

**A COMPARATIVE STUDY OF STUDENT EDITION NEWSPAPERS FOR
VALUE-ADDED EDUCATION OF SECONDARY SCHOOL STUDENTS IN
AND AROUND PUNE CITY**

A Thesis

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By

Nair Sheebu Gopalkrishnan

Registration No - 03311001311

Under the Guidance of

Dr. Keshav Sathaye

DEPARTMENT OF MASS COMMUNICATION

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CERTIFICATE OF THE SUPERVISOR

It is certified that work entitled - **A comparative study of student edition newspapers for value-added education of secondary school students in and around Pune city** is an original research work done by Nair Sheebu Gopalkrishnan.

Under my supervision for the degree of Doctor of Philosophy in **Journalism** to be awarded by Tilak Maharashtra Vidyapeeth, Pune. To best of my knowledge this thesis

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Signature of the Supervisor

(Dr. Keshav Sathaye)

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I have signed the above undertaking after reading carefully and knowing all the aspects therein.

Signature:

Address: 'Nair Nivas', 90/43 Kalas, Alandi road, Dighi Camp PO, Pune 411015

Ph.No: 9890128464

e-mail: nair.sheebu@gmail.com

Date: 6.7.2018

Place: Pune

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Table of Contents

Chapter one – Introduction	page
1.1 Background	1
1.2 Statement of the problem	2
1.3 Purpose of study	2
1.4 Rational and Significance of the study	3
1.5 Role of Journalism	4
1.6 Role of Education	4
1.7 Newspaper In Education	5
Chapter two - Review of Literature	
2.1 Introduction	7
2.2 International overview	7
2.3 Overview in India	12
2.3.1 The New Indian Express –Student edition	13
2.3.2 Hindustan Times Partnership for Action in Edu.	17
2.3.3 The Telegraph in School	20
2.3.4 The Hindu - In School	22
2.3.5 Deccan Herald in Education	26
2.3.6 Tribune in Education	28
2.3.7 The Times of India - Newspaper in Education	32
2.4 Review of previous research	37
2.5 Summary	41
Chapter three – Research Methodology	
3.1 Background	42
3.2 Research Objectives	43
3.3 Theoretical background	43
3.4 Research Problem	44
3.5 Research design	44

3.6 Context of the study	44
3.6.1 Data sources	45
3.6.2 Sampling	45
3.6.3 Inclusion criteria	45
3.6.4 Exclusion criteria	45
3.6.5 Universe Size	46
3.7 Construction of a questionnaire	46
3.8 Data Collection	47
3.9 Framework of Analysis	47
3.10 Limitation of the study	48

Chapter four – Data analysis

4.1 Students assessment	
4.1.1 Students’ background	49
4.1.2 Social demographics	56
4.1.3 Participant choices	65
4.2 Content evaluation	
4.2.1 Comparative articles	89
4.2.2 Unique articles	137
4.2.3 Other articles	175
4.3 Practical uses	
4.3.1 Applications	177
4.3.2 Curriculum	189
4.3.3 Problem solving	200
4.4 Attitudinal approach	
4.4.1 Learning	203
4.4.2 Advertisements and appeal	211
4.4.3 Interests	227
4.5 Gender and contents	
4.5.1 TOI-NIE articles	248
4.5.2 TH-IS articles	268

Chapter five - Conclusions

5.1 Summary	284
5.2 Outcome	285
5.3 Suggestions	287
5.4 Recommendations	288
5.5 Scope for further research	289
5.6 Observations	290
5.7 Findings	293

Bibliography

Books	297
Websites	303

Appendix

TOI- NIE Questionnaire	305
TH-IS Questionnaire	307

Chapter One - Introduction

- 1.1 Background**
- 1.2 Statement of the problem**
- 1.3 Purpose of study**
- 1.4 Rational and Significance of the study**
- 1.5 Role of Journalism**
- 1.6 Role of Education**
- 1.7 Newspapers in Education**

“The greatest challenge to any thinker is stating the problem in a way that will allow a solution.”

(Bertrand Russell)

1.1 Background

The origin of this research topic goes quite long back when the researcher was pursuing his master’s course in computer studies a way back in the nineties. Then, the fundamental question being asked was why the study of computers was called as “Information Technology” and not as “Knowledge Technology”? The logic behind the question raised was that children during their school education are given a book called as “General Knowledge” (G.K.). This book contains questions and answers, which a student is expected to remember. A student, who is able to keep in mind most of the answers to the respective questions, was considered to be knowledgeable. Taking the implied situation when an answer to a question is asked on a computer with an internet connection, the answers received were multiple, thus calling it as “Knowledge Technology²”. The search for a satisfactory answer was being explored by the researcher again and again. The trigger for this inquiry once more took place in the master of the

journalism class, when Professor S.K.Kulkarni also mentioned in his book “Patrakarita Margadarshika” that the three basic responsibilities of Journalism i.e. Entertainment, Information & Education (Kulkarni,2006). The first two were very easily understood but Education! How come journalism disseminates the role of education? For understanding, this aspect of journalism, the researcher landed into the research of this topic.

1.2 Statement of the problem

The research topic has been selected on the basis of the current reporting done for educational subjects in the print media. A reasonable part of the media is dedicated to this type of educational reporting which is supposed to serve the purpose of public good. This research study has been conducted to find out the impact of the educational information provided by the print media. This research study will help the journalistic community for better understanding of educational reporting. The output of such a research will be useful in planning the media coverage accordingly. Topics can be provided in a better way to the readers. The need to provide the best available information will help to improve the reporting quality of scholastic journalism.

1.3 Purpose of study

The main goal of this research study is to produce knowledge that can help to shape the future of educational journalism. The purpose is to build and test models that will keep the principles of journalism alive, despite the many challenges to their survival, which includes economic pressure, sweeping technological changes, negative public attitudes toward the press, and shifting public need. Journalism plays a crucial role in the effective functioning of a democratic system, to be more precise the newspapers and their contribution to keeping the public appropriately informed.

1.4 Rational & Significance of study

The aim of the proposed research is to consider how educational reporting impacts and benefits the readers as per current reporting methods. The benefits of this research will help journalists to understand a variety of concerns related to education and further offer insights in other areas of education reporting. This research will help to evaluate the effects of contemporary educational reportage with its advantages and disadvantages. The research will also help the media industry, particularly the print media to plan their management strategy of considering the amount and time of covering various types of educational news. Earnings from advertising will grow as it is one of the primary sources of income of the media industry. With more and more subjects added onto the education curriculum, the scope for educational reporting has widened. Considering a large class of literates growing at a fast pace in India, the need for educational reporting can surely provide the society, a variety of information on various subjects in a simple manner. As the methods of teaching vary from person to person and across diverse educational boards, the journalistic skills could be used very well to bring different views on numerous subjects covered under education on one platform.

Education is the soul of a society as it teaches us to respond to tradition by either accepting or rejecting it. Education influences the thinking of the future generations. In order to make the people aware of their rights and responsibilities, mass education needs to be utilized. None other than journalism can take the lead in delivering this responsibility and serve a noble purpose. Learning how to learn is the basis for education. It is the right system of education which inculcates the principles of humanity. This research will help give deeper insights into the field of educational journalism. As the media has the power to mobilize a great amount of work, this research can facilitate the youth in particular and the public at large to develop intellectual views for the betterment of society.

1.5 Role of Journalism

The craft of journalism as a trade or business has been over two hundred years old. Several technological developments are coming together to make it possible. The printing press, faster transport like railways played a very important role in the dissemination of information to the masses. Journalism was also facilitated by the then political, social and economic conditions. Time and again there are several debates questioning journalism if it is a public service, entertainment, cultural industry for profit, used for propaganda or advertising and public relations. This criticism has been laid to rest as journalism is a combination of all of the above-mentioned roles. Journalism is a form of writing that is used to tell people about things that have happened and that they don't know. With the advent of newer technology, the dissemination of news has taken altogether a different form. The role of media has been immense by keeping the public informed about world affairs and events. The newspaper acts as the fourth pillar about upholding democracy in particular for molding public opinion as to its basic aim.

1.6 Role of Education

At The United Nations, Educational, Scientific and Cultural Organization (UNESCO) considers education to be instruction designed in an organized and continuing manner with the blend of skills, knowledge and understanding all the activities of life. Thus education is the development of a child that is valuable for society. Making a person emotionally, mentally, morally and socially strong is the aim of education (Ezewell, 1983). The emphasis of education is on developing the child's abilities, capabilities and behaviour useful for the society he dwells (Good, 1945). The providing of education as welfare to its citizens as a state responsibility is based on the socio-economic decisions of politicians¹. This study highlights that education is not only acquired inside the school but also outside too. The newspaper's role in education serves this purpose. The

¹ Role of education in the societal development, Turkkahraman M., Journal of Educational and Instructional Studies in the world, Turkey 2012, Pg1

economic value of education relies on numerous factors like attitudes and values imbibed in an individual.

The transmission of social norms and values was the major function of education by Emile Durkheim by the French sociologist. Cooperation and social solidarity are essential to the survival of an individual which education attempts to provide. With an emphasis on history subject, he highlighted the benefit of teaching children this subject as it helps the student see something larger than them which in turn develop a commitment to the society. Being an agent of societal change, education is vital to an individual's life. How the role of education helps in maintaining the capitalist system and the class struggle is the classical view of Karl Marx. Even though being an extreme view, his radical approach to the role of education that promotes social inequalities is being explored even today².

With several experiments being conducted into imparting education, many efforts are being explored worldwide for its improvisation, in which newspaper in education can play its own role in a small way.

1.7 Newspapers In Education

The first ever reference found regarding newspaper in education is an editorial published in the newspaper Portland (Maine) Eastern Herald on 8th June 1875³. The editorial emphasized the use of reading newspapers in schools and houses by children. The editor further brings to attention the benefits for the students they will get from the reading of newspapers. Motivating parents by asking them if they want their children to learn geography, the variety of stories of the newspaper is the appropriate area for them to know about places around the world. This benefits the students in using the atlas per

² Examining the role and purpose of education within the Marxist perspective, Samkange W., 2015, Global Journal of Advanced research, Pg 1

³ NIE: Getting Started A Guide for Newspaper In Education Programs, Jim Abbott, 2005, Newspaper Association of America Foundation, Vienna, Pg 9

say. World events that are ongoing are brought to the attention of the school students from reading the newspaper. To know about the manners of people around the world, their food habits, knowledge about science, mode of doing business etc the newspaper is the right place to know about this all. The newspaper is the cheapest form of “book “as the editor emphasizes to be purchased by parents for their children. In the late 1920s during the great depression in America severe economic downturn had taken place which lasted late into the 1930s⁴. In this economic background, The New York Times and The Milwaukee Journal started giving newspapers of yesterday free of cost to schools. This attitude of Iphigene Ochs Sulzberger wife of The New York Times publisher, with such a pro-social behaviour, was intended to be known as the mother of newspaper in education. With the request of the New York school teachers to her to use the newspaper as curriculum aid, they were also provided training for using the newspaper in the classroom. Eventually, The New York Times offered this program to the entirety of America. The best part of this news organization was the attitude of training the other media business in helping them start their own newspapers in education programs. “The Living Textbook” name is aptly used, as the fresh study material was always available on a daily basis for the students to use. For several decades this project has been in existence with phenomenal developments year after year throughout the world in several countries.

Merely to read and write is not education

Lokmanya Tilak

⁴ Wikipedia- Great depression

Chapter 2- Review of literature

2.1 Introduction

2.2 International overview of NIE

2.3 Overview of NIE in India

2.3.1 The New Indian Express –Student edition (TNIE-SE)

2.3.2 Hindustan Times Partnership for Action in Education (HT-PACE)

2.3.3 The Telegraph in School (TTIS)

2.3.4 The Hindu In School (THIS)

2.3.5 Deccan Herald in Education (DHiE)

2.3.6 Tribune in education (TIE)

2.3.7 The Times of India (TOI) Newspaper in Education (NIE)

2.4 Review of previous research

2.5 Summary

2.1 Introduction

Reviewing literature is considered as one of the most important steps in research. To find out literature related to the research in hand is the purpose of this step. To set the current research within a conceptual and theoretical context, the researcher has attempted to view the current study at two levels. As discussed in Chapter One of this research thesis, the fundamental purpose is to understand what work has been done till now in the field of newspaper in education. The prime focus of this research study is about secondary school students thus the approach for the review of the literature has been adapted accordingly.

2.2 International overview of NIE

The idea of using newspapers in schools has been around for quite some time. Currently, the World Association of Newspapers acts as the apex body which promotes the concept of newspaper in education. They present this venture as the utilization of a

daily newspaper as an instructive tool for almost any subject. Teaching the school subjects like English, history, geography, political science, economics etc. can become a daily activity using the newspaper in the class. Specific lessons can be designed to suit the appropriate curriculum of respective schools. This project targets students from pre-kindergarten to adult learning classes. Specifically, the exploration of the daily newspaper itself is an invaluable way to deal with media proficiency. Examining the daily newspaper content and improved understanding of the information leads the students to better participation in the society. The students learn how to examine the media content and also contribute articles for the newspaper. There is also information related to films, internet, television and sometimes radio too covered in the newspaper. Moreover, a journalistic approach can be incredibly helpful towards a variety of information. By enhancing media literacy, the newspaper in education helps to improve the students themselves as future citizens of society.

The United States of America has been the pioneer of the newspaper in education program which has been already discussed in chapter one of this thesis. Since the inception in the 1930's, major news organizations have been providing the newspapers in print. The New York Times and The Milwaukee were the first media organizations to provide the newspaper free of cost to the schools. Starting from New York this activity expanded throughout America. By the 1950's newspaper use in schools was a regular phenomenon. The "Newspaper in Classroom" (NIC) program started in the year 1957¹. The focus was to encourage the students and teachers to dedicate 2 weeks to understand the use and production process of the newspaper. The Newspaper Association of America (NAA) looks after this program. Even the American government provided tax benefits to media organizations who participated into this program by the 1960's. The name "Newspaper in Education" (NIE) was coined by the Canadian Daily Newspaper Publishers Association and then onwards everyone else followed suit. In the 1970's this project was in full force and an annual conference was conducted for sharing ideas on making NIE better. By the 1980's the International Reading Association became a part of

¹ NIE: Getting Started A Guide for Newspaper In Education Programs, Jim Abbott, 2005, Newspaper Association of America Foundation, Vienna, Pg 10, 11,12

the NIE program. The adaptation of NIE by various social organizations like prisons, nursing homes, mental institutions etc became very popular particularly for adult literacy. More than 700 NIE programs were in place by the year 1989 in America. Marketing of NIE helped the growth of the project rapidly by the 1990's. The purpose was to catch the future readers as they were young itself through the NIE program. With a significant thrust, more than 850 NIE programs came into being in this decade. This is the period than India also started participating in the NIE project². In the second millennia, forty percent of all public schools were part of the NIE project. Challenges in the newspaper industry particularly print have forced the media organizations to start the digital editions for the NIE program. NAA focuses on developing curriculum materials and other products for the NIE project; it also conducts webinars, releases white papers on its website.

A newspaper in Education program in Denmark is the world's second oldest project after the United States³. NIE activities were formally launched since 1962. These are managed by the Association of Danish Media. They publish textbooks and guides for media literacy along with courses for teachers. Finland started the NIE project from 1964⁴. It was supported by the Finnish Newspapers Association. In 2011 and 2012, booklets concerning environment were created for 14-17 and 12-16 years, young people. Several initiatives like "Do You Read", materials for school subjects, encouraging parents' involvement, new ideas for teachers and youth etc. is actively promoted.

NIE was started in the year 1970 in Norway⁵. With a focus on advertising topics, the Ministry of Children has developed educational materials under the NIE project for students between the ages of 13-17. Press ethics is another area of concern under the new initiatives targeting 15-19-year-olds. In 2014, a national level student parliament programme was conducted with the partnership of local newspapers, celebrating the 100th

² Effectiveness of newspaper in education (NIE) program on the student performance, Manojkumar Nagasampige and Kavita M. Nagasampige School of Communication, Manipal University, Manipal 19th April 2016

³ <http://www.wan-ifra.org/articles/2014/09/30/denmark-engaging-youth-then-and-now>

⁴ <http://www.wan-ifra.org/articles/2011/11/25/finland-engaging-the-young-then-and-now>

⁵ <http://www.wan-ifra.org/articles/2014/09/30/norway-engaging-the-young-then-and-now>

year of Norway's constitution. Since 1976, the NIE project has been implemented in the Netherlands. A toolkit is provided to the students who have a choice to select their own stories to create a student print or electronic newspaper. In 2017, a road show named "Freedom of Expression" was launched, where journalists had to visit schools and discuss the role of media in society with students.

France started Newspaper in education in the year 1977⁶. The French association ARPEJ was responsible for promoting this project. The national education ministry's media education unit, CLEMI holds a national press week, bringing together media organizations of print and broadcast to help schools focus on media education. The NIE program started in South Africa in the year 1978. It was started with the support of "The Star" media organization. It was done with the request of Soweto parents for their children's education. (McComb, 1977).⁷ In 2016 a "cell phone citizen journalism project" was launched. The purpose of this project is to gel the journalist with the school newspaper. Since 1979, Germany started the NIE project⁸. Over two-thirds of the publishers participating in this in the initiative. The prime contribution of content for NIE was provided by The Federation of German Newspaper Publishers (BDZV). An annual conference called "Children Youth Newspapers" encourages collecting memorable stories from the newspapers through an initiative called "Tom's Book". Lately, under this project, students' awareness of current affairs is surveyed. A huge number of newspapers are provided free of cost to educational institutions as the cost is borne by sponsors.

Newspapers were used in the schools in Japan even before 1985⁹. But, the name NIE was accepted formally since then. School textbooks containing chapters were incorporated keeping in mind with the use of newspapers. Newspaper Publishers & Editors Association holds an annual conference for teachers and news publishers from all over the country. Newspaper Report Contest is also conducted for high school students

⁶ <http://www.wan-ifra.org/articles/2011/11/24/france-engaging-youth-then-and-now>

⁷ Newspapers in Education programmes and South African youth: A survey of the relationship between South African school-goers and newspapers in Esikhawini, KwaZulu-Natal. McComb R.V., 1997. Pg 50

⁸ <http://www.wan-ifra.org/articles/2011/11/24/germany-young-readership-development>

⁹ <http://www.wan-ifra.org/articles/2014/09/30/japan-engaging-the-young-then-and-now>

for grooming their reporting skills. The Korean Association of Newspapers started NIE in the year 1985¹⁰. A newspaper workbook is used by secondary school students for conducting discussions inside their classrooms. Annually as part of its activities, the newspaper reading passport is also conducted on a social problem topic. Various digital resources are provided on the internet for schools and teachers.

In Brazil “The Newspaper and Education Program” (PJE) promoted by the Brazilian Association of Newspaper (ANU) is there since 1992¹¹. They also conduct student newspaper contests. The newspaper in education program started in Columbia in 1993¹². The Ministry of Education, Organization of Iberoamerican States OEI and Association of Colombian News Publishers (ANDIARIOS) have collaborated to improvise this project. Further, they also conduct a Best Stories student journalism contest since 2012.

As a part of this project, Austria promotes youth readership development programs. Newspaper at school is being supported by the Zeitung in der Schule (ZiS) association since 1995¹³. From 2015 ZiS has also started a competition for teacher excellence with an award of 200 Euros. They have also uploaded various resources materials for the use of students and teachers on their website. Chile has a competition especially for secondary school students, which call for contestants to study a newspaper or magazine for a month and then participate in the competition called “Current event Olympics”¹⁴. This event is managed by the “Association Nacional de la Prensa” (ANP) since 2001.

Belgium has a news literacy program under the name “Open My Daily” for print media from 2002 and “Open My Digital Daily” for the electronic edition by publishers of francophone dailies (PRESS.BE)¹⁵. “Press in school” programmes have been there since

¹⁰ <http://www.wan-ifra.org/articles/2014/10/02/korea-engaging-the-young-then-and-now>

¹¹ <http://www.wan-ifra.org/articles/2011/11/25/brazil-engaging-the-young-then-and-now>

¹² <http://www.wan-ifra.org/articles/2014/10/01/colombia-engaging-the-young-then-and-now>

¹³ <http://www.wan-ifra.org/articles/2013/05/15/austria-young-readership-development>

¹⁴ <http://www.wan-ifra.org/articles/2016/10/07/chile-young-readership-development>

¹⁵ <http://www.wan-ifra.org/articles/2014/10/02/belgium-engaging-the-young-then-and-now>

1994 by Journaux Francophones Belges (JFB). There is a special provision for secondary schools under this initiative from 2005. A study was conducted on NIE campaign of 2007 in Flanders. In that study, the socio-demographic profile of the participants was from 14-16 years old (54.8 percent) formed the largest group. The observations were that those students who used the NIE paper again and again were found most impactful (Hau, Rae & Hoe, 2008).¹⁶ In the year 2009, another study was conducted in Belgium, to check the social and political attitude of the youth (15-16 years) using NIE. The sample was taken from the 2006 “Belgium Youth Survey” and the output concluded that those respondents had a higher level of tolerance towards minorities (Claes & Quintelier, 2009)¹⁷.

Indonesia started the NIE project in the year 2004, currently known as “Young Readers Indonesia” (YRI) since 2011¹⁸. Under this project, debate and writing competition for secondary school students are conducted. The Indonesian Government also offers sponsorship provided under their state budget. This project is supported by the university level students. Since 2005, Hungary has participated in the NIE project with the support of the Hungarian Publishers Association¹⁹. Under the program “BRIDGE – Newspaper to student” (HID), subjects like social studies, environment, linguistics, civics etc. are supported with respective newspapers and magazines by the association members targeting secondary school students. Another program named “WALK- Press and learning (SETA) since 2003 was promoted by regional publishers for the secondary school students for improving their comprehension skills.

2.3 Overview of NIE in India

Newspapers have been used in schools in an informal way for quite some time in India. Initially, newspaper reading was an activity done every day morning during the

¹⁶ NIE in Flanders, Raeymaecker K., Hoebeke T. and Hauttekeete L., *Journalism Practice* Vol. 2, 2008, Pg 416-426.

¹⁷ NIE: A critical Inquiry into the effects of using NP as teaching agents, Ellen Claes & Ellen Quintelier, *Educational Research*, Vol. 51 , Sept. 2009, Pg 341-363

¹⁸ <http://www.wan-ifra.org/articles/2015/02/17/indonesia-engaging-the-young-then-and-now>

¹⁹ <http://www.wan-ifra.org/articles/2015/04/21/hungary-engaging-the-young-then-and-now>

assembly in a few schools. Even some schools allow their students to have access to the newspaper in their school library during recess or their library period. Further, a small number of media organizations started distributing the previous day's newspaper free of charge to each student in some schools every fortnight and month respectively²⁰. This advanced into the publishing of the student edition newspapers which was distributed from Monday to Saturday. As not all the content in the regular newspaper was suitable to school children, the need of this student edition arose (Keval, 2012)²¹. Multiple media corporations in India bring out the student newspapers under the project named Newspaper in Education (NIE). During the period of this research, the ABC record shows that there are seven publishers who print the student edition newspaper.

2.3.1 The New Indian Express –Student edition (TNIE-SE)

The Indian Express started the children newspaper called “Young Expressions” in 1994. It was a 16-20 page tabloid newspaper published every fortnight²². As per the ABC records, there is no information on Indian Express newspaper circulation and this caused the limitation for the researcher's further inquiry. As the Indian Express group split into two, the North India-based newspaper with its headquarters in Mumbai continued with the same name “Indian Express” while the South India group launched the newspaper in the name “The New Indian Express” in the year 1999²³. As per ABC records, “The New Indian Express” group started the student edition in July 2011²⁴ at the price of rupee one. The current student edition published by this group is priced at rupees 1.50 and it mentions “The News Indian Express Student Edition”. Along with the masthead, an interesting statement “Don't touch it's my copy” is also printed. The statement is aptly quoted because this student edition newspaper is available only for the students in school

²⁰ Developing communicative competence in written English among senior secondary school learners in Haryana - an experimental study, Deswal Yashpal Singh, Bundelkhand University, 2005, Pg 20,

²¹ Mass Communication in India, Keval Kumar, 2012, Pg 110

²² Developing communicative competence in written English among senior secondary school learners in Haryana - an experimental study, Deswal Yashpal Singh, Bundelkhand University, 2005, Pg 20,

²³ Wikipedia – Indian express, The New Indian Express

²⁴ Audit bureau of Circulations, India

and cannot be purchased like any other daily newspaper from the open market which denotes the exclusiveness of this newspaper.

The front page has a lead story printed along with a photograph in the centre of the broadsheet newspaper. The topic of the news item is supplemented with a relevant emoji. This is a unique way of communicating with the digital native school children encouraging them to read the published article. There is a section called “In the Spotlight” which highlights who-and-why questions and answers about national and international personalities and events. No other specific title is consistently printed on this page. A heading named “Under the Hammer²⁵” mentions a human interest story justifying the given title. The title “Yoga for All” is about International Yoga Day event. This section is carried as an anchor story in an eight-column format. Another title “Express Read²⁶” consists of a youth-related news item in brief on this page.

The main title of page two is “Know How”. Along with this title, an emoji is printed with the slogan “Just Laugh” which carries two jokes in a question and answer format. At the extreme top left-hand corner of this page, a section named “Who Invented” consists of an article starting with a statement (Find out the history of the *topic name* here). Another section named “Facts About” speaks about places, sports etc. Following it is a section named “Boredom Buster” consists of information for making craft items. A section named “Science Matters” contains about astronomy, environment etc. “World Around Me” is a section about animals and bird world.

The third page titled “My Space” is all about school-related articles. In the tagline along with a happy emoji, a relevant numerical is printed with its relation to creating a meaningful sentence. This page showcases mostly school events, competitions, and accolades of the students who participate in them. This page serves mostly as a type of advertorial for the promotion of schools and their activities. This page generally covers those schools that students are subscribers to this student newspaper.

²⁵ The New Indian Express student edition, Chennai, dated 5 July 2017, Pg1

²⁶ The New Indian Express student edition, Chennai, dated 22 June 2017, Pg1

Page four's title is "Up-side" along with a tagline called "Fitness Facts". A varied mix of articles is covered here. A banner prominently printed at the extreme left bottom of this page is in green colour with reverse printing. It contains a proverb or a statement by an eminent person of wisdom. This page is distributed into eight parts with different proportions of information. The publisher details are also printed in a column format.

Page fifth is titled "Focus" with a tagline consists of two different information related to the lead news story covered here. A section entitled "Word Play" consists of a word in its grammatical explanation, synonyms and the etymological information. The anchor story has a title based on the topic for e.g. "Defying all odds" is about an eighty-five year South African marathon runner²⁷, "Set the Bar" is about Indian women venturing into the bartending profession²⁸.

Page sixth is titled "Timepass" along with its tagline a laughing emoji and a joke with it. Brevity titled "Kidspot" contains articles like finding the difference between two printed pictures side by side, Word search jumbled alphabets in a circle and the student is to find words from it without crossing the lines. This content is drawn by Dan Thompson and copyrighted by Andrews Mcmeel Syndication. Comics' strips like The Phantom, Hi and Lois, Beetle Bailey, Henry and Lockhorns are printed which is provided by King Features Syndicate Inc. Dennis the Menace is also published here provided by North America Syndicate. An 11 X 15 matrix word sleuth, along with yesterday's solution is published on this page. "Shylock Fox and Comics" by Sr. and JR. Bob Weber is for the students to find about which two scenes are exactly alike provided by the King Feature Syndicate. "Colour This" is an illustration drawn by an artist and the student is to apply colour to the spaces provided in the sketch.

Page seventh is titled "Sports" and along with its tagline is a twitter logo, with three different hashtag tweets printed. "Express Read" is a section providing information

²⁷ The New Indian Express student edition dated 5th July 2017

²⁸ The New Indian Express student edition dated 22nd June 2017

related to a sports personality in brief. The anchor consists of a title as per the type of sports story published. Page eighth is titled “Explore” with a tagline with two four-line two column article. With several varieties of news related to science and technology, the anchor is published under the title “Globetrotters” consisting of five articles and a photograph. As per the Audit Bureau of Circulation records, the TNIE student edition newspaper’s average circulation for the months July to Dec 2016 is as follows.

Table 2.3.1 TNIE-SE circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	11309	110	1.50	Bangalore
2.	1154	110	1.50	Mangalore
3.	1345	110	1.00	Belgaum
4.	14270	93	1.50	Chennai
5.	16851	119	1.50	Coimbatore
6.	27323	115	1.50	Kochi
7.	9330	115	1.50	Kozhikode
8.	7964	116	1.50	Thiruvananthapuram
9.	8660	108	1.50	Tiruchirappalli

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.1 reveals that TNIE-SE is being circulated in nine cities. Most of the area covered is focused on South India. The total circulation of the student edition is 98,206 copies per day. Except for Belgaum, the price of TNIE-SE is Re. 1.00 and for all other places, it is priced at Rs 1.50 per copy.

Chart 2.3.1 TNIE-SE average circulation in percentage

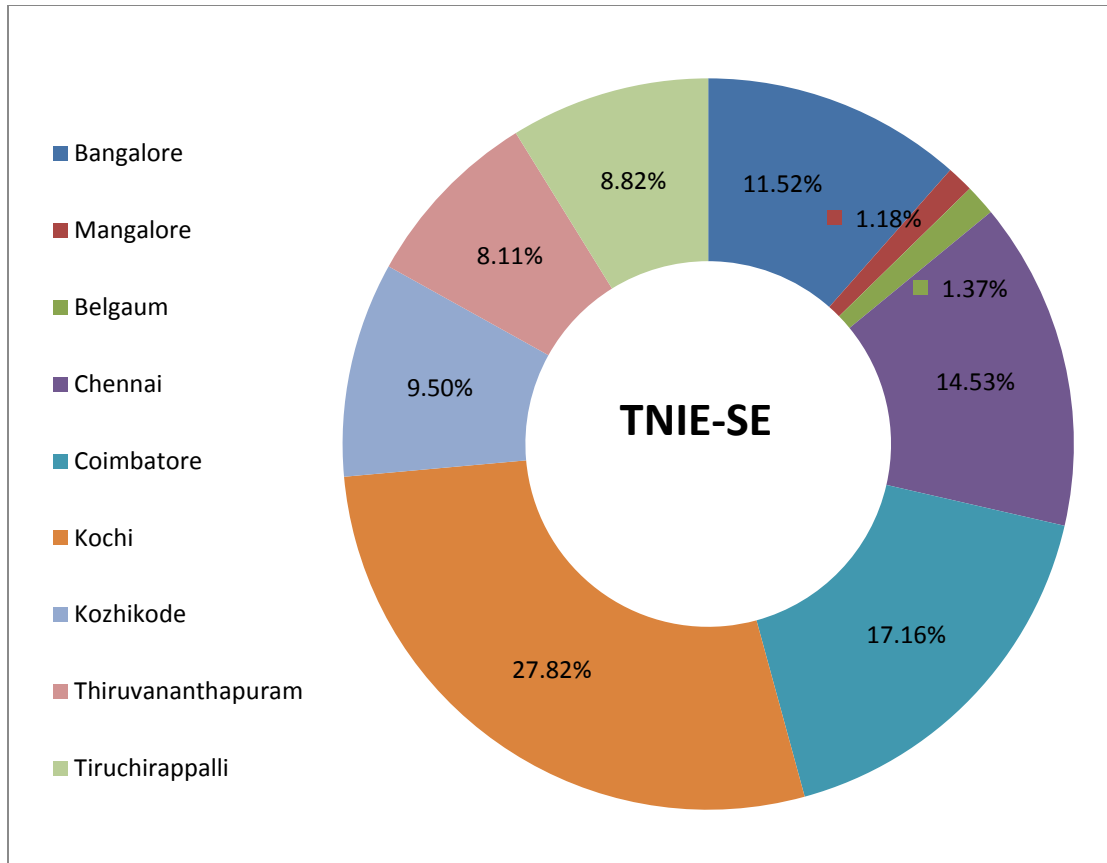


Chart 2.3.1 shows the total circulation of TNIE-SE. The city of Bangalore consumed 11.52%, Mangalore 1.18%, Belgaum 1.37%, Chennai 14.53%, Coimbatore 17.16%, Kochi 27.82%, Kozhikode 9.5%, Thiruvananthapuram 8.11% and Tiruchirappalli 8.82% respectively. The highest circulation was in Kochi and the lowest in Belgaum.

2.3.2 Hindustan Times Partnership for Action in Education (HT-PACE)

Hindustan Times started the student edition newspaper in the year 1998 under the name "Partnership for Action in Education" abbreviated as "HT-PACE"²⁹. HT-PACE claims that they value-add to classroom teaching which in turn benefits students'

²⁹ http://www.htmedia.in/?page_id=382 accessed on 8th June 2017

education. Considering their student edition newspaper as an integral part of the school curriculum, they claim HT-PACE to be an editorial product.

To support this venture, HT-PACE conducts several programs for principals, teachers and students. Activities like seminars and symposiums are regularly conducted. Eminent persons like former President of India Dr APJ Abdul Kalam and international organizations like WAN, UNESCO, UNFPA, UNICEF, UNIC and WHO has appreciated their efforts. As this mission's commitment is providing high-quality value addition education through HT-PACE newspaper for the benefit of the entire academic community. To develop amongst students reading habits, informing about current affairs, improve spelling abilities and increase their writing skills including vocabulary. They equip students with apt information to care for nature, become aware of their social responsibility, develop attitudes of tolerance, peace and gender justice. Collaboration with leading organizations to contribute their resources for enhancing the students' abilities to interact within themselves adds value to their learning. Adhering to world-class standards in NIE is their prime focus. To make the student realize their true potentials HT-PACE offers them analytical skills and develops spirit of enquiry for the pursuit of their education. The HT-PACE student newspaper acts as a catalyst to bring together the academic community along with Government and Non-Governmental organizations. Individuals from social life are also encouraged to participate to be a part of this mission of becoming informed citizens and life-long learners.

HT-PACE is an eight pages newspaper. The emphasis is more on news related science, technology, fitness, sports, environment etc. Following the principles of journalism i.e. entertainment, information and education, HT-PACE claim to be the newspaper which enables the students to thought-provoking issues presented in a youthful way.

Another activity promoted by HT-PACE is exclusive programs for Principals (Annual PACE Principals Meet, 2015) and Teachers. With a large number of events conducted, they claim that every year their participants benefit immensely from them.

Padma Shri Usha Uthup was invited in 2015 for a live concert promoting brotherhood amongst various races, nationalities and religions.

HT-PACE renders teachers, grade-wise curriculum to enable them to use the newspaper in their respective classes. HT-PACE launched their online version (www.htpace.com) of the said newspaper in 2004. They provide instant information to the stake-holders viz. teachers and students about events, workshops and visits are one of the purposes of this website. Teachers and students can download an updated version of curriculum support packages from this web portal. Currently, HT-PACE is on the internet at <http://www.hindustantimes.com/topic/ht-pace>.

School Times

Hindustan Times has a weekly colour supplement consisting of four pages. It carries varied contents like puzzles, crosswords, school news, paintings and poems. This weekly supplement is published with a purpose of encouraging the students to explore their creative potential. Pages two (pace news), three (htexpression) and four (Htpotpourri) are the respective page titles given to the school times supplement. No advertisements are printed in this supplement dated 16th May 2017. As per the Audit Bureau of Circulation the HT-PACE student edition newspaper's average circulation for the months July to Dec 2016 is as follows:

Table 2.3.2 HT-PACE average circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	40852	130	1.00	Chandigarh
2.	274415	115	2.50	New Delhi

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.2 reveals that HT-PACE newspaper is being circulated in two cities Chandigarh and New Delhi. The total circulation of HT-PACE newspaper is 315267 copies per day. In Chandigarh, the price was Rs 1.00 and for New Delhi, it was Rs 2.50.

Chart 2.3.2 HT-PACE average circulation in percentage

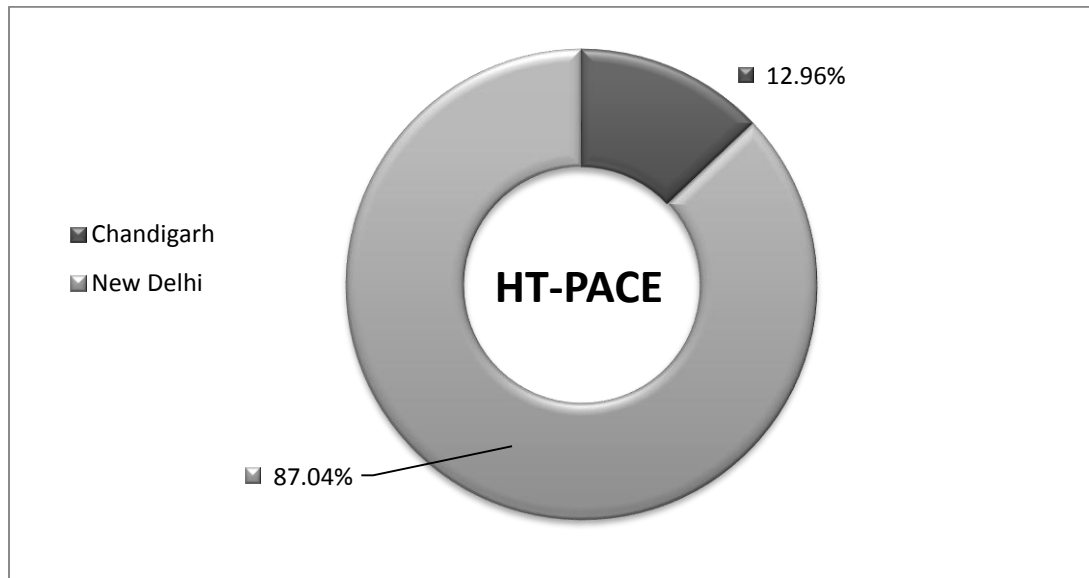


Chart 2.3.2 displays that the total circulation of HT-PACE newspaper in the city of Chandigarh consumed 12.96% and New Delhi 87.04% respectively.

2.3.3 The Telegraph in School (TTIS)

The Telegraph started the student edition newspaper in 1999 under the name “The Telegraph in School” abbreviated as (TTIS)³⁰. TTIS is published by the Anandabazar Patrika Group. TTIS is a daily tabloid newspaper published in Kolkata for students. The unique feature of TTIS is that the students themselves contribute content for a weekly 16-page newspaper meant for students. These students are called “Tiger Reporters” who are trained with the guidance of the TTIS editorial team. A newspaper column named “Open Forum” is a set of independent articles published by the student reporters on various

³⁰ Wikipedia - Telegraph in schools

issues. "Book Shelf" is another column of book reviews. "Speak out" is a section where readers can convey their request and messages to the editor. "News Headlines" covers last week events in the news. "Four Columns" contain various informative articles.

"School news" is about events organized by different schools. "Fun Zone" section contains fun activities for children. "Centre Spread" is a poster of eminent personalities and important events. "Big Question" is a column used for debates by the student. "Tell Tale" is a column for poems and drawings written by students. "Movie Time" is a section for movie reviews and song lyrics. "Cover story" contains the main story of that day's issue. "Tiger Shots" is a section containing content submitted by the young photographers. "Face 2 Face" consists of interviews with articles. "A head start for growing minds" is a tagline coined by TTIS with the intention of making each student a confident citizen of the country. With the motto of enjoyment, skill, talent and competitive spirit, TTIS organizes an annual contest by the name "The Great TTIS challenge". "TTIS Sports", "TTIS Brains", "TTIS Fun", "TTIS Care", "TTIS Celebrations" are various events organized by The Telegraph student newspaper project.

TTIS uses multiple media platforms for promoting its various activities among the student newspaper users. TTIS conducts a competition "The Telegraph School Awards for Excellence" to promote cultural understanding between our neighboring countries. To add a feather to its cap TTIS was awarded the "World Young Reader" prize by WAN. As per the Audit Bureau of Circulation the TTIS student edition newspaper's average circulation for the months July to Dec 2016 is as follows:

Table 2.3.3 TTIS circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	34,937	179	1.00	Kolkata

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.3 shows that TTIS newspaper is being circulated only in Kolkata. The total circulation of TTIS newspaper is 34937 copies per day and is priced at Rs 1.00 per newspaper. But at actual the TTIS newspaper displays the price as Rs. 5.00³¹.

2.3.4 The Hindu In School (TH-IS)

The Hindu initiated the student edition newspaper in 2000 under the name “In School”³². At the price of one rupee, a regular edition of the Hindu was given to school students. In the year 2012, they started the student edition called “IN SCHOOL”. The target audience of “IN SCHOOL” is students aged between 12 to 16 years. It is an eight-page broadsheet newspaper published six days in a week with a variety of news, views, contests etc. They claim that pages one, two and three provide the student with different news about their state, country and the world³³. There were no direct advertisements printed in this student edition newspaper dated 19th August 2014. The only indirect way of advertisement seen was by “Funskool” shown as the sponsor for the prizes of the “world photography day” competition. The section “AT A GLANCE” consist of current affairs in brief. Another section “WARM UP!” contained news related to sports. Further “STORYBOARD” a section contained articles related to technology, movies, books etc. Word of the day is a two-line informative snippet discussing a particular word’s meaning. Another column under the heading “GLOSSARY” had nine words along with their meanings. Another section named “ON THE BOOKSHELF” covering book reviews. “Book Lovers Program for Schools” (BLPS) a “Classroom of the Year” (ibid) contest was also advertised in this student edition newspaper. By exploring literature, students and teachers can win prizes, which consist of either books, workshops, certificates and visit to the Hindu’s headquarters. The visit helps the students and teachers to interact with the journalists and understand the newspaper making process. Under the heading “Signpost” unique articles about extraordinary happenings of the world is published

³¹ The Telegraph in Schools, 3rd July to 9th July 2017

³² Effectiveness of newspaper in education (NIE) program on the student performance, Nagasampige Manojkumar and Nagasampige Kavita M., Educational Quest: An Int. J. of Education and Applied Social Sciences Vol. 7 | Issue 1 | April 2016, Pg 25

³³ Discussions with office bearer Hindu Pune ,2017

which helps the students to become aware of events worldwide. To help the children think creatively, puzzles are also provided.

“The Hindu School’s photo contest” is also an additional activity for students. Another section under the heading “Childspeak” is an opportunity for students to express their opinions. Even they can send their point of views of the editorials which helps them develop their critical abilities. Under the heading “Today in history” a brief information of something happened in the past is published using an info-graphic way. Along with the title “MELANGE” provides students with interactive articles. Magic squares, math’s puzzles, Qwikipedia are some articles also published for students to improve their general knowledge. Sometimes pictures are made available for the students and they are supposed to suggest names which are to be sent as feedback to the editor. Sports articles are printed along with interesting photographs of famous sports personalities. Comic strips add flavour to the entire content along with crosswords which help the student enhance their vocabulary. The Hindu “In School” NIE project has tied up with Prism Books Group³⁴ for conducting sessions for schools free of cost who subscribe it. A variety of topics such as culture, heritage, science, math, personality development, life skills, language skills etc. are offered to the schools as per their choice. Calling the newspaper “A living textbook”³⁵ are used for designing the required modules to be used in classes. As per The Audit Bureau of Circulations, the average published student newspaper for the July-Dec 2016 for 132 days was 50217 copies at Chennai. The Hindu “In School” also has its electronic version of the NIE newspaper. The website of the digital edition of “In School” newspaper is <https://eschool.thehindu.com> which is fully functional.

In School Summer special edition

As the “In School” student edition newspaper is published for the months from June to March in a year while the other two months the Hindu publishes a weekly edition for the months of April and May. The cost of this edition is rupees twenty-five each and

³⁴ <http://www.thehindu.com/lf/2004/10/05/stories/2004100511180200.htm>

³⁵ <http://www.thehindu.com/news/national/andhra-pradesh/%E2%80%98Newspaper-a-living-textbook%E2%80%99/article14504436.ece>

can be availed by paying Rs 200 or Rs 150 for 8/6 copies which are couriered to the subscriber directly. This weekly edition consists of 48 pages in total and is a tabloid newspaper versus the regular broadsheet paper used for the “In School” daily edition. There are various articles and activities for students to use this tabloid newspaper like Do it yourself experiments, puzzles, creative writing, maths etc. Overall, it is an attempt to keep the students in touch with the newspaper even if they are not in school during the summer recess. This newspaper has several full-page advertisements starting as the newspaper’s jacket, particularly the front and last page consistently. As per the Audit Bureau of Circulation, the In School student edition newspaper’s average circulation for the months July to Dec 2016 is as follows:

Table 2.3.4 In School circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	47424	130	3.00	Bangalore
2.	3295	109	3.00	Hubli
3.	2126	109	3.00	Mangalore
4.	50217	132	3.00	Chennai
5.	23000	135	3.00	Coimbatore
6.	14058	110	3.00	Madurai
7.	10310	130	3.00	Tiruchirappalli
8.	30746	144	3.00	Hyderabad
9.	13015	140	3.00	Vijayawada
10.	8322	135	3.00	Visakhapatnam
11.	13063	109	3.00	Kochi
12.	5712	105	3.00	Kozhikode
13.	6777	135	3.00	Thiruvananthapuram
14.	9618	109	3.00	Kolkata
15.	16491	101	3.00	Mumbai
16.	29117	106	3.00	New Delhi

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.4 reveals that THIS newspaper is being circulated in sixteen cities. THIS had circulation in more cities than any other student edition publisher in India. The total circulation of the student edition is 2,83,291 copies per day. In all the cities the student newspaper was sold at Rs 3.00 per copy.

Chart 2.3.4 THIS circulation in percentages

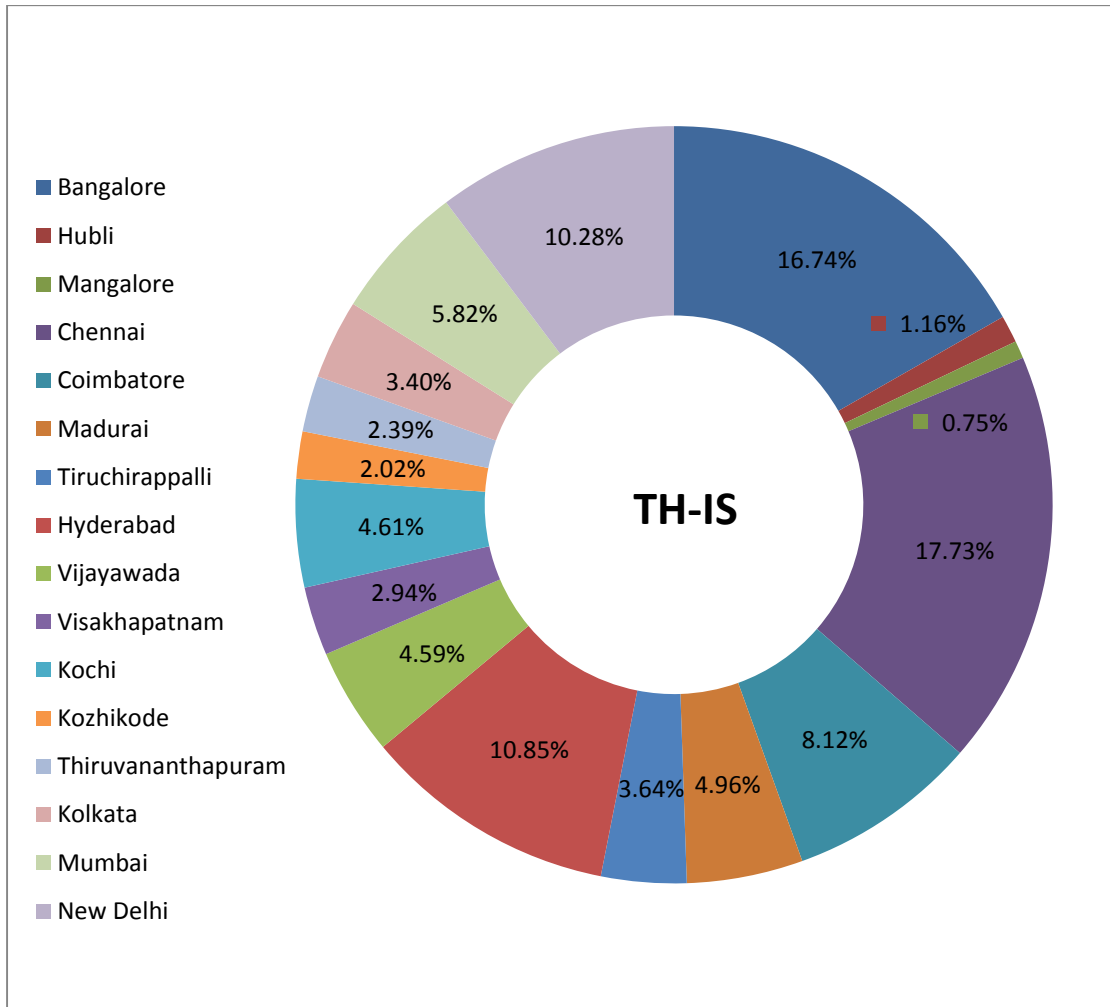


Chart 2.3.4 shows the city wise percentage circulation of THIS newspaper. The city of Bangalore consumed 16.74%, Hubli 1.16%, Mangalore 0.75%, Chennai 17.73%, Coimbatore 8.12%, Madurai 4.96%, Tiruchirappalli 3.64%, Hyderabad 10.85%, Vijayawada 4.59%, Vishakhapatnam 2.94%, Kochi 4.61%, Kozhikode 2.02%, Thiruvananthapuram 2.39%, Kolkata 3.4%, Mumbai 5.82% and New Delhi 10.28% respectively. The highest circulation was in Chennai and the smallest was in Mangalore.

2.3.5 Deccan Herald in Education (DHiE)

Deccan Herald started the student edition newspaper in the year 2003³⁶ under the name “Deccan Herald in Education” abbreviated as (DHiE). To make learning enjoyable and to inculcate reading habits, the DHiE program was developed by the Deccan Herald group. DHiE newspaper also supplements the teacher in the classroom. As per the responsibility of journalism, the program’s aim is to inform, educate and entertain students. The student newspaper is a vibrant medium that helps the students to relate to textual facts and bring enthusiasm into classrooms. It helps in raising the students’ awareness by enhancing his knowledge of the changing world in hand with their school textbooks. Helping the students’ develop their basic reading and writing skills DHiE complements it with various workshops by highly talented personalities. The students are exposed to a wide range of subjects along with their regular curriculum. Students participate in these workshops enthusiastically as per “Jame ul Uloom” a premier educational institution. DHiE has enlisted several lady consultants to implement their newspaper in education project. These consultants discuss with the respective school principals and select the relevant topics to be conducted by the resource persons inside the classroom. Topics such as photography, drawing, music, craft, quizzing, math’s, languages etc are the areas in which the resource persons are invited to conduct the workshops for students who have subscribed for the DHiE newspaper. These workshops are complementary and thus the students do not need to pay for it. The DHiE newspaper is provided to the student at Rs 30 per month even though each copy costs rupees two as per the ABC records. This student newspaper is published from Monday to Saturday and provided for nine months in a year i.e. June to Feb. The target audiences for the DHiE newspaper are children between the ages 7-15 years. Considering this as the student’s age they are enrolled from standard 3 to standard 10. Numerous classes are conducted using the DHiE newspaper as a teaching aid motivating the students using interactive and informative methods.

³⁶ Effectiveness of newspaper in education (NIE) program on the student performance, Nagasampige Manojkumar and Nagasampige Kavita M., Educational Quest: An Int. J. of Education and Applied Social Sciences Vol. 7 | Issue 1 | April 2016, Pg 25

Topics like study skills, current affairs, word power, geography, math's, communication skills, vocabulary, language skills, science, technology and environment are a few subjects covered in the class. The DHiE project aims at introducing the newspaper to the students at a very young age which in turn develops the habit of reading as it serves as an inexpensive up to date textbook for them. This project serves as a bridge between the real world and their classroom studies. A DHiE festival is conducted primarily at the zonal level competition which goes on for 3 to 4 days at a suitable venue in between various schools. Competitions like dance, music, debate, quiz, creative writing, painting, drawing and dumb charades are organized during the fest. The grand finale participants are the winners of the zonal level competition. The winning teams of students of the grand finale are awarded certificates, rolling trophies, medals and prizes.

Some of the school authorities have admired the impact DHiE project. They expressed that their students have immensely gained from this project. The students' greater awareness of current events around the world, improvement in their expression and widening their general knowledge are some of the merits of the project. This has further helped the students to change their perceptions of the world around them. The benefits to teachers from this project are the curriculum guides provided along with supplementary programs. For some, this project represents democratic and holistic interactive education. It gives the students new opportunities to explore and experiment. The DHiE project nurtures skills and helps the students face challenges in life. DHiE improves students' analytical and reasoning skills. As per the Audit Bureau of Circulation the DHiE student edition newspaper's average circulation for the months July to Dec 2016 is as follows:

Table 2.3.5 DHiE circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	71,433	125	2.00	Bangalore

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.5 shows that the DHiE newspaper is being circulated only in Bangalore. The total circulation of DHiE newspaper is 71433 copies per day and is priced at Rs 2.00 per newspaper.

2.3.6 Tribune in education (TIE)

The Tribune started the student edition newspaper in the year 2010³⁷. It is called the Tribune in education (TIE). This newspaper has two ear panels containing advertisements along with the masthead. A section named "News Flash" related to current affairs is covered here. The lead story is printed along with a photograph in a box format attracting the student's attention. "Cozy Times Ahead" section contains a photograph with caption covering general news like nature etc.

A page named "Schools" contains more pictorial representation along with few descriptions about various schools and their activities. A section named "Achievers" includes a photograph along with the details of the school students' success stories. Another section contains article named "Principal speak" portraying one of the principal's interview. Another page along with the title "Region" contains two-line information about the uniqueness of a place. A section named "Briefly" contains a photograph along with other general news in brief. A page along with title named "Nation" contains information about a social cause. A section named "Time for Nesting" covers about nature along with a photograph. Yet another page titled "World" along with two line information about international facts is published for the students' general knowledge. Another section titled "Conceptual Goal" without a photograph speaking about unique news is covered here along with a brief. A page titled "Time Out" covers news in multiple sections. The section named "Spotlight" contains information with photographs about outstanding personalities. Another section with the heading "Merry go Round" containing puzzles along with their answers for the students' deliberations. Another section named "Great Lives" speaking about a historic personality. A brief named "LOL"

³⁷ Audit Bureau of Circulation- India

which as the name suggests "Laugh Out Loud" is a funny story article. "Gallery" is a section which contains articles about important historical events. "Amazing Living World" contains brief information about birds and animals portrayed along with a picture for the student to visualize the content. "Curious Corner" contains articles related to some odd historical events. "Story Time" section is about moral stories from Aesop fables etc. "Crafty Ideas" section contains ideas for the construction of things which gives the students to experience the art of creating something with their own hands.

Several comic strips are published in the TIE newspaper. "Peanuts"³⁸ are literate strips with philosophical, mental and sociological connotations. It was written and illustrated by Charles M. Schulz. "Garfield"³⁹ is another comic strip created by cartoonist Jim Davis. The character is around bodied, orange and black tabby cat who communicates thru thought bubbles. "Calvin and Hobbes"⁴⁰ is a talented and naughty six-year-old boy and Hobbes is his stuffed tiger. Bill Watterson is the American cartoonist who created Calvin and Hobbes. "Marmaduke" is a cartoon consists of a Great Dane and the Winslow family. It was created by another cartoonist Brad Anderson. "Kidspot" is also published in the TIE newspaper which consists of several questions and humbled up words as the answers, the student is supposed to select the right word for the question. The answers are provided in the reverse on the bottom side of the box. Kidspot is created by Dick Rogers⁴¹ who currently has retired. Peanuts, Garfield, Marmaduke, Kidspot, Calvin and Hobbes are distributed by Universal Uclick⁴² an American content group. "Animal Crackers" is drawn by Fred Wagner a cartoonist by profession. It is a one frame strip highlighting various silly situations of human nature⁴³. This content is provided by the Tribune media services.

Another article published is Ripley's "Believe It or Not", a feature founded by Robert Ripely. It consists of multiple panels which carry information related to peculiar

³⁸ <https://www.britannica.com/art/comic-strip/The-first-half-of-the-20th-century-the-evolution-of-the-form>

³⁹ <https://www.britannica.com/topic/Garfield>

⁴⁰ https://en.wikipedia.org/wiki/Calvin_and_Hobbes

⁴¹ http://www.funky-comics.info/Dick_KidSpot_Rogers_retires.html

⁴² The Tribune in education newspaper dated 2 November 2015, Pg 7

⁴³ [https://en.wikipedia.org/wiki/Animal_Crackers_\(comic_strip\)](https://en.wikipedia.org/wiki/Animal_Crackers_(comic_strip))

and unusual events. This content is provided by Ripely Entertainment Inc. “Seeing Double” is another student entertaining feature where there are two meanings to the words provided in it. The student is supposed to identify the exact word in relation to these words. “Junior Crossword” consists of a word puzzle printed in a square or rectangle grid format usually of black and white shaded squares. These shaded blocks are used to separate the words. The student’s objective is to fill the white squares with alphabets by using the clues given. An 11 X 11 matrix is provided and its solution is published the next day in the same box beside the main puzzle. The purpose of a crossword puzzle is to increase one’s creativity and has other health benefits⁴⁴. “Word Jumble” is another interesting feature of the TIE newspaper. Here the student is to study the given picture and unscramble the words provided. Jumble is a word puzzle with a drawing plotting the clue. “Word Trail” consists of a 4 X 4 matrix with several alphabets printed inside them. One of the boxes has a character printed in white on a black background. The student has to select any letter within the white box and move it in any direction. Further using the cartoon provided in this article the words have to be formed in relation to it.

Another article is the “Minute Maze” which is a collection of paths having an entrance to reach a specific target. The walls in this maze are fixed and the student has to figure out the exact way to complete the puzzle. This game acts as a challenge to the student who benefits in improving his or her memory⁴⁵. This content is provided by PuzzCo.com and Andrews McMeel Syndication⁴⁶. “About English language” section consists of a word and its meaning with an example along with it. This helps develop the students’ vocabulary. Television program guide is provided for channels like Cartoon Network, Nickelodeon, Pogo, Discovery Channel, National Geography, Disney Channel and History. A page titled “Sci-Tech” contains various articles related to science and technology. Two lines of information is also published alongside the title to grab the attention of the student to the brief information printed. Within the section “Capsules”, there is information published on medical sciences, along with a photograph related to that article. “The Outster” section consists of news regarding astronomy with a quote from a

⁴⁴ <http://iheartintelligence.com/2016/04/25/benefits-crossword-puzzles/>

⁴⁵ <http://news.nationalgeographic.com/news/2014/07/140730-science-mazes-labyrinth-brain-neuroscience/>

⁴⁶ <http://syndication.andrewsmcmeel.com/puzzles/minute-maze>

person to the related field. Various research articles are covered in an interesting way on this page. “Variety” is a label given to another page in the TIE newspaper. A quote by any prominent person is printed along with the title. A variety of career topics and news are covered on this page. Pharmaceutical, Banking etc are discussed along with their scope and institutions concerned to their respective fields. Two pages with the heading “Sport” is published in the TIE newspaper. Both pages consist of a variety of news related to football, cricket, racing, paragliding, long tennis, chess etc. A section named “In short” contains sports news along with a photograph in brief. As per the Audit Bureau of Circulation, the TIE student edition newspaper’s average circulation for the months July to Dec 2016 is as follows:

Table 2.3.6 TIE circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	146153	138	1.00	Chandigarh
2.	5095	90	1.00	Jammu

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.6 reveals that TIE newspaper is being circulated in two cities Chandigarh and Jammu. The total circulation of TIE newspaper is 1,51,248 copies per day. In both places the price was Re 1.00 for the copy of a newspaper.

Chart 2.3.6 TIE Circulation percentages

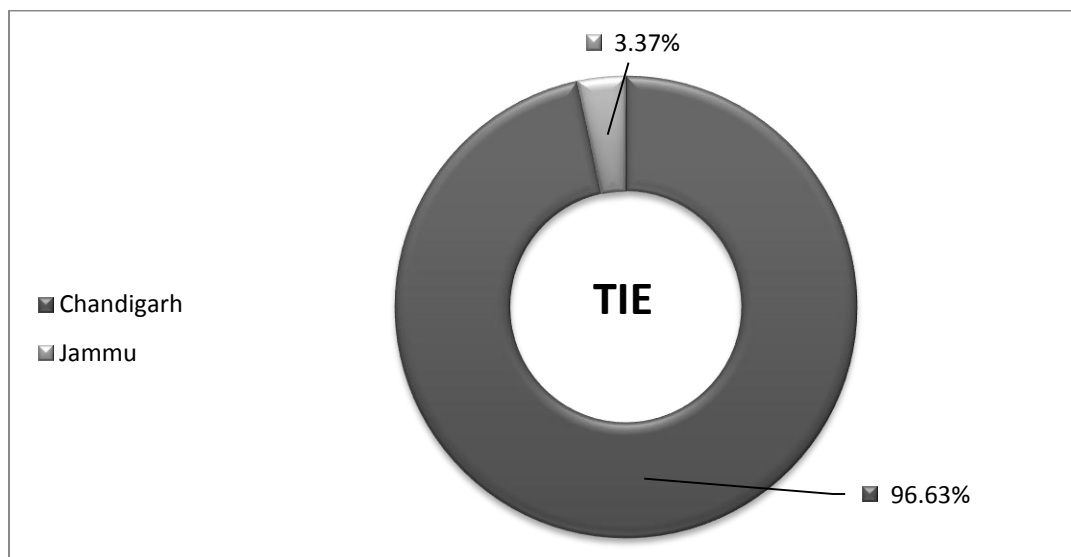


Chart 2.3.6 displays that the total circulation of TIE newspaper and in the city of Chandigarh consumed 96.63% and Jammu 3.37% respectively.

2.3.7 The Times of India - Newspaper in Education (TOI-NIE)

The newspaper in education project in Indian was started in the year 1985 by The Times of India (Nagasampige & Nagasampige, 2016)⁴⁷. Initially the regular newspaper which was available in the general market was being given to the students in a few schools. Since the year 2008⁴⁸ they started publishing an exclusive student edition newspaper. The Times of India there are over 2,200 schools across eleven cities throughout India. This NIE student edition newspaper is targeted for the students from the ages 10 to 18⁴⁹. With a crisp reporting style, there is plenty scope for the students for interactivity. To fulfill the different needs of students, TOI customized the student newspaper with several sections of articles in it. These articles are published in a 8 pages broadsheet newspaper designed attractively keeping the students in mind. The contents are closely associated with the students' needs, thoughts and wellbeing. The stories published in the TOI-NIE newspaper supplements the school curriculum and can be used in the class as an authentic reference material. To provide a world view and to improve the student's overall development the TOI-NIE encourages improving excellence in them. The goal of the TOI-NIE is to make the student edition newspaper as a learning tool which will be useful to full-fill the gap between the classroom teaching and keep the students' up to date about the ongoing events in the world.

Each page of the TOI-NIE student edition newspaper has several articles under each section placed accordingly to their respective titles. The front page is focused on covering the latest happenings in the world. In the centre of the broad sheet paper a lead

⁴⁷ Effectiveness of newspaper in education (NIE) program on the student performance, Manojkumar Nagasampige and Kavita M. Nagasampige, Educational Quest: An Int. J. of Education and Applied Social Sciences Vol. 7 1 Issue 1 1 April 2016

⁴⁸ Audit Bureau of Circulation- India

⁴⁹ Discussions with The Times of India, NIE Head, Pune, 2014

story is printed along with sketches, photographs etc. as a boxed story. There are many sections with different titles as follows. A few days a full page, half a page or a quarter page advertisement is printed in a way which will grab the student's attention. Mostly these are about competitions, discounts etc. for students to participate, sponsored by some commercial organization promoting themselves. "Newsmakers" contains articles about personalities who are currently in the news. "Code-Decode" discusses on a single topic and explaining various facts it in a very impactful way. "Ticker Tape" articles are printed in brief. "Action Reaction" contains students opinions to a question asked in a previously printed copy of the student newspaper. "The Googly" is a section of multiple choice questions and their respective answers to choose from. "Factoid" discloses some interesting facts of some interesting incident. "What's making news" speaks about a few current affairs topics and happenings worldwide. "Quiz" is printed along with another word relevant to the occasion for example "Fifa Quiz", "Quiz holics" etc in a multiple question and answer format.

Page two is titled as "India + the World" which is aimed at updating the students' about current events within India and the world. With a deck named "Roving Eye" mentioning "A look at the current issues of national and international significance, as well as unique activities happening around the world, through pictures". With several boxed stories along with a numerous number of pictures this page has a few sections as compared to the front page. Under the section "News Digest" two stories are published in brief with their respective headlines.

No consistent specific title name is given to page three of this broadsheet student edition newspaper, and they are called as theme pages. Depending on the type of topics covered in a day varied title names such Music, Books, People, Lifestyle, Sci-tech etc are given to this page. Along with the title name a tagline is also used to emphasize as per the given name. The only section dedicated on page three is the "Must See Must Do" which displays information related to programs on multiple television channels.

The fourth page is called “School is Cool” with this title a tagline is also mentioned to portray that learning is fun. The intention of this page is to make the students aware about other school activities and actively participate to develop their abilities. This page is dedicated for articles relating to the various activities like competitions and events organized by the respective schools. New developments in the schools are published as news features. Achievements of schools and students are highlighted here. No specific section is allocated on this page. Page number five consist the maximum of types of sections in the entire student edition newspaper. This page is titled as “Junkyard” denoting several types of articles placed in a much randomized fashion. “S.F. and Comics Kids” It either consists of true and false questions or finds the differences between the two printed pictures. “Go figure” consists of questions related to math’s. “Word Sleuth” is a type of puzzle for the student to find out the specific words from a mixture of published alphabets. “Mind Teasers” consists of math’s quiz in a multiple choice format. “Knowledge Bank” is a section containing information related to science, technology, food etc. “They Said It” contains inspirational thoughts of historical personalities. “Sounds Familiar” is a section for homophones. “Sudoku” a 9 X 9 matrix is published daily. “Family Circus” is a sketch of varied characters relevant to a question or statement printed here. “Zits” consists of three comical panels. “Laugh Out Loud” is about questions and their answers are often funny. “Jumbled Words” are questions were all the alphabets of a particular word is disorderly printed. In the “Word Watch” section, the meaning of one word, its synonyms and examples are provided. “Guess Who” is about finding the person in the given picture printed. “Vocabulary Builder” consists of a word and the student has to find out the right meaning out of the multiple choices printed. Over all the purpose of this page is to develop the students’ intelligence in an entertaining way.

Page six titled “In Focus” has a tagline very thoughtfully mentioning “Do not believe what your teacher tells you merely out of respect for the teacher”. Of the questions 5W + 1H (Journalistic approach), what, who and why of a particular event is provided. Explaining the topic in a student friendly way is the prime objective. This page

consists of a section called” The Speaking Tree” are articles on wisdom including anecdotes. A section called “Sacred Space” contains sayings from various holy books.

Pages seven and eight are dedicated to sports news. Titled “Simply Sports” along with some insightful taglines, there is a section named “Sports Digest”. It has information about various sports and their associated players worldwide. As per the Audit Bureau of Circulation the TOI-NIE student edition newspaper’s average circulation for the months July to Dec 2016 is as follows:

Table 2.3.7 TOI-NIE circulation

Sr. No.	Average circulation	Publishing days	Price (Rs)	Place
1.	17104	154	2.50	Ahmedabad
2.	94254	116	2.00	Bangalore
3.	33804	119	1.00	Chandigarh
4.	287116	117	2.50	New Delhi
5.	21867	109	2.50	Kolkata
6.	47918	113	2.50	Hyderabad
7.	23095	108	3.00	Lucknow
8.	4433	98	2.50	Nagpur
9.	36731	128	2.50	Pune

(Source: ABC Certificate of Circulation and Distribution Statement)

Table 2.3.7 reveals that TOI-NIE newspaper is being circulated in nine cities. TOI-NIE has the second best circulation in India than any other student edition publisher. The total circulation of the student edition is 5,66,322 copies per day. TOI-NIE has the maximum circulation of student edition newspaper in India. In Ahmedabad, New Delhi, Kolkata, Hyderabad, Nagpur and Pune the TOI-NIE is sold for Rs 2.50. In Bangalore for Rs 2.00, Chandigarh for Re 1.00 and Lucknow for Rs 3.00 it is sold in that order.

Chart 2.3.7 shows TOI-NIE Circulation percentages

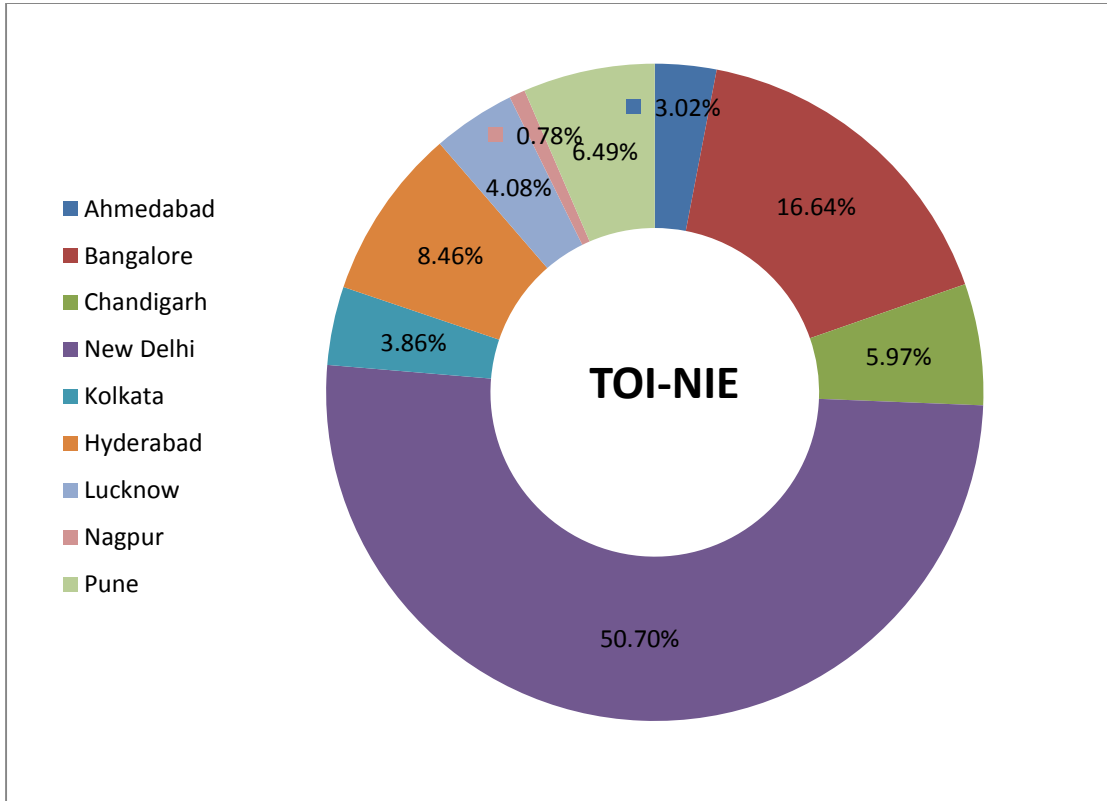


Chart 2.3.7 shows the city wise percentage circulation of TOI-NIE newspaper. The city of Ahmedabad consumed 3%, Bangalore 17%, Chandigarh 6%, New Delhi 51%, Kolkata 4%, Hyderabad 8%, Lucknow 4%, Nagpur 1% and Pune 6% respectively.

Observations

The New Indian Express (TNIE-SE), The Telegraph in Schools (TTIS) had no advertisements including their own. Deccan Herald (DHIE) is only available in Bangalore. The Tribune in Education (TIE) is only circulated in Jammu and Chandigarh. Hindustan Times (HT-PACE) “School Times” stands out in this case as it is given along with their regular newspaper (General Edition). It provides the unique advantage of attracting more students and parents to inquire about HT-PACE as there are references to it. Even this can generate interest in the parents’ mind to subscribe to the HT student

edition. The Telegraph In schools, being a tabloid paper, is more comfortable for the students use in the classroom particularly considering two students seated on one bench in most schools. The same cannot be the considered regarding the “The Hindu in School” (TH-IS) summer special edition even though it is also printed as a tabloid version. This student newspaper is subscribed for home consumption and as thus the bench limitation does not affect the student. The Times of India (TOI-NIE) is currently the largest sold student edition newspaper in India.

2.4 Review of previous research

In two black South African higher primary co-educational schools a study was held to examine the relationship of fifth standard students and Newspaper in education⁵⁰. Nature of lessons using the newspaper, access to newspaper and its context of education at specific schools was studied. One of the observations was that the principal and teachers needed to be very supportive for use of newspaper in the school by the students (McComb, 1997). The use of any specific theory appears absent in the above thesis. This study applied uses and gratification theory and attempts to evaluate the Secondary school students as the research universe to understand the various uses of the contents of the student edition newspaper by them.

The use of newspaper in the development of students writing skills in English language was explored among the sub-urban secondary school students (9th Standard) of Haryana State (Singh, 2005)⁵¹. In this thesis, the review of literature considers school-based tabloids such as ‘HT School Times’ published weekly by the Hindustan Times, ‘Young expressions’ published fortnightly by Indian Express and “News in Education” published monthly by The Times of India. The objective of the study was mainly focused

⁵⁰ Newspapers in Education programmes and South African youth: A survey of the relationship between South African school-goers and newspapers in Esikhawini, KwaZulu-Natal. McComb Roslin Vanessa, Rhodes University, 1997, Pg 1, 150

⁵¹ Developing communicative competence in written English among senior secondary school learners in Haryana - an experimental study, Deswal, Yashpal Singh, Bundelkhand University, 2005, Shodhaganga ,57, 20, 187

on developing communication competence in written English and the needs for it. The present research focuses on what the secondary school students' interests are from the various articles published in the student newspaper edition.

Another study addresses literacy related issues in Uganda's primary education this qualitative study focused on exploring how the use of Daily Monitor newspapers (NIE) inside the classroom impacts reading and writing habits of primary school students (Namata, 2010)⁵². 30 districts used NIE in Uganda. Purposeful sampling was used. Direct observation and in depth interviews used for data collection from teachers and education focused NGOs. No data was collected from students. The output revealed that the NIE program is a good platform for children to express themselves. In the present study the data from the secondary school students is collected as their point of view is very important to understand the impact of NIE.

Even though there is a significant decline in the newspaper markets, particularly in America and the United Kingdom, the growth story in India is an exception (Hooke, 2012)⁵³. As there is a continuous economic growth in India for the past several years, a huge demand from the literate and ever-increasing middle class for the newspaper has forced the market to grow. Even though the vernacular press is accelerating this growth, the contribution of NIE was yet to be explored.

A newspaper is a FMCG product, the shelf life is only for a day (Yncesu, Asikgill and Tez, 2012)⁵⁴. As the study points out that the proximity of schools affects the newspaper sales, the entire discussion was on the conventional way of distributing the newspapers. School edition newspaper does not always follow the conventional way of distribution. An attempt is made here to understand how the NIE student newspaper reaches the student.

⁵² A case study of Daily Monitor's Newspapers in Education (NiE) programme addressing literacy-related issues in Uganda's primary education, Namata Winnie, University of Oslo, Department of media and communication, 2010. Pg 4,60,64, 65,68,100

⁵³ Why newspaper markets are growing in China and India, while they decline in the US and UK, By Paolo Hooke, University of Technology Sydney, 2012,

⁵⁴ Sales Forecasting System for Newspaper Distribution Companies in Turkey, PJSOR, Vol. 8, No. 3, pages 685-699, July 2012

The Times of India group has done a major overhaul in 1996 and thus their overall impact has been in the increase of newspaper circulation and readership in the city of Bangalore (Rao, 2013)⁵⁵. The newspaper in education (NIE) student edition circulation has been growing phenomenally. In this study, the focus was on content analysis. The current research undertaken attempts to understand which types of contents the students in and around Pune are interested in.

Another study looking into the effectiveness of newspaper in education (NIE) on school children using The Hindu, Deccan Herald and The Times of India was conducted in fifteen schools of Karnataka (Nagasampige & Nagasampige, 2016)⁵⁶. In this study, the content delivery, perceptions, academic performance and areas of improvement was the purpose of the research. Karnataka State, with a population of 611.31 lacs has 30 districts and 241 municipalities⁵⁷. The above study collected data from 189 students but has not specified how the sample size was arrived with. As the sampling design is completely absent in this research paper so it is difficult to accept the output of this study in totality. The present study considers primarily Pune Municipal Corporation administrated area (Pune City) and a few places around it.

2.5 Summary

The Times of India and The Hindu student edition newspapers are distributed in and around Pune city schools and so it was considered for the present study. In Pune, the vernacular press has contributed in this area of study much before the English newspapers. The Daily Kesari started to publish school articles and even today a weekly newspaper is still being published under the name “Chava”. Daily Prabhat has on an

⁵⁵ The changing perception of young newspaper readers of Bangalore with changed face of English language newspapers Naresh Rao, Artha – Journal of Social Sciences, 2013 ,

⁵⁶ Effectiveness of newspaper in education (NIE) program on the student performance, Manojkumar Nagasampige and Kavita M. Nagasampige School of Communication, Manipal University, Manipal 19th April 2016,

⁵⁷ Karnataka National Disaster Risk Reduction Portal, 2014

average everyday half a page in the newspaper dedicated for school subjects. These articles were contributed by the school teachers itself thus was easy for the students to related it with their school subjects. As these papers were not being distributed in the school as it is done currently in the SEN project. Ekesari was a newspaper which had focused on content related to college students for a brief period during the first decade of this millennium. Sakal Times also has currently a newspaper named “Young Buzz” for students from the first to fifth standard in the English language so beyond the inclusion criteria of this study.

As discussed in this chapter, most of the studies were only focused on the content of the newspaper. The present study attempts to understand the impact of this SEN project on students. Even though there are studies internationally and a very few in India, none of them were focused entirely on secondary school students. As per the available research literatures related to the said study, the researcher has not come across any which contributed significantly in understanding the impact of SEN on the secondary school students. To measure the impact of newspapers in education, to examine the benefits of advertisements and to explore new insights into education journalism are a few objectives this present study undertakes.

Chapter Three – Research Methodology

3.1 Background

3.2 Research Objectives

3.3 Theoretical background

3.4 Research Problem

3.5 Research design

3.6 Context of the study

3.6.1 Data sources

3.6.2 Sampling

3.6.3 Inclusion criteria

3.6.4 Exclusion criteria

3.6.5 Universe Size

3.7 Construction of a questionnaire

3.8 Data Collection

3.9 Framework of Analysis

3.10 Limitation of the study

3.1 Background

The primary objective of this research is to produce knowledge that can help to shape the future of educational journalism. It also aims to improve the standard of news and keep the principles of journalism alive, irrespective of the multiple challenges for their survival. As news coverage plays a vital role in the effective functioning of a society, more specificity of newspaper in education can contribute to keeping the future citizens suitably informed. The methodology is the justification for using particular methods of research. It is a way to deal with the purpose of examining the current issue. It demands various steps to be followed in a logical and systematic way which are empirical and replicable. It is important to define the problem, set the objectives and assumptions or hypothesis at beginning of the study.

3.2 Research Objectives

1. To analyze the existing situation of student edition newspapers project
2. To assess the role of student edition newspapers in learning
3. To evaluate the content used in the student edition newspapers
4. To examine the relevance of advertisements in the student edition newspapers
5. To explore new avenues into the use of student edition newspapers
6. To compare two student edition newspapers

3.3 Theoretical background

In this study, various methods have been adapted for approaching the research problem. These methods have been based on the need to understand the phenomenon in hand. As research methodology signifies the way to solve the research problems efficiently, the researcher has used multiple methods of inquiry. The use of multimethodology was pertinent as to remove any bias for the research in hand. What do children do with the student edition newspapers? Does the student edition newspaper content satisfy their educational needs? These were the requirements of this study. This research applies “uses and gratification” theory for the study was undertaken. It originated in the 1970s as a response to conventional mass communication research, which was focused on the sender and the message, uses and gratification research and concentrates on the active audience instead. According to Rosengren (1974) there are three core objectives of this theory. First is to explain how individuals’ use media to gratify their needs. Second is to discover underlying motives for individuals’ media use. Lastly, to identify the positive and negative consequences of individual media use. The objective of this research is fundamentally assuming to understand what the school students (Audience) are actively seeking out of the student edition newspaper to satisfy their needs. In this study, the methodology refers to how the research was done and its logical sequence. The main focus of this study was the exploration and description of the experiences of the respondents. The use of participant observation was necessary for the qualitative understanding of the students’ use of newspaper in their schools. Further, to support the study and minimize the research bias, the use of survey technique was also applied.

3.4 Research Problem

The research topic has been selected based on the current reporting done for educational subjects in the print media. A reasonable part of the media is dedicated to this type of educational reporting which is expected to serve the purpose of public good. A research problem is a situation that needs a solution, and for which there are possible solutions (Bwisa 2008). The present study has attempted to explore, describe, and analyze the impact of newspaper in education on the school students. The output of this research will address the necessary changes to make the newspaper more useful to the student fraternity at large. The primary assumption is that the respondents use the student edition newspaper for their educational purpose as the ABC record reflects rising subscription year after year.

3.5 Research design

The research design is the blueprint for the collection, measurement and analysis of data. This study is primarily exploratory in nature since the researcher has come across a few thesis and dissertations on the topic undertaken. Most of them are in non-English languages. This study finally has approached the research in a quasi-exploratory manner. The most suitable examination plan must be sufficiently adaptable to allow the thought of a wide range of aspects to be covered by a phenomenon (Kothari 2004). To have an in-depth look at the phenomenon, a comparative method was also adapted as an objective (Wimmer & Dominick, 2011).

3.6 Context of the study (Population)

The objective of scientific research is to describe the nature of a population. By and large, most of the research investigates the drawing of inferences about a population. The group of members who the researcher is interested to study is the population. The population of the present study consists of the students from in and around Pune city who have subscribed to the student edition newspaper in education. Pune city is considered as

the area governed by the Pune Municipal Corporation (PMC). Further, as the study demanded, areas around PMC were also included. Places like Pimpri Chinchwad, Sus village; Loni and Undri were covered for the inquiry of the students' uses of the said newspapers.

3.6.7 Data sources

Information was collected from primary, secondary and tertiary sources. Newspapers, content creators, marketing personnel, NIE teachers, coordinators, principals, students, journals, research papers, books, ABC records, dictionary, thesaurus, encyclopedia and websites

3.6.2 Sampling

Besides, the most imperative of research work is to determine the sample from the population. This drawing of the sample has to be the sum representative of the target universe. Several methods have been prescribed by experts from the field of research for this purpose. In this research, a purposive sampling method was used. Using survey method a total of 1482 respondents participated in the research .

3.6.3 Inclusion criteria

An inclusion criterion is a norm applied to consider the population to be studied. This is fundamental to the research process as it clearly defines the nature of the universe included for study. For this research study, those respondents who have used the student newspaper edition of The Times of India and The Hindu any time during their schooling since their admission was considered as a candidate for the participation in the present research. The prime candidates were secondary school students were only considered for the survey.

3.6.4 Exclusion criteria

Pune has a huge population of school going students. The newspaper in education project's participation is a decision made by the school authorities. Even though there are a huge number of English medium secondary schools in Pune, only a few numbers of

schools have participated in this project. Over the period of study by the researcher those schools which did not subscribe the student edition newspaper were thus excluded from this research.

3.6.5 Universe Size

During the qualitative study, the researcher visited 43 schools for the participant observations. The selection of schools for the participant observations was out of control of the researcher. Even the days and the class periods for the sessions were allocated by the SEN publisher. Further for the quantitative study, 19 schools participated. As per the Audit Bureau of Circulations, the TOI-NIE and TH-IS provided the student edition newspaper subscription figures. During the survey year the ABC figure for TOI student newspaper circulation was 36731 and for TH-IN was around 2500 subscribers approximately in Pune city. Here it has to be mentioned that not all of the students using the student edition newspaper were from the secondary standards. As per the primary observation by the researcher during the qualitative study, it was noticed that some of the schools subscribed the TOI student edition newspaper from the 3rd standard. Most of the schools subscribed the said newspaper from 5th Standard. Further, a few schools subscribed it from 8th standard. With this phenomenon in action, it was impossible to ascertain the exact number of secondary standard students using the said newspaper. The Hindu In School newspaper is provided to the students above the fifth standard. A total of 1482 secondary school students were surveyed using a questionnaire.

3.7 Construction of a questionnaire

As the study was commenced the researcher undertook the participant observation as the primary stage of research. During the interaction with students several contents information related to the said student edition newspapers were discussed. These discussions helped the researcher to convert around 134 options and further conducting a pilot survey, a combination of the mixed method of questions, both open ended and close ended were asked in the questionnaire. The total options were converted to 30 questions as part of the research tool. It comprised of 26 closed-ended questions and 4 open-ended questions. Some of the closed-ended questions had an option of others too. The

questionnaire is designed by setting the questions to survey the demographic information of the respondent to know his or her social standing. Another set of questions to know the cognitive ability (about knowing), means of the variety of information the respondent seeks in the newspaper. The psychomotor (about doing) means the application of the acquired information. And the affective domain (about attitudes, feelings) (Bloom, 1996)

3.8 Data Collection

For the present study, there were multiple data to be collected to fulfill the research objectives. Primarily the qualitative data was considered to be acquired. Few previous studies forced this type of approach so that the concerned phenomenon would be evaluated first. This would help in making further decisions for finalizing the quantitative study. An informal discussion was fixed with the TOI NIE and TH-IS personnel in Pune city. During the interactions with the concerned authorities, many facts came into limelight. Further, the researcher was allocated sessions in various schools who participated in the SEN project. This acted as a channel for active participant observations. The need for quantitative data followed. For the said purpose the distribution vehicles of TOI NIE and TH-IS student newspaper were surveyed and ultimately 85 schools were identified as subscribers for the said research project in and around Pune city. The validity of the questionnaire was tested by persons consisting of experts from various faculties and from secondary school students. Before the final collection of data, a pilot study was conducted. A random approach was considered to collect the required final data using the questionnaire. The researcher has himself taken an active part in observing and surveying the participants using the SEN.

3.9 Framework of Analysis

Considering a mixed method for this research study both qualitative and quantitative data was collected. Each of this data was further classified and analyzed using statistical methods. Qualitative data were generated using informal interviews, participant observations, document analysis and from open-ended questions in the questionnaire. The interview data was used to explore the NIE project viz. marketing philosophy, advertising strategy and distribution of student edition newspapers to the

schools directly. It also served to fulfill partially the first research object of this study. The participant observational data was further used to enhance the understanding the research objective number one. Finally, the open-ended questions were analyzed to understand the research objective number one completely. Quantitative data was generated using the closed-ended questions through the questionnaire. The responses were processed into the simple tabular format. These frequency tables were analyzed using SPSS ver. 20. These tables contained the classification in terms of a number of respondents and their respective percentages. Further cross tabulation was generated and analyzed using chi-square test. The p-value was considered for the significance of their relationship.

3.10 Limitation of the study

School students' data of secondary standards were not available completely. Partial availability was due to incomplete school data of the current year on the respective educational board websites. The student edition newspaper is circulated to a very niche audience. Thus the respective media organization is very skeptical to share their trade information like lists of participating schools etc. Most of the school authorities are not aware of the importance of academic research versus government studies. This has further limited the active participation of students of these schools for the said research. As per ABC records collected till Dec 2016, seven media organizations provide student edition of newspapers in the English language in India. Pune being a prominent city on the education map of India had Times of India and The Hindu as the national media organization who provided the said newspaper in Pune. This has been the limitation as this research couldn't consider the other five major media organization newspapers for exploration due to no distribution in Pune region.

Chapter four – Data analysis

4.1 Students Assessment

This section shows the background information of the participants using the said student edition newspapers. The purpose of this inquiry was to understand the demographic information of the respondents so that the output of this study can be scaled onto a similar group. This chapter also explores the usage of number of English language newspapers other than the student edition that are available in and around Pune city by the secondary school students'. The standard in which the SSS started to uses SEN, the time investment for reading and its various purposes like entertainment, information, education and other uses of SEN.

4.1.1 Students' background

1. To the inquiry of the secondary school student respondents' age the following characteristics were revealed. The purpose of this question was to understand the proportion of the respondents as per their school enrolment. This information was considered useful to know the percentage of the audience participated in this study. The data collected using the questionnaire is tabulated further.

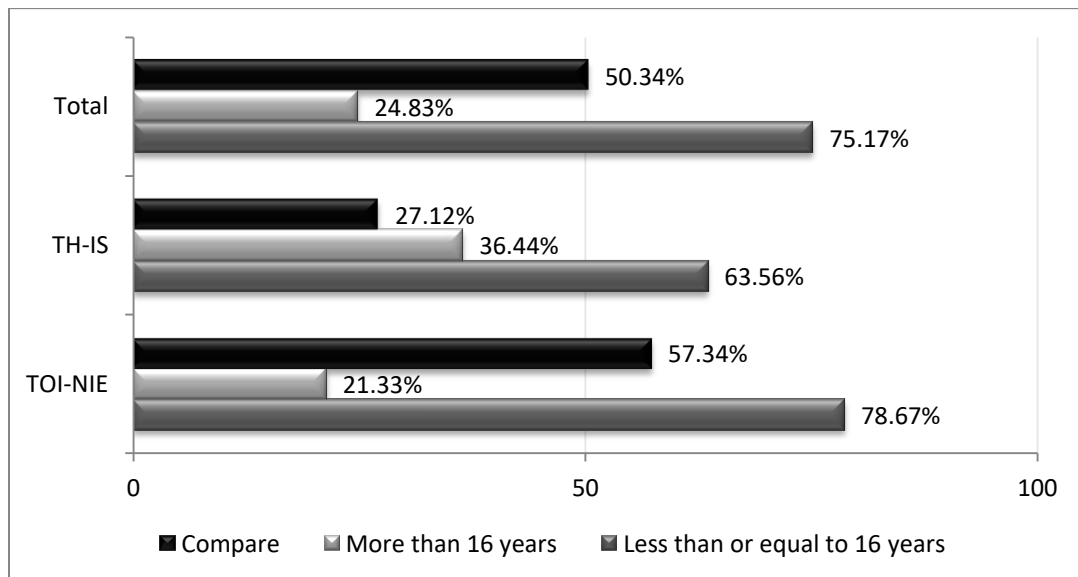
Table 4.1 Showing age of respondents

Age	TOI-NIE	TH-IS	Total
Less than or equal to 16 years	896	218	1114
More than 16 years	243	125	368
Total	1139	343	1482

(Source – Primary data)

To the question what is the participant secondary school student's age these were the results. Out of the total 1482 participants in this survey, there were 896 TOI-NIE readers and 218 TH-IS readers who were less than or equal to sixteen years of age. Of the remaining participants, 243 TOI-NIE readers and 125 TH-IS readers were more than sixteen years of age as shown in Table 4.1. Overall 1114 of the total participants were less than or equal to sixteen years of age and the remaining 368 were more than sixteen years of age. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Charts 4.1 Secondary school students' Age in percentage



(Analysis using Excel)

The Chart 4.1 displays the secondary school students age in percentage, of which 78.67% TOI-NIE readers and 63.56% TH-IS readers were less than or equal to sixteen years of age. Of the remaining respondents, 21.33% TOI-NIE readers and 36.44% TH-IS readers were more than 16 years of age. Comparing within the two TOI-NIE groups there is a 57.34% more respondents were from the less than and equal to sixteen years group. Similarly comparing within the TH-IS groups, there was 27.12% more respondents were from the less than and equal to sixteen years group. Further within the total two groups of participants 50.34% more respondents' were from the less than and equal to sixteen years

group. Comparing both the student edition newspaper participants, TOI-NIE respondents were 15.11% more than the TH-IS respondents in the less than and equal to sixteen categories and vice versa for more than sixteen years category. Overall the majority of the secondary school students i.e. 75.17% fall under the age group of less or equal to sixteen. In nutshell, two third of the respondents were as per the enrolment into the first standard after completing the age of five in India. These respondents represent the majority class of respondents who use the student edition newspaper. When a school student is enrolled in the school, they have to complete five years of age for admission to the first standard as per the rules of twenty-three states in India¹.

2. The investigation of the secondary school student respondents' type of dwelling the following characteristics were revealed. The purpose of this question was to understand the proportion of the respondents dwelling pattern to determine their socioeconomic standing. This information revealed the percentage of inquiry of said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.2 Type of secondary school students' dwelling pattern

Residence	TOI-NIE	TH-IS	Total
Own	981	274	1255
Rented	138	45	183
Hostel	3	2	5
Other	17	22	39
Total	1139	343	1482

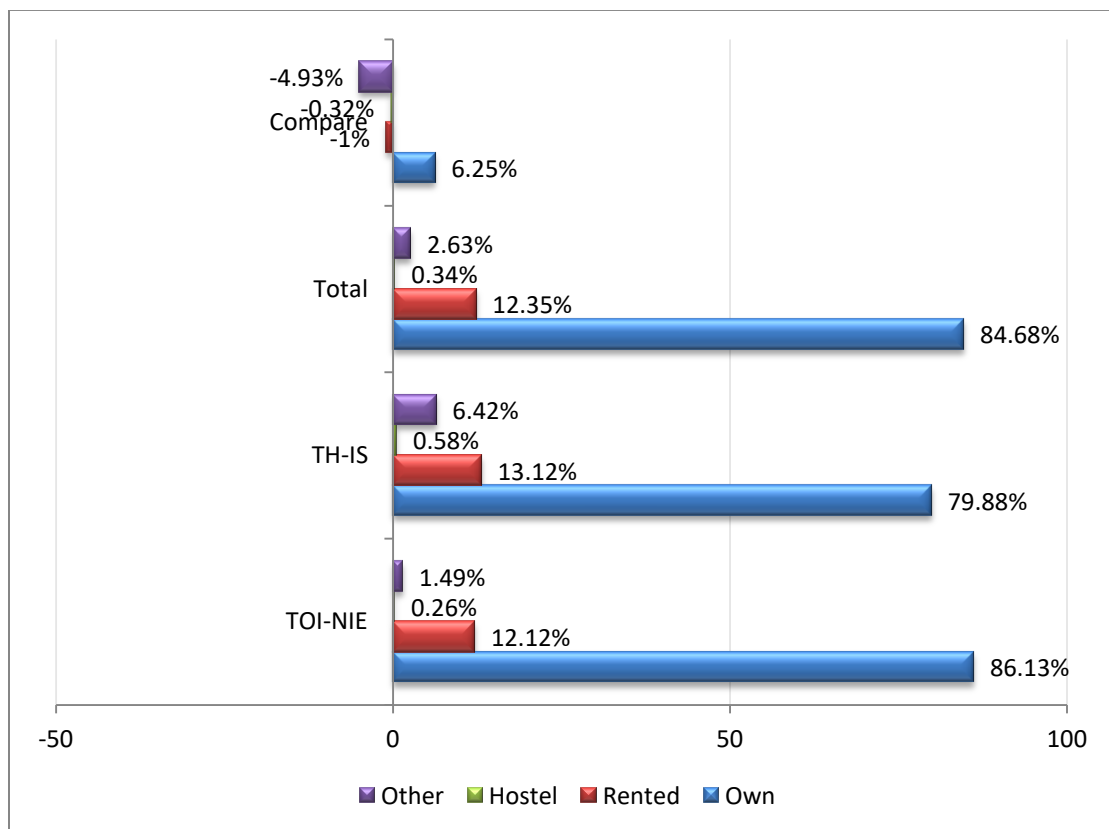
(Source - Primary data)

In what type of a residence the secondary school students dwell when inquired these were the responses from the participants. As the Table 4.2 reveals that of the total 1482 respondents, 981 of the TOI-NIE readers' and 274 TH-IS readers' families have

¹ DISE- Underage Children in Class I- Implications for Educational Planning in India, Sood N.2009 Pg 15

their own house. Further 138 TOI-NIE readers and 45 TH-IS readers' living in rented houses. While 3 TOI-NIE users and 2 TH-IS users lived in hostel accommodation, 17 TOI-NIE readers and 22 TH-IS readers lived in other types of accommodation e.g. orphanage, relative's house etc. Over all 1255 respondents lived in their own houses, 183 participants in rental accommodation, 5 respondents in a hostel and 39 respondents in other types of housing. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.2 shows SSS dwelling pattern in percentage



(Analysis using Excel)

The Chart 4.2 shows that 86.13% of the TOI-NIE readers and 79.88% TH-IS participants' families have their own house. About 12.12% TOI-NIE readers and 13.12% TH-IS readers live in rented houses. Of the remaining 0.26% TOI-NIE participants and 0.58%, TH-IS readers lived in hostel accommodation while 1.49% TOI-NIE readers and

6.42% TH-IS readers dwelled in other types of accommodation e.g. orphanage, relative's house etc. In total 84.68% participants lived in their own houses, 12.35% participants lived in rental accommodation, 0.34% respondents lived in hostels and 2.63% lived in other types of accommodations. Comparing both the readers dwelling types TOI-NIE secondary school students were 6.25% more than TH-IS secondary school students who were living in family-owned residence. Around 1%, 0.32%, and 4.93% more TH-IS readers stayed in rental, hostel and other types of accommodation compared to TOI-NIE readers. Overall, it shows that the majority i.e. 84.68% of the respondents' is from reasonably well-to-do families and is enrolled in the student edition newspaper project. The family's socioeconomic conditions influence a child's learning abilities as there are a significant difference between children having high or low socioeconomic status².

3. To the exploration of the secondary school student respondents' type of family the following characteristics were revealed. The purpose of this question was to understand the proportion of the respondents' family pattern. This information revealed the percentage of inquiry of said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.3 Secondary school students' type of family

Family	TOI-NIE	TH-IS	Total
Joint	323	94	417
Nuclear	801	235	1036
Other	15	14	29
Total	1139	343	1482

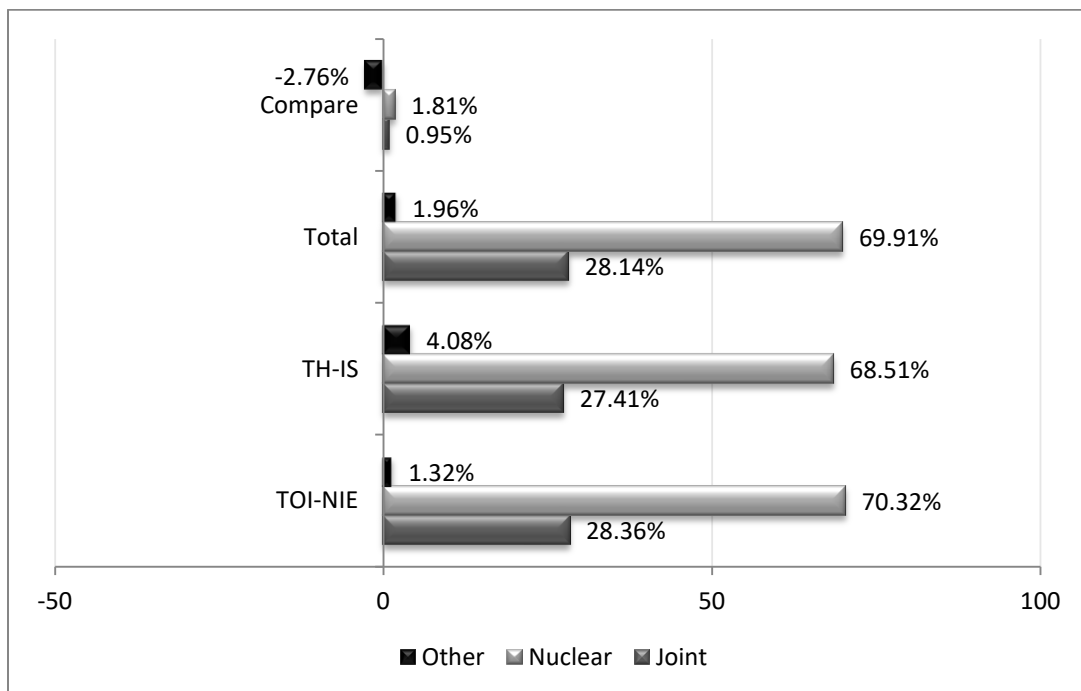
(Source - Primary data)

To the question what is the type of the secondary school students' family is composed of, the Table 4.3 indicates that of the 1482 respondents, 323 TOI-NIE and 94

² Impact of socioeconomic status on academic-achievement of secondary school students: An investigation, Preeti Singh, Garima Choudhary, International Journal of Applied Research 2015; 1(4):266-272 Pg 270

TH-IS participants live with joint family, 801 TOI-NIE and 235 TH-IS readers lived with nuclear family and 15 TOI-NIE and 14 TH-IS respondents were living either with relatives, orphanages etc. In total 417 respondents lived with joint, 1036 with nuclear and 29 of them lived in another type of family units. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.3 Type of family in percentage



(Analysis using Excel)

Chart 4.3 shows that 28.36 % of the TOI-NIE and 27.41% TH-IS secondary school students live as joint family. Around 70.32 % of the TOI-NIE and 68.51 TH-IS respondents lived as nuclear family. Remaining 1.32% TOI-NIE and 4.08% TH-IS respondents were living either with relatives, orphanages etc. Overall 28.14% lived as joint family, 69.91% lived as nuclear family and 1.96% lived with another type of family units. Comparing both the groups 0.95% and 1.81% TOI-NIE respondents lived more in a joint and nuclear family system respectively. Only 2.76% TH-IS participants were living

more in another type of family units. The majority of the respondents were belonging to the nuclear family unit. The type of family has an impact on the overall development of the child³. With urbanization, the concept of nuclear family is prominent due to cost of living and other factors. Most of respondents both the parents are working and thus the responsibility of education is more on the school. In joint families the grandparent, uncle, aunt etc participated in the total well being of the children.

4. To the inquiry of the secondary school student respondents' numbers of members working in their family the following characteristics were revealed. The purpose of this question was to understand the contributors to the family income of the respondents'. This information revealed the percentage of inquiry of said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.4 Working members of secondary school students' family

Working family member	TOI-NIE	TH-IS	Total
One	578	155	733
Two	411	133	544
More than two	150	55	205
Total	1139	343	1482

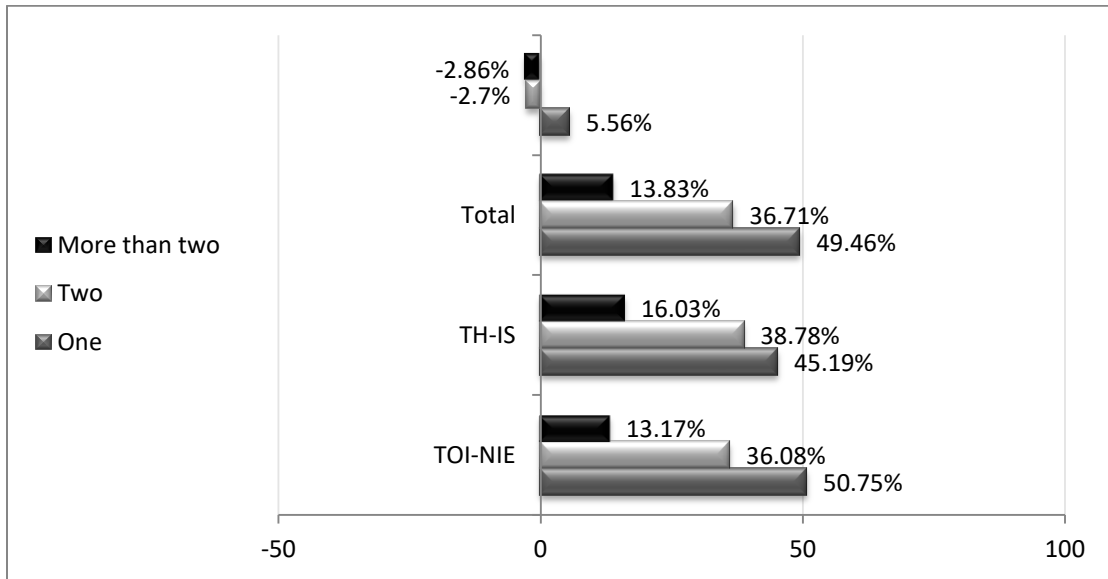
(Source - Primary data)

How many working members are there in the secondary school students' family when inquired Table 4.4 reveals of the 1482 participants, 578 TOI-NIE and 155 TH-IS readers have a single earning family member, 411 TOI-NIE and 133 TH-IN respondents have two working family members while 150 TOI-NIE and 55 TH-IS readers have more than two working members in their family. In total 733 secondary school students had one, 544 respondents had two and 205 readers had more than two family members working. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and

³ Impact of Family Structure on the Overall Development of Youth Shweta Mogre Varsha Batham, 2013, Pioneer Journal for IT and Management, Pg 86

343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.4 Working members of secondary school students’ family in percentage



(Analysis using Excel)

Chart 4.4 shows that 50.75% of TOI-NIE and 45.19% TH-IS respondents’ have a single earning family member, 36.08% TOI-NIE and 38.78% TH-IS respondents have two working family members while 13.17% TOI-NIE and 16.03% TH-IS readers have more than two working family members. Overall 49.46%, secondary school students had one, 36.71% had two and 13.83% had more than two earning member of their family. Comparing the two groups, 5.56% TOI-NIE readers had one member working in their family. Further 2.7% and 2.86% TH-IS respondents had two and more than two family members working. The respondents’ family members who are earning, the majority of the secondary school students have one and two working family members. Only a few respondents’ families had more than two members working.

4.1.2 Social demographics

1. To the query of the secondary school student respondents’ gender the following distinctiveness were revealed. The purpose of this question was to understand the segmentation of the respondents’. This information revealed the percentage of inquiry of

said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

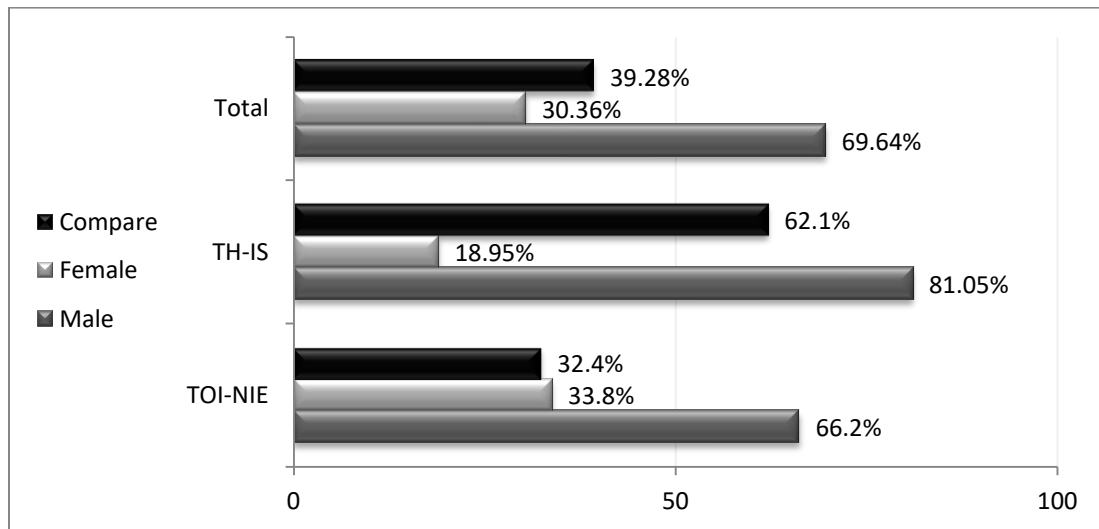
Table 4.5 Secondary school students’ representation by gender

Gender	TOI-NIE	TH-IS	Total
Male	754	278	1032
Female	385	65	450
Total	1139	343	1482

(Source - Primary data)

The gender composition of the participants in this research are shown in Table 4.4 which reveals that of the 1482 secondary school students, 754 TOI-NIE and 278 TH-IS readers were male, 385 TOI-NIE and 65 TH-IS readers were female respondents. In total 1032 were male and 450 were female participants. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.5 Secondary school students’ Gender in percentage



(Analysis using Excel)

The Chart 4.5 displays the secondary school students gender in percentage, of which 66.20% TOI-NIE readers and 81.05% TH-IS readers were male respondents. Of the remaining 33.80%, TOI-NIE and 18.95% TH-IS readers were female readers. Comparing both the student edition newspaper readers gender we observe from Chart 4.5

that 14.85% TH-IS where more than that of the TOI-NIE readers in the male category. Further, it revealed that 14.85% more of TOI-NIE were female respondents as to TH-IS readers. Overall 69.64% were male and 30.36% were female respondents. Majority of the respondents are male which is as per the representation of the students' population of Pune⁴. Thus, the respondents represent the target population of this study accordingly.

2. To the inquiry of the secondary school student respondents' religion the following characteristics were revealed. The purpose of this question was to understand the societal view of the respondents'. This information revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.6 Representation of secondary school students' religion

Religion	TOI-NIE	TH-IS	Total
Hindu	872	214	1086
Muslim	103	26	129
Sikh	9	5	14
Christian	22	51	73
Parsi	1	1	2
Jain	60	28	88
Jew	2	2	4
Buddhist	55	9	64
Others	15	7	22
Total	1139	343	1482

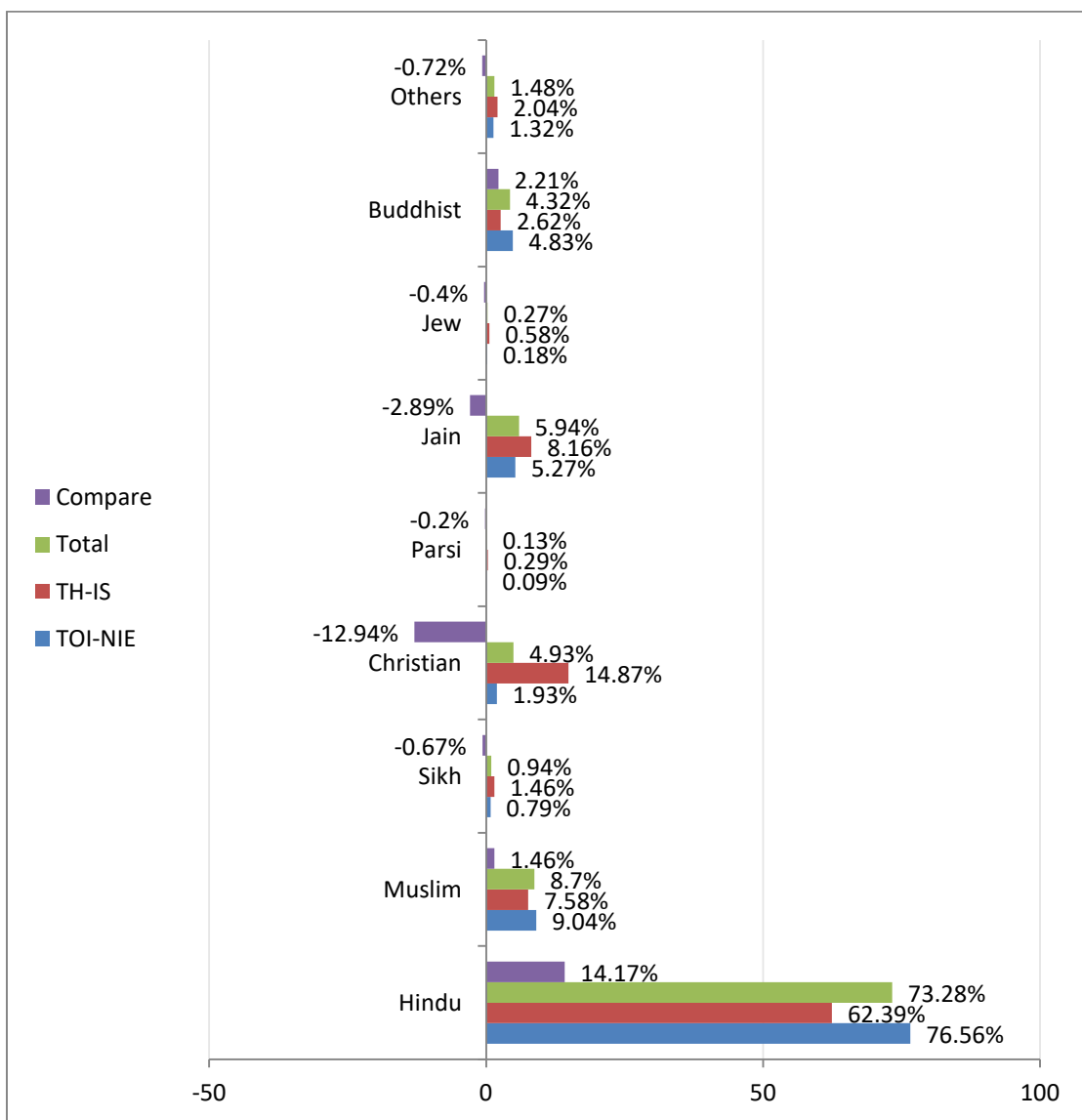
(Source - Primary data)

When inquired of the respondents' religion Table 4.6 displays the responses from the participants. Table 4.6 reveals that of the total 1482 respondents 872 TOI-NIE readers' and 214 TH-IS readers' were Hindus. Further 103 TOI-NIE readers and 26 TH-IS readers' were Muslims. While 9 TOI-NIE users and 5 TH-IS users were Sikhs, 22

⁴ National Sample Survey Office (NSSO) 2011 study

TOI-NIE and 51 TH-IS respondents were Christians. In each case, there was only one Parsi respondent. There were 60 TOI-NIE and 28 TH-IS readers who belonged to the Jain community. Both the groups had two Jews each as their readers. The Buddhists respondents of TOI-NIE and TH-IS were 55 and 9 respectively. The remaining 15 of TOI-NIE and 7 of TH-IS belonged to other religions or did not mention their religion. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.6 Secondary school students' religion in percentages



(Analysis using Excel)

Chart 4.6 shows that 76.56 % of the TOI-NIE and 62.39% of TH-IS respondents were Hindu. Around 9.04% of the TOI-NIE and 7.58% of the TH-IS respondents were Muslims. The third biggest community were Jains with 5.27 representing TOI-NIE and 8.16% for TH-IS following them were Christians with 1.93% using TOI-NIE and 14.87% using TH-IS. The Buddhist was fifth with 4.83% using TOI-NIE and 2.62% using TH-IS. Remaining communities were others with 1.32% TOI-NIE readers and 2.04% TH-IS readers, The Sikhs readers compromised of 0.79% TOI-NIE users and 1.46% TH-IS users. The Jews portion was of 0.18% using TOI-NIE and 0.58% using TH-IS. Finally, the Parsis were representing 0.09% for TOI-NIE and 0.29% for TH-IS readers. A comparison between the two groups of student edition newspaper readers shows that 14.17% Hindus, 1.46% Muslims and 2.21% Buddhists were more TOI-NIE respondents than TH-IS participants. Further 12.94% Christians, 2.89% Jains, 0.72% others, 0.67% Sikhs, 0.4% Jews and 0.2% Parsis TH-IS participants were more than the TOI-NIE respondents.

3. A view of the religion wise data collected is compared with the census data to establish the similarities and dissimilarities between them. The intention was to explore the scalability of the study at hand as per the demographics of the participants.

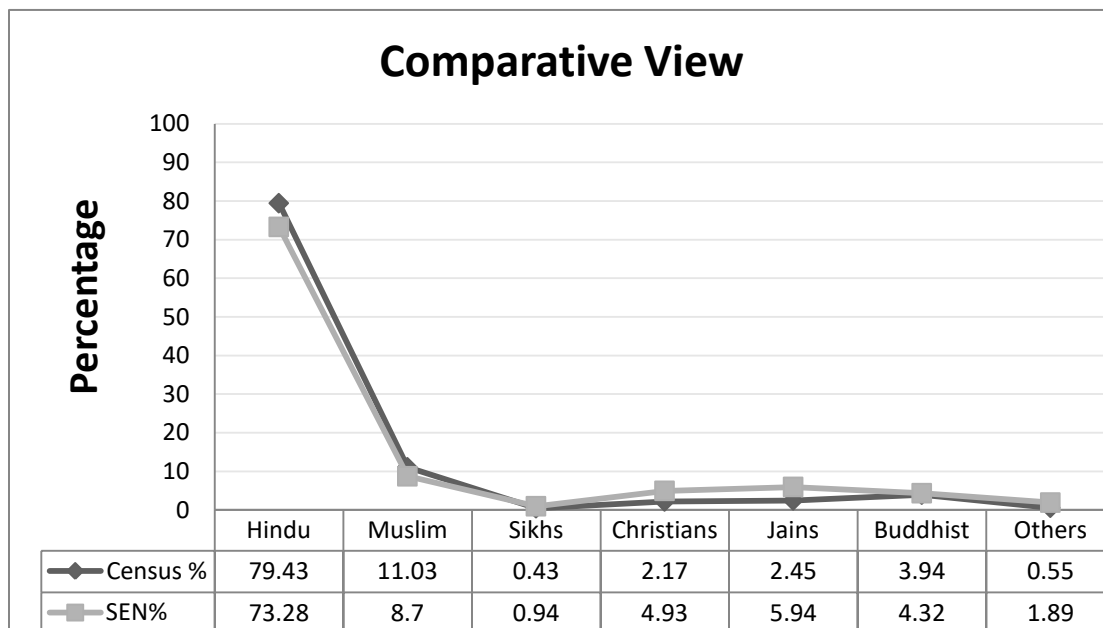
Table 4.7 shows Pune population religion-wise breakup

Religion	Census %	SEN%	Comparison%
Hindu	79.43	73.28	-6.15
Muslim	11.03	8.70	-2.33
Sikh	0.43	0.94	+0.51
Christian	2.17	4.93	+2.76
Jain	2.45	5.94	+3.49
Buddhist	3.94	4.32	+0.38
Others	0.55	1.89	+1.34
Total	100	100	-

(Source - Secondary and Primary data)

Comparing the respondents' data to the census data, Table 4.7 shows that the Hindu respondents were 6.15% less, Muslim respondents were 2.33% less, Sikh respondents were 0.51% more, Christian respondents 2.76% more, Jain respondents were 3.49% more, Buddhist respondents were 0.38% more, Other respondents were 1.34% more including the Parsi and Jew respondents as they could not be separately compared due to non-availability of their census data. To have an overview in a graphical representation of the above data it was processed further to display the output in a chart format for further analysis.

Chart 4.7 Comparison between the census and survey data



(Analysis using Excel)

Chart 4.7 reveals that of the total respondents Hindus who were readers of the secondary school students edition newspapers compared to the census data there were 6.15% and 2.33% Muslims participants were less for this research study. All other communities were above the census data of Pune city⁵. Broadly, it can be said that the survey participants have fairly represented the overall religion-wise classification as per the census data.

⁵ <http://www.census2011.co.in/census/city/375-pune.html>

4. To the inquest of the SEN respondents' caste the following characteristics were revealed. The purpose of this question was to understand the societal standing of the respondents'. This information revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

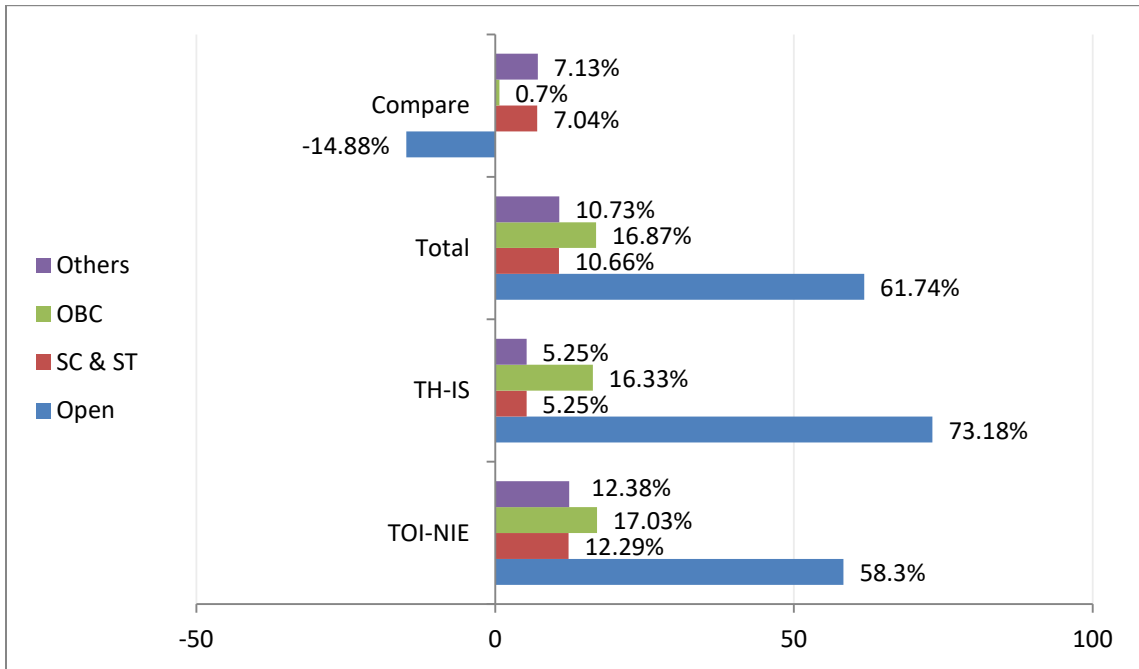
Table 4.8 shows secondary school students' caste

Caste	TOI-NIE	TH-IS	Total
Open	664	251	915
SC & ST	140	18	158
OBC	194	56	250
Others	141	18	159
Total	1139	343	1482

(Source - Primary data)

When inquired of the respondents' caste Table 4.8 displays the responses from the participants. The information reveals that of the total 1482 respondents 664 TOI-NIE readers' and 251 TH-IS readers' were from the open/general category. Further 140 TOI-NIE readers and 18 TH-IS readers' were from the SC & ST category. While 194 TOI-NIE users and 56 TH-IS users were OBC, and the remaining 141of TOI-NIE and 18 of TH-IS belonged to other castes or did not mention their caste. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.8 Shows Secondary school students' Caste in percentages



(Analysis using Excel)

Chart 4.8 shows that 58.30% of the TOI-NIE and 72.89% of TH-IS secondary school students' were from the general/open category. The second biggest castes were 'Other Backward Class' with 17.03% representing TOI-NIE and 16.33% for TH-IS participants. Around 12.29% of the TOI-NIE and 5.25% of the TH-IS secondary school students' were Scheduled Castes and Scheduled Tribes. Following them were 'Others' with 12.38% using TOI-NIE and 5.54% using TH-IS newspapers. A comparison between the two groups of students edition newspaper readers shows that 61.67% were from the general/open category in which 14.59% participants read TH-IS more than TOI-NIE. There were 7.04% Scheduled Castes and Scheduled Tribes, 0.7% 'Other Backward Castes' and 6.84% 'Other' castes who read more of TOI-NIE compared to TH-IS.

5. A view of the caste wise data collected is compared with the census data to establish the similarities and dissimilarities between them. The intention was to explore the scalability of the study at hand as per the demographics information of the participants.

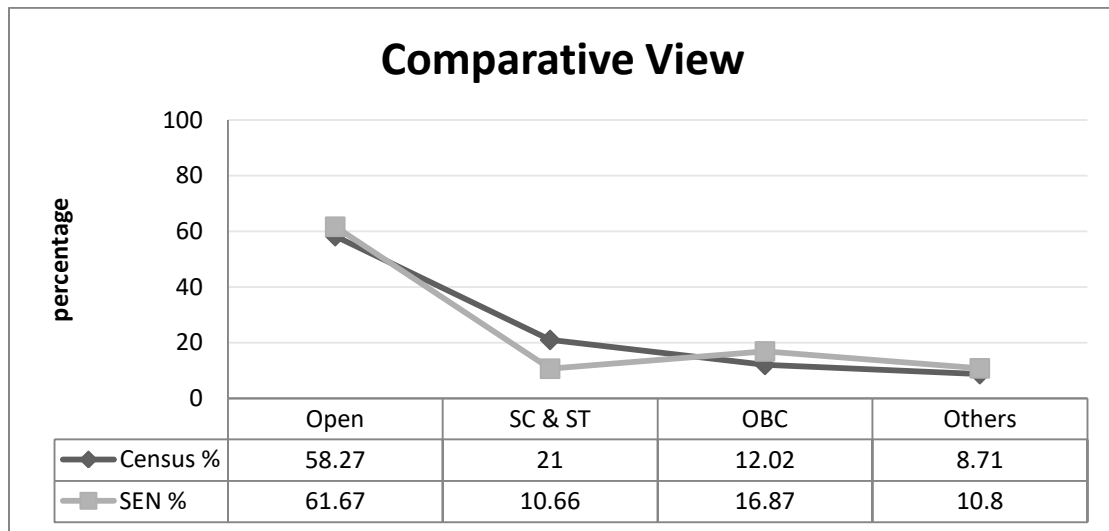
Table 4.9 shows breakup of Pune population caste wise

Caste	Census %	SEN %	Comparison %
Open	58.27	61.67	+3.4
SC & ST	21	10.66	-10.34
OBC	12.02	16.87	+4.85
Others	8.71	10.80	+2.09
Total	100	100	-

(Source – Secondary and Primary data)

As per the socio-economic survey 2008-09 data shown in the above table 4.9, the population of Pune consists of 58.27 % open, 21% SC and ST, 12.02 % OBC, 8.71% VJNT + Others⁶. Comparing the respondents’ data to the census data, Table 4.9 shows that the open/general category respondents were 3.4% more, Scheduled Caste and Scheduled Tribes respondents were 10.34% less, Other Backward Class respondents were 4.85% more. Other castes respondents were 2.09% more including the respondents who did not want to disclose their caste, and they could not be separately compared due to non-availability of their census data. To have an overview in a graphical representation of the above data it was processed further to display the output in a chart format for further analysis.

Chart 4.9 Comparison between Census and Survey data



(Analysis using Excel)

⁶ Socio-Economic Survey of Pune City Pg 60

Chart 4.9 reveals that of the total respondents who were readers of the secondary school students edition newspapers compared to the census data there were slightly more open/general category respondents for this research study. Further interpretation of the chart shows that there is a gap of around 50% in the participation of the Scheduled Caste and Scheduled Tribe in this research survey. Otherwise, it can be observed that the survey participants have fairly represented the ‘Other Backward Class’ and ‘Other’ castes.

4.1.3 Participant choices

1. To the inquiry of the subscription of daily newspapers other than the SEN by the respondents’ at their residence, the following characteristics were revealed. The purpose of this question was to understand the interest of the respondents’ exposure to other sources of news. This information revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.10 Newspapers subscribed at respondents’ residence

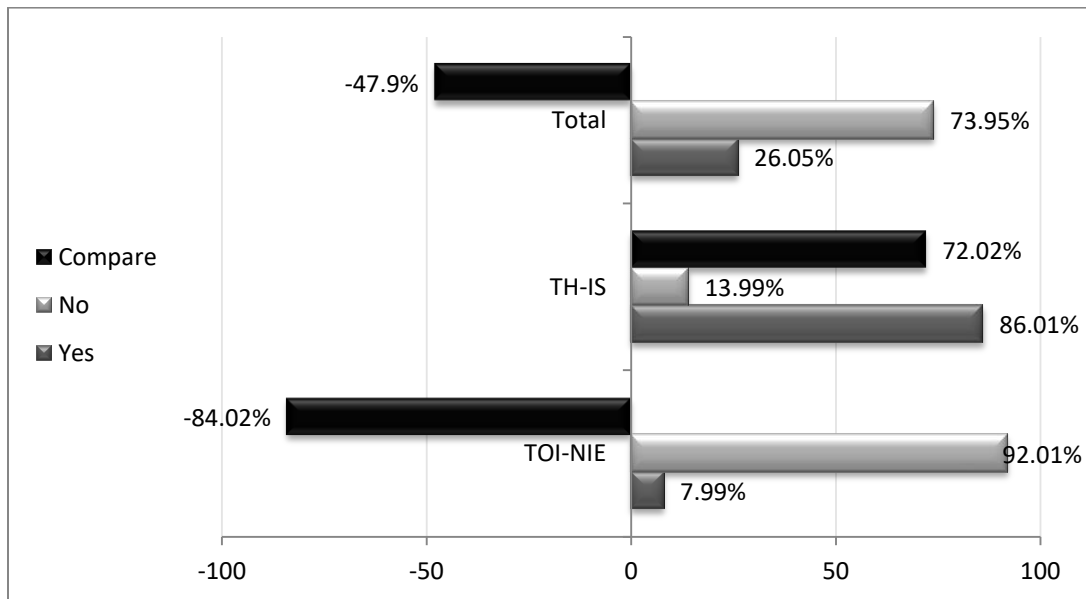
Residential NP subscription	TOI-NIE	TH-IS	Total
Yes	91	295	386
No	1048	48	1096
Total	1139	343	1482

(Source - Primary data)

To the question does the participant secondary school students’ family subscribed to another newspaper these were the results as follows. Out of the total 1482 participants in this survey, 91 TOI-NIE readers and 295 TH-IS readers had subscribed other newspapers at their residence. Of the remaining participants, 1048 TOI-NIE readers and 48 TH-IS readers did not subscribe to any other newspaper at their home. A total of 386 secondary school students’ family subscribed other newspaper at home and 1096 secondary school students’ families did not feel it was important to subscribe to other

newspapers. This observation was also given by few of the parents whose children had subscribed the secondary school students' edition and thus did not want to invest extra in another newspaper.⁷ As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.10 other newspapers subscribed at respondents' residence



(Analysis using Excel)

The Chart 4.10 displays the percentage wise description of the secondary school students' families who subscribe to other newspapers. About 7.99% TOI-NIE and 86.01% TH-IS readers subscribe to additional newspapers in their house. Of the remaining respondents 92.01% TOI-NIE readers and 13.99% TH-IS readers do not subscribe additional newspapers at their residence. Comparing both the secondary school students edition newspaper readers, the TH-IS readers subscribed another newspaper at their residence 78.02% more that the TOI-NIE readers. Overall the majority of the secondary school students who subscribe to a secondary school students edition newspaper i.e. 73.95% families do not subscribe another newspaper at their residence.

⁷ Interactions with parents outside school on 11th Dec 2014

As the above chart 4.10 indicates, 26.05% of secondary school students subscribed additional newspapers apart from the student edition subscribed by them at their respective schools. This seems to be the case as most of the parents have to subscribe to the school edition thus avoids additional investment into another newspaper (Keval 2015)⁸.

2. To the inquiry of how many number of newspapers do the secondary school student respondents' read on a daily basis, the following characteristics were revealed. The purpose of this question was to understand the proportion of the respondents' interest in exploring the news from various sources. The data collected using the questionnaire is tabulated further.

Table 4.11 Number of newspapers read by secondary school students

Newspaper	TOI-NIE	TH-IS	Total
One	548	155	703
Two	490	134	624
Three	72	31	103
More than three	29	23	52
Total	1139	343	1482

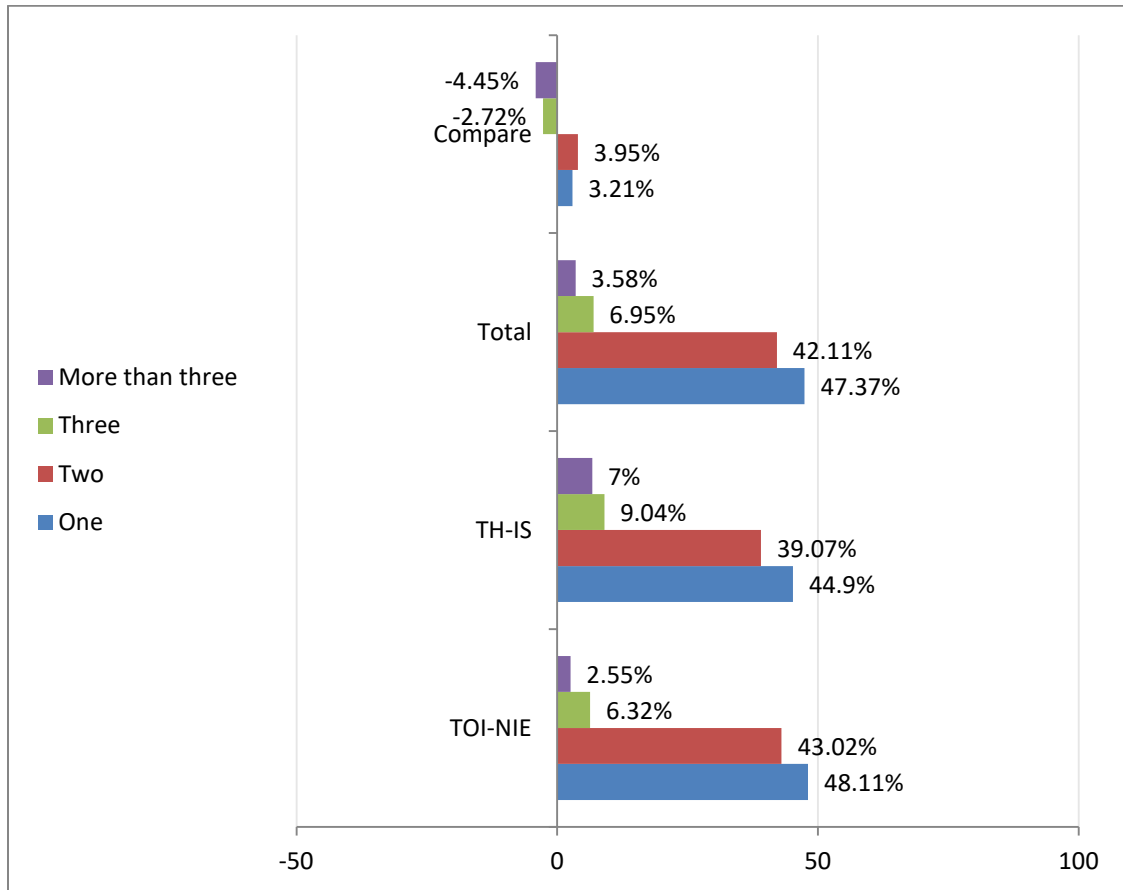
(Source - Primary data)

How many newspapers are read by the secondary school students' daily revealed from Table 4.11 shows that of the 1482 secondary school students, 548 TOI-NIE and 155 TH-IS participants read a single newspaper, 490 TOI-NIE and 134 TH-IS participants read two newspapers, 72 TOI-NIE and 31 TH-IS respondents read three newspapers and 29 TOI-NIE and 23 TH-IS respondents read more than three newspapers daily. Overall 703 respondents read one, 624 participants read two, 103 respondents read three and 52 participants read more than three newspapers daily. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt

⁸ Mass Communication in India, Pg 110

understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.11 Number of SENs read by SSS in percentage



(Analysis using Excel)

Chart 4.11 shows 48.11% TOI-NIE and 45.19% TH-IS participants read a single newspaper, 43.02% TOI-NIE and 39.07% TH-IS participants read two newspapers, 6.32% TOI-NIE and 9.04% TH-IS respondents read three newspapers and 2.55% TOI-NIE and 6.71% TH-IS respondents read more than three newspapers daily. Overall 47.44% respondents read one, 42.11% participants read two, 6.95% respondents read three and 3.51% participants read more than three newspapers daily. Comparing the SEN groups we see that 2.92% reading one newspaper and 3.95% reading two newspapers daily more TOI-NIE respondents than TH-IS respondents. On the other hand, we see that 2.72% participants read three and 4.16% respondents read more than three newspapers

daily more TH-IS participants compared to TOI-NIE respondents. As part of the participant observation, the researcher visited the school libraries as the librarians of most of the schools are the coordinators for the student edition newspaper project. It was observed that some schools of Pune city had a few other newspapers in their library. Some secondary school students used to gaze through these newspapers kept in the library. Thus, the above table shows the percentage of such students' using multiple newspapers.

3. To the inquiry of from which standard the SEN was introduced to the secondary school students', the following characteristics were revealed. The purpose of this question was to understand which group as per their standard they had subscribed to SEN. This information revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.13 represents the standard when the SSS started using SEN

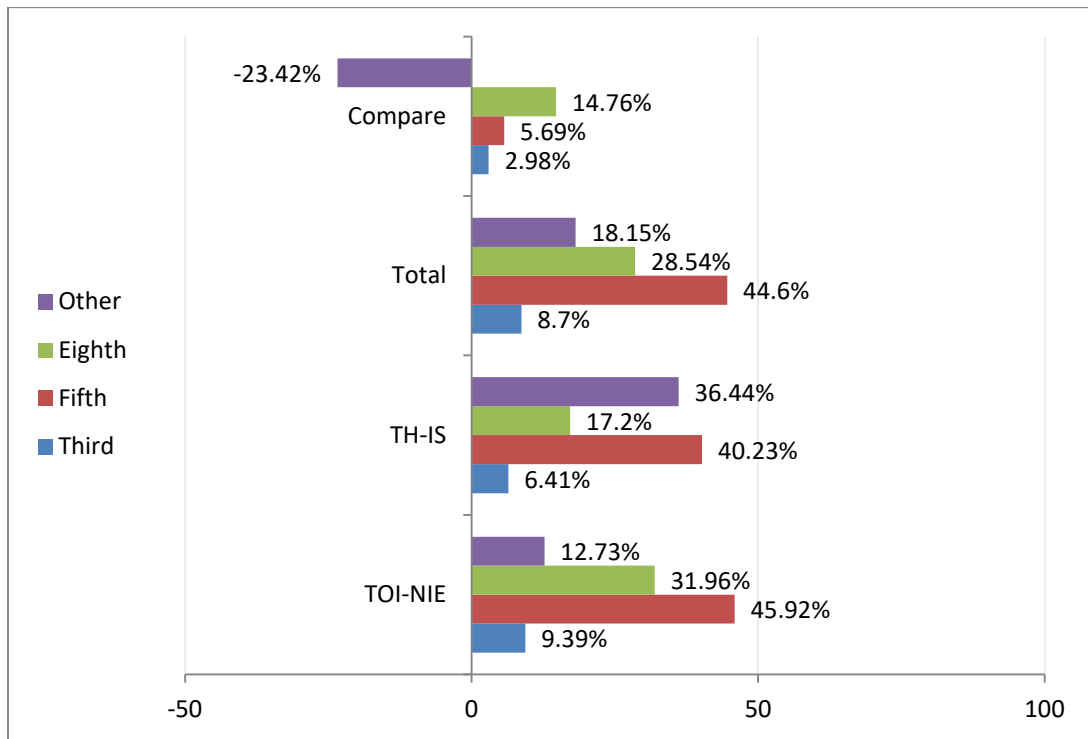
Standard	TOI-NIE	TH-IS	Total
Third	107	22	129
Fifth	523	138	661
Eighth	364	59	423
Other	145	124	269
Total	1139	343	1482

(Source - Primary data)

Since which standard is the student edition newspaper used by the secondary school student when inquired the results from Table 4.13 shows that of the 1482 participants, 107 TOI-NIE and 22 TH-IS respondents use it from third standard, 523 TOI-NIE and 138 TH-IS participants use it from fifth standard, 364 TOI-NIE and 59 TH-IS respondents use it from eighth standard and 145 TOI-NIE and 124 TH-IS readers use it from other standards. Overall 129 respondents used it from the third standard, 661 participants used it from the fifth standard, 423 respondents use it from the eighth

standard and 269 participants use it from other standards. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.13 secondary school students’ use of SEN in percentage by standard



(Analysis using Excel)

Chart 4.13 shows the secondary school students use of newspaper since various standards. The SSS use of SEN from the third standard represents 9.39% TOI-NIE and 6.41% TH-IS respondents. Around 45.92% TOI-NIE and 40.23% TH-IS readers use it from the fifth standard. Further 31.96% TOI-NIE and 17.2% TH-IN readers use it since their eighth standard and 12.73% TOI-NIE and 36.15% TH-IS participants use it from other standards. Overall 8.7% respondents use the student edition newspaper since the third standard, 44.6% participants use it from the fifth standard, 28.54% respondents use it since the eighth standard and 18.15% participants use it from other standards. Comparing TOI-NIE readers to TH-IS readers we see that 2.98% respondents using it since the third standard , 5.69% respondents using it since the fifth standard and 14.76%

respondents using it since eight standard was more. On the other hand, we see that TH-IS readers compared to TOI-NIE 23.42% readers used the student edition newspaper more. The above phenomenon was also noticed during the researcher's interaction with various schools in and around Pune city which had subscribed the student edition newspaper. Thus the majority of the respondents begin their use of SEN from fifth standard onwards. In particular to the TH-IS newspaper it was also observed that many of the secondary school students were from the military family and due to their parent's regular transfers they had to move from school to school through India as per their parents' postings. This could be one of the reasons for more percentage of TH-IS respondents using the secondary school students edition newspaper since other standards.

4. To the inquiry of the SEN usage for entertainment by the secondary school students' the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' opted or did not opt for the said reason. This information revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.14 showing entertainment use of SEN by secondary school students

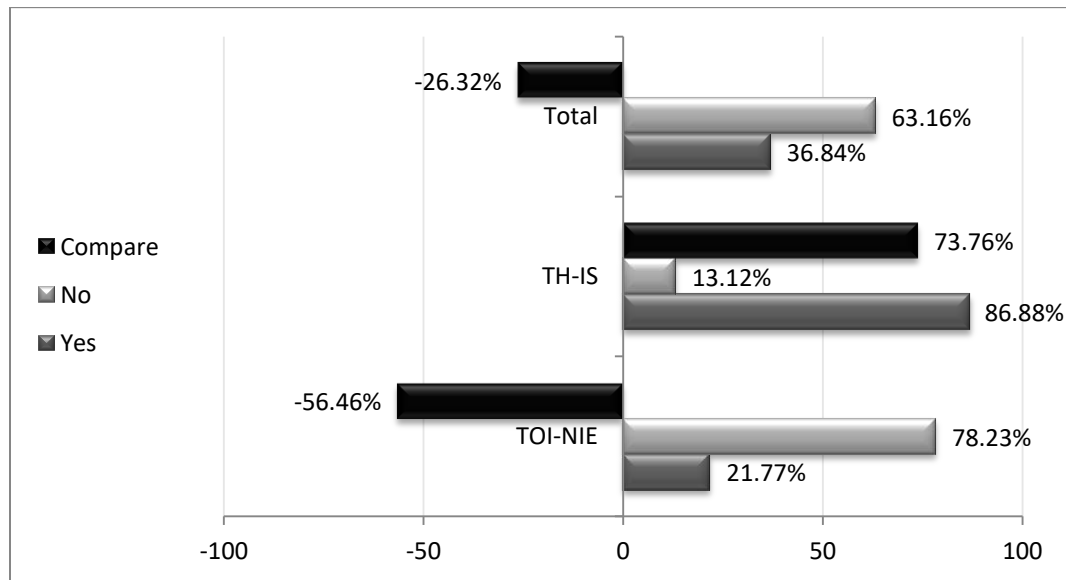
Entertainment purpose	TOI-NIE	TH-IS	Total
Yes	248	298	546
No	891	45	936
Total	1139	343	1482

(Source - Primary data)

When inquired about the respondents' use of the student edition newspaper for entertainment purpose, the results are as follows. Out of the total 1482 participants in this survey Table, 4.14 shows that 248 TOI-NIE readers and 298 TH-IS readers use it for entertainment purposes. Of the remaining participants, 891 TOI-NIE readers and 45 TH-IS readers did not opt the secondary school students edition newspaper for entertainment purposes. A total of 546 respondents' used it for entertainment purposes and 936

respondents' did not use the student edition newspaper for entertainment purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.14 showing entertainment use of SEN by SSS in percentage



(Analysis using Excel)

The Chart 4.14 displays the percentage wise description of the secondary school students' use for entertainment purpose. About 21.77% TOI-NIE readers and 86.59% TH-IS readers use the student edition newspaper for entertainment purposes. Of the remaining respondents 86.88% TOI-NIE readers and 13.12% TH-IS readers do not use the student edition newspaper for entertainment purposes. Comparing both the student edition newspaper readers we observe that 65.11% TH-IS readers used the SEN more than that of the TOI-NIE readers. As the above chart 4.14 indicates, only 36.84% of participants used the student edition newspaper for entertainment purposes. Overall the majority of the secondary school students who read the SEN i.e., 63.16% did not use it for entertainment purposes. The researcher as a participant observer experienced that students used to go through the newspaper in a hurried manner looking for news of their interests. If they could not get their required interesting material, some students used to

even throw away the newspaper in class or the dustbin. With the advent of television and computers, there are more avenues for the children for access to entertainment so the newspaper hardly plays that role.

5. To the inquiry of the SEN usage for information by the secondary school students' the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' opted or did not opt for the said reason. This output revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

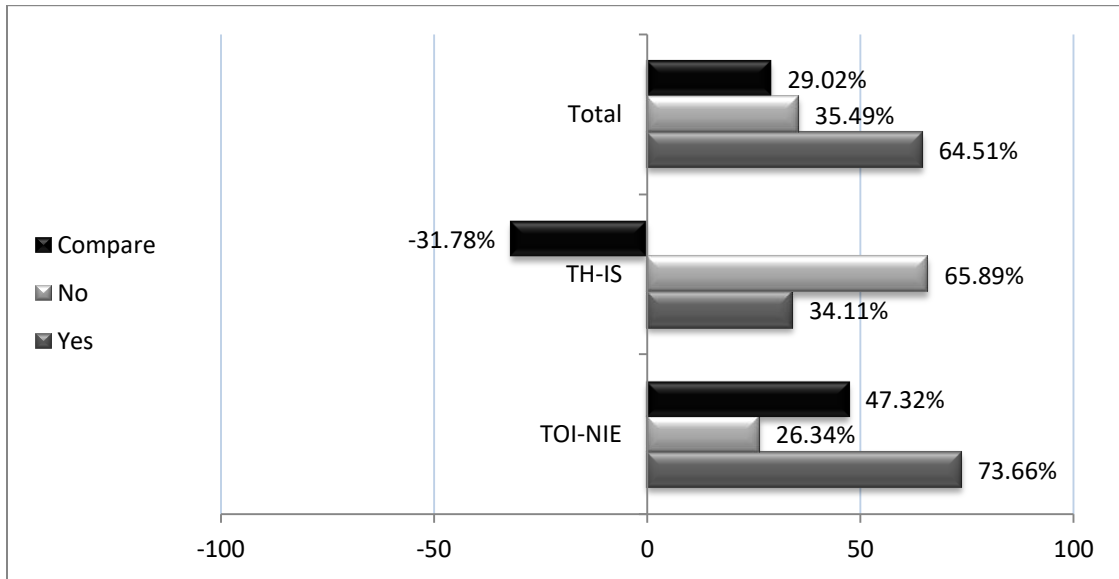
Table 4.15 showing information use of SEN by the secondary school students'

Information purpose	TOI-NIE	TH-IS	Total
Yes	839	117	956
No	300	226	526
Total	1139	343	1482

(Source - Primary data)

Further probing about the respondents' use of the student edition newspapers for information purposes, the results are as follows. Out of the total 1482 participants in this survey Table, 4.15 shows that 839 TOI-NIE readers and 117 TH-IS readers use it for gaining information from the said newspaper. Of the remaining participants, 300 TOI-NIE readers and 226 TH-IS readers did not use the student's edition newspaper for information purposes. A total of 956 respondents' used the said newspaper for information purposes and 526 respondents' did not use the student edition newspaper for information purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.15 Showing information uses of SEN by the SSS in percentage



(Analysis using Excel)

The Chart 4.15 displays the percentage wise description of the SEN use by secondary school students' for information purpose. About 73.66% TOI-NIE readers and 34.11% TH-IS readers use the student edition newspaper for information purposes. Of the remaining respondents 26.34% TOI-NIE readers and 65.89% TH-IS readers do not use the student edition newspaper for information purposes. Comparing both the student edition newspaper readers we observe that 39.55% TOI-NIE readers used the student edition newspaper more than that of the TH-IS readers for the said purpose. Overall it can be said that the majority of the participants i.e. 64.51% who read the student edition newspaper used it for information purposes.

As secondary school students are allocated a period for reading the newspaper in most of the schools the above experience can be confirmed by the researcher. During the interaction with secondary school students inside their classroom, the newspaper was used to find out new words and discuss their meanings. Even some teachers use the newspaper articles while teaching which has inculcated the habit of searching for information from the newspaper by the secondary school students. Overall, the above Chart 4.15 indicates that the responsibility of the newspaper for providing information

has been disseminated to a reasonable extent. Around 35.49% respondents had rejected the information use of the student edition newspaper.

6. To the inquiry of the SEN usage for education by the secondary school students' the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' opted or did not opt for the said reason. This output revealed the percentage of inquiry of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.16 showing education use of SEN by secondary school students

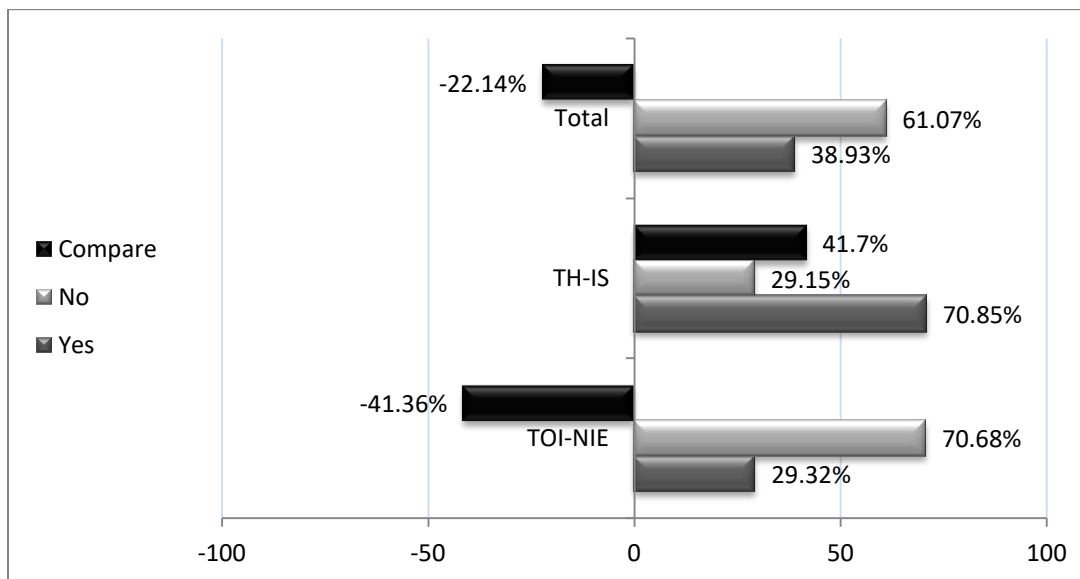
Education purpose	TOI-NIE	TH-IS	Total
Yes	334	243	577
No	805	100	905
Total	1139	343	1482

(Source - Primary data)

Inquiring about the secondary school students' use of the SEN for education purposes, the results are as follows. Out of the total 1482 participants in this survey Table, 4.16 shows that 334 TOI-NIE readers and 243 TH-IS readers use it for education purposes. Of the remaining participants, 805 TOI-NIE readers and 100 TH-IS readers did not use the student edition newspaper for education purposes. A total of 577 respondents' used the said newspaper for education purposes and 905 respondents' did not use the student edition newspaper for education purposes.

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.16 showing education use of SEN by secondary school students



(Analysis using Excel)

The Chart 4.16 displays the percentage wise description of the secondary school students' use of SEN for education purpose. About 29.32% TOI-NIE readers and 70.85% TH-IS readers use the student edition newspaper for education purposes. Of the remaining respondents 70.68% TOI-NIE readers and 29.15% TH-IS readers do not use the student edition newspaper for education purposes. Comparing both the student edition newspaper readers we observe that 41.53% TH-IS readers used the student edition newspaper more than that of the TOI-NIE readers for the said purpose. Overall, it can be said that the majority i.e. 61.07% of the secondary school students who read the SEN did not use it for education purposes. The researcher had interacted with the participants and had discussed the education model generated in the qualitative study of this research. It is not necessary that all of the respondents have attended the researcher's media literacy sessions. But the above Chart indicates that the respondents were aware to distinguish between information and education.

7. To the inquiry of the SEN usage for other reasons by the secondary school students' the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' opted or did not opt for the said grounds. This output revealed the percentage of inquiry of said the question about the audience

participated in this study. The data collected using the questionnaire is tabulated further.

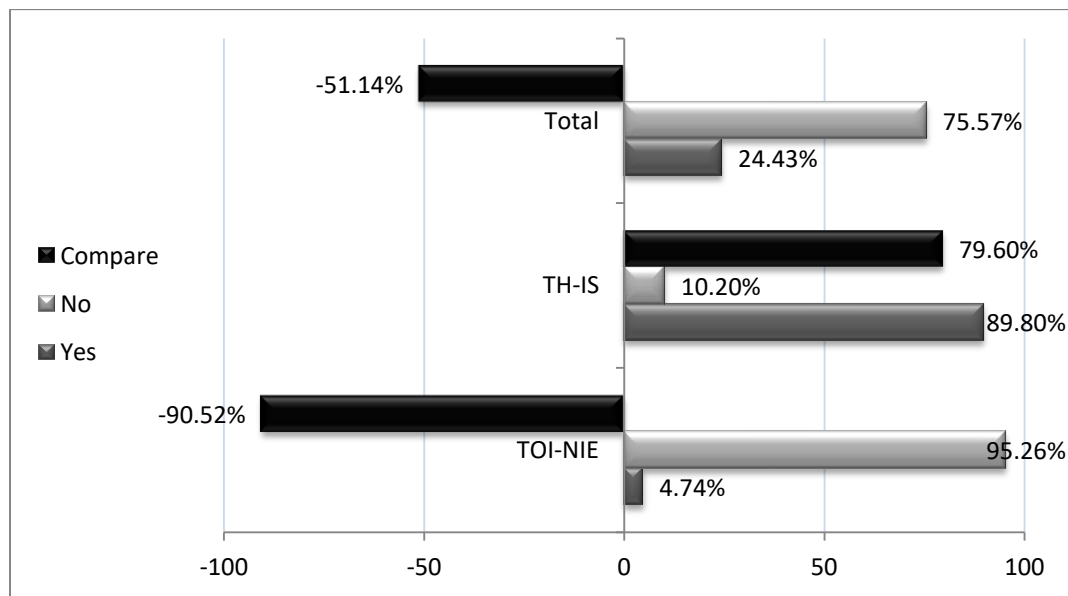
Table 4.17 showing other use of SEN by secondary school students

Other Purposes	TOI-NIE	TH-IS	Total
Yes	54	308	362
No	1085	35	1120
Total	1139	343	1482

(Source - Primary data)

To the question about the use of the student edition newspapers for other purposes, the results are as follows. Out of the total 1482 participants in this survey Table, 4.17 shows that 54 TOI-NIE readers and 308 TH-IS readers use it for other purposes. Of the remaining participants, 1085 TOI-NIE readers and 35 TH-IS readers did not the secondary school students edition newspaper for other purposes. A total of 362 respondents' use and 1120 respondents' did not use the student edition newspaper for other purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.17 showing other use of SEN by secondary school students



(Analysis using Excel)

The Chart 4.17 displays the percentage wise description of the secondary school students' use of SEN for another purpose. About 4.74% TOI-NIE readers and 89.8% TH-IS readers use the student edition newspaper for other purposes. Of the remaining respondents 95.26% TOI-NIE readers and 10.2% TH-IS readers do not use the student edition newspaper for other purposes. Comparing both the student edition newspaper readers we observe that 85.06% TOI-NIE readers did not use the secondary school students edition newspaper more than that of the TH-IS readers for the said purpose. As 75.57% respondents did not use the SEN for other purposes, thus overall it can be said that the majority of the secondary school students who read SEN did not use it for other purposes. During the participant observation, the researcher came across instances where some children used the newspaper for craft activities. Some used the newspaper for creating a collage or created a poster out of it. Some students have mentioned that they roll the newspaper and use it as a type of soft stick during a mock fight with their other class/schoolmates. Even some students use it for sitting purpose after directly collecting from their school library without reading it. The difference is that TH-IS participants used it more than TOI-NIE participants by 85.06% which stands unique to the contents of the published in the SEN when inquired by the researcher.

8. To the inquiry of the time invested by the secondary school students' the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the SEN articles and the time taken for it. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

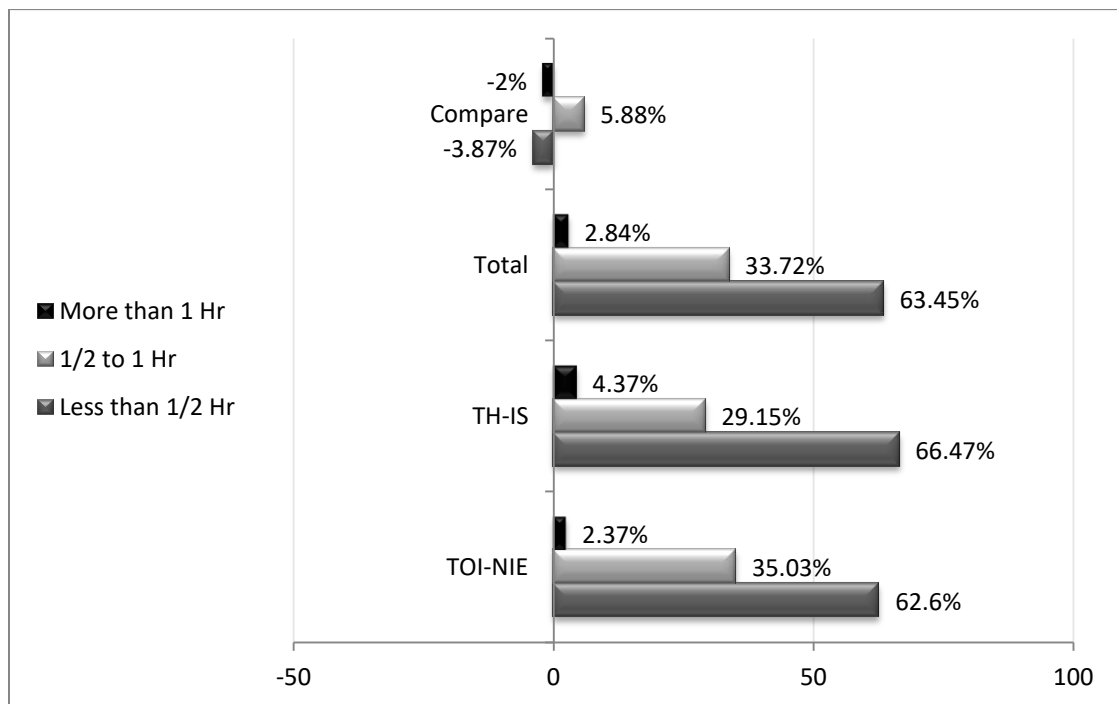
Table 4.18 showing time invested by SSS for SEN reading in percentage

Time invested	TOI-NIE	TH-IS	Total
Less than Half an Hour	713	228	939
Half an hour to One Hour	399	100	499
More than One Hour	27	15	42
Total	1139	343	1482

(Source - Primary data)

How much time is invested by the secondary school students' to read SEN when inquired Table 4.18 reveals of the 1482 participants, 713 TOI-NIE and 228 TH-IS respondents use SEN for less than half an hour daily, 339 TOI-NIE and 100 TH-IS respondents use SEN for less than half an hour to one hour daily while 27 TOI-NIE and 15 TH-IS readers use SEN for more than one hour daily. In total 939 readers use SEN for less than half an hour daily, 499 respondents use SEN for half an hour to one hour daily and 42 readers use SEN for more than one hour daily. Most of the schools have an exclusive period for reading the newspaper daily so the above effect can be observed. The 'TOI-NIE teacher' used these newspapers during this period which was usually allocated to them for various activities within the class⁹. The researcher has also used the newspaper during the media literacy sessions with the secondary school students. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.18 showing time invested by secondary school students for SEN reading



(Analysis using Excel)

⁹ Participant observation dated 11 Dec 2014

Chart 4.18 shows that 62.6% TOI-NIE and 66.47% TH-IS secondary school students use SEN for less than half an hour daily, 35.03% TOI-NIE and 29.15% TH-IS secondary school students use SEN for less than half an hour to one hour daily while 2.37% TOI-NIE and 4.37% TH-IN secondary school students use SEN for more than one hour daily. In total 63.45% secondary school students use SEN for less than half an hour daily, 33.72% respondents use SEN for half an hour to one hour daily and 2.84% readers use SEN for more than one hour daily. Comparing both the groups 5.88% TOI-NIE secondary school students read the SEN for more than half an hour to an hour daily. Further 3.87% and 2% TH-IS secondary school students read SEN for half hour and more than one hour daily compared to TOI-NIE. Thus the utilization of newspaper by 63.45% secondary school students is justified during its use in the given SEN period in their school timetable. Some participants used to ask the researcher after the class about some current issues they had an opinion on an article in the student edition newspaper. Some students even had interaction outside the period allocated for newspaper reading as per the observations by the researcher. A few students used the newspaper for reading inside the school transport when they were traveling back home after school. This phenomenon was, particularly in their school transport. These may be the secondary school students who have selected the more than an hour invested for reading the newspaper.

9. To the inquiry about the secondary school students' mother's use of the SEN the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' mother's were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

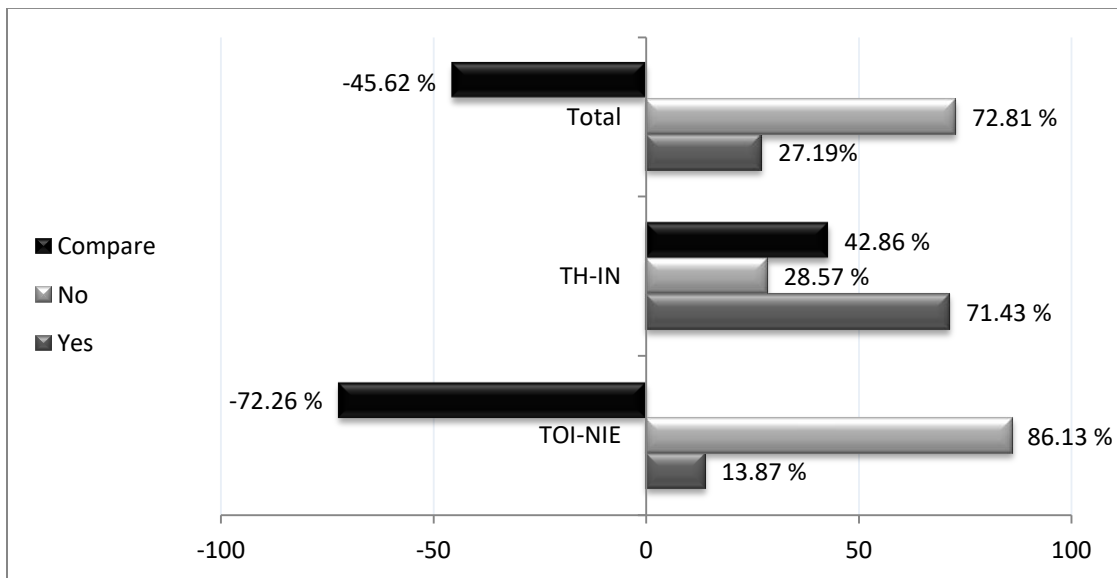
Table 4.52 represents students' Mothers' use of SEN

Mother use	TOI-NIE	TH-IS	Total
Yes	158	245	403
No	981	98	1079
Total	1139	343	1482

(Source - Primary data collection)

The table 4.52 portrays the secondary school students' use of SEN published articles use by respondent's Mother. Of the total 1482 respondents, 403 students choose these articles while 1079 students did not opt for the said articles use by their Mothers. Of the total 1139 TOI-NIE respondents 158 choose while 981 did not opt it and of the total 343 TH-IS respondents 245 choose the articles while 98 students did not opt for its use by their mothers respectively. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.52 represents student's Mother's use of SEN



(Analysis using Excel)

The chart 4.52 shows in percentage the secondary school students' view on their choice of the SEN articles use by their Mothers. Of the total 13.87% TOI-NIE and 71.43% TH-IN respondents say that their mothers use the said SEN articles. Further 86.13% TOI-NIE and 28.57% TH-IN articles readers say that they their mothers do not use the SEN respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 72.26% while the TH-IS students were 42.86%. A comparison between the two groups of students' edition newspaper readers shows that 57.56% TH-IS respondents choose more than TOI-NIE respondents mothers use the said SEN articles.

Considering the overall result 27.19% secondary school students did choose while 72.81% did not opt the said SEN articles use by their mothers. The difference was 45.62% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are used by their mother.

- 10.** To the inquiry about the secondary school students' father's use of the SEN the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' father's were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.53 represents students' fathers' use of SEN

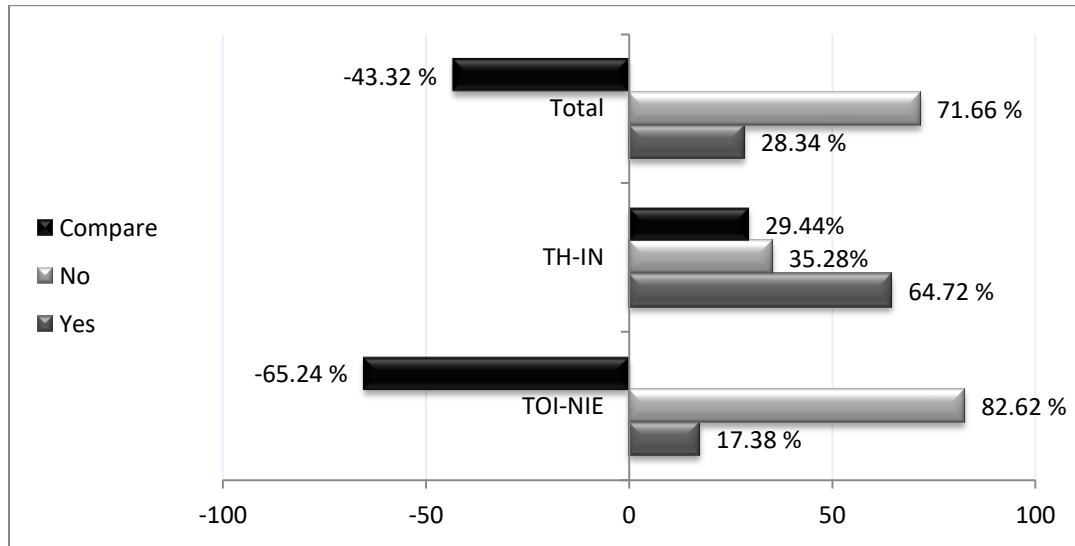
Father use	Respondents	TH-IS	Total
Yes	198	222	420
No	941	121	1062
Total	1139	343	1482

(Source - Primary data collection)

The table 4.53 portrays the secondary school students' use of SEN published articles use by respondent's Father. Of the total 1482 respondents, 420 students choose these articles while 1062 students did not opt for the said articles use by their Fathers. Of the total 1139 TOI-NIE respondents 198 choose while 941 did not opt it and of the total 343 TH-IS respondents 222 choose the articles while 121 students did not opt for its use by their Fathers respectively.

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.53 represents students' Fathers' use of SEN



(Analysis using Excel)

The chart 4.53 shows in percentage the secondary school students' view on their choice of the SEN articles use by their fathers. Of the total 17.38% TOI-NIE and 64.72% TH-IN respondents say that their fathers use the said SEN articles. Further 82.62% TOI-NIE and 35.28% TH-IN articles readers say that they their fathers do not use the SEN respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 65.24% while the TH-IS students were 29.44%. A comparison between the two groups of students' edition newspaper readers shows that 47.34% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles use by their fathers. Considering the overall result 28.34% secondary school students did choose while 71.66% did not opt the said SEN articles use by their fathers. The difference was 43.32% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are used by their fathers.

11. To the inquiry about the secondary school students' sister's use of the SEN the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' sister's were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question

about the audience participated in this study. The data collected using the questionnaire is tabulated further.

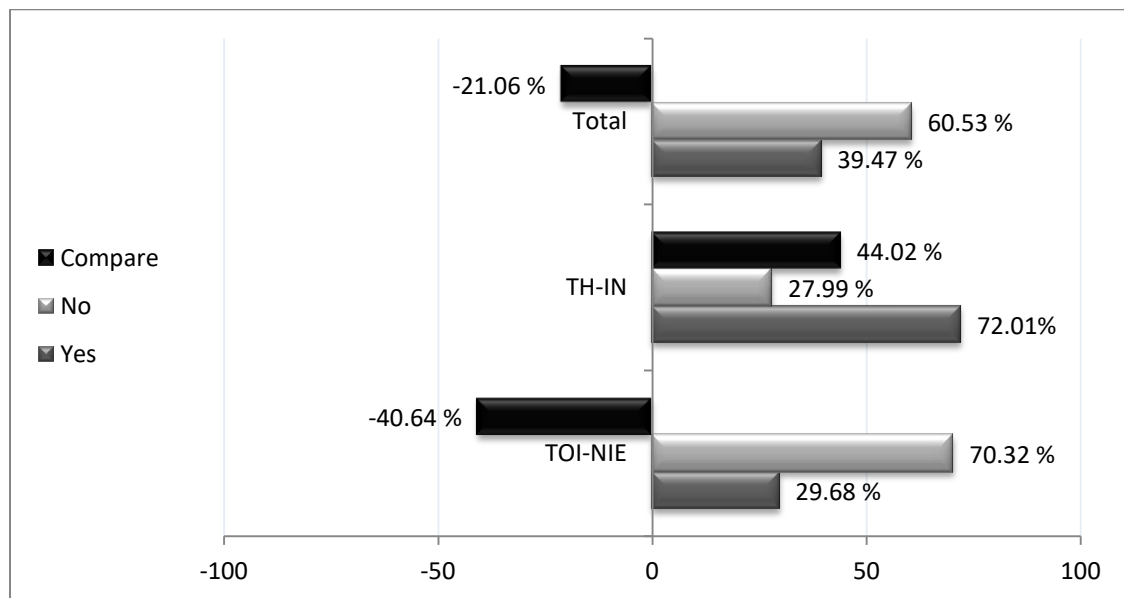
Table 4.54 represents students’ Sisters’ use of SEN

Sisters’ use	TOI-NIE	TH-IS	Total
Yes	338	247	585
No	801	96	897
Total	1139	343	1482

(Source - Primary data collection)

The table 4.54 portrays the secondary school students’ use of SEN published articles use by respondent’s sister. Of the total 1482 respondents, 585 students choose these articles while 897 students did not opt for the said articles use by their sisters. Of the total 1139 TOI-NIE respondents 338 choose while 801 did not opt it and of the total 343 TH-IS respondents 247 choose the articles while 96 students did not opt for its use by their sisters respectively. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.54 represents students’ sisters’ use of SEN



(Analysis using Excel)

The chart 4.54 shows in percentage the secondary school students' view on their choice of the SEN articles use by their sisters. Of the total 29.68% TOI-NIE and 71.01% TH-IS respondents say that their sisters use the said SEN articles. Further 70.32% TOI-NIE and 27.99% TH-IS articles reader say that they their sisters do not use the SEN respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 40.64% while the TH-IS students were 44.02%. A comparison between the two groups of students' edition newspaper readers shows that 42.33% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles use by their sisters. Considering the overall result 39.47% secondary school students did choose while 60.53% did not opt the said SEN articles use by their sisters. The difference was 21.06% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are used by their sisters.

12. To the inquiry about the secondary school students' brother's use of the SEN the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' brother's were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.55 represents student's Brother's use of SEN

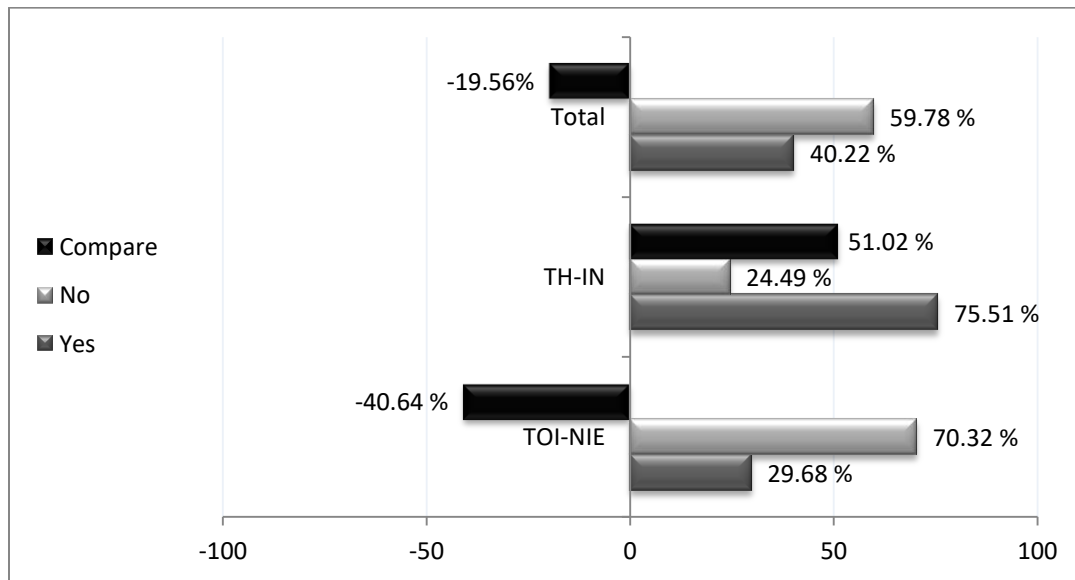
Brother use	TOI-NIE	TH-IS	Total
Yes	337	259	596
No	802	84	886
Total	1139	343	1482

(Source - Primary data collection)

The table 4.55 portrays the secondary school students' use of SEN published articles use by respondent's brother. Of the total 1482 respondents, 596 students choose these articles while 886 students did not opt for the said articles use by their brothers. Of the total 1139 TOI-NIE respondents 337 choose while 802 did not opt it and of the total 343 TH-IS respondents 259 choose the articles while 84 students did not opt for its use by

their brothers respectively. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.55 represents student’s brother’s use of SEN



(Analysis using Excel)

The chart 4.55 shows in percentage the secondary school students’ view on their choice of the SEN articles use by their brothers. Of the total 29.68% TOI-NIE and 75.51% TH-IS respondents say that their brothers use the said SEN articles. Further 70.32% TOI-NIE and 24.49% TH-IS articles readers say that they their brothers do not use the SEN respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 40.64% while the TH-IS students were 51.02%. A comparison between the two groups of students’ edition newspaper readers shows that 45.83% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles use by their brothers. Considering the overall result 40.22% secondary school students did choose while 59.78% did not opt the said SEN articles use by their brothers. The difference was 19.56% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are used by their brothers.

13. To the inquiry about the secondary school students' other's use of the SEN the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' others were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

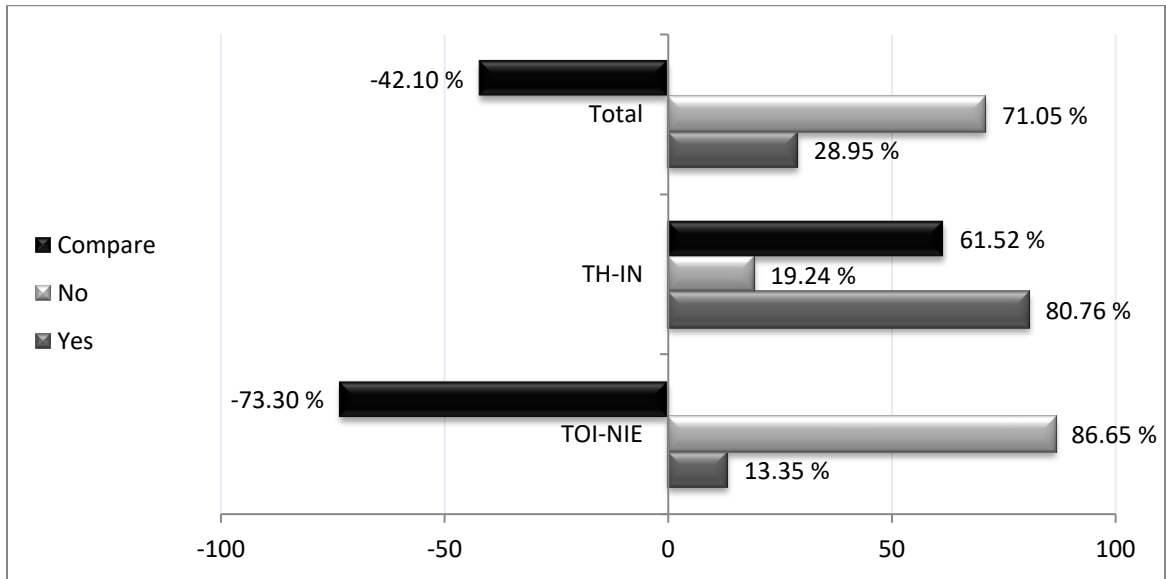
Table 4.56 represents student's other person's use of SEN

Other person use	TOI-NIE	TH-IS	Total
Yes	152	277	429
No	987	66	1053
Total	1139	343	1482

(Source - Primary data collection)

The table 4.56 portrays the secondary school students' use of SEN published articles use by respondent's other person. Of the total 1482 respondents, 429 students choose these articles while 1053 students did not opt for the said articles use by their other persons. Of the total 1139 TOI-NIE respondents 152 choose while 987 did not opt it and of the total 343 TH-IS respondents 277 choose the articles while 66 students did not opt for its use by their other persons respectively. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.56 represents student's other person's use of SEN



(Analysis using Excel)

The chart 4.56 shows in percentage the secondary school students' view on their choice of the SEN articles use by their other persons. Of the total 13.35% TOI-NIE and 80.76% TH-IS respondents say that their other persons use the said SEN articles. Further 86.65% TOI-NIE and 19.24% TH-IS an articles reader say that they their other persons do not use the SEN respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 73.3% while the TH-IS students were 61.52%. A comparison between the two groups of students' edition newspaper readers shows that 67.41% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles use by their other persons. Considering the overall result 28.95% secondary school students did choose while 71.05% did not opt the said SEN articles use by their other persons. The difference was 42.10% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are used by their other persons. During the participation observations, the researcher came across several instances were some students had their siblings also studying in the same school which had subscribed to the SEN so the effect. Further some of the parents of the students were teachers of these school and so a few of the above results were observed as parents' participations. Also during the validity testing of the questionnaire the researcher happened to interact with the other members such as grandparents, uncles, aunts and

friends who used to read the SEN brought by the secondary school student back from their class.

4.2 Content evaluation

This chapter focuses on the articles published in both The Times of India Newspaper in Education and The Hindu 'In School' student edition newspapers. The purpose primarily is to compare the articles having similar contents. Further the explorations of the unique contents within the said newspapers are also inquired. Similarly the other articles which are published by the student edition newspapers intermittently were also looked into as part of the qualitative study.

4.2.1 Comparative articles

1. Code-Decode v/s My Space articles

The 'Code-Decode'¹⁰ articles are published by the Times of India 'Newspaper in Education' in their student edition newspaper mostly on the front page, extreme bottom left-hand side of the broadsheet. Various topics like Planning Commission (TOI-NIE, 2014), Kepler (TOI-NIE, 2015), Gaza Strip (TOI-NIE, 2016), Astrophotography (TOI-

¹⁰ Times of India 'Newspaper in education' p 1. 2014, 07.11

NIE, 2017), etc. are some examples of the published articles under this column. These articles are a mix of contributions from students from different standards of various participating schools in the NIE project across India along with the TOI-NIE editors. The average space covered by this article is 24Cm long (L) and 7Cm in breadth (B). A topic is highlighted as its heading and further explained with some pictures related to the topic of discussion. On an average 4 pictures of LXB sized 5 X 2.5 Cm is used one above the other in a vertical format. This article carries the name of the student and his standard that offers motivation to contribute.

The ‘My Space’¹¹ articles are published by The Hindu ‘In School’ student edition newspaper mostly on the centre-left the third page of the broadsheet newspaper. Various topics like ‘Lessons from Insects’ (TH-IS, 2017), ‘The Joy of Participation’ (TH-IS, 2016), ‘Trip to the Maldives’ (TH-IS, 2018) etc. are a few examples of the contribution by the students from various standards across India. The article is printed in a proper newspaper format of four columns and the allocated size is 10 X 16 Cm. These articles mostly carry a photograph and the name of its contributor with their standard and school name which give the prominent limelight to the contributing student.

To the inquiry about the secondary school students’ ‘Code Decode’ and ‘My Space’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.19 shows SSS choice of Code-Decode v/s My Space articles

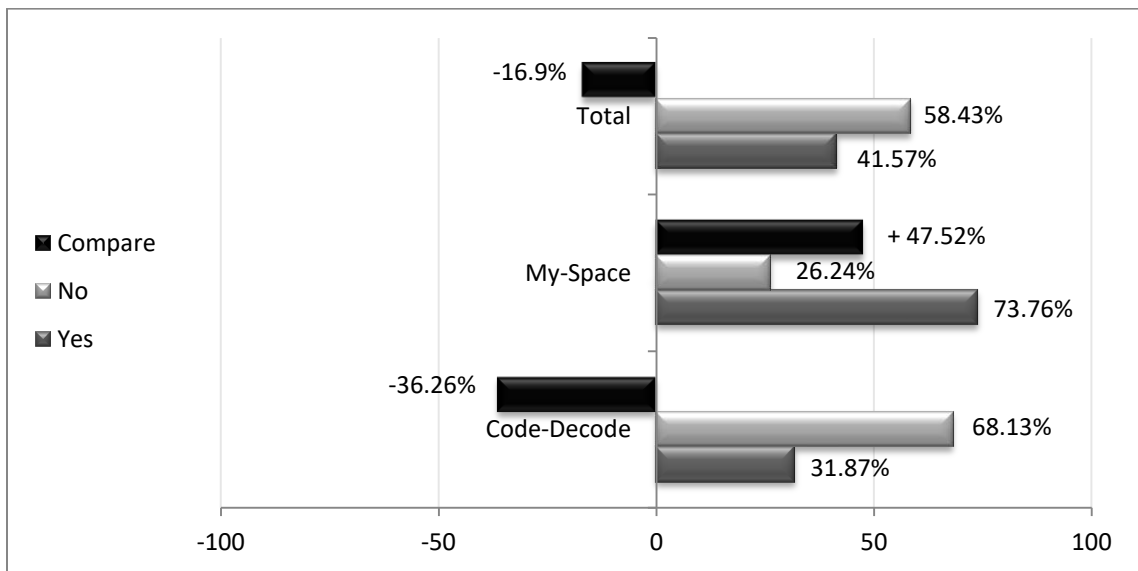
Respondents choice	Code-Decode	My Space	Total
Yes	363	253	616
No	776	90	866
Total	1139	343	1482

(Source - Primary data)

¹¹ The Hindu ‘In School’ p 3. 2017, 10.27

Table 4.19 represents the secondary school students use of TOI-NIE published ‘Code-Decode’ and TH-IS ‘My Space’ articles. From the total 1482 respondents, 363 TOI-NIE respondents choose it while 776 respondents did not opt for the ‘Code-Decode’ articles. Further 253 TH-IS respondents choose it while 90 respondents did not opt the ‘My Space’ articles. Overall 616 readers have opted and 866 readers had not opted for these type of articles published in the student edition newspapers. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.19 shows SSS choice of Code-Decode v/s My Space articles



(Analysis using Excel)

Chart 4.19 shows in percentage the secondary school students’ view on their choice of the ‘Code-Decode’ and ‘My Space’ SEN articles. About 31.87% TOI-NIE ‘Code Decode’ and 73.76% TH-IS ‘My Space’ respondents say that they like the said SEN articles. Further 68.13% TOI-NIE ‘Code Decode’ and 26.24% TH-IS ‘My Space’ participants’ say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 36.26% while the TH-IS students were 47.52%. A comparison between the two groups of students edition newspaper readers shows that 41.89% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 58.43%

secondary school students did not opt, while 41.57% opted the discussed SEN articles. The difference was of 16.9% between the total respondents. It can be thus said that a reasonable majority of the participants do not opt for the said SEN articles.

Even though these articles are printed on the front page of the student edition newspaper, one of the reasons for such a majority of TOI-NIE students not choosing the said “Code Decode” articles may be due to its placement¹². These articles are printed at the extreme left bottom side of the broadsheet student edition newspaper. The other reason seems the presentation of the topic under “Code Decode” section. Conversely, the TH-IS respondents choose the ‘My Space’ articles more and the reason seems to be the prominent placing of the contributor's photograph, standard and their school which most them relate to it emotionally (Willms Jon, 2003)¹³.

2. Newsmaker v/s News Capsule articles

The TOI-NIE publishes the ‘Newsmaker’¹⁴ articles mostly on the front page, extreme top right-hand side of the front page of the broadsheet. It consists mostly of six current affairs news articles under this column. The news is published with a headline as a sentence. Using apt photograph to complement the written news, the information is provided by various news agencies like IANS, AFP, and PTI etc. Generally, the third news article is printed in a blue color patch which is nearly a verbatim quote by a prominent personality. A few examples are “Nawab Sharif, PM Pakistan on resuming dialogue with India”¹⁵ and “Suresh Prabhu, Union Minister, railways”¹⁶ speaking on Make in India as a mission. The average size of the column is of 22cms long and 7cms in breadth. Each article within the column has a photograph LXB of 2X3 cms with approximately 30-40 words. Some examples of the articles published are “Top US

¹² News Editing and design, Ukonu M.O , 2013, Charisma Publishers Ltd, Nigeria, ISBN - 978-2715-79-4

¹³ Student engagement at school a sense of belonging and participation results from Pisa 2000, Willms Jon D, p3. 2003, 08.21

¹⁴ Times of India ‘Newspaper in Education’ p1, 2014,07.11

¹⁵ ibid

¹⁶ Times of India ‘Newspaper in Education’ p1, 2016,02.02

diplomat to visit India ahead of US-India dialogue”¹⁷, “Nobel laureate Gbowee: Security Council must reform itself”¹⁸, “Irani asks parents, teachers to practice yoga with kids”¹⁹,”Priyanka, Deepika lose out on Teen Choice 2017 award”²⁰ etc.

The Hindu ‘In School’ publishes the “News Capsule” column on the extreme top right-hand side of the front page of the broadsheet newspaper. This column contains current affair articles covering national and International news. A few examples are “Committed to upholding freedom of press “Modi”²¹ discusses the PM’s thoughts on the “National Press Day “. “India to launch 31 satellites today”²² is about a Polar Satellite Launch Vehicle carrying satellites into space of six countries. “Drop in a number of winged guests at Chilka”²³ concerns the number of migratory birds visiting the lake Chilka in Odisha. These articles are generally printed in a two column format with a picture for each one of the article. The approximate size of the column is 38X6cms LXB, with the article size varying from 6X6cms, and 7X6cms with a photo of 2.5X2.5 cms with an approximate 60 words, or 8.5X6cms with a photo of 6X3.5cms and 100 words. These articles are provided by PTI, IANS, and AP etc. The headline of this column is printed in the reverse typography generally using a brown color.

To the inquiry about the secondary school students’ ‘Newsmaker’ and ‘News Capsule’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

¹⁷ Ibid

¹⁸ Times of India ‘Newspaper in Education’ p1, 2015,01.23

¹⁹ Times of India ‘Newspaper in Education’ p1, 2016,06.21

²⁰ Times of India ‘Newspaper in Education’ p1, 2017,08.31

²¹ The Hindu ‘In School’ p1, 2017,11.17

²² The Hindu ‘In School’ p1, 2018,01.12

²³ The Hindu ‘In School’ p1, 2018,01.05

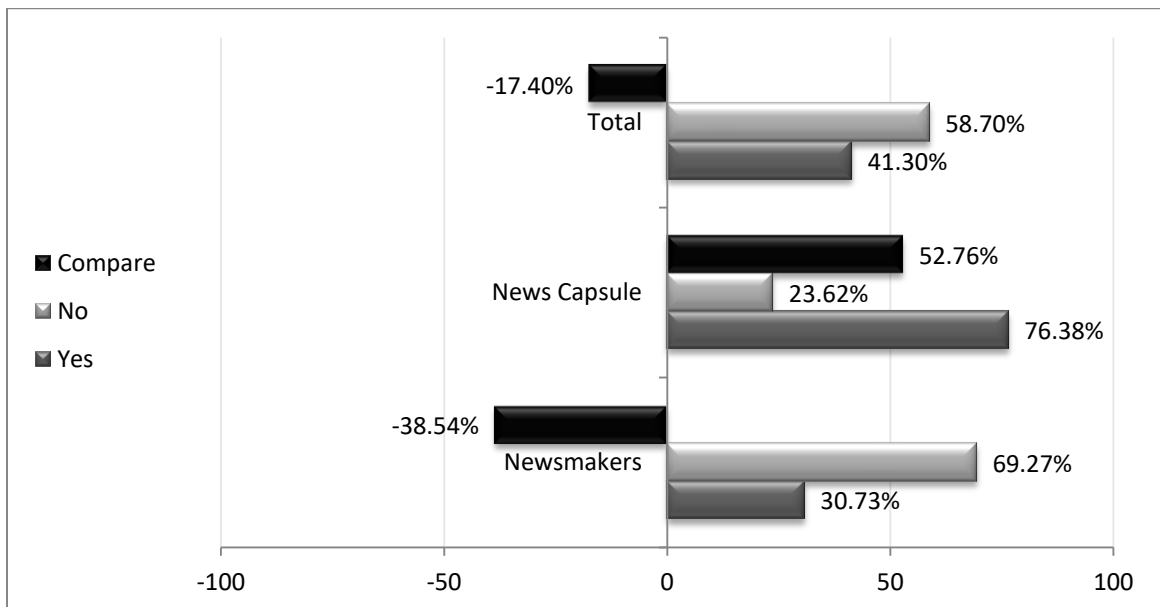
Table 4.20 shows SSS choice of Newsmaker v/s News Capsule articles

Respondents choice	Newsmakers	News Capsule	Total
Yes	350	262	612
No	789	81	870
Total	1139	343	1482

(Source - Primary data)

Table 4.20 portrays the secondary school students use of TOI-NIE published ‘Newsmaker’ and TH-IS ‘News Capsule’ articles. Of the total 1482 respondents, 612 students choose these articles while 870 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 350 choose the ‘Newsmaker’ article while 789 did not opt of it and of the total 343 TH-IS respondents 262 choose the ‘News Capsule’ articles while 81 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.20 shows SSS choice of Newsmaker v/s News Capsule articles



(Analysis using Excel)

Chart 4.20 shows in percentage the secondary school students’ view on their choice of the TOI-NIE ‘Newsmakers’ and TH-IS ‘News Capsule’ SEN articles. Of the

total respondents 30.73% 'Newsmakers' and 76.38% 'News Capsule' respondents say that they like the said SEN articles. Further 69.27% 'Newsmaker' and 23.62% 'News capsule' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 38.54% while the TH-IS students were 52.56%. A comparison between the two groups of students edition newspaper readers shows that 45.65% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 58.7% secondary school students did not choose while 41.3% opted for the said SEN articles. The difference was 17.4% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles.

Both the articles are printed on the front page of the student edition newspapers. These articles are mostly about current affairs about national and worldwide personalities for some achievements or controversy in their respective fields. From the chart 4.20 it seems that the students are moderately interested in current affairs.

3. Action Reaction v/s Students Write articles

The TOI-NIE publishes the 'Action- Reaction' articles mostly on the front page, extreme center left-hand side of the front page of the broadsheet. With a subhead in all capital letters 'feel strongly about what's happening around? Voice it here' makes the reader take interest in participation. During special days this column is shifted to the bottom centre of the newspaper and on some days just skips printing the column. It consists multiple responses given by the reader on a question posed in the previous day's student edition newspaper. A request to email the student's opinion on the question is being the way of articles reaches the publisher. The student's photograph along with his/her name, standard, school, and the place is printed here. A few questions published as examples are "A football boom is waiting to happen in India, says FIFA chief. What is your reaction?"²⁴, "India's ambitious space mission to Mars will cost rupees 450 crore. In the wake of Uttarakhand floods and the falling rupee, do you think we can afford such

²⁴ Times of India 'Newspaper in Education' p1, 2017,08.31

futuristic projects?”²⁵ are some representative data randomly picked to understand the type of topics that are invited responses from the student readers. These questions asked are mostly printed in a reverse type with a black background and a bold Q in red color attracting the attention of the reader. The average size of the column is of 30cms long and 5.5cms in breadth. Each article in this column on an average has a stamp size photograph of the respondent student LXB of 1.5X2 cms with approximately 20-30 words of his/her reactions. Some examples are ‘Former test captain Mahendra Singh Dhoni has called for appointing former Australian player Mike Hussey what is your opinion? A student of class eighth reacts in the positive for this question quoting Hussey’s track record performance and claims it as a good bet for India. Similarly, a student of standard eleven expresses her reaction as negative quoting the disappointing experience of Greg Chappel in 2007. With each of these reactions printed in a blue color patch give the article and column in total a very attention seeking look.

The Hindu ‘In School’ publishes the “Students Write” column on the third page titled “Opinion”. This column is printed mostly on the extreme bottom side either left the centre or right side of the broadsheet newspaper. This column contains articles contributed by students. A few examples are “Large class strength? May-be May-be-not”²⁶ is a boxed story highlighting the importance of the topic at hand. Four secondary school students from Mumbai, Erode, Trichy and Thriuvattar articulate their opinions on the said topic. Two of them mentioning that the first three benches students’ only listen and justifies it with these students’ scores in their examinations and the other two taking an opposite view of a feeling pride of being a part of a large group as there will be more scope for interactions. “Lessons from villagers, forest dwellers”²⁷ On the topic five secondary school pupils from Vijayamanglam and Tirupur discuss how people who live in villages get natural food without any pesticides and adulteration. A few say that people from the city can learn from the villagers to live without greed, jealousy, and stress. Another student expresses to develop the attitude of conservation from them. These articles are generally printed in a four-column format with no picture in it. The

²⁵ Times of India ‘Newspaper in Education’ p1, 2013,07.15

²⁶ The Hindu ‘In School’ p1, 2017,09.15

²⁷ The Hindu ‘In School’ p1, 2018,02.09

approximate size of the column is 10X16cms LXB, with the article size sometimes varying depending on the number of words in the articles. The headline of this column is printed in the reverse typography generally using a brown color ribbon patch format.

To the inquiry about the secondary school students' 'Action-Reaction' and 'Students Write' use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

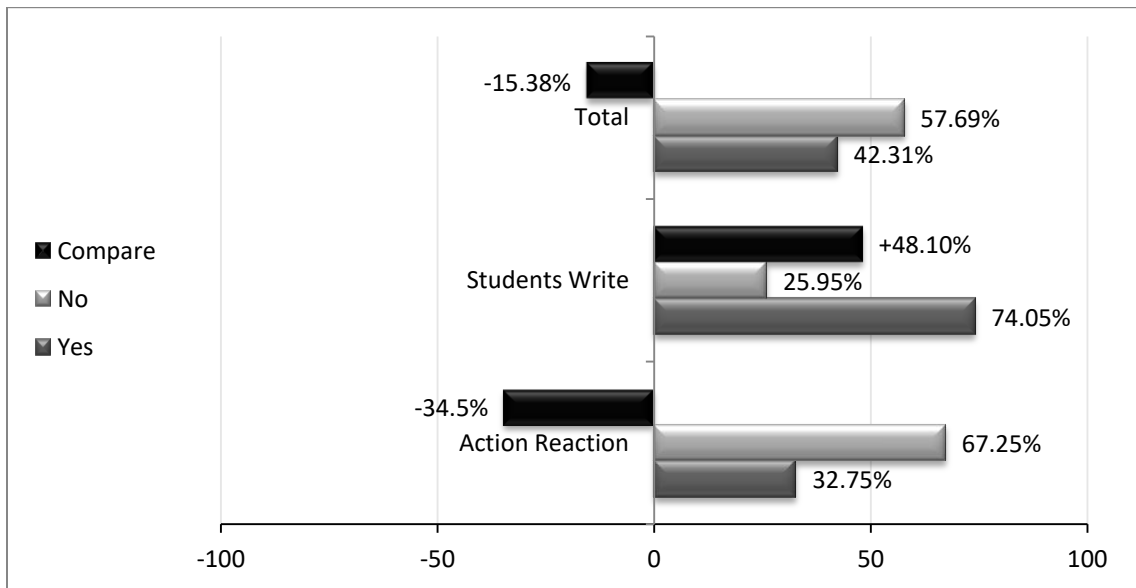
Table 4.21 shows SSS choice of Action-Reaction v/s Students Write articles

Respondents choice	Action Reaction	Students Write	Total
Yes	373	254	627
No	766	89	855
Total	1139	343	1482

(Source - Primary data)

The table 4.21 portrays the secondary school students use of TOI-NIE published 'Action-Reaction' and TH-IS 'Students Write' articles. Of the total 1482 respondents, 627 students choose these articles while 855 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 373 choose the 'Action-Reaction' article while 766 did not opt of it and of the total 343 TH-IS respondents 254 choose the 'Students Write' articles while 89 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.21 shows SSS choice of Action-Reaction v/s Students Write articles



(Analysis using Excel)

The chart 4.21 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Action-Reaction' and TH-IS 'Students Write' SEN articles. Of the total respondents, 32.75% 'Action-Reaction' and 74.05% 'Students Write' respondents say that they like the said SEN articles. Further 67.25% 'Action-Reaction' and 25.95% 'Students Write' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 34.5% while the TH-IS students were 48.1%. A comparison between the two groups of students edition newspaper readers shows that 41.3% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 57.69% secondary school students did not choose while 42.31% opted for the said SEN articles. The difference was 15.4% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles.

During the media literacy sessions, the researcher had with the students of various schools in and around Pune city observed during discussions with them that this section was similar to "Facebook" on the internet. The name is given as "Action Reaction" is about a question asked in this section and students are supposed to send their reactions through an email to toinie175@gmail.com along with their stamp size photograph. If the article is selected, then their point of view will be published in the subsequent editions of

the newspaper in the “Action Reaction” section. Similarly, the “Students Write” column occasionally asks the student reader to contribute their opinion to school@thehindu.co.in. As the student newspaper has a very limited space allocated for printing this information, not all students’ reactions are published. This makes the students a bit unhappy and so may be reacted to the question asked during the survey. Another reason the researcher observed during participant observation sessions that very few students are able to articulate their thoughts and further pen it down. Also, it was observed that the student was a bit reluctant to express themselves during the media literacy sessions. This column helps in cultivating an attitude in the students of writing letters to an editor.

4. Factoid v/s Fact file articles

The TOI-NIE publishes the ‘Factoid’ articles mostly on the front page, below the newspaper fold, mid-center left of the broadsheet. Factoid means an invented fact believed to be true because it appears in print (Merriam – Webster, 2018). With a graphical representation of a magnifying lens over the heading which is written in bold capital letters within a usually yellowish patch calls for the attention of the reader. This column is published intermittently in a few days of the month. It consists of a numerical value printed in bold red color linking with the relation of a fact to that number. Mostly the articles are printed in three to five lines within thirty words. A few mentions of articles published as examples are “1657 Was the year when the first chocolate house was opened in England”²⁸, “352 The number of Indian prisoners lodged in Pakistani jails as on January 1, 2015, according to Government of India records.”²⁹. A few articles are published with more information within 40- 100 words. 4600km³⁰ is an article about a marathon race and \$5000³¹ is about an auction are a few examples. The average size of the column is of 5X6cms LXB for articles less than 30 words. Sometimes the column will be of 10X6cms LXB for articles above thirty words. Even though the meaning of the word means made up news most of the articles are based on facts.

²⁸ Times of India ‘Newspaper in Education’ p1, 2014,07.16

²⁹ Times of India ‘Newspaper in Education’ p1, 2015,03.09

³⁰ Times of India ‘Newspaper in Education’ p1, 2016,02.02

³¹ Times of India ‘Newspaper in Education’ p1, 2017,09.12

The Hindu ‘In School’ publishes the “Fact file” column on the second or third page mostly on the extreme bottom side either left center or right side of the broadsheet newspaper. Written in bold capital letters these articles are generally printed in color patch format with no picture in it. A few examples are “How the sun affects the people on earth”³² discussing issues of Sunspot, Monster flare, Plasma, and Light show. Another article with the heading “How was Sachin’s first Chinese food experience?”³³ Here the fact file mentions about two books on Sachin Tendulkar the Indian cricketer. With a heading” Conforming to a style developed in Japan in the late 19th century, Manga comics fascinate readers of all ages³⁴,” this article mentions the circulation of the comic book to be 25 million copies worldwide and a few other details. The range size of the column is 6X7, 12X4, 6X6cms LXB, with the article size sometimes varying depending on the number of words in the column. This column is a supporting part of the larger article at hand, generally published on Tuesdays, Wednesdays and Thursdays.

To the inquiry about the secondary school students’ ‘Factoid’ and ‘Fact file’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.22 shows SSS choice of Factoid v/s Fact file articles

Respondents choice	Factoid	Fact file	Total
Yes	293	214	507
No	846	129	975
Total	1139	343	1482

(Source - Primary data)

The table 4.22 portrays the secondary school students use of TOI-NIE published ‘Factoid’ and TH-IS ‘Fact File’ articles. Of the total 1482 respondents, 507 students liked these articles while 975 students did not opt for the said articles. Of the total 1139 TOI-

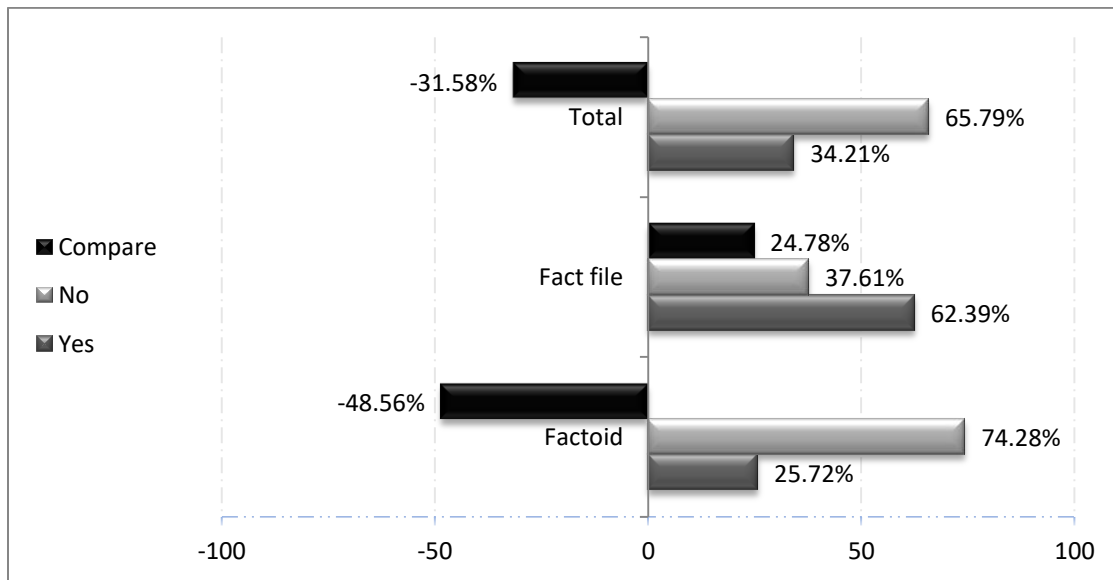
³² The Hindu ‘In School’ p1, 2018,01.17

³³ The Hindu ‘In School’ p1, 2017,10.26

³⁴ The Hindu ‘In School’ p1, 2016,07.19

NIE respondents 293 liked the ‘Factoid’ articles while 846 did not opt of it and of the total 343 TH-IS respondents 214 choose the ‘Fact File’ articles while 129 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.22 shows SSS choice of Factoid v/s Fact file articles



(Analysis using Excel)

The chart 4.22 shows in percentage the secondary school students’ view on their choice of the TOI-NIE ‘Factoid’ and TH-IS ‘Fact File’ SEN articles. Of the total respondents 25.72% ‘Factoid’ and 62.39% ‘Fact File’ respondents say that they like the said SEN articles. Further 74.28% ‘Factoid’ and 37.61% ‘Fact File’ survey participants’ say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 48.56% while the TH-IS students were 24.78%. A comparison between the two groups of student edition newspaper readers shows that 36.67% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 65.79% secondary school students did not choose while 34.21% opted for the said SEN articles. The difference was 31.6% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles.

Factoid and Fact File as the name suggests is about some interesting facts about people, materials of natural phenomenon etc. Most of the students are exposed to a variety of media viz. radio, television, films and online media from where they get a wide range of information. Particularly with the advent of mobile phones and access by students to their parents' handsets the needed information is promptly sought by these students. So the information either is already known to the most of the students. A few students who like to re-enforce their already known facts would read these articles. Also, the 25.72% of TOI-NIE students who like these articles are those who have the student newspaper as the only source to gather the published information under "Factoid" section. Conversely, the In-School respondents liked the 'Fact File' column and during the participant observations, it came to notice of the researcher that this section was referred by the reader as a quick fact-checking activity to understand the larger article published in the SEN. We can observe this from the 62.39% of TH-IS respondents liking this column.

5. S.F. and Comics Kids v/s Tiger articles

The TOI-NIE publishes the 'S.F. and Comics Kids' articles printed on the fifth page titled 'Junkyard', extreme top left-hand side of the of the broadsheet newspaper. The name S.F. represents Slylock Fox³⁵. With the heading, all printed in capitals in the reverse within a color patch is a boxed column. It consists of primarily pictures, sketches, and drawings. Some examples are as follows. A picture on a 'skunk³⁶' is printed and three questions are posed to the reader about it. In a True or False format, the reader needs to answer the questions. The answers are also printed in the same column in the inverse way for the reader to verify if they are right or wrong. Apart from true or false, the answers also consists a brief about the question in hand. 'How to draw a hungry bird³⁷', consists of three sketches in outline and the fourth one in a colored format. The article is intended for the student to attempt to copy the same sketches and help develop their drawing skills. Another article in the said column has two pictures published side by

³⁵ Wikipedia Slylock Fox & Comics for Kids

³⁶ Times of India 'Newspaper in Education' p5, 2014,07.15

³⁷ Times of India 'Newspaper in Education' p5, 2016,12.22

side titled ‘Find the six differences between these panels’³⁸. The answers are printed in the inverse for the reader to verify their guesses. The space allocated to this column is 16X7cms LXB. These articles are authored by Bob Weber Jr. and Sr. and are provided by the Kings Features Syndicate Inc.

The Hindu ‘In School’ publishes the “Tiger” articles column on the seventh page mostly titled “Sports”. This column is printed on the bottom right side of the broadsheet newspaper. This column contains articles with one two or three pictures on an average. With the title reverse printed in a black and white patch shows comical characters within the boxed column. It was originally created by Bud Blake an American cartoonist. The lead character ‘Tiger’ is a kid with a loose-fitting sweatshirt and an oversized baseball cap³⁹. The lead character’s brother, Punkinhead is shown with a cowlick hairstyle, wearing a red hooded sweater, a sneaker, and a polka dotted tie⁴⁰. Tiger’s best friend Hugo has a single baby tooth with a red crew cut dress⁴¹. Another character is a girl whose name is Julian a bespectacled bookworm⁴². Bonnie is a loud character that is always very pushy with a sarcastic tone⁴³. The approximate size of the column is 16X4cms LXB. These articles are provided by the Kings Features Syndicate Inc.

To the inquiry about the secondary school students’ ‘S.F. and Comics Kids and Tiger’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

³⁸ Times of India ‘Newspaper in Education’ p5, 2018,01.08

³⁹ The Hindu ‘In School’ p1, 2017,11.17

⁴⁰ The Hindu ‘In School’ p1, 2017,11.13

⁴¹ The Hindu ‘In School’ p1, 2017,11.20

⁴² The Hindu ‘In School’ p1, 2018,04.02

⁴³ The Hindu ‘In School’ p1, 2016,07.19

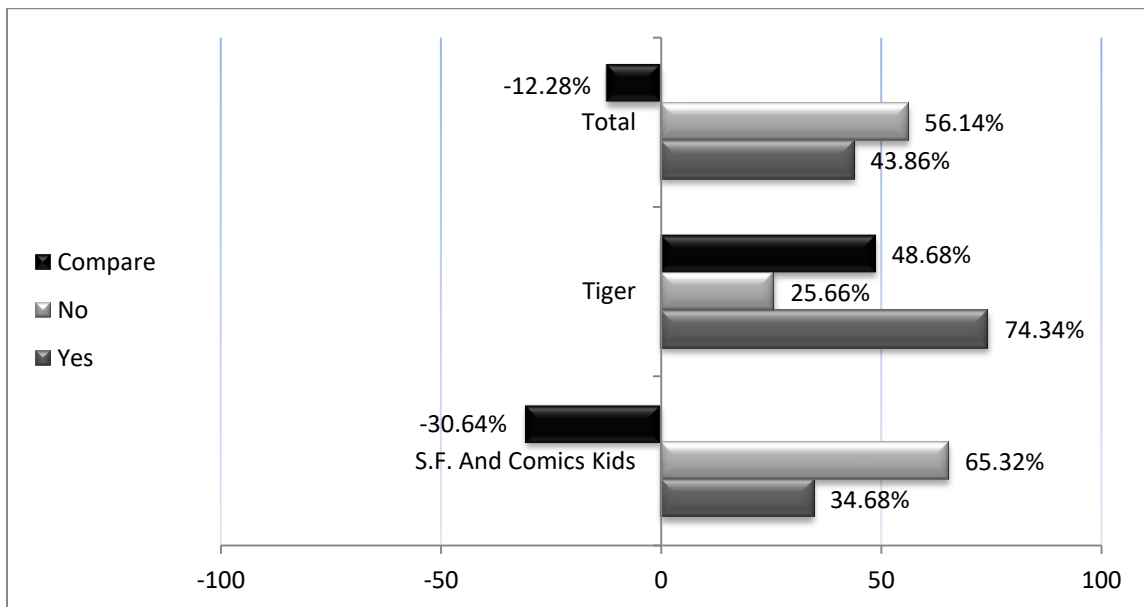
Table 4.27 shows SSS choice of S.F. and Comics Kids v/s Tiger articles

Respondents choice	S.F. and Comics Kids	Tiger	Total
Yes	395	255	650
No	744	88	832
Total	1139	343	1482

(Source - Primary data)

The table 4.27 portrays the secondary school students use of TOI-NIE published ‘S.F. and Comic Kids’ and TH-IS ‘Tiger’ articles. Of the total 1482 respondents, 650 students choose these articles while 832 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 395 choose the ‘S.F. and Comic Kids’ article while 744 did not opt of it and of the total 343 TH-IS respondents 255 choose the ‘Tiger’ articles while 88 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.27 shows SSS choice of S.F. and Comics Kids v/s Tiger articles



(Analysis using Excel)

The chart 4.27 shows in percentage the secondary school students’ view on their choice of the TOI-NIE ‘S.F. and Comic Kids’ and TH-IS ‘Tiger’ SEN articles. Of the

total respondents 34.68% ‘S.F. and Comic Kids’ and 74.34% ‘Tiger’ respondents say that they like the said SEN articles. Further 65.32% ‘S.F. and Comic Kids’ and 25.66% ‘Tiger’ survey participants’ say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 30.64% while the TH-IS students were 48.68%. A comparison between the two groups of students edition newspaper readers shows that 39.66% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 56.14% secondary school students did not choose while 43.86% opted for the said SEN articles. The difference was 12.28% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles.

“S.F. and Comics Kid” contains information about fun facts. There are some questions asked about a specific topic and the students are supposed to answer if it is true or false. This article also has some interesting comical sketches and characters related to the topic covered and so the name comic kid is given to it. The ‘Tiger’ articles are liked more by the secondary school students as per the data collected compared to the ‘S.F. and Comic Kids’ articles. During the participant observation and media literacy sessions, the researcher had with several schools observed that most of the students were interested in the fifth page of the student edition newspaper named “Junkyard” of TOI- NIE. As this page contained various kinds of around eighteen headings of articles, students found it to be the most exciting. Not to a specific liking to “S.F. and Comics Kid” articles, the students are interested in other articles around it too. TOI-NIE and TH-IS both publish the respective articles on all days of their publications thus showing the importance of these articles is in the interest of the school students.

6. Go Figure v/s Magic Square Puzzle articles

The TOI-NIE publishes the ‘Go Figure’ articles which are also printed on the fifth page titled ‘Junkyard’, the top left-hand side just below the ‘S.F. and Comic Kids’ article. With the heading all printed in capitals in the reverse within a color patch, it is also a boxed column. It consists of certain numbers and mathematical operators like a division,

multiplication, addition, and subtraction. With three levels of difficult questions, the reader has to apply their mind and use the correct operators in the given boxes to arrive at the right answers. The solutions to the questions have been provided in the same column for verification of the outcomes. The space allocated to this column is 7.5X11cms LXB.

The Hindu 'In School' publishes the "Magic Square Puzzle" articles column on the sixth page mostly titled "Potpourri". This column is printed on the top right side of the broadsheet newspaper. This column is an 8X8 matrix form with a total of 64 cells. With the title reverse printed in a dark brown color, patch shows the puzzle to be solved with some instructions and the solution to the given puzzle within the boxed column. This article is contributed by T.N. Mahesh of magicsquarepuzzles.com which has a comprehensive list of puzzles. A magic square puzzle is a recreational mathematics game filled with positive integers and the sum of the integers in each row, column and diagonal is equal. The magic square is called as 'Sita Chakra' as per Hindu almanacs. The history of magic squares dates back to the 650BC in China. In India, the magic square can be seen on the Parshvanatha Temple, Khajuraho⁴⁴. With several references to Nagarjuna, Rama, Varahamihara, Kaksaputa these magic squares have been known in India as yantras. Albert Durer, Sagrada Familia, and Srinivasa Ramanujan have also contributed in their own way to magic squares. With historical references of Persia, Arabia, and Europe the magic square has been the centre of development of mathematics. The approximate size of the column published is 8X20cms LXB.

To the inquiry about the secondary school students' 'Go Figure' and 'Magic Square Puzzle' use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

⁴⁴ Wikipedia Magic Square accessed on 2018,04.02

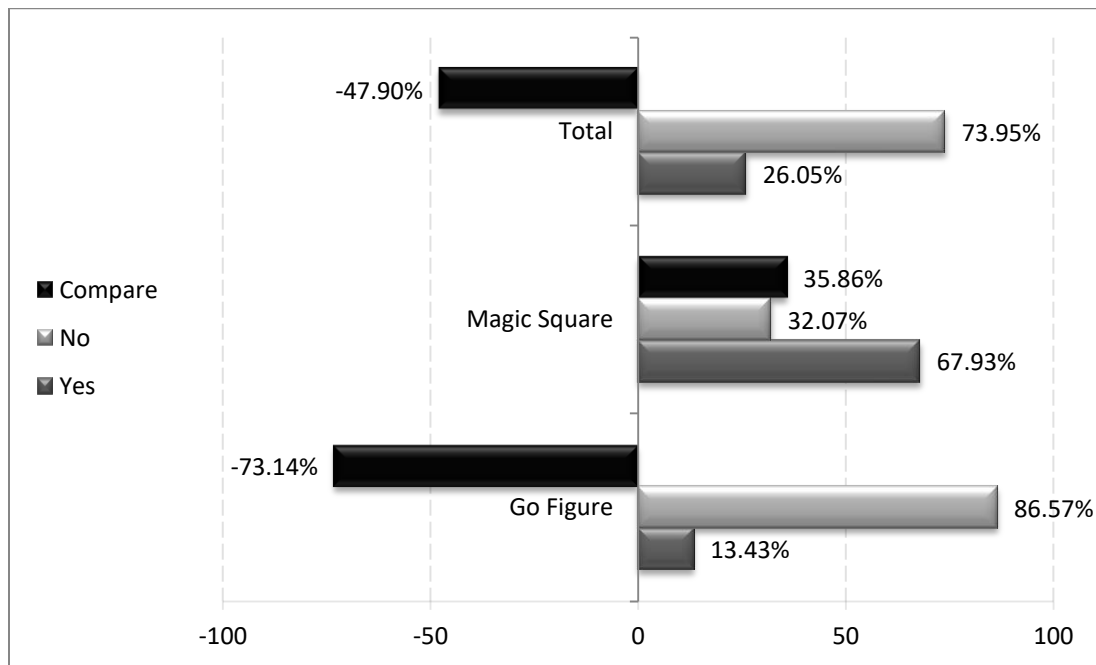
Table 4.28 shows SSS choice of Go Figure v/s Magic Square Puzzle articles

Respondents choice	Go Figure	Magic Square	Total
Yes	153	233	386
No	986	110	1096
Total	1139	343	1482

(Source - Primary data)

The table 4.28 portrays the secondary school students use of TOI-NIE published ‘Go Figure’ and TH-IS ‘Magic Square Puzzle’ articles. Of the total 1482 respondents, 386 students choose these articles while 1096 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 153 choose the ‘Go figure’ article while 986 did not opt of it and of the total 343 TH-IS respondents 233 choose the ‘Magic Square Puzzle’ articles while 110 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.28 shows SSS choice of Go Figure v/s Magic Square Puzzle articles



(Analysis using Excel)

The chart 4.28 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Go Figure' and TH-IS 'Magic Square Puzzle' SEN articles. Of the total respondents 13.43% 'Go figure' and 67.93% 'Magic Square Puzzle' respondents say that they like the said SEN articles. Further 86.57% 'Go Figure' and 32.07% 'Magic Square Puzzle' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 73.14% while the TH-IS students were 35.86%. A comparison between the two groups of students edition newspaper readers shows that 54.5% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 26.05% secondary school students did not choose while 73.95% opted for the said SEN articles. The difference was 47.9% on the negative and thus can be said that a majority of the participants do not opt for the mentioned SEN articles

.The "Go Figure" column contains very interesting problems asked particularly using mathematical operators like addition, subtraction, multiplication, and division. The respective symbols are given in this article and the numbers are placed in closed boxes and in between them are blank boxes were the numbers have to be selected and arranged so that the student can attain the right answer. Mathematics liking by students is very less (Mahanta, Islam, 2012)⁴⁵. We see from the chart not an encouraging attitude of TOI-NIE students towards mathematics. On the other hand, the TH-IS students overwhelmingly opted for the 'Magic Square Puzzle' and reflect their liking towards maths. The secondary school students learn a bit higher arithmetic's than the questions poised in 'Go Figure' articles thus the 'Magic Square Puzzle' respondents opted to a higher challenge and thus reflects in their liking towards the said article.

⁴⁵ Attitude of Secondary Students towards Mathematics and its Relationship to Achievement in Mathematics - Analysis of data shows that 37% boys considered mathematics to be a hard subject whereas 39.2% girls considered mathematic to be a hard subject. 60% boys considered mathematics to be helpful in the development of mind whereas 58% girls think so.

7. Word Sleuth v/s Quick crossword articles

The TOI-NIE publishes the ‘Word Sleuth’ articles which are also printed on the fifth page titled ‘Junkyard’, the top left-hand side just below the ‘S.F. and Comic Kids’ article. With the heading all printed in capitals in the reverse within a color patch, it is also a boxed column. The word sleuth means to carry out a search or investigation in the manner of a detective (Oxford, 2012). So the word “sleuth” means to find out the specific word from the grid of published mixture of alphabets. The words are placed horizontally diagonally or vertically. The words can be found out either upwards, downwards, backward or forward in sequence. A theme or hint is provided for the user to take clues from to solve the puzzle. A few examples are ‘The Nile’ ⁴⁶(2013), ‘Rose’ ⁴⁷(2018) etc. It is a 15 columns and 11 rows matrix. There is no solution provided for this column. The space allocated to this column is 8X11cms LXB. These articles are provided by the Kings Features Syndicate Inc.

The Hindu ‘In School’ publishes the ‘Quick Crossword’ articles column on the seventh page mostly titled ‘Sports’. This column is printed on the mid right side below the centerfold of the broadsheet newspaper. This column is a 13X13 matrix form with a total of 169 cells. With the title reverse printed in a red color, patch shows the puzzle to be solved with certain instructions. The solution to the previous day’s puzzle is given within the boxed column. As the title name suggests the reader has to search the words within the matrix where there are some blank cells and some cells are darkened where the user cannot write the alphabet of a word. In this article, there are words to be guessed in across and in down position as per the list of words given. The approximate size of the column published is 8X20.5cms LXB. This article is contributed by the Guardian News and media ltd.

To the inquiry about the secondary school students’ ‘Word Sleuth’ and ‘Quick crossword’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said

⁴⁶ Times of India ‘Newspaper in Education’ p5, 2013,07.15

⁴⁷ Times of India ‘Newspaper in Education’ p5, 2018,12.22

the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

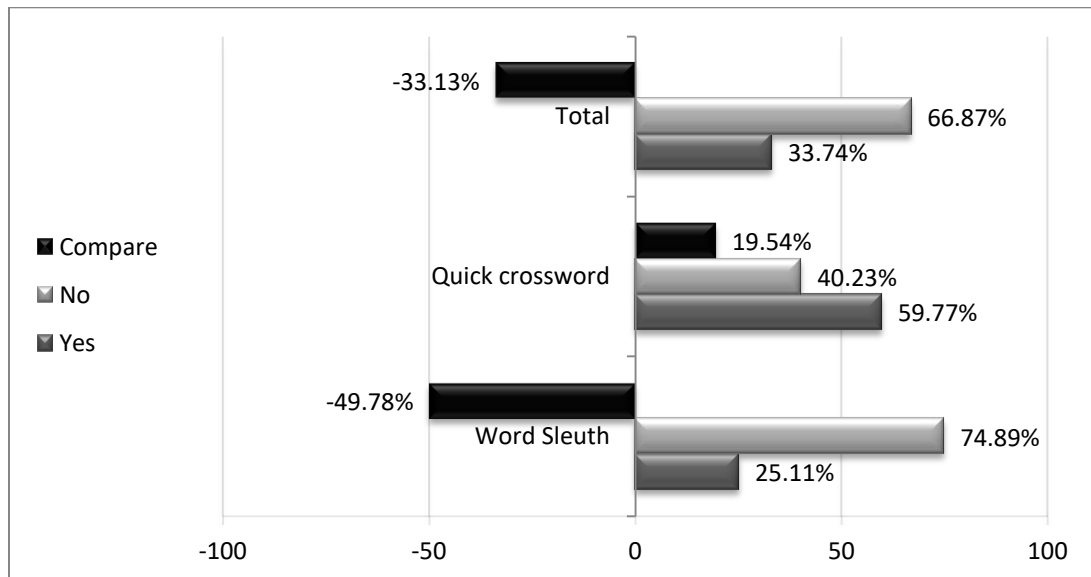
Table 4.29 shows SSS choice of ‘Word Sleuth’ v/s ‘Quick crossword’ articles

Respondents choice	Word Sleuth	Quick crossword	Total
Yes	286	205	491
No	853	138	991
Total	1139	343	1482

(Source - Primary data)

The table 4.29 portrays the secondary school students use of TOI-NIE published ‘Word Sleuth’ and TH-IS ‘Quick Crossword’ articles. Of the total 1482 respondents, 491 students choose these articles while 991 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 286 choose the ‘Word Sleuth’ article while 853 did not opt of it and of the total 343 TH-IS respondents 205 choose the ‘Quick Crossword’ articles while 138 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.29 shows SSS choice of ‘Word Sleuth’ v/s ‘Quick crossword’ articles



(Analysis using Excel)

The chart 4.29 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Word Sleuth' and TH-IS 'Quick Crossword' SEN articles. Of the total respondents, 25.11% 'Word Sleuth' and 59.77% 'Quick Crossword' respondents say that they like the said SEN articles. Further 74.89% 'Word Sleuth' and 40.23% 'Quick Crossword' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 49.78% while the TH-IS students were 19.54%. A comparison between the two groups of students edition newspaper readers shows that 34.66% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 66.87% secondary school students did not choose while 33.13% opted for the said SEN articles. The difference was 33.74% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles. A very less percentage of the students who are interested in improving their vocabulary (Zuljan and Vogrinc, 2010⁴⁸) in their study emphasize that the teacher plays a vital role in helping the students to take interest in improving their learning ability.

8. Mind Teasers v/s Math's Puzzle articles

The TOI-NIE publishes the 'Mind Teasers' articles which are also printed on the fifth page titled 'Junkyard' on all days of the publication of the said SEN. It is placed in the middle left hand of the broadsheet newspaper. The heading is printed in capitals with an interesting sketch of a cross-section of the human head and a question mark onto the sketch. The 'Maths Quiz' is in black and white in the reverse within a color patch this is also a boxed column. It contains math's quiz in a multiple choice answer format. These articles are mostly provided by the teachers and sometimes by students from various schools who subscribe the student edition newspaper of the Times of India. A few

⁴⁸ Facilitating Effective Student Learning through Teacher Research and Innovation - A teacher's innovation competence is certainly one of the key conditions for meaningful, successful change of educational practices. The teachers and headmasters surveyed in our study, overall, consider themselves to be well prepared for planning, implementing and evaluating pedagogical innovation, but the best conditions which would encourage this process are not always provided.

examples are Neeraj, a Math’s teacher from Govt. Sr. Sec. School; Chandigarh⁴⁹ is an article covering topics related to geometry. Articles contributed by Romila Mishra, St. Joseph’s Convent, Mumbai⁵⁰ and by Tridib Bhattacharya a student class tenth of Greenwood High School, Bengaluru⁵¹ is in general maths. Around five to six questions are printed in this column. There are solutions provided for this column. The space allocated to this column is 16X7cms LXB.

The Hindu ‘In School’ publishes the ‘Maths Puzzle’ articles column on the sixth page mostly titled ‘Potpourri’ on all days of the publication of the said SEN. This column is printed on the extreme right-hand top side of the broadsheet newspaper. This column contains around one or two questions. With the title printed in a dual color patch and also shows an abacus picture printed beside the title. The elaborate solution to the day’s puzzle is given within the boxed column. The approximate size of the column published is 8X12.5cms LXB. This article is contributed by the Pie Mathematics Association for which an ad space of 8X3cms is provided with the association logo printed in the center of the white blank space which is not very legible.

To the inquiry about the secondary school students’ ‘Mind Teasers’ and ‘Math’s Puzzle’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.30 shows SSS choice of Mind Teasers v/s Math’s Puzzle articles

Respondents choice	Mind Teasers	Math’s Puzzle	Total
Yes	578	208	786
No	561	135	696
Total	1139	343	1482

(Source - Primary data)

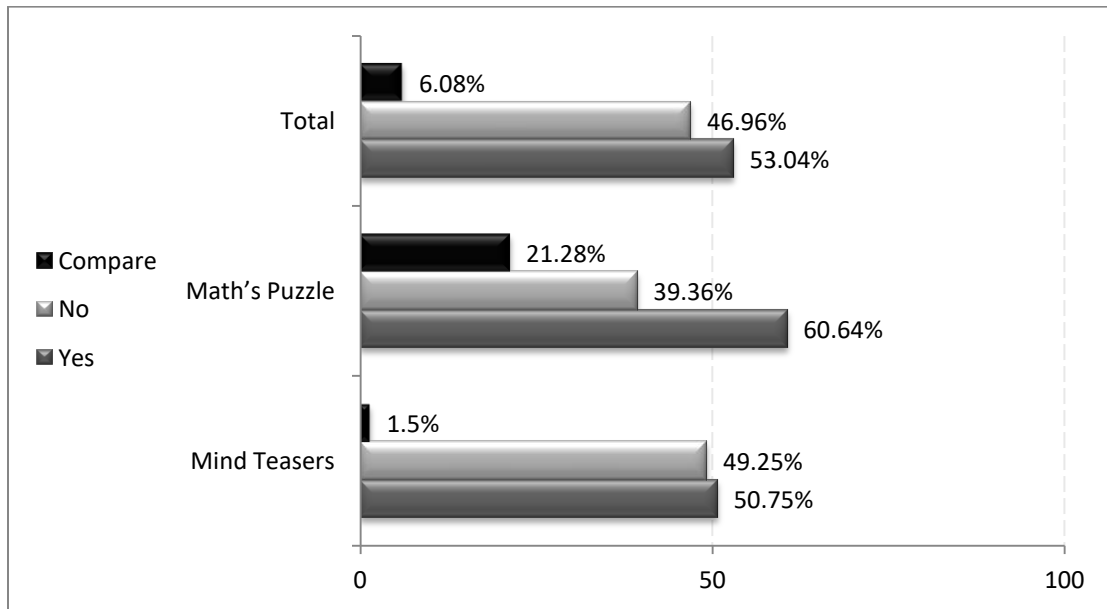
⁴⁹ Times of India ‘Newspaper in Education’ p5, 2013,10.30

⁵⁰ Times of India ‘Newspaper in Education’ p5, 2015,01.16

⁵¹ Times of India ‘Newspaper in Education’ p5, 2017,08.22

The table 4.30 portrays the secondary school students use of TOI-NIE published ‘Mind Teasers’ and TH-IS ‘Math’s puzzle’ articles. Of the total 1482 respondents, 786 students choose these articles while 696 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 578 choose the ‘Mind Teasers’ article while 561 did not opt of it and of the total 343 TH-IS respondents 208 choose the ‘Math’s Puzzle’ articles while 135 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.30 shows SSS choice of Mind Teasers v/s Math’s Puzzle articles



(Analysis using Excel)

The chart 4.30 shows in percentage the secondary school students’ view on their choice of the TOI-NIE ‘Mind Teasers’ and TH-IS ‘Math’s Puzzle’ SEN articles. Of the total respondents 50.75% ‘Mind Teasers’ and 60.64% ‘Math’s Puzzle’ respondents say that they like the said SEN articles. Further 49.25% ‘Mind Teasers’ and 39.36% ‘Math’s Puzzle’ survey participants’ say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 1.5% while the TH-IS students were 21.78%. A comparison between the two groups of students edition newspaper readers shows that 9.89% TH-IS

respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result, 53.04% secondary school students choose while 46.96% did not opt for the said SEN articles. The difference was 6.08% on the positive and thus can be said that a reasonable majority of the participants opted for the mentioned SEN articles.

This section is a bit harder than the go figure article. Secondary standard students find it interesting as the questions asked in this section are related to their class study. Even though the difference between the respondents who opt and do not opt for the “Mind Teasers” are very less i.e.1.5%, Mahanta and Islam (2012) have shown in their study that math’s liking by students is very less. The difference between the students who opt and do not opt for the ‘Math’s Puzzle’ articles was comparatively larger than the ‘Mind Teasers’ respondents. Here more ‘Math’s Puzzle’ i.e. 21.28% more readers opted for this column. Overall this is one column where both the student edition readers show a positive approach.

9. Knowledge Bank v/s G.K. Monday articles

The TOI-NIE publishes the ‘Knowledge Bank’ articles which are also printed on the fifth page titled ‘Junkyard’ on mostly all days of the publication of the said SEN. It is placed on the bottom-left hand side of the broadsheet newspaper. It contains information related to science, technology, food facts etc as a boxed column. The “Knowledge Bank” articles also carry an interesting picture of the topic discussed. The heading is printed in capitals in the reverse typography. A stamp size sketch of a child reading a book is shown at the start of the article with the related subject mentioned. Under this sketch, the topic for discussion is mentioned. A few examples are ‘Wild Life⁵²’ is an article titled about the ‘dingo’ with its scientific name given as ‘Canis lupus dingo’ mainly found in Australia, which is classified as a sub-species of the grey wolf. ‘Fauna’⁵³ is an article on the Siberian tiger inhabiting in the Sikhote Alin mountain region. ‘Weird’⁵⁴ is an article focused on an octopus with a scientific name ‘Grimpotewithis’ with an average lifespan of

⁵² Times of India ‘Newspaper in Education’ p5, 2013,10.30

⁵³ Times of India ‘Newspaper in Education’ p5, 2016,12.22

⁵⁴ Times of India ‘Newspaper in Education’ p5, 2018,02.21

three to five years. The name is given due to the appearance of this octopus. The space allocated to this column is 9X6cms LXB.

The Hindu ‘In School’ publishes the ‘G.K. Mondays’ titled articles column on the front page mostly on all Mondays of the week of the said SEN. A boxed column with the subtitle ‘A quiz on the week that was’ contains around ten questions to be answered by the reader whose answers are also given in an inverted format. A ribbon in reverse typography titled ‘Ten on 10’ in this section also contains one or two photographs related to the quiz questions provided by various agencies like the AFP, NASA⁵⁵, etc. The approximate size of this section is 6.5X37cms. Besides this section, a picture quiz with a photograph mostly sized 20X16cms LXB is also printed, whose answer is given on page number four of the same day’s SEN. The Monday issue contains articles focused on current affairs and science in particular.

To the inquiry about the secondary school students’ ‘Knowledge Bank’ and ‘G.K. Mondays’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.31 shows SSS choice of Knowledge Bank v/s G.K. Mondays articles

Respondents choice	Knowledge Bank	G.K. Mondays	Total
Yes	570	258	828
No	569	85	654
Total	1139	343	1482

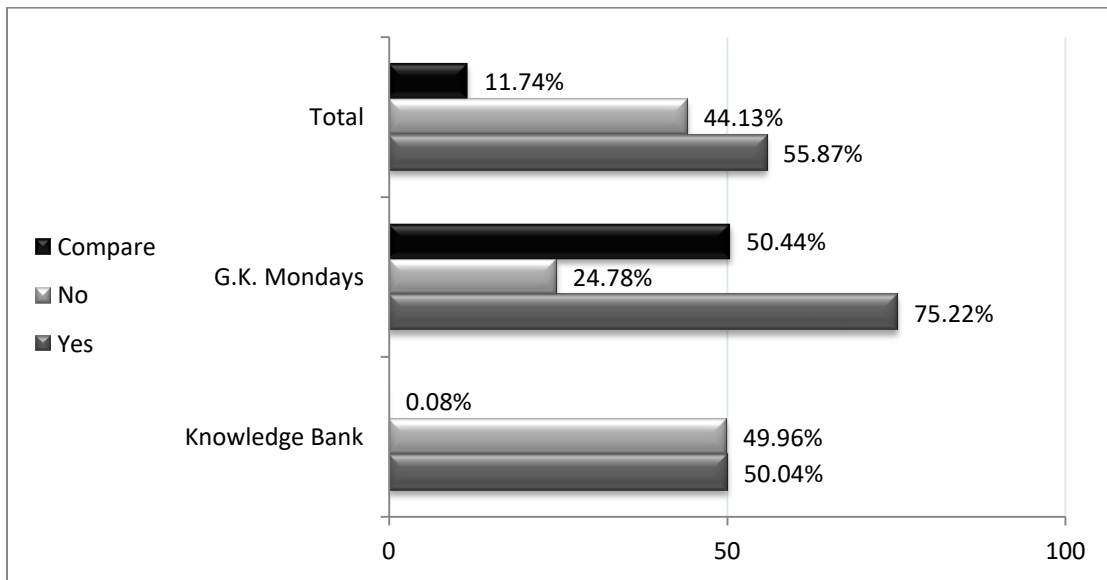
(Source - Primary data)

The table 4.31 portrays the secondary school students use of TOI-NIE published ‘Knowledge Bank’ and TH-IS ‘G.K. Mondays’ articles. Of the total 1482 respondents, 828 students choose these articles while 654 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 570 choose the ‘Knowledge Bank’ article while 569 did not opt of it and of the total 343 TH-IS respondents 258 choose the ‘G.K. Mondays’

⁵⁵ The Hindu ‘In School’ p1, 2017,12.18

articles while 85 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.31 shows SSS choice of Knowledge Bank & G.K.articles



(Analysis using Excel)

The chart 4.31 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Knowledge Bank' and TH-IS 'G, K, Mondays' SEN articles. Of the total respondents, 50.04% 'Knowledge Bank' and 75.22% 'G.K. Mondays' respondents say that they like the said SEN articles. Further 49.96% 'Knowledge Bank' and 24.78% 'G.K. Mondays' survey participants' says that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 0.08% while the TH-IS students were 50.44%. A comparison between the two groups of students edition newspaper readers shows that 25.18% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result, 55.87% secondary school students choose while 44.13% did not opt for the said SEN articles. The difference was 11.74% on the positive and thus can be said that a reasonable majority of the participants opt for the mentioned SEN articles. During the media literacy workshops by the researcher, these articles were used to observe the participation of the students in group discussions. The participation of the students was

very encouraging (90:10) approx as per hand count inside the classroom when a question was poised to them.

10. They said it v/s News in Pictures articles

The TOI-NIE publishes the ‘They Said It’ articles which are also printed on the fifth page titled ‘Junkyard’ on mostly all days of the publication of the said SEN. It is placed on the bottom-right hand side and sometimes on the center portion just below the centerfold of the broadsheet newspaper. The title is printed in reverse typography and along with it, the topic is mentioned. Topics on motivation, thoughts, sayings etc are published as a boxed column here. With the photograph and name of a person, their life experiences are put forth in a meaningful way. A few examples are ‘Mixed bag⁵⁶’ is an article containing three personalities. The first one is Lokmanya Bal Gangadhar Tilak who emphasizes on a nation being like a tree and its trunk to be swarajya and its branches to be swadeshi and boycott. The second personality is Mahatma Gandhi who says to live today as if you were to die tomorrow and learn as if you were to live forever. The third person is Sarojini Devi speaks about deeper sincerity, greater courage and intense action in life. Another article titled ‘Be Positive⁵⁷’ also has three personalities Og Mandino the American author of 19 books, which have sold over 30 million copies. He tells about success and failure. Tony Robbins, American author, entrepreneur, philanthropist and life coach speaks about the importance of goal setting in life. George S Patton a US defense personnel and a good sportsman tells about challenges and their outcomes. The space allocated to this column is 10.5X6cms LXB.

The Hindu ‘In School’ publishes the ‘News in Pictures’ titled articles column on the fifth page titled ‘Nation & World’ mostly on all days of the publication of the said SEN. A boxed column with the title in reverse typography contains three to five photographs with a small brief about it. A few examples are ‘Fighting pollution⁵⁸’ was the photograph taken on 21st Nov 2017 provided by AFP, shows a person feeling giddy

⁵⁶ Times of India ‘Newspaper in Education’ p5, 2017,09.04

⁵⁷ Times of India ‘Newspaper in Education’ p5, 2018,02.20

⁵⁸ The Hindu ‘In School’ p5, 2017,11.22

and smog in the background. The write up describes the person to be a woman from China, Beijing responding to the blue alert⁵⁹ levels of pollution in which physical education classes are required to be shut down. ‘A day for the Birds⁶⁰’ has a photograph of a girl holding an owl and the description mentions about the bird day celebrations in Moscow on 1st April 2018 related to conservation of the bird species. The approximate size of this section is 15X25cms.

To the inquiry about the secondary school students’ ‘They said it’ and ‘News in Pictures’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.32 shows SSS choice of They said it v/s News in Pictures articles

Respondents choice	They said it	News in Pictures	Total
Yes	297	230	527
No	842	113	955
Total	1139	343	1482

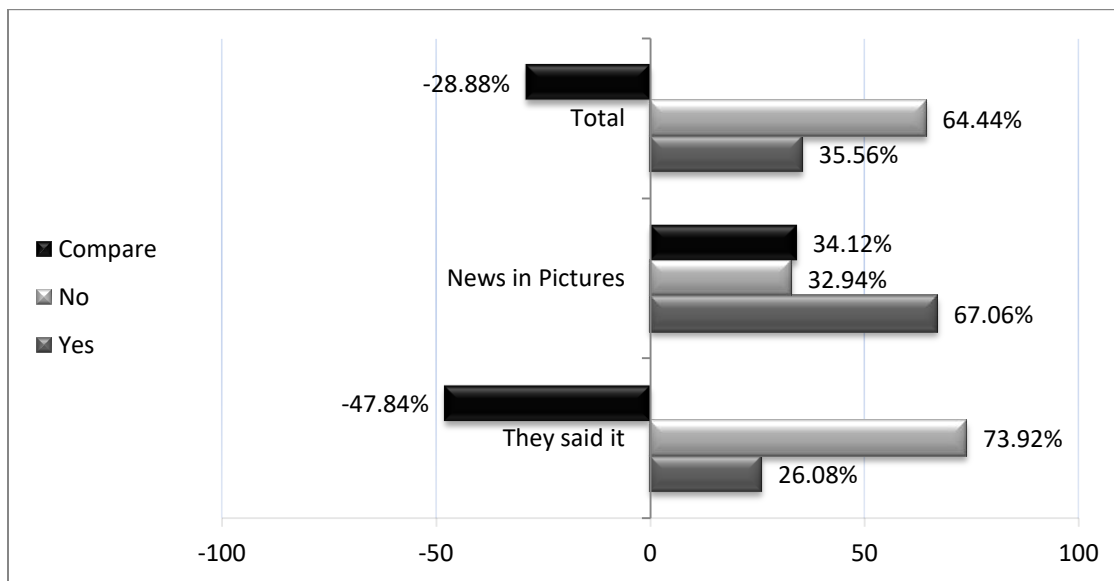
(Source - Primary data)

The table 4.32 portrays the secondary school students use of TOI-NIE published ‘They Said It’ and TH-IS ‘News in Pictures’. Of the total 1482 respondents, 527 students choose these articles while 955 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 297 choose the ‘’ article while 842 did not opt of it and of the total 343 TH-IS respondents 229 choose the ‘Students Write’ articles while 113 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

⁵⁹ <https://gbtimes.com/guide-chinas-smog-alert-colours> accessed 2018,04.06

⁶⁰ The Hindu ‘In School’ p5, 2018,04.04

Chart 4.32 shows SSS choice of They said it v/s News in Pictures articles



(Analysis using Excel)

The chart 4.21 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'They said it' and TH-IS 'News in pictures' SEN articles. Of the total respondents 26.08% 'They said it' and 67.06% 'News in pictures' respondents say that they like the said SEN articles. Further 73.92% 'They Said It' and 32.94% 'News in pictures' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 47.84% while the TH-IS students were 34.12%. A comparison between the two groups of students edition newspaper readers shows that 40.98% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 64.44% secondary school students did not choose while 35.56% opted for the said SEN articles. The difference was 28.88% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles. With the explosion of information technology, most of such information is available to anyone who does even basic internet surfing. As the use of computers is being a part of the school study and also access to computers or mobile phones with an internet connection enables the user to access this information immediately. Even Wikipedia has something called "Today's featured article" covering information in a similar manner which fulfills the user's needs. It contains information of famous historical personalities

and their thoughts are presented with various photographs of them in different mood and situations.

11. Sudoku articles

Sudoku is called as a number placement puzzle. The objective is to fill the blank spaces provided with numbers so as to contain all digits from one to nine. Usually, the puzzle is published with partially filled numbers and the users have to figure the other ones so as to complete the puzzle. The number puzzles appeared in the newspapers in the late 19th century in French newspapers⁶¹. Modern Sudoku is designed by Howard Garns an architect by profession. There are a variety of Sudoku puzzles with different grids with several competitions held worldwide.

The TOI-NIE publishes the ‘Sudoku’ articles which are also printed on the fifth page titled ‘Junkyard’ on mostly all days of the publication of the said SEN. It is placed in the top-center right-hand side above the fold of the broadsheet newspaper. The title is printed in reverse typography in capital letters on a red color patch and is a boxed column. A 9X9 matrix is used in this article with three 3X3 matrices embedded into it. The space allocated to this column is 10X11cms LXB. The solution for this column is given on the extreme mid-right side on the centerfold of the SEN. With the heading ‘Answers to Sudoku’ also in reverse typography. The space allocated for the solution is 4X5.5cms.

The Hindu ‘In School’ also publishes the ‘Sudoku’ titled articles column on the seventh page labeled ‘Sports’ mostly on all days of the publication of the said SEN. A boxed column with the title in reverse typography contains 9X9 matrix with 3X3 matrix embedded into it. Here four of the nine embedded matrix are printed in grey color and the rest are in the white background. The total space allocated to this column is 13.5X8cms of which the game is allocated 6.5X6.5cms and the solution to yesterday’s game is also provided with a 4X4cms space allocated to it. In this column, there is a small brief about the benefits of the puzzle along with instructions on how to play the game.

To the inquiry about the secondary school students’ ‘Sudoku’ use of both the SEN articles the following characteristics were revealed. The purpose of this question was to

⁶¹ https://en.wikipedia.org/wiki/Sudoku#cite_note-Le_Si%C3%A8cle_185672-7 accessed on 2018,04.09

understand how many of the respondents' were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

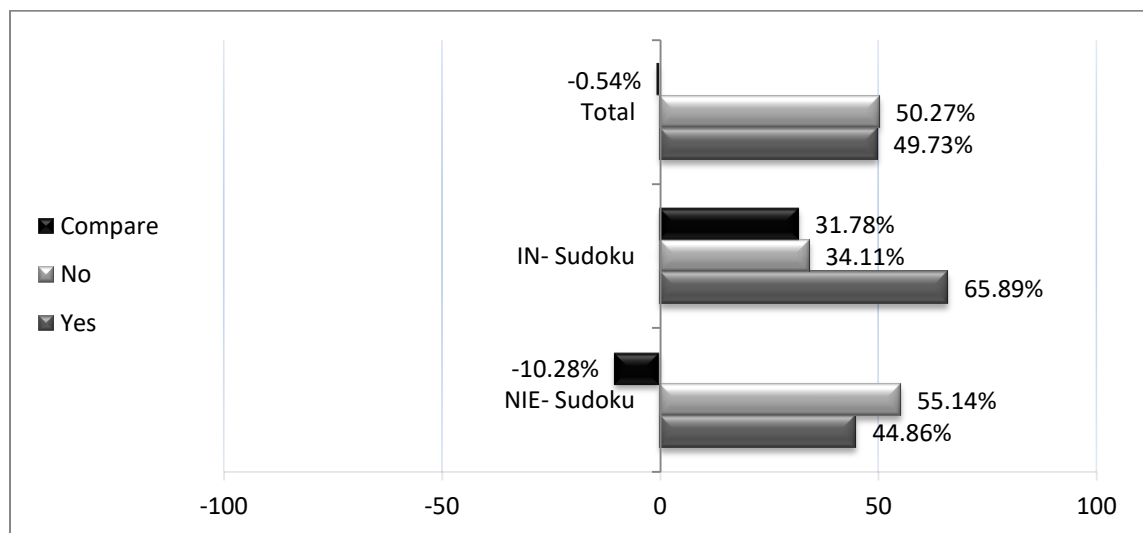
Table 4.34 shows SSS choice of NIE v/s IN Sudoku articles

Respondents choice	NIE- Sudoku	IN- Sudoku	Total
Yes	511	226	737
No	628	117	745
Total	1139	343	1482

(Source - Primary data)

The table 4.34 portrays the secondary school students' use of TOI-NIE published and TH-IS 'Sudoku' articles. Of the total 1482 respondents, 737 students choose these articles while 745 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 511 choose the said article while 628 did not opt for it and of the total 343 TH-IS respondents 226 choose the said article while 117 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.34 shows SSS choice of NIE v/s IN Sudoku articles



(Analysis using Excel)

The chart 4.34 shows in percentage the secondary school students' view on their choice of the TOI-NIE and TH-IS 'Sudoku' SEN articles. Of the total respondents 44.86% TOI-NIE and 65.89% TH-IS respondents say that they like the said SEN articles. Further 55.14% TOI-NIE and 34.11% TH-IN survey participants say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 10.28% while the TH-IS students were 31.78%. A comparison between the two groups of students edition newspaper readers shows that 21.03% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 50.27% secondary school students did not choose while 49.73% opted for the said SEN articles. The difference was 0.54% on the negative and thus can be said that there is a very small difference between the participants who do and do not opt for the mentioned SEN articles.

12. Family Circus v/s Wumo articles

The TOI-NIE publishes the 'Family Circus' articles which are also printed on the fifth page titled 'Junkyard' on mostly all days of the publication of the said SEN. It is placed in the extreme top-right hand side above the centerfold of the broadsheet newspaper. The title is printed in reverse typography and it a boxed column. It contains a sketch of various characters relevant to the statement printed on the bottom of the sketch. The 'Family Circus' has various characters⁶² like Mommy named Thel who is considered as the person who keeps the entire family together. The Dad character is named Bill whose work profile is of a cartoonist at a newspaper organization and is a family person always being with his children. They are Billy the eldest, Dolly the second child, Jeffy the third child and the youngest PJ. A wise Grandma is also the part of the family. There are three pets and they are Barfy and Sam the dogs and Kitty the cat. A few examples as published in the TOI-NIE newspaper are a statement by Thel to Jeffy 'Move these cars right now, I told you this was a no-parking zone'⁶³. This incident is within the family kitchen area was Jeffy has scattered his cars and so Thel is telling him to remove them as

⁶² <http://comicskingdom.com/family-circus#characters> accessed on 2018,04.09

⁶³ Times of India 'Newspaper in Education' p5, 2013,10.30

someone may trip and get hurt. Another article has Dolly calling out to PJ the youngest child to share her blanket in a jovial way of expression⁶⁴. Billy and the other kids all stand together on a weighing scale and exclaim to Thel ‘Guess what, Mommy? You have 129 pounds of Kids!’⁶⁵ These articles are authored by Bil Keane an American cartoonist and distributed by Kings Features syndicate. A digital version of ‘Family Circus’ is available on the website www.familycircus.com printed within the article. The approx space allocated to this column is 5.5X10.5cms LXB.

The Hindu ‘In School’ publishes the ‘Wumo’ titled articles column on the seventh page mostly titled ‘Sports’ on all days of the publication of the said SEN. A boxed column with the title in reverse typography contains multiple characters with a statement printed on it. Originally known as “Wulffmorgenthaler” is a name created from pair names Mikael Wulff and Anders Morgenthaler. This article celebrates life’s bitterness, sweetness, absurdity, and ironies etc. which mirror those who live in the modern world⁶⁶. A few examples are an adult kangaroo is shown entering the mother kangaroo’s pouch and the statement printed is “ After losing both his job and his relationship, James had to move back in with his parents for a while⁶⁷” a bitter truth when a person undergoes hard times in life. Another article speaks about the issues of divorce and the spouses’ attitudes, the statement “When competitive people divorce”⁶⁸. The sketch shows both the spouses’ each having the twin children and a line printed of the lady telling the man of the meeting after twenty-five years to see who has made the best of life. The approximate size of this section is 15X25cms. The Andrews Mcmeel Syndication who provides these articles mentions that their target consumers are secondary children⁶⁹.

To the inquiry about the secondary school students’ ‘Family Circus’ and ‘Wumo’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question

⁶⁴ Times of India ‘Newspaper in Education’ p5, 2015,01.16

⁶⁵ Times of India ‘Newspaper in Education’ p5, 2018,02.21

⁶⁶ <http://syndication.andrewsmcmeel.com/comics/strip/wumo> accessed on 2018,04.09

⁶⁷ The Hindu ‘In School’ p7, 2017,11.17

⁶⁸ The Hindu ‘In School’ p7, 2018,02.14

⁶⁹ <http://syndication.andrewsmcmeel.com/comics/strip/wumo> accessed on 2018,04.09

about the audience participated in this study. The data collected using the questionnaire is tabulated further.

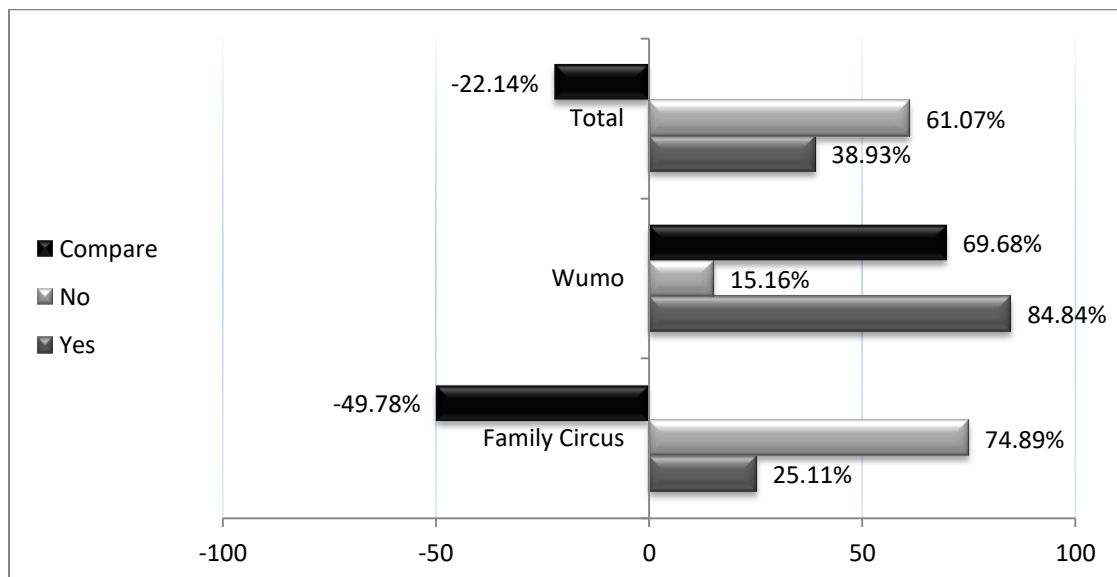
Table 4.35 shows SSS choice of Family Circus v/s Wumo articles

Respondents choice	Family Circus	Wumo	Total
Yes	286	291	577
No	853	52	905
Total	1139	343	1482

(Source - Primary data)

The table 4.35 portrays the secondary school students use of TOI-NIE published ‘Family Circus’ and TH-IS ‘Wumo’ articles. Of the total 1482 respondents, 577 students chose these articles while 905 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 286 choose the ‘Family Circus’ article while 853 did not opt of it and of the total 343 TH-IS respondents 291 choose the ‘Wumo’ articles while 52 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.35 shows SSS choice of Family Circus v/s Wumo articles



(Analysis using Excel)

The chart 4.35 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Family Circus' and TH-IS 'Wumo' SEN articles. Of the total respondents, 25.11% 'Family Circus' and 84.84% 'Wumo' respondents say that they like the said SEN articles. Further 74.89% 'Family Circus' and 15.16% 'Wumo' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 49.78% while the TH-IS students were 69.68%. A comparison between the two groups of students edition newspaper readers shows that 59.73% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 61.07% secondary school students did not choose while 38.93% opted for the said SEN articles. The difference was 22.14% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles. Both SEN articles are single panel articles. As per the secondary school student, the said article seems to be not likable to their age as the above chart's output reflects so. Some students possibly remember their initial days of primary standard when they must have chosen these articles and thus enjoy it even now.

13. Zits v/s Peanuts articles

The TOI-NIE publishes the 'Zits' articles which are also printed on the fifth page titled 'Junkyard' on mostly all days of the publication of the said SEN. It is placed on the top-right hand side above the center fold of the broadsheet newspaper. The title is printed in reverse typography and it is a boxed column. It contains sketches of multiple characters in three to four panels. The lead character⁷⁰ of 'Zits' is Jeremy Duncan who is a high school student and believes that music is his life. His band drummer Pierce's girlfriend Dijon, she insists for an immediate answer from Jeremy and he gives her a box of stock answers to her, to which she exclaims that she needs a personalized one⁷¹. This is a fun way of showing that musicians usually used stock music whenever in hurry to

⁷⁰ <http://kingfeatures.com/comics/comics-a-z/?id=Zits> accessed on 2018,04.10

⁷¹ Times of India 'Newspaper in Education' p5, 2013,10.30

complete a project and thus the panels reflect it in a jovial way. Pierce is telling Jeremy that he has an appointment with a specialist for an issue with his face. When Jeremy further inquiries are Pierce visiting a Dermatologist he replies that the specialist is a Metallurgist⁷². Pierce has worn a nose ring and he needs to fix it so the Metallurgist. Jeremy's best friend is Hector Garcia asks him that he can see something behind a vampire poster⁷³, to which Jeremy answers with a casual nothing. Hector goes further and checks behind the poster to see Jeremy's bear's band uniform photograph to which he reacts that it was when he was a kid. Jeremy's mother is Connie Duncan is a writer and likes to be left alone for her work to be done. His father is Walt Duncan is an orthodontist and has a very challenging communication with his son. One morning Jeremy screams that his laptop is not working to this his father calls him a 'Bummer'⁷⁴ and his mom replies courteously. See each of their reactions Jeremy responds 'You guys act like the world hasn't ended' to which his mother says that they do not do commit any disasters before nine AM a fun way of reflecting daily family life. These articles are authored by cartoonists Jerry Scott and Jim Borgman. These articles are provided by Kings Features syndicate. A digital version of 'Zits' is available on the website www.zitscomics.com printed within the said article. The approx space allocated to this column is 16X7cms LXB.

The Hindu 'In School' publishes the 'Peanuts' titled articles column on the seventh page mostly titled 'Sports' on all days of the publication of the said SEN. A boxed column with the title in reverse typography contains multiple characters shown in four panels. Peanuts comic strip has been created by Charles Schulz⁷⁵ an American cartoonist. Being published since 1947 in the name of Li'l Folks it was renamed to Peanuts in 1950⁷⁶. The lead character is Charlie Brown mostly in a zigzag t-shirt (ibid) is shown speaking to his dog Snoopy along with Woodstock a little yellow bird who had gone southwards but to be found only two blocks away. Snoopy is shown speaking within his mind saying they were two weeks out and are an optimist to lose the road and

⁷² Times of India 'Newspaper in Education' p5, 2014,07.30

⁷³ Times of India 'Newspaper in Education' p5, 2015,01.16

⁷⁴ Times of India 'Newspaper in Education' p5, 2016,06.21

⁷⁵ <http://syndication.andrewsmcmeel.com/comics/strip/peanuts> accessed on 2018,04.10

⁷⁶ <https://www.britannica.com/topic/Peanuts> accessed on 2018,04.10

return back home so as not to miss the hockey season⁷⁷. In another article Linus a kind person and a philosophical thinker are shown along with Sally the kid sister of Charlie Brown who is watching Snoopy carrying a signboard to be further revealed in the third panel to be a dog footprint and then in the fourth panel Linus exclaims to Sally that it is all about Paw Power!⁷⁸ Lucy who has a bossy attitude asks Charlie of how come their team never wins any game to which he replies optimistically of being a part of the game with a sportsman spirit to which she reacts in a scornful way and walks away saying that she is feeling sick.⁷⁹ The approximate size of this section is 16X4cms and the articles are provided by Andrews Mcmeel Syndication.

To the inquiry about the secondary school students’ ‘Zits’ and ‘Peanuts’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.36 shows SSS choice of Zits & Peanuts articles

Respondents choice	Zits	Peanuts	Total
Yes	144	270	414
No	995	73	1068
Total	1139	343	1482

(Source - Primary data)

The table 4.36 portrays the secondary school students use of TOI-NIE published ‘Zits’ and TH-IS ‘Peanuts’ articles. Of the total 1482 respondents, 414 students choose these articles while 1068 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 144 choose the ‘Zits’ article while 995 did not opt of it and of the total 343 TH-IS respondents 270 choose the ‘Zits’ articles while 73 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-

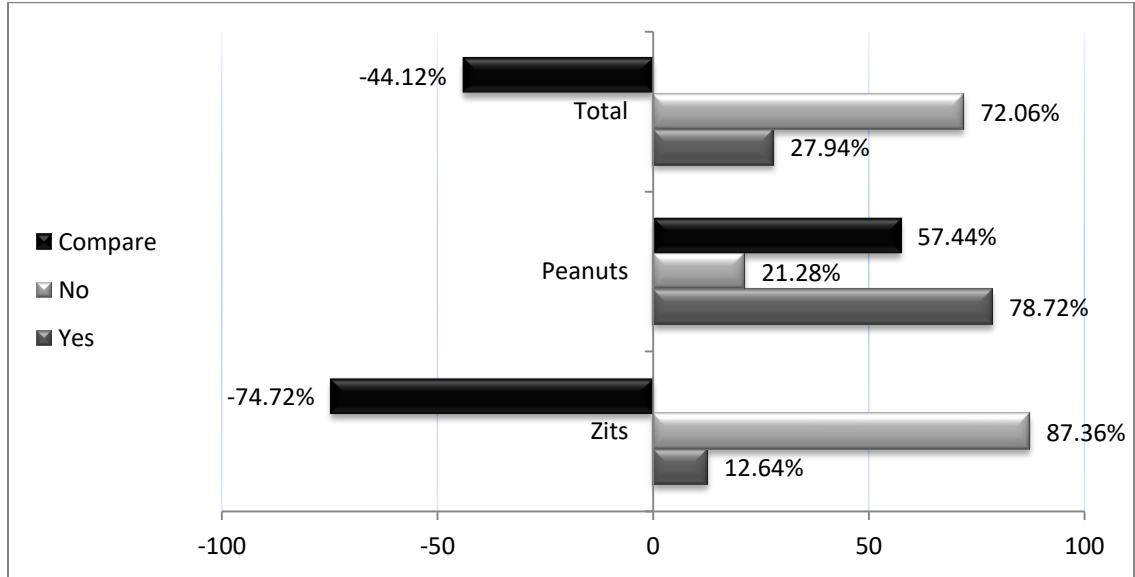
⁷⁷ The Hindu ‘In School’ p7, 2017,11.17

⁷⁸ The Hindu ‘In School’ p7, 2016,04.16

⁷⁹ The Hindu ‘In School’ p7, 2018,04.03

IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.36 shows SSS choice of Zits & Peanuts articles



(Analysis using Excel)

The chart 4.36 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Zits' and TH-IS 'Peanuts' SEN articles. Of the total respondents 12.64% 'Zits' and 78.72% 'Peanuts' respondents' say that they like the said SEN articles. Further 87.36% 'Zits' and 21.28% 'Peanuts' respondents' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 74.72% while the TH-IS students were 57.44%. A comparison between the two groups of students edition newspaper readers shows that 66.08% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 72.06% secondary school students did not choose while 27.94% opted for the said SEN articles. The difference was 44.12% on the negative and thus can be said that a majority of the participants do not opt for the mentioned SEN articles. Each panel will show characters whose conversations are printed in a bubble. These characters are sketched in various camera angles shot-reverse shot close up a long shot as per the need of the narrative of the topic in discussion. Various topics like communication methods man and woman use in their conversations and its reactions

sketched appropriately, parent-child issues, classroom jokes etc are taken up in the said SEN articles.

14. Word Watch v/s Word Perfect articles

The TOI-NIE publishes the ‘Word Watch’ articles which are also printed on the fifth page titled ‘Junkyard’ on mostly all days of the publication of the said SEN. It is printed mostly in the bottom-right hand side below the centre fold of the broadsheet newspaper. A colorful sketch of a person observing using a magnifying glass with one hand and holding bold ‘WORD’ with another which symbolizes examining or of deep inquiry. A student of class twelfth⁸⁰ discusses the word ‘Robust’ which is an adjective. A teacher⁸¹ discusses the word ‘Serendipity’ which is a noun. Another student of class ninth⁸² discusses the word ‘Lazy’. The meanings of the words are given with various synonyms which are used with apt examples for the reader to grasp it easily. The title is printed in reverse typography and the article is a boxed column. The approx space allocated to this column is 8X10.5cms and a sketch of 4X3cms LXB within it. These articles are contributed by students, teachers and also by the student edition newspaper Editor.

The Hindu ‘In School’ publishes the ‘Word Perfect’ articles mostly on the fourth page titled ‘Whizdom’ on Tuesdays weekly. A color patched box column with the title in reverse typography. This article uses nearly two-thirds of the portion below the fold of the broadsheet newspaper. A brief write-up explains the purpose of that day’s published article. ‘Throw out the blah-blah⁸³’ is a subheading and the lead says the purpose of this article is to communicate in simple English and using apt grammar. Discussing long introductions, unnecessary words and needless repetitions the author skillfully helps the

⁸⁰ Times of India ‘Newspaper in Education’ p5, 2013,10.30

⁸¹ Times of India ‘Newspaper in Education’ p5, 2015,01.16

⁸² Times of India ‘Newspaper in Education’ p5, 2018,02.23

⁸³ The Hindu ‘In School’ p4, 2017,09.26

reader to present their thoughts in a simple manner. Another article titled ‘Hyphen or no hyphen⁸⁴’, is an article focused on when to use hyphens. There are some statements given under the heading ‘Try It Out’ along with its answers for the user to verify after solving them. There are one or two photographs or sketches given within the column. The approximate size of this section is 33X14cms and the author of these articles is Latha Anantharaman an editor and writer.

To the inquiry about the secondary school students’ ‘Word Watch’ and ‘Word Perfect’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.39 shows SSS choice of Word Watch v/s Word Perfect articles

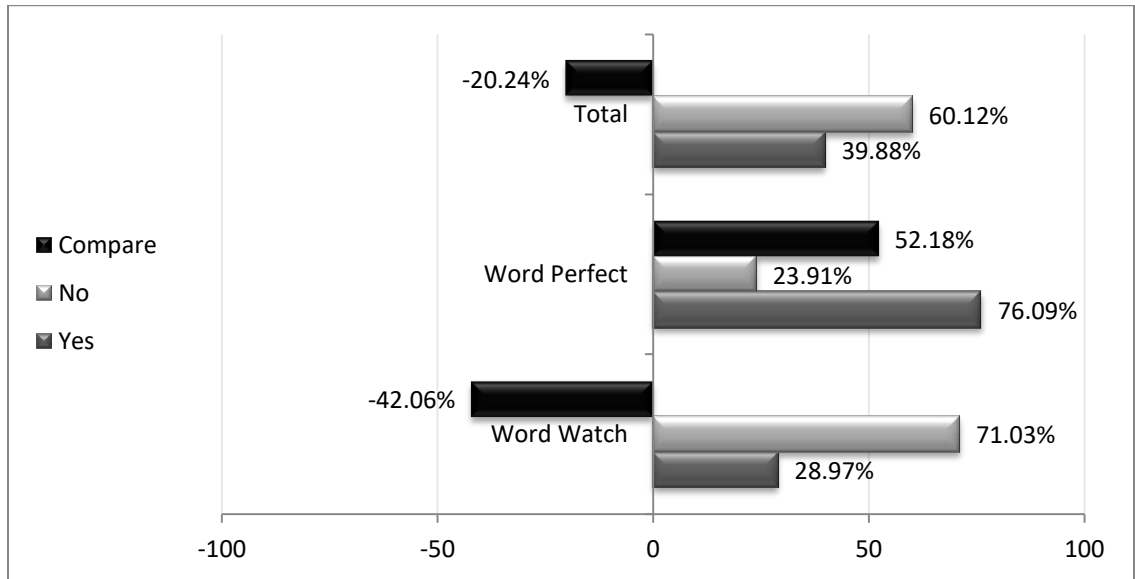
Respondents choice	Word Watch	Word Perfect	Total
Yes	330	261	591
No	809	82	891
Total	1139	343	1482

(Source - Primary data)

The table 4.39 portrays the secondary school students use of TOI-NIE published ‘Word Watch’ and TH-IS ‘Word Perfect’ articles. Of the total 1482 respondents, 591 students choose these articles while 891 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 330 choose the ‘Word Watch’ article while 809 did not opt of it and of the total 343 TH-IS respondents 261 choose the ‘Word Perfect’ articles while 82 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

⁸⁴ The Hindu ‘In School’ p4, 2018,02.27

Chart 4.39 shows SSS choice of Word Watch v/s Word Perfect articles



(Analysis using Excel)

The chart 4.39 shows in percentage the secondary school students' view on their choice of the TOI-NIE 'Word Watch' and TH-IS 'Word Perfect' SEN articles. Of the total respondents 28.97% 'Word Watch' and 76.09% 'Word Perfect' respondents say that they like the said SEN articles. Further 71.03% 'Word Watch' and 23.91% 'Word Perfect' survey participants' say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 42.06% while the TH-IS students were 52.18%. A comparison between the two groups of students edition newspaper readers shows that 47.12% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 60.12% secondary school students did not choose while 39.88% opted for the said SEN articles. The difference was 20.24% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles.

15. Guess who v/s Face to face articles

The TOI-NIE publishes the 'Guess Who' articles on the fifth page titled 'Junkyard' on mostly all days of the publication of the said SEN. It is printed mostly on the right-hand side just below the centerfold of the broadsheet newspaper. A color

photograph of a famous personality is printed with a clue and four options are given for the reader to choose from. In a bubble format, the title is printed in bold with a question mark and the article is a boxed column. A smudged photograph of an Indian movie actor is given with four names to choose from and the answer is Akshay Kumar⁸⁵. A clue ‘He is the Chief Election Commissioner’ and the answer is V.S.Sampath⁸⁶. Another day’s article has a clue ‘She defeated Roberta Vinci of Italy in their tennis final match at the Istanbul Cup in Turkey on July 20’ and the answer is Caroline Wozniacki⁸⁷. The answer is given at the bottom of the column. The approx space allocated to this column is 10.5X6cms.

The Hindu ‘In School’ publishes the ‘Face to Face’ articles mostly on the fourth page titled ‘Potpourri’ or ‘Melange’ on all days of publication of the said SEN. A color photograph with the title in bold is published with a subtitle printed beside the photograph mentions ‘Can you guess the person in the picture?’ With a statement about the person to help the reader identify the person in the photograph, the answers have to be emailed to school@thehindu.co.in. This Rajya Sabha member has recently released a book called ‘Inside Parliament’⁸⁸. This Czech tennis player recently faced a knife attack⁸⁹. He completed his 200th formula one race with a thrilling victory for Ferrari in Bahrain Grand Prix⁹⁰. The column publishes yesterday’s questions answer for the reader to verify their guess. The approximate photograph size of this section is 8X10cms and statement area is of 8X3cms LXB.

To the inquiry about the secondary school students’ ‘Guess who’ and ‘Face to face’ use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

⁸⁵ Times of India ‘Newspaper in Education’ p5, 2013,10.30

⁸⁶ Times of India ‘Newspaper in Education’ p5, 2015,01.16

⁸⁷ Times of India ‘Newspaper in Education’ p5, 2014,06.30

⁸⁸ The Hindu ‘In School’ p6, 2017,12.05

⁸⁹ The Hindu ‘In School’ p6, 2016,12.23

⁹⁰ The Hindu ‘In School’ p6, 2018,04.10

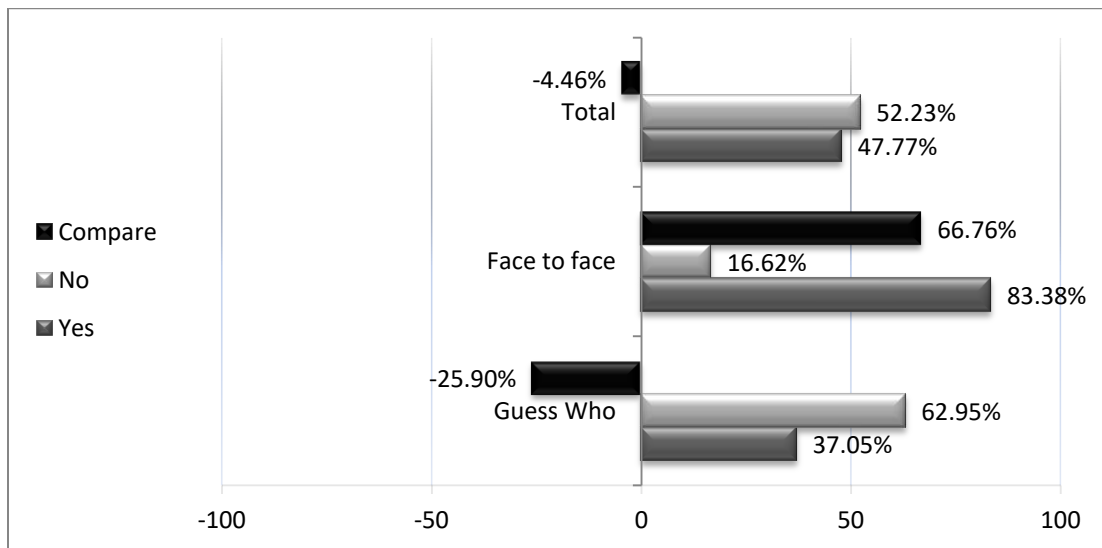
Table 4.40 shows SSS choice of Guess who v/s Face to face articles

Respondents choice	Guess Who	Face to face	Total
Yes	422	286	708
No	717	57	774
Total	1139	343	1482

(Source - Primary data)

The table 4.40 portrays the secondary school students’ use of TOI-NIE published ‘Guess Who’ and TH-IS ‘Face to Face’ articles. Of the total 1482 respondents, 708 students choose these articles while 774 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 422 choose the ‘Guess Who’ article while 717 did not opt of it and of the total 343 TH-IS respondents 286 choose the ‘Face to Face’ articles while 57 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.40 shows SSS choice of Guess who v/s Face to face articles



(Analysis using Excel)

The chart 4.40 shows in percentage the secondary school students’ view on their choice of the TOI-NIE ‘Guess Who’ and TH-IS ‘Face to Face’ SEN articles. Of the total respondents 37.05% ‘Guess Who’ and 83.38% ‘Face to Face’ respondents say that they

like the said SEN articles. Further 62.95% ‘Guess Who’ and 16.62% ‘Face to face’ survey participants’ say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 25.9% while the TH-IS students were 66.76%. A comparison between the two groups of students edition newspaper readers shows that 46.33% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 52.23% secondary school students did not choose while 47.77% opted for the said SEN articles. The difference was 4.46% on the negative and thus can be said that little over the fifty percent majority of the participants do not opt for the mentioned SEN articles.

16. Sports Digest v/s Sports Reel articles

The TOI-NIE publishes the ‘Sports Digest’ articles on the seventh page titled ‘Simply Sports’ on mostly all days of the publication of the said SEN. It is printed on the extreme left-hand side above the fold of the broadsheet newspaper. The column consists of mostly six articles with color photographs of sports personalities in action with a small brief. ‘Hamilton moved by Kolkata street children⁹¹’ is an article about F1 driver doing charitable work. ‘Halep to play in Sydney⁹²’ is an article about world’s number three Wimbledon champion Simone Halep to play at the Sydney International women’s field. ‘Leicester, Aston Villa charged⁹³’ over their conduct during the Football Premier League. ‘USGA keen to explain⁹⁴’ is about the US Golf Association defending its management over a penalty controversy with new champion Dustin Johnson. ‘Bhaskar retained as Ranji coach⁹⁵’ is about KP Bhaskar who is retained as the Delhi Ranji team coach by the Cricket Affairs committee. ‘Shivakumar qualifies for Mercedes finals⁹⁶’ is about D Shivakumar the golfer who gets qualified for the National finals of the Mercedes Trophy

⁹¹ Times of India ‘Newspaper in Education’ p7, 2013,10.30

⁹² Times of India ‘Newspaper in Education’ p7, 2014,11.24

⁹³ Times of India ‘Newspaper in Education’ p7, 2015,01.16

⁹⁴ Times of India ‘Newspaper in Education’ p7, 2016,06.21

⁹⁵ Times of India ‘Newspaper in Education’ p7, 2017,08.30

⁹⁶ Times of India ‘Newspaper in Education’ p7, 2018,01.29

from Coimbatore. The approx space allocated mostly to this column is 5X36cms in which six photographs of 4.5X3.5cms are also printed.

The Hindu 'In School' publishes the 'Sports Reel' articles mostly on the seventh page titled 'Sports' from Wednesday to Saturday in the said SEN. A color patched box column with the title in red and white reverse typography. At times a photograph of the sportsman is also included in this column. Towards to the start of this article, it is mentioned that if the reader is not in a mood to go through the sports news in details but cannot ignore the main sports events this is the right place to get them quickly updated. Mostly two to three articles on various games are covered in this column. With a title 'Cricket' within the column printed in red bold capital letters is a subhead 'India finish day one of the first Test against NZ at 291 for nine⁹⁷', is an article about how Indian cricketers lost nine wickets with Murli Vijay scoring 65 and Cheteshwar Pujara scoring 62 and how New Zealander bowlers Mitchell Santner and Trent Boult got three wickets each. A title 'Football' within the said column has a subhead 'Bielsa under pressure after Lille lose⁹⁸', is about Lille lost another game being coached by Marcelo Bielsa. Another article titled 'Baseball' has a subhead 'Bulls hang on for a tight win against magic⁹⁹', is about how Chicago Bulls beat Orlando Magic in a baseball game. The approximate area of this column is of 6X16cms LXB. This column is contributed by A.S.Ganesh a sports writer working with the 'The Hindu' newspaper.

To the inquiry about the secondary school students' 'Sports Digest' v/s Sports Reel' use of the SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

⁹⁷ The Hindu 'In School' p7, 2016,09.23

⁹⁸ The Hindu 'In School' p7, 2017,11.22

⁹⁹ The Hindu 'In School' p7, 2018,02.14

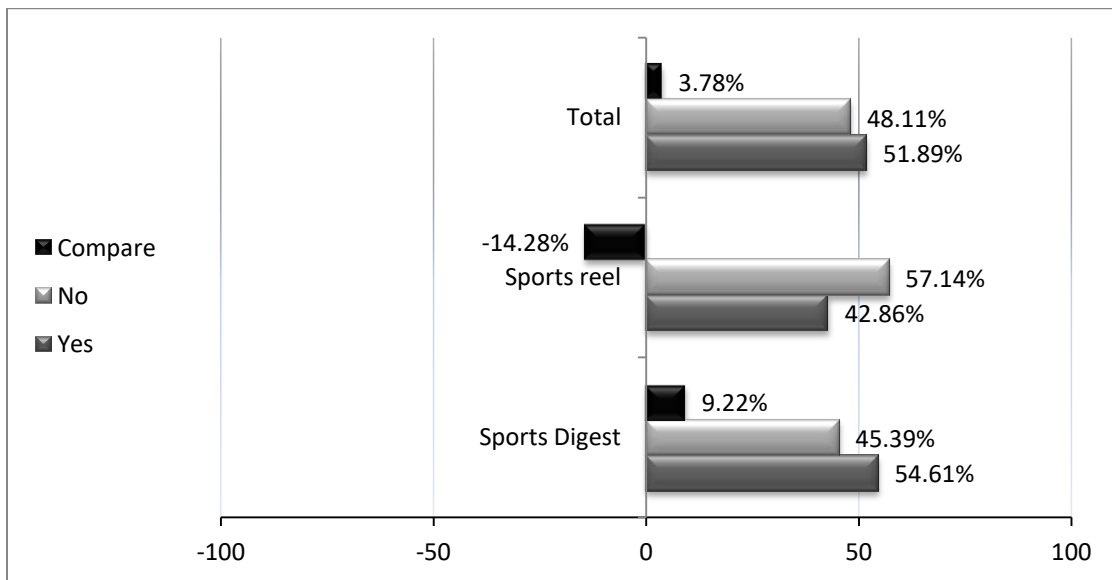
Table 4.43 shows SSS choice of Sports Digest v/s Sports reel articles

Respondents choice	Sports Digest	Sports Reel	Total
Yes	622	147	769
No	517	196	713
Total	1139	343	1482

(Source - Primary data)

The table 4.43 portrays the secondary school students use of TOI-NIE published ‘Sports Digest’ and TH-IS ‘Sports Reel’ articles. Of the total 1482 respondents, 769 students choose these articles while 713 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 622 choose the ‘Sports Digest’ article while 517 did not opt of it and of the total 343 TH-IS respondents 147 choose the ‘Sports Reel’ articles while 196 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.43 shows SSS choice of Sports Digest v/s Sports reel articles



(Analysis using Excel)

The chart 4.43 shows in percentage the secondary school students’ view on their choice of the TOI-NIE ‘Sports Digest’ and TH-IS ‘Sports Reel’ SEN articles. Of the total respondents 54.61% ‘Sports Digest’ and 42.86% ‘Sports Reel’ respondents say that they

like the said SEN articles. Further 45.39% ‘Sports Digest’ and 57.14% ‘Sports Reel’ articles readers say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students’ who opted for and did not were 9.22% while the TH-IS students were 14.28%. A comparison between the two groups of students’ edition newspaper readers shows that 11.75% TOI-NIE respondents choose more than TH-IN respondents the said SEN articles. Considering the overall result 51.89% secondary school students did choose while 48.11% did not opt the said SEN articles. The difference was 3.78% on the positive and thus can be said that a reasonable majority of the participants opt for the mentioned SEN articles.

4.2.2 Unique articles

Apart from the similar contents in the student edition newspapers there are some unique articles to each of the said newspaper in study. The selected articles used in the research tool have nine unique articles each. This section thus has analyzed the individual articles of each of the said SENs.

TOI-NIE unique articles

1. The “Googly” articles

The TOI-NIE publishes the “Googly” articles on the front page on days of cricket competitions by the publication of the said SEN. It is printed on the centre left-hand side below the fold of the broadsheet newspaper. The heading is in capital letters and the word ‘Googly’ is printed in a wavy form with two cricket balls inside the spelling. This article is a colored line boxed column which consist of mostly three questions related to cricket with color photographs of cricket personalities with multiple choice answers to be selected from. The answers to these questions are also provided within this column. The example quoted here is about the 2015 Cricket World Cup jointly hosted by Australia and

New Zealand. ‘How many times have the West Indies made it to the World Cup?’¹⁰⁰, and the answer given to this question is thrice 1963, 1975 and 1979. ‘Which country will host the 2019 World cup?’¹⁰¹, and the answer given to this question is UK and Wales. The approx space allocated mostly to this column is 6X11cms in which a photograph of 5.5X2.5cms is printed along with a thumbnail of the World Cup Trophy.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘The Googly’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.23 shows SSS’ choice of “The Googly” articles

The Googly	Respondents
Yes	240
No	899
Total	1139

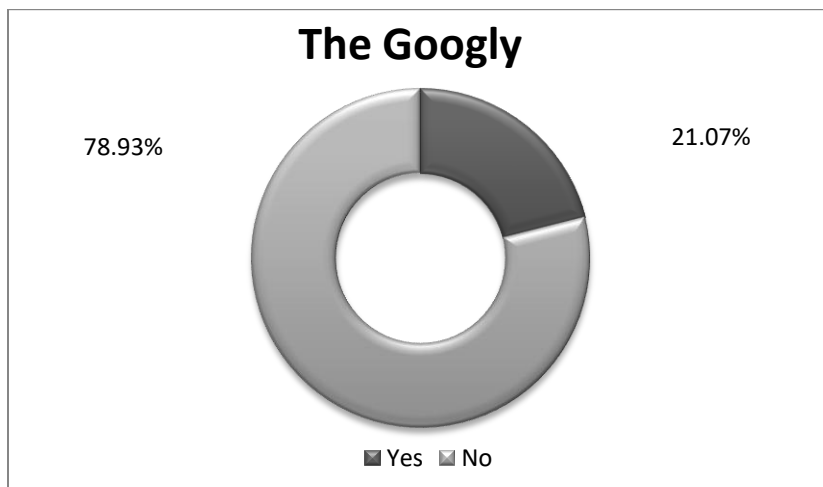
(Source - Primary data)

The Table 4.23 illustrates of the total 1139 respondent 240 participants liked the articles covered under the heading ‘The Googly’ in the student edition newspaper while 899 respondents did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

¹⁰⁰ Times of India ‘Newspaper in Education’ p1, 2015,02.20

¹⁰¹ Times of India ‘Newspaper in Education’ p1, 2015,03.09

Chart 4.23 shows SSS' choice of 'The Googly' articles



(Analysis using Excel)

The Chart 4.23 illustrates that 21.07% respondents opted for the articles covered under the heading 'The Googly' in the said student edition newspaper while 78.93% respondents did not opt for these articles. As the above Chart shows, that the majority of the students did not opt for these articles and the difference is of 57.86% compared to the students who opted for it.

2. **Must see must do articles**

The TOI-NIE publishes the 'Must see must do' articles on the third page titled 'Games/Books¹⁰²', 'Sci-Tech¹⁰³', Megahertz¹⁰⁴', 'Movies¹⁰⁵', 'Lifestyle¹⁰⁶', 'Polish your Skills¹⁰⁷', etc. These articles are published on all week days by the publication of the said SEN. It is printed on the extreme bottom left-hand side below the fold of the broadsheet newspaper. The heading is in bold capital letters in reverse typography and 'Must See' is in red color and 'Must Do' is in regular black printing. This article is a boxed column which consists of mostly three subheadings with color photographs for two of them. A section within this column has a sub heading 'Television' in bold reverse typography along with a TV thumbnail is that part which contains program schedule for TV

¹⁰² Times of India 'Newspaper in Education' p3, 2013,07.15

¹⁰³ Times of India 'Newspaper in Education' p3, 2014,07.11

¹⁰⁴ Times of India 'Newspaper in Education' p3, 2015,01.23

¹⁰⁵ Times of India 'Newspaper in Education' p3, 2016,09.19

¹⁰⁶ Times of India 'Newspaper in Education' p3, 2017,12.07

¹⁰⁷ Times of India 'Newspaper in Education' p3, 2018,03.27

infotainment channels like National Geographic, Discovery, History TV, Discovery Turbo, Animal Planet, TLC, Nat Geo, Discovery Science etc. for the same day of the publication of the said SEN. Another section with a titled ‘Movies on TV’ is printed in bold capital letters in reverse typography along with a movie clapboard in Black and White. This section contains program schedule for TV movie channels like HBO, Star Movies, WB, Movies Now, Star Movies Action, Zee Studio, HBO Defined, Star Movies, and Sony PIX etc. Further a section titled in capital letters is ‘This day that year’ is a color patched box column that has information about important world events from different years happened on the same dates of the respective years. The approx space allocated mostly to this column is 16X16 cms in which multiple color photographs of 4.5X3cms are printed as per the nature of the TV program.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Must see must do’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

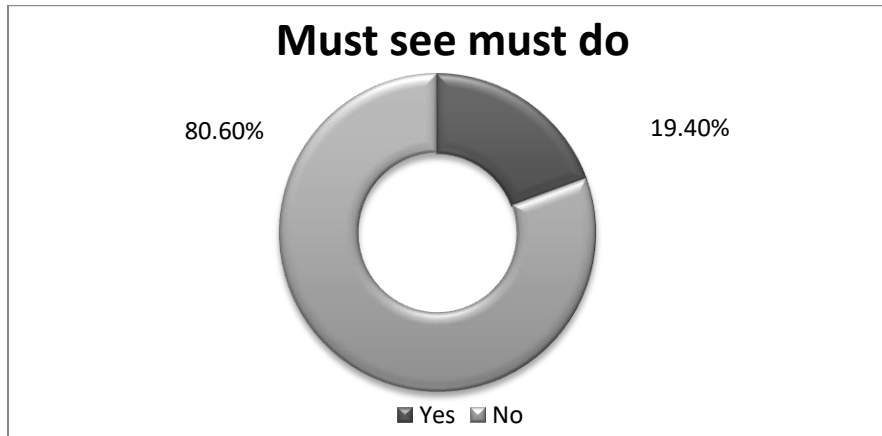
Table 4.24 shows SSS’ choice of “Must see must do” articles

Must see must do articles	Respondents
Yes	221
No	918
Total	1139

(Source - Primary data)

Table 4.24 reveals that 221 respondents opted for the articles covered under the heading “Must see must do” in the student edition newspaper while 918 respondents did opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4.24 shows SSS' choice of "Must see must do" articles



(Analysis using Excel)

The Chart 4.24 illustrates that 19.4% respondents opted for the articles covered under the heading "Must see must do" in the student edition newspaper while 80.6% respondents did not opt for these articles. The program name, television channel name, time of the broadcast and a brief summary of the topic is given in the "Must see Must Do" section. With the advent of digital set-top boxes and its feature of electronic program guide (EPG) mentions virtually a few days' program listings along with the facility of selecting the interested program in advance. So the viewer makes "Must see must do" redundant which is reflected in the choice of 80.6% respondents not opting to read it. Sometimes in this section the program information is depicted using a photo Chart which may be the reason for grabbing some students' attention suggesting the cause for 19.4% respondents opting for it.

3. Sacred space articles

The TOI-NIE publishes the 'Sacred space' articles on the sixth page titled 'OMG¹⁰⁸', 'Debate¹⁰⁹', etc. These articles are published on Wednesdays or Fridays in a week by the publication of the said SEN. It is printed on the centre bottom left-hand side below the fold of the broadsheet newspaper. The heading is in bold capital letters and this article is a color patched boxed column which consists of mostly four sayings. The article has a sub-heading along with a color sketch of the theme for this column. A few

¹⁰⁸ Times of India 'Newspaper in Education' p6, 2013,07.15

¹⁰⁹ Times of India 'Newspaper in Education' p6, 2014,07.11

examples are a sub-heading ‘Servant Leadership’¹¹⁰ is an article where Plato a Greek philosopher, Max de Pree a American businessman and writer, M.K. Gandhi father of the India’s freedom struggle and Martin Luther King Jr. an American civil rights activist all of them speak about the responsibility of serving others, particularly for a leader. Another article with a sub-heading ‘To begin with’¹¹¹, has a verse from the Bhagwad Gita along with Paramahansa Yogananda a yogi and teacher of meditation and Kriya Yoga, Maria Robinson an Irish-British painter and Dan Custer an American speaker and writer. All of them emphasize on fresh beginnings, particularly in adverse situations. ‘Ocean Inspires’¹¹², is a sub-heading which has contributions from Acarangasutra the first of the twelve religious books on the teachings of Mahavira, Kahlil Gibran a Lebanese American writer, Sri Sri Ravi Shankar an Indian spiritual leader and Jacques Yves Cousteau a French naval officer and a multitalented individual. They share their insights about the nature of the ocean and how humans can be inspired by it. The approx space allocated mostly to this column is 4X18 cms in which a color sketch of 2X3cms are printed as per the theme of the article.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Sacred Space’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.25 shows SSS’ choice of “Sacred space” articles

Sacred Space	Respondents
Yes	185
No	954
Total	1139

(Source - Primary data)

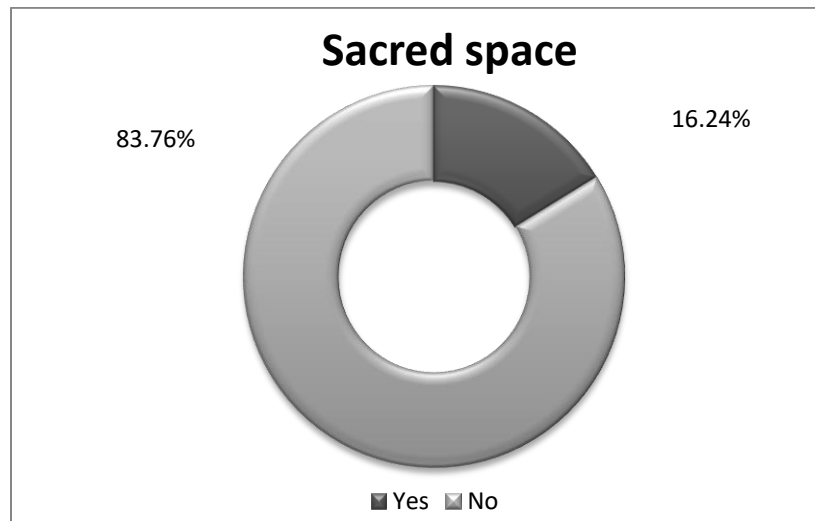
¹¹⁰ Times of India ‘Newspaper in Education’ p6, 2017,12.08

¹¹¹ Times of India ‘Newspaper in Education’ p6, 2014,07.30

¹¹² Times of India ‘Newspaper in Education’ p6, 2018,02.23

Table 4.25 reveals that of the total 1139 respondents, 185 students opted for the articles covered under the heading “Sacred space” in the student edition newspaper while 954 students did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4.25 shows SSS’ choice of “Sacred space” articles



(Analysis using Excel)

The Chart 4.25 illustrates that 16.24% respondents opted for the articles covered under the heading “Sacred space” in the student edition newspaper while 83.76% respondents did not opt for these articles. It reveals that more students do not opt for the “Sacred space” articles and the difference is of 67.6% compared to the students who did not opt for it. This section contains sayings from holy books and persons such as the Bhagwad Gita, Gautama Buddha, Swami Vivekananda, Maria Robinson and Dan Custer etc.

4. Speaking Tree articles

The TOI-NIE publishes the ‘Speaking Tree’ articles on the sixth page titled ‘OMG¹¹³, ‘Debate¹¹⁴, etc. These articles are published on Wednesdays or Fridays in a

¹¹³ Times of India ‘Newspaper in Education’ p3, 2013,07.15

week by the publication of the said SEN. It is printed on the centre bottom left-hand side below the fold of the broadsheet newspaper. The heading is in bold capital letters and has a drawing of a banyan tree. This article is a boxed column which consists of mostly three sections. The article has a sub-heading along with the author name for this column. For example the large section has a sub-heading ‘Right Education’¹¹⁵ it is an article of J. Krishnamurti where it discusses the approach to education. The mid section with a sub-heading ‘Live a Life of Love’¹¹⁶ is an article by Deepak Chopra was asked question by a working mother balancing work and family. In double quotes he summarizes the article by saying that bonding with people is key to happiness. ‘Dam Good’¹¹⁷, is a sub-heading of the smaller section in this column. The article discusses the behavior of people and how it changes as per their conveniences. The approx space allocated mostly to this column is 12X18 cms in which the large section size is 11X5.5cms. mid section is 7.5X8cms and the smaller section of 3.5X8cms LXB respectively.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Speaking Tree’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.26 shows SSS’ choice of “Speaking Tree” articles

Speaking Tree	Respondents
Yes	266
No	873
Total	1139

(Source - Primary data)

The Table 4.26 shows that of the total TOI-NIE 1139 respondents, 266 participants opted for the articles covered under the heading “Speaking Tree” in the

¹¹⁴ Times of India ‘Newspaper in Education’ p3, 2014,07.11

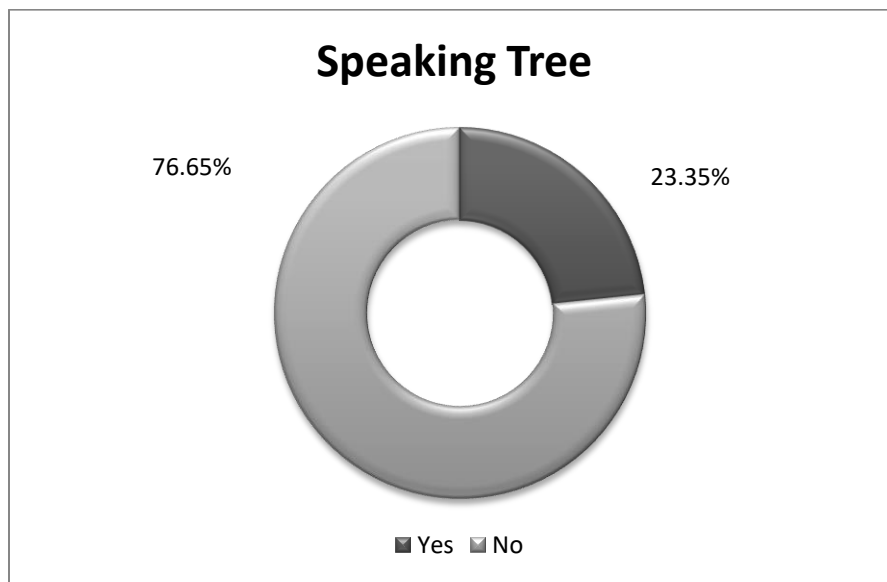
¹¹⁵ Times of India ‘Newspaper in Education’ p6, 2017,12.08

¹¹⁶ Times of India ‘Newspaper in Education’ p6, 2014,07.30

¹¹⁷ Times of India ‘Newspaper in Education’ p6, 2018,02.23

student edition newspaper while 873 respondents did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4.26 shows SSS' choice of "Speaking Tree" articles



(Analysis using Excel)

The Chart 4.26 illustrates that 23.4% respondents opted for the articles covered under the heading "Speaking Tree" in the student edition newspaper while 76.65% respondents did not opt for these articles. It contains information which includes anecdotes of sacred wisdom made easy to understand for children.(Gokhale, 2012) The over simplification of philosophical learning must be going too intellectually heavy for the majority of the students as it reflects in the above Chart. Some students who may be inclined to value education and curious into metaphysics are those who may be interested in these articles. Some schools ¹¹⁸ ask their students to use these articles as home assignments. Using some another approach of presenting this information like cartoon characters or comic strip can be used to make this subject more interesting and appealing to students.

¹¹⁸ Dwarka International School summer vacation holiday homework - Collect and paste five "Speaking Tree" from Times of India, Short story articles and write the summary of each story/article in your own words in about 40-50 words.

5. Sounds Familiar articles

The TOI-NIE publishes the ‘Sounds Familiar’ articles which are printed on the fifth page titled ‘Junkyard’ on mostly all days of the publication of the said SEN. It is printed mostly in the extreme bottom-left hand side below the centre fold of the broadsheet newspaper. A colorful sketch of a girl holding a paper horn and its outside is projected into the heading. The title is printed in reverse typography in red color and it is a boxed column. These articles are contributed by students, teachers and also by the student edition newspaper Editor. The column is about Homophones which means that certain words have the same sound but different meanings. Two words with similar sounds are given with their meaning and aptly explained using examples. A teacher Sunanda Maini of DAV Model School Chandigarh discusses the word ‘Story and Storey¹¹⁹’. A student Moksha Agarwal of class twelfth Caramel Convent School, Chandigarh discusses the word ‘Brake and Break¹²⁰’. The SEN Editor discusses the words ‘Chased and Chaste’ and ‘Cygnet and Signet¹²¹’. The approx space allocated to this column is 16X4.5cms and the 5.5X4cms sketch along with the brief on Homophones.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Sounds Familiar’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.33 shows SSS’ choice of “Sounds Familiar” articles

Sounds Familiar	Respondents
Yes	228
No	911
Total	1139

(Source - Primary data)

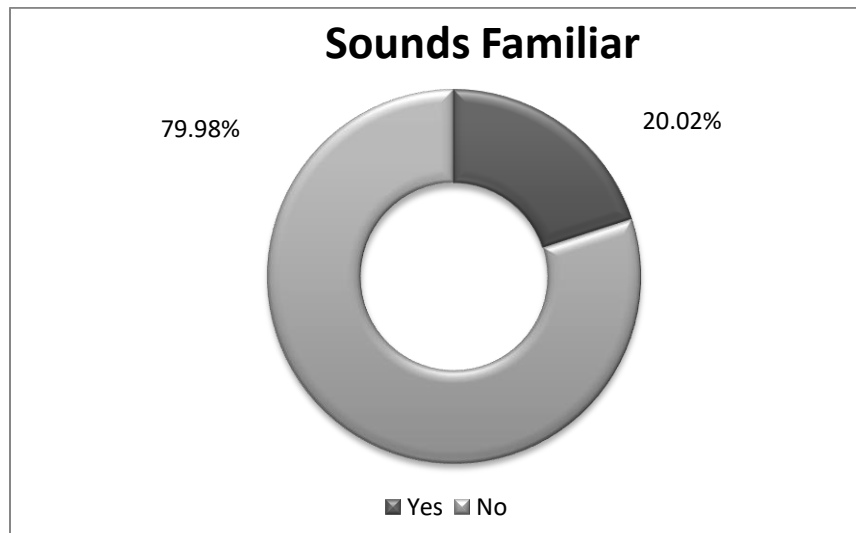
¹¹⁹ Times of India ‘Newspaper in Education’ p5, 2013,10.30

¹²⁰ Times of India ‘Newspaper in Education’ p5, 2015,01.23

¹²¹ Times of India ‘Newspaper in Education’ p5, 2018,01.29

Table 4.33 reveals that 228 respondents opted for the articles covered under the heading “Sounds Familiar” in the student edition newspaper while 911 respondents did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4.33 shows SSS’ choice of “Sounds Familiar” articles



(Analysis using Excel)

The Chart 4.33 reveals that 20.02% respondents opted for the articles covered under the heading “Sounds Familiar” in the student edition newspaper while 79.98% respondents did not opt for these articles. The whole purpose of this article is to develop the student’s expressive capability. As we see in table 4.5 the gender participation of this study was male 69.64% and females 30.36% the above output can be justified to a certain extent. Further Leopold¹²² (2008) discusses in her study the male and female gender differences one using visual and the other verbal expression of a thought thus reflects in the output.

¹²² Gender differences in language appear biological by Wendy Leopold
"Our findings – which suggest that language processing is more sensory in boys and more abstract in girls - - could have major implications for teaching children and even provide support for advocates of single sex classrooms," said Douglas Burman, research associate in Northwestern's Roxelyn and Richard Pepper Department of Communication Sciences and Disorders.

6. Laugh out Loud articles

The TOI-NIE publishes the ‘Laugh out Loud’ articles which are printed on the fifth page titled ‘Junkyard’ on mostly all days of the publication of the said SEN. It is placed in the mid-right hand side just below the “Zits” article and two third above the fold and one third below the fold of the broad sheet newspaper. It contains questions whose answers are hilarious. A yellow smile is also printed on the top-right hand corner of the article complementing with the name of the article i.e. “Laugh out Loud” The title is printed in reverse typography in red color and it is a boxed column. These articles are contributed by students and the student edition newspaper Editor. The column is about prank questions and their hilarious answers. A few participants are two students Rishabh Khanna, class ninth and Yogender Singh of class tenth Kendra Vidyalaya, Mumbai¹²³, have contributed to this column (2013). Another student Akanksha Chokshi of class ninth, Greenlawns High School, Mumbai is also a contributor to this column (2016). The approx space allocated to this column is 12X5.5cms.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Laugh out Loud’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.37 shows SSS’ choice of “Laugh out Loud” articles

Laugh out Loud	Respondents
Yes	720
No	419
Total	1139

(Source - Primary data)

Table 4.37 reveals that from the total 1139 TOI-NIE participants, 720 respondents opted for the articles covered under the heading “Laugh out Loud” in the student edition

¹²³ Times of India ‘Newspaper in Education’ p5, 2013,10.30

newspaper while 419 respondents did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4.37 shows SSS' choice of "Laugh out Loud" articles



(Analysis using Excel)

The Chart 4.37 reveals that 63.21% respondents opted for the articles covered under the heading 'Laugh out Loud' in the student edition newspaper while 36.79% respondents did not opt for these articles. It shows a significant difference between the students who opted and did not, 26.5% students opted more for the 'Laugh out Loud' articles.

7. Jumbled Words articles

The TOI-NIE publishes the 'Jumbled Words' articles which are printed on the fifth page titled 'Junkyard' on mostly all days of the publication of the said SEN. It is printed mostly in the mid-right hand side below the centre fold of the broadsheet newspaper. The title contains the words 'Cheese' presented in a jumbled way portraying aptly as per the name of the column. It is printed in reverse typography and is a boxed column. The article has five to six jumbled up words given in red color and below each of

these words are four options were different words containing the jumbled alphabets. A few examples are ‘Seithptga – Spaghetti’,¹²⁴ ‘Fateusre – Features,’¹²⁵ etc. The approx space allocated to this column is 5X7.5cms.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Jumbled Words’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.38 shows SSS’ choice of “Jumbled Words” articles

Jumbled Words	Respondents
Yes	580
No	559
Total	1139

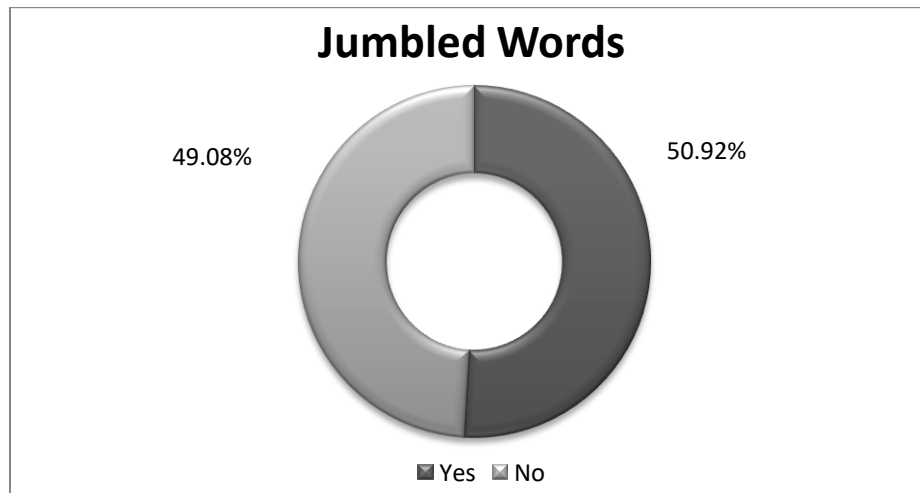
(Source - Primary data)

Table 4.38 reveals that of the total TOI-NIE 1139 participants, 580 respondents opted for the articles covered under the heading “Jumbled Words” in the student edition newspaper while 559 respondents did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

¹²⁴ Times of India ‘Newspaper in Education’ p5, 2015,01.23

¹²⁵ Times of India ‘Newspaper in Education’ p5, 2018,01.29

Chart 4.38 shows SSS' choice of "Jumbled Words" articles



(Analysis using Excel)

The Chart 4.38 reveals that 50.92% respondents opted for the articles covered under the heading "Jumbled Words" in the student edition newspaper while 49.08% respondents did not opt for these articles. It consists of five to six questions asked in a way where all the alphabets of a word are disorderly used and thus the article name 'Jumbled Words' is used, made up with four multiple choice answers. The student is expected to guess the right word from it. The above Chart shows that there is only a 1.84% difference and it can be said that there is no significant choice difference between respondents who opted or did not for these articles.

8. Vocabulary Builder articles

The TOI-NIE publishes the 'Vocabulary Builder' articles which are also printed on the fifth page titled 'Junkyard' on mostly all days of the publication of the said SEN. It is printed mostly in the extreme bottom-right hand side below the centre fold of the broadsheet newspaper. A colorful sketch of a text book, writing pad, scale and a pencil with eraser is printed, which symbolizes tools for study. Four to five words are given with four choices for the reader to select the right answer. The answers are given at the bottom of this column. A few examples are 'Hirsute' and the answer is

Hairy¹²⁶, A Tautologist answer is ‘Repeats himself¹²⁷’. The title is printed in reverse typography and the article is a boxed column. The approx space allocated to this column is 8X10.5cms and the sketch size is 3.5X3.5cms LXB within it.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Vocabulary Builder’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.41 shows SSS’ choice of “Vocabulary Builder” articles

Vocabulary Builder	Respondents
Yes	472
No	667
Total	1139

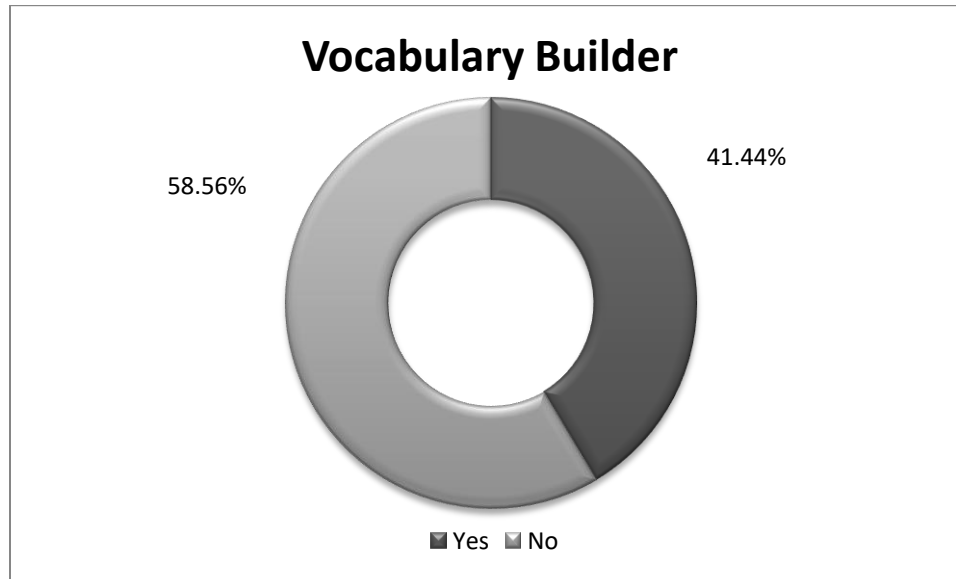
(Source - Primary data)

Table 4.41 reveals that of the 1139 TOI-NIE participants, 472 respondents liked the articles covered under the heading “Vocabulary Builder” while 667 respondents did not opt for these articles. The difference between them was 195 participants who did not opt for the said article.

¹²⁶ Times of India ‘Newspaper in Education’ p5, 2016,09.19

¹²⁷ Times of India ‘Newspaper in Education’ p5, 2017,08.30

Chart 4.41 shows SSS' choice of "Vocabulary Builder" articles



(Analysis using Excel)

The Chart 4.41 shows that 41.44% respondents opted for the articles covered under the heading "Vocabulary Builder" while 58.56% respondents did not opt for these articles. The differences between them were 17.12% more respondents who did not opt for the said column. The column contains four to five words boldly printed and under each bold word there are four words printed in normal font, of which the student is to select the right word depicting the meaning of the bold word.

9. Speak Out articles

The TOI-NIE publishes the 'Speak Out' articles which are printed on the second or sixth or page titled 'i-Opener' on a few days of the publication of the said SEN. It is printed mostly in the extreme top-left hand side above the centre fold of the broadsheet newspaper. A colorful sketch of horn with fire coming out of it is projected into the heading which is printed on the left side and on the right is a ink pen pointing towards the inside of the column. In between the title 'Speak Out' is printed in reverse typography in yellow color and it is a colored patched boxed column. These articles are contributed by students of the school subscribing to the TOI-NIE student newspaper. The column at the start itself mentions to express yourself strongly about what you read. The views

published here are called for to be sent on toinie175@gmail.com including the senders full name, photo, class, school and city. Sometimes a question has been asked and the students express their opinion on them. A student of class ninth, Delhi Public School Lucknow discusses her thoughts under the sub-heading ‘Change is for better’¹²⁸ which she expresses as very important for the nation to grow. A student of class sixth, National Public School, Yeshwantpur shares her thoughts under the sub-head ‘Kohli not a newbie’¹²⁹, where she discusses how Virat Kohli the Indian cricketer is a matured player. Another student of eighth standard, St. Xavier School, Mahad discusses under the sub-head ‘Keep the promise’¹³⁰, asks the government to keep its promise and give Andhra Pradesh the special status category. The approx space allocated to this column is 6X48cms and the 6X2.5cms sketch is printed in this column.

To the inquiry about the secondary school students’ use of the TOI-NIE ‘Speak Out’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.42 shows SSS’ choice of “Speak Out” articles

Speak Out	Respondents
Yes	189
No	950
Total	1139

(Source - Primary data)

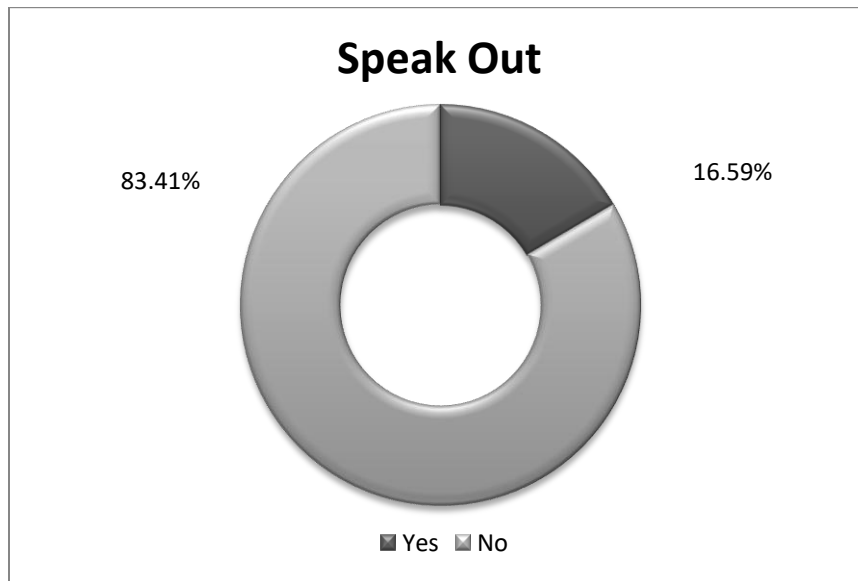
The Table 4.42 shows that of the 1139 TOI-NIE participants, 189 respondents opted for the articles covered under the heading “Speak Out” while 950 respondents did not opt for these articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

¹²⁸ Times of India ‘Newspaper in Education’ p6, 2014,11.24

¹²⁹ Times of India ‘Newspaper in Education’ p6, 2015,03.09

¹³⁰ Times of India ‘Newspaper in Education’ p2, 2018,03.26

Chart 4.42 shows SSS' choice of "Speak Out" articles



(Analysis using Excel)

The Chart 4.42 shows that 16.59 % respondents opted for the articles covered under the heading "Speak Out" while 83.41% respondents did not opt for these articles. This conveys that significant students did not opt for these articles and the difference between students who opted and did not where 66.8%. This section is similar to the "letters to the editor" type of material printed in a regular newspaper. The "Speak Out" article is an expression for the students who would like to express their thoughts over various articles covered in the student edition newspaper. A stamp size students' photograph is also printed along with his or her feedback"

5.3.2 TH-IS unique articles

1. 5W + 1H articles

The Hindu 'In School' publishes the "5W + 1H" column on the centre position just below the fold on the front page of the broadsheet newspaper. The 5W + 1 H means Who was it about? What happened? When did it take place? Where did it take place?

Why did it happen? and How did it happen?¹³¹ A few examples are ‘Danger in a bite’¹³² discusses the issue of dengue in India. States like Tamil Nadu, Kerala and Karnataka are generally hit the worst. With a brief introduction of the problem of dengue, the article further explains the causes and the prevention measures need to be taken for this disease. Another article is titled ‘Basics of budget’¹³³ is about the Union Budget of India. It explains who is going to present it, when it has been presented, what the budget has considered and how it will be implemented. These articles are generally printed in a four column format with a relevant picture or sketch for each subject at hand. The approximate size of the column is 20X21cms and at times 20X19cms LXB, with a photo or sketch of 3X3cms or 4X3cms. These articles are authored by R. Keerthana. The headline of this column is printed in the reverse typography generally using a brown color.

To the inquiry about the secondary school students’ use of the TH-IS ‘5W + 1H’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of 5W + 1H articles

5W +1H	Participants
Yes	266
No	77
Total	343

(Source - Primary data)

Table 4. represents the secondary school students’ use of TH-IN published ‘5W +1H’ articles. From the total 343 participants, 266 respondents choose it while 77 respondents did not opt for the ‘5W +1H’ articles. Further to check the share in

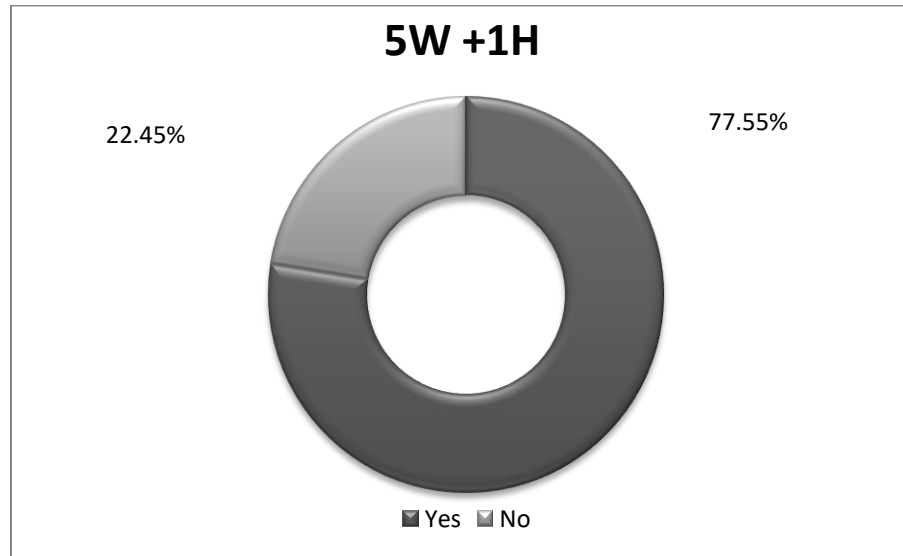
¹³¹ Advancing Comparative Media and Communication Research edited by Joseph M. Chan and Francis L.F.Lee, P32

¹³² The Hindu ‘In School’ p1, 2017,10.30

¹³³ The Hindu ‘In School’ p1, 2018,02.12

percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4. shows SSS choice of 5W + 1H articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students' view on their choice of the '5W +1H' articles. About 77.55% respondents opted for and 22.45% TH-IS '5W + 1H' participants say that they do not opt for the said SEN articles. The difference was of 55.1% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

2. Join the Conversation articles

The Hindu 'In School' publishes the 'Join the Conversation' column on the second page titled 'Activity' positioned extreme bottom left hand side below the fold of the broadsheet newspaper. This column contains mostly two panels in which at least two characters are being shown with a blank bubble as conversation with each other. A theme is mentioned just below the column heading, which is using the imagination the reader has write in the blank bubble with whatever sentences they feel would be appropriate as a conversation between the two characters. A few examples are a statement within the

column says ‘Imagine a conversation between Prime Minister Narendra Modi and Mahatma Gandhi’,¹³⁴ here both the personalities are shown side by side in the first panel and in the subsequent panel Mahatma Gandhi is shown looking at the reader and Shri. Narendra Modi is using a broom and cleaning the floor. Another article statement is ‘Mini helps her grandpa send an email to his friend imagine a conversation between the two’,¹³⁵ is about a girl child sitting along with her grandfather with a laptop in front of him and he is shown to be punching on its keyboard while listening to his granddaughter. In the second panel the grandfather is showing thumbs up to Mini and has only a speech bubble to him printed here. These articles are generally published in a two panel format with relevant sketches for each subject at hand. The approximate size of the column is 20X11cms LXB and authored by the editorial team of the said SEN.

To the inquiry about the secondary school students’ use of the TH-IS ‘Join the Conversation’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of ‘Join the Conversation’ articles

Join the conversation	Participants
Yes	297
No	46
Total	343

(Source - Primary data)

Table 4. represents the secondary school students use of TH-IN published ‘Join the Conversation’ articles. From the total 343 participants, 297 respondents choose it while 46 respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above

¹³⁴ The Hindu ‘In School’ p2, 2017,09.26

¹³⁵ The Hindu ‘In School’ p2, 2018,02.20

numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4. shows SSS choice of ‘Join the Conversation’ articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘Join the conversation’ articles. About 86.59% respondents choose and 13.41% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 73.18% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

3. The Write Stuff articles

The Hindu ‘In School’ publishes the ‘The Write Stuff’ column on the third page titled ‘Story board’ positioned extreme top left hand side above the fold of the broadsheet newspaper. This column contains information for the readers to understand all about writing activities. A few examples is a heading ‘Tap your inner Wordsworth’,¹³⁶ here the author motivates the reader to try their hand at poetry and has suggested some fun ways of doing it. With some guidelines on breaking out from the ‘I can’t write’ complex the

¹³⁶ The Hindu ‘In School’ p3, 2017,09.26

author helps the reader to also present the poems in a rhyme format. Another article is a heading ‘It’s play time, folks’¹³⁷ is about the first of the two part series on basic elements that go into writing a play. These articles are generally published with relevant sketches and sometimes with photographs depending on the subject at hand.

To the inquiry about the secondary school students’ use of the TH-IS ‘The Write Stuff’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of ‘The Write Stuff’ articles

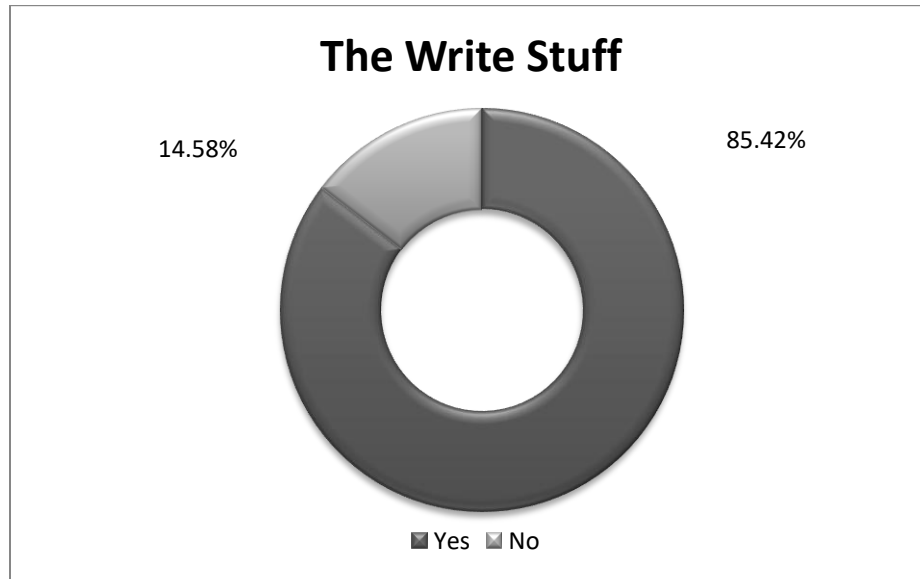
The write stuff	Participants
Yes	293
No	50
Total	343

(Source - Primary data)

Table 4. represents the secondary school students use of TH-IN published ‘The Write stuff’ articles. From the total 343 participants, 293 respondents choose it while 50 respondents did not opt for the said articles Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

¹³⁷ The Hindu ‘In School’ p3, 2018,03.13

Chart 4. shows SSS choice of ‘The Write Stuff’ articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘The Write Stuff’ articles. About 85.42% respondents like and 14.58% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 70.84% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles. The approximate size of the column is 16X28cms and sometimes 33X19cms LXB. It is authored by the Harshikaa Udasi of the said SEN.

4. The Snippets and Stories articles

The Hindu ‘In School’ publishes the ‘Snippets and Stories’ column on the fourth page titled ‘Whizdom’ positioned extreme top left hand side above the fold of the broadsheet newspaper. This column contains information for the readers to understand all about inspiring tales, fun facts, accidental discoveries and nuggets from the world of Science, History, Geography, Entertainment etc. A few examples are a heading ‘Look it’s a medley’,¹³⁸ here there are articles on the accidental discovery of the potato chips, the discovery of the simple pendulum by Galileo, Lal Bahadur Sastri’s story of swimming to

¹³⁸ The Hindu ‘In School’ p4, 2017,09.26

school to save a few paisa of his poor parents and about Cristiano Ronaldo life was very tough and even in those adversities he rose to be a football champion. Another article is a heading ‘Waves of Compassion’¹³⁹ is stories about people and animals which survived the devastating hurricane Harvey. Horses saved from neck high water, multiple dogs stories of them saved from the flood waters and a frightened hawk rides a car to finally given to a wildlife rehabilitation centre. There is a boxed article with the heading ‘A change of heart’ (ibid) which is about Dr. Prakash Amte who along with his wife has created a care home for the sick and injured wild animals at Gadchiroli. A photograph is printed of Dr, Prakash Amte playing with a hyena. These articles are generally published with relevant photographs based on the subject at hand. The approximate size of the column is 16X34cms LXB in the said SEN.

To the inquiry about the secondary school students’ use of the TH-IS ‘Snippets and Stories’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of ‘Snippets and Stories’ articles

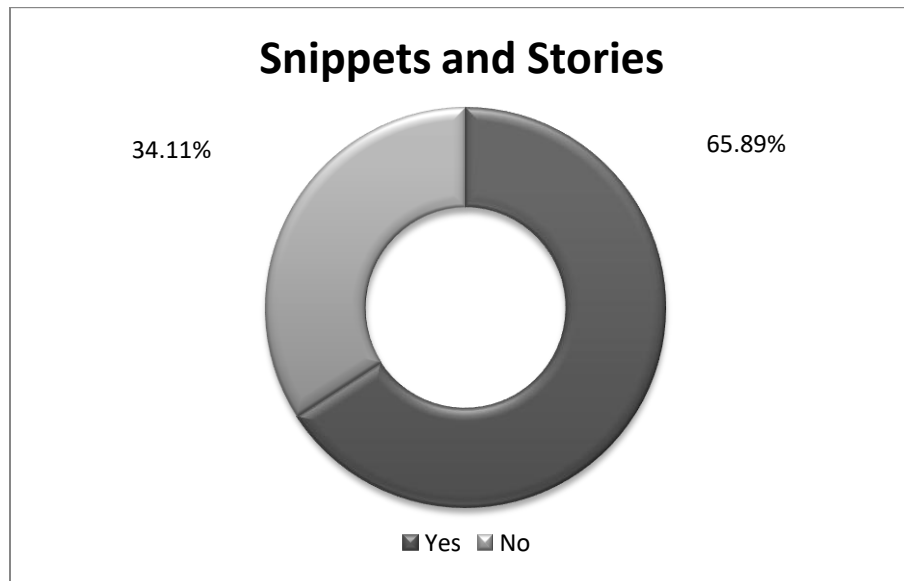
Snippets and Stories	Participants
Yes	226
No	117
Total	343

(Source - Primary data)

Table 4. represents the secondary school students use of TH-IN published ‘Snippets and Stories’ articles. From the total 343 participants, 226 respondents choose it while 117 respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

¹³⁹ The Hindu ‘In School’ p4, 2018,02.20

Chart 4. shows SSS choice of ‘Snippets and Stories’ articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘Snippets and Stories’ articles. About 65.89% respondents like and 34.11% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 31.78% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

5. The Qwikipedia articles

The Hindu ‘In School’ publishes the ‘Qwikipedia’ column on the sixth page titled ‘Potpourri’ positioned extreme top right hand side above the fold of the broadsheet newspaper. This column is expressed as a game to quench the curiosity of the reader. A topic is selected and as the reader uses Wikipedia and comes across something or someone unknown and clicks on the hyperlink about them if available and navigates until satisfying their inquiry. A few examples is a topic ‘Hurricane Irma to Macaque’¹⁴⁰ to start with the topic at hand this section ends with mentioning of Richard Branson’s mansion being destroyed in the hurricane. The next section discusses Richard Branson an entrepreneur proposing an idea of forming a group called ‘The Elders’ along with Nelson

¹⁴⁰ The Hindu ‘In School’ p6, 2017,09.26

Mandela and Peter Gabriel. Further the next section is about Peter Gabriel a singer, songwriter, musician and record producer whose music video 'Shock the Monkey' featuring him and a macaque was famous in MTV. The concluding section is about the macaque belonging to the Cercopithecidae family and widely found in the Asian region. Another article is a topic 'International Space Station to Nelson Mandela'¹⁴¹ the first part starts discussing about the International Space Station and ends with mentioning about using Debian Linux Distribution as the operating system used for communications. The second part discusses about a Linux Distribution and replacing the Mac OS of Apple Inc. The third part talks about Apple Inc. and concludes with Nelson Mandela who got featured on their homepage in 2013 as a tribute. The concluding section is about Nelson Mandela regarded as the father of the South African nation. Further an article on the topic 'Chang la to Mule'¹⁴² starts with a mountain pass in Ladakh region in India and the section concludes with issues with China and the challenges there. The second segment discusses about what is a mountain pass and ends with Andes as an example. The third segment is on Andes mentioning it as the longest mountain range in the world and the use of donkey, horses and mule for transport in this area. The concluding segment is on the mule as the offspring of a male donkey and female horse. At the end of the fourth segment mentions the path the sections have been connected from start to the end topics. Further the next topic is mentioned and the reader's path of navigation is invited to be emailed on school@thehindu.co.in. These articles are generally published with relevant photographs based on the subjects at hand. The approximate size of the column is 16X23cms LXB in the said SEN.

To the inquiry about the secondary school students' use of the TH-IS 'Qwikipedia' articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

¹⁴¹ The Hindu 'In School' p6, 2016,07.20

¹⁴² The Hindu 'In School' p6, 2018,03.13

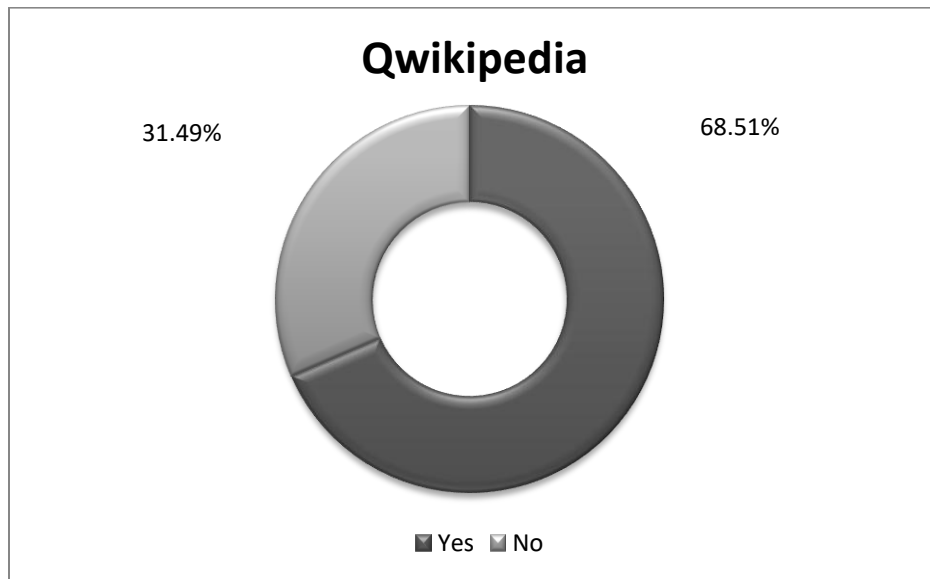
Table 4. shows SSS choice of ‘Qwikipedia’ articles

Qwikipedia	Participants
Yes	235
No	108
Total	343

(Source - Primary data)

Table 4. represents the secondary school students use of TH-IN published ‘Qwikipedia’ articles. From the total 343 participants, 235 respondents choose it while 108 respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4. shows SSS choice of ‘Qwikipedia’ articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘Qwikipedia’ articles. About 68.51% respondents like and 31.49% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 37.02% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

6. 'At a Glance' articles

The Hindu 'In School' publishes the 'At a Glance' column mostly on the seventh or eighth page titled 'Sports' positioned above the fold or in the centre partly above and below the fold of the broadsheet newspaper. This column contains information on ongoing sports events. A few examples are with the first section title 'Germany's new boys Leipzig eye history in Leverkusen'¹⁴³ is about the football game and specifically discusses RB Leipzig the league match at Leverkusen's Bay Arena along with a photo of Leipzig. The next section 'Constantine gets extension' (ibid) discusses Stephan Constantine the Indian national football team coach who is offered a one year extension by the All India Football Federation considering the 2018 Asian Cup along with his photograph. Further the next section is titled 'Goa, Mumbai play goalless draw'(ibid) along with a photo of the players in action is about the 11th round of the Hero Indian Super league match between FC Goa and Mumbai city FC at the Jawaharlal Nehru Stadium, Fatorda. The concluding section is titled 'Sindhu, Prannoy, Jayaram enter next round' (ibid) is about the Indian players entering the next round of the competition at the Beijing Olympics 2016. Another article's first section is a title 'Will like to continue the current superb form: Shami'¹⁴⁴ discusses about the Indian pacer Mohammed Shami who is quoted saying of continuing to play the One Day international series after winning the cricket match with Sri Lanka. The second part titled 'Excited Rohit says vice-captaincy a huge honor' (ibid) it discusses the responses of the Indian batsman Rohit Sharma as the new vice-captain of the Indian cricket team ahead of the One day International series starting on 20th Aug 2016. The third part titled 'Pakistani cricketer dies after being hit by a bouncer' (ibid) talks about Zubair Ahmed who died after being hit by a bouncer ball during a domestic match at Mardan, Pakistan as he was not wearing an helmet while playing. The fourth section titled 'Harika post second straight win at Abu Dhabi Chess Festival' (ibid) is about Indian Grand Master Harika Dronavalli defeating Rauf Mamedov from Azerbaijan at the Abu Dhabi International Chess festival. The concluding section titled 'Haryana Steelers, Tamil Thalaivas play out thrilling tie' (ibid)

¹⁴³ The Hindu 'In School' p8, 2016,04.13

¹⁴⁴ The Hindu 'In School' p8, 2017,08.18

is about the Vivo Pro Kabaddi League. Further an article whose first title is ‘CSK, RR look to get back to winning ways’¹⁴⁵ is about the Chennai Super kings and the Rajasthan Royals who were returning back after a ban for a spot fixing scandal in 2013. Ajinkaya Rahane’s photo is printed along with this section. The second segment titled ‘KKR romp to seven-wicket win over Royals’ discusses about Kolkata Knight Riders who beat Rajasthan Royals in an IPL match. A photograph of Kuldeep Yadav, Piyush Chawala and Nitish Rana is also published above this section. The third segment titled ‘Any total looks chaseable now, says Uthappa’ (ibid) is on Robin Uthappa whose photograph in action is also shown, talks about his batting form and its useful contribution for winning the cricket match. The approximate size of the column is 33X11cms LXB in the said SEN. The articles are contributed by PTI, AFP and IANS etc.

To the inquiry about the secondary school students’ use of the TH-IS ‘At a Glance’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of ‘At a Glance’ articles

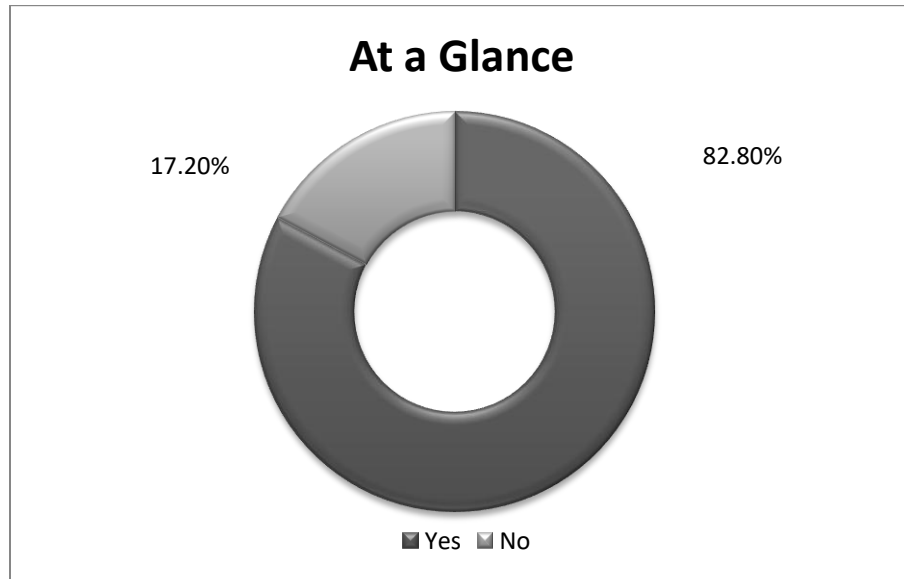
At a Glance	Participants
Yes	284
No	59
Total	343

(Source - Primary data)

Table 4. represents the secondary school students use of TH-IN published ‘At a Glance’ articles. From the total 343 participants, 284 respondents choose it while 59 respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

¹⁴⁵ The Hindu ‘In School’ p8, 2018,04.20

Chart 4. shows SSS choice of ‘At a Glance articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘At a Glance’ articles. About 82.8% respondents like and 17.2% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 65.6% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

7. ‘Calvin and Hobbes’ articles

The Hindu ‘In School’ publishes the ‘Calvin and Hobbes’ titled articles column on the seventh page mostly titled ‘Sports’ on all days of the publication of the said SEN. A boxed column with the title in reverse typography contains multiple characters shown in four panels. Calvin and Hobbes comic strip has been created by Bill Watterson¹⁴⁶ an American cartoonist. Being published since 1985 when six year old Calvin and his pet tiger named Hobbes¹⁴⁷. The support characters are Calvin’s parents who are unnamed Susie Derkins the dream girlfriend, Miss Wormwood is a teacher, Moe is a bully jerk and Rosalyn is Calvin’s baby sitter¹⁴⁸. In an article the first panel shows Calvin who comes

¹⁴⁶ <http://syndication.andrewsmcmeel.com/comics/strip/calvinandhobbes> accessed on 2018,04.23

¹⁴⁷ <https://www.britannica.com/topic/Calvin-and-Hobbes> accessed on 2018,04.23

¹⁴⁸ <http://www.calvinandhobbes.com/about-calvin-and-hobbes> accessed on 2018,04.23

home and his mother inquires about his play.¹⁴⁹ In the second panel he tells her about his goof up and in the third panel he says due to which the play got ruined, to which his mother react with sympathy. The fourth panel shows Calvin shouting that he still remembers his line in the play showing his frustration for the goof up. In another article the first three panels shows Calvin speaking to Hobbes about how cold the weather is, there is less of daylight and concluding to the fourth mentioning that earth will be doomed into ice age. Hobbes responds by saying that he is not feeling bad as he has not to worry now as he has not worked out his Individual retirement plan last year!¹⁵⁰ Further in an article the first panel shows Calvin getting out of his school bus and walking towards his home. In the second panel he enters the house and shouts I'M Home to which in the third panel Hobbes jumps on him with excitement in the third panel and as both of them fall onto the porch in the fourth panel with Hobbes asking if Calvin is excited to see him. To this Calvin fallen down says that this is what he has to pay for being a latchkey kid.¹⁵¹ The approximate size of this section is 16X4cms and the articles are provided by Andrews Mcmeel Syndication.

To the inquiry about the secondary school students' use of the TH-IS 'Calvin and Hobbes' articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of 'Calvin & Hobbes' articles

Calvin & Hobbes	Participants
Yes	240
No	103
Total	343

(Source - Primary data)

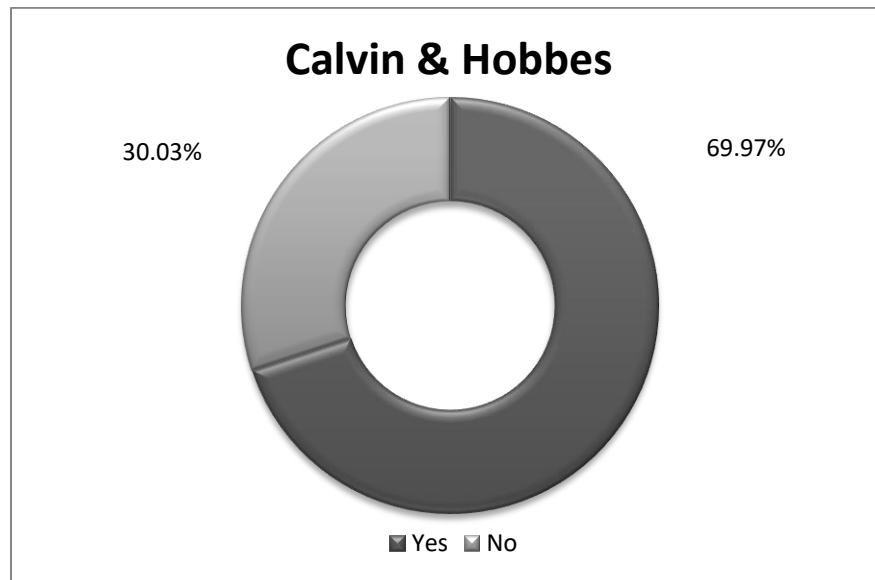
¹⁴⁹ The Hindu 'In School' p7, 2016,11.25

¹⁵⁰ The Hindu 'In School' p7, 2017,11.20

¹⁵¹ The Hindu 'In School' p7, 2018,04.03

Table 4. represents the secondary school students use of TH-IN published ‘Calvin & Hobbes’ articles. From the total 343 participants, 240 respondents choose it while 103 respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4. shows SSS choice of ‘Calvin & Hobbes’ articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘Calvin & Hobbes’ articles. About 69.97% respondents like and 30.03% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 39.94% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

8. ‘True and False’ articles

The Hindu ‘In School’ publishes the ‘True and False’ column mostly on the fourth page titled ‘Whizdom’ on Wednesdays positioned on the extreme top left hand side above the fold of the broadsheet newspaper. This grey color patch boxed column contains a question as its heading with the explanation given below it. A few examples

are ‘Does it rain diamonds on Saturn and Jupiter?’¹⁵² Discusses about the atmosphere of both the planets and how due to the lightning storms which converts methane into soot and as it falls down the pressure converts it into diamonds. Another article’s heading is ‘How true is the adage ‘An apple a day keeps the doctor away’?’¹⁵³ It discusses the origin of this proverb in Wales in the 1860’s as a general idea to include fruits also as part of the diet. Further studies found that the consumption of apples benefits the heart in preventing strokes and lower bad cholesterol in adults. A research on 735 U.S. men and women by the University Of Michigan, School Of Nursing found no evidence to prove the direct relationship between apple consumption and a falling number of visits to the doctor. At the conclusion of this article it is advised to include a variety of fruits and vegetables in the diet to keep the doctor away. The approximate size of the column is 9X23cms and a photograph or sketch relevant to the subject question of size 9X6cms LXB is also published along with the said SEN.

To the inquiry about the secondary school students’ use of the TH-IS ‘True or False’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4. shows SSS choice of ‘True or False’ articles

True or False	Participants
Yes	303
No	40
Total	343

(Source - Primary data)

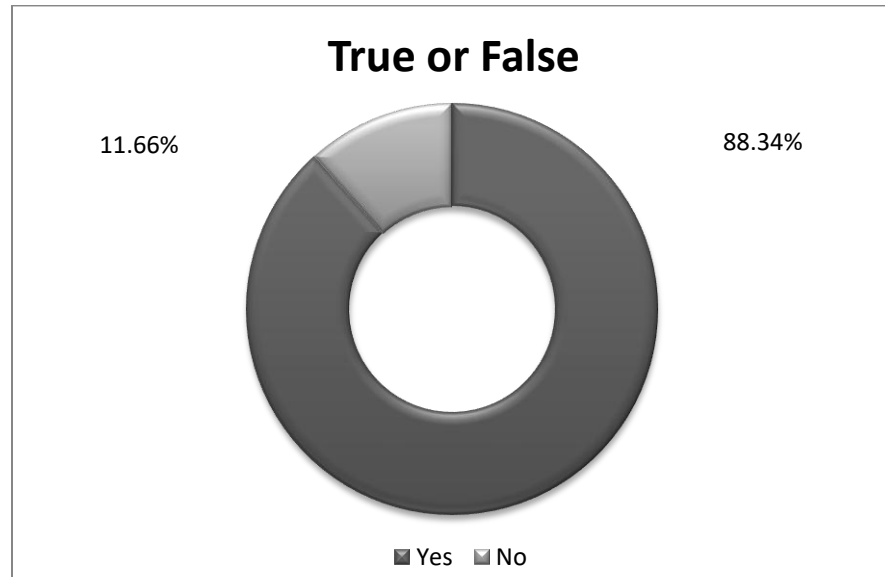
Table 4. represents the secondary school students use of TH-IN published ‘True or False’ articles. From the total 343 participants, 303 respondents choose it while 40

¹⁵² The Hindu ‘In School’ p4, 2017,11.15

¹⁵³ The Hindu ‘In School’ p4, 2018,01.31

respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4. shows SSS choice of ‘True or False’ articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students’ view on their choice of the ‘True or False’ articles. About 88.34% respondents like and 11.66% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 76.68% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

9. ‘Let’s Experiment’ articles

The Hindu ‘In School’ publishes the ‘Let’s experiment’ is a full page column mostly on the fourth page titled ‘DIY SCIENCE’ on Fridays positioned on the extreme top central location above the fold of the broadsheet newspaper. There are four to five multi-color patch boxes in this column which contains different types of experiments to be conducted by the reader as per their interest. With a question about basic science principles the articles are about doing and understanding the concept behind

it. A few examples are ‘What is capillary action? How does sound travel? Heard of non-Newtonian fluid? Do colors absorb and reflect light?’¹⁵⁴ In this column the first section with the title ‘Play with toothpicks’ is an experiment about understanding capillary action using five toothpicks, a dinner plate and a water dropper. The second section is titled ‘Cupped Chicken’ is an experiment on sound. Using a plastic cup, yarn or cotton string, paperclip, thick tissue paper, a nail, water and a scissor is to be conducted. Using the cup and string when the tissue paper is used as per the directions in the article there is a chicken sound that is generated. The first and second sections are mostly above the fold of the newspaper. The third section heading is ‘Ooh, Oobleck!’ with a small brief about the word ‘Oobleck’ the experiment uses corn starch, water, a cup, food or poster color and a bowl. This experiment demonstrates non-Newtonian fluid and with the mention of another example as quick sand. The fourth section has a heading ‘Pop’ Star!’ With a question ‘Is it possible to pop a balloon inside another one without using a pin?’ is about light. Using a transparent and black balloon and a magnifying glass this experiment has to be conducted on a sunny day. Another article’s brief is ‘Five experiments to help you understand some basic concepts of science the fun way!’¹⁵⁵ The first section has a title ‘An ‘Egg’cellent Dive!’ and the experiment has to be conducted using an egg, a toilet paper cardboard tube, water, a shallow pie pan and a glass. This experiment demonstrates inertia. The second section titled ‘Stressed Out’ starts with a question ‘Do you know a balloon can also feel stressed?’ Using a balloon, a wooden skewer, vegetable oil and a marker this experiment demonstrates the quality of polymers and their properties of elasticity. The third section titled ‘Sticky Streams’ asks a question ‘Can you make water stick to water?’ Using a one litre plastic bottle, water and a drawing pin this experiment demonstrates the principle of cohesion which means stickiness. The fourth section is titled ‘Centre of Gravity’ is about any person who needs to sit on a chair and attempts to rise without bending forward. This demonstrates the concept of centre of gravity. The approximate sizes of these sections are 16X24cms LXB and a photograph or sketch relevant to the subject in question have varied sizes which is also published along with the said SEN.

¹⁵⁴ The Hindu ‘In School’ p4, 2017,11.17

¹⁵⁵ The Hindu ‘In School’ p4, 2018,03.23

To the inquiry about the secondary school students' use of the TH-IS 'Let's Experiment' articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

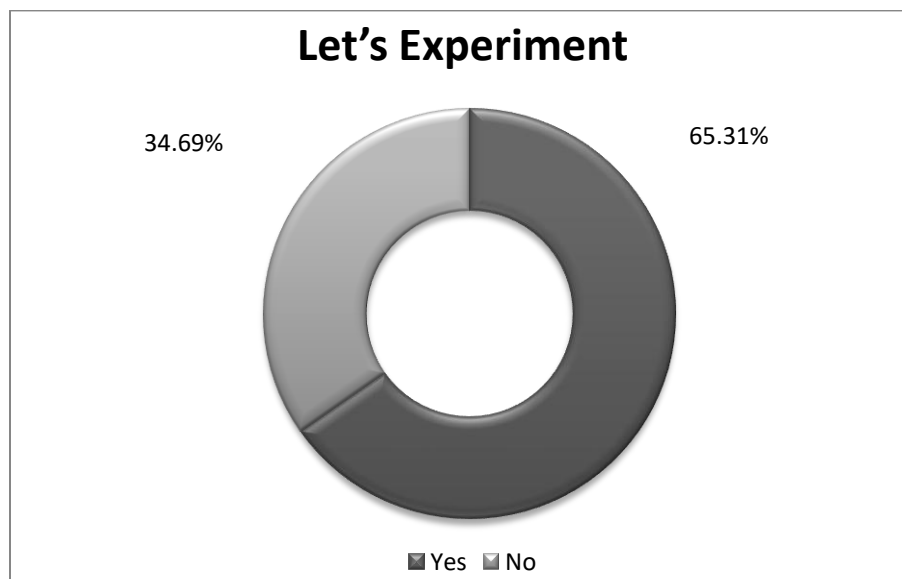
Table 4. shows SSS choice of 'Let's Experiment' articles

Let's Experiment	Participants
Yes	224
No	119
Total	343

(Source - Primary data)

Table 4. represents the secondary school students use of TH-IN published 'Let's Experiment' articles. From the total 343 participants, 224 respondents choose it while 119 respondents did not opt for the said articles. Further to check the share in percentages the formulation of a chart for apt understanding was evident. Thus the above numbers were processed further to display the output in a doughnut format for further analysis.

Chart 4. shows SSS choice of 'True or False' articles



(Analysis using Excel)

Chart 4, shows in percentage the secondary school students' view on their choice of the 'Let's Experiment' articles. About 65.31% respondents like and 34.69% TH-IS participants say that they do not opt for the said SEN articles. The difference was of 30.62% between the total respondents. It can be thus said that a reasonable majority of the TH-IN participants opt for the said SEN articles.

4.2.3 Other articles

There are several articles that are published by TOI-NIE and TH-IN student edition newspaper under various other headings. This depends on specific occasions and also varies from year to year. The survey participants had filled the questionnaire with their liking other than the content options provided to them.

To the inquiry about the secondary school students' other SEN articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were interested in reading the SEN articles. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.44 shows SSS choice of SEN Other articles

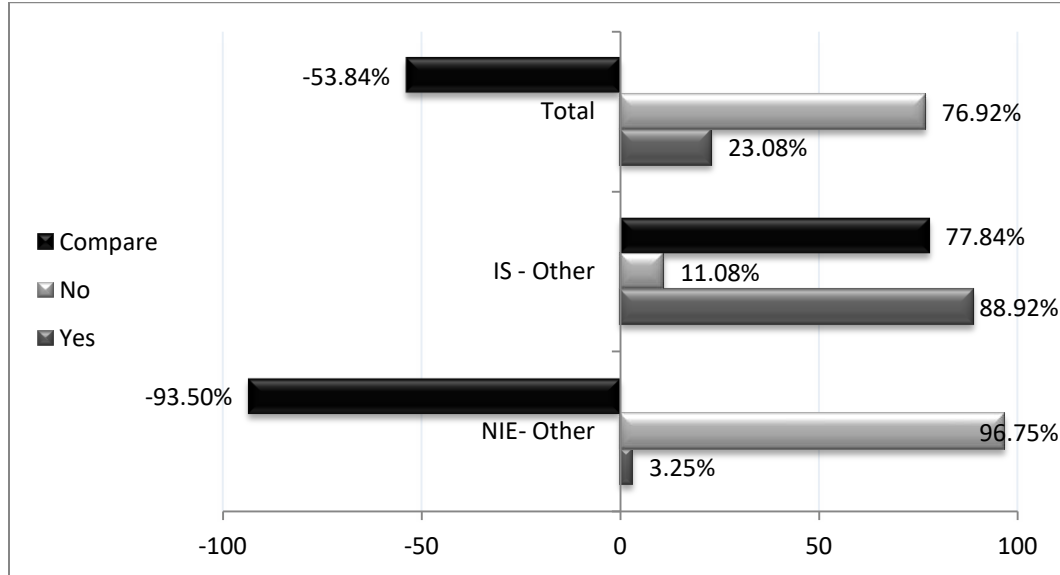
Respondents choice	NIE- Other	IS - Other	Total
Yes	37	305	342
No	1102	38	1140
Total	1139	343	1482

(Source - Primary data)

The table 4.44 portrays the secondary school students use of TOI-NIE and TH-IS published 'Other' articles. Of the total 1482 respondents, 342 students choose these articles while 1140 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 38 choose the 'Other' articles while 1102 did not opt of it and of the total 343 TH-IS respondents 305 choose the 'Other' articles while 38 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343

TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.44 shows SSS choice of SEN Other articles



The chart 4.44 shows in percentage the secondary school students' view on their choice of the TOI-NIE and TH-IS 'Other' SEN articles. Of the total 3.25% TOI-NIE and 88.92% TH-IN respondents say that they like the said SEN articles. Further 96.75% TOI-NIE and 11.08% TH-IN articles readers say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 93.5% while the TH-IS students were 77.84%. A comparison between the two groups of students' edition newspaper readers shows that 85.67% TH-IN respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 23.08% secondary school students did choose while 76.92% did not opt the said SEN articles. The difference was 53.84% on the negative and thus can be said that a reasonable majority of the participants do not opt for the mentioned SEN articles.

The other articles that were not mentioned in the questionnaire were Ticker Tape, Common Grammatical Mistakes, Idioms of the Day, This day that year, and View point of the TOI-NIE. Ten on ten, The Big Question, Around the world in 10 stops, Space

Junkies, Today's Pick, Activity, Earth Watch, Open Source, Wise Counsel and India wildlife Habitats of the TH-IS student edition newspapers.

4.3 Practical uses

As per Bloom's taxonomy of education one of the key traits of a student's learning process is about the practical use of the information they receive. This section has evaluated that part of the educational process using both participation observations and the questionnaire. The role of the teacher of using SEN class was also inquired into. The responses to the practical uses of the SEN contents are analyzed below.

4.3.1 Applications

1. Teachers' use of SEN in class

To the inquiry about the secondary school students' teachers' use of the SEN in the classroom the following characteristics were revealed. The purpose of this question was to understand the involvement of their teachers' in using the SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.57 represents teacher use of SEN in class

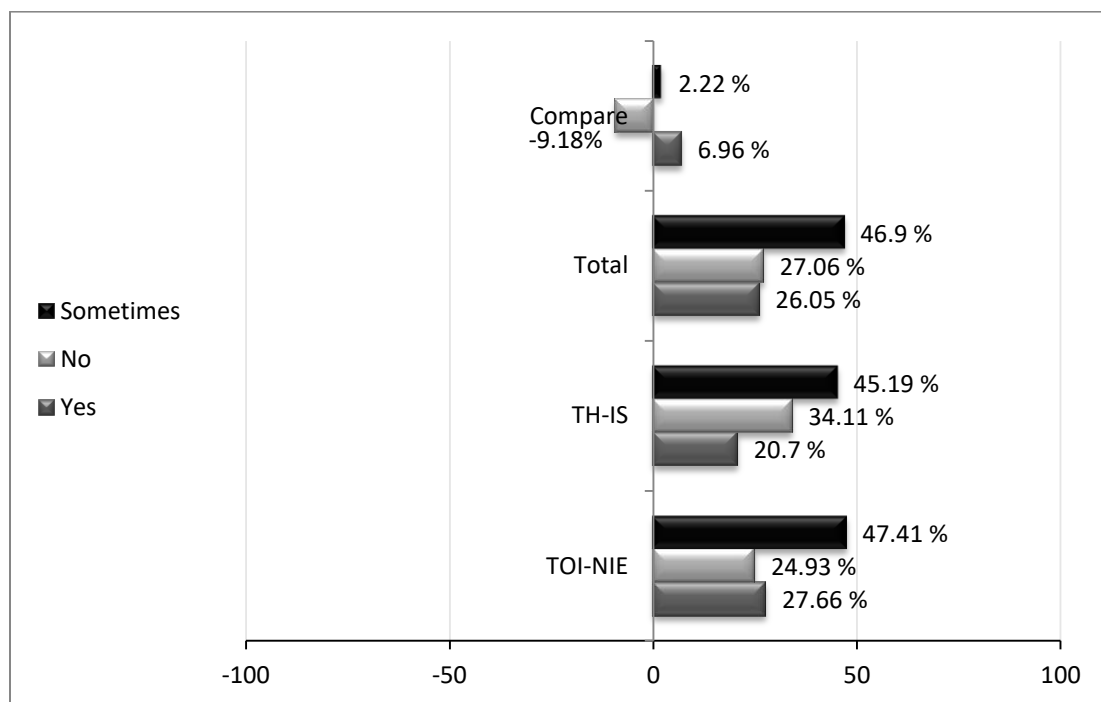
Teacher uses	TOI-NIE	TH-IS	Total
Yes	315	71	386
No	284	117	401
Sometimes	540	155	695
Total	1139	343	1482

(Source - Primary data)

The table 4.57 portrays the secondary school students' use of SEN published articles use by respondent's teacher in class. Of the total 1482 respondents, 386 students choose, 401 students did not opt and 695 participants say that their teacher uses the SEN in class. Of the total 1139 TOI-NIE respondents 315 choose while 284 did not opt and

540 say that their teacher uses the SEN sometimes in the classroom. Of the total 343 TH-IS respondents 71 choose the articles while 117 students did not opt, and 155 participants say that their teacher use the SEN in the classroom sometimes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.57 represents teacher's use of SEN in class



(Analysis using Excel)

The chart 4.57 shows in percentage the secondary school students' view of the SEN articles use by their teachers. Of the total 27.66% TOI-NIE and 20.7% TH-IS respondents say that their teachers use the said SEN articles. Further 24.93% TOI-NIE and 34.11% TH-IS articles readers say that they their teachers do not use the SEN respectively. Around 47.41% TOI-NIE and 45.19% TH-IS respondents say that their teachers use the SEN sometimes in their classes. Considering the overall result 26.05% secondary school students did choose while 27.06% respondents do not opt and 46.9%

say that their teachers use the SEN sometimes in the class. The difference between the TOI-NIE and TH-IS students' respondents for the teachers use of the SEN in class was 6.96% and 2.22% for the use of SEN sometimes by the TOI-NIE respondents more than the TH-IS participants. Conversely for the said inquiry 9.18% TH-IS respondents claim over the TOI-NIE respondents the non use of SEN by their teachers in class. The above result reflects due to the allocation of a period for the TOI-NIE participants and also the external resource persons from the said SEN publisher who conduct these classes are called NIE teachers. In the case of TH-IS participants there is no external resource persons allocated and the said SEN is sometimes used in the value education class allocated in their timetable in Pune area.

2. SSS use of SEN for debate purposes.

To the inquiry about the secondary school students' use of the SEN for debate purposes the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for preparation of debating. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.59 represents SSS use of SEN for debate purposes

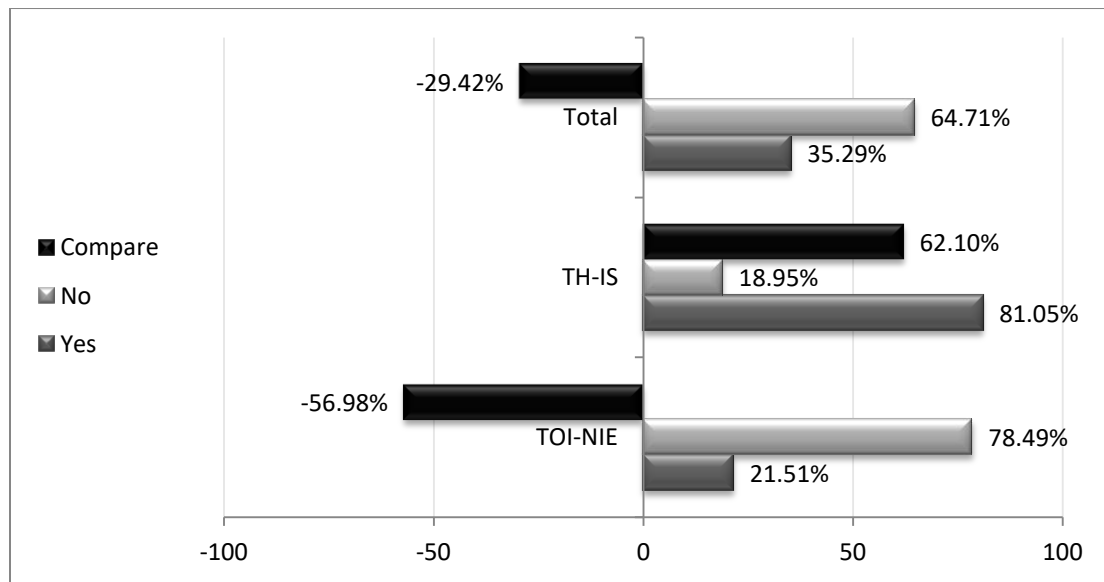
Debate use	TOI-NIE	TH-IS	Total
Yes	245	278	523
No	894	65	959
Total	1139	343	1482

(Source - Primary data)

Table 4.59 displays these results. Out of the total 1482 participants in this survey, 245 TOI-NIE readers and 278 TH-IS readers accepted the use of SEN contents for debate purposes. Of the remaining participants, 894 TOI-NIE readers and 65 TH-IS readers did

not accept the use of SEN contents for debate purposes. A total of 523 secondary school students' accepted the use of SEN contents for debate purposes and 959 secondary school students' did not agree the use of SEN contents for debate purposes

Chart 4.59 shows SSS use of SEN for debates purposes



(Analysis using Excel)

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis. Chart 4.59 shows the percentage wise description of the secondary school students' who use SEN contents for debate purposes. About 21.51% TOI-NIE and 81.05% TH-IS readers used the SEN contents for debate purposes. Of the remaining respondents 78.49% TOI-NIE readers and 18.95% TH-IS readers do not use the SEN contents for debate purposes. Comparing both the student edition newspaper readers' 59.54% TH-IS readers used the SEN contents for debate purposes more that the TOI-NIE readers. Over all the majority

of the secondary school students who subscribe to a student edition newspaper i.e. 64.71% respondents do not use the SEN contents for debate purposes.

3. SSS use of SEN for projects purposes.

To the inquiry about the secondary school students' use of the SEN for projects purposes the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for preparation of doing their school projects. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

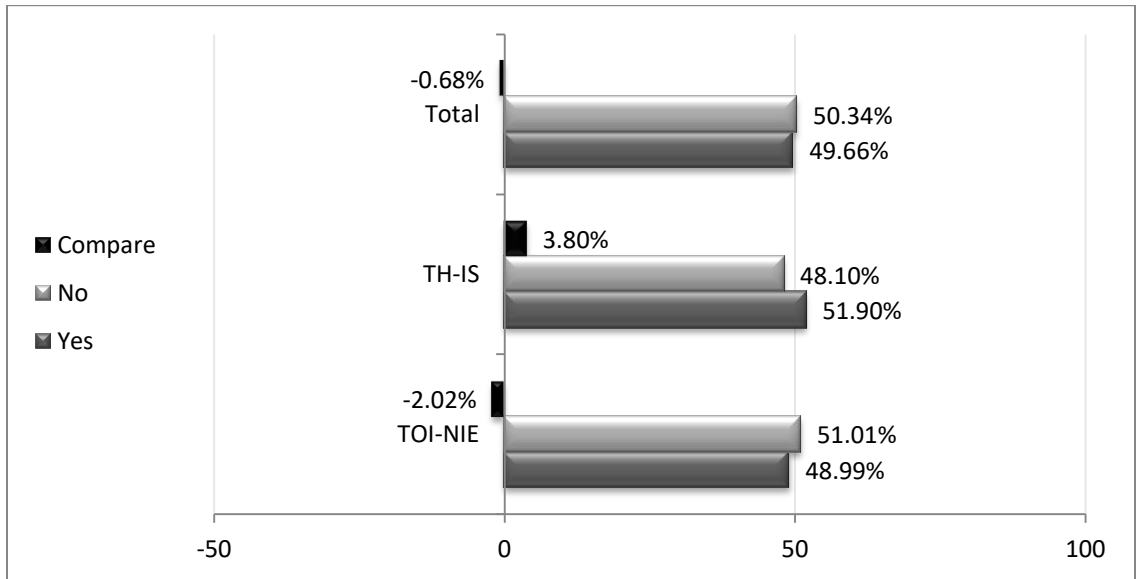
Table 4.60 represents SSS use of SEN for projects purposes

Project use	TOI-NIE	TH-IS	Total
Yes	558	178	736
No	581	165	746
Total	1139	343	1482

(Source - Primary data)

Table 4.60 shows that out of the total 1482 participants in this survey, 558 TOI-NIE readers and 178 TH-IS readers accepted the use of SEN contents for project purposes. Of the remaining participants, 581 TOI-NIE readers and 165 TH-IS readers did not accept the use of SEN contents for project purposes. A total of 736 secondary school students' accepted the use of SEN contents for project purposes and 746 secondary school students' did not agree the use of SEN contents for project purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.60 represents SSS use of SEN for project purposes



(Analysis using Excel)

The Chart 4.60 shows the percentage wise description of the secondary school students' who use SEN contents for project purposes. About 48.99% TOI-NIE and 51.9% TH-IS readers used the SEN contents for project purposes. Of the remaining respondents 51.01% TOI-NIE readers and 48.1% TH-IS readers do not use the SEN contents for project purposes. Comparing both the student edition newspaper readers we see a 2.91% TH-IS readers used the SEN contents for projects purposes more that of the TOI-NIE readers. Over all it can be said that there is almost an equal percentage of the secondary school students who use SEN for projects purposes.

4. SSS use of SEN for exhibition purposes.

To the inquiry about the secondary school students' use of the SEN for exhibition purposes the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for exhibitions. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

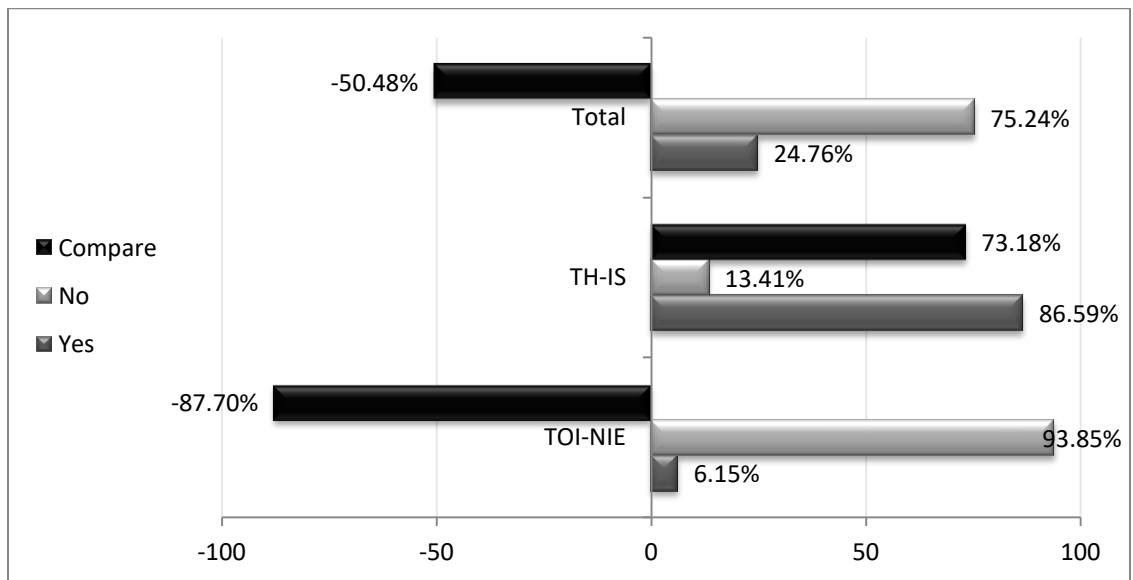
Table 4.61 shows SSS use of SEN for exhibition purposes

Exhibition use	TOI-NIE	TH-IS	Total
Yes	70	297	367
No	1069	46	1115
Total	1139	343	1482

(Source - Primary data)

Table 4.61 shows that out of the total 1482 participants in this survey, 70 TOI-NIE readers and 297 TH-IS readers accepted the use of SEN contents for exhibition purposes. Of the remaining participants, 1069 TOI-NIE readers and 46 TH-IS readers did not accept the use of SEN contents for exhibition purposes. A total of 367 secondary school students' accepted the use of SEN contents for exhibition purposes and 1115 secondary school students' did not agree the use of SEN contents for exhibition purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.61 represents SSS use of SEN for exhibition purposes



(Analysis using Excel)

The Chart 4.61 shows the percentage wise description of the secondary school students' who use SEN contents for exhibition purposes. About 6.15% TOI-NIE and 86.59% TH-IS readers used the SEN contents for exhibition purposes. Of the remaining

respondents 93.85% TOI-NIE readers and 13.41% TH-IS readers do not use the SEN contents for exhibition purposes. Comparing both the student edition newspaper readers 80.15% TH-IS readers used the SEN contents for exhibition purposes more that of the TOI-NIE readers. Over all it can be said that majority i.e. 75.24% of the secondary school students do not use SEN for exhibition purposes.

5. SSS use of SEN for essay writing purposes.

To the inquiry about the secondary school students' use of the SEN for essay writing purposes the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles during essay writing. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

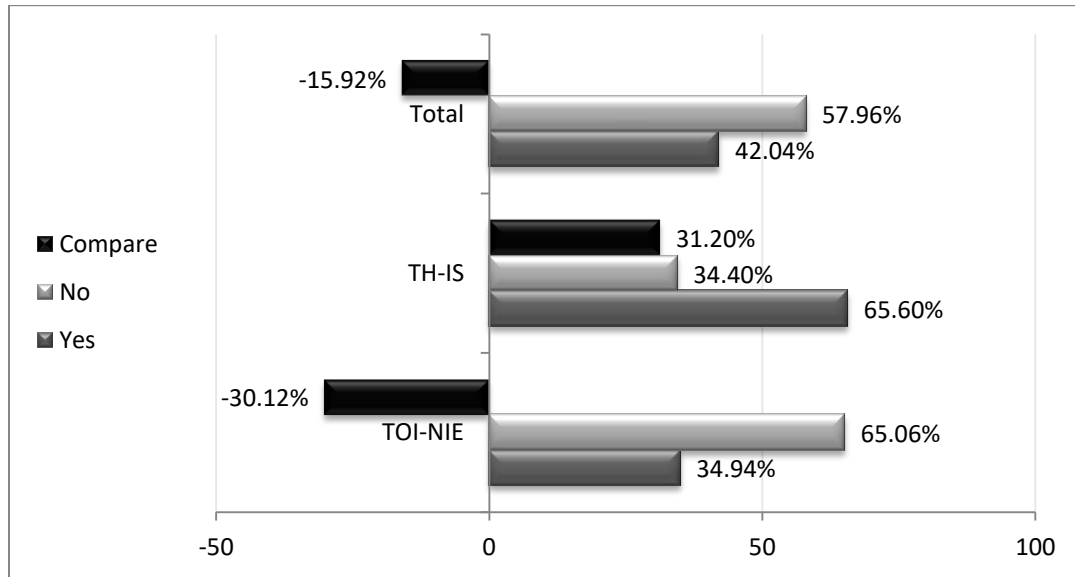
Table 4.62 represents SSS use of SEN for Essay writing

Essay writing	TOI-NIE	TH-IS	Total
Yes	398	225	623
No	741	118	859
Total	1139	343	1482

(Source - Primary data)

Table 4.62 reveals the secondary school students' use the SEN contents for essay writing. Out of the total 1482 participants in this survey, 398 TOI-NIE readers and 225 TH-IS readers accepted the use of SEN contents for essay writing. Of the remaining participants, 741 TOI-NIE readers and 118 TH-IS readers did not accept the use of SEN contents for essay writing. A total of 623 secondary school students' accepted the use of SEN contents for essay writing and 859 secondary school students' did not agree the use of SEN contents for essay writing. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.62 shows SSS use of SEN for Essay writing



(Analysis using Excel)

The Chart 4.62 shows the percentage wise description of the secondary school students' who use SEN contents for essay writing. About 34.94% TOI-NIE and 65.6% TH-IS readers used the SEN contents for essay writing. Of the remaining respondents 65.06% TOI-NIE readers and 34.4% TH-IS readers do not use the SEN contents for essay writing. Comparing both the student edition newspaper readers 30.66% TH-IS readers used the SEN contents for essay writing more that of the TOI-NIE readers. Over all it can be said that majority i.e. 57.96% of the secondary school students do not use SEN contents for essay writing.

6. SSS use of SEN for elocution competition purposes.

To the inquiry about the secondary school students' use of the SEN for elocution competition purposes the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for preparing for elocution competitions. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

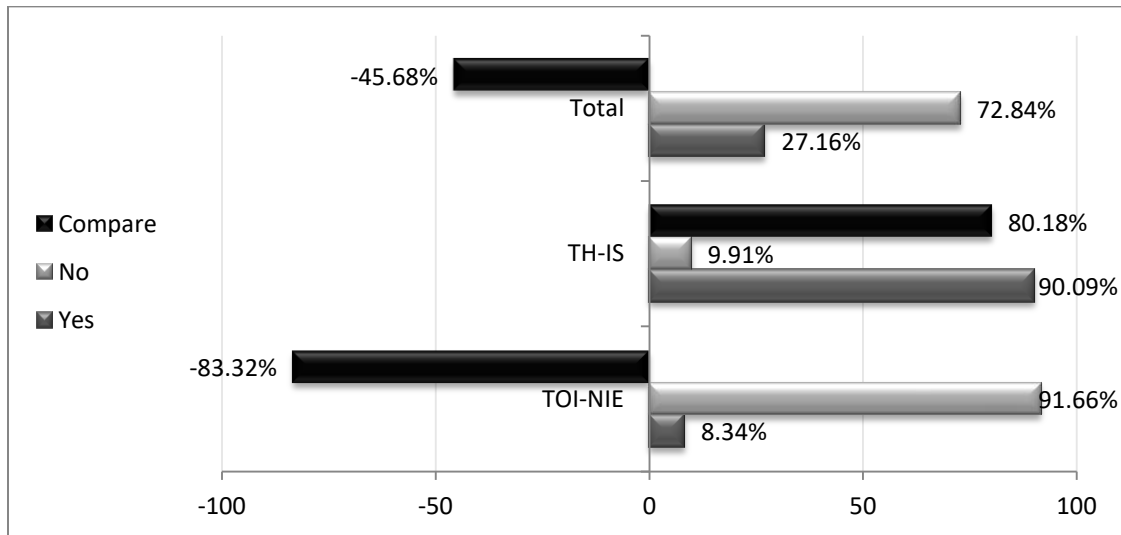
Table 4.63 represents SSS use of SEN for elocution purposes

Elocution	TOI-NIE	TH-IS	Total
Yes	95	309	404
No	1044	34	1078
Total	1139	343	1482

(Source - Primary data)

When inquired about the secondary school students’ use of the SEN contents for elocution purposes Table 4.61 shows the outputs. Out of the total 1482 participants in this survey, 95 TOI-NIE readers and 309 TH-IS readers accepted the use of SEN contents for elocution purposes. Of the remaining participants, 1044 TOI-NIE readers and 34 TH-IS readers did not accept the use of SEN contents for elocution purposes. A total of 404 secondary school students’ accepted the use of SEN contents for elocution purposes and 1078 secondary school students’ did not agree the use of SEN contents for elocution purposes.

Chart 4.63 shows SSS use of SEN for elocution purposes



(Analysis using Excel)

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis. The Chart 4.63 shows the percentage wise description of the secondary school students’ who use SEN contents for elocution purposes. About 8.34% TOI-NIE and 90.09% TH-IS

readers used the SEN contents for elocution purposes. Of the remaining respondents 91.66% TOI-NIE readers and 9.91% TH-IS readers do not use the SEN contents for elocution purposes. Comparing both the student edition newspaper readers 81.75% TH-IS readers used the SEN contents for elocution purposes more that of the TOI-NIE readers. Over all it can be said that majority i.e. 72.84% of the secondary school students do not use SEN contents for elocution purposes.

7. SSS use of SEN for other purposes.

To the inquiry about the secondary school students' use of the SEN for other purposes the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for other purposes. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

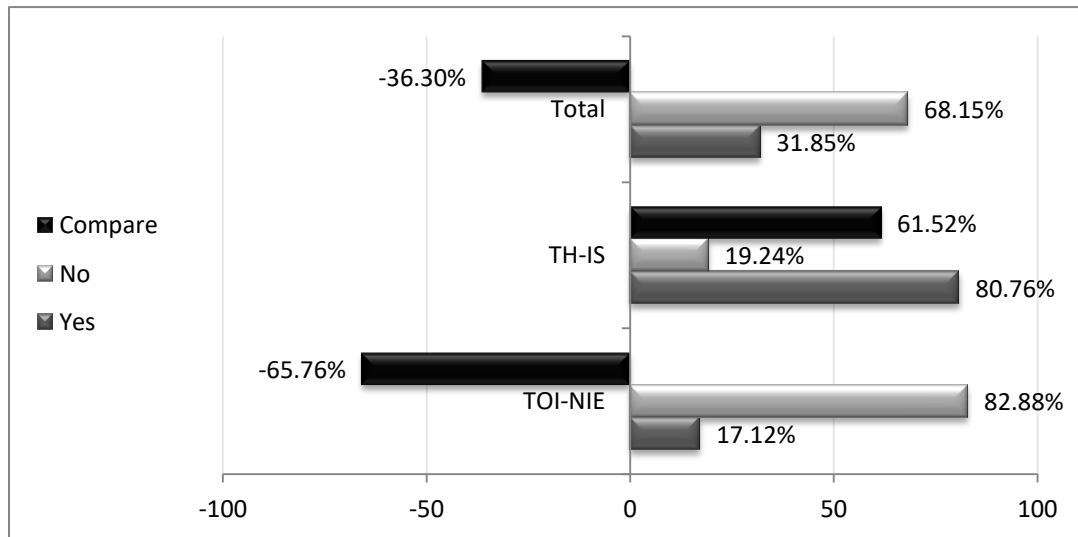
Table 4.64 represents SSS use of SEN for other purposes

Other use	TOI-NIE	TH-IS	Total
Yes	195	277	472
No	944	66	1010
Total	1139	343	1482

(Source - Primary data)

Table 4.64 reveals the secondary school students' use of the SEN contents for other purposes. Out of the total 1482 participants in this survey, 195 TOI-NIE readers and 277 TH-IS readers accepted the use of SEN contents for other purposes. Of the remaining participants, 944 TOI-NIE readers and 66 TH-IS readers did not accept the use of SEN contents for other purposes. A total of 472 secondary school students' accepted the use of SEN contents for other purposes and 1010 secondary school students' did not agree the use of SEN contents for other purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.64 represents SSS use of SEN for other purposes



(Analysis using Excel)

The Chart 4.64 shows the percentage wise description of the secondary school students' who use SEN contents for other purposes. About 17.12% TOI-NIE and 80.76% TH-IS readers used the SEN contents for other purposes. Of the remaining respondents 82.88% TOI-NIE readers and 19.24% TH-IS readers do not use the SEN contents for other purposes. Comparing both the student edition newspaper respondents' 63.64% TH-IS readers used the SEN contents for other purposes more that of the TOI-NIE readers. Over all it can be said that majority i.e. 68.15% of the secondary school students do not use SEN contents for other purposes.

4.3.2 Curriculum

Curriculum is the subjects comprising of a course of study in a school or college. The consideration in this study was focused on the common subjects in the secondary school curriculum across various boards. The perception of the students is evaluated in the sense of the SENs use for school studies.

1. SSS use of SEN for school studies.

To the inquiry about the secondary school students' use of the SEN for school studies the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for school studies. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

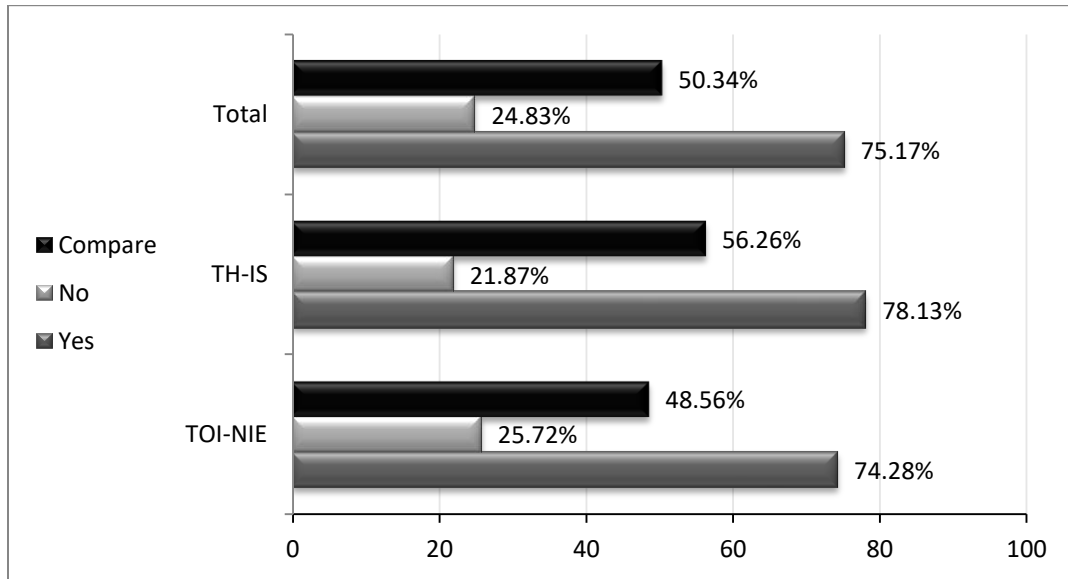
Table 4.65 represents SSS use of SEN for school studies

School studies	TOI-NIE	TH-IS	Total
Yes	846	268	1114
No	293	75	368
Total	1139	343	1482

(Source - Primary data)

Table 4.65 shows these results. Out of the total 1482 participants in this survey, 846 TOI-NIE readers and 268 TH-IS readers accepted the use of SEN contents for school studies. Of the remaining participants, 293 TOI-NIE readers and 75 TH-IS readers rejected the use of SEN contents for school studies. A total of 1114 secondary school students' accepted the use of SEN contents for school studies and 368 secondary school students' rejected the use of SEN contents for school studies. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.65 represents SSS use of SEN for school studies



(Analysis using Excel)

The Chart 4.65 shows about the respondents choices to use the SEN articles for school studies. About 74.28% TOI-NIE and 78.13% TH-IS readers used the SEN contents for school studies. Of the remaining respondents 25.72% TOI-NIE readers and 21.87% TH-IS readers do not use the SEN contents for school studies. Comparing both the student edition newspaper readers we observe that 3.85% TH-IS readers used the SEN contents for school studies more that of the TOI-NIE readers. Over all it can be said that majority i.e. 75.17% of the secondary school students use SEN contents for school studies.

2. SSS use of SEN for History subject.

To the inquiry about the secondary school students' use of the SEN for History subject the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for History subject. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

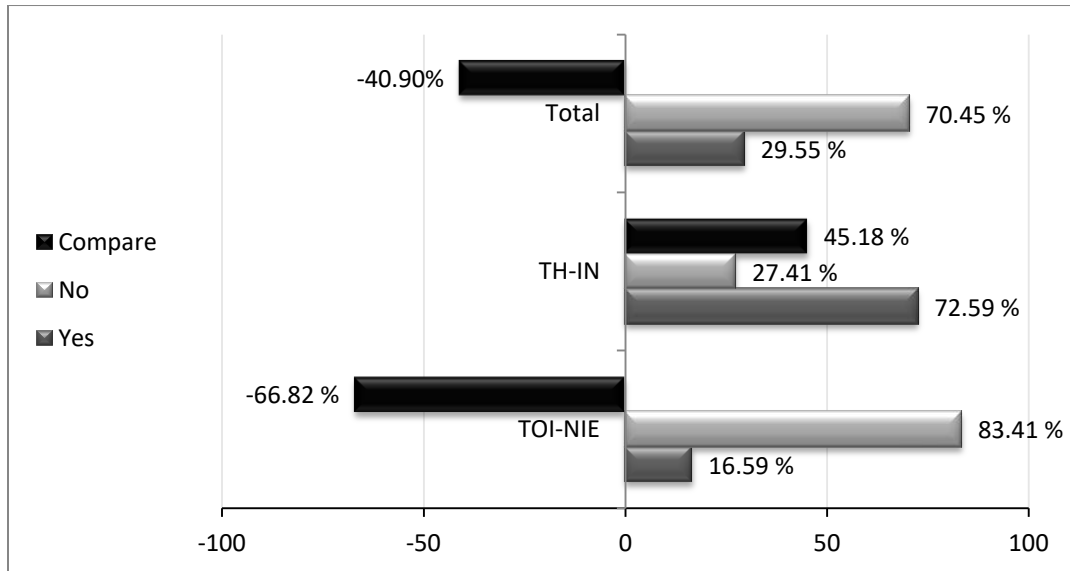
Table 4.46 represents SSS use of articles for History subject

History subject	TOI-NIE	TH-IS	Total
Yes	189	249	438
No	950	94	1044
Total	1139	343	1482

(Source - Primary data collection)

The table 4.46 portrays the secondary school students' use of SEN published articles use for History subject. Of the total 1482 respondents, 438 students choose these articles while 1044 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 189 choose while 950 did not opt it and of the total 343 TH-IS respondents 249 choose the articles while 94 students did not opt for it. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.46 represents SSS use of articles for History subject



(Analysis using Excel)

The chart 4.46 shows in percentage the secondary school students' view on their choice of the SEN articles use for the History subject. Of the total 16.59% TOI-NIE and 72.59% TH-IS respondents say that they like the said SEN articles. Further 83.41% TOI-

NIE and 27.41% TH-IS articles readers say that they do not opt for the said SEN articles for the use of History subject respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 66.82% while the TH-IS students were 45.18%. A comparison between the two groups of students' edition newspaper readers shows that 56% TH-IS respondents choose more than TOI-NIE respondents for the said use of the said SEN articles. Considering the overall result 29.55% secondary school students did choose while 70.45% did not opt the SEN articles said use. The difference was 40.9% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are useful for the History subject.

3. SSS use of SEN for Geography subject.

To the inquiry about the secondary school students' use of the SEN for Geography subject the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for Geography subject. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.47 represents SSS use of articles for Geography subject

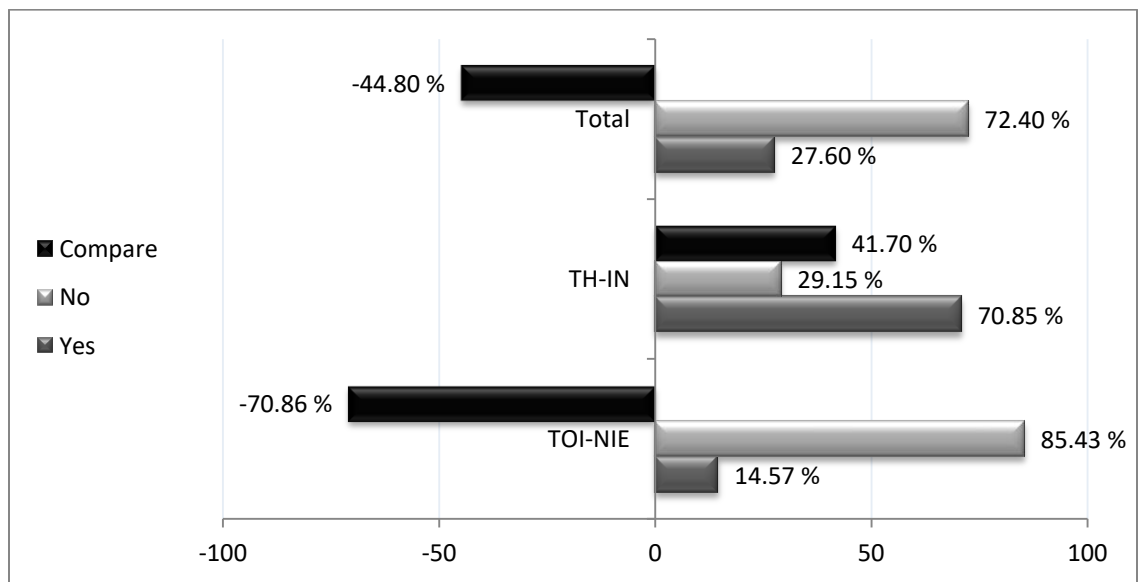
Geography subject	TOI-NIE	TH-IS	Total
Yes	166	243	409
No	973	100	1073
Total	1139	343	1482

(Source - Primary data collection)

The table 4.47 portrays the secondary school students' use of SEN published articles use for Geography subject. Of the total 1482 respondents, 409 students choose these articles while 1073 students did not opt for the said articles. Of the total 1139 TOI-NIE respondents 166 choose while 973 did not opt it and of the total 343 TH-IS

respondents 243 choose the articles while 100 students did not opt for its said use. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.47 represents SSS use of articles for Geography subject



(Analysis using Excel)

The chart 4.47 shows in percentage the secondary school students' view on their choice of the TOI-NIE and TH-IS SEN articles use for the Geography subject. Of the total 14.57% TOI-NIE and 70.85% TH-IS respondents say that they use the SEN articles for the said purpose. Further 85.43% TOI-NIE and 29.15% TH-IS articles readers say that they do not opt for the use of the said purpose the SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 70.86% while the TH-IS students were 41.7%.

A comparison between the two groups of students' edition newspaper readers shows that 56.28% TH-IS respondents choose more than TOI-NIE respondents for the said use of SEN articles. Considering the overall result 27.6% secondary school students did choose while 72.4% did not opt for the use of the said SEN articles. The difference

was 44.8% on the negative and thus can be said that a reasonable majority of the participants do not opt for the use of the SEN articles for Geography subject.

4. SSS use of SEN for Math subject.

To the inquiry about the secondary school students' use of the SEN for Math subject the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for Math subject. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

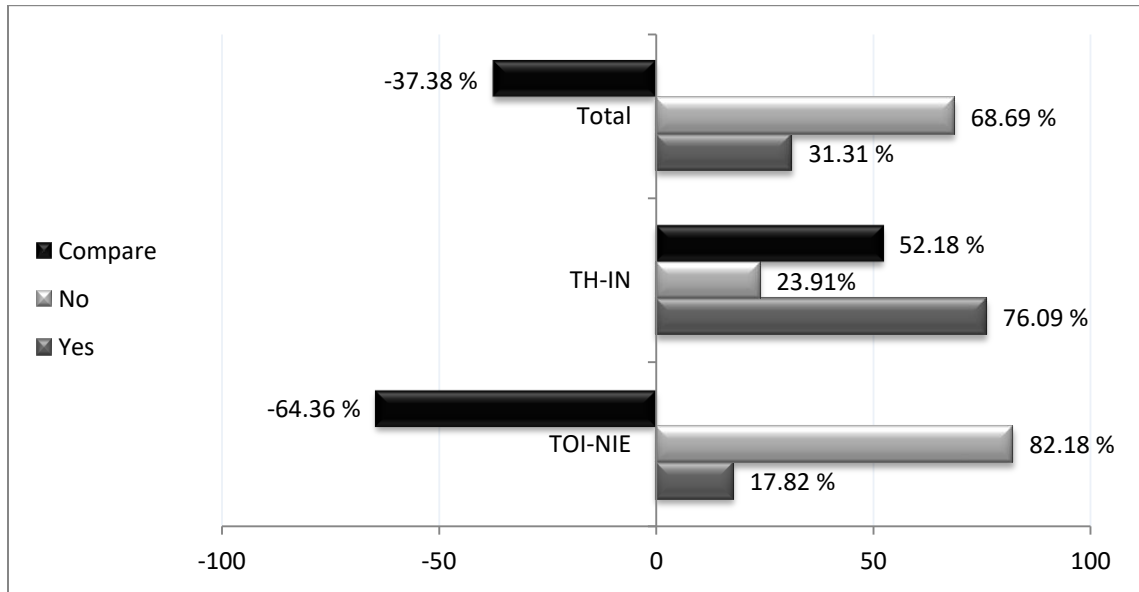
Table 4.48 represents SSS use of articles for Math's subject

Math's subject	TOI-NIE	TH-IS	Total
Yes	203	261	464
No	936	82	1018
Total	1139	343	1482

(Source - Primary data collection)

The table 4.48 portrays the secondary school students' use of SEN published articles use for Maths subject. Of the total 1482 respondents, 464 students choose these articles while 1018 students did not opt for the said articles use. Of the total 1139 TOI-NIE respondents 203 choose while 936 did not opt of it and of the total 343 TH-IS respondents 261 choose the articles while 82 students did not opt for the said purpose. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.48 represents students' use of articles for Math's subject



(Analysis using Excel)

The chart 4.48 shows in percentage the secondary school students' view on their choice of the SEN articles use for the Maths subject. Of the total 17.82% TOI-NIE and 76.09% TH-IS respondents say that they use the said SEN articles for the said purpose. Further 82.18% TOI-NIE and 23.91% TH-IS articles readers say that they do not opt for the SEN articles said use respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 64.36% while the TH-IS students were 52.18%.

A comparison between the two groups of students' edition newspaper readers shows that 58.27% TH-IS respondents choose more than TOI-NIE respondents the SEN articles said use. Considering the overall result 31.31% secondary school students did choose while 68.69% did not opt the said SEN articles said use. The difference was 37.38% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are useful for the Maths subject.

5. SSS use of SEN for English subject.

To the inquiry about the secondary school students' use of the SEN for English subject the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for English subject. This

output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

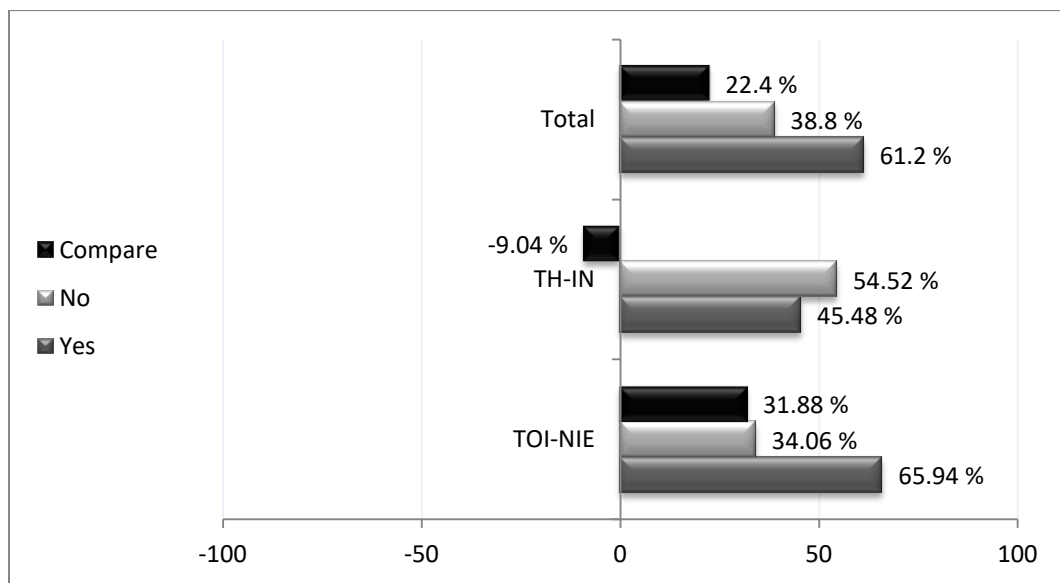
Table 4.49 represents students’ use of articles for English subject

English subject	TOI-NIE	TH-IS	Total
Yes	751	156	907
No	388	187	575
Total	1139	343	1482

(Source - Primary data collection)

The table 4.49 portrays the secondary school students’ use of SEN published articles use for Maths subject. Of the total 1482 respondents, 907 students choose these articles while 575 students did not opt for the said articles use. Of the total 1139 TOI-NIE respondents 751 choose while 388 did not opt of it and of the total 343 TH-IS respondents 156 choose the articles while 187 students did not opt for said use. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.49 represents students’ use of articles for English subject



(Analysis using Excel)

The chart 4.49 shows in percentage the secondary school students' view on their choice of the SEN articles use for the English subject. Of the total 65.94% TOI-NIE and 45.48% TH-IS respondents say that they use the SEN articles for the said use. Further 34.06% TOI-NIE and 54.52% TH-IS articles readers say that they do not opt for the said SEN articles use respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 31.88% while the TH-IS students were 9.04%.

A comparison between the two groups of students' edition newspaper readers shows that 20.46% TOI-NIE respondents choose more than TH-IS respondents the said SEN articles use. Considering the overall result 61.2% secondary school students did choose while 38.8% did not opt the said use of SEN articles. The difference was 22.4% on the positive and thus can be said that a reasonable majority of the participants opt as the SEN articles are useful for the English subject.

6. SSS use of SEN for Science subject.

To the inquiry about the secondary school students' use of the SEN for Science subject the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for Science subject. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

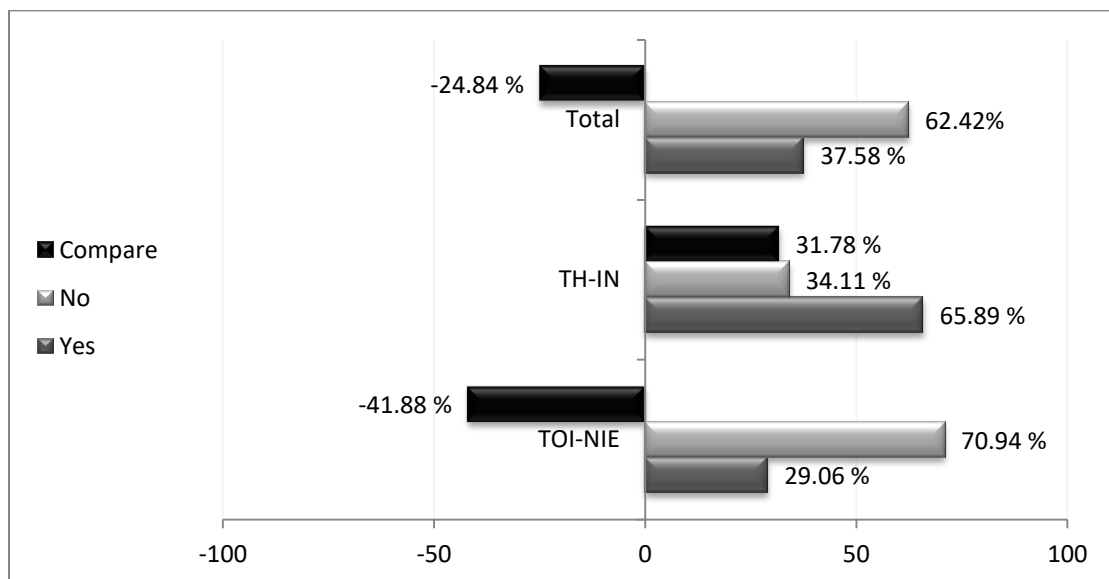
Table 4.50 represents SSS use of articles for Science subject

Science subject	TOI-NIE	TH-IS	Total
Yes	331	226	557
No	808	117	925
Total	1139	343	1482

(Source - Primary data collection)

The table 4.50 portrays the secondary school students' use of SEN published articles use for Science subject. Of the total 1482 respondents, 557 students choose these articles while 925 students did not opt for the said articles use. Of the total 1139 TOI-NIE respondents 331 choose while 808 did not opt of it and of the total 343 TH-IS respondents 226 choose the articles while 117 students did not opt for its said use. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.50 represents SSS use of articles for Science subject



(Analysis using Excel)

The chart 4.50 shows in percentage the secondary school students' view on their choice of the SEN articles use for the Science subject. Of the total 29.06% TOI-NIE and 65.89% TH-IS respondents say that they like the said SEN articles. Further 70.94% TOI-NIE and 34.11% TH-IS articles readers say that they do not opt for the said SEN articles respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 41.88% while the TH-IS students were 31.78%.

A comparison between the two groups of students' edition newspaper readers shows that 36.83% TH-IS respondents choose more than TOI-NIE respondents the said

SEN articles. Considering the overall result 37.58% secondary school students did choose while 62.42% did not opt the said SEN articles use. The difference was 24.84% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are useful for the Science subject.

7. SSS use of SEN for Other subject.

To the inquiry about the secondary school students' use of the SEN for other subject the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for other subject. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

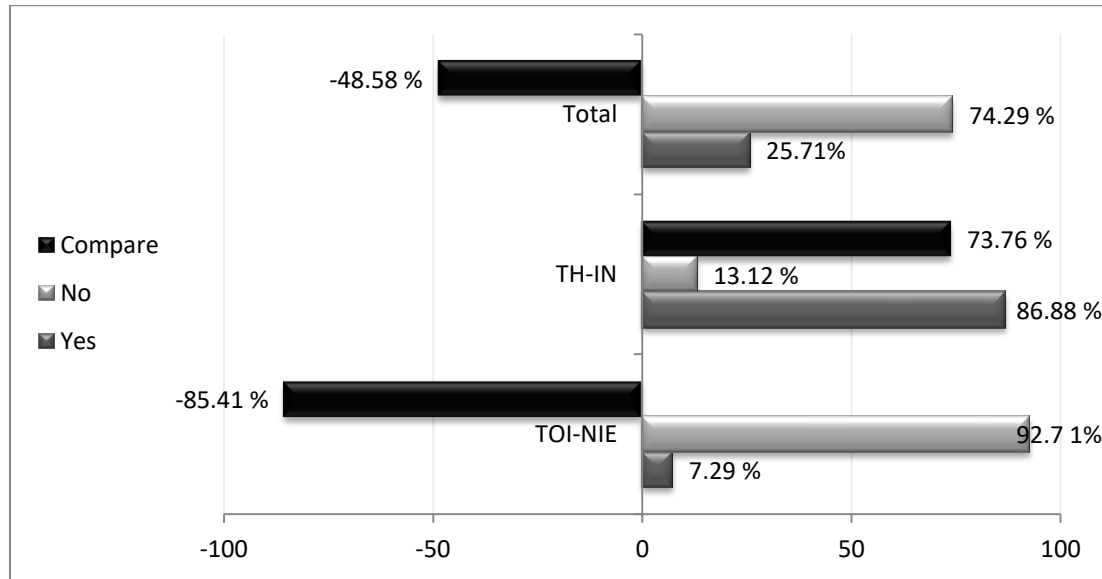
Table 4.51 represents SSS use of SEN articles for other subjects

Other subjects	TOI-NIE	TH-IS	Total
Yes	83	298	381
No	1056	45	1101
Total	1139	343	1482

(Source - Primary data collection)

The table 4.51 portrays the secondary school students' use of SEN published articles use for other subjects. Of the total 1482 respondents, 381 students choose these articles while 1101 students did not opt for the said articles use. Of the total 1139 TOI-NIE respondents 83 choose while 1056 did not opt of it and of the total 343 TH-IS respondents 298 choose the articles while 45 students did not opt for its said use. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.51 represents SSS use of SEN articles for other subjects



(Analysis using Excel)

The chart 4.51 shows in percentage the secondary school students' view on their choice of the SEN articles use for the other subjects. Of the total 7.29% TOI-NIE and 86.88% TH-IS respondents say that they use the said SEN articles for other subjects. Further 92.71% TOI-NIE and 13.12% TH-IS articles readers say that they do not opt for the use of said SEN articles for the other subjects respectively. The percentage difference between the TOI-NIE students' who opted for and did not were 85.42% while the TH-IS students were 73.76%.

A comparison between the two groups of students' edition newspaper readers shows that 79.59% TH-IS respondents choose more than TOI-NIE respondents the said SEN articles. Considering the overall result 25.71% secondary school students did choose while 74.29% did not opt the said SEN articles. The difference was 48.56% on the negative and thus can be said that a reasonable majority of the participants do not opt as the SEN articles are useful for the other subjects.

4.3.3 Problem solving

To the inquiry about the secondary school students' learning of solving a problem in a new way using the SEN articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' were using the SEN articles for solving a problem in a new way. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

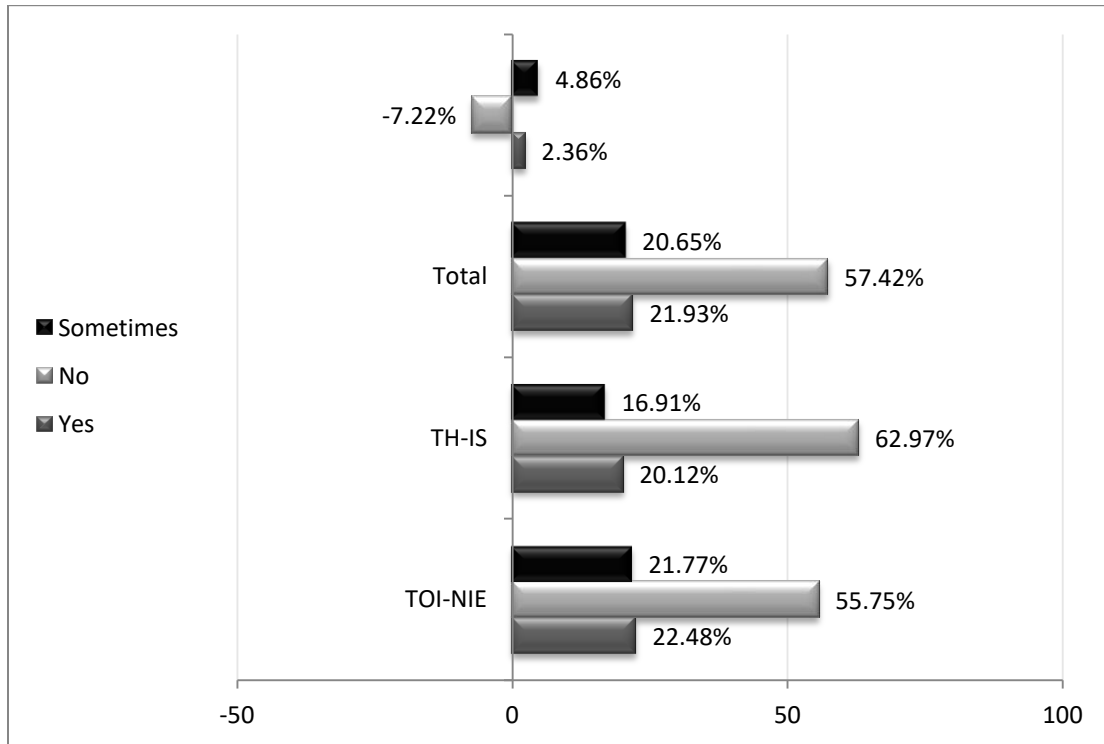
Table 4.66 shows SSS leaning a new way of problem solving using SEN articles

New way of Problem solving	TOI-NIE	TH-IS	Total
Yes	256	69	325
No	635	216	851
Sometimes	248	58	306
Total	1139	343	1482

(Source - Primary data)

Table 4.66 reveals the respondents' choice to use the student edition newspaper for solving a problem in a new way. Of the total 1482 participants in this study, 256 TOI-NIE readers and 69 TH-IS readers accepted the use of SEN contents for solving a problem in a new way. Further 635 TOI-NIE readers and 216 TH-IS readers rejected the use of SEN contents for learning to solve a problem in a new way. Of the remaining participants 248 TOI-NIE respondents and 58 TH-IS readers mentioned that they find the SEN articles sometimes useful for solving a problem in a new way. A total of secondary school students' 325 accepted the SEN use, 851 respondents completely rejected the use and 306 participants find the SEN articles useful sometimes for solving a problem in a new way. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.66 shows SSS new way of problem solving using SEN



(Analysis using Excel)

The Chart 4.66 shows about the respondents choices to use the SEN articles for solving a problem in a new way. About 22.48% TOI-NIE and 20.12% TH-IS readers used the SEN contents for solving a problem in a new way. Of the remaining participants 55.75% TOI-NIE readers and 62.97% TH-IS readers do not use the SEN contents for solving a problem in a new way. While the remaining 21.77% TOI-NIE readers and 16.91% TH-IS readers found the SEN articles useful sometimes for solving a problem in a new way, Comparing both the student edition newspaper readers we observe that 7.22% TH-IS readers do not use the SEN contents for solving a problem in a new way more than that of the TOI-NIE readers. Barring a small difference in the other two options i.e. 2.36% yes and 4.86% sometimes group of TOI-NIE readers were more than the TH-IS respectively. From the Chart 4.66 it can be said that majority i.e. 57.42% of the secondary school students do not find the SEN contents useful for solving a problem in a new way.

4.4 Attitudinal approach

The consideration in this section was to evaluate the students' perception towards the SEN. Does the student edition newspaper help the pupils for group activities? Does it create confusion in understanding the articles in the SEN? How do they see advertisements etc. were looked into here? Is SEN perceived to be a useful product and what interests them?

4.4.1 Learning

1. Confusion by SEN articles

To the inquiry about the secondary school students' confusion levels by the SEN articles the following characteristics were discovered. The purpose of this question was to understand how many of the respondents' get confused by reading the SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.45 shows SSS confusion levels by the SEN articles

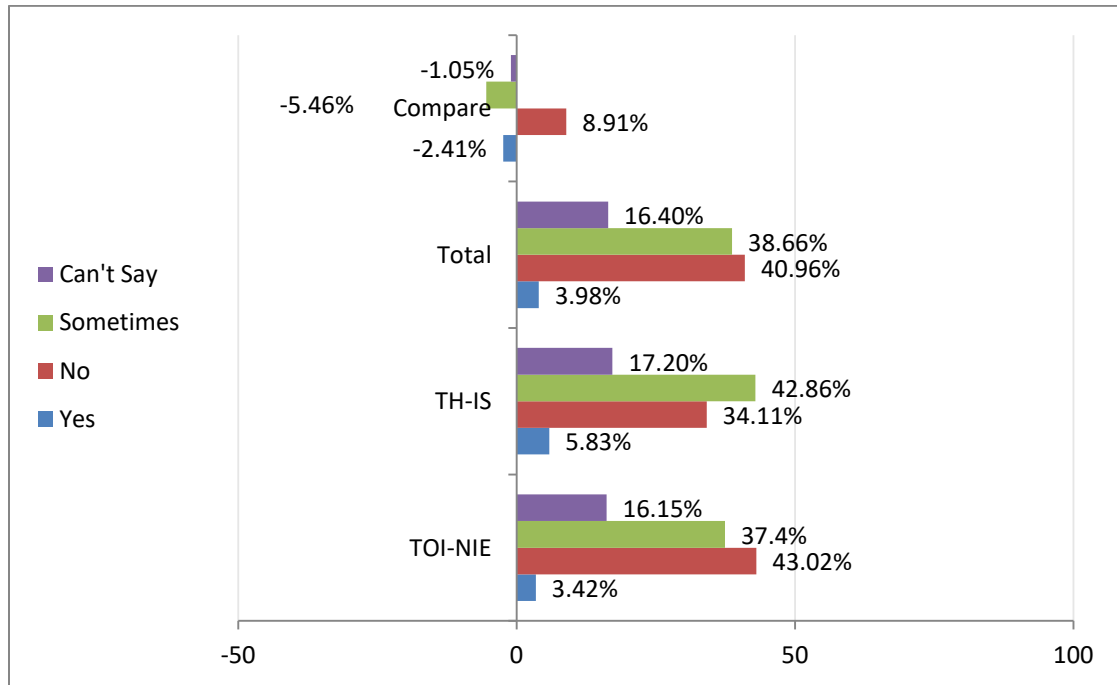
Respondents' choice	TOI-NIE	TH-IS	Total
Yes	39	20	59
No	490	117	607
Sometimes	426	147	573
Can't Say	184	59	243
Total	1139	343	1482

(Source - Primary data collection)

Table 4.45 reveals that 39 respondents get confused after reading the student edition newspaper articles, 490 respondents say that they do not get confused, 426 of the students sometimes got confused and 184 of the students were unsure about if they got confused or not when reading the TOI-NIE articles. Of the TH-IS participants 20 students get confused. 117 do not, 147 say sometimes and 59 respondents express that they can't say whether they get confused by the said articles. Over all 59 participants get confused,

607 respondents do not, 573 students sometimes get confused and 243 students express that they can't say if they get confused by the SEN articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.45 shows SSS confusion levels by the SEN articles



(Analysis using Excel)

The chart 4.45 shows in percentage the secondary school students' view on their choice of the SEN articles. The response to the question asked if the students get confused by the respective daily's articles, 3.42% TOI-NIE and 5.83% TH-IN respondents say yes they get confused. Further 43.02% TOI-NIE and 34.11% TH-IN articles readers say that they do not get confused by the said SEN articles respectively. 37.4 TOI-NIE participants and 42.86% TH-IS participants find the articles sometimes confusing and 16.15% TOI-NIE respondents and 17.2% TH-IS respondents express that they can't say anything about it. A comparison between the two groups of students' edition newspaper readers shows that the yes groups had a difference of 2.41% TH-IN respondents more than TOI-NIE respondents and the no groups had a 8.91% TOI-NIE respondents more than TH-IS participants. Further the groups of students who considered

that they were sometimes confused by the articles are 5.46% TH-IS respondents more than the TOI-NIE participants. The last set of groups who expressed their opinion as can't say were 1.05% TH-IS respondents' more than TOI-NIE participants. Considering the overall result 3.98% secondary school students got confused, 40.96% did not get confused, 38.66% got confused sometimes and 16.4% respondents expressed that they can't say if they get confused or not.

2. Perception of SEN articles usefulness.

To the inquiry about the secondary school students' perception about the usefulness of the SEN articles the following characteristics were discovered. The output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.67 represents SSS view about the general use of SEN

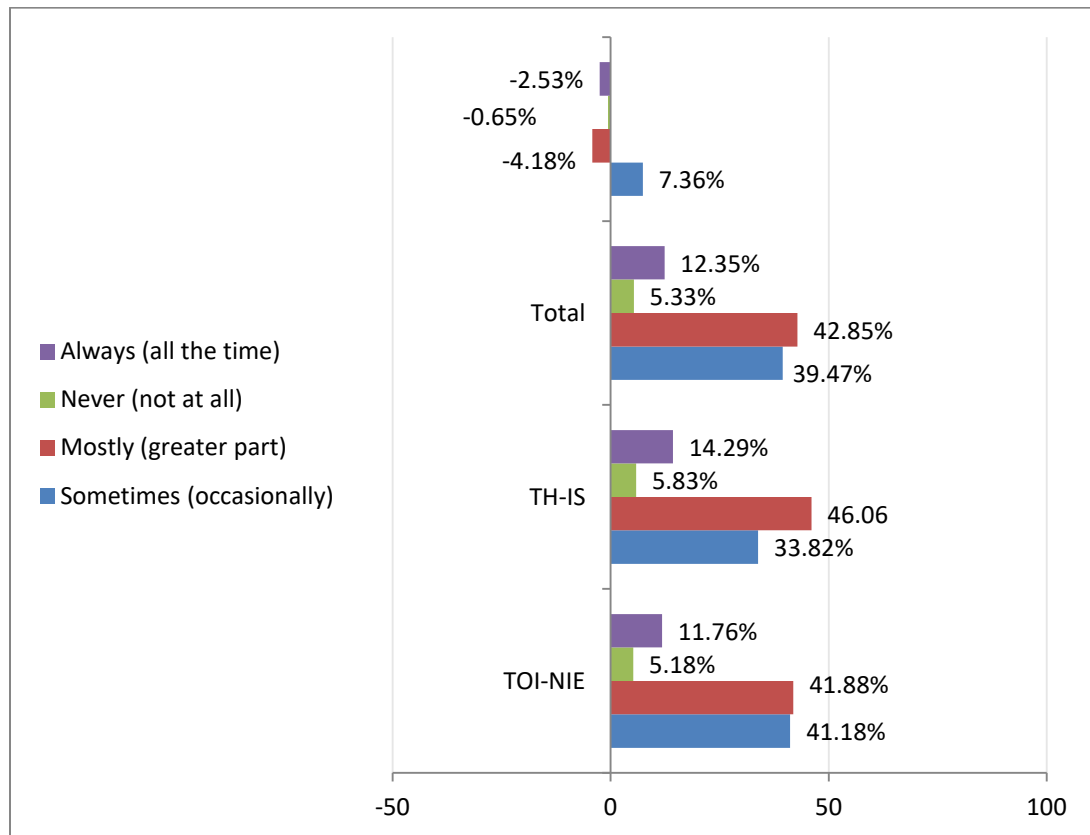
General Use	TOI-NIE	TH-IS	Total
Sometimes (occasionally)	469	116	585
Mostly (greater part)	477	158	635
Never (not at all)	59	20	79
Always (all the time)	134	49	183
Total	1139	343	1482

(Source - Primary data)

Table 4.67 reveals the secondary school students' view on their use of the student edition newspaper. Of the 1482 participants, 469 TOI-NIE respondents and 116 TH-IS respondents think SEN articles is useful only sometimes. Further 477 TOI-NIE respondents and 158 TH-IS respondents' think SEN articles are mostly useful. While 59 TOI-NIE respondents and 20 TH-IS respondents' say that they think SEN articles is never useful. The remaining 134 TOI-NIE respondents and 49 TH-IS respondents think SEN articles is all the time useful for them. Over all 585 participants say that SEN articles is sometimes useful, 635 participants say that SEN articles are mostly useful, 79 participants say that SEN articles is never useful and 183 participants say that SEN

articles are always useful. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.67 represents SSS view about the general use of SEN



(Analysis using Excel)

Chart 4.67 shows in percentage the secondary school students' view on the general use of SEN. As it displays 41.18% TOI-NIE and 33.82% TH-IS respondents say that the SEN articles are useful only sometimes. Further 41.88% TOI-NIE and 46.06% TH-IS participants' say that the SEN articles are mostly useful. Around 5.18% TOI-NIE and 5.83% TH-IS respondents say that they think the newspaper is never useful. The remaining 11.76% TOI-NIE and 14.29% TH-IS respondents say that SEN articles are always useful for them. A comparison between the two groups of students edition newspaper readers shows that 7.36% TOI-NIE respondents say more than TH-IS respondents that the SEN articles are sometimes useful to them, while 4.18%, 0.65%,

2.53% TH-IS respondents say more than TOI-NIE respondents that the SEN articles are mostly, never, always useful to them respectively. Considering the overall result 42.9% secondary school students say that SEN articles are mostly useful to them. But to put the output in a general sense majority of the participants find SEN articles useful to them.

3. Perception for practical purpose

To the inquiry about the secondary school students' practical use of the SEN articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' approached the SEN articles for practical use. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.68 shows SSS estimation of SEN usage for practical purpose

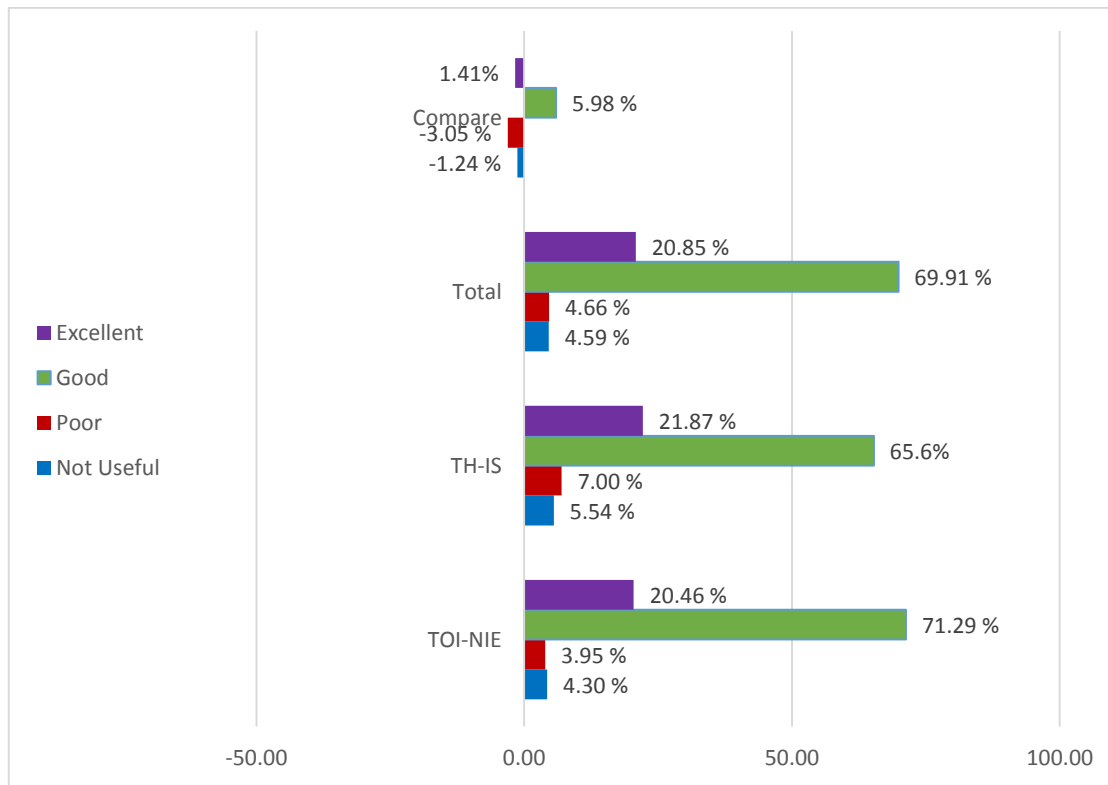
Practical Use	TOI-NIE	TH-IS	Total
Not Useful	49	19	68
Poor	45	24	69
Good	812	225	1037
Excellent	233	75	308
Total	1139	343	1482

(Source - Primary data)

Table 4.68 reveals the secondary school students' rate/assess the use of the student edition newspaper articles for practical purposes. Of the 1482 participants, 49 TOI-NIE respondents and 19 TH-IS respondents rate/assess that SEN articles as not useful for the said purpose. Further 45 TOI-NIE respondents and 24 respondents rate/assess that SEN articles are poor for practical purposes. While 812 TOI-NIE respondents and 225 TH-IS respondents rate/assess that SEN articles are good for the said purpose. The remaining 233 TOI-NIE respondents and 75 TH-IS respondents rate/assess SEN articles are excellent for practical purposes. Over all of all the secondary school students', 68 participants rate/assess SEN articles are not useful, 69 participants

rate/assess SEN articles are good and 308 participants rate/assess SEN articles are excellent for practical purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.68 shows SSS use of SEN for practical purpose



(Analysis using excel)

Chart 4.68 shows in percentage the secondary school students' rating or assessment of SEN article for practical purposes. About 4.3% TOI-NIE and 5.54% TH-IS respondents rate/assess that the SEN articles are not useful for practical purposes. Further 3.95% TOI-NIE and 7% TH-IS participants rate/assess the SEN articles are poor in terms for practical uses. Around 71.29% TOI-NIE and 65.6% TH-IS respondents rate/assess the SEN articles good for practical uses. The remaining 20.46% TOI-NIE and 21.87% TH-IS respondents rate/assess that SEN articles are excellent for practical purposes.

A comparison between the two groups of students' edition newspaper readers shows that

5.98% TOI-NIE respondents rate/assess more than TH-IS respondents that the SEN articles are good for practical purposes, while 1.24%, 3.05% and 1.41% TH-IS respondents rate/assess more than TOI-NIE respondents that the SEN articles are not useful, poor and excellent respectively in that order. Considering the overall result 69.91% secondary school students rate/assess that SEN articles are good enough for practical purposes. Thus it can be said that majority of the participants rate/assess the SEN articles are useful to them for practical purposes.

4. SEN usage for group activity

To the inquiry about the secondary school students' use of the SEN articles for group activities, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN articles for group activities. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.69 shows SSS use of SEN for group activities

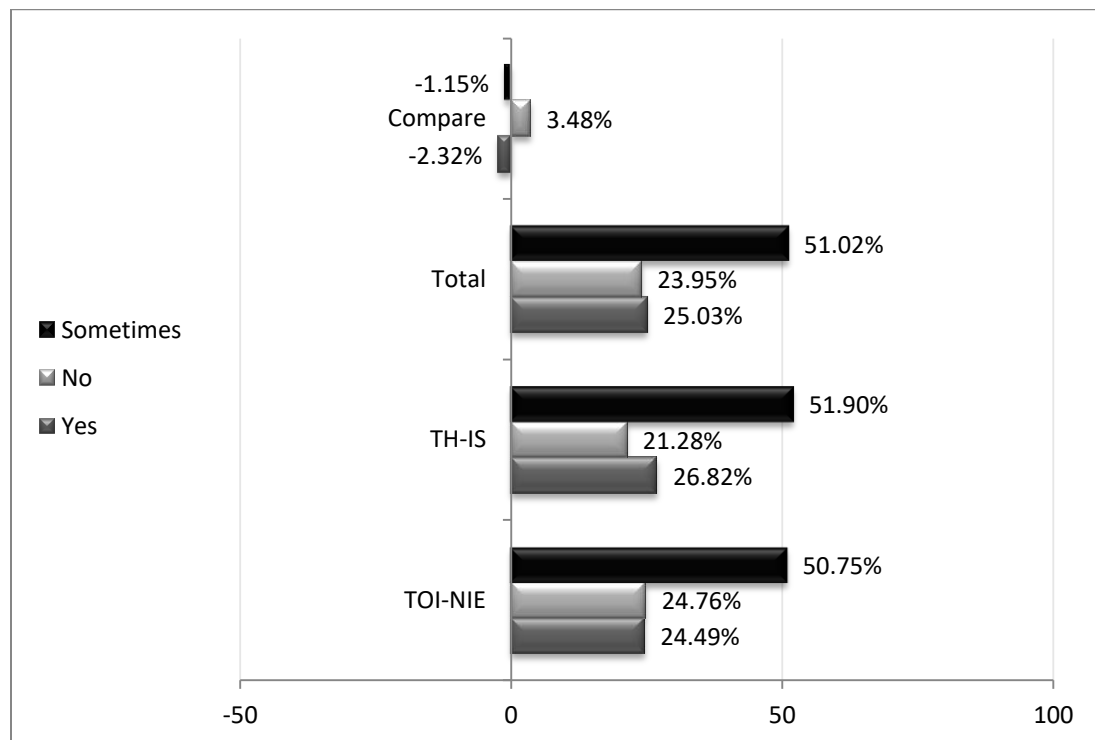
Group activities	TOI-NIE	TH-IS	Total
Yes	279	92	371
No	282	73	355
Sometimes	578	178	756
Total	1139	343	1482

(Source - Primary data)

Table 4.69 reveals the secondary school students' view on their use of the SEN for group activities. Of the 1482 participants, 279 TOI-NIE respondents and 92 TH-IS respondents say that they use SEN for group activities. Further 282 TOI-NIE respondents and 73 respondents say that they don't use SEN for group activities. While 578 TOI-NIE

respondents and 178 TH-IS respondents' say that they use SEN sometimes for group activities. Over all 371 participants say that SEN articles are useful, 355 participants say that SEN articles are not useful, and 756 participants say that SEN articles is sometimes useful for group activities. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.69 shows SSS use of SEN for group activities



(Analysis using Excel)

Chart 4.69 shows in percentage the secondary school students' use of SEN for group activities. About 24.49% TOI-NIE and 26.82% TH-IS respondents say that the SEN articles are useful for group activities. Further 24.76% TOI-NIE and 21.28% TH-IS participants' say that the SEN articles are not useful for group activities. Around 50.75% TOI-NIE and 51.9% TH-IS respondents say that the SEN articles are sometimes useful for group activities. A comparison between the two groups of students edition newspaper readers shows that 3.48% TOI-NIE respondents more than TH-IS respondents say that the SEN articles are not useful for group activities, while 2.32%, and 1.15% TH-IS

respondents more than TOI-NIE respondents say that the SEN articles are always useful and sometimes useful respectively in that order. Considering the overall result 51.02% secondary school students use the SEN articles for group activities. It can be said that majority of the participants use the SEN articles for group activities considering the two parts of these groups who have answered as ‘yes’ and ‘sometimes’. The researcher had observed that some of the students would play games like Sudoku and other puzzles where they needed partners or groups to play some games published in the SEN. The contests announced in the SEN were the major part for these engagements.

4.4.2 Advertisements and appeal

1. SEN advertisements and awareness

To the inquiry about the secondary school students’ use of the SEN articles for improving their awareness on various topics, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ use the SEN advertisements for improving their awareness. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.70 shows SSS use of SEN advertisements for awareness

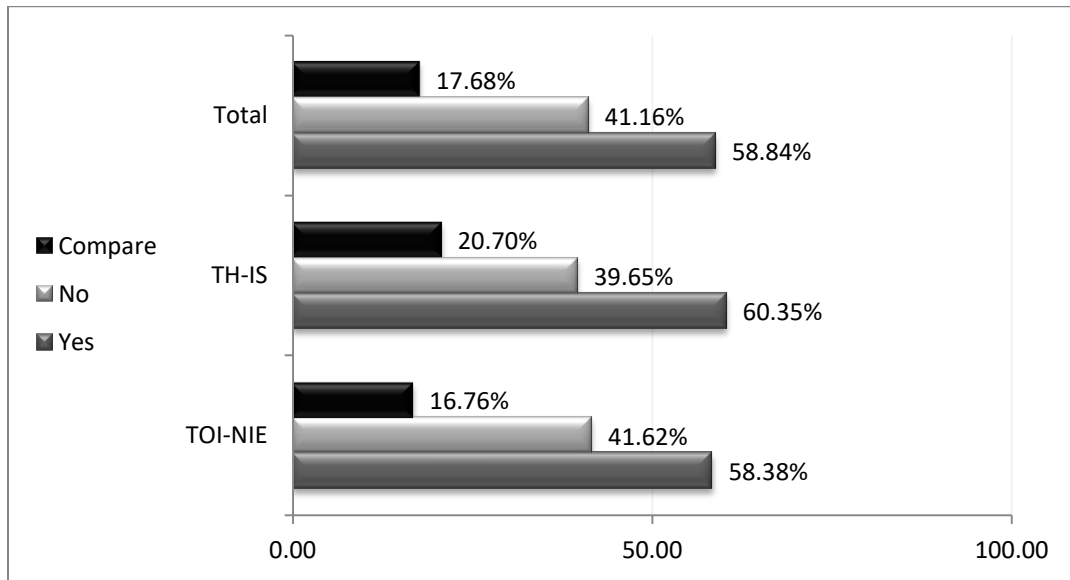
Awareness	TOI-NIE	TH-IS	Total
Yes	665	207	872
No	474	136	610
Total	1139	343	1482

(Source - Primary data)

Table 4.70 reveals the secondary school students’ view on the use of the student edition newspaper advertisements for awareness purposes. Of the 1482 participants, 665 TOI-NIE respondents and 207 TH-IS respondents say that SEN articles as useful for the said purpose. Further 474 TOI-NIE respondents and 136 TH-IS respondents say that SEN

advertisements are not useful for improving their awareness about any subject. Over all of all the secondary school students', 872 participants say that the SEN advertisements are useful while 610 participants say that the SEN advertisements are not helpful for improving their awareness on any topic. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.70 shows SSS use of SEN advertisements for awareness



(Analysis using Excel)

Chart 4.70 shows in percentage the secondary school students' students' view on the use of the SEN advertisements for awareness purposes. About 58.38% TOI-NIE and 60.35% TH-IS respondents say that the SEN advertisements are useful for improving their awareness. Further 41.62% TOI-NIE and 39.65% TH-IS participants' say that the SEN advertisements are not useful for improving their awareness on any subject. The percentage difference between the TOI-NIE students' who found it useful and not useful is 16.76% while the TH-IS students were 20.7%. A comparison between the two groups of students edition newspaper readers shows that 1.97% TH-IS respondents use more than TOI-NIE respondents the SEN advertisements for improving their awareness. Considering the overall result 58.84% secondary school students use the SEN

advertisements for improving their awareness on various subjects from time to time. So it can be said that a majority of the participants use the SEN advertisements for increasing their awareness of various topics.

2. SEN advertisements and competitions

To the inquiry about the secondary school students' use of the SEN articles for knowing about various competitions, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN advertisements for knowing about various types competitions. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.71 shows SSS use of SEN advertisements for competitions

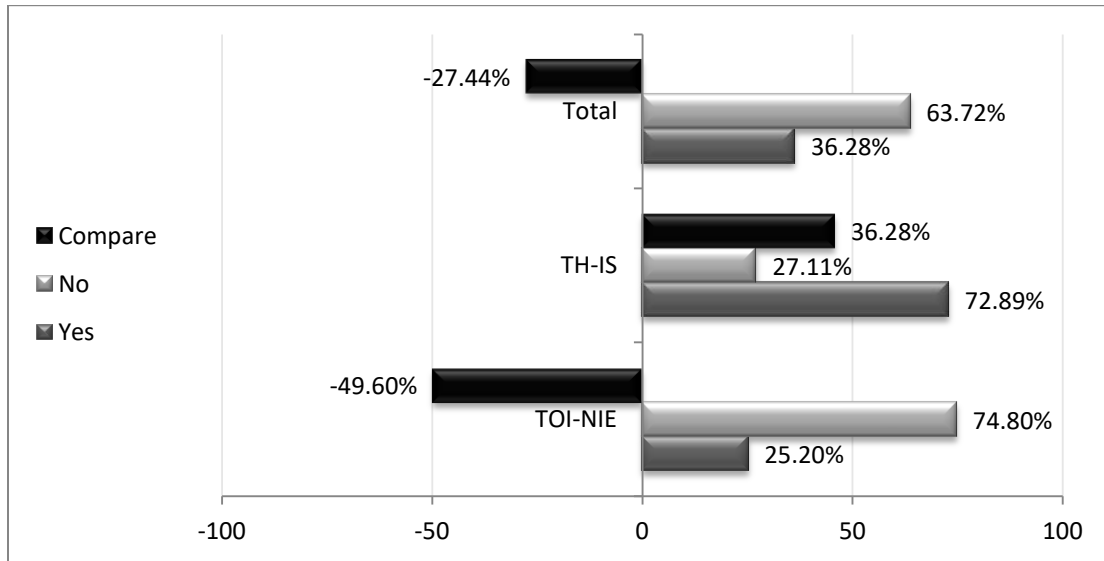
Competitions	TOI-NIE	TH-IS	Total
Yes	287	250	538
No	852	93	945
Total	1139	343	1482

(Source - Primary data)

Table 4.71 shows the secondary school students' view on the use of the student edition newspaper advertisements for competitions information purposes. Of the 1482 participants, 287 TOI-NIE respondents and 250 TH-IS respondents say that SEN advertisements are useful for the said purpose. Further 852 TOI-NIE respondents and 93 TH-IS respondents say that SEN advertisements are not useful for getting information of competitions. Over all of all the secondary school students', 538 participants say that the SEN advertisements are useful while 945 participants say that the SEN advertisements are not helpful for getting information for competitions.

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.71 shows SSS use of SEN advertisements for competitions



(Analysis using Excel)

Chart 4.71 illustrates the respondents' views on the advertisements published for competitions in the student edition newspaper. About 25.2% TOI-NIE and 72.89% TH-IS respondents say that the SEN advertisements are useful for improving gaining information on competitions. Further 74.8% TOI-NIE and 27.11% TH-IS participants' say that the SEN advertisements are not useful for gaining information of competitions. The percentage difference between the TOI-NIE students' who found it useful and not useful is 49.6% while the TH-IS students were 45.78%. A comparison between the two groups of students edition newspaper readers shows that 47.69% TH-IS respondents found it useful more than TOI-NIE respondents the SEN advertisements for gaining information on competitions. Considering the overall result 63.72% secondary school students do not find it useful the SEN advertisements for gaining information on competitions. So it can be said that the majority of the participants reject the use of SEN advertisements for gaining information on competitions.

3. SEN advertisements and practical use

To the inquiry about the secondary school students' use of the SEN articles for practical use, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN advertisements for practical applications. This output revealed the percentage of investigation of the said

question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

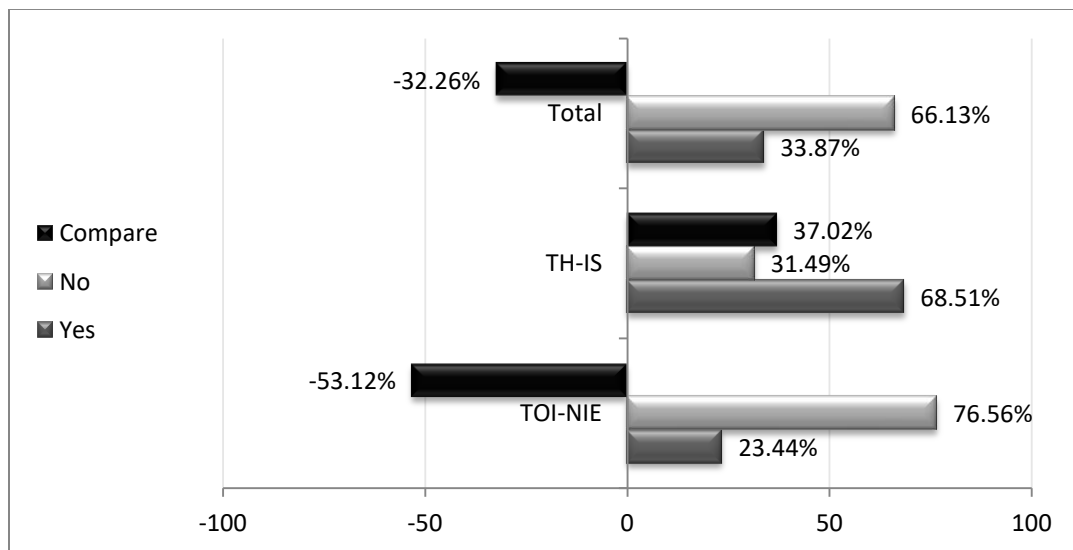
Table 4.72 shows SSS use of SEN advertisements for practical purposes

Practical Use	TOI-NIE	TH-IS	Total
Yes	267	235	502
No	872	108	980
Total	1139	343	1482

(Source - Primary data)

Table 4.72 shows the secondary school students' view on the use of the student edition newspaper advertisements for practical uses. Of the 1482 participants, 267 TOI-NIE respondents and 235 TH-IS respondents say that SEN advertisements are useful for the said purpose. Further 872 TOI-NIE respondents and 108 TH-IS respondents' say that SEN advertisements are not useful for practical uses. Over all of all the secondary school students', 502 participants say that the SEN advertisements are useful while 980 participants say that the SEN advertisements are not helpful for any practical uses. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.72 represents SSS use of SEN advertisements for practical purposes



(Analysis using Excel)

Chart 4.72 displays the secondary school students views on the advertisements published for in the student edition newspaper for practical uses. About 23.44% TOI-NIE and 68.51% TH-IS respondents say that the SEN advertisements are useful for practical uses. Further 76.56% TOI-NIE and 31.49% TH-IS participants' say that the SEN advertisements are not useful for practical uses. The percentage difference between the TOI-NIE students' who found it useful and not useful is 53.12% while the TH-IS students were 36.02%. A comparison between the two groups of students edition newspaper readers shows that 45.07% TH-IS respondents found it useful more than TOI-NIE respondents the SEN advertisements for practical uses. Considering the overall result 66.13% secondary school students do not find the SEN advertisements useful for practical uses. It can be fairly said that the majority of the participants reject the use of SEN advertisements for practical benefits.

4. SEN advertisements and other use

To the inquiry about the secondary school students' use of the SEN articles for other use, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' use the SEN advertisements for other applications. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

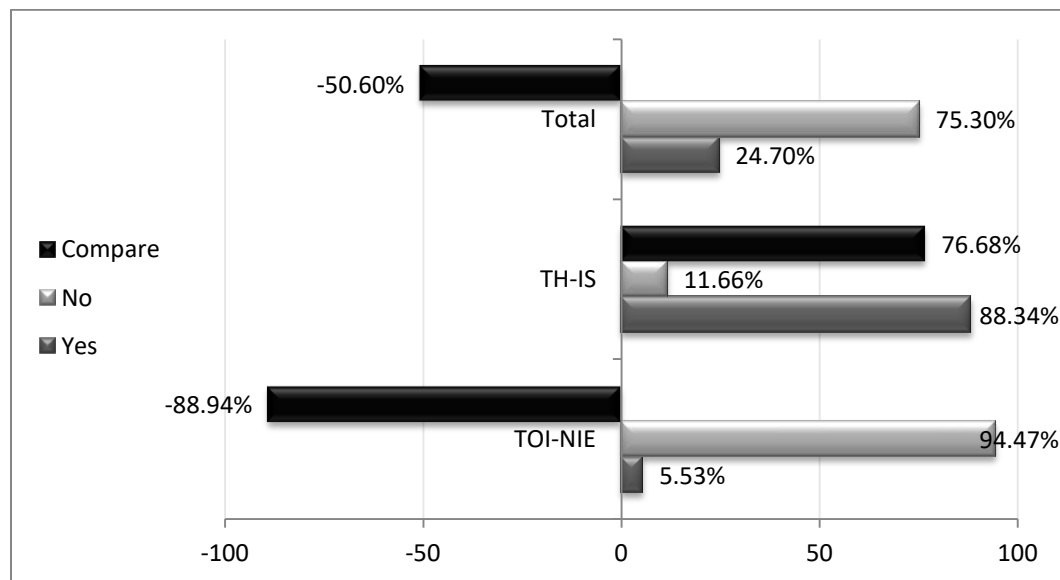
Table 4.73 represents SSS use of SEN advertisements for other purpose

Other purpose	TOI-NIE	TH-IS	Total
Yes	63	303	366
No	1076	40	1116
Total	1139	343	1482

(Source - Primary data)

Table 4.73 shows the secondary school students' view on the use of the student edition newspaper advertisements for other purposes. Of the 1482 participants, 63 TOI-NIE respondents and 303 TH-IS respondents say that SEN advertisements are useful for the said purpose. Further 1076 TOI-NIE respondents and 40 TH-IS respondents' say that SEN advertisements are not useful for other purposes. Over all of all the secondary school students', 366 participants say that the SEN advertisements are useful while 1116 participants say that the SEN advertisements are not helpful for any other purposes. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.73 represents SSS use of SEN advertisements for other purposes



(Analysis using Excel)

Chart 4.73 displays the secondary school students views on the advertisements published for in the student edition newspaper for other purposes. About 5.53% TOI-NIE and 88.34% TH-IS respondents say that the SEN advertisements are useful for other purposes. Further 94.47% TOI-NIE and 11.66% TH-IS participants' say that the SEN advertisements are not useful for other purposes. The percentage difference between the TOI-NIE students' who found it useful and not useful is 88.94% while the TH-IS students were 76.68%. A comparison between the two groups of students edition

newspaper readers shows that 82.81% TH-IS respondents found it useful more than TOI-NIE respondents the SEN advertisements for other purposes. Considering the overall result 75.3% secondary school students do not find the SEN advertisements useful for other purposes. So it can be said that the majority of the participants reject the use of SEN advertisements for other purposes.

5. SEN page layout appeal

To the inquiry about the secondary school students' view on the SEN page layout, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are appealed by the SEN page layout. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

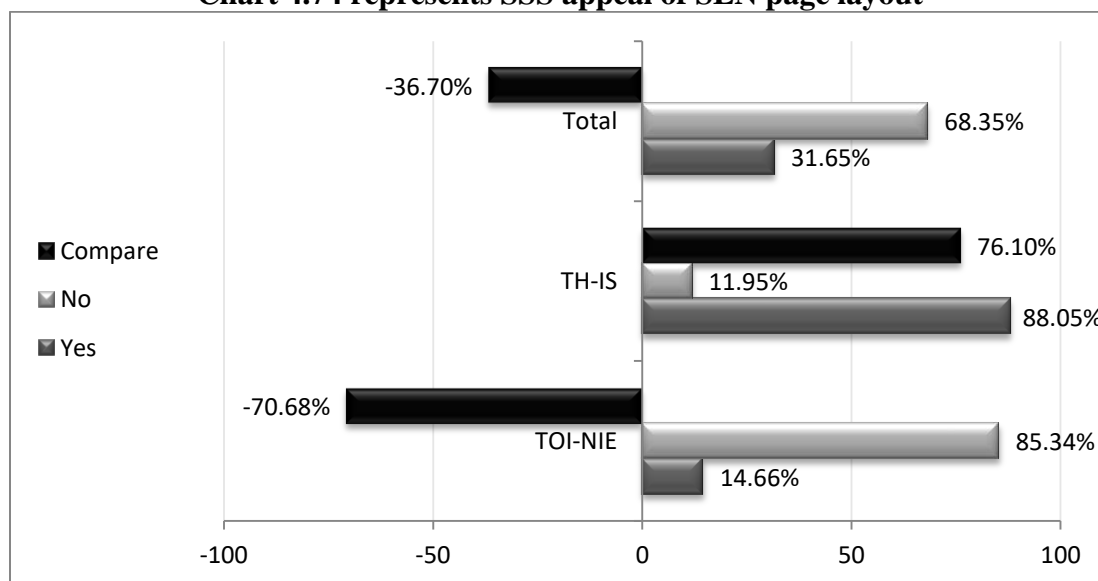
Table 4.74 represents SSS appeal of SEN page layout

Page layout	TOI-NIE	TH-IS	Total
Yes	167	302	469
No	972	41	1013
Total	1139	343	1482

(Source - Primary data)

Table 4.74 reveals the secondary school students' view on the appeal of the student edition newspaper page layout. Of the 1482 participants, 167 TOI-NIE respondents and 301 TH-IS respondents say that the SEN page layout appealed to them. Further 972 TOI-NIE respondents and 42 TH-IS respondents' say that the SEN page layout does not appeal to them. Over all of all the secondary school students', 468 participants say that the SEN page layout appealed while 1014 participants say that the SEN page layout does not appeal to them. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.74 represents SSS appeal of SEN page layout



(Analysis using Excel)

Chart 4.74 displays percentage wise output of the secondary school students' appeal of page layout of the student edition newspaper. About 14.66% TOI-NIE and 88.05% TH-IS respondents say that the page layout of the SEN appealed to them. Further 85.34% TOI-NIE and 11.95% TH-IS participants' say that the page layout of the SEN does not appeal to them. The percentage difference between the TOI-NIE students' who found it appealing and not appealing is 70.68% while the TH-IS students were 76.1%. A comparison between the two groups of students edition newspaper readers shows that 73.39% TH-IS respondents found the page layout more appealing than TOI-NIE respondents. Considering the overall result 68.35% secondary school students do not find the SEN page layout appealing. So it can be said that the majority of the participants do not like the page layout of the student edition newspaper.

6. SEN contents appeal

To the inquiry about the secondary school students' view on the SEN contents, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are appealed by the SEN contents. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

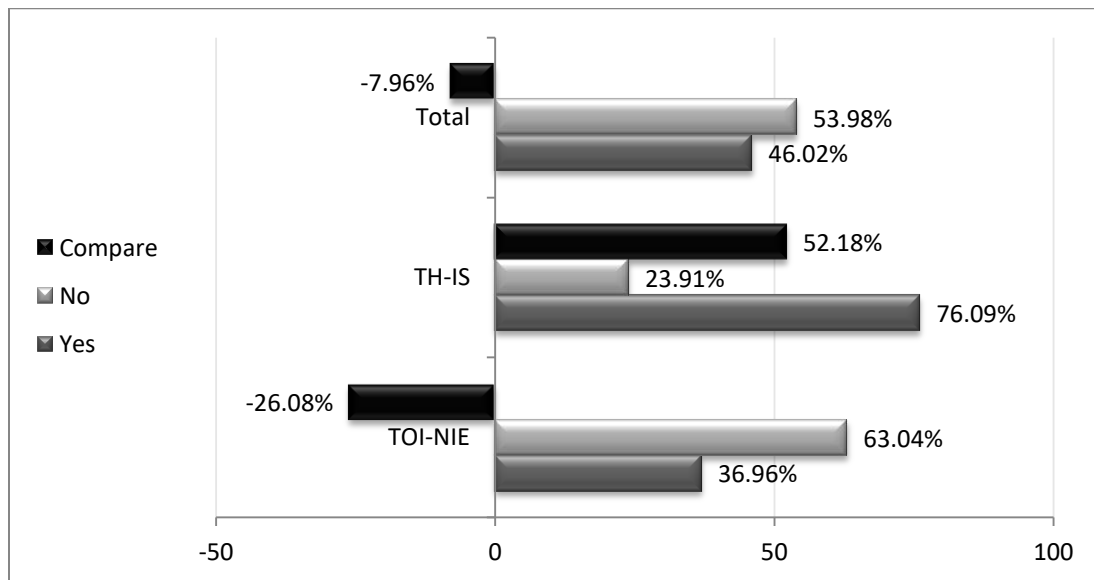
Table 4.75 represents SSS appeal of SEN content

Content	TOI-NIE	TH-IS	Total
Yes	421	261	682
No	718	82	800
Total	1139	343	1482

(Source - Primary data)

Table 4.75 reveals the secondary school students' view on the appeal of the student edition newspaper contents. Of the 1482 participants, 421 TOI-NIE respondents and 261 TH-IS respondents say that the SEN contents are appealing. Further 718 TOI-NIE respondents and 82 TH-IS respondents' say that the SEN contents do not appeal to them. Over all the secondary school students', 682 participants say that they like the SEN content presentation while 800 participants say that the SEN contents does not appeal to them. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.75 represents SSS appeal of SEN content



(Analysis using Excel)

Chart 4.75 reveals percentage wise output of the secondary school students' appeal of content presentation of the student edition newspaper. About 36.96% TOI-NIE and 76.09% TH-IS respondents say that they like the content presentation of the SEN.

Further 63.04% TOI-NIE and 23.91% TH-IS participants' say that they do not like the content presentation of the SEN. The percentage difference between the TOI-NIE students' who found it useful and not useful is 26.08% while the TH-IS students were 52.18%. A comparison between the two groups of students edition newspaper readers shows that 39.13% TH-IS respondents found the content presentation more appealing than TOI-NIE respondents. Considering the overall result 53.98% secondary school students do not find the SEN content presentation appealing which happens to be the majority representatives.

7. SEN languages appeal

To the inquiry about the secondary school students' view on the SEN language, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are appealed by the SEN language. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.76 represents SSS appeal of SEN language

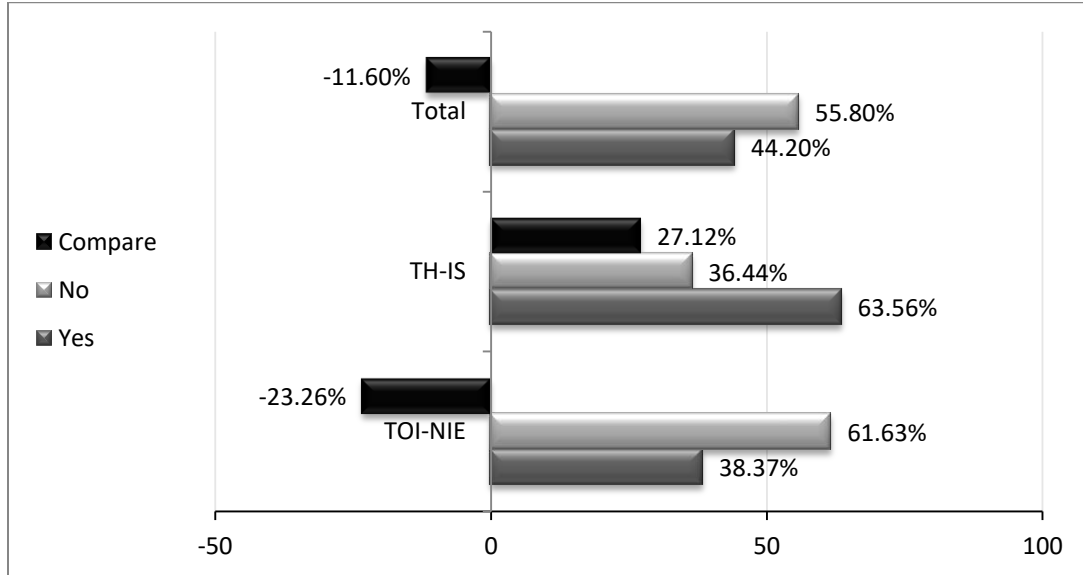
Language	TOI-NIE	TH-IS	Total
Yes	437	218	655
No	702	125	827
Total	1139	343	1482

(Source - Primary data)

Table 4.76 reveals the secondary school students' view on the appeal of the student edition newspaper language. Of the 1482 participants, 421 TOI-NIE respondents and 261 TH-IS respondents say that the SEN language is appealing. Further 718 TOI-NIE respondents and 82 TH-IS respondents' say that the SEN language do not appeal to them. Over all the secondary school students', 682 participants say that they like the SEN language while 800 participants say that the SEN languages does not appeal to them. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS,

the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.76 represents SSS appeal of SEN language



(Analysis using Excel)

Chart 4.76 displays percentage wise output of the secondary school students' appeal of language of the student edition newspaper. About 38.37% TOI-NIE and 63.56% TH-IS respondents say that the language of the SEN appealed to them. Further 61.63% TOI-NIE and 36.44% TH-IS participants' say that the language of the SEN does not appeal to them. The percentage difference between the TOI-NIE students' who found it appealing and not appealing is 23.26% while the TH-IS students were 27.12%. A comparison between the two groups of students edition newspaper readers shows that 25.19% TH-IS respondents found the language more appealing than TOI-NIE respondents. Considering the overall result 55.8% secondary school students do not find the SEN language appealing. So it can be said that for the majority of the participants the student edition newspaper language is not appealing.

8. SEN pictures appeal

To the inquiry about the secondary school students' view on the SEN pictures, the following characteristics were revealed. The purpose of this question was to

understand how many of the respondents' are appealed by the SEN pictures. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

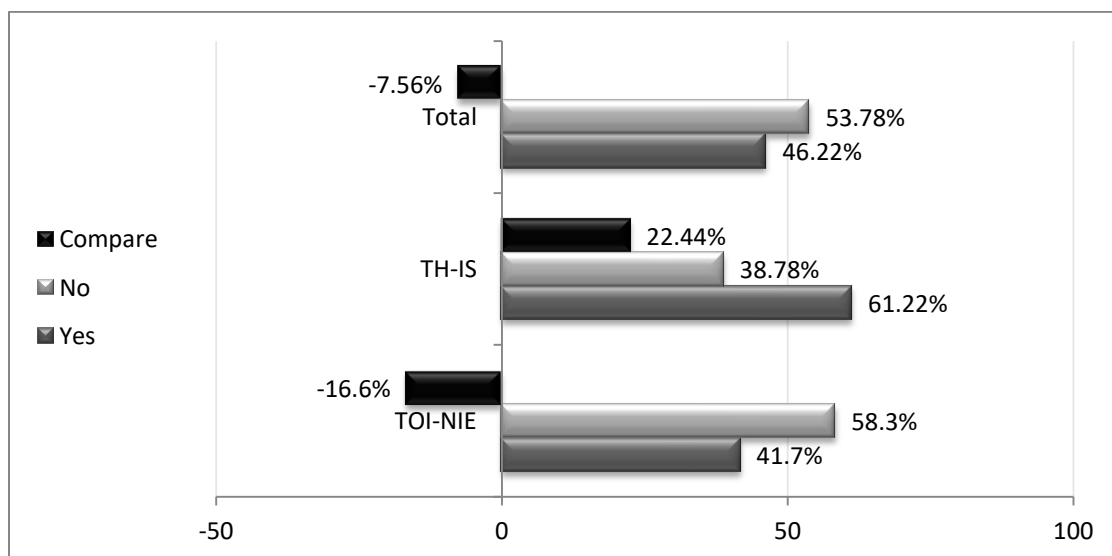
Table 4.77 represents SSS appeal of SEN pictures

Pictures	TOI-NIE	TH-IS	Total
Yes	475	210	685
No	664	133	797
Total	1139	343	1482

(Source - Primary data)

Table 4.77 illustrates the secondary school students' view on the appeal of the student edition newspaper pictures. Of the 1482 participants, 475 TOI-NIE respondents and 210 TH-IS respondents say that the SEN pictures are appealing. Further 664 TOI-NIE respondents and 133 TH-IS respondents' say that the SEN pictures do not appeal to them. Over all the secondary school students', 664 participants say that they like the SEN picture presentation while 797 participants say that the SEN pictures does not appeal to them. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.77 represents SSS appeal of SEN pictures



(Analysis using Excel)

Chart 4.77 displays percentage wise output of the secondary school students' appeal of pictures of the student edition newspaper. About 41.7% TOI-NIE and 61.22% TH-IS respondents say that the picture of the SEN appealed to them. Further 58.3% TOI-NIE and 38.78% TH-IS participants' say that the picture of the SEN does not appeal to them. The percentage difference between the TOI-NIE students' who found it appealing and not appealing is 16.6% while the TH-IS students were 22.44%. A comparison between the two groups of students edition newspaper readers shows that 19.52% TH-IS respondents found the picture more appealing than TOI-NIE respondents. Considering the overall result 53.78% secondary school students do not find the SEN picture appealing. So it can be said that for the majority of the participants the student edition newspaper pictures are not appealing.

9. SEN advertisements appeal

To the inquiry about the secondary school students' view on the SEN advertisements, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are appealed by the SEN advertisements. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.78 represents SSS appeal of SEN advertisements

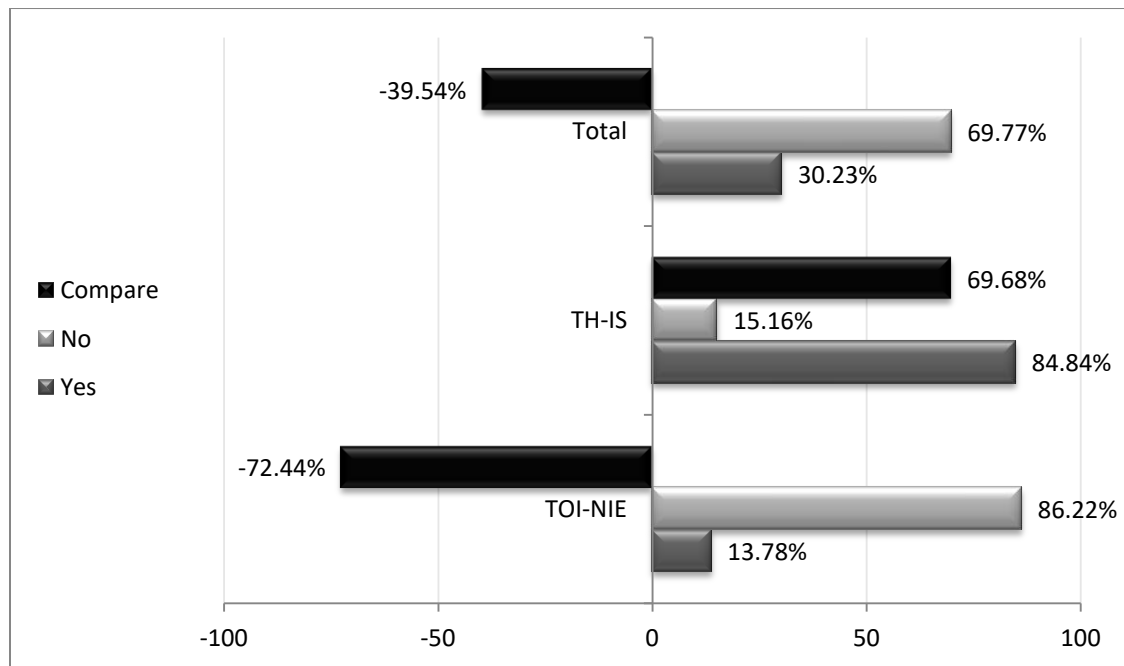
Advertisements	TOI-NIE	TH-IS	Total
Yes	157	291	448
No	982	52	1034
Total	1139	343	1482

(Source - Primary data)

Table 4.78 reveals the secondary school students' view on the appeal of the student edition newspaper advertisements. Of the 1482 participants, 157 TOI-NIE respondents and 291 TH-IS respondents say that the SEN advertisements are appealing. Further 982 TOI-NIE respondents and 52 TH-IS respondents' say that the SEN

advertisements do not appeal to them. Over all the secondary school students', 448 participants say that they like the SEN advertisements presentation while 1034 participants say that the SEN advertisements does not appeal to them. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.78 represents SSS appeal of SEN advertisements



(Analysis using Excel)

Chart 4.78 shows percentage wise output of the secondary school students' appeal of advertisements of the student edition newspaper. About 13.78% TOI-NIE and 84.84% TH-IS respondents say that the advertisements of the SEN appealed to them. Further 86.22% TOI-NIE and 15.16% TH-IS participants' say that the advertisements of the SEN does not appeal to them. The percentage difference between the TOI-NIE students' who found it appealing and not appealing is 72.44% while the TH-IS students were 69.68%. A comparison between the two groups of students edition newspaper readers shows that 71.06% TH-IS respondents found the advertisements more appealing than TOI-NIE respondents. Considering the overall result 69.77% secondary school students do not find

the SEN advertisements appealing. So it can be said that for the majority of the participants the student edition newspaper advertisements is not appealing.

10. SEN other features appeal

To the inquiry about the secondary school students' view on the SEN other features, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are appealed by the SEN other features. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

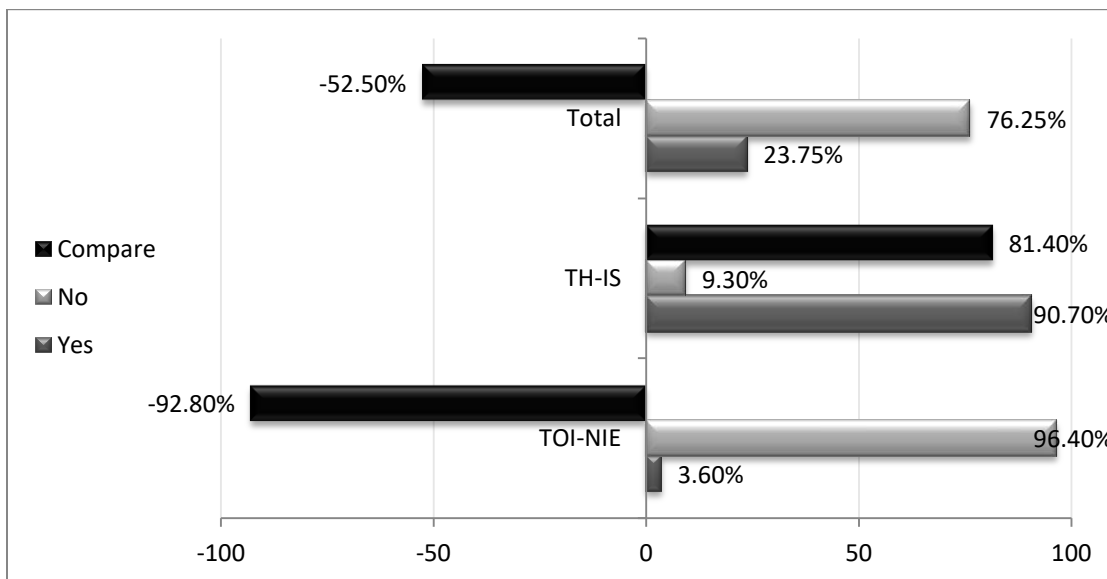
Table 4.79 represents SSS appeal of SEN other features

Other features	TOI-NIE	TH-IS	Total
Yes	41	312	352
No	1098	32	1130
Total	1139	343	1482

(Source - Primary data)

Table 4.79 reveals the secondary school students' view on the student edition newspaper other features. Of the 1482 participants, 41 TOI-NIE respondents and 312 TH-IS respondents say that the SEN other features are appealing. Further 1098 TOI-NIE respondents and 32 TH-IS respondents' say that the SEN other features do not appeal to them. Over all the secondary school students', 352 participants say that they like the SEN other features presentation while 1130 participants say that the SEN other features does not appeal to them. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.79 represents SSS appeal of SEN other features



(Analysis using Excel)

Chart 4.79 displays percentage wise output of the secondary school students' appeal of other features of the student edition newspaper. About 3.6% TOI-NIE and 90.7% TH-IS respondents say that the other features of the SEN appealed to them. Further 96.4% TOI-NIE and 9.3% TH-IS participants' say that the other features of the SEN does not appeal to them. The percentage difference between the TOI-NIE students' who found it appealing and not appealing is 92.8% while the TH-IS students were 81.4%. A comparison between the two groups of students edition newspaper readers shows that 87.1% TH-IS respondents found the other features more appealing than TOI-NIE respondents. Considering the overall result 76.25% secondary school students do not find the SEN other features appealing. So it can be said that for the majority of the participants the student edition newspaper other features is not appealing.

4.4.3 Interests

1. SSS interest in Sports articles

To the inquiry about the secondary school students' interest in the SEN sports articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN sports articles. This output revealed the percentage of investigation of the said question about

the audience participated in this study. The data collected using the questionnaire is tabulated further.

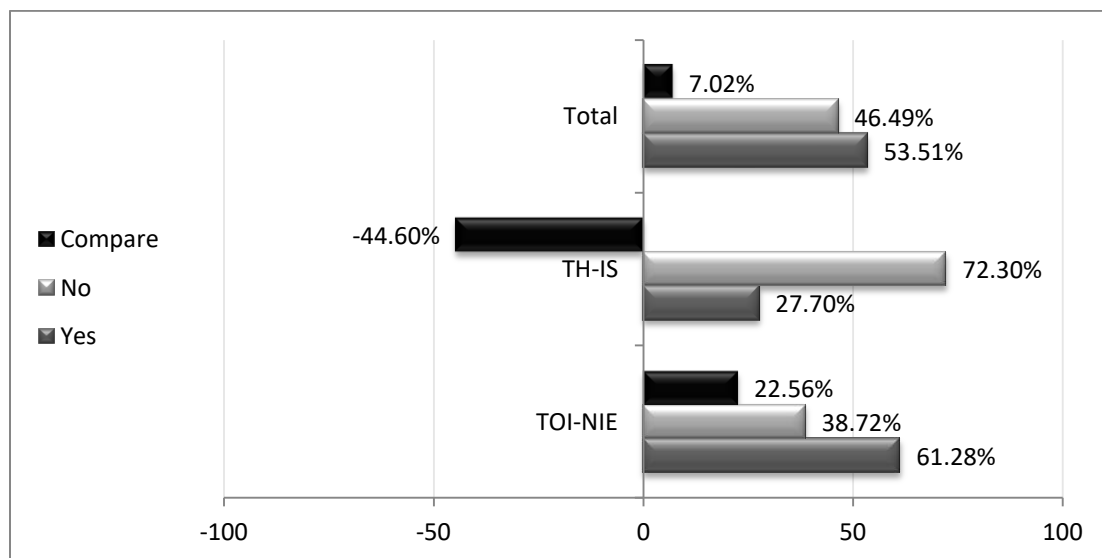
Table 4.80 represents SSS interest in sports news of the SEN

Sports news	TOI-NIE	TH-IS	Total
Yes	698	95	793
No	441	248	689
Total	1139	343	1482

(Source - Primary data)

Table 4.80 reveals the secondary school students' interest of the student edition newspaper sports articles. Of the 1482 participants, 698 TOI-NIE respondents and 95 TH-IS respondents say that the SEN sports articles are interesting. Further 441 TOI-NIE respondents and 248 TH-IS respondents' are not interested in the SEN sports articles. Over all the secondary school students', 793 participants say that they are interested in the SEN sports articles while 689 participants say that they are not interested in the SEN sports articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.80 represents SSS interest in sports news of the SEN



(Analysis using Excel)

Chart 4.80 displays percentage wise output of the secondary school students' interest of sports articles in the student edition newspaper. About 61.28% TOI-NIE and 27.7% TH-IS respondents say that they are interested in the sports articles of the SEN. Further 38.72% TOI-NIE and 72.3% TH-IS participants' say that they are not interested in the sports articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 22.56% TOI-NIE while the TH-IS students were 44.6%. A comparison between the two groups of students edition newspaper readers shows that 33.58% TOI-NIE respondents found the sports articles more interesting than TH-IS respondents. Considering the overall result 53.51% secondary school students find the SEN sports articles interesting. So it can be said that for the majority of the participants the student edition newspaper sports articles is interesting.

2. SSS interest in Movie reviews

To the inquiry about the secondary school students' interest in the SEN movie reviews, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN movie reviews. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.81 represents SSS interest in movie reviews of the SEN

Movie reviews	TOI-NIE	TH-IS	Total
Yes	579	211	790
No	560	132	692
Total	1139	343	1482

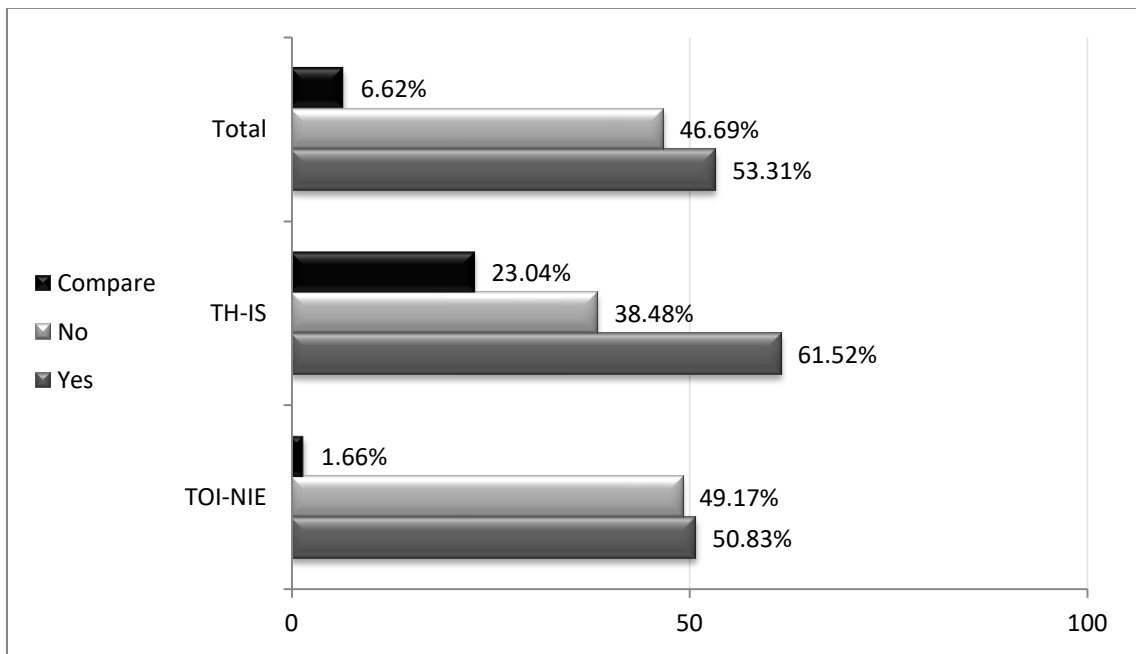
(Source - Primary data)

Table 4.81 reveals the secondary school students' interest of the student edition newspaper movie reviews. Of the 1482 participants, 579 TOI-NIE respondents and 211 TH-IS respondents say that the SEN movie reviews are interesting. Further 560

TOI-NIE respondents and 132 TH-IS respondents' are not interested in the SEN movie reviews. Over all the secondary school students', 790 participants say that they are interested in the SEN movie reviews while 692 participants say that they are not interested in the SEN movie reviews.

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.81 represents SSS interest in movie reviews of the SEN



(Analysis using Excel)

Chart 4.81 displays percentage wise output of the secondary school students' interest of movie reviews in the student edition newspaper. About 50.83% TOI-NIE and 61.52% TH-IS respondents say that they are interested in the movie reviews of the SEN. Further 49.17% TOI-NIE and 38.48% TH-IS participants' say that they are not interested in the movie reviews of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 1.66% TOI-NIE while the TH-IS students were 23.04%. A comparison between the two groups of students edition newspaper readers shows that 10.69% TH-IS respondents found the movie reviews more interesting than TOI-NIE respondents. Considering the overall result 53.31% secondary

school students find the SEN movie reviews interesting. So it can be said that for the majority of the participants the student edition newspaper movie reviews is interesting.

3. SSS interest in Current affairs

To the inquiry about the secondary school students' interest in the SEN current affairs articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN current affairs articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

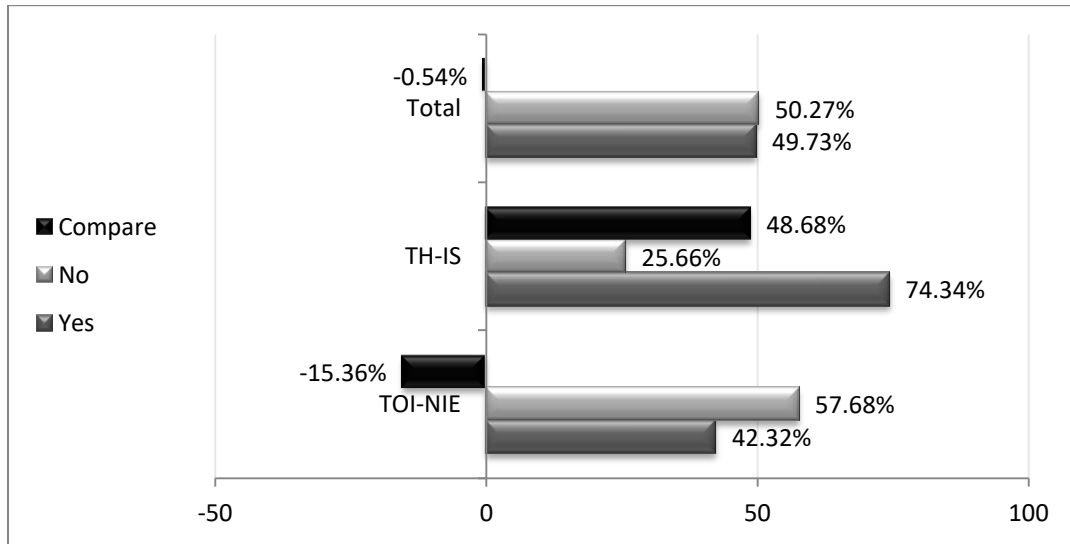
Table 4.82 represents SSS interest in current affairs articles of the SEN

Current affairs	TOI-NIE	TH-IS	Total
Yes	482	255	737
No	657	88	745
Total	1139	343	1482

(Source - Primary data)

Table 4.82 reveals the secondary school students' interest of the student edition newspaper current affairs articles. Of the 1482 participants, 482 TOI-NIE respondents and 255 TH-IS respondents say that the SEN current affairs articles are interesting. Further 657 TOI-NIE respondents and 88 TH-IS respondents' are not interested in the SEN current affairs articles. Over all the secondary school students', 737 participants say that they are interested in the SEN current affairs articles while 745 participants say that they are not interested in the SEN current affairs articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.82 represents SSS interest in current affairs articles of the SEN



(Analysis using Excel)

Chart 4.82 displays percentage wise output of the secondary school students' interest of current affairs articles in the student edition newspaper. About 42.32% TOI-NIE and 74.34% TH-IS respondents say that they are interested in the current affairs articles of the SEN. Further 57.68% TOI-NIE and 25.66% TH-IS participants' say that they are not interested in the current affairs articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 15.36% for TOI-NIE whiles the TH-IS students were 48.68%. A comparison between the two groups of students edition newspaper readers shows that 32.02% TH-IS respondents found the current affairs articles more interesting than TOI-NIE respondents. Considering the overall result 50.27% secondary school students do not find the SEN current affairs articles interesting. So it can be said that for the majority of the participants the student edition newspaper current affairs articles is not interesting even though the difference between them is a mere 0.54%.

4. SSS interest in Puzzle/Quiz

To the inquiry about the secondary school students' interest in the SEN puzzle/quiz articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN puzzle/quiz articles. This output revealed the percentage of investigation of the said

question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

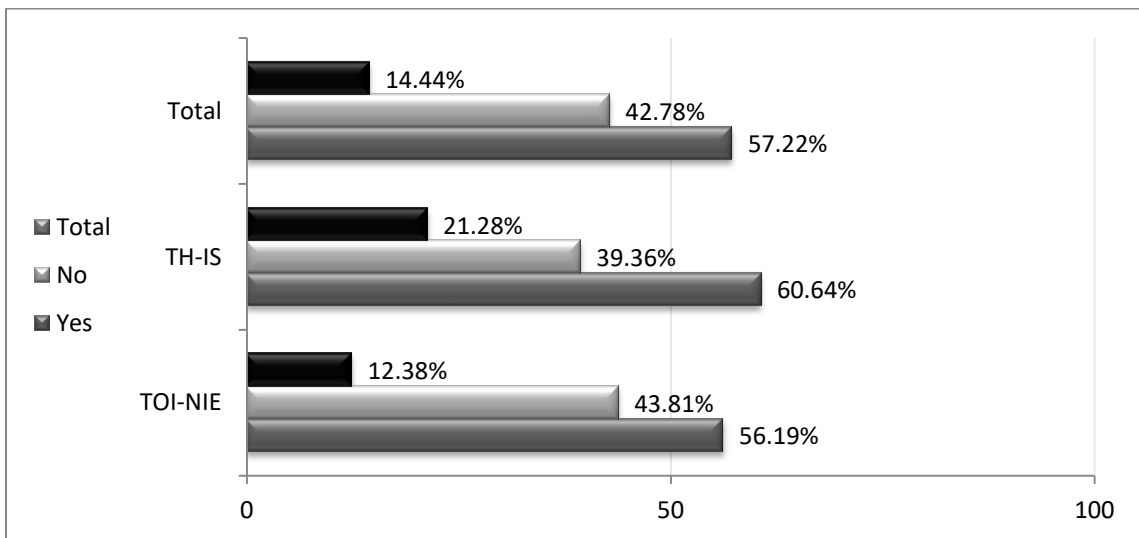
Table 4.83 represents SSS interest in puzzle/quiz articles of the SEN

Puzzle/Quiz	TOI-NIE	TH-IS	Total
Yes	640	208	848
No	499	135	634
Total	1139	343	1482

(Source - Primary data)

Table 4.83 shows the secondary school students' interest of the student edition newspaper puzzle/quiz articles. Of the 1482 participants, 640 TOI-NIE respondents and 208 TH-IS respondents say that the SEN puzzle/quiz articles are interesting. Further 499 TOI-NIE respondents and 135 TH-IS respondents' are not interested in the SEN puzzle/quiz articles. Over all the secondary school students', 848 participants say that they are interested in the SEN puzzle/quiz articles while 634 participants say that they are not interested in the SEN puzzle/quiz articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.83 represents SSS interest in puzzle/quiz articles of the SEN



(Analysis using Excel)

Chart 4.83 displays percentage wise output of the secondary school students' interest of puzzle/quiz articles in the student edition newspaper. About 56.19% TOI-NIE and 60.64% TH-IS respondents say that they are interested in the puzzle/quiz articles of the SEN. Further 43.81% TOI-NIE and 39.36% TH-IS participants' say that they are not interested in the puzzle/quiz articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 12.38% TOI-NIE while the TH-IS students were 21.28%. A comparison between the two groups of students edition newspaper readers shows that 4.45% TH-IS respondents found the puzzle/quiz articles more interesting than TOI-NIE respondents. Considering the overall result 57.22% secondary school students find the SEN puzzle/quiz articles interesting. So it can be said that for the majority of the participants the student edition newspaper puzzle/quiz articles are interesting.

5. SSS interest in News features

To the inquiry about the secondary school students' interest in the SEN news features articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN news features articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.84 represents SSS interest in news features articles of the SEN

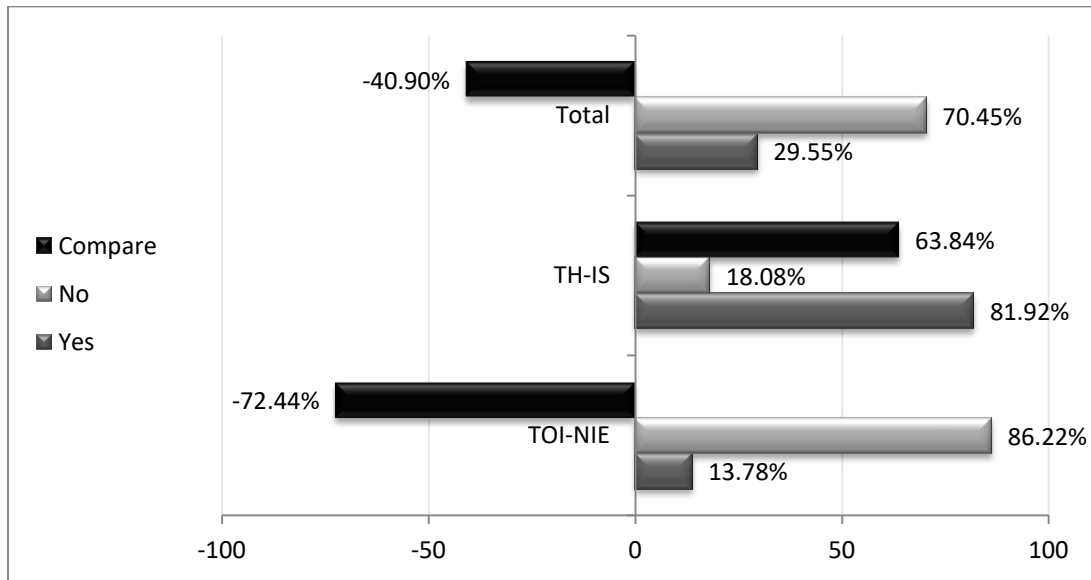
News features	TOI-NIE	TH-IS	Total
Yes	157	281	438
No	982	62	1044
Total	1139	343	1482

(Source - Primary data)

Table 4.84 reveals the secondary school students' interest of the student edition newspaper news features articles. Of the 1482 participants, 157 TOI-NIE respondents and 281 TH-IS respondents say that the SEN news features articles are interesting. Further 982 TOI-NIE respondents and 62 TH-IS respondents' are not interested in the SEN news

features articles. Over all the secondary school students', 438 participants say that they are interested in the SEN news features articles while 1044 participants say that they are not interested in the SEN news features articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.84 represents SSS interest in news features articles of the SEN



(Analysis using Excel)

Chart 4.84 displays percentage wise output of the secondary school students' interest of news features articles in the student edition newspaper. About 13.78% TOI-NIE and 86.22% TH-IS respondents say that they are interested in the news features articles of the SEN. Further 81.92% TOI-NIE and 18.08% TH-IS participants' say that they are not interested in the news features articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 72.44% TOI-NIE while the TH-IS students were 63.84%. A comparison between the two groups of students edition newspaper readers shows that 68.14% TH-IS respondents found the news features articles more interesting than TOI-NIE respondents. Considering the overall result 70.45% secondary school students do not find the SEN news features articles interesting. So it can be said that for the majority of the participants the student edition newspaper news features articles is not interesting.

6. SSS interest in School articles

To the inquiry about the secondary school students' interest in the SEN school articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN school articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

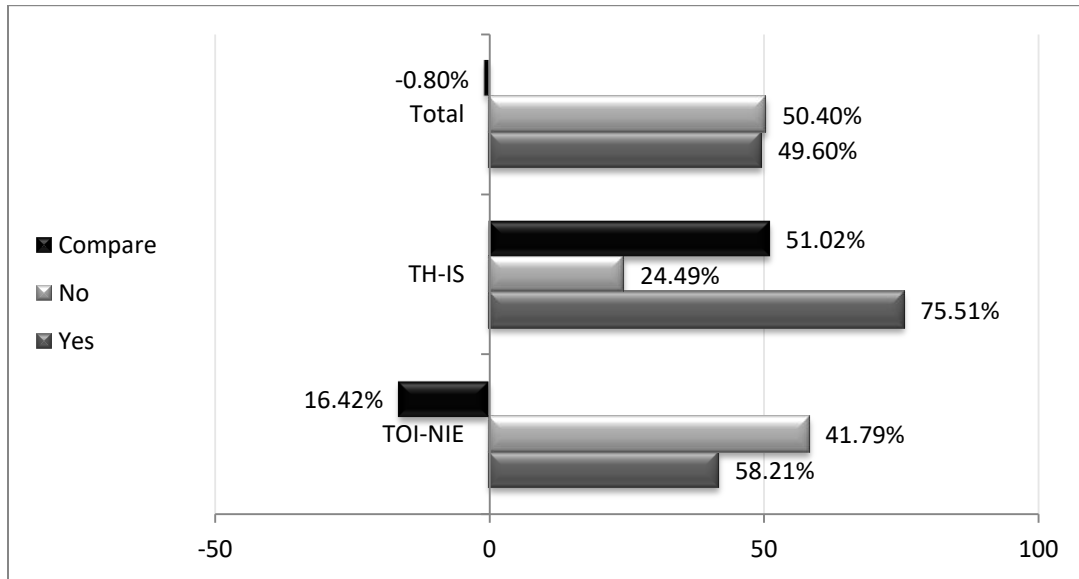
Table 4.85 represents SSS interest in schools articles of the SEN

School articles	TOI-NIE	TH-IS	Total
Yes	476	259	735
No	663	84	747
Total	1139	343	1482

(Source - Primary data)

Table 4.85 shows the secondary school students' interest of the student edition newspaper school articles. Of the 1482 participants, 476 TOI-NIE respondents and 259 TH-IS respondents say that the SEN school articles are interesting. Further 663 TOI-NIE respondents and 84 TH-IS respondents' are not interested in the SEN school articles. Over all the secondary school students', 735 participants say that they are interested in the SEN school articles while 747 participants say that they are not interested in the SEN school articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.85 represents SSS interest in schools articles of the SEN



(Analysis using Excel)

Chart 4.85 displays percentage wise output of the secondary school students' interest of school articles in the student edition newspaper. About 41.79% TOI-NIE and 75.51% TH-IS respondents say that they are interested in the school articles of the SEN. Further 58.21% TOI-NIE and 24.49% TH-IS participants' say that they are not interested in the school articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 16.42% TOI-NIE while the TH-IS students were 51.02%. A comparison between the two groups of students edition newspaper readers shows that 33.72% TH-IS respondents found the school articles more interesting than TOI-NIE respondents. Considering the overall result 50.4% secondary school students do not find the SEN school articles interesting. So it can be said that for the majority of the participants the student edition newspaper school articles is not interesting even though the difference is of 0.8%.

7. SSS interest in Book reviews

To the inquiry about the secondary school students' interest in the SEN book reviews, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN book reviews. This output revealed the percentage of investigation of the said question about the

audience participated in this study. The data collected using the questionnaire is tabulated further.

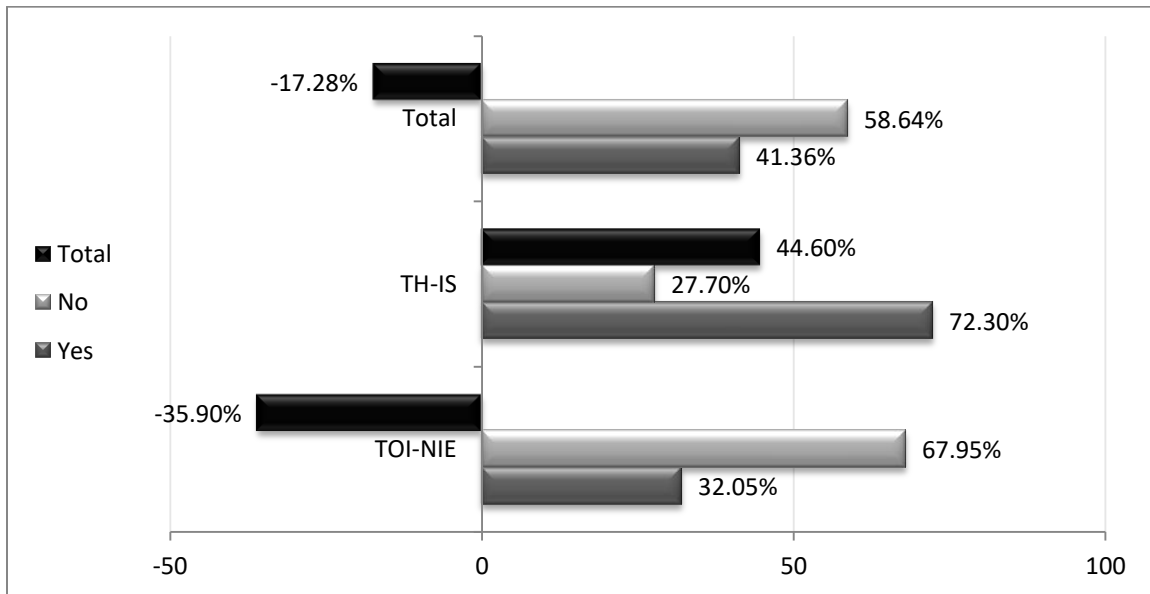
Table 4.86 represents SSS interest in book reviews of the SEN

Book reviews	TOI-NIE	TH-IS	Total
Yes	365	248	613
No	774	95	869
Total	1139	343	1482

(Source - Primary data)

Table 4.86 shows the secondary school students' interest of the student edition newspaper book reviews. Of the 1482 participants, 365 TOI-NIE respondents and 248 TH-IS respondents say that the SEN book reviews are interesting. Further 774 TOI-NIE respondents and 95 TH-IS respondents' are not interested in the SEN book reviews. Over all the secondary school students', 613 participants say that they are interested in the SEN book reviews while 869 participants say that they are not interested in the SEN book reviews. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.86 represents SSS interest in book reviews of the SEN



(Analysis using Excel)

Chart 4.86 displays percentage wise output of the secondary school students' interest of book reviews in the student edition newspaper. About 32.05% TOI-NIE and 72.3% TH-IS respondents say that they are interested in the book reviews of the SEN. Further 67.95% TOI-NIE and 27.7% TH-IS participants' say that they are not interested in the book reviews of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 35.90% TOI-NIE while the TH-IS students were 44.6%. A comparison between the two groups of students edition newspaper readers shows that 40.25% TH-IS respondents found the book reviews more interesting than TOI-NIE respondents. Considering the overall result 58.64% secondary school students do not find the SEN book reviews interesting. So it can be said that for the majority of the participants the student edition newspaper book reviews are not interesting.

8. SSS interest in Games articles

To the inquiry about the secondary school students' interest in the SEN games articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN games articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.87 represents SSS interest in games articles of the SEN

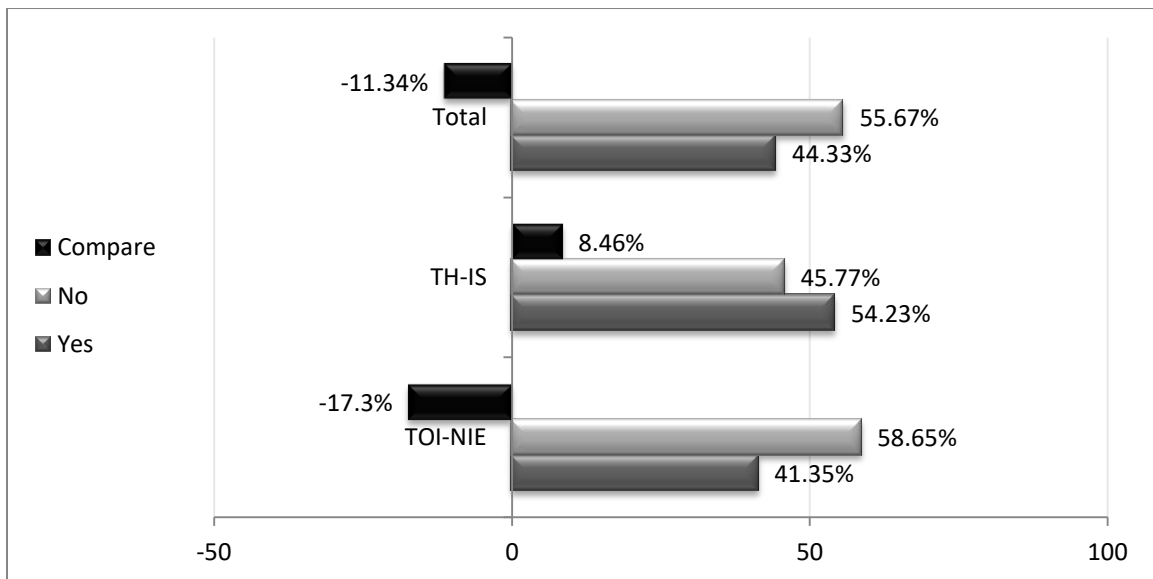
Games articles	TOI-NIE	TH-IS	Total
Yes	471	186	657
No	668	157	825
Total	1139	343	1482

(Source - Primary data)

Table 4.87 shows the secondary school students' interest of the student edition newspaper games articles. Of the 1482 participants, 471 TOI-NIE respondents and 186 TH-IS respondents say that the SEN games articles are interesting. Further 668 TOI-NIE respondents and 157 TH-IS respondents' are not interested in the SEN games

articles. Over all the secondary school students', 657 participants say that they are interested in the SEN games articles while 825 participants say that they are not interested in the SEN games articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.87 represents SSS interest in games articles of the SEN



(Analysis using Excel)

Chart 4.87 displays percentage wise output of the secondary school students' interest of games articles in the student edition newspaper. About 41.35% TOI-NIE and 54.23% TH-IS respondents say that they are interested in the games articles of the SEN. Further 58.65% TOI-NIE and 45.77% TH-IS participants' say that they are not interested in the games articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 17.30% TOI-NIE while the TH-IS students were 8.46%. A comparison between the two groups of students edition newspaper readers shows that 12.88% TH-IS respondents found the games articles more interesting than TOI-NIE respondents. Considering the overall result 55.67% secondary school students do not find the SEN games articles interesting. So it can be said that for the majority of the participants the student edition newspaper games articles is not interesting.

9. SSS interest in cartoon articles

To the inquiry about the secondary school students' interest in the SEN cartoon articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN cartoon articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.88 represents SSS interest in cartoon articles of the SEN

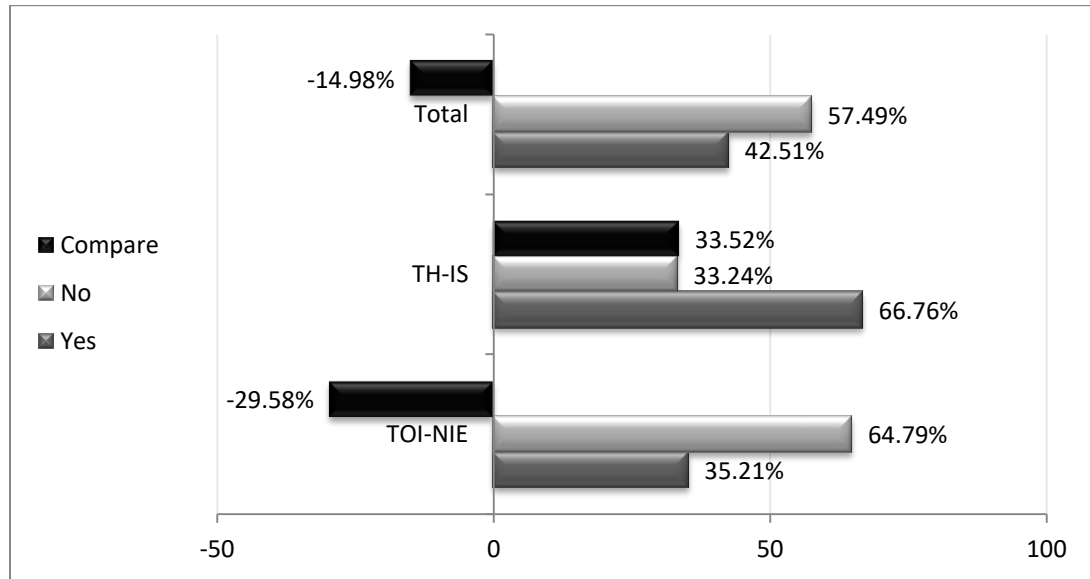
Cartoons	TOI-NIE	TH-IS	Total
Yes	401	229	630
No	738	114	852
Total	1139	343	1482

(Source - Primary data)

Table 4.88 shows the secondary school students' interest of the student edition newspaper cartoon articles. Of the 1482 participants, 401 TOI-NIE respondents and 229 TH-IS respondents say that the SEN cartoon articles are interesting. Further 738 TOI-NIE respondents and 114 TH-IS respondents' are not interested in the SEN cartoon articles. Over all the secondary school students', 630 participants say that they are interested in the SEN cartoon articles while 852 participants say that they are not interested in the SEN cartoon articles.

As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.88 represents SSS interest in cartoon articles of the SEN



(Analysis using Excel)

Chart 4.88 displays percentage wise output of the secondary school students' interest of cartoon articles in the student edition newspaper. About 35.21% TOI-NIE and 66.76% TH-IS respondents say that they are interested in the cartoon articles of the SEN. Further 64.79% TOI-NIE and 33.24% TH-IS participants' say that they are not interested in the cartoon articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 29.58% TOI-NIE while the TH-IS students were 33.52%. A comparison between the two groups of students edition newspaper readers shows that 31.55% TH-IS respondents found the cartoon articles more interesting than TOI-NIE respondents. Considering the overall result 57.49% secondary school students do not find the SEN cartoon articles interesting. So it can be said that for the majority of the participants the student edition newspaper cartoon articles is not interesting.

10. SSS interest in comic strips

To the inquiry about the secondary school students' interest in the SEN comic strips articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN comic strips articles. This output revealed the percentage of investigation of the said

question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

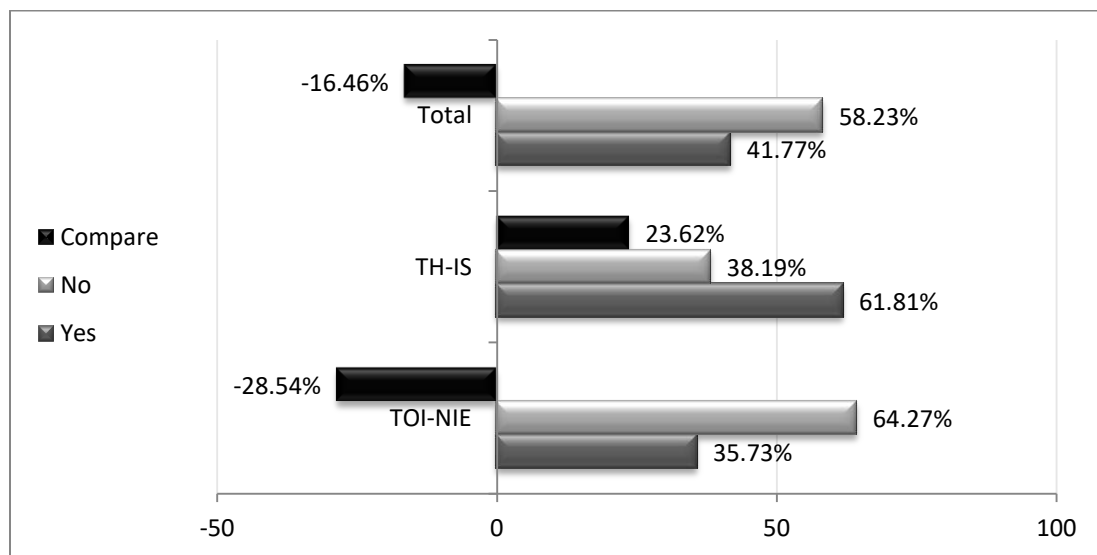
Table 4.89 represents SSS interest in comic strips of the SEN

Comic Strips	TOI-NIE	TH-IS	Total
Yes	407	212	619
No	732	131	863
Total	1139	343	1482

(Source - Primary data)

Table 4.89 shows the secondary school students' interest of the student edition newspaper comic strips articles. Of the 1482 participants, 407 TOI-NIE respondents and 212 TH-IS respondents say that the SEN comic strips articles are interesting. Further 732 TOI-NIE respondents and 131 TH-IS respondents' are not interested in the SEN comic strips articles. Over all the secondary school students', 619 participants say that they are interested in the SEN comic strips articles while 863 participants say that they are not interested in the SEN comic strips articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.89 represents SSS interest in comic strips of the SEN



(Analysis using Excel)

Chart 4.89 displays percentage wise output of the secondary school students' interest of comic strips articles in the student edition newspaper. About 35.73% TOI-NIE and 61.81% TH-IS respondents say that they are interested in the comic strips articles of the SEN. Further 64.27% TOI-NIE and 38.19% TH-IS participants' say that they are not interested in the comic strips articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 28.54% TOI-NIE while the TH-IS students were 23.62%. A comparison between the two groups of students edition newspaper readers shows that 26.08% TH-IS respondents found the comic strips articles more interesting than TOI-NIE respondents. Considering the overall result 58.23% secondary school students do not find the SEN comic strips articles interesting. So it can be said that for the majority of the participants the student edition newspaper comic strips articles is not interesting.

11. SSS interest in advertisements

To the inquiry about the secondary school students' interest in the SEN advertisements, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested in the SEN advertisements. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.90 represents SSS interest of the SEN advertisements

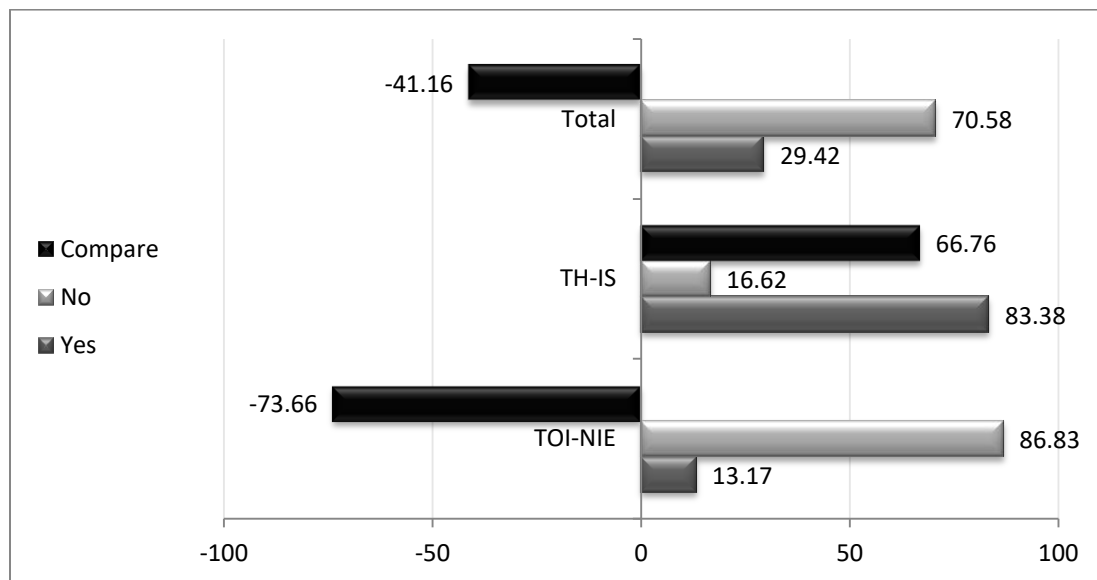
Advertisements	TOI-NIE	TH-IS	Total
Yes	150	286	436
No	989	57	1046
Total	1139	343	1482

(Source - Primary data)

Table 4.90 reveals the secondary school students' interest of the student edition newspaper advertisements. Of the 1482 participants, 150 TOI-NIE respondents and 286 TH-IS respondents say that the SEN advertisements are interesting. Further 989 TOI-NIE

respondents and 57 TH-IS respondents' are not interested in the SEN advertisements. Over all the secondary school students', 436 participants say that they are interested in the SEN advertisements while 1046 participants say that they are not interested in the SEN advertisements. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.90 represents SSS interest of the SEN advertisements



(Analysis using Excel)

Chart 4.90 displays percentage wise output of the secondary school students' interest of advertisements in the student edition newspaper. About 13.17% TOI-NIE and 83.38% TH-IS respondents say that they are interested in the advertisements of the SEN. Further 86.83% TOI-NIE and 16.62% TH-IS participants' say that they are not interested in the advertisements of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 73.66% TOI-NIE while the TH-IS students were 66.76%. A comparison between the two groups of students edition newspaper readers shows that 70.21% TH-IS respondents found the advertisements more interesting than TOI-NIE respondents. Considering the overall result 70.58% secondary school students do not find the SEN advertisements interesting. So it can be said that for

the majority of the participants the student edition newspaper advertisements is not interesting.

12. SSS interest in other articles

To the inquiry about the secondary school students' interest in the SEN other articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' are interested by the SEN other articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

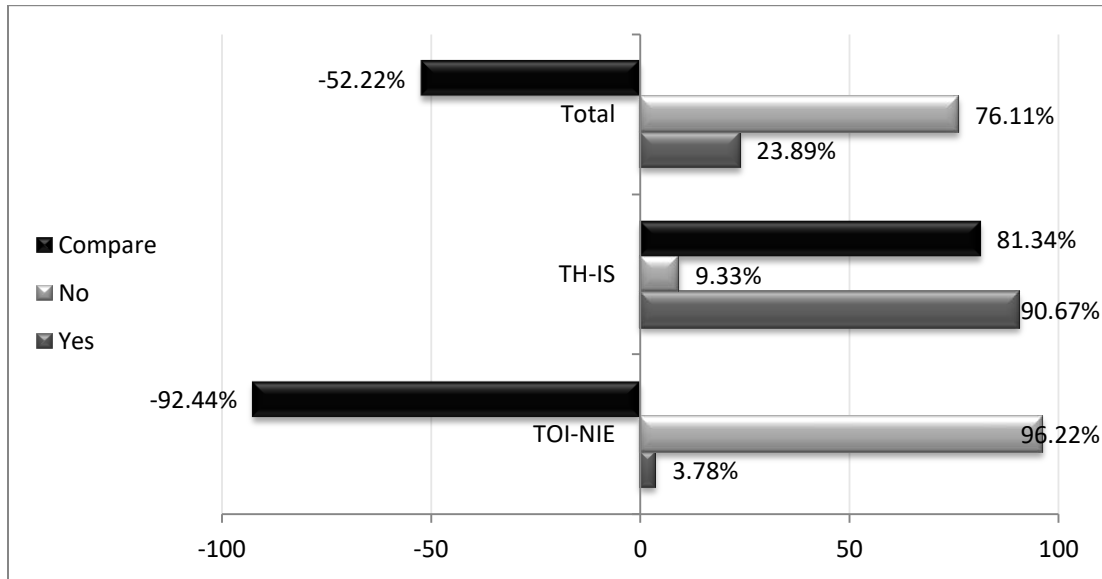
Table 4.91 represents SSS interest of the SEN other articles

Other articles	TOI-NIE	TH-IS	Total
Yes	43	311	354
No	1096	32	1128
Total	1139	343	1482

(Source - Primary data)

Table 4.91 shows the secondary school students' interest of the student edition newspaper other articles. Of the 1482 participants, 43 TOI-NIE respondents and 311 TH-IS respondents say that the SEN other articles are interesting. Further 1096 TOI-NIE respondents and 32 TH-IS respondents' are not interested in the SEN other articles. Over all the secondary school students', 354 participants say that they are interested in the SEN other articles while 1128 participants say that they are not interested in the SEN other articles. As the proportion of the SEN participants were uneven i.e. 1139 TOI-NIE and 343 TH-IS, the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.91 represents SSS interest of the SEN other articles



(Analysis using Excel)

Chart 4.91 displays percentage wise output of the secondary school students' interest of other articles in the student edition newspaper. About 3.78% TOI-NIE and 90.67% TH-IS respondents say that they are interested in the other articles of the SEN. Further 96.22% TOI-NIE and 9.33% TH-IS participants' say that they are not interested in the other articles of the SEN. The percentage difference between the TOI-NIE students' who found interest and who did not is 92.44% TOI-NIE while the TH-IS students were 81.34%. A comparison between the two groups of students edition newspaper readers shows that 86.89% TH-IS respondents found the other articles more interesting than TOI-NIE respondents. Considering the overall result 76.11% secondary school students do not find the SEN other articles interesting. So it can be said that for the majority of the participants the student edition newspaper other articles is not interesting.

4.5 Gender and contents

Further to the information revealed in the previous chapters, the exploration of the association between gender and their interest in the various individual SEN articles were also assessed. The cross tabulation of question number four and question number twelve were done using SPSS. Those articles which had a significant association as per chi-square tests are included in this chapter. This chapter reveals the gender association to both the TOI-NIE and the TH-IS articles published in the SEN for research. The results of the study are discussed as below.

4.5.1 TOI-NIE articles

1. ‘Speaking Tree’ articles

To the inquiry about the gender wise interest of the ‘Speaking Tree’ TOI-NIE articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.92 shows association of gender and ‘Speaking Tree’ articles

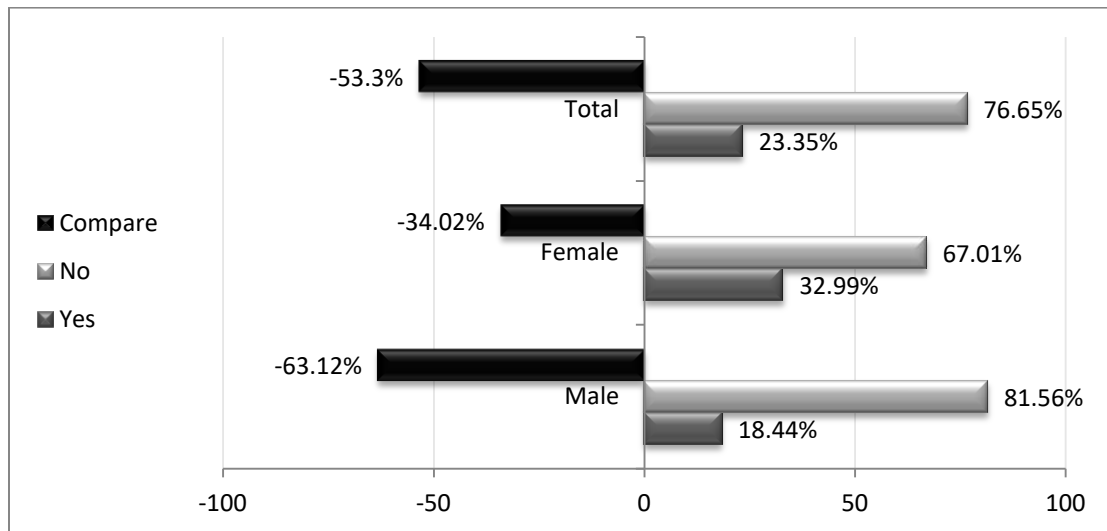
Speaking Tree	Male	Female	Total
Yes	139	127	266
No	615	258	873
Total	754	385	1139

(Analysis using SPSS)

Table 4.92 indicates the association between the gender and their preference of ‘Speaking Tree’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Speaking Tree’ articles. Of the 754 male students who participated in this survey, 139 students responded that they are interested in the said articles while 615 students did not opt for the ‘Speaking Tree’ articles. It further points out that the

responses female students' interest of 'Speaking Tree' articles. Of the 385 female students who participated in this survey, 127 students responded that they are interested in the said articles while 258 students did not opt for the said articles. As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.92 shows association of gender and 'Speaking Tree' articles



(Analysis using excel)

Chart 4.92 reveals the gender preference of the 'Speaking tree' articles in percentages. Of the total male participants 81.56% did not opt while 18.44% of them opted for the 'Speaking Tree' articles. Of the total female students 67.01% did not opt while the remaining 32.99% respondents opted for the 'Speaking Tree' articles. Comparing within the gender of their preferences of the said articles, 63.12% more male participants did not opt for the said articles. While 34.02% more female participants did not opt for the 'Speaking Tree' articles. Comparing the total TOI-NIE participants' preferences there is a 53.3% difference and while between the gender's choices of the said articles is 14.55%.

Table 4.92.1 shows Chi-Square Test of gender and ‘Speaking Tree’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	30.151 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 89.91.

b. Computed only for a 2x2 table

Table 4.92.1 shows the output of a Pearson chi Square test and the value of the test statistic is 30.151. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.92 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Speaking Tree’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

2. ‘They Said It’ articles

To the inquiry about the gender wise interest of the ‘They said it’ TOI-NIE articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

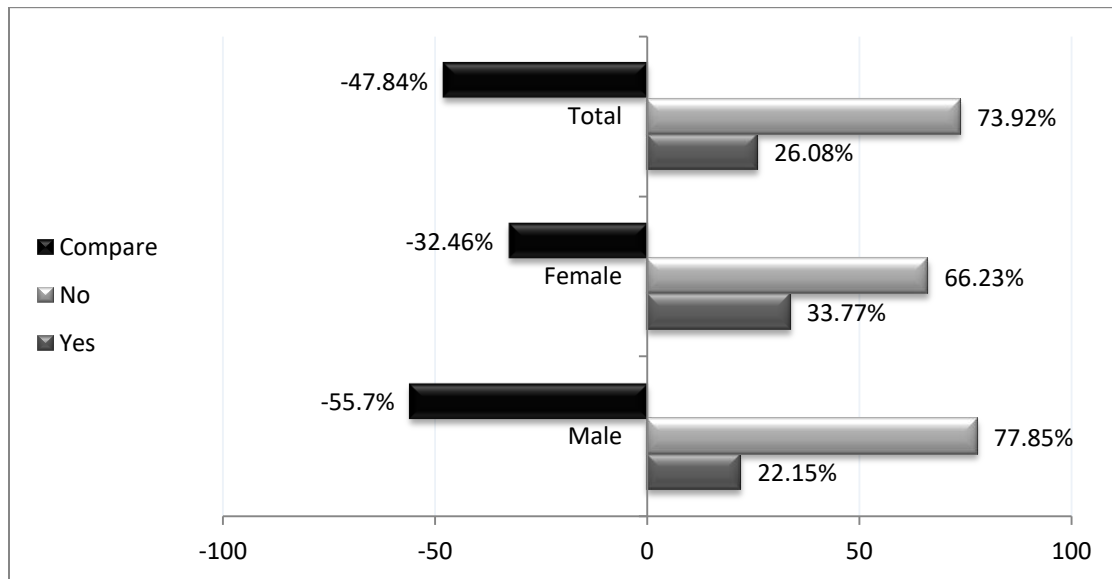
Table 4.93 shows association of gender and ‘They Said It’ articles

They Said It	Male	Female	Total
Yes	167	130	297
No	587	255	842
Total	754	385	1139

(Analysis using SPSS)

Table 4.93 indicates the association between the gender and their preference of ‘They Said It’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘They Said It’ articles. Of the 754 male students who participated in this survey, 167 students responded that they are interested in the said articles while 587 of the students did not opt for the ‘They Said It’ articles. It further points out that the responses of the female students’ interest of ‘They Said It’ articles. Of the 385 female students who participated in this survey, 130 students responded that they are interested in the said articles while 255 students did not opt for the said articles. As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.93 shows association of gender and ‘They Said It’ articles



(Analysis using Excel)

Chart 4.93 reveals the gender preference of the ‘They Said It’ articles in percentages. Of the total male participants 77.85% did not opt while 22.15% of them opted for the ‘They Said It’ articles. Of the total female students 66.23% did not opt while the remaining 33.77% respondents opted for the ‘They Said It’ articles. Comparing within the gender their preference of the said articles, 55.7% more male participants did not opt for the said articles. While 32.46% more female participants did not opt for the ‘They Said It’ articles. Comparing the total TOI-NIE participants’ preferences there is a 47.84% difference and while between the gender’s choices of the said articles is 11.62%.

Table 4.93.1 shows Chi-Square Test of gender and ‘They Said It’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	17.845 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 100.39. b. Computed only for a 2x2 table

Table 4.93.1 shows the output of a Pearson chi Square test and the value of the test statistic is 17.845. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.93 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘They Said It’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted

3. ‘Sounds Familiar’ articles

To the inquiry about the gender wise interest of the ‘Sounds Familiar’ TOI-NIE articles the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.94 shows association of gender and ‘Sounds Familiar’ articles

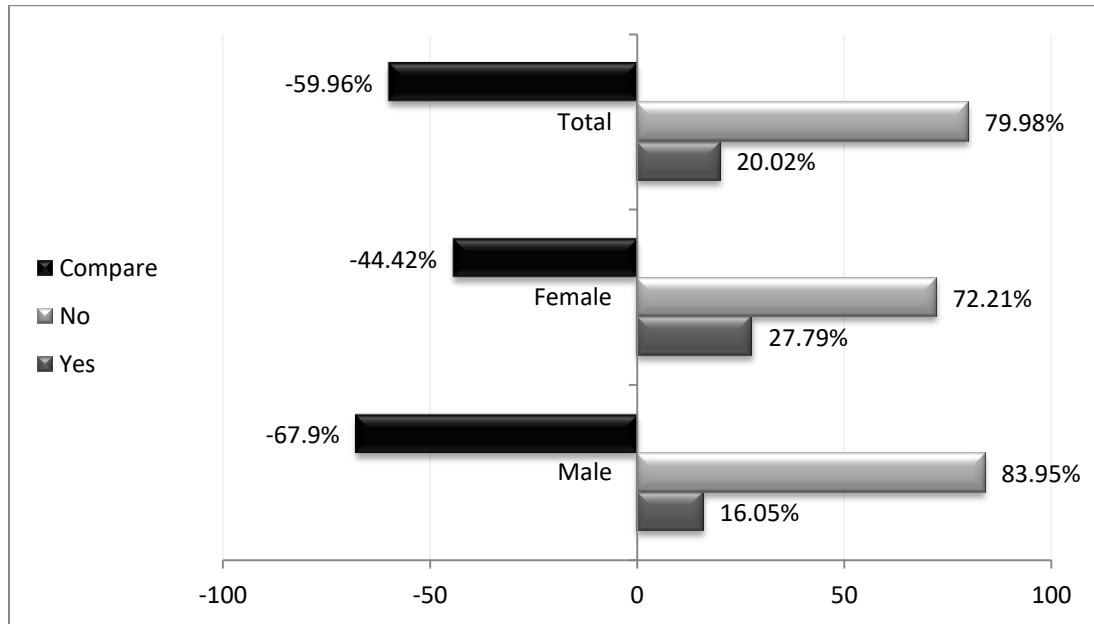
Sounds Familiar	Male	Female	Total
Yes	121	107	228
No	633	278	911
Total	754	385	1139

(Analysis using SPSS)

Table 4.94 indicates the association between the gender and their preference of ‘Sounds Familiar’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Sounds Familiar’ articles. Of the 754 male students who participated in this survey, 121 students responded that they are interested in the said articles while 633 students did not opt for the ‘Sounds Familiar’ articles. It further points out that the responses of the female students’ interest of ‘Sounds Familiar’ articles. Of the 385 female students who participated in this survey, 107 students responded that they are interested in the said articles while 278 students did not opt for the said articles.

As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.94 shows association of gender and ‘Sounds Familiar’ articles



(Analysis using Excel)

Chart 4.94 reveals the gender preference of the ‘Sounds Familiar’ articles in percentages. Of the total male participants 83.95% did not opt while 16.05% of them opted for the ‘Sounds Familiar’ articles. Of the total female students 72.21% did not opt while the remaining 27.79% respondents opted for the ‘Sounds Familiar’ articles. Comparing within the gender their preference of the said articles, 67.9% more male participants did not opt for the said articles. While 44.42% more female participants did not opt for the ‘Sounds Familiar’ articles. Comparing the total TOI-NIE participants’ preferences there is a 60% difference and while between the gender’s choices of the said articles is 11.74%.

Table 4.94.1 shows Chi-Square Test of gender and ‘Sounds Familiar’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	21.957 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 77.07.

b. Computed only for a 2x2 table

Table 4.94.1 shows the output of a Pearson chi Square test and the value of the test statistic is 21.957. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.94 no cell

had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Sounds Familiar’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

4. ‘Family Circus’ articles

The inquiry about the gender wise interest of the ‘Family Circus’ TOI-NIE articles, reveals the following characteristics. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.95 shows association of gender use of ‘Family Circus’ articles

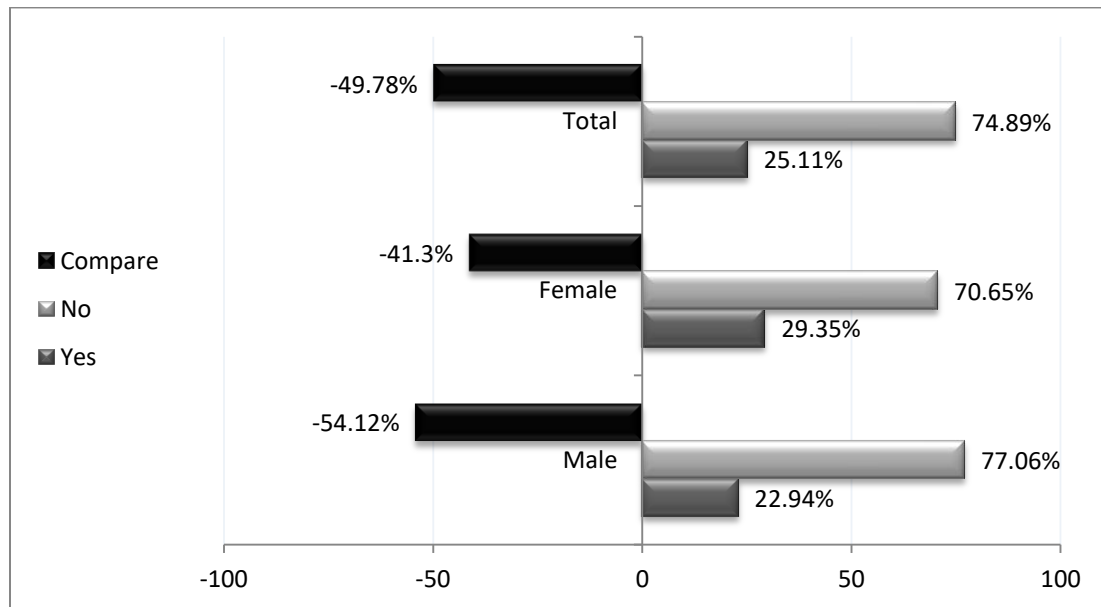
Family circus	Male	Female	Total
Yes	173	113	286
No	581	272	853
Total	754	385	1139

(Analysis using SPSS)

Table 4.95 indicates the association between the gender and their preference of ‘Family Circus’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Family Circus’ articles. Of the 754 male students who participated in this survey, 173 students responded that they are interested in the said articles while 581 students did not opt for the ‘Family Circus’ articles. It further points out that the responses female students’ interest of ‘Family Circus’ articles. Of the 385 female students who participated in this survey, 113 students responded that they are interested in the said articles while 272 students did not opt for the said articles. As the gender

proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.95 shows association of gender use of ‘Family Circus’ articles



(Analysis using Excel)

Chart 4.95 reveals the gender preference of the ‘Family Circus’ articles in percentages. Of the total male participants 77.06% did not opt while 22.94% of them opted for the ‘Family Circus’ articles. Of the total female students 70.65% did not opt while the remaining 29.35% respondents opted for the ‘Family Circus’ articles. Comparing within the gender their preference of the said articles, 54.12% more male participants did not opt for the said articles. While 41.3% more female participants’ did not opt for the ‘Family Circus’ articles. Comparing the total TOI-NIE participants’ preferences there is a 49.78% difference and while between the gender’s choices of the said articles is 6.41%.

Table 4.95.1 shows chi-square test of gender use of ‘Family Circus’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	5.562 ^a	1	.018

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 96.67.

b. Computed only for a 2x2 table

Table 4.95.1 shows the output of a Pearson chi Square test and the value of the test statistic is 5.562. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.95 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Family Circus’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.018 so the alternate hypothesis is accepted.

5. ‘Jumbled Words’ articles

The inquiry about the gender wise interest of the ‘Jumbled Words’ TOI-NIE articles, reveals the following characteristics. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further

Table 4.96 shows association of gender and ‘Jumbled Words’ articles

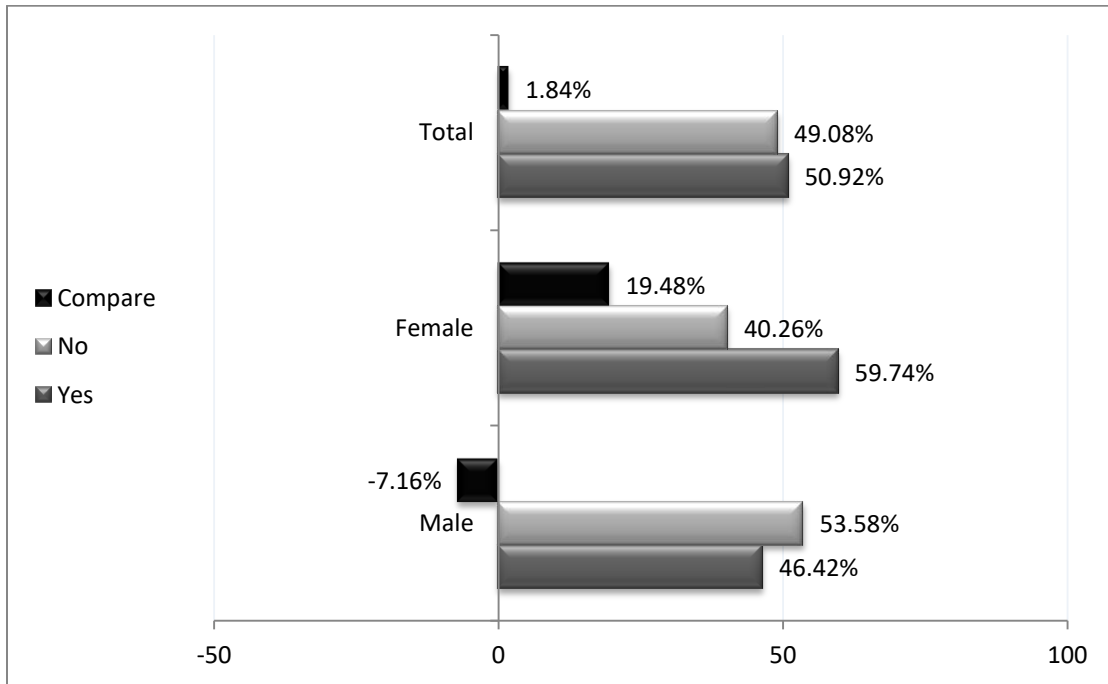
Jumbled Words	Male	Female	Total
Yes	350	230	580
No	404	155	559
Total	754	385	1139

(Analysis using SPSS)

Table 4.96 indicates the association between the gender and their preference of ‘Jumbled Words’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Jumbled Words’ articles. Of the 754 male students who participated in this survey, 350 students responded that they are interested in the said articles while 404 students did not opt for the ‘Jumbled Words’ articles. It further points out that the responses of the female students’ interest of ‘Jumbled Words’ articles. Of the

385 female students who participated in this survey, 230 students responded that they are interested in the said articles while 155 students did not opt for the said articles. As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.96 shows association of gender and ‘Jumbled Words’ articles



(Analysis using Excel)

Chart 4.96 reveals the gender preference of the ‘Jumbled Words’ articles in percentages. Of the total male participants 53.58% did not opt while 46.42% of them opted for the ‘Jumbled Words’ articles. Of the total female students 40.26% did not opt while the remaining 59.74% respondents opted for the ‘Jumbled Words’ articles. Comparing within the gender their preference of the said articles, 7.16% more male participants did not opt for the said articles. While 19.48% more female participants opted for the ‘Jumbled Words’ articles. Comparing the total TOI-NIE participants’

preferences there is a 1.84% more participants opting for the said article and the difference between the gender's choices of the said articles is 13.32%.

Table 4.96.1 shows Chi-Square Test of gender and 'Jumbled Words' articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	18.097 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 188.95.

b. Computed only for a 2x2 table

Table 4.96.1 shows the output of a Pearson chi Square test and the value of the test statistic is 18.097. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.96 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of 'Jumbled Words' articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted

5. 'Word Watch' articles

The inquiry about the gender wise interest of the 'Word Watch' TOI-NIE articles reveals the following characteristics. The purpose of this question was to understand how many of the respondents' gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

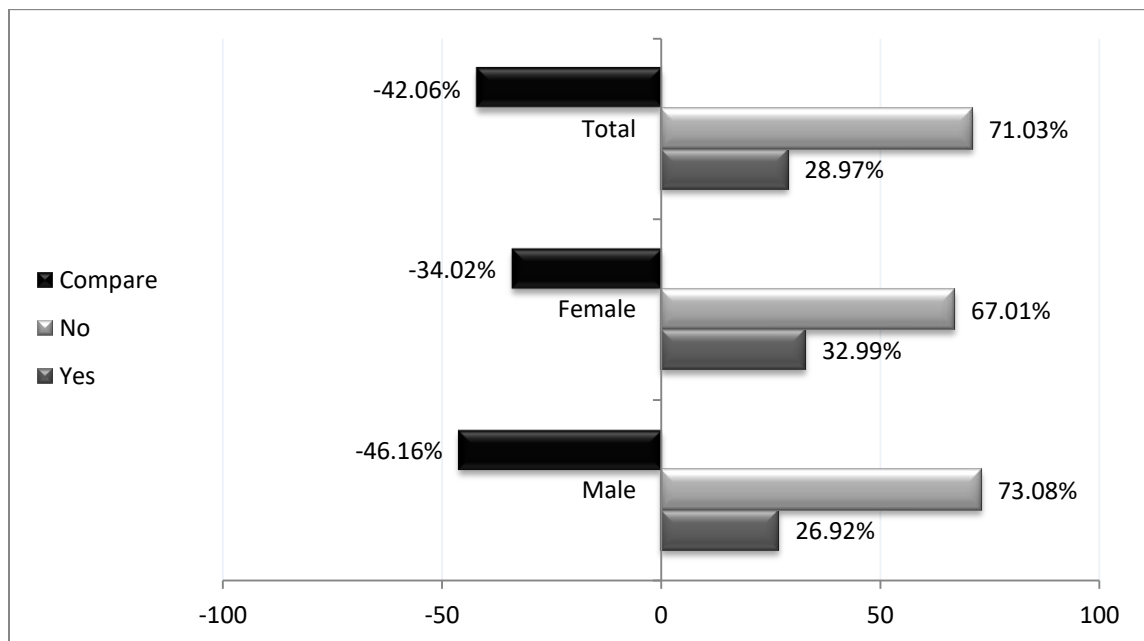
Table 4.97 shows association of gender and ‘Word Watch’ articles

Word Watch	Male	Female	Total
Yes	203	127	330
No	551	258	809
Total	754	385	1139

(Analysis using SPSS)

Table 4.97 indicates the association between the gender and their preference of ‘Word Watch’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Word Watch’ articles. Of the 754 male students who participated in this survey, 203 students responded that they are interested in the said articles while 551 students did not opt for the ‘Word Watch’ articles. It further points out that the responses female students’ interest of ‘Word Watch’ articles. Of the 385 female students who participated in this survey, 127 students responded that they are interested in the said articles while 258 students did not opt for the said articles. As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.97 shows association of gender and ‘Word Watch’ articles



(Analysis using Excel)

Chart 4.97 reveals the gender preference of the ‘Word Watch’ articles in percentages. Of the total male participants 73.08% did not opt while 26.92% of them opted for the ‘Word Watch’ articles. Of the total female students 67.01% did not opt while the remaining 32.99% respondents opted for the ‘Word Watch’ articles. Comparing within the gender their preference of the said articles, 46.16% more male participants did not opt for the said articles. While 34.02% more female participants did not opt for the ‘Word Watch’ articles. Comparing the total TOI-NIE participants’ preferences there is a 42.06% difference and while between the gender’s choices of the said articles is 6.07%.

Table 4.97.1 shows Chi-Square Test of gender and ‘Word Watch’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	4.554 ^a	1	.033

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.55.

b. Computed only for a 2x2 table

Table 4.97.1 shows the output of a Pearson chi Square test and the value of the test statistic is 4.554. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.97 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Word Watch’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.033 so the alternate hypothesis is accepted.

6. ‘Vocabulary Builder’ articles

The inquiry about the gender wise interest of the ‘Vocabulary Builder’ TOI-NIE articles reveals the following characteristics. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.98 shows association of gender and ‘Vocabulary Builder’ articles

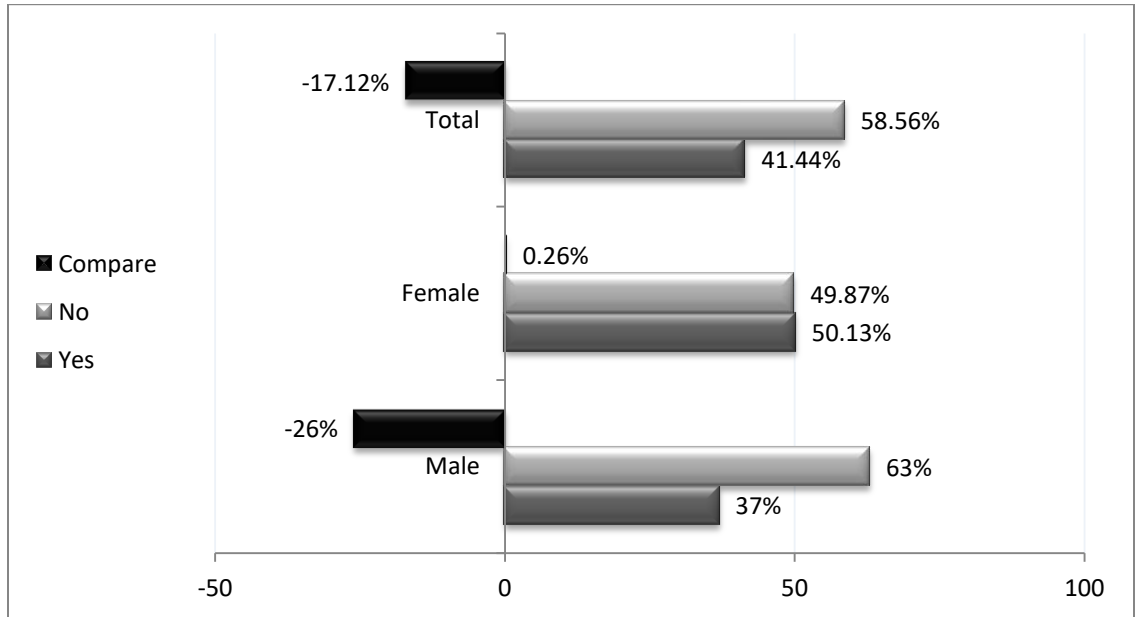
Vocabulary Builder	Male	Female	Total
Yes	279	193	472
No	475	192	667
Total	754	385	1139

(Analysis using SPSS)

Table 4.98 indicates the association between the gender and their preference of ‘Vocabulary Builder’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Vocabulary Builder’ articles. Of the 754 male students who participated in this survey, 279 students responded that they are interested in the said articles while 475 students did not opt for the ‘Vocabulary Builder’ articles. It further points out that the responses female students’ interest of ‘Vocabulary Builder’ articles. Of the 385 female students who participated in this survey, 193 students responded that they are interested in the said articles while 192 students did not opt for the said articles.

As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.98 shows association of gender and ‘Vocabulary Builder’ articles



(Analysis using Excel)

Chart 4.98 reveals the gender preference of the ‘Vocabulary Builder’ articles in percentages. Of the total male participants 63% did not opt while 37% of them opted for the ‘Vocabulary Builder’ articles. Of the total female students 49.87% did not opt while the remaining 50.13% respondents opted for the ‘Vocabulary Builder’ articles. Comparing within the gender their preference of the said articles, 26% more male participants did not opt for the said articles. While 0.26% more female participants opted for the ‘Vocabulary Builder’ articles. Comparing the total TOI-NIE participants’ preferences there is a 17.1% difference and while between the gender’s choices of the said articles is 13.33%.

Table 4.98.1 shows chi-square test of gender and ‘Vocabulary Builder’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	18.098 ^a	1	0.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 159.54.

b. Computed only for a 2x2 table

Table 4.98.1 shows the output of a Pearson chi Square test and the value of the test statistic is 18.098. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.98 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Vocabulary Builder’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

7. ‘Speak Out’ articles

The inquiry about the gender wise interest of the ‘Speak Out’ TOI-NIE articles reveals the following characteristics. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.99 shows association of gender and ‘Speak Out’ articles

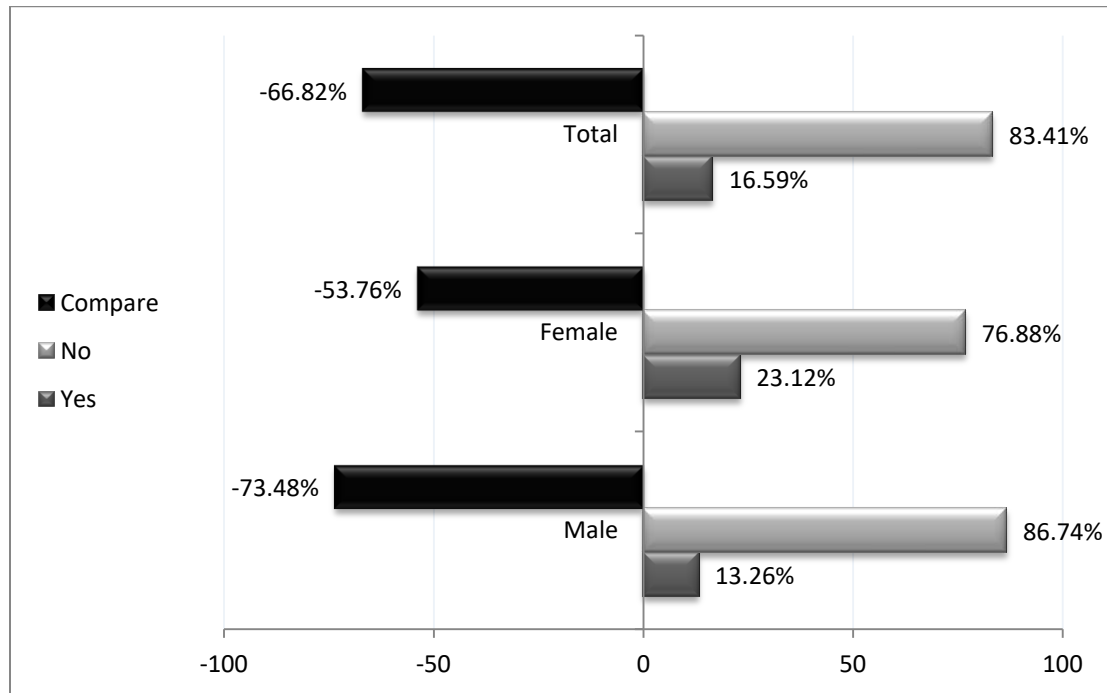
Speak Out	Male	Female	Total
Yes	100	89	189
No	654	296	950
Total	754	385	1139

(Analysis using SPSS)

Table 4.99 indicates the association between the gender and their preference of ‘Speak Out’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Speak Out’ articles. Of the 754 male students who participated in this survey, 100 students responded that they are interested in the said articles while 654

students did not opt for the ‘Speak Out’ articles. It further points out that the responses female students’ interest of ‘Speak Out’ articles. Of the 385 female students who participated in this survey, 89 students responded that they are interested in the said articles while 296 students did not opt for the said articles. As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.99 shows association of gender and ‘Speak Out’ articles



(Analysis using Excel)

Chart 4.99 reveals the gender preference of the ‘Speak Out’ articles in percentages. Of the total male participants 86.74% did not opt while 13.26% of them opted for the ‘Speak Out’ articles. Of the total female students 76.88% did not opt while the remaining 23.12% respondents opted for the ‘Speak Out’ articles. Comparing within the gender their preference of the said articles, 73.48% more male participants did not opt for the said articles. While 53.76% more female participants did not opt for the ‘Speak Out’ articles. Comparing the total TOI-NIE participants’ preferences there is a 66.82% difference and while between the gender’s choices of the said articles is 9.86%.

Table 4.99.1 shows chi-square test of gender and ‘Speak Out’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	17.882 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 63.88.

b. Computed only for a 2x2 table

Table 4.99.1 shows the output of a Pearson chi Square test and the value of the test statistic is 17.882. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.99 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Speak Out’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

8. ‘Sports Digest’ articles

The inquiry about the gender wise interest of the ‘Sports Digest’ TOI-NIE articles reveals the following characteristics. The purpose of this question was to understand how many of the respondents’ gender wise preference in reading the said SEN articles. This output revealed the percentage of investigation of the said question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

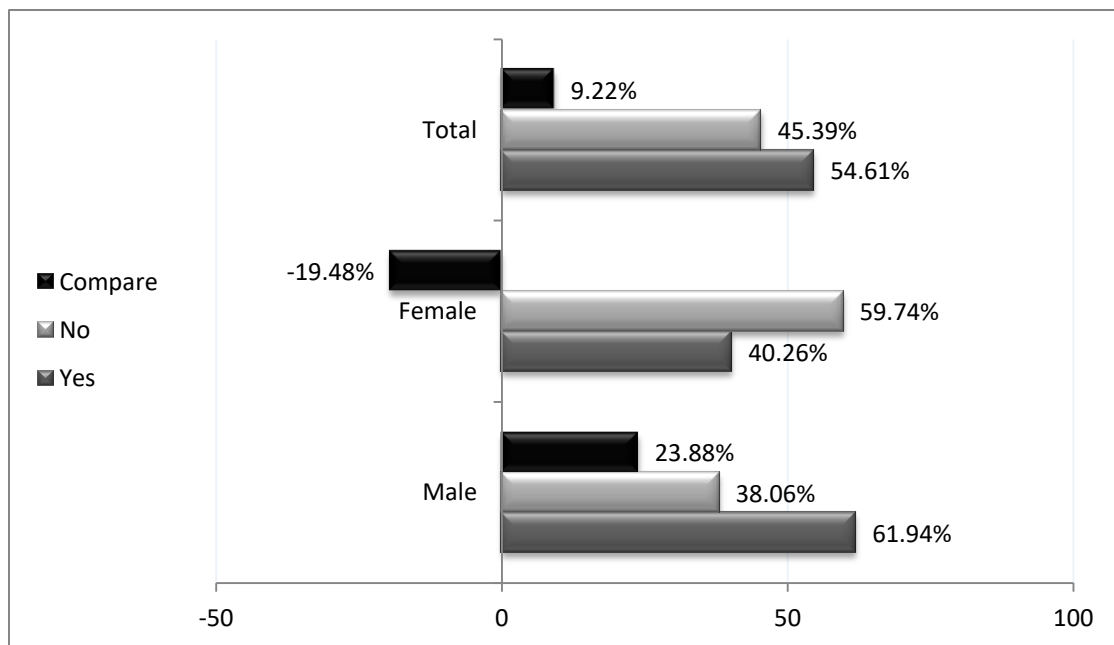
Table 4.100 shows association of gender and ‘Sports Digest’ articles

Sports Digest	Male	Female	Total
Yes	467	155	622
No	287	230	517
Total	754	385	1139

(Analysis using SPSS)

Table 4.100 indicates the association between the gender and their preference of ‘Sports Digest’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Sports Digest’ articles. Of the 754 male students who participated in this survey, 467 students responded that they are interested in the said articles while 287 students did not opt for the ‘Sports Digest’ articles. It further points out that the responses female students’ interest of ‘Sports Digest’ articles. Of the 385 female students who participated in this survey, 155 students responded that they are interested in the said articles while 230 students did not opt for the said articles. As the gender proportion of the TOI-NIE participants were uneven i.e. 754 male and 385 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.100 shows association of gender and ‘Sports Digest’ articles



(Analysis using Excel)

Chart 4.100 reveals the gender preference of the ‘Sports Digest’ articles in percentages. Of the total male participants 61.94% did not opt while 38.06% of them opted for the ‘Sports Digest’ articles. Of the total female students 40.26% did not opt while the remaining 59.74% respondents opted for the ‘Sports Digest’ articles. Comparing within the gender their preference of the said articles, 23.88% more male participants opted for the said articles. While 19.48% more female participants did not

opt for the ‘Sports Digest’ articles. Comparing the total TOI-NIE participants’ preferences there is a 53.3% difference and while between the gender’s choices of the said articles is 14.55%.

Table 4.100.1 shows chi-square test of gender and ‘Sports Digest’ articles

Type of test	Value	Degrees of freedom	Level of significance
Pearson Chi-Square	48.312 ^a	1	0.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 174.75.

b. Computed only for a 2x2 table

Table 4.100.1 shows the output of a Pearson chi Square test and the value of the test statistic is 48.312. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.100 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Sports Digest’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

4.5.2 TH-IS articles

1. ‘News Capsule’ articles

To assess the gender preference of TH-IS ‘News Capsule’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

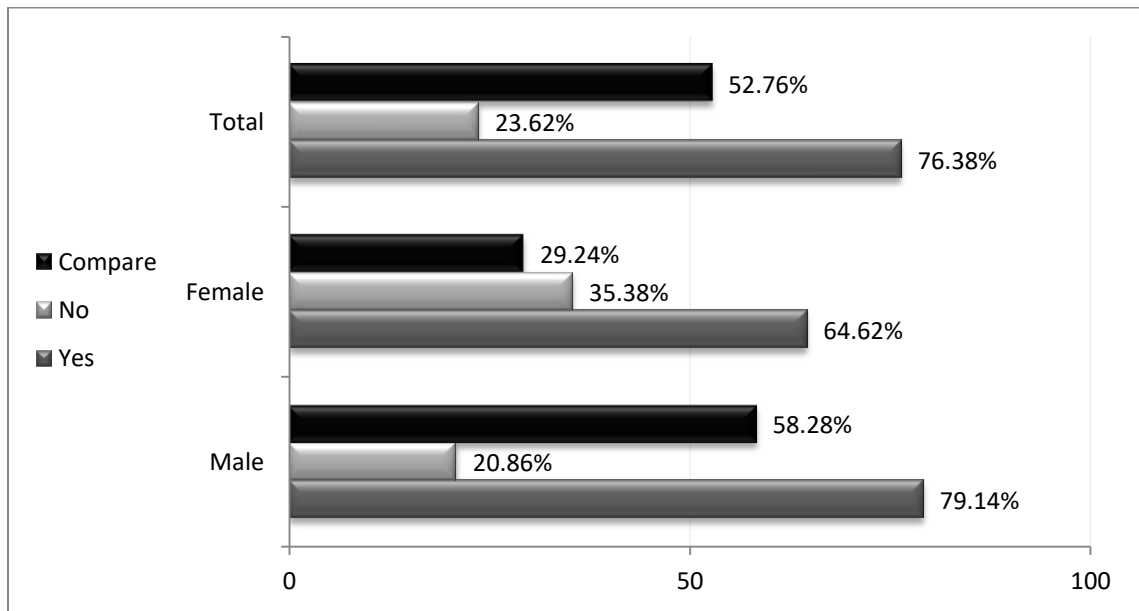
Table 4.101 shows association of gender and ‘News Capsule’ articles

News Capsule	Male	Female	Total
Yes	220	42	262
No	58	23	81
Total	278	65	343

(Analysis using SPSS)

Table 4.101 indicates the association between the gender and their preference of ‘News Capsule’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘News Capsule’ articles. Of the 278 male students who participated in this survey, 220 students responded that they are interested in the said articles while 58 students did not opt for the ‘News Capsule’ articles. It further points out that the responses female students’ interest of ‘News Capsule’ articles. Of the 65 female students who participated in this survey, 42 students responded that they are interested in the said articles while 23 students did not opt for the said articles. As the gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.101 shows association of gender and ‘News Capsule’ articles



(Analysis using Excel)

Chart 4.101 reveals the gender preference of the ‘News Capsule’ articles in percentages. Of the total male participants 20.86% did not opt while 79.14% of them opted for the ‘News Capsule’ articles. Of the total female students 35.38% did not opt while the remaining 64.62% respondents opted for the ‘News Capsule’ articles. Comparing within the gender their preference of the said articles, 58.28% more male participants opted for the said articles while 29.24% more female participants opted for the ‘News Capsule’ articles. Comparing the total TOI-NIE participants’ preferences there is a 52.76% difference and while between the gender’s choices of the said articles is 14.52%.

Table 4.101.1 shows statistical test of gender and ‘News Capsule’ articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	4.806 ^a	1	.028

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.42.

b. Computed only for a 2x2 table

Table 4.101.1 shows the output of a Pearson chi Square test and the value of the test statistic is 4.806. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.101 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘News Capsule’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.028 so the alternate hypothesis is accepted.

2. ‘Join the Conversation’ articles

To assess the gender preference of TH-IS ‘Join the Conversation’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise were interested in reading the said SEN

article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.102 shows association of gender and ‘Join the Conversation’ Articles

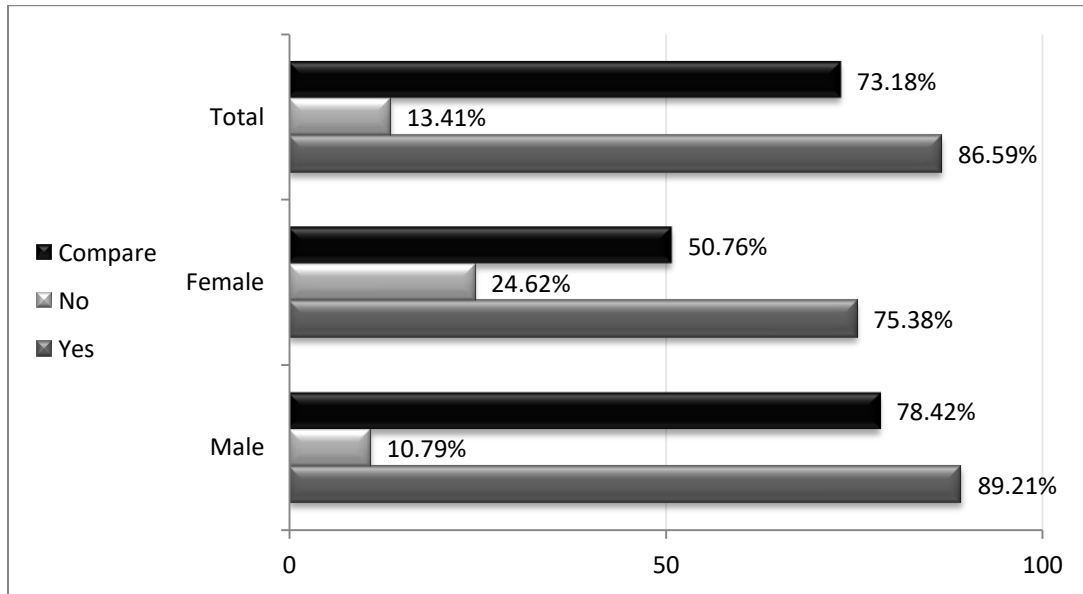
Join the Conversation	Male	Female	Total
Yes	248	49	297
No	30	16	46
Total	278	65	343

(Analysis using SPSS)

Table 4.102 indicates the association between the gender and their preference of ‘Join the Conversation’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Join the Conversation’ articles. Of the 278 male students who participated in this survey, 248 students responded that they are interested in the said articles while 30 students did not opt for the ‘Join the Conversation’ articles. It further points out that the responses female students’ interest of ‘Join the Conversation’ articles. Of the 65 female students who participated in this survey, 49 students responded that they are interested in the said articles while 16 students did not opt for the said articles.

As the gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.102 shows association of gender and ‘Join the Conversation’ articles



(Analysis using Excel)

Chart 4.102 reveals the gender preference of the ‘Join the Conversation’ articles in percentages. Of the total male participants 10.79% did not opt while 89.21% of them opted for the ‘Join the Conversation’ articles. Of the total female students 24.62% did not opt while the remaining 75.38% respondents opted for the ‘Join the Conversation’ articles. Comparing within the gender their preference of the said articles, 78.42% more male participants opted for the said articles. While 50.76% more female participants opted for the ‘Join the Conversation’ articles. Comparing the total TH-IS participants’ preferences there is a 73.18% difference and while between the gender’s choices of the said articles is 13.83%.

Table 4.102.1 shows statistical test of gender and ‘Join the Conversation’ articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	7.978 ^a	1	.005

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.19.

b. Computed only for a 2x2 table

Table 4.102.1 shows the output of a Pearson chi Square test and the value of the test statistic is 7.978. The footnote for this statistic pertains to the expected cell count

assumption i.e. expected cell counts are all greater than 5 and as per Table 4.102 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Join the Conversation’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.005 so the alternate hypothesis is accepted.

3. ‘The Write Stuff’ articles

To assess the gender preference of TH-IS ‘The Write Stuff’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.103 shows association of Gender and ‘The Write Stuff’ Articles

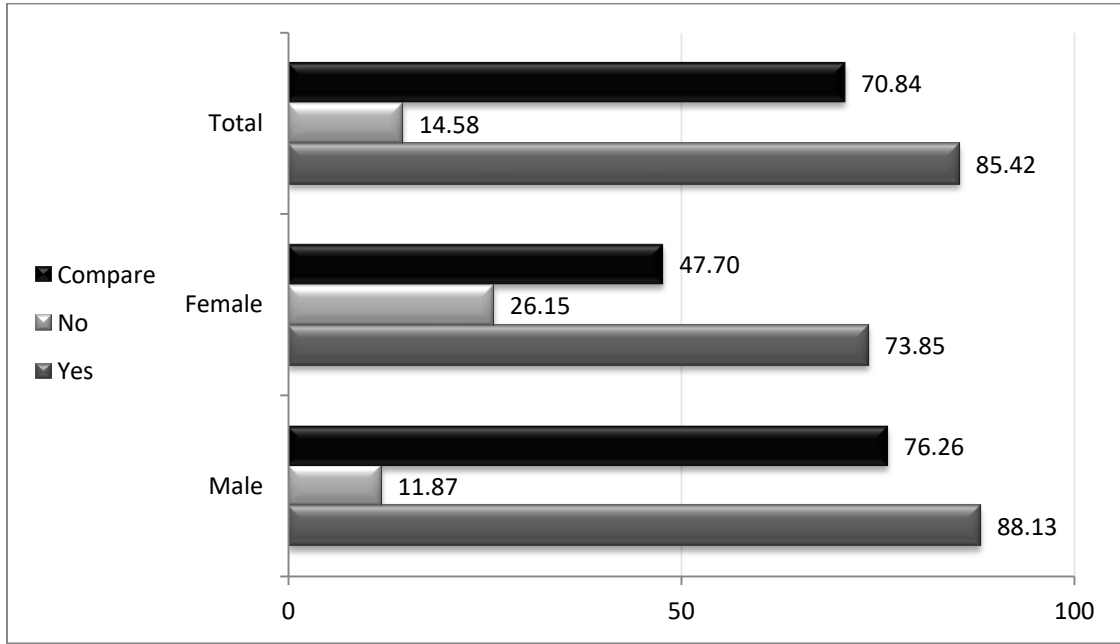
The Write Stuff	Male	Female	Total
Yes	245	48	293
No	33	17	50
Total	278	65	343

(Analysis using SPSS)

Table 4.103 indicates the association between the gender and their preference of ‘The Write Stuff’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘The Write Stuff’ articles. Of the 278 male students who participated in this survey, 245 students responded that they are interested in the said articles while 33 students did not opt for the ‘The Write Stuff’ articles. It further points out that the responses female students’ interest of ‘The Write Stuff’ articles. Of the 65 female students who participated in this survey, 48 students responded that they are interested in the said articles while 17 students did not opt for the said articles. As the

gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.103 shows association of gender and ‘The Write Stuff’ articles



(Analysis using Excel)

Chart 4.103 reveals the gender preference of the ‘The Write Stuff’ articles in percentages. Of the total male participants 11.87% did not opt while 88.13% of them opted for the ‘The Write Stuff’ articles. Of the total female students 26.15% did not opt while the remaining 73.85% respondents opted for the ‘The Write Stuff’ articles. Comparing within the gender their preference of the said articles, 76.26% more male participants opted for the said articles. While 47.7% more female participants opted for the ‘The Write Stuff’ articles. Comparing the total TH-IS participants’ preferences there is a 70.84% difference and while between the gender’s choices of the said articles is 14.28%.

Table 4.103.1 shows statistical test of gender and ‘The Write Stuff’ articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	8.085 ^a	1	.004

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.90.

b. Computed only for a 2x2 table

Table 4.103.1 shows the output of a Pearson chi Square test and the value of the test statistic is 8.085. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.103 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Fact File’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.004 so the alternate hypothesis is accepted.

4. ‘Fact File’ articles

To assess the gender preference of TH-IS ‘Fact File’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.104 shows association of gender and ‘Fact File’ articles

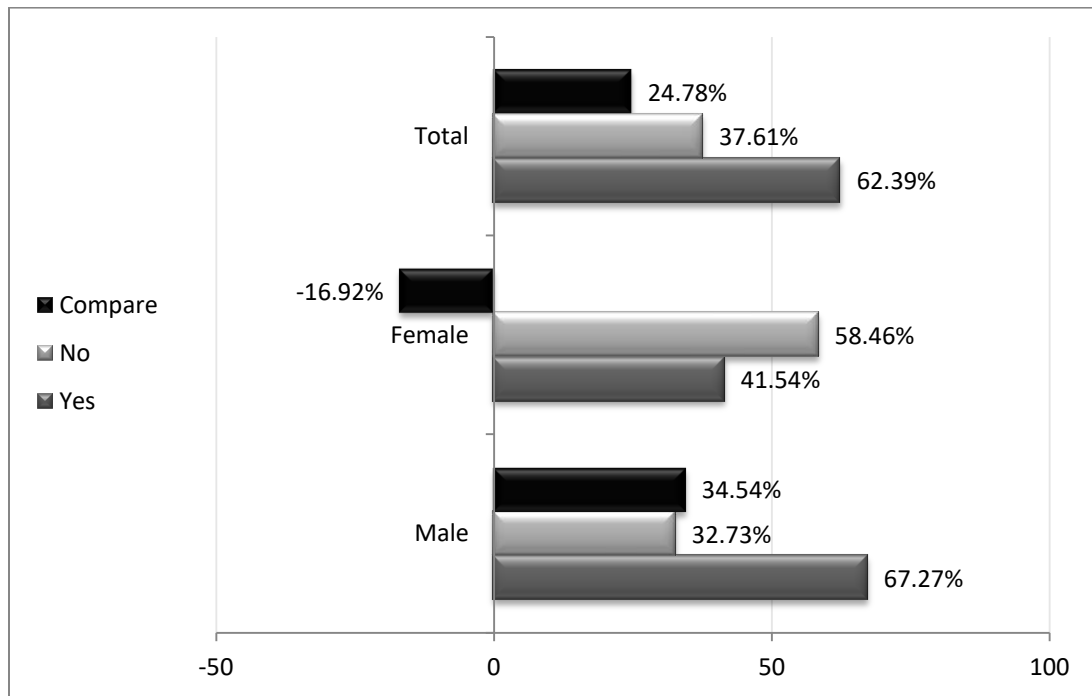
Fact File	Male	Female	Total
Yes	187	27	214
No	91	38	129
Total	278	65	343

(Analysis using SPSS)

Table 4.104 indicates the association between the gender and their preference of ‘Fact File’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Fact File’ articles. Of the 278 male students who participated in this survey, 187 students responded that they are interested in the said articles while 91 students did not opt for the ‘Fact File’ articles. It further points out that

the responses female students' interest of 'Fact File' articles. Of the 65 female students who participated in this survey, 27 students responded that they are interested in the said articles while 38 students did not opt for the said articles. As the gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.104 shows association of gender and 'Fact File' articles



(Analysis using Excel)

Chart 4.104 reveals the gender preference of the 'Fact File' articles in percentages. Of the total male participants 32.73% did not opt while 67.27% of them opted for the 'Fact File' articles. Of the total female students 58.46% did not opt while the remaining 41.45% respondents opted for the 'Fact File' articles. Comparing within the gender their preference of the said articles, 34.54% more male participants opted for the said articles. While 16.92% more female participants did not opt for the 'Fact File' articles. Comparing the total TH-IS participants' preferences there is a 24.78% difference and while between the gender's choices of the said articles is 25.73%.

Table 4.104.1 Shows Statistical Test of Gender and Fact File Articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	12.835 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.79.

b. Computed only for a 2x2 table

Table 4.104.1 shows the output of a Pearson chi Square test and the value of the test statistic is 12.835. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.104 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘Fact File’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

5. ‘Word Perfect’ articles

To assess the gender preference of TH-IS ‘Word Perfect’ articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents’ gender wise were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

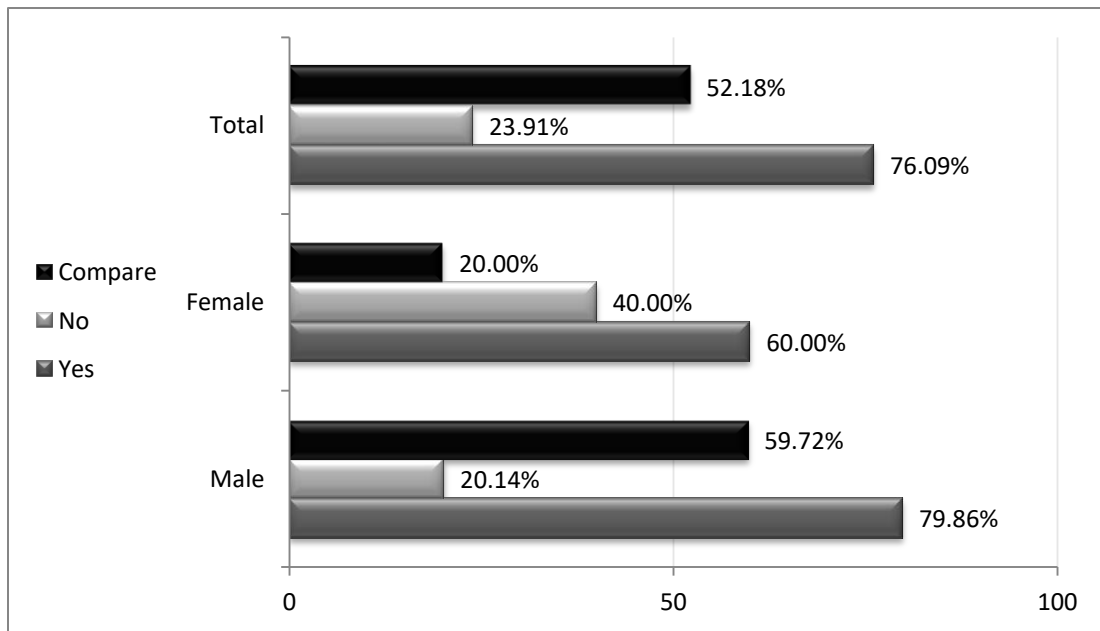
Table 4.105 shows association of gender and ‘Word Perfect’ articles

Word Perfect	Male	Female	Total
Yes	222	39	261
No	56	26	82
Total	278	65	343

(Analysis using SPSS)

Table 4.105 indicates the association between the gender and their preference of ‘Word Perfect’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Word Perfect’ articles. Of the 278 male students who participated in this survey, 222 students responded that they are interested in the said articles while 56 students did not opt for the ‘Word Perfect’ articles. It further points out that the responses female students’ interest of ‘Word Perfect’ articles. Of the 65 female students who participated in this survey, 39 students responded that they are interested in the said articles while 26 students did not opt for the said articles. As the gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.105 shows association of gender and ‘Word Perfect’ articles



(Analysis using Excel)

Chart 4.105 reveals the gender preference of the ‘Word Perfect’ articles in percentages. Of the total male participants 20.14% did not opt while 79.86% of them opted for the ‘Word Perfect’ articles. Of the total female students 40% did not opt while the remaining 60% respondents opted for the ‘Word Perfect’ articles. Comparing within the gender their preference of the said articles, 59.72% more male participants opted for the said articles. While 20% more female participants opted for the ‘Word Perfect’

articles. Comparing the total TH-IS participants' preferences there is a 52.18% difference and while between the gender's choices of the said articles is 19.86%.

Table 4.105.1 shows statistical test of gender and 'Word Perfect' articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	9.732 ^a	1	.002

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.60.

b. Computed only for a 2x2 table

Table 4.105.1 shows the output of a Pearson chi Square test and the value of the test statistic is 9.732. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.105 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of 'Word Perfect' articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.002 so the alternate hypothesis is accepted.

6. 'Sports Reel' articles

To assess the gender preference of TH-IS 'Sports Reel' articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' gender wise were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

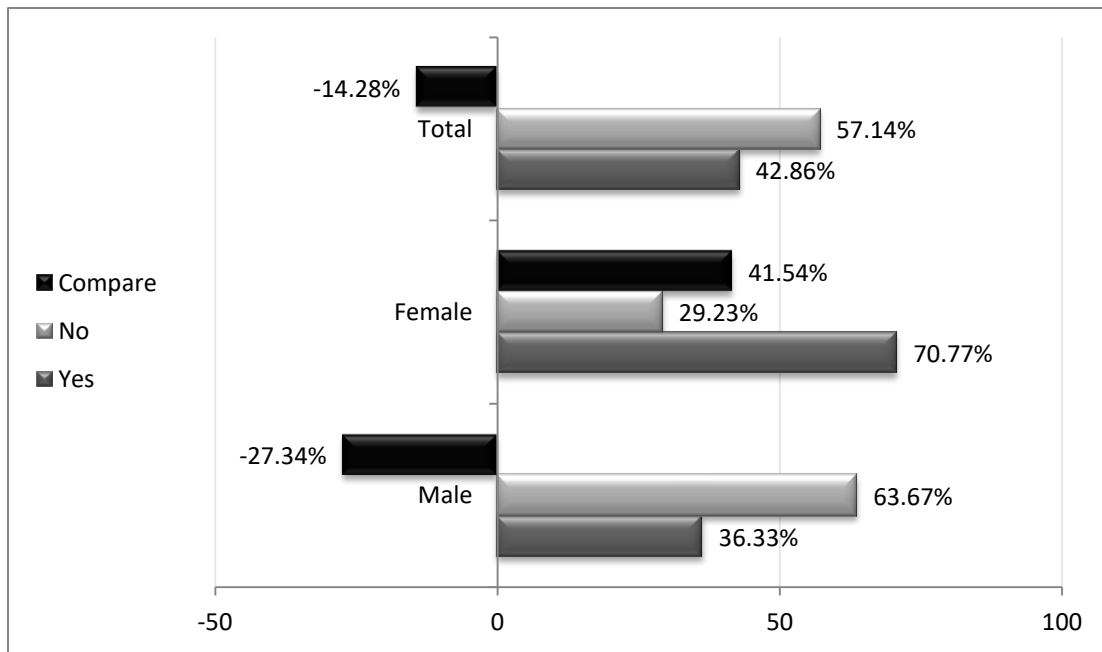
Table 4.106 shows association of gender and 'Sports Reel' articles

Sports Reel	Male	Female	Total
Yes	101	46	147
No	177	19	196
Total	278	65	343

(Analysis using SPSS)

Table 4.106 indicates the association between the gender and their preference of ‘Sports Reel’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘Sports Reel’ articles. Of the 278 male students who participated in this survey, 101 students responded that they are interested in the said articles while 177 students did not opt for the ‘Sports Reel’ articles. It further points out that the responses female students’ interest of ‘Sports Reel’ articles. Of the 65 female students who participated in this survey, 46 students responded that they are interested in the said articles while 19 students did not opt for the said articles. As the gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.106 shows association of gender and ‘Sports Reel’ articles



(Analysis using Excel)

Chart 4.106 reveals the gender preference of the ‘Sports Reel’ articles in percentages. Of the total male participants 63.67% did not opt while 36.33% of them opted for the ‘Sports Reel’ articles. Of the total female students 29.23% did not opt while the remaining 70.77% respondents opted for the ‘Sports Reel’ articles. Comparing within the gender their preference of the said articles, 27.34% more male participants did not opt for the said articles. While 41.54% more female participants opted for the ‘Sports Reel’

articles. Comparing the total TH-IS participants' preferences there is a 14.28% difference and while between the gender's choices of the said articles is 34.44%.

Table 4.106.1 shows statistical test of gender and 'Sports Reel' articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	22.183 ^a	1	.000

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.64.

b. Computed only for a 2x2 table

Table 4.106.1 shows the output of a Pearson chi Square test and the value of the test statistic is 22.183. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.106 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of 'Sports Reel' articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.000 so the alternate hypothesis is accepted.

7. 'My Space' articles

To assess the gender preference of TH-IS 'My Space' articles, the following characteristics were revealed. The purpose of this question was to understand how many of the respondents' gender wise were interested in reading the said SEN article. This output revealed the percentage of investigation of said the question about the audience participated in this study. The data collected using the questionnaire is tabulated further.

Table 4.107 shows association of gender and 'My Space' articles

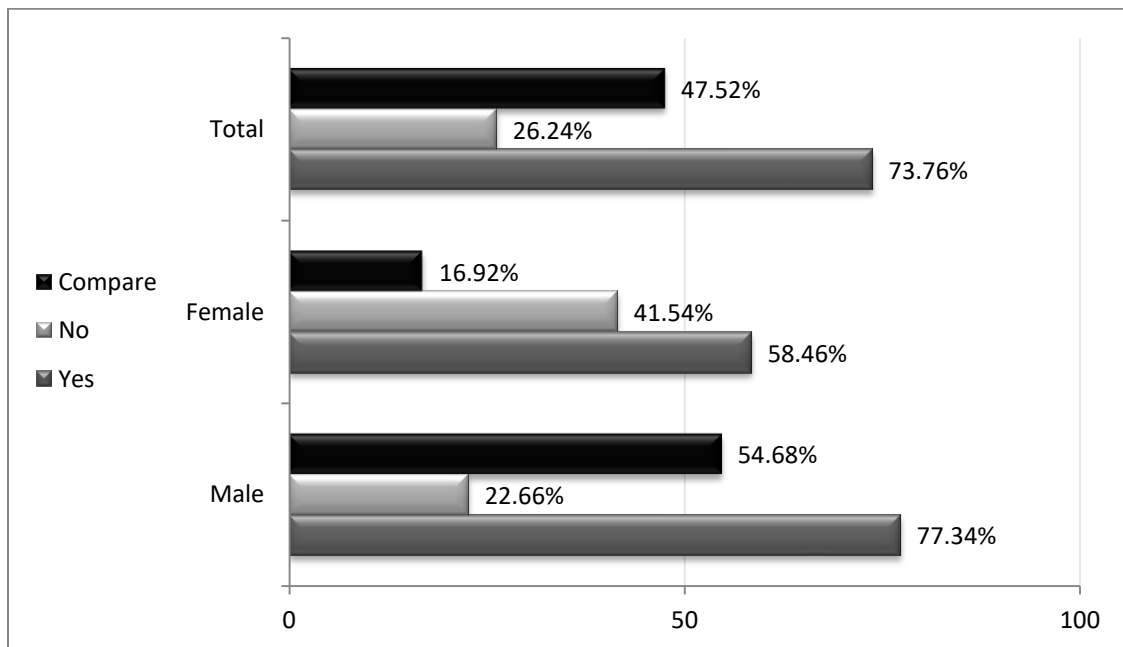
My Space	Male	Female	Total
Yes	215	38	253
No	63	27	90
Total	278	65	343

(Analysis using SPSS)

Table 4.107 indicates the association between the gender and their preference of ‘My Space’ articles in the student edition newspaper. It shows the responses of male students’ interest of ‘My Space’ articles. Of the 278 male students who participated in this survey, 215 students responded that they are interested in the said articles while 63 students did not opt for the ‘My Space’ articles. It further points out that the responses female students’ interest of ‘My Space’ articles. Of the 65 female students who participated in this survey, 38 students responded that they are interested in the said articles while 27 students did not opt for the said articles.

As the gender proportion of the TH-IS participants were uneven i.e. 278 male and 65 female participants the percentages for apt understanding was evident. Thus the above numbers were processed further to display the output in a chart format for further analysis.

Chart 4.107 shows association of gender and ‘My Space’ articles



(Analysis using Excel)

Chart 4.107 reveals the gender preference of the ‘My Space’ articles in percentages. Of the total male participants 22.66% did not opt while 77.34% of them opted for the ‘My Space’ articles. Of the total female students 41.54% did not opt while

the remaining 58.46% respondents opted for the ‘My Space’ articles. Comparing within the gender their preference of the said articles, 54.68% more male participants opted for the said articles. While 16.92% more female participants’ opted for the ‘My Space’ articles. Comparing the total TH-IS participants’ preferences there is a 47.52% difference and while between the gender’s choices of the said articles is 18.88%.

Table 4.107.1 shows statistical test of gender and My Space Articles

Type of Test	Value	Degrees of Freedom	Level of Significance
Pearson Chi-Square	8.347 ^a	1	.004

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.02.

b. Computed only for a 2x2 table

Table 4.107.1 shows the output of a Pearson chi Square test and the value of the test statistic is 8.34. The footnote for this statistic pertains to the expected cell count assumption i.e. expected cell counts are all greater than 5 and as per Table 4.107 no cell had an expected count were less than 5 and thus this assumption was met. As the cross tabulation is a 2X2 table the degrees of freedom (df) for the statistics test is $df=(R-1)*(C-1)=(2-1)*(2-1)=1$. Since the p-value is less than the chosen significance level of 0.05, we can reject the null hypothesis and conclude that there is a significant association between gender and their preference of ‘My Space’ articles. Which in other words gender is not independent from the said article; it is dependent and as the level of significance is 0.004 so the alternate hypothesis is accepted.

Chapter five - Conclusions

5.1 Summary

5.2 Outcome

5.3 Suggestions

5.4 Recommendations

5.5 Scope for further research

5.6 Observations

5.7 Finding

5.1 Summary

The current study has explored the various activities that newspaper in education encompasses in India in general and Pune City in particular. The origin of the Newspaper in education goes a way back in 1930s started in America. Currently, there are eighty countries participating in this project worldwide. The World Newspaper Association is the apex body encouraging and coordinating between world newspaper organizations for the promotion of publishing the News in education Project. Internationally, there have been some studies related to newspaper in education projects. However, in India, there are only a handful of studies on this subject mostly recently as the implementation in the current form is 2008 phenomena¹. The research problem was based on the current reportage of educational contents for school children as the readers. The purpose was to explore and evaluate the student edition newspaper used by secondary school children in particular. To understand the problem, the use of participant observations along with a survey of secondary standard students was administered in schools in and around the city of Pune. This study unearths some interesting outcomes which throw light for future changes in publishing the student edition newspaper and approach towards this project in its entirety and for enhanced adaption of the news in education project particularly keeping the future citizen in mind.

¹ Audit Bureau of Circulations records

5.2 Outcome

One of the prime outcomes was the role of experts (resource person) from their respective fields who were conducting sessions for the school children who had subscribed for the student edition newspaper (SEN) in particularly TOI-NIE. The interactions of students with these experts were very valuable to them, which were noticed during the participant observations several times by the researcher in the study period. Students got to understand the use of the news covered in the SEN as per the resource person's expertise. This was a feature yet to be introduced by the TH-IS SEN in Pune which is otherwise implemented in cities where their circulation is large. These experts are paid remuneration as per the policy of the respective SEN publishers. The teachers find the resource persons to be a boon in their school time as this provides them a bit of a break from their routine work. A few teachers participate in the sessions conducted by the resource persons to enhance their understanding of the uses of the SEN in class.

Another outcome was the use of SEN by a few schools to promote their image by subscribing SEN for exploring various ways of enhancing the student learning by providing them this opportunity. There are participating schools whose articles about programs conducted by them are covered in the SEN giving them more visibility among the student fraternity. It is also observed that schools that have a large SEN subscription base get more coverage about their school programs conducted from time to time. The SEN publisher also highlights those school students who achieved good grades in their studies as a part of motivating the other students to perform and occupy a space for themselves too.

Advertisements are printed few times in the SEN throughout the year. Even the advertisements published are student friendly and different from the regular newspaper. Mostly these advertisements are about competitions' which is sponsored by an organization for publicity. The flip side is the publishing of the tender and public notices printed in TOI-NIE in particular which has no uses for the school students. TH-IS has a

few advertisements focusing on self promotional activity. A few schools participate regularly in the various competitions' that are advertised in the SEN.

Even though the newspaper in education project was started in India in the year 1985 then the distribution of the regular newspaper was adopted but after a need to have a student focused content the student edition newspaper was introduced in the year 2008 by TOI. This SEN has been accepted by the teachers and parents in particular as the regular paper had certain articles and picture not suitable for the school children's mind. This was in particularly noticed during the interactions with the school authorities and parents by the researcher. Some parents during their schooling days who were NIE users also expressed the above concern as part of their experience and upheld SEN as appropriate as compared to the regular newspaper.

Another interesting outcome was that the SEN is not available in the open market for purchase. The SEN is distributed to the schools directly as the subscriber base is small compared to the regular edition of the newspapers. This also saves the publisher their commission to be paid to the newspaper agents adding to their revenue. Some of the other parents who were interested in the SEN whose school did not subscribe were very unhappy as it was not available to their children. The publisher only distributes the SEN to a school if their minimum number of subscribers are assured. The price packages for the SEN subscription are designed based on the total numbers of subscriber from a school. i.e. larger the number better the discounts.

A few students who have subscribed to SEN get to experience the nuances of publishing a newspaper. The TOI has a one week training program for around approx 30 students from various schools of Pune. They undergo the several stages of publishing the news. These students are exposed to the sources of news collection methods and as part of it they conduct an interview of an eminent personality. The processing of the news is taken up and finally they are shown the printing of the newspaper at the printing press. TH-IS also has visits to the printing press in Chennai for their SEN subscribers as part of the experience. These students' experiences are also published in an article in the coming

academic year in the SEN. The student edition newspaper publisher's purpose of this exercise is to creating budding journalists.

TH-IS has two versions of the SEN one as a daily newspaper and another as a weekend newspaper. This option is taken by a few schools students and principals that have less number of subscribers as this weekend edition in tabloid format and priced at rupees twenty five is delivered by courier. On a similar format The Hindu also publishes another weekly newspaper for the primary school student named 'Young World' in near tabloid format and priced at rupees ten delivered by post.

5.3 Suggestions

1. A tabloid or a smaller version of the newspaper page should be preferred for the SEN as the pupils' have limited bench space in most of schools enabling them to use the newspaper more easily.
2. The media organizations bringing out the student edition newspaper should provide instructor notes. Use of contents in the newspaper by the teacher can benefit students to further enhance the practical uses of their school subjects.
3. Students should be encouraged to contribute articles regularly in the student newspaper as this will give them an opportunity to get into journalism in the future.
4. The online version of the student newspaper should be published by all SEN publishers so that the content is always available for instant reference. Archives of the past newspaper issues will also help researchers to study and suggest improvements to newspaper publishers.

5. Newspaper in education workshops should be conducted for principals, teachers and parents to maximize the use of the student edition newspaper.
6. Newspaper in education debate competitions should be held with the participation of students along with their teachers and parents. This will help in the healthy communication and improve cooperation amongst them.
7. Publishing of public notices should be avoided in the student edition newspapers as it does not serve its purpose.
8. The daily student edition newspaper should be published in regional languages for better understanding of the subject or event by vernacular students.
9. The student edition newspaper should be available from the respective publishers for subscription through the post.

5.4 Recommendations²

1. The principals of schools should be oriented with the importance of research and the benefits it reaps to improve school education by the respective government education departments.
2. The school should start a newsletter once in a month and take the help of the students to publish it. This will enable the student to understand the process of publishing and also improve their writing and management skills.
3. Appropriate governments (Union, State, Local self-government etc.) should encourage the use of the student edition newspaper in government-aided schools.

² Role Of Education In Social Change, Namita P.Patil, International Educational E-Journal, ISSN 2277-2456, Volume-I, Issue-II, Jan-Feb-Mar2012, Pg 210

4. Under CSR activities the government should allow the sponsorship of the student edition newspapers for free distribution to the school students, particularly from the economically weaker sections.
5. Presently only seven media organizations, as per ABC records, are publishing the student edition newspaper in India. Government should provide incentives to media organizations to encourage into participating in publishing the student edition newspapers for maximum reach and impact.
6. Educational reporting should be introduced in as a specialization subject as a choice at the Masters Degree in journalism.
7. Appropriate governments should enact a law for appointing education reporters with an access to the school premises and children to facilitate education reporting to improve the system.
8. The Director of Libraries should subscribe to the student editions in the government libraries as children can be encouraged to use them there, in turn exposing the children to the world of literature.

5.5 Scope for further research

1. An experimental study can be undertaken by developing instructor notes for the use of student edition newspaper in the class for the respective school subjects.
2. A comparative study of schools associated to different boards and the use of student edition newspaper with reference to their respective syllabus can be explored.

3. A study to evaluate the effects of multiple student edition newspapers used by the same school students can be undertaken.
4. As the advent of computers and internet has entered the school curriculum the online version of the student edition newspapers and its advantages can be studied in reference to their consumption patterns by students.
5. A select number of teachers trained to use student edition newspaper in class (Control group) versus other teachers not availing the said training and their impact on student performance may be explored.
6. Experimental study of using various articles which are custom written and their impact evaluation should be undertaken for generating impactful content.
7. The use of SEN by primary school students can be explored with reference to the respective segment of newspapers published for their age group.

5.6 Observations

The newspaper in education project was previously conducted using the daily newspaper with no classification of an adult or adolescent in terms of its articles and appeal. The SEN has aptly reinvented the news in education program with a dedicated newspaper keeping in mind the school going children. As per the Audit Bureau of Circulation figures show an increasing growth in the sales of SEN more and more students are exposed to this version.

To get familiar with the student edition newspaper the researcher was searching a suitable way to observe those students who used it. In the process the appropriate method adopted by the researcher was using participant observations. The opportunities for these observations were implemented by conducting media literacy classes as a resource person for the students who had subscribed the SEN. This benefited the study as the students

could be observed in the apt environment of their school. In the role of a NIE teacher it helped to gain familiarity with the project as the participants responded in a natural setting of being a pupil. The researcher got associated to various other professionals from respective fields as they also used to conduct sessions for the school children. These professionals came from the fields of Magic, chalk art, drawing, painting, acting, drama, public speaking, hygiene etc. Interacting with them gave a glimpse about the interest areas of the students and how the SEN was used to gain information by them.

The system of allocation of a NIE period was part of the school timetable. The TOI allocates the time and days mostly on a weekly basis to these respective professionals who are registered with them as resource persons. These resource persons were paid a remuneration based on a half an hour class conducted within Pune city limits. An additional travel allowance is given for conducting a class outside the Pune city limits. On certain days multiple divisions of the same school are also allocated to the same resource person. At times several resource persons conduct their respective sessions in same schools which have a large number of SEN subscribers. Requests by the school authorities for specific subject resource persons are also entertained by TOI as it helps in marketing and maintaining the customer base for the publisher. A few resource persons are also recommended by TOI as judges to various competitions conducted with the objective of symbiotic partnering.

The student edition newspaper is mostly delivered early in the morning before the school starts. Based on the number of schools and the volume of their subscribers on each route the size of the private vehicles varies. The distribution starts as early as six in the morning from the Times house in Pune. On some routes mostly the last stop for the distribution ends with loading a portion of the SEN package on to a school bus mostly for those schools that are situated outside the Pune city limits. Some days the SEN reaches the respective schools late on a particular route either due to vehicle breakdown. A small team of people overlook the SEN operations at TOI. During the interactions it was observed that there were two dedicated marketing personnel who were responsible for new subscription generation. One person was dedicated to the coordination of the

resource person's class allocations and cancellations. One person was allocated the responsibility of getting the news from various participating schools. Another person took care of the accounting and also took up other responsibilities in the absence of any of their team member. A senior executive overlooked the entire planning and operations of the SEN project.

The Hindu 'In School' is a recent entrant into the Pune region. It has the Mumbai edition SEN distributed in Pune, as their subscriber base is approximately around three thousand. Currently everything is managed from Mumbai office and other senior personnel from Pune coordinates with the schools locally for the distribution and subscription.

Understanding the contribution of SEN into the secondary school student (SSS) educational needs, multiple factors were investigated. The study considers the English medium school students thus selecting common subjects from the secondary school curriculum, subjects like English, Math's, Science, History and Geography was explored. The English subject had the maximum benefit as per the respondents SEN usage views. Of the total participants in the study, 61.2% respondents replied that the student edition newspaper articles help in value adding into their English subject learning. The second best after English the SEN benefits is the Science subject with 37.8% respondents liking it. Further 31.31% participants shared that the SEN articles was helpful for the Math's subject. For the social studies subjects the SEN articles were beneficial to 29.55% respondents for the History subject and for Geography 27.9% respectively. In value adding by the SEN articles to the other subjects like economics, commerce, environmental science etc were selected by 25.71% respondents.

The role of a teacher in a student's learning curve is considered very critical. To understand this area, the researcher inquired about the use of SEN by the teacher in their respective class. Of the total participants 26.05% respondents said that their teacher uses the SEN articles while teaching in class. A set of 27.06% participants say that their teachers never use the SEN while teaching in their class. The maximum i.e. 46.9%

respondents say that their teachers use the SEN sometimes in their class. During the interactions with the secondary school students the researcher had come across an incident where an English teacher was surprised to know that not one student in her class was able to remember about Ann Frank story. With several deliberations with subject teachers of various schools it was observed that teachers are interested to know how the SEN articles can be used for their subject effectively for learning. The other side to the teacher's was the limited time in which they had to complete the prescribed syllabus and thus not able to give additional time for using the SEN article during teaching their subjects. A few teachers and principals make it a point to use the SEN in their class and ignite the curiosity in their student to explore beyond their given area of understanding. This research speaks of the providing SEN instructor notes as one of the suggestions for the apt use by them in the classroom for enhancing the value of education for their student.

To assess the students' perception on the usefulness of the student edition newspaper for their school studies the results were interesting. About 75.17% respondents say that the SEN articles are useful for their school studies. The gratification the students get by subscribing the SEN as a useful part of their education reflects in the output of the respondents views. The participant observations show very less students using the SEN on their own. The use of SEN has just become a routine part due to a period allocated in their timetable for it.

5.7 Finding

With the interest of understanding the responsibility of journalism in education the student edition newspapers' were explored. With the review of the publishers who print the student edition newspaper in India and the current situation in the international scenario the study was undertaken. The inquiry led to the researcher to adopt participant observations for qualitative study and further use the survey method for quantitative analysis. Within the objectives of this research the discussions are concluded further.

1. To analyze existing situation of the student edition newspaper project

The student edition newspaper (SEN) in its present form is a new phenomenon in India (ABC, 2008). There is an entire setup dedicated to publish the said newspaper. The newspaper is not available in the open market and is only available to be subscribed by the school authorities for their students at a price (Table 2.3.4 & Table 2.3.7). The newspaper is directly delivered to the school early in the morning and gets distributed to the students either in the class or from their school library. Various external resource persons conduct classes as per their domain expertise incorporating the student edition newspaper during a period allocated to them in the school timetable. Active participation of the student's family members and the trained teacher can play a significant role in using the SEN effectively.

2. To assess the role of student edition newspapers in learning.

The English subject benefitted the most for the secondary school student from the use of SEN (Chart 4.49). The student perception about the SEN use for value adding to their information is positive (Chart 4.15). The use of SEN by the respective subject teacher can have a very high impact in improving the subjects of the secondary school curriculum. The SEN hardly contributes in the secondary school students learning in approaching a problem in a different way (Chart 4.66).

3. To evaluate the content used in the student edition newspapers.

The articles were selected with the insights of participant observations and interactions the researcher had during the media literacy sessions with the secondary school students. Of the variety of contents published by TOI-NIE, the opted articles above fifty percent by secondary school students' were 'Mind Teasers'(Chart 4.30), 'Knowledge Bank'(Chart 4.31), 'Laugh out Loud' (Chart 4.37), 'Jumbled Words' (Chart 4.38) and 'Sports Digest' (Chart 4.43). Mostly all of the evaluated TH-IS contents were opted for by the secondary school students were above fifty percent except for 'Sports Reel' (Chart 4.43) articles.

4. To examine the relevance of advertisements in SEN.

The SEN advertisements in both the said publications are very effective for creating awareness about various societal issues like air pollution, water problems etc among the secondary school students (Chart 4.70). TH-IS newspapers advertisements are found useful by students who actively participate in competitions and find it useful for practical purposes too (Chart 4.72). The secondary school students also consider the advertisements useful for subscribing additional products of The Hindu newspaper. More efforts need to be put to make the advertisements more appealing to the secondary school student.

5. To explore new avenues into the use of student edition newspapers.

The secondary school students use the SEN articles mostly for constructing their school projects (Chart 4.60). The 'In School' respondents find the SEN articles useful for preparing debates, poster making for exhibitions, referencing in their essay writing and for elocution competitions (Chart 4.59 to 4.63). The general perception of the respondents about the article published in the SEN in terms of practical purposes was good (Chart 4.68). The SEN articles also helped the students in team building activities in particular by participating in the games published by the said newspapers (Chart 4.69). The language (Chart 4.76), pictures (Chart 4.77) and content of the TH-IS appealed the most to the secondary school student but these features (Chart 4.79) have to improve significantly as they were below their average expectations. The contents the secondary school students interested are puzzles/quiz (Chart 4.83), current affairs (Chart 4.82), movie reviews (Chart 4.81) and sports articles (Chart 4.80).

6. To compare two student edition newspapers.

While comparing TOI-NIE and TH-IN student edition newspapers the 'In School' newspaper stands way above the antecedent as per the secondary school students' view. Sixteen articles were compared as their contents had similar properties of which two sets was received well by the respondents above fifty percent. Of the nine unique articles of each of the student edition newspapers covered in the questionnaire, two articles of TOI-

NIE and all the nine TH-IS articles were selected above fifty percent by the secondary school students. The articles mentioned other than in the questionnaire that occasionally got published were five in TOI-NIE and ten in TH-IS respectively. The gender wise association shows that the TOI-NIE female respondents were more inclined towards vocabulary articles (Chart 4.98) and “Jumbled Words” article (Chart 4.96) and the male respondents towards sports articles (Chart 4.100). Both male and female TH-IS respondents opted for “News Capsule” (Chart 4.101), “Join the Conversation” (Chart 4.102), “The Write Stuff” (Chart 4.103), “Word Perfect” (Chart 4.105), “My Space” (Chart 4.107) articles. The female respondents had a significant association for sports articles (Chart 4.106) and the male respondents liked factual articles (Chart 4.104).

From the output of this research it can be said that majority of the students who participated in the study were as per the norms of the state while taking admission in school thus representing the large section of the secondary student community. It also revealed that the majority of the demographics factors of Pune city were in tandem to the respondents who have participated in study. The impact that SEN has on school going children is prominent when their respective schools allocate a NIE period for using the student edition newspaper in the classroom. The introduction of SEN from fifth standard seems reasonable as revealed in the findings. The participation of family members and teachers is vital to the success of the NIE project.

Advertisements being a major factor in the contribution of income for the publisher, more innovative ways need to be explored to make it beneficial to the school-going children. Public notices should be avoided in the student edition newspapers. More practical based activities should be encouraged using the SEN. The writing of articles for a student edition newspaper has to be experimented so the best method can be adapted by the respective publishers. Education writers need to be developed keeping the essence of journalism and its responsibility of education to be imparted. Appropriate Government should encourage the use of SEN in government schools with its introduction in multiple languages of India.

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Name of School:

Student Name:

Please fill and tick the appropriate information wherever necessary.

1. Date of Birth:

2. Residence: 1) Owned 2) Rented 3) Hostel 4) Other _____

3. Family background

a. Type of Family 1) Joint 2) Nuclear 3) Other _____

b. Number of working members in your family _____

c. Mother's Qualification & Occupation _____

d. Father's Qualification & Occupation _____

e. Spoken Language at Home _____

4. Gender 1) Male 2) Female

5. Religion 1) Hindu 2) Muslim 3) Sikh 4) Christian 5) Parsi 6) Jain 7) Jew 8) Buddhist 9) _____

6. Category 1) General 2) SC/ST 3) OBC 4) Other: _____

7. Which are the newspapers subscribed at your residence?

a) None b) Indian Express c) Times of India d) Other _____

8. How many different newspapers do you read daily?

1) One 2) Two 3) Three 4) More than Three

9. Since when are you getting the NIE student edition newspaper?

1) 3rd Standard 2) 5th Standard 3) 8th Standard 4) Other _____

10. State the purpose of using the NIE student edition newspaper?

a) Entertainment b) Information c) Education d) Other _____

11. How much time do you spend/utilize to read newspapers daily?

1) < ½ hour 2) ½ to 1 hour 3) More than one hour

12. Tick the articles you like in the NIE student edition newspaper?

a) Code Decode b) Newsmakers c) Action-Reaction d) Factoid e) The Googly

f) Must see must do g) Sacred Space h) Speaking Tree i) S.F. & Comics Kids

j) Go Figure k) Word Sleuth l) Mind Teasers m) Knowledge Bank

n) They said it o) Sounds familiar p) Sudoku q) Family Circus r) zits

s) Laugh out loud t) Jumbled words u) Word watch v) Guess Who

w) Vocabulary Builder x) Speak out y) Sports Digest z) _____

13. Do you get confused by the NIE newspaper articles?

1) Yes 2) No 3) Sometimes 4) Can't say

14. Which school subject does the NIE student edition newspaper article help you?

a) History b) Geography c) Math's d) English e) Science f) _____

15. Who else uses the NIE newspaper in your house?

a) Mother b) Father c) Sister d) Brother e) Others _____

16. What purpose does your family member use the NIE student edition newspaper?

17. Do your subject teacher/NIE teachers use the NIE student edition newspaper in your class?

- 1) Yes 2) No 3) Sometimes

18. Do you read any educational magazine: if yes which one?

- 1) Mention the name: _____ 2) No

19. Which is your preferred newspaper/s and why?

20. What do you use the NIE student edition articles information for?

- a) Debate b) Project Work c) Exhibition d) Essay Writing e) Elocution

f) Other Purpose _____

21. Are you able to use the NIE student edition newspaper information in your school studies?

- 1) Yes 2) No

22. Have you learnt a new way of solving any problem using the NIE newspaper articles?

- 1) Yes 2) Sometimes 3) No

23. How much of use is the information published in the NIE student edition newspaper?

- 1) Sometimes 2) Mostly 3) Never 4) Always

24. Rate/Assess the information published in the NIE student edition newspaper for practical purposes?

- 1) Not Useful 2) Poor 3) Good 4) Excellent

25. Do you look forward to similar information in other newspapers?

1) Yes, Name of newspaper: _____

2) Sometimes, Name of Newspaper: _____

26. Do you use NIE student edition articles for group activities in your school?

- 1) Yes 2) No 3) Sometimes

27. How do the advertisements in the NIE student edition newspaper help you?

- a) Awareness b) Competitions c) Practical Use d) Other _____

28. What appeals the most in the presentation of the NIE student edition newspaper?

a) Page Layout b) Content c) Language d) Pictures e) Advertisement f) _____

29. Select the area of your interest in the NIE student edition newspaper?

a) Sports b) Movies reviews c) Current Affairs d) Puzzles/Quiz e) Features

f) School articles g) Book reviews h) Games info i) Cartoons j) Comic strip

k) Advt. l) Other: _____

30. Any suggestions to improve the NIE student edition newspaper or activities related to it?

Thank you! Your participation in this survey is much appreciated.

Name of School:

Student Name:

Please fill and tick the appropriate information wherever necessary.

1. Date of Birth:

2. Residence: 1) Owned 2) Rented 3) Hostel 4) Other _____

3. Family background

a. Type of Family 1) Joint 2) Nuclear 3) Other

b. Number of working members in your family _____

c. Mother's Qualification & Occupation _____

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6. Category 1) General 2) SC/ST 3) OBC 4) Other _____

7. Which are the newspapers subscribed at your residence?

a) None b) Indian Express c) Times of India d) Other _____

8. How many different newspapers do you read daily?

1) One 2) Two 3) Three 4) More than Three

9. Since when are you getting the "In School" newspaper?

1) 3rd Standard 2) 5th Standard 3) 8th Standard 4) Other: _____

10. State the purpose of using the "In School" newspaper?

a) Entertainment b) Information c) Education d) Other: _____

11. How much time do you spend/utilize to read newspapers daily?

1) < ½ hour 2) ½ to 1 hour 3) More than one hour

12. Tick the articles you like in the "In School" newspaper?

a) News Capsule b) Students Write c) 5W + 1H d) Join the conversation

e) The write stuff f) Snippets & Stories g) Fact file h) Word Perfect

i) News in pictures j) Math's puzzle k) Magic square puzzle l) Qwikipedia m) Sports

reel n) At a glance o) Quick crossword p) Sudoku q) Wumo r) Peanuts s) Tiger

t) Calvin & Hobbes u) True & False v) Let's experiment w) G.K.Mondays x) Face 2

Face y) My Space z) _____

13. Do you get confused by the "In School" newspaper articles?

1) Yes 2) No 3) Sometimes 4) Can't say

14. Which school subject does the "In School" newspaper article help you?

a) History b) Geography c) Math's d) English e) Science f) _____

15. Who else uses the "In School" newspaper in your house?

a) Mother b) Father c) Sister d) Brother e) Others: _____

16. What purpose does your family member use the "In School" newspaper?

17. Do your subject teacher use the "In School" newspaper in your class?

- 1) Yes 2) No 3) Sometimes

18. Do you read any educational magazine: if yes which one?

- 1) Mention the name: _____ 2) No

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30. Any suggestions to improve the "In School" newspaper or activities related to it?

Thank you! Your participation in this survey is much appreciated.