

A Comparative Study on the Effect of News Paper and Television on Creating Social Awareness Among the Students

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Abstract:

‘A comparative study on the effect of Newspaper and Television on creating social awareness among the students with particular reference to C.K.B College Teok.’

News paper and television are two significant mass media of social awareness. Previously News papers played greater role but gradually its influences has been declined as the spread of Television services. Television has got greater popularity among the youths because it provides updated information about social phenomenon. In spite of such popularity of Television, role of news paper cannot be under estimated. News paper, for many people, is something basic requirement like morning’s cup of tea. A habitual reader of news paper eagerly waits for the paper to come. Both the media i.e. news paper and T.V have different tastes and for this nothing can be said so easily which out of these two has more significant contribution towards creation of social awareness. In this paper the researcher is trying to analyze the relative importance of newspaper and television on creation of social awareness statistically. For these two sampled groups of 20 students each representing habitual newspaper reader and television watcher has been selected. The awareness has been measured by questionnaire developed by the investigator himself.

“Society, Friendship and Love divinely bestowed upon man. Oh! Had I the wings of a dove, how soon would I taste you again.”

The meaning of life can be realized only in a social surrounding. For Raymont a single individual is futile of imagination. For a person living in a solitary island alone money has no meaning. Golden Mountain may be beneath of his feet, but he will be unnoticed to it. The things for which people are worry about through the life, for which two countries fight, for which one betrays another did not make man happy and will not make him happy in the days to come. Society is the ultimate source of happiness for a man. Man needs company or companionship with which nothing can be compromised. Man can enjoy companionship only if he posses social efficiency that essentially covers the capabilities to understand others and also understand own responsibility to lead a better social life. The process through which the social efficiency manifests or develops starts with development of social awareness. Social awareness refers to awareness to about social phenomena, holding a definite justification about such phenomena and also identification of one’s role in such situation as a member of the society.

The present study:

The present study has been conducted on the students of C.K.B College a college from Johat district of

Assam, to see the impact of media in creating social awareness among the students of CKB College, Teok. The study can be better called an action research through which the researcher expects some immediate implications for better guiding the students. It is expected that the study will help the students' community by making them aware about the need of better or effective use of TV and Newspaper. It will also make the parents and teachers aware that their responsibility do not end only with providing the facilities for TV, news paper or any other facilities, but they have to see how they (students) are using those facilities.

Objectives:

The major objective of the study is to explore the relative impact of Television and News paper in creation of social awareness among students of C.K.B College, Teok. It has following operational objectives.

- to study the relative impact of T.V and Newspaper in creation of student's awareness about the phenomena having regional or local significance
- to study the relative impact of T.V and Newspaper in creation of student's awareness about the phenomena having regional or national significance
- to study the relative impact of T.V and Newspaper in creation of student's awareness about the phenomena having international significance.

Hypotheses:

The researcher has formulated null hypothesis for the purpose of the study. Hypothesis in the null form states that there is relation between two variables, and if there any it is due chance factor. Null hypothesis is also known as statistical hypothesis. The following null hypothesis is formulated for the betterment of the study.

- There is no significant relationship between the impact of TV and Newspaper in creation of social awareness among students of C.K.B College, Teok.
- There is no significant relationship between the TV and Newspaper's contribution to create student's awareness about regional social issues.
- There is no significant relation between TV and Newspaper's impact in creation of awareness about incidents of national significance.
- There is no significant relation between TV and Newspaper's impact in creation of awareness about incidents of international significance.

Methodology:

a. Sampling:

The researcher has used random sampling technique for the study. Firstly the investigator categorized the entire student community of C.K.B College on the basis of two habitual activities i.e. reading news paper and watching TV. After this categorization twenty students have selected from each of the categories randomly, the first 20 represents news paper users and the second represents TV watcher. The total sample thus composed of 40 students.

b. Tools used:

For collection of data the investigator has developed a questionnaire and it was showed to some experienced teachers. With their suggestions it was modified and finally pre- pared for use. The

questionnaire comprises some objective type questions. All these questions are given a score 1 for correct answers. There are three types of questions in the questionnaire-(i) Questions related to local significance (ii) questions related to national issues (iii) Questions related to international issues.

Analysis and interpretation:

Table: 1 Sample students with respect to News paper user and TV watcher

User	No. Of students
News Paper	20
TV	20

Areas of awareness

Table: 2 Organization of scores according to different areas of awareness

Areas of awareness	News paper users	TV watchers
	Total scores	Total scores
Local issues/regional	94	74
National	32	22
International	34	15

Hypothesis 1

There is no significant relationship between the impact of TV and Newspaper in creation of social awareness among students of C.K.B College, Teok.

Table: 3

Groups	Mean	SD	N	df	T value
News paper users	19.94	4.45	15	28	7.25
TV watchers	9.57	3.08	15	28	

The computed t value in terms of social awareness created by News paper and TV revealed through the above table (table no 3) is significant. It asserts that habitual users of News paper are significantly more conscious than the habitual TV watchers. So we can reject our null hypothesis and we can say that there is significant difference in the impact of newspaper and TV in generating social awareness.

Hypothesis 2

There is no significant relationship between the TV and Newspaper's contribution to create student's awareness about regional social issues.

Table no: 4

Groups	Type of awareness	Mean	SD	N	df	T value
News paper users	Local	6.26	1.87	15	28	1.82
TV watchers		4.93	2.05	15	28	

The computed t value revealed through the above table (table no 4) is not significant. It asserts that although habitual users of News paper are seen to be more conscious on local issues than the habitual TV users but the impact is not statistically significant. So we can retain our hypothesis

Hypothesis 3

There is no significant relation between TV and Newspaper's impact in creation of awareness about incidents of national significance.

Table:5

Groups	Type of awareness	Mean	SD	N	df	t
News paper users	National	2.13	1.3	15	28	1.67
TV watchers		1.46	.7	15	28	

The computed t value revealed through the above table (table no 5) is not significant. It asserts that there is no significant difference in the impacts of news paper and TV in making the students conscious about issues of national importance. So we can retain our null hypothesis.

Hypothesis 4

There is no significant relation between TV and Newspaper's impact in creation of awareness about incidents of international significance

Table: 6

Groups	Type of awareness	Mean	Pooled SD	N	df	t
News paper users	International	2.30	1.72	15	28	2.09
TV watchers		1		15	28	

The computed t value revealed through the above table (table no. 6) is significant. It asserts that habitual users of News paper are significantly more conscious than the habitual TV watchers in respect of international issues. So we can reject our null hypothesis and can say that there is significant difference in the impact of newspaper and TV in generating awareness of international issues.

ANALYSIS AND INTERPRETATION

Findings:

- News papers play greater role as compared to TV to create social awareness.
- So far as awareness of local and national issues are concerned there is not so significant difference in the impact of TV and Newspapers.
- In case of awareness to international issues News paper has relatively greater influence and this influence is statistical significant.

Summery and Discussion:

The Study revealed some significant facts about the impact of TV and News paper in creation of social

awareness among the students. It revealed that the students who have a close touch with the newspapers are more conscious about what are happenings around than their friends who engage themselves with TV.

The following are the justification given by the investigator for poor role played by TV in this regard to social awareness as compared to newspaper.

1. TV users are more interested in watching entertainment channels than on news channels.
2. Even the channels which are solely concerned with broadcasting of news do not cover the areas that need to be covered. They are more concerned with insignificant local issues.
3. Our local news channels do not have appropriate coverage of issues of international importance.
4. Most of the media persons related to our local news channels are not professionally trained. Journalism for them is just a vocation not their interest. It has significantly affected the quality of news or information chosen for broadcasting.
5. Journalism as a course of study has not got much popularity as other disciplines for which it can attract a few talented students only. The dearth of talented news workers has affected the quality of service it provides.

Conclusion:

The study carried out on the students of CKB College, Teok revealed a significant fact that news papers more significantly influences the students in creating social awareness as compared to TV.., probably because students are more concerned with entertainment channels. On the basis of the study, suggestions can be given to the parents that have to see what types of programmes their children are watching. Entertainment is important but it is not the all. The teachers and parents have to encourage the children to watch the reliable news channels regularly along with the entertainment channels. They have also to encourage them to read news papers regularly along with their courses. . It is the responsibility of library and concerned authority of school or colleges to provide facilities to the students for well selected news papers of regional, national and international importance.

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