

A STUDY ON THE READER'S REVIEW TOWARDS THE ENGLISH USAGE OF "THE HINDU"

¹C.R.Marcelin Vasantha, ²Dr.V.Manimozhi

Abstract

To find out the opinion of readers on "The English usage of The Hindu". "The press is the Fourth pillar of Democracy".

Even though it flashes the day today affairs or events, by the way it focuses the issue through the usage of the language, it may give a totally different shade to the content. Newspapers have an important role to play and it has a strong social responsibility. And at the same time, they have a pressure to hold the readers in order to maintain or increase the circulation rate. Way of witting is an important factor to keep the target audience in its custody.

Keywords: *Fourth pillar of Democracy, social responsibility*

I. Introduction:

Even though it flashes the day today affairs or events, by the way it focuses the issue through the usage of the language, it may give a totally different shade to the content. Newspapers have an important role to play and it has a strong social responsibility. And at the same time, they have a pressure to hold the readers in order to maintain or increase the circulation rate. Way of witting is an important factor to keep the target audience in its custody.

Need of the Study

The need of the study areas to find out the opinion and review of the readers towards the English usage of "The Hindu".

Objectives

Primary:

To find out whether the present readers are satisfied with the current style of writing.

¹ Research Scholar, Science& Humanities, Bharath University, Selaiyur, Chennai, India

² Research Scholar, Science& Humanities, Bharath University, Selaiyur, Chennai, India

Secondary:

To offer suitable suggestions whether to enhance or change the usage of language in order to reach the target audience with much more effective or continue the present style.

Scope of the study

To understand the opinion of the readers and to serve them in a better way and also it will help them to fetch new set of readers.

II. Review of literature

Suzy Kassem has remarked that “People reject what they do not understand because it makes them feel small. They would rather believe in some other reality, even if it is only an illusion, so long as it makes them feel bigger.”

“People sometimes imagine that just because they have access to so many newspapers, radio and TV channels, they will get an infinity of different opinions. Then they discover that things are just the opposite: the power of these loudspeakers only amplifies the opinion prevalent at a certain time, to the point where it covers any other opinion.”

“The news isn't there to tell you what happened. It's there to tell you what it wants you to hear or what it thinks you want to hear.” — Joss Whedon.

III. Research methodology

- Research Design - Research Design is descriptive and also analytical.
- Primary data collection - Questionnaire was used to collect the Primary data.

Observed data

Percentage = ----- x 100

Sample size

Limitation of the study

- Readers only from Chennai and Coimbatore were included.
- Only the Headlines, Front page and Editorial were taken for the research.

Data analysis and interpretation

Table 1: Age of the respondents

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
Below 18	21	21
18-35	23	23
35-50	25	25
Above 50	31	31
Total	100	100

Interpretation

1. It is inferred that maximum (31%) of the respondents are in the age group of Above 50.
2. Minimum 21% of the respondents who belong to the age group of below 18

Table 2: Gender of the respondents

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
Male	58	58
Female	42	42
Total	100	100

Interpretation

1. It is inferred that maximum 58% of the respondents preferring “The Hindu” belong to the male category.
2. Minimum 42% of the respondents preferring “The Hindu” belong to the Female category.

Table 3: Occupation

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
Student	18	18
Employee	28	28
Self-Employee	30	30
Others	24	24
Total	100	100

Interpretation

1. It is concluded that minimum 18% of the students category prefers to read “The Hindu”.
2. Maximum 30% of the respondents preferring “The Hindu” are self employees.

TABLE 4: THE QUALITY OF ENGLISH USAGE OF “THE HINDU”

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
Too High	35	35
Excellent	32	32
Good	21	21
Reader friendly	12	12
Total	100	100

Interpretation

1. It is observed that maximum 35% of the respondents feel the quality of English usage of The Hindu is too high.
2. Minimum 12% of the respondents feel the English usage of The Hindu is reader friendly.

Table 5: Review of the respondents towards the modification of the writing style

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
Can stay on with the present style of Writing	38	38
English Usage has to be simplify	62	62
Total	100	100

Interpretation

1. It is concluded that Minimum 38% of the respondents prefer “The Hindu” has to stay on with the present style of writing.
2. Maximum 62% of the respondents prefer the English usage of “The Hindu” has to be simplified.

Table 6: Review of the respondents

Regarding the scope of new readers

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
Will not be any difference	35	35
Can fetch the new readers if it is simplified	65	65
Total	100	100

INTERPRETATION:

1. It is concluded that Minimum 38% of the respondents feel that there won't be any change in the readership even if “The Hindu” simplifies its English usage.
2. Maximum 65% of the respondents believe that there will be an enormous growth in the readership if “The Hindu” simplifies its English usage.

IV. Findings and suggestions

Findings

1. 31% of the respondents are in the age group of 50 and above.
2. Minimum 21% are below 18.
3. 58% of the respondents preferring “The Hindu” belong to the male category.
4. 42% prefer “The Hindu” belong to the Female category.
5. It is concluded that minimum 18% of the students category prefers to read “The Hindu”.
6. Maximum 30% of the respondents preferring “The Hindu” are self employees.
7. 35% of the respondents feel the quality of English usage of The Hindu is too high.
8. Minimum 12% of the respondents feel the English usage of The Hindu is reader friendly.
9. It is concluded that Minimum 38% of the respondents prefer “The Hindu” has to stay on with the present style of writing.
10. Maximum 62% of the respondents prefer the English usage of “The Hindu” has to be simplified.
11. It is concluded that Minimum 38% of the respondents feel that there won't be any change in the readership even if “The Hindu” simplifies its English usage.
12. Maximum 65% of the respondents believe that there will be an enormous growth in the readership if “The Hindu” simplifies its English usage.

Suggestions

Based on the reader's opinion and analysis towards the English usage of “The Hindu”, most of the readers (35%) feel the quality of English usage of The Hindu is too high.

65% of the respondents believe that there will be an enormous growth in the readership if “The Hindu” simplifies its English usage.

Therefore It is suggested to “The Hindu” to use more of plain language and try to be reader's friendly to fetch more new readers and make the existing readers to continue.

V. Conclusion

News paper is a very important medium which can cover a wide range of information and it can be reached nook and corner of this world. It has a responsibility of conveying the message without any sort of confusion. To attain this, The language used has to be more refined, plain and simple.

References

1. Print Media and Development: A case study of 'Prabhat, Paperback, Shruti Singh
2. An introduction to journalism, Carole Fleming
3. Writing To Inform **and** Engage, Conrad C. Fink
4. Hindu Online