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# **Status of Print Media in Haryana, India**

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### **Authors' contributions**

*This work was carried out in collaboration between both authors. Author Preeti designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author SK supervised author Preeti during whole period of study and article writing. Both authors read and approved the final manuscript.*

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## **ABSTRACT**

The study was conducted in the Hisar city of Haryana State. Two localities were selected randomly. Out of each selected locality, 20 respondents each from different age categories i.e. 16-30 years, >30-45 years, >45-60 years and above 60 years were selected randomly. Objective of the study is to explore the access and preferences of print media across generations. To assess print media habits of different age group. To find out the impact of demographic factors on print media habits. A set of nine independent variables including socio –economic and personal profile and three dependent variable were taken namely media ownership& access, media preferences and media habits. The study revealed that majority of the respondents had newspaper (97.5%) in their household. Newspaper was perceived as most reliable media in all four age categories. Regarding, newspaper most of the respondents read newspaper less than 30 minutes in a day. Front page was most preferred page as shown through percentage (74.3%) followed by local page (58.7%), international page (53.1%) and sports page (46.8%).

*Keywords: Media; print media; brand; possession and opinion.*

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## 1. INTRODUCTION

Print Media is one of the oldest traditional media. The most common platforms for print media are newspapers, magazines, and books etc. The history of it started with the publication of Bengal Gazette from Calcutta in 1780 by James Augustus Hickey and thus he is considered as the father of Indian press. Print medium was the first to be used as mass media for communicating the information. Newspapers are published in as many as 101 languages and dialects. Apart from English and 18 principal languages enumerated in the Eighth Schedule of the Constitution, newspapers are published in 82 other languages. Newspapers are published from all States and Union Territories. Bombay Samachar, a Gujrati daily published from Mumbai since 1922 is the oldest existing newspaper [1]. Till today print media is one of the powerful media among the urban and rural people. Media consumers in their 40s, 50s, 60s, and 70s grew up reading newspapers and magazines. Old habits die hard. Many of these consumers will never be as comfortable with digital as they are with paper, and they will keep reading newspapers and magazines until the day they die [2]. However, in a country like India where the percentage of poverty and illiteracy is high, radio serves as another important mass media. A newspaper is a publication covering news, entertainment, information and advertisement at very low cost. It is the cheapest, fastest and farthest reaching mass medium, successfully cutting the barriers of literacy and distance. Newspapers are one of the best platforms for conveying information due to cheap medium, easy accessibility and also extended reach as well as high frequency of publication. A magazine contains a variety of articles, generally financed by advertising and/or purchase by readers. Magazines are typically published fortnightly, weekly, monthly or quarterly. They are often printed in color and are bound with a soft cover. Magazines fall into two broad categories: consumer magazines and business magazines, agricultural related magazines. In these magazines information may be related to entertainment, information, education or about any occupation or artistic [3]. Many times new newspapers and magazines are introduced while the older ones change their pattern of presentation. Government of India has been using this medium to spread public health information and to raise awareness. Many times depending upon areas in our country, like in rural areas this medium plays major role in

awareness. Contrary to expectations, the reputation of internet and television has not defamed the importance of print media in India. Newspaper circulation in India has grown from 39.1 million copies in 2006 to 62.8 million in 2016 – a 60 percent increase. Comparable data for the most recent year available, 2015, show that while newspaper circulation grew by 12 percent in India, it fell in almost every other major media market: by 12 percent in the UK, 7 percent in the US and 3 percent in Germany and France (Zehra 2017) [4]. It is still one of the most reliable and respected source of information for the public. All the respondents of different age categories had different interest area in media. The study was conducted to know about the different aspects of print media in different age category respondents of Hisar, Haryana state.

### 1.1 Review of Related Literature on the Newspaper

Bndaka [5] found that newspaper articles help to develop students' reading skills in senior high school. Newspaper provides wide wings to know the outer world along with class participation this is intended to be a win-win arrangement for schools and newspapers.

Majumder and Hasan [6] stated that reading is primarily an intellectual activity of learning new things, developing new ideas and it provides a sense of completeness. Newspaper is a wonder of modern science it carries news and views of home and abroad to us. Newspaper reading is a habituated reading which influences readers to discover and enter the store house of knowledge in daily basis.

Balasubramanian P, Bala S and Marichamy A [7] stated that the majority of students read newspapers in their regional language rather than English language and majority of time spent reading newspapers is one hour only. While, majority of the students read newspapers to get information and improve their general knowledge. The main sources of newspapers are in Home, followed by the college library and Tea Stalls.

Mitchell [8] found out that (2015) the newspaper sector had perhaps the worst year since the recession and its immediate aftermath. Average weekday newspaper circulation, print and digital combined, fell another 7% in 2015, the greatest decline since 2010. While digital circulation crept

up slightly (2% for weekday), it accounts for only 22% of total circulation.

Nagashetti, IIAnand Y. Kenchakkanavar [9] found that the majority of respondents are preferred to read Prajavani (52.77%) and Vijayavani (50.46%) newspapers. Most of the respondents are preferred political/social issues (40.27%) and sports news (24.53%) section. Most of respondents are getting benefits through current awareness (52.33%) and education purpose (43.05%) they are preferred. Majority (52.33%) of respondents are highly satisfied and most (34.25%) of the respondents satisfied to reading newspapers.

## 2. METHODOLOGY

The study was conducted in two localities of Hisar city of Haryana State. A list of all the localities in Hisar city was procured. Out of the list, two localities were selected randomly viz. Sector-15 A and Jawahar Nagar. Out of each selected locality, 20 respondents each from different age categories i.e. 16-30 years, >30-45 years, >45-60 years and above 60 years was selected randomly from both the sexes. Thus a total of 160 respondents were selected. A well-structured pre-tested interview schedule was developed keeping in view the dependent and independent variables and objectives of the study. The data were collected personally by the investigator with the respondents. Media frequency, media access, rank, weighted mean score and percentage etc. were calculated.

## 3. RESULTS

### 3.1 Print Media Possessed in Households of the Respondents

Table 1 reveals possession of different media devices in the household of the respondents has been shown. It can be seen from the table that cent per cent respondent subscribed newspaper in age category 16-30 and >45-60, while in >30-45 age group, 92.5 per cent respondents subscribed newspaper. Among above 60 age category, 97.5 per cent respondents subscribed newspaper. Regarding, magazines, among 16-30 age group, 35 per cent respondents subscribed magazines, while in >30-45 age group, 22.5 per cent among >45-60 years 12.7 per cent and above 60 age group 7.5 per cent respondents subscribed magazines. Thus, it can be concluded from table that majority of the respondents possessed newspaper while, very

few had subscribed magazines. Similar findings were reported by Hasan and Sharma [10] who stated that respondents 90 per cent respondents newspaper (90 %) followed by magazine (60%).

### 3.2 Name of Print Media and Their Duration Possessed in Households of Respondents

Information regarding type/brand and their duration of media device possessed in the household of respondents has been presented in the Table 2. It can be seen from the table that *Dainik Bhaskar* newspaper was subscribed by maximum (45%) respondents followed by *Dainik Jagran* (33.7%) and *Amar Ujala* (11.8%). This table also depict that 6.2 per cent respondents subscribed *Pratiyogita Darpan* magazine followed by *India Today* (4.3%) and *Meri Saheli* (3.75%). The approximate years of possession of media devices in respondents households also showed in that table. In this table 45 per cent respondents subscribing newspaper for more than 15 years followed by 10-15 years (38.1%). 8.1 per cent respondents had subscribed magazines in their household from less than five years followed by 5-10 years (6.8%) and more than 10 years (4.3%) [11]. Thus, it can be concluded from the Table 2 that majority of respondents were exposed to different media for various type/brand and considerable duration of time.

### 3.3 Preference of Newspaper Page by Respondents

Preference of newspaper pages by different categories of respondents have been shown in Table 3. It can be seen from the table that irrespective of age I<sup>st</sup> rank was assigned to front page of newspaper, while, II<sup>nd</sup> rank was given to local page by all three categories except the age group >30-45 who gave II<sup>nd</sup> rank to international page (62.5%) and III<sup>rd</sup> rank to local page (52.5%). In total also, front page was most preferred page as shown through percentage (74.3%) followed by local page (58.7%), international page (53.1%) and sports page (46.8%). The least preferred page was agricultural page by all categories of respondents.

### 3.4 Distribution of Respondents According to Place of Use of Media

The Table 4 comprises information about the place of use of media by respondents. It can be

seen from table that 88.1 per cent respondents read newspaper in their home followed by common place (7.5%). As regards magazines, though 61.2 per cent respondents did not read magazines but 10.6 per cent respondents read magazines in their home followed by common place (5%) [12].

**Table 1. Possession of media devices in households of respondents**

Sr. no.	Possession of media	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	Above 60 n=40 f(%)	
<b>1.</b>	<b>Newspapers subscribed</b>					
(a)	Yes	40(100)	37(92.5)	40(100)	39(97.5)	156(97.5)
(b)	No	0(0.0)	3(7.5)	00(0.0)	1(2.5)	4(2.5)
<b>2.</b>	<b>Magazines subscribed</b>					
(a)	Yes	14(35.0)	9(22.5)	5(12.5)	3(7.5)	31(19.3)
(b)	No	26(65.0)	31(77.5)	35(87.5)	37(92.5)	129(80.6)

**Table 2. Name of print media and their duration possessed in households of respondents**

Sr. no.	Brand Name	Age categories				Total N=160 f(%)
		16-30 n=40	>30-45 n=40	>45-60 n=40	Above 60 n=40	
	<b>Newspapers subscribed</b>					
(a)	<i>Dainik Bhaskar</i>	15(37.5)	20(50.0)	17(42.5)	20(50.0)	72(45.0)
(b)	<i>Dainik Jagran</i>	14(35.0)	11(27.5)	15(37.5)	14(35.0)	54(33.7)
(c)	<i>Amar Ujala</i>	1(2.5)	5(12.5)	8(20.0)	5(12.5)	19(11.8)
(d)	Other	10(25.0)	1(2.5)	0(0.0)	0(0.0)	11(6.8)
	<b>Magazine subscribed</b>					
(a)	<i>Pratiyogita Darpan</i>	5(12.5)	4(10.0)	1(2.5)	0(0.0)	10(6.2)
(b)	India Today	3(7.5)	1(2.5)	2(5.0)	1(2.5)	7(4.3)
(c)	Aha Zindagi	1(2.5)	1(2.5)	0(0.0)	1(2.5)	3(1.8)
(d)	<i>Meri Saheli</i>	2(5.0)	2(5.0)	2(5.0)	0(0.0)	6(3.75)
(e)	Other	3(7.5)	1(2.5)	0(0.0)	1(2.5)	5(3.1)
	<b>Year of newspapers subscribed</b>					
(a)	Less than 10 year	4(10.0)	5(12.5)	7(17.5)	7(17.5)	23(14.3)
(b)	10-15 year	21(52.5)	15(37.5)	14(35.0)	11(27.5)	61(38.1)
(c)	More than 15 year	15(37.5)	17(42.5)	19(47.5)	21(52.5)	72(45.0)
	<b>Year of magazine subscribed</b>					
(a)	Less than 5 year	9(22.5)	4(10.0)	0(0.0)	0(0.0)	13(8.1)
(b)	5-10 year	2(5.0)	3(7.5)	4(10.0)	2(5.0)	11(6.8)
(c)	More than 10 year	3(7.5)	2(5.0)	1(2.5)	1(2.5)	7(4.3)

**Table 3. Preference of newspaper page by respondents**

Sr. no.	Prefer page on newspaper	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	Rank >30-45 n=40 f(%)	Rank >45-60 n=40 f(%)	Rank Above 60 n=40 f(%)	
1.	Front Page	30(75.0) I	32(80.0) I	30(75.0) I	27(67.5) I	119(74.3)
2.	Editorial Page	15(37.5) VI	16(40.0) IV	14(35.0) V	8(20.0) VI	53(33.1)
3.	Bollywood Page	22(55.0) IV	16(40.0) IV	18(45.0) IV	9(22.5) V	65(40.6)
4.	Sports Page	24(60.0) III	14(35.0) V	23(57.5) II	14(35.0) IV	75(46.8)
5.	Agricultural Page	13(32.5) VII	14(35.0) V	12(30.0) VI	14(35.0) IV	53(33.1)
6.	International page	19(47.5) V	25(62.5) II	21(52.5) III	20(50.0) III	85(53.1)
7.	Local page	29(72.5) II	21(52.5) III	23(57.5) II	21(52.5) II	94(58.7)

Multiple responses

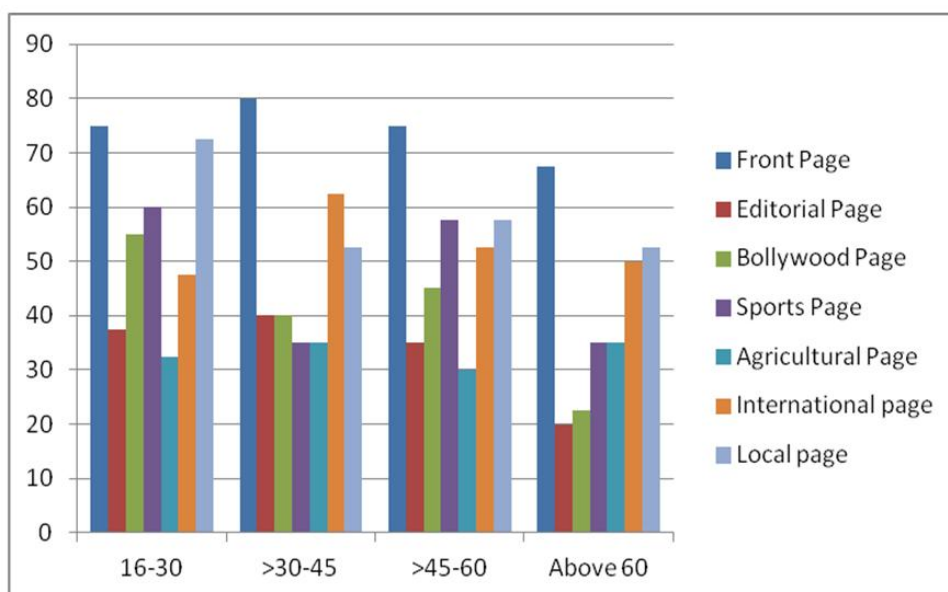


Fig. 1. Preference of newspaper page by respondents

Table 4. Distribution of respondents according to place of use of media

Sr. no.	Place of use	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	Above 60 n=40 f(%)	
<b>1.</b>	<b>Newspaper</b>					
(a)	Home	39(97.5)	37(92.5)	35(87.5)	30(75.0)	141(88.1)
(b)	Common Place	1(2.5)	3(7.5)	5(12.5)	3(7.5)	12(7.5)
(c)	Do not read	0(0.0)	0(0.0)	0(0.0)	7(17.5)	7(4.3)
<b>2.</b>	<b>Magazine</b>					
(a)	Home	9(22.5)	4(10.0)	3(7.5)	1(2.5)	17(10.6)
(b)	Common Place	5(12.5)	3(7.5)	0(0.0)	0(0.0)	8(5.0)
(c)	Do not read	26(65.0)	33(82.5)	37(92.5)	39(97.5)	135(84.3)

Multiple response

### 3.5 Distribution of Respondents According to Time Spend on Media per Day

The Table 5 comprises information about the time spent on various media by respondents. It can be seen from the table that as regards newspaper, majority of respondents of 16-30 and >30-45 age group, spent less than 30 minutes while >45-60 and above 60 spent 30 minutes to 1 hour on newspaper. 25 per cent of above 60 age group spent 1-2 hour in reading newspaper. The magazines were used for 30 minutes to 1 hour by 8.7 per cent respondents followed by less than 30 minutes (5%). Thus, it can be concluded from table that the respondents were

spending considerable amount of time on various media.

### 3.6 Reliability of Media as Perceived by Respondents

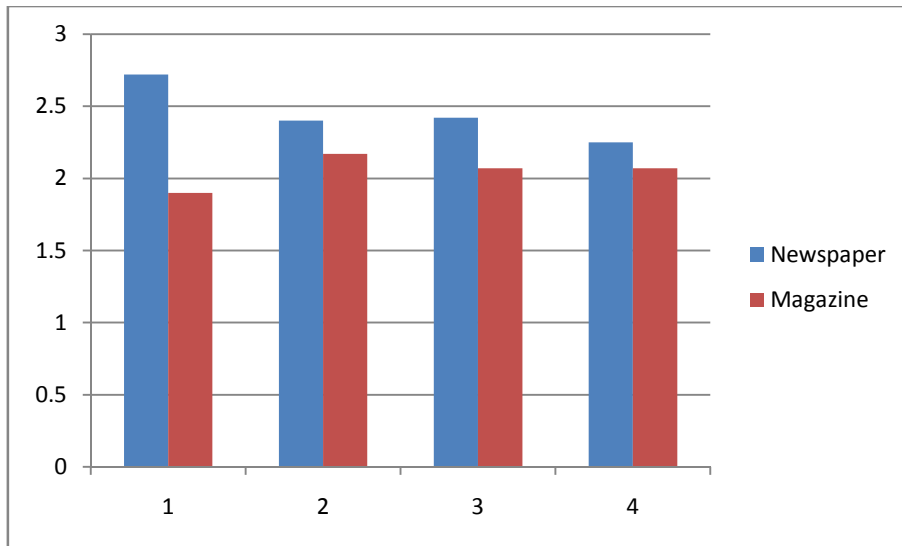
The responses regarding how reliable print media were perceived by different age category respondents has been presented in Table 6. It can be observed from the table that irrespective of age newspaper was perceived as most reliable media. As regards 11<sup>th</sup> most reliable media magazines got second position among all age respondents. In total it can be concluded that the most reliable media perceived by respondents was newspaper.

**Table 5. Distribution of respondents according to time spent on media per day**

Sr. no.	Duration of media	Age categories				Total N=160 f(%)
		16-30 n=40 f(%)	>30-45 n=40 f(%)	>45-60 n=40 f(%)	Above 60 n=40 f(%)	
<b>1.</b>	<b>Newspaper</b>					
(a)	Less than 30 minutes	30(75.0)	24(60.0)	13(32.5)	10(25.0)	77(48.1)
(b)	30 min -1 hr	10(25.0)	14(35.0)	23(57.5)	13(32.5)	60(37.5)
(c)	1-2 hr	0(0.0)	2(5.0)	4(10.0)	10(25.0)	16(10.0)
<b>2.</b>	<b>Magazine</b>					
(a)	Less than 30 minutes	5(12.5)	2(5.0)	0(0.0)	1(2.5)	8(5.0)
(b)	30 min -1 hr	8(20.0)	4(10.0)	2(5.0)	0(0.0)	14(8.7)
(c)	1-2 hr	1(2.5)	1(2.5)	1(2.5)	0(0.0)	3(1.8)

**Table 6. Reliability of media as perceived by respondents**

Sr. no.	Response categories	Age category							
		16-30		>30-45		>45-60		Above 60	
		WMS	Rank	WMS	Rank	WMS	Rank	WMS	Rank
1.	Newspaper	2.72	I	2.4	I	2.42	I	2.25	I
2.	Magazine	1.9	II	2.17	II	2.07	II	2.07	II



**Fig. 2. Reliability of media as perceived by respondents**

#### 4. CONCLUSION

From the study it has been found that people still prefer print media for news and information, but its use among 16-30 years was minimum. All respondents try to read front page for the main news and headlines while local page to get news of their city.

Most of the respondents read newspaper and magazines in their home and for at least half an hour. Newspaper was perceived as most reliable media in all age categories of respondents. Print

media like magazine and newspapers are powerful media to give the information among the people.

#### COMPETING INTERESTS

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these

products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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