.05, it means there is a significant difference between the demographic profile and reading habits and vice-versa.

SPSS (Statistical Package for Social Sciences) was used to run independent t-test.

## CHAPTER-IV

### RESULTS AND DISCUSSION

The chapter focuses on the results obtained after analyzing the data collected on various aspects of newspaper reading habits of rural women. The results in this chapter are discussed under the following heads:

- 4.1 Demographic profile of the rural women
- 4.2 Status and pattern of newspaper reading habits among rural women
- 4.3 Reading preferences and major reasons thereof
- 4.4 Statistical analysis

#### 4.1 Demographic profile of the rural women

Demographic profile is an important component that depicts the status of rural women in the society. The distribution of the sampled women according to their age, occupation, marital status, educational qualification, family income has been discussed in this section. The results pertaining to the demographic profile of the sampled women are discussed as under:

##### 4.1.1 Age

Age-group distribution of sampled respondents is presented in Table 4.1.1. The results revealed that majority of the rural women i.e. 31.70 per cent belonged to the age group of 20-30 years, followed by the age group of 31-40 years (23.30 %). About 21 and 16 per cent of the sampled rural women belonged to 41-50 and 51-60 years, while remaining about 8 per cent belonged to relatively old age group i.e. > 60 years, respectively.

**Table 4.1.1: Distribution of sampled respondents according to age**

(n=120)

Age group (years)	Frequency	Percent
20 – 30	38	31.7
31 – 40	28	23.3
41 – 50	25	20.8
50 – 60	19	15.8
> 60	10	8.3

##### 4.1.2 Marital status

Table 4.1.2 reveals that out of total 120 sampled rural women about 76 per cent of the total sampled women were married, while the remaining 18.3 and 5.8 per cent of the women were unmarried and divorced, respectively.

**Table 4.1.2: Distribution of sampled respondents according to marital status****(n=120)**

Marital status	Frequency	Percent
Unmarried	22	18.3
Married	91	75.8
Divorced	7	5.8

**4.1.3 Occupation**

Table 4.1.3 shows that most of the women in the sample were home makers (98), which accounted for 81.70 per cent of the total sample, while the rest 18.3 per cent were students.

**Table 4.1.3: Distribution of sampled respondents on the basis of occupation****(n=120)**

Occupation	Frequency	Percent
Home maker	98	81.7
Others (student etc)	22	18.3

**4.1.4 Type of family**

Type of the family of sampled rural women is depicted in Table 4.1.4. The living status of the rural women revealed that majority of the women was living in nuclear family (75.8%). Only 24.2 per cent of the rural women belonged to joint family.

**Table 4.1.4: Distribution of sampled respondents according to type of family****(n=120)**

Type of Family	Frequency	Percent
Nuclear	91	75.8
Joint	29	24.2

**4.1.5 Living status**

It is evident from Table 4.1.5 that majority of sampled rural women i.e. 62.50 occupied 2<sup>nd</sup> generation status in the family. Nearly 28 per cent were having 1<sup>st</sup> generation status i.e. grandparents and rest about 18 per cent were the unmarried girls.

**Table 4.1.5: Distribution of sampled respondents according to status in the family****(n=120)**

Particulars	Frequency	Percent
1 <sup>st</sup> generation (grandparents)	33	27.5
2 <sup>nd</sup> generation (wife)	87	62.5
others (unmarried girls)	22	18.3

#### 4.1.6 Residential area

A perusal of Table 4.1.6 shows that very few, about 13 per cent of the total sampled households, were situated on the outskirts of the village, while all the other about 87 per cent of the rural women, were living in the houses situated within the village.

**Table 4.1.6: Distribution of sampled respondents according to residential area**

(n=120)

Residential area	Frequency	Percent
In the village	104	86.7
Outskirt of the village	16	13.3

#### 4.1.7 Educational qualification

The pattern of reading habits of newspaper is usually greatly influenced by the education level of the rural women. In this regard, educational qualification of most of the rural women (40%) was up to matric level as indicated by the results presented in Table 4.1.7. However, there were 12.5, 15.8 and 31.7 per cent of the rural who attained education up to primary, secondary and graduate level, respectively.

**Table 4.1.7: Distribution of sampled respondents on the basis of educational qualification**

(n=120)

Educational qualification	Frequency	Percent
Primary	15	12.5
Matric	48	40.0
Secondary	19	15.8
Graduate or more	38	31.7

#### 4.1.8 Caste

It is evident from Table 4.1.8 that nearly 93 per cent of the rural women belonged to general caste category. The proportion of rural women belonging to scheduled caste and backward class came out to be 3.3 and 4.2 per cent, respectively.

**Table 4.1.8: Distribution of sampled respondents on the basis of caste**

(n=120)

Caste	Frequency	Percent
Scheduled caste	4	3.3
Backward class	5	4.2
General	111	92.5

#### 4.1.9 Annual family income

Table 4.1.9 indicates that the family annual income of majority of respondents i.e. 65.8 per cent of the total rural women were more than Rs 60000. The annual family income of one-fourth of the sampled women ranged between Rs 40000-60000. Merely 9 per cent of the total women were having family income up to Rs 40000 per annum.

**Table 4.1.9: Distribution of sampled respondents on the basis of annual family income (n=120)**

Annual family income (Rs)	Frequency	Percent
< 40000	11	9.2
40000-60000	30	25
> 60000	79	65.8

#### 4.2 Status and pattern of newspaper reading habits among rural women

The various issues of newspaper reading habits of rural women like language preferences of newspaper, preferences of newspaper for reading, nature of accessibility of newspaper, time duration of reading newspaper, means of reading newspaper, frequency of reading newspaper, preferential time and place of reading newspaper, pattern of reading newspaper etc. have been discussed in this section. The results have been explained as under:

##### 4.2.1 Nature of accessibility of newspaper

It is evident from Table 4.2.1 that 80.83 per cent of the total rural women have access to newspaper through daily subscription. Out of the total sampled rural women around 11 per cent of them managed pursuing newspaper by self purchasing. Each 1.67 per cent of the rural women arranged newspaper either through neighbour or through relative and friends. Despite having reading habits of the majority, five per cent i.e. six rural women in the sample reported that they did not read newspaper due to non-availability of newspaper.

**Table 4.2.1: Distribution of sampled rural women according to nature of accessibility of newspaper for reading**

Ways of Managing newspaper for reading	Frequency	percent
Through daily subscription	97	80.83
By self purchasing	13	10.83
Through neighbour	2	1.67
Through Friends and relatives	2	1.67
I do not read newspaper	6	5.00
Total	120	100.00

#### 4.2.2 Language preferences for reading newspaper

Table 4.2.2 reveals that Punjabi language was most preferred language by the sampled women. In this context, 90 per cent of the total women reported that they are comfortable reading newspaper in Punjabi language. However, only about 7 per cent and 3 per cent of women preferred Hindi and English language for reading newspaper, respectively.

**Table 4.2.2: Distribution of sampled respondents on the basis of language preferences for reading newspaper**

Language	Frequency	Percent
Punjabi	108	90.00
Hindi	8	6.70
English	4	3.30
Total	120	100.00

#### 4.2.3 Preferences of newspaper for reading

Among Punjabi newspapers, Ajit and Jagbani were widely preferred by the rural women for reading. It is apparent from Table 4.2.3 that Ajit and Jagbnai newspapers were preferred by 46.67 and 38.33 per cent of the total sampled rural women, while other newspapers like Punjab Kesri, Times of India and Rozana Spokesman were preferred merely by 6.67, 3.33 and 0.83 per cent of the total sampled rural women, respectively.

**Table 4.2.3: Distribution of sampled respondents according to newspaper preferences of for reading**

Name of the newspaper	Frequency	Percent
Ajit	56	46.67
Jagbani	46	38.33
Punjabi Tribune	5	4.17
Punjab Kesari	8	6.67
The Time of India	4	3.33
Rozana Spokeman	1	0.83
Total	120	100.00

#### 4.2.4 Implied meaning of reading newspaper

Reading habits among rural women are supposed to be developed due to certain impressions or interests. It is observed from Table 4.2.4 reading newspaper for 56.70 per cent of rural women implied the source of information. The next important implied meaning of reading newspaper is 'source of leisure time pass' as reported by about 28 per cent of the rural

women. Others read newspaper as ‘source of entertainment’ and ‘basic need’ as was reported by only 11.70 and 3.30 per cent of the sampled women, respectively.

**Table 4.2.4: Implied meaning of reading newspaper for the readers’ women**

Means of reading newspaper	Frequency	Percent
Source of information	68	56.70
Source of leisure time/time pass	34	28.30
Source of entertainment	14	11.70
Basic need	4	3.30
Total	120	100.00

#### 4.2.5 Time duration of reading newspaper

Table 4.2.5 reveals that a majority of the sampled rural women i.e. about 67 per cent of total women have been reading newspaper since six years back. Nearly 11 and 10 per cent of the total rural women have the habit of reading newspaper since 2-4 and 4-6 years back, respectively. However, the proportion of women who started reading newspaper recently i.e. from 2 years back was only 7.50 per cent, respectively. The results concluded that most of the rural women have developed habit of reading newspaper since as long as six years back.

**Table 4.2.5: Time duration of reading newspaper**

Number of years	Frequency	Percent
< 2 years	9	7.50
2 ≥ and < 4 years	13	10.83
4 ≥ and < 6 years	12	10.00
≥ 6 years	80	66.67
No response	6	5.00
Total	120	100.00

#### 4.2.6 Frequency of reading newspaper

It is evident from Table 4.2.6 that out of total 120 rural women, 93 i.e. about 77.50 per cent reported that they used to read newspaper daily. As perceived by the sampled rural women, the frequency of reading newspaper ‘once in two days’ and ‘once in a week’ came out 14.17 and 3.33 per cent, respectively.

**Table 4.2.6: Frequency of reading newspaper**

Frequency	Frequency	Percent
Daily	93	77.50
Once in two days	17	14.17
Once in a week	4	3.33

No response	6	5.00
Total	120	100.00

#### 4.2.7 Pattern of reading newspaper

The other concern of reading habits is the pattern of reading newspaper and the results in this regard are presented in Table 4.2.7. The results show that 28.33 per cent of the rural women reported that they read newspaper thoroughly. The other pattern of reading newspaper likes 'Read only headlines', 'just have a look' and 'Read only specific topic' was reported by 26.67, 24.17 and 15.83 per cent of the total rural women. Thus, it is depicted from the results that 'Read thoroughly' was the most preferred pattern of reading newspaper among sampled rural women.

**Table 4.2.7: Pattern of reading newspaper**

Pattern	Frequency	Percent
Read thoroughly	34	28.33
Read only headlines	32	26.67
Just have general look	29	24.17
Read only specific topic	19	15.83
No response	6	5.00
Total	120	100.00

#### 4.2.8 Preferential time of reading newspaper

It is general observation that every reader having habit of reading newspaper need some special place and time for readings. The perusal of Table 4.2.8 indicated that more than half i.e. 51.67 per cent of the total rural women reported 'Afternoon' as the best time of reading newspaper, while 'Evening', 'Morning' and 'Night' was the preferential time of reading newspaper for 31.67, 8.33 and 3.33 per cent of the total rural women, respectively.

**Table 4.2.8: Preferential time of reading newspaper**

Preferred time	Frequency	Percent
Morning	10	8.33
Afternoon	62	51.67
Evening	38	31.67
Night	4	3.33
No response	6	5.00
Total	120	100.00

#### 4.2.9 Favourite place for reading newspaper

As indicated by the results presented in Table 4.2.9, the favourite place of reading newspaper for 41.67 per cent of the total rural women was bedroom. Nearly 33 per cent of the rural women reported 'Living room' as favourite place for reading newspaper, while 20.83 per cent reported to prefer some other place in the house for reading newspaper.

**Table 4.2.9: Favourite place for reading newspaper**

Place of reading	Frequency	Percent
Bedroom	50	41.67
Living room	39	32.50
Others	25	20.83
No response	6	5.00
Total	120	100.00

#### 4.2.10 Reading of topic as suggested by family members, relatives and friends

It is evident from Table 4.2.10 that majority of the rural women (66.67%) have shown interest in reading topics as suggested by their family members, relatives and friends. However, about 28 per cent of them reported that they were unable to read topic as desired by the family members, relatives and friends.

**Table 4.2.10: Reading of topic as suggested by family members, relatives and friends of the sampled respondents**

Particular	Frequency	Percent
Yes	80	66.67
No	34	28.33
No response	6	5.00
Total	120	100.00

#### 4.2.11 Reading of newspaper for family member

Despite having keen interest in reading newspaper, some family members were observed to be unable to read newspaper due to one or another reasons. In this regard, an attempt has been made to assess this type of situation among sampled rural women and the results are presented in Table 4.2.11. Out of the total 120 sampled rural women only 30.83 per cent of the women were fond of reading newspaper for another family member.

**Table 4.2.11: Reading of newspaper for family member**

Particular	Frequency	Percent
Yes	37	30.83
No	77	64.17

No response	6	5.00
Total	120	100.00

#### 4.2.12 Reading of any topic more than once

Sometimes it can happen that rural women may read topic of their keen interest more than once. Table 4.2.12 indicates that only 11.67 per cent of the total rural women reported that they used to read a particular topic more than once.

**Table 4.2.12: Reading of any topic more than once**

Particular	Frequency	Percent
Yes	14	11.67
No	100	83.33
No response	6	5.00
Total	120	100.00

#### 4.2.13 Time spent for reading newspaper

It is evident from Table 4.2.13 that most of the rural women (73.33%) spent about less than one hour daily for reading newspaper, while 21.67 per cent spent between 1-2 hours daily for reading newspaper.

**Table 4.2.13: Time spend for reading newspaper during the day**

Time spent	Frequency	Percent
< 1 hours	88	73.33
1 ≥ and < 2 hours	26	21.67
No response	6	5.00
Total	120	100.00

#### 4.2.14 Most preferred situation for reading newspaper

Most preferred situation for the sampled rural women was after completing household work as observed from Table 4.2.14. This situation of reading newspaper was reported by 55.83 per cent of the rural women, respectively. However, 32.50 per cent of the total rural women reported that they would like to read newspaper when they were free at home. The other situations like 'on holiday' and 'when children in the school' was preferred by 5.00 and 1.67 per cent of the total rural women for reading newspaper, respectively.

**Table: 4.2.14: Most preferred situation for reading newspaper**

Situation	Frequency	Percent
After completing household work	67	55.83
When you are free at home	39	32.50

On holiday	6	5.00
When children in the school	2	1.67
No response	6	5.00
Total	120	100.00

#### 4.2.15 Reasons for preferring particular situation for reading newspaper

In connection to the above, it is important to study the reason for preferring particular situation for reading newspaper. The results given in Table 4.2.15 revealed that the reason 'because that was my free time' emerged as the most important reason of preferring particular situation for reading newspaper. This reason was reported by 87.50 per cent of the total sampled rural women. The other reason 'because I am alone at home' in this respect was reported by only 7.50 per cent of the total rural women.

**Table 4.2.15: Reasons for preferring particular situation for reading newspaper**

Reason	Frequency	Percent
Because that was my free time	105	87.50
Because, I am alone at home	9	7.50
No response	6	5.00
Total	120	100.00

#### 4.2.16 Reading environment in the family

Favourable reading environment in the family may act as a catalyst to promote reading habits among rural women. Taking into consideration the various parameters that explain the reading environment, an attempt has been made to assess the reading environment of the family in this section. The results obtained in this regard are presented in Table 4.2.16.1 to Table 4.2.16.3.

All women in general and rural women in particular have to look after the entire household activities. Women are more concerned about taking care of all the needs of children and elder members in the family. Despite performing all the daily activities, all the women need to be encouraged for promoting reading habits by family members in terms of extending favourable reading environment for them. Table 4.2.16.1 represents the reaction of elder family member against time given by sampled rural women for reading newspaper. It is evident that 40 per cent of the total rural women reported that 'She doesn't mind', while 15.83 per cent responded that 'I am the elder one' i.e. they were free to read newspaper. Interestingly, about 7 per cent of the rural women reported that their elder' ones encouraged them to read newspaper more often.

One of the most important findings of the study emerged in Table 4.2.16.2 that about 15.83 of the rural women reported that their family members insisted them for reading newspaper. On the contrary, it is indicated in the Table 4.2.16.3 that merely 0.83 per cent of the total women reported that their elder ones do not allow them to read newspaper, respectively. From the ongoing discussion, it is clearly indicated that majority of the sampled rural women acquired favorable reading environment in the family.

**Table 4.2.16.1: Reaction of elder family member against time given by sampled rural women for reading newspaper**

Particular	Frequency	Percent
She doesn't mind	48	40.00
I am the eldest one	19	15.83
I don't know	8	6.67
She wants me to read for more time	8	6.67
No response	37	30.83
Total	120	100.00

**Table 4.2.16.2: Distribution of the sampled respondents on the basis family member who insist for reading of newspaper**

Particular	Frequency	Percent
Yes	19	15.83
No	101	84.17
Total	120	100.00

**Table 4.2.16.3: Distribution of the sampled respondents on the basis of the family member who does not allow to read newspaper**

Particular	Frequency	Percent
Yes	1	0.83
No	119	99.17
Total	120	100.00

#### **4.2.17 Time spent during leisure time**

It is general observation that an individual spends his or her leisure time in performing the activities of their interests. Therefore, busyness or activities performed during leisure time basically depicts the habits of an individual. It is evident from Table 4.2.17 that majority of the sampled rural women (45.83%) preferred to watch TV during leisure time, while 15 per cent and 10.00 per cent of them utilized their leisure time either by sleeping or

gossiping. It is noted here that about 13 and 6 per cent of the total rural women spent their leisure time in reading newspaper and books, respectively.

**Table: 4.2.17: Time spent during leisure time**

Particular	Frequency	Percent
Watching TV	55	45.83
Sleeping	18	15.00
Reading newspapers	16	13.33
Reading books	7	5.83
Gossip	12	10.00
Any other	12	10.00
Total	120	100.00

### 4.3 Reading preferences and major reasons thereof

This section of the chapter discusses the reading preferences of the rural women and the major reasons thereof. The results are given as under:

#### 4.3.1 Reading preferences of rural women

Newspaper is an important print media that covers wide aspects of the societies that help to generate awareness among its readers. It retains many useful topics that update the knowledge of the readers which, in practice, could be helpful in our daily life. A variety of material is being published daily in the newspaper and covers wide range of topics, like health, religious, food recipes, women related topics, entrainment news, sensational news, agricultural topics, etc. It was observed that reading preferences of the readers varied considerably over the different topics. Their choices for reading topics were different and also varied from reader to reader. The information with regard to favorite topic was gathered from the sampled rural women and the degree of their responses was assessed on the basis of the rank assigned by them towards that particular topic. For example rank 1 is given to the most favourite topic, 2 is given to the second most and so on. Taking into account the frequency of these ranks, mean score was calculated with respect to different topics. Lowest is the value of mean score, highly preferred is the topic. The results pertaining to the reading preferences of the rural women are presented in Table 4.3.1. 'Health topic' emerged as the most favourite topic as 30 per cent of the total rural women assigned rank 1 in this respect. The mean score obtained in this regard was also the lowest (2.90). Other favourite topics were religious, food recipes, sensational news, politics, entrainment news, cinema news and agriculture as 10.83%, 16.67%, 15.83%, 3.33%, 13.33%, 7.50% and 2.50% of the rural women assigned rank 1 in favour of these topics, respectively. On the basis of the value of mean score, the pattern of favourite topic in ascending order came out as health (2.90), religious (2.99), food recipes

(3.13), women related topic (3.48), sensational news (3.51), politics (3.53), entertainment news (3.55), cinema news (3.71), agriculture (3.75), children health topic (3.83), sports (3.95) and advertisement (3.98). Hence, sampled rural women ranked health topic as the most favourite and advertisement as the least preferred topic, respectively.

One sample z-test analysis clearly indicated that the rank assigned by the rural women with respect to health, religious, food recipes, cinema news, agriculture, children health care topic, sports and advertisement significantly differ across the sampled rural women.

**Table 4.3.1: Rating the following favourite topic according to their preferences**

(n=120)

Topic	Rank				Mean score	Z-score
	1	2	3	4		
Health	36 (30.00)	3 (2.50)	18 (15.00)	63 (52.50)	2.90	-4.962**
Religious	13 (10.83)	38 (31.67)	6 (5.00)	63 (52.50)	2.99	-4.911**
Food recipes	20 (16.67)	18 (15.00)	8 (6.67)	74 (61.67)	3.13	-3.362**
Women related topic	0 (0.00)	21 (17.50)	21 (17.50)	78 (65.00)	3.48	-0.352
Sensational news	19 (15.83)	0 (0.00)	2 (1.67)	99 (82.50)	3.51	0.083
Politics	4 (3.33)	13 (10.83)	18 (15.00)	85 (70.83)	3.53	0.446
Entertainment news only	16 (13.33)	3 (2.50)	0 (0.00)	101 (84.17)	3.55	0.521
Cinema news	9 (7.50)	4 (3.33)	0 (0.00)	107 (89.17)	3.71	2.672*
Agriculture	3 (2.50)	9 (7.50)	3 (2.50)	105 (87.50)	3.75	3.906**
Children health care topic	0 (0.00)	8 (6.67)	5 (4.17)	107 (89.17)	3.83	6.728**
Sports	0 (0.00)	3 (2.50)	0 (0.00)	117 (97.50)	3.95	15.721**
Advertisement	0 (0.00)	0 (0.00)	3 (2.50)	117 (97.50)	3.98	33.189**

**Figures in the brackets indicate the percent to the total number of respondents**

In connection to above, it is very important to examine the various reasons for preferring particular topic. In this regard, the sampled women were asked about the particular reason for preferring particular topic and information, thereby obtained, is presented in Table 4.3.2 to Table 4.3.13.

**4.3.2 Reasons of reading health related topic**

The emergence of new bacteria and virus in the environment has increased the chances of illness among human beings. The updated knowledge in this regard can play an important role for curing these illnesses. Increasing trend of health consciousness among women was the major reason of reading health topic in the newspaper. Table 4.3.2 shows that about 48 per cent of the total sampled rural women reported ‘To improve health consciousness’ was the main reason of reading health topic.

**Table 4.3.2: Reasons of reading health related topic**

Reason	Frequency	Percent
To improve health consciousness	57	47.50
No response	63	52.50
Total	120	100.00

**4.3.3 Reasons of reading religious news**

Table 4.3.3 indicates that the reason ‘Religious news gives mental peace’ was the main reason of reading religious news as this reason was reported by 34.17 per cent of the total rural women, while ten per cent of the women preferred to read religious news but were unable to specify the reason. However, remaining 55.83 per cent of the rural women did not give any response in this respect.

**Table 4.3.3: Reasons of reading religious news**

Reason	Frequency	Percent
Religious news gives mental peace	41	34.17
Any other	12	10.00
No response	67	55.83
Total	120	100.00

**4.3.4 Reasons of reading food recipes related topic**

Food recipes were the one of the main attractions for women. The increasing trend of diet consciousness, the interest about new food recipes has been increasing among women day by day. In this context, the reasons of preferring food recipes related topic in the

newspaper was asked from the rural women and the results in this regard is presented in Table 4.3.4. The most important reason of reading food recipes related topic was ‘It helps to prepare different foods’ and this reason was reported by 31.67 per cent of the rural women. Other reasons for preferring food recipes related topic like ‘Because it helps to prepare more nutritious food’ and ‘Friends/relatives suggested it’ was reported by 6.67 and 1.67 per cent of the total rural women, respectively. Majority of the rural women i.e. 60 per cent of the total sampled rural women gave no response in this regard.

**Table 4.3.4: Reasons of reading food recipes related topic**

Reason	Frequency	Percent
It helps to prepare different foods	38	31.67
Because it helps to prepare more nutritious food	8	6.67
Friends/relatives suggested it	2	1.67
No response	72	60.00
Total	120	100.00

#### 4.3.5 Reasons of reading women related topic

It is well known fact that our society is male dominated society and the women are being socially discriminated over men in many fields. Despite all this discrimination, women have made remarkable achievements in many fields. Thus reading habits among women have made them aware about various women related issues in the society. Table 4.3.5 shows that 24.17 per cent of the total rural women reported ‘it builds confidence and gives encouragement’ as the most important reason of reading women related news in the newspaper. Nearly 8 and 6 per cent of the total rural women reported ‘It informs about the kind of crime against women and potential safety measures’ and ‘To know about women in the other part of the state, country and world’ as the other reasons of reading women related topics.

**Table 4.3.5: Reasons of reading women related topic**

Reason	Frequency	Percent
It builds confidence and gives encouragement	29	24.17
It informs about the kind of crime against women and potential safety measures	9	7.50
To know about women in the other part of the state, country and world	7	5.83
No response	75	62.50
Total	120	100.00

#### 4.3.6 Reasons of reading sensational news

Sensational news is very interesting to read. It is evident from Table 4.3.6 that 10.83 per cent of the total rural women read sensational news because these news are very spicy and interesting. Other 6.67 per cent of the sampled rural women reported the reason 'because it is very entertaining'. About 83 per cent of the total rural women were unable to respond.

**Table 4.3.6: Reasons of reading sensational news**

Reason	Frequency	Percent
They are spicy	13	10.83
Because it is very entertaining	8	6.67
No response	99	82.50
Total	120	100.00

#### 4.3.7 Reasons of reading politics news

Politics remains an important issue of discussion in the rural society of the Punjab state. A perusal of Table 4.3.7 indicated that 'Lets me know about government policies' was the main reason of reading politics news by about 13 per cent of the total rural women. The other reasons of reading politics as a favourite topic were 'Because it highlights the political activities' and 'It enables me to choose right leader for us' and each 8.33 per cent of the rural women reported above said reason of reading politics news, respectively.

**Table 4.3.7: Reasons of reading politics news**

Reason	Frequency	Percent
Lets me know about government policies	16	13.33
Because it highlights the political activities	10	8.33
It enables me to choose right leader for us	10	8.33
No response	84	70.00
Total	120	100.00

#### 4.3.8 Reasons of reading entertainment news

Reason of reading entertainment news by the sampled rural women is presented in Table 4.3.8. 'It is very interesting to read' was reported as the most important reason of reading entertainment news and it was reported by 11.67 per cent of the total rural women. 'Time pass' was another reason of reading entertainment news for about 4 per cent of the total rural women. While all other sampled rural women were unable to respond in this respect.

**Table 4.3.8: Reasons of reading entertainment news**

Reason	Frequency	Percent
It is very interesting to read	14	11.67
Time pass	5	4.17
No response	101	84.17
Total	120	100.00

**4.3.9 Reasons of reading cinema news**

Table 4.3.9 revealed that that they preferred to read cinema news because it is very entertaining. About 11 per cent of the sampled rural women reported ‘because it is very entertaining and lets us know about our favourite film star’ as most important reason for reading cinema news. ‘To pass time’ was another reason of reading cinema news which was reported by 4.17 per cent of the sampled rural women.

**Table 4.3.9: Reasons of reading cinema news**

Reason	Frequency	Percent
Because it is very entertaining and lets us know about our favourite film star	13	10.83
To pass time	5	4.17
No response	102	85.00
Total	120	100.00

**4.3.10 Reasons of reading agriculture related topic**

Agriculture is the main occupation and a large portion of the population has been sustaining their livelihood from this occupation in the rural areas of the Punjab state. Some Readers were interested to read agricultural news to update the knowledge about the new agricultural technologies on account of enhancing farm income. It is evident from the Table 4.3.10 that about 10 per cent of the rural women used to read agricultural news due to agriculture as their main occupation. Other reasons of reading agricultural news was ‘To get information and acquire knowledge about this topic’ and ‘To be aware about prices of different agricultural commodities’ and these reasons were reported by 2.50 and 1.67 per cent of the total rural women, respectively.

**Table 4.3.10: Reasons of reading agriculture related topic**

Particular	Frequency	Percent
Because agriculture is our main occupation	12	10.00
To get information and acquire knowledge about this topic	3	2.50
To get aware about prices of different agricultural commodities	2	1.67
No response	103	85.83
Total	120	100.00

**4.3.11 Reasons of reading children health care news**

Children's health remains an important issue and the foremost priority of all women. It is observed from Table 4.3.11 that 10.83 per cent of the rural women reported 'It helps me to provide healthier environment for children' as the most important reason for reading child care topic in the newspaper. Only 1.67 per cent of the sampled rural women reported 'To get more information about children health and sanitation' as another reason of reading child care topic in the newspaper.

**Table 4.3.11: Reasons of reading children health care news**

Reason	Frequency	Percent
It helps me to provide more healthy environment for children	13	10.83
To get more information about children health and sanitation	2	1.67
No response	105	87.50
Total	120	100.00

**4.3.12 Reasons of reading sports news**

It is evident from Table 4.3.12 that the two most important reasons 'I love sports' and 'because it is very entertaining' were reported by sampled rural women for reading sports news. Each 2.50 per cent of the sampled rural women reported above said reasons of preferring sports topic, respectively.

**Table 4.3.12: Reasons of reading sports news**

Reason	Frequency	Percent
I love sports	3	2.50
Because it is very entertaining	3	2.50
No response	94	78.33
Total	100	83.33

#### 4.3.13 Reasons of reading advertisement

This was the least preferred topic as reported by the sampled rural women. It is evident from Table 4.3.13 that two most important reasons ‘This help us to compare same goods of different companies in terms of price and quality’ and ‘Informative’ were reported by sampled rural women for reading advertisement news. Each 2.50 per cent of the sampled rural women reported above said reasons of preferring advertisement news, respectively.

**Table 4.3.13: Reasons of reading advertisement**

Reason	Frequency	Percent
This help us to compare same goods of different companies in terms of price and quality	3	2.50
Informative	3	2.50
No response	114	95.00
Total	120	100.00

The above analysis was focused one identifying various reasons for reading favourite topics by the rural women. From overall point of view, it is important to assess the various aspects of the newspaper which, directly and indirectly, affect the reading habits of the rural women. Therefore, this section was created to examine the overall interest or purpose of reading newspaper, preferential source of information about the world, major reasons of discussing favourite topic with others, level of trust on newspaper, direction of changes taking place in news coverage in the newspaper and the importance of newspaper in our life. The results have been discussed under the following heads:

#### 4.3.14 Purpose of reading newspaper

Table 4.3.14 indicates that the purpose of more than half i.e. 53.33 per cent of the sampled rural women was to get the information with regard to various issues of the society. The other purposes of reading newspaper like ‘To keep abreast with the present happenings of all over the world’, ‘To broaden the horizon of the general knowledge’ and ‘To pass the time’ were reported by 20.00, 18.33 and 8.33 per cent, respectively. Thus, the most important purpose of reading newspaper for sampled rural women was to get information and update their knowledge with respect to various issues of the society.

**Table 4.3.14: Purpose of reading newspaper**

Particulars	Frequency	Percent
To get the information	64	53.33
To keep abreast with the present happenings all over the world	24	20.00
To broaden the horizon of the general knowledge	22	18.33
To pass the time	10	8.33
Total	120	100.00

#### 4.3.15 Most preferred source of information about world

As revealed by the Table 4.3.15, among print media, newspaper was the most preferred source of information about the world. This was confirmed by about half of the sampled rural women. Television was the second most important source preferred by 46.67 per cent of the rural women for getting information about the world. Nearly 4 per cent of the rural women gave preference to some other sources for getting information about world. In a nutshell, newspaper was reported to be the most important source of getting information about the world.

**Table 4.3.15: Most preferred source of information about world**

Source	Frequency	Percent
Newspaper	60	50.00
TV	56	46.67
Any other (specify)	4	3.33
Total	120	100.00

#### 4.3.16 Discussion of favourite topic with others

As per the results presented in Table 4.3.16, 80 per cent of the rural women were found to be discussing their favourite topics with family members, while 12.50 per cent of them preferred to discuss the favourite topic with their friends and relatives, respectively. There were 9 sampled rural women (7.50%) who do not feel the need to discuss it with anyone.

**Table 4.3.16: Distribution of the respondents on the basis of the discussion of favourite topic with others**

Particulars	Frequency	Percent
Family members	96	80.00
Friends/relatives	15	12.50
No one	9	7.50
Total	120	100.00

#### 4.3.16 Reasons of discussing favourite topic with other

It is evident from Table 4.3.16 that most important reason of discussing favourite topic with others was 'To discuss about the positive and negative points of the topic' and this reason was reported by about 49 per cent of the total rural women. The next important reasons of discussing favourite topic with others like 'To share the knowledge about the topic' and

‘We have common interest about the topic’ was reported by 37.50 and 5.83 per cent of the total rural women, respectively.

**Table 4.3.16: Reasons of discussing favourite topic with other**

Particulars	Frequency	Percent
To discuss about the positive and negative points of the topic	59	49.17
To share the knowledge about the topic	45	37.50
We have common interest about the topic	7	5.83
Any other	3	2.50
No response	6	5.00
Total	120	100.00

#### 4.3.17 Level of trust in newspaper

Majority of the rural women i.e. 60 per cent of the sampled rural women were found to be trusting the newspaper as indicated from Table 4.3.17. Only 35.8 per cent of the rural women did not trust the newspaper, while 4.20 per cent did not respond in this regard.

**Table 4.3.17: Distribution of the respondents on the basis of the level of trust in newspaper**

Particular	Frequency	Percent
Yes	72	60.0
No	43	35.8
No response	5	4.2
Total	120	100

#### 4.3.18 Direction of changes taking place in news coverage in the newspaper

A mixed response was reported with respect to direction of change taking place in news coverage of the newspapers. Positive response in this regard was reported by 48.3 per cent of the total rural women, while 47.50 per cent of the rural women reported negative response in this respect. However, about 4 per cent of total rural women reported that the direction of changes taking place in news coverage was remains unchanged.

**Table 4.3.18: Direction of changes taking place in news coverage in the newspaper**

Particulars	Frequency	Percent
Positive	58	48.3
Negative	57	47.5
Unchanged	5	4.2
Total	120	100

#### 4.3.19 Factors responsible for the changes taking place in news coverage in the newspaper

The results presented in Table 4.3.19 clearly indicated that over time social changes taking place in the society were the most important factor that are responsible for the changes taking place in news coverage of the newspapers. This was reported by about 45 per cent of the rural women. Competitive market, media itself and choices of newspaper readers were other most important factors that are responsible for the changes taking place in news coverage. The above said factors responsible for changes occurring in news coverage were reported by 24.17, 11.67 and 3.33 per cent of the total rural women, respectively.

**Table 4.3.19: Factors responsible for the changes taking place in news coverage in the newspaper**

Particulars	Frequency	Percent
Social change	54	45.00
Competition in the market	29	24.17
Media itself	14	11.67
Newspaper readers	4	3.33
No response	19	15.83

#### 4.3.20 Role of newspaper in our life

The role of newspaper in our daily life is observed to be highly significant in terms of updating one's knowledge on account of various aspects of the society. It is evident from Table 4.3.20 that role of newspapers in terms of serving different purposes like information, entertainment, education, awareness etc. was highly recognised by 72.50 per cent of the total rural women. The role of newspaper in our daily life in terms of 'Different types of topic widen our vision', 'easy accessibility of newspaper' and 'Because newspapers cover our true issues, especially women' was recognised by 9.17, 8.33 and 5.00 per cent of the total sampled rural women.

**Table 4.3.20: Role of newspaper in our life**

Particulars	Frequency	Percent
Serves different purposes i.e. information, entertainment, education, awareness etc.	87	72.50
Different types of topic widen our vision	11	9.17
Easily available	10	8.33
Because newspapers cover our true issues, especially women	6	5.00
No response	6	5.00
Total	120	100.00

#### 4.4 Statistical analysis

This section assessed the association between reading habits of rural women and various demographic parameters of the rural women. In this regard, the significance of association between various demographic parameters like age, marital status, occupation, type of family, status in the family, residential area etc. and reading habits of rural women were checked by using chi-square test. This section is discussed under the following heads:

##### 4.4.1 Chi Square test (Reading habits of rural women vis-a-vis age)

The following hypotheses were developed:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with age.

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with age.

**Table 4.4.1: Association of reading habits of rural women and age-results of chi-statistics**

<b>Reading habit of rural women * Age Cross tabulation</b>											
Age (years)		Reading habits of women									Total
		0	3	4	5	6	7	8	9	12	
20 - 30	Observed	0	6	0	6	5	11	3	7	0	38
	Expected	1.9	1.9	1.6	1.9	6.0	9.5	3.8	10.1	1.3	38.0
31 - 40	Observed	0	0	2	0	2	9	0	15	0	28
	Expected	1.4	1.4	1.2	1.4	4.4	7.0	2.8	7.5	.9	28.0
41-50	Observed	6	0	0	0	7	2	0	10	0	25
	Expected	1.2	1.2	1.0	1.2	4.0	6.2	2.5	6.7	.8	25.0
51 - 60	Observed	0	0	3	0	3	2	7	0	4	19
	Expected	1.0	1.0	.8	1.0	3.0	4.8	1.9	5.1	.6	19.0
> 60	Observed	0	0	0	0	2	6	2	0	0	10
	Expected	.5	.5	.4	.5	1.6	2.5	1.0	2.7	.3	10.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.320E2 <sup>a</sup>	32	.000
Likelihood Ratio	128.885	32	.000
Linear-by-Linear Association	.853	1	.356
N of Valid Cases	120		

The observed and expected frequency of reading habits of rural women with respect to age of the sampled rural women is given in Table 4.4.1. The results show that the calculated value of chi-square (132.0) was very high than that of table value (50.90), therefore

the null hypothesis stands rejected. This revealed that the reading habits of rural women vary significantly with the age of the rural women.

#### 4.4.2 Chi Square test (Reading habits of rural women vis-a-vis marital status)

The hypothesis was stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with marital status.

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with marital status.

**Table 4.4.2: Association of reading habits of rural women with marital status -results of chi-statistics**

<b>Reading habit of rural women * Marital Status Cross tabulation</b>											
Marital Status		Reading habits of rural women									Total
		0	3	4	5	6	7	8	9	12	
Unmarried	Observed	0	6	0	0	3	7	3	3	0	22
	Expected	1.1	1.1	.9	1.1	3.5	5.5	2.2	5.9	.7	22.0
Married	Observed	6	0	2	6	16	21	7	29	4	91
	Expected	4.6	4.6	3.8	4.6	14.4	22.8	9.1	24.3	3.0	91.0
Divorced	Observed	0	0	3	0	0	2	2	0	0	7
	Expected	.4	.4	.3	.4	1.1	1.8	.7	1.9	.2	7.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.049 <sup>a</sup>	16	.000
Likelihood Ratio	52.339	16	.000
Linear-by-Linear Association	.029	1	.865
N of Valid Cases	120		

a. 21 cells (77.8%) have expected count less than 5. The minimum expected count is .23.

The observed and expected frequency of reading habits of rural women corresponding to the marital status of the sampled rural women is presented in Table 4.4.2. The results show that the calculated value of chi-square (68.049) was very high than that of table value (32.00), therefore the null hypothesis stands rejected. This revealed that reading habits of rural women vary significantly with marital status of the rural women.

#### 4.4.3 Chi Square test (Reading habits of rural women vis-à-vis occupation)

Null and alternative hypothesis in this regard stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with occupation

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with occupation.

**Table 4.4.3: Association of reading habits of rural women with occupation -results of chi-statistics**

<b>Reading habit * occupation Cross tabulation</b>											
Occupation		Reading habit of rural women									Total
		0	3	4	5	6	7	8	9	12	
Home maker	Observed	6	0	5	6	16	23	9	29	4	98
	Expected	4.9	4.9	4.1	4.9	15.5	24.5	9.8	26.1	3.3	98.0
Others	Observed	0	6	0	0	3	7	3	3	0	22
	Expected	1.1	1.1	.9	1.1	3.5	5.5	2.2	5.9	.7	22.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.096 <sup>a</sup>	8	.000
Likelihood Ratio	31.760	8	.000
Linear-by-Linear Association	2.100	1	.147
N of Valid Cases	120		
a. 12 cells (66.7%) have expected count less than 5. The minimum expected count is .73.			

Table 4.4.3 presents the observed and expected frequency of reading habits of rural women by taking into account the occupation of the sampled rural women. The significance level of the chi-square value was tested at one percent level of probability. The calculated chi-square value in this regard came out 34.096 which were very high as compared to table value (20.10) and, therefore, the alternative hypothesis was accepted which further revealed that the reading habits of rural women vary significantly with the occupation of the sampled rural women.

#### **4.4.4 Chi Square test (Reading habits of rural women vis-a-vis type of family)**

The null and alternative hypothesis in this regard is stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with type of family.

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with type of family.

**Table 4.4.4: Association of reading habits of rural women with type of family -results of chi-statistics**

<b>Reading habit * Type of family Cross tabulation</b>											
Type of family		Reading habits of rural women									Total
		0	3	4	5	6	7	8	9	12	
Nuclear	Observed	6	0	5	0	17	30	10	19	4	91
	Expected	4.6	4.6	3.8	4.6	14.4	22.8	9.1	24.3	3.0	91.0
Joint	Observed	0	6	0	6	2	0	2	13	0	29
	Expected	1.4	1.4	1.2	1.4	4.6	7.2	2.9	7.7	1.0	29.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.023 <sup>a</sup>	8	.000
Likelihood Ratio	65.888	8	.000
Linear-by-Linear Association	.284	1	.594
N of Valid Cases	120		

a. 12 cells (66.7%) have expected count less than 5. The minimum expected count is .97.

Table 4.4.4 depicted the observed and expected frequencies of reading habits of rural women with respect to type of family. The significance level of the chi-square value was tested at one percent level of probability. Since calculated chi-square value (59.023) came to be very high as compared to table value (20.10) and, therefore, the alternative hypothesis was accepted which further revealed that the reading habits of rural women vary significantly with the type of the family.

#### **4.4.5 Chi Square test (Reading habits of rural women vis-a-vis status of family)**

It is important to develop null and alternative hypotheses in order to check significance of the research problem. The null and alternative hypothesis in this regard is stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women does not vary with status of the family.

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with status of the family.

**Table 4.4.5: Association of reading habits of rural women with status of family -results of chi-statistics**

<b>Reading habit * Status of family Cross tabulation</b>											
Status of family		Reading habit of rural women									Total
		0	3	4	5	6	7	8	9	12	
1 <sup>st</sup> generation (grandparents)	Observed	0	0	3	0	5	12	9	0	4	33
	Expected	1.6	1.6	1.4	1.6	5.2	8.2	3.3	8.8	1.1	33.0
2 <sup>nd</sup> generation (wife)	Observed	6	0	2	6	11	11	0	29	0	65
	Expected	3.2	3.2	2.7	3.2	10.3	16.2	6.5	17.3	2.2	65.0
others (unmarried girls)	Observed	0	6	0	0	3	7	3	3	0	22
	Expected	1.1	1.1	.9	1.1	3.5	5.5	2.2	5.9	.7	22.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.074 <sup>a</sup>	16	.000
Likelihood Ratio	98.527	16	.000
Linear-by-Linear Association	3.658	1	.056
N of Valid Cases	120		

a. 18 cells (66.7%) have expected count less than 5. The minimum expected count is .73.

A perusal of Table 4.4.5 represents the pattern of observed and expected frequencies of reading habits of rural women with respect to status of the family. The significance level of the chi-square value was tested at one percent level of probability. Since calculated chi-square value (89.074) came to be very high as compared to table value (32.00) and, therefore, the alternative hypothesis was accepted which further revealed that the reading habits of rural women vary significantly with the living status of the family.

#### **4.4.6 Chi Square test (Reading habits of rural women vis-a-vis residential area)**

The null and alternative hypothesis in this regard is stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with residential area  
**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with residential area

**Table 4.4.6: Association of reading habits of women with residential area -results of chi-statistics**

Reading habit * Residential area Cross tabulation											
Residential area		Reading habits of rural women									Total
		0	3	4	5	6	7	8	9	12	
In the village	Observed	6	6	5	6	16	19	12	30	4	104
	Expected	5.2	5.2	4.3	5.2	16.5	26.0	10.4	27.7	3.5	104.0
Outskirt of the village	Observed	0	0	0	0	3	11	0	2	0	16
	Expected	.8	.8	.7	.8	2.5	4.0	1.6	4.3	.45	16.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.203 <sup>a</sup>	8	.006
Likelihood Ratio	26.850	8	.0043
Linear-by-Linear Association	.091	1	.763
N of Valid Cases	120		

a. 20 cells (74.1%) have expected count less than 5. The minimum expected count is .13.

Table 4.4.6 represents the pattern of observed and expected frequencies of reading habits of rural women with respect to residential area of the sampled rural women. The significance level of the chi-square value was tested at one percent level of probability. Since, calculated chi-square value (25.203) came to be high as compared to table value (20.10) and, therefore, the null hypothesis stands rejected and alternative hypothesis was accepted which further revealed that the reading habits of rural women vary significantly with the residential area of the rural women.

#### **4.4.7 Chi Square test (Reading habits of rural women vis-à-vis educational qualification)**

The null and alternative hypothesis in this regard is stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with educational qualification

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with educational qualification

**Table 4.4.7: Association of reading habits of rural women with educational qualification -results of chi-statistics**

<b>Reading habit *Educational qualification Cross tabulation</b>											
Educational qualification		Reading habit of rural women									Total
		0	3	4	5	6	7	8	9	12	
Primary	Observed	0	0	0	0	5	8	2	0	0	15
	Expected	0.8	0.8	0.6	0.8	2.4	3.8	1.5	4	0.5	15
Matric	Observed	6	0	0	6	7	6	7	12	4	48
	Expected	2.4	2.4	2.0	2.4	7.6	12.0	4.8	12.8	1.6	48.0
Secondary	Observed	0	6	5	0	4	0	0	4	0	19
	Expected	1.0	1.0	.8	1.0	3.0	4.8	1.9	5.1	.6	19.0
Graduate or more	Observed	0	0	0	0	3	16	3	16	0	38
	Expected	1.9	1.9	1.6	1.9	6.0	9.5	3.8	10.1	1.3	38.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.452E2 <sup>a</sup>	24	.000
Likelihood Ratio	131.670	24	.000
Linear-by-Linear Association	2.046	1	.153
N of Valid Cases	120		

a. 38 cells (84.4%) have expected count less than 5. The minimum expected count is .23.

A perusal of Table 4.4.7 represents the pattern of observed and expected frequencies of reading habits of rural women with respect to educational qualifications. The significance level of the chi-square value was tested at one percent level of probability. Since calculated chi-square value (145.2) came to be very high than that of table value (43.00) and, therefore, the null hypothesis stands rejected and alternative hypothesis was accepted which further indicated that the reading habits of rural women vary significantly with educational qualification' of rural women.

#### **4.4.8 Chi Square test (Reading habits of rural women vis-a-vis caste)**

The null and alternative hypothesis in this regard is stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with caste.

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with caste.

**Table 4.4.8: Association of reading habits of rural women with caste -results of chi-statistics**

<b>Reading habit * Caste Cross tabulation</b>											
Caste		Reading habits of rural women									Total
		0	3	4	5	6	7	8	9	12	
Scheduled caste	Observed	0	0	0	0	0	4	0	0	0	4
	Expected	.2	.2	.2	.2	.6	1.0	.4	1.1	.1	4.0
Backward class	Observed	0	0	0	0	2	0	0	3	0	5
	Expected	.2	.2	.2	.2	.8	1.2	.5	1.3	.2	5.0
General	Observed	6	6	5	6	17	26	12	29	4	111
	Expected	5.6	5.6	4.6	5.6	17.6	27.8	11.1	29.6	3.7	111.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.181 <sup>a</sup>	16	.259
Likelihood Ratio	20.038	16	.219
Linear-by-Linear Association	.279	1	.597
N of Valid Cases	120		
a. 20 cells (74.1%) have expected count less than 5. The minimum expected count is .13.			

A perusal of Table 4.4.8 represents the pattern of observed and expected frequencies of reading habits of rural women with respect to caste. The significance level of the chi-square value was tested at one percent level of probability. Since calculated chi-square value (19.181) came to be less than that of table value (32.00) and null hypothesis was accepted in this case. It further revealed that the reading habits of rural women do vary significantly with caste of the rural women.

#### **4.4.9 Chi Square test (Reading habits of rural women vis-a-vis annual family income)**

The null and alternative hypothesis in this regard is stated as under:

**Null Hypotheses (H<sub>0</sub>):** Reading habits of the rural women do not vary with annual family income.

**Alternative Hypotheses (H<sub>1</sub>):** Reading habits of the rural women vary with annual family income.

**Table 4.4.9: Association of reading habits of rural women with annual family income - results of chi-statistics**

<b>Reading habit * Annual family income Cross tabulation</b>											
Family income (Rs/annum)		Reading habits of rural women									Total
		0	3	4	5	6	7	8	9	12	
< 40000	Observed	6	0	0	0	0	3	0	2	0	11
	Expected	.6	.6	.5	.6	1.7	2.8	1.1	2.9	.4	11.0
40000-60000	Observed	0	6	2	6	0	14	2	0	0	30
	Expected	1.5	1.5	1.2	1.5	4.8	7.5	3.0	8.0	1.0	30.0
> 60000	Observed	0	0	3	0	19	13	10	30	4	79
	Expected	4.0	4.0	3.3	4.0	12.5	19.8	7.9	21.1	2.6	79.0
Total	Observed	6	6	5	6	19	30	12	32	4	120
	Expected	6.0	6.0	5.0	6.0	19.0	30.0	12.0	32.0	4.0	120.0

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.304E2 <sup>a</sup>	16	.000
Likelihood Ratio	112.396	16	.000
Linear-by-Linear Association	38.421	1	.000
N of Valid Cases	120		
a. 21 cells (77.8%) have expected count less than 5. The minimum expected count is .37.			

A perusal of Table 4.4.5 represents the pattern of observed and expected frequencies of reading habits of rural women with respect to annual family income. The significance level of the chi-square value was tested at one percent level of probability. Since calculated chi-square value (130.4) came to be very high as compared to table value (32.00) and, therefore, the alternative hypothesis was accepted which further revealed that the reading habits of rural women vary significantly with the annual family income of the sampled rural women.

From ongoing discussion, it is clear that the status and pattern of reading habits among rural women is greatly influenced by the social set up i.e. demographic profile of the rural women. The results of chi-square test indicated that there exists significant association among the reading habits of rural women and all demographic characteristics except caste.

## CHAPTER-V

### SUMMARY AND CONCLUSION

Rural women are playing a very significant role in managing the home as well as caring of livestock and farming. They have extensive work load with dual responsibility for household and farm production. Despite great contribution of women in overall development of family and nation, all women in general and rural women in particular continue to face the basic problems such as economic and political inequalities, social discrimination, etc, due to ignorance and illiteracy. Women need constant updating of their knowledge of new changes in order to adapt to the social and technological changes that are taking place at an unprecedented rate. Therefore, the reading of newspaper is very important to every woman, particularly the rural women in order to keep updating their knowledge and making them socially strong. Reading is, therefore, necessary for rural women to develop their personality and to find solutions to the problems they encounter in their day to day life. In India, rural women are large in number, living in conditions of illiteracy, poverty, ignorance and the pressures of heavy work load have kept them busy. It is worthwhile to know the reading habits of women in rural communities. In this regard, the present study was undertaken to assess the reading habit of rural women in Ludhiana district of Punjab state. More specifically, the objectives of the study were:

- To identify the newspaper reading habits of rural women of Ludhiana district
- To determine their reading preferences and explore reasons for the same

The present study was purposively conducted in Ludhiana district of Punjab state. The reference year of the study was 2015-16. By using multistage random sampling technique a sample of 120 rural women, 20 from each block (10 from each selected villages) was randomly selected for the study.

The study was based on the primary data. In order to accomplish the objectives of the study, the primary data were collected by personal interviewing the respondents. The data from the selected rural women were collected through well designed, pre-tested schedules. Since the study was designed to examine the newspaper reading habits of the rural women, therefore, the survey schedule contained all relevant information to accomplish the objectives of the study. The collected data were subjected to statistical analysis for meaningful presentation of the results. The data were analyzed by using simple statistical tools like frequencies, percentages, etc. On account of testing significance, one sample z-test was also applied.

Demographic profile indicated that the majority of the sampled rural women belonged to relatively younger group i.e. 20-30 years. About 76 per cent of the total rural women were married. Most of the rural women were home makers. Family status revealed that majority of the women was living in nuclear family (75.8%) and occupied 2<sup>nd</sup> generation

(62.5%) status in the family. Very few, about 13 per cent of the total sampled households, were situated at the outskirts of the village, while all the other about 87 per cent of the rural women were living in the houses situated within the village. Educational qualification of most of the rural women (40%) was up to matric level. Nearly 93 per cent of the rural women belonged to general caste category and family annual income of about 66 per cent of the total rural women was more than Rs 60000.

The nature of accessibility of newspaper revealed that about 81 per cent of the total rural women had subscribed daily newspaper. The results revealed that Punjabi language was most preferred language by the sampled women. In this context, 90 per cent of the total women reported that they are comfortable reading newspaper in Punjabi language. Among Punjabi newspapers, Ajit and Jagbani were widely preferred and acceptable newspaper by the rural women for reading. It is apparent that Ajit and Jagbnai newspaper was preferred by 46.67 and 38.33 per cent of the total sampled rural women, respectively.

Reading habits among rural women are supposed to be developed due to certain impression or interests. It is observed that the implied meaning reading newspaper for 56.70 and 28 per cent of rural women was the 'source of information' and 'source of leisure time pass', respectively. Nearly 67 per cent of the rural women were used to reading newspaper since six years back.

The other concern of reading habits is the pattern of reading newspaper and the results depicted that out of total 120 rural women, 93 i.e. about 78 per cent reported that they read newspaper daily. The results showed that 28.33 per cent of the rural women reported that they read newspaper thoroughly. The other pattern of reading newspaper likes 'Read only headlines', 'just have a look' and 'Read only specific topic' was reported by 26.67, 24.17 and 15.83 per cent of the total rural women, respectively.

It is general observation that every reader having habit of reading newspaper needs some special place and time for readings. The results indicated that more than half i.e. 51.67 per cent of the total rural women reported 'Afternoon' as the best time of reading newspaper, while 'Evening', 'Morning' and 'Night' was the preferential time of reading newspaper for 31.67, 8.33 and 3.33 per cent of the total rural women, respectively. Nearly 42 per cent reported that 'bedroom' as a favourite place of reading newspaper. In this regard about 56 per cent of the total rural women also reported that they were enjoying reading newspaper after completing their households work. It is evident that majority of the rural women (66.67%) have shown interest in reading topics as suggested by their family members, relatives and friends. Despite having keen interest in reading newspaper, some family members were observed to be unable to read newspaper due to one or another reason. In this regard, out of the total 120 sampled rural women, only 30.83 per cent of the women were fond of reading newspaper for family member.

Favourable reading environment in the family may act as a catalyst to promote reading habits among rural women. The findings of the study revealed that 40 per cent of the total rural women reported that 'She doesn't mind', while 15.83 per cent responded that 'I am the elder one' i.e. they were free to read newspaper. Interestingly, about 7 per cent of the rural women reported that their elder ones encouraged them to read newspaper more often. One of the most important findings of the study emerged that about 15.83 of the rural women reported that their family members insisted them for reading newspaper. Hence, it is clearly indicated that majority of the sampled rural women acquired favorable reading environment in the family.

A variety of material is being published in the newspaper daily and covers wide range of topics like health, religious, food recipes, women related topic, entrainment news, sensational news, agricultural topics, etc. It was observed that reading preferences of the readers varied considerably over the different topics. Their choices of reading topics may be different and also varied from reader to reader. The degree of the responses of the rural women with respect to their favourite topic was measured on the basis of the rank assigned by them. Among the favourite topics, 'Health topic' emerged as the most favourite topic as 30 per cent of the total rural women assigned rank 1 in this respect. The mean score obtained in this regard was also the lowest (2.90). Other favourite topics were religious, food recipes, sensational news, politics, entrainment news, cinema news and agriculture as 10.83, 16.67, 15.83, 3.33, 13.33, 7.50 and 2.50 of the rural women assigned rank 1 in favour of these topics, respectively. On the basis of the value of mean score, the pattern of favourite topic in ascending order came out as health (2.90), religious (2.99), food recipces (3.13), women related topic (3.48), sensational news (3.51), politics (3.53), entertainment news (3.55), cinema news (3.71), agriculture (3.75), children helath topic (3.83), sports (3.95) and advertisement (3.98). Hence, sampled rural women ranked health topic as the most favourite and advertisement as the least preferred topic, respectively. One sample z-test analysis clearly indicated that the rank assigned by the rural women with respect to health, religious, food receives, cinema news, agriculture, children health care topic, sports and advertisement significantly differs across the sampled rural women.

To improve health consciousness and making healthy environment in the family emerged as the most important reason for reading health topic. This reason was reported by about 48 per cent of the total sampled rural women while 'Religious news gives mental peace' was the main reason of reading religious news as this reason was reported by 34.17 per cent of the total rural women. The most important reason of reading food recipes related topic was 'It helps to prepare different foods' and this reason was reported by 31.67 per cent of the rural women. The results show that 24.17 per cent of the total rural women reported 'it builds confidence and gives encouragement' was the most important reason of reading women

related news in the newspaper. It is evident that 10.83 per cent of the total rural women read sensational news because these news are very spicy and interesting. Politics remains an important issue of discussion in the rural society of the Punjab state. The results indicated that the 'Lets me know about government policies' was the main reason of reading politics news by about 13 per cent of the total rural women. However, 'It is very interesting to read' was reported as the most important reason of reading entertainment news and it was reported by 11.67 per cent of the total rural women. About 11 per cent of the sampled rural women reported 'because it is very entertaining and lets us know about our favourite film star' as most important reason for reading cinema news. It is evident that about 10 per cent of the rural women used to read agricultural news as they have agriculture as their main occupation. Children health remains an important issue and the foremost priority of all women. It is observed that 10.83 per cent of the rural women reported 'It helps me to provide healthier environment for children' as the most important reason of reading children care topic in the newspaper. Most important reasons for reading sports news was 'I love sports' as reported by 2.50 per cent of the sampled rural women. Advertisement was the least preferred topic as reported by the sampled rural women. Among print media, newspaper was highly acceptable and preferred source of acquiring information about the world. A mixed response was reported with respect to direction of changes taking place in news coverage in the newspaper and over time social changes taking place in the society were the most important factor that are responsible for the changes taking place in news coverage of the newspaper. The statistical analysis revealed that the status and pattern of reading habits among rural women is greatly influenced by the social set up i.e. demographic profile of the rural women. The results of chi-square test indicated that there exists a significant association among the reading habits of rural women and all demographic characteristics except caste.

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