



Article : PERIODICAL READERSHIP AMONG SECONDARY SCHOOL TEACHERS

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A B S T R A C T

Periodicals are effective means for propagating the ideas from one generation to another as well as for imparting education in connection with society and culture. Periodical is one of the printed mass media which inculcate and promotes emotional and national integration at regional and national level. The teachers who are migrated to Mumbai Metropolitan city are having versatile linguistic and regional background. In the present research paper language-wise dailies and leading dailies have been focussed with the intension to acquaint the readers with the size of circulation. The inclusion of such quantitative information has helped to understand interest of the migrated teachers in the Mumbai Metropolitan city. It also helps to acquaint with the interest of secondary school teachers interest in periodical readership. The questionnaire was administered and the interviews were conducted as per the requirement for data collection.

Regional and English language newspaper readership among the secondary school teachers was also examined. It was found that 43% of the teachers have exhibited interest in English language newspaper reading. Further it was found that English language, regional language readership was 34.86% and 10.28% respectively. The analysis was made with reference to the criteria of regional language and leading newspaper reading of various language news papers in India.

Background :

Various social cultural and psychological authorities agree over the expected effect of newspaper, comic books, radio, motion pictures and television. Such mass media are performing their educational role in the society. The important task of mass media whether it may be a television network, daily newspaper or a monthly magazine used to formulate the content that is transmitted to its patrons (Shrinivas-1986), the audience perform many diversified roles in the field of creativity. There are various ways in which messages can be formulated and presented. So the mass communicator has to consider various approaches concerned with mass media (Singer-1995).

Mass communication media are relatively effective in changing attitudes and values

which are encouraging emotional security and integration. The teachers are the constituent of the society and are one of the patrons of mass media, press, radio, TV, Films in India reach only a considerable section of the population. The press is the formal source of news and information (Kundu-1980).

In India the English press in metropolitan cities carries pivotal importance. There is a "Certain prestige" attached to reading English language publications which reach across ethnic religious and regional barriers to the elite throughout the country (Bulsara-1970).

Objectives of the Study:

- [1] To take an account of the language-wise dailies published in India in the various regional languages.
- [2] To take an account of the leading dailies of India in the various regional languages.
- [3] To study the regional and English language daily newspaper readership among Mumbai metropolitan school teachers.
- [4] To examine mother tongue wise daily newspaper readership among Mumbai metropolitan school teachers.

- [5] To study periodical readership among Mumbai metropolitan school teachers.
- [6] To examine the mother tongue wise readership among Secondary school teachers in
Mumbai metropolitan city.
- [7] To study periodical readership among Secondary school teachers by regional language and type of periodicals.

Methods of Data Collection :

In the present study questionnaire completion and arrangement of interviews were undertaken for data collection. The items in the tools of research were based on the Socio-Geographic factors of the Secondary school teachers in the Mumbai Metropolitan city. The data obtained by administering the tools were in connection with interest in daily and monthly readership among secondary school teachers.

In order to bring the objectivity in the questions in the questionnaire were supplemented with alternatives. The open responses were also noted which were extended by the Secondary school teachers at the time of interview. Out of 1139 schools 350 teachers from 114 schools had responded properly for the questionnaire and interviews. There are three Educational Inspectorate Regions in the Mumbai Metropolitan city. The responded teachers were from, West, South and North Educational Inspectorate regions, the responded teachers were 120, 115 and 115 from three Inspectorate regions respectively of Mumbai city.

Analysis and Interpretation of Data :

The leading newspapers in India have been represented in the (Table - 2). Malayali Manorama has the largest circulation in our nation, which is published in Malayalam. This largest number of circulation is due its top most percentage of literacy in Kerala. The strength of the vernacular press varies by region although it is generally more important in the publication of periodicals compared to English dailies.

Among the leading Indian language dailies are : Anand Bazar Patrica (Bengali published in Kolkata). Navbharata Times (Hindi published in Delhi) and Malayala Manorama (Malayalam published in Kottayam) which is also published as a weekly. In this age of information technology news and other information has been broadcasted by All India Radio. Sometimes the reference of the same is taken for news publication by Press also. The news telecasted by various T.V. channels are also serving the purpose of news publication in the regional languages for any one can visit web sites which are created for news purposes. The Indian language dailies tend to emphasize local politics and social economic issues more than their English language counter parts. Hindustan Samachar is the vernacular news services which covers various sections and primarily various services for Indian language papers. It is multilingual and operates the teleprinter network in the country, FAX & E-mail services are supportive to news services.

The English language dailies published in other cities were also read. The Hindu (Chennai) and Tribune (Chandigarh). About 43% of teachers had taken interest in reading the newspapers in regional language (Table - 3). 36 teachers use to read the English and regional language dailies. The regional language newspapers read by the teachers were published in Marathi, Hindi, Gujarathi, Kannada, Malayalam, Tamil and Telgu (Table - 4). Most teachers read English language dailies published in Mumbai. They did not necessarily subscribe to these and other publications since they had access to them through their school libraries. The four most widely read news papers by the teachers were Hindustan Times, Indian Express, Times of India.

Periodicals

Periodicals (non-daily publications) cover a variety of subject matter which is officially categorized as follows :

Variety, literary and cultural, news and current affairs, film, women's topics, children's topics, and so forth. Circulation of periodical is generally limited to the region in which they are published as there is "No organized system for distributing publications from one region to another." So the teachers use to place the order for periodicals at the newspaper distributors and stall-keepers.