The Reader’s Scrutiny Towards the English Usage of “The Hindu”

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Abstract: To find out the opinion of readers on “The English usage of The Hindu”. “The press is the Fourth pillar of Democracy”. Even though it flashes the day today affairs or events, by the way it focuses the issue through the usage of the language, it may give a totally different shade to the content. Newspapers have an important role to play and it has a strong social responsibility. And at the same time, They have a pressure to hold the readers in order to maintain or increase the circulation rate. Way of writing is an important factor to keep the target audience in its custody.

I. NEED

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

II. OBJECTIVES

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

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

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

III. RESEARCH METHODOLOGY

• Research Design - Research Design is descriptive and also analytical.
• Primary data collection - Questionnaire was used to collect the Primary data.
  Observed data
  Percentage = ------------ x 100
  Sample size

IV. LIMITATION

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

V. DATA ANALYSIS AND INTERPRETATION

TABLE 1: AGE OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>Factors</th>
<th>No. of. Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 18</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>18-35</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>35-50</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Above 50</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

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

TABLE 2: GENDER OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>Factors</th>
<th>No. of. Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Female</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretation
1. It is inferred that maximum 58% of the respondents preferring “The Hindu” belong to the Male category.
2. Minimum 42% of the respondents preferring “The Hindu” belong to the Female category.
VI. FINDINGS AND SUGGESTIONS

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

Suggestions
Based on the reader’s opinion and analysis towards the English usage of “The Hindu”, most of the readers (35%) feel the quality of English usage of The Hindu is too high. 65% of the respondents believe that there will be an enormous growth in the readership if “The Hindu” simplifies its English usage.

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

VII. CONCLUSION

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

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C.R. Marcelin Vasantha had completed her B.Sc. Visual Communication from Loyola College and M.A. Degree in Journalism and Mass Communication from Madurai Kamaraj University and presently doing Ph.D in Bharath Institute of Higher Education and Research, Chennai. Her interests include Script writing, Documentary and Short film production.

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