

## PUBLIC INTEREST ON STRUCTURAL ASPECT OF NEWS REPORTING SPECIAL REFERENCE ON SINHALA NEWSPAPERS READERS

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### ABSTRACT.

*Newspaper structure is a creative art, and the possibilities to vary design are endless. Basically, newspaper designers judge the value of a designed spread by looking at it themselves and imagining how readers could perceive it or sense what it feels like. This particular study titled “Public Interest on Structural Aspect of News Reporting. Special reference on Sinhala newspapers readers” and tries to identify the determinant structural aspects which affecting to the public interests based news reporting. This study considers survey as commonly using structural methods of reporting news in the newspaper such as font size, image, color of text, Deferent Features Headlines, Language Styles, Page Arrangement. The targeted population were Sinhala newspaper readers in Colombo municipal area and Sample of 75 individuals were selected using the random sampling technique. Data was collected in both ways. Primary data was collected by giving questionnaire to the identified sample and secondary data was collected from the related empirical studies and other relevant sources. Collected data was analyzed using the SPSS software version 20 and descriptive statistics, regression analysis and correlation analysis were used as the analytical methods. The demographic and other factors investigated were quality of paper, amount of advertisements and reading, reason to easy reading, amount of sub headings, need to change the structure, nature of headings, usage more image and disturbance, front page heads and attention, usage image and attention, reason for selecting a newspaper, color and background, image and content, first eye caching and same structure in long term. Analysis of the result shows that Reason for selecting a newspaper, Reason to easy reading, Color and background, Usage image and attention, Quality of paper are significant and positively related while first eye catching and front page heads and attention are significant and negatively related to nature of reading a newspaper at 5% level. Other demographic factors: age and gender have direct relationship with nature of reading newspaper.*

**Key words -** Structural Aspect, Public Interest, News Reporting, Newspapers.

## 01. INTRODUCTION AND BACKGROUND OF THE STUDY.

News plays a vital role in informing citizens, affecting public interests, and influencing policy making. In the study of mass media, there has been a continuous debate about the more or less powerful effects of the media on the public (Althusser, L. 1971). According to above situation, the newspaper has the potential power in our society, because it determined what and how news would be given to the society and who can get it from newspaper. "One of the most important and interesting aspects of the potential power of the media from a structural point of view is the way people and events get reported" (Linda & Shan, 1999). There are some structural aspects which affects to the public interests as Typography, Font Colour, Images, Different Featured Headlines, Language and Structure of Newspaper. The study based on identify the determinants which affecting to public interest to decide on a newspaper.

### 1.1. OBJECTIVE OF THE STUDY

- Identify the determinant structural aspects which affecting to the public interests based news reporting.

### 1.2. PROBLEM STATEMENT

Newspaper has a massive place in the society among the other media sources because; new paper covered a vital area of the information world. And also it has a strong tradition of delivering accurate, reliable news and it can easily stock the information.

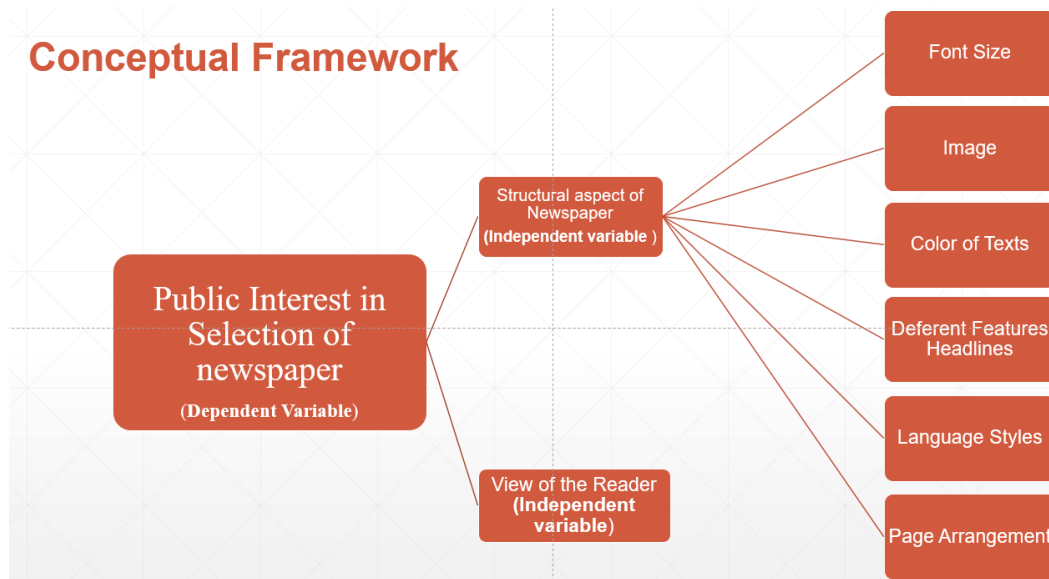
Currently there are so many media sources in the changing world and the newspaper has some vast competitors with new technology. Therefore, as a reading literacy cultured nation have to promote newspapers among the readers.

*Is there any capability to compete with the other competitive mass media to the currently used structural aspects of newspaper?*

### 1.3. METHODOLOGY

The aim of this study is to explore the determinant structural aspects which affecting to the public interests based news reporting. Previous studies on structural aspect and print media have largely utilized the questionnaire survey for their data collection. The study employs a cross-sectional, questionnaire based survey as the main method of data collection. This study considers survey as commonly using structural methods of reporting news

in the newspaper such as Typography, Font Colour, Images, Different Featured Headlines, Language and Structure of Newspaper.



#### 1.4.SAMPLING.

In this study, the targeted population were Sinhala newspaper readers in Colombo municipal area because newspaper circulation is occurring high in Colombo area comparing to the other areas of the country. That means most of the reading population is gathered to the Colombo area due to the working purposes. Researcher selected national library (situated in Colombo) to collect data from the identified sample because the main reading center of the Colombo area is National Library.

Sample of 75 individuals were selected using the random sampling technique. The reason for using the random sampling is the researcher’s personal view might not be included in the result and also there will not be any favoring. Sample was selected from both male and female as a random selection.

#### 1.5. DATA COLLECTION PROCEDURE.

When considering about the data collection procedure and type of data collected two types of data, primary and secondary data. In this research data was collected in both ways. Primary data was collected by giving questionnaire to the identified sample and secondary data was collected from the related empirical studies and other relevant sources.

## 1.6. DATA ANALYSIS

This paragraph presents the data analysis findings. In general, there are three objectives of data analysis: getting a feel for the data, testing the goodness of data, and testing the hypotheses developed for the research (Sekaran, 2005). This section is organized as follows. Section 1.8.1. presents the descriptive analysis for the survey conducted on the first group of respondents of this study. Section 1.8.2. reports the analysis of variance (ANOVA). Section 1.8.3. presents the results of multiple regression analysis. The overall findings of this study are summarized in section 1.8.4. The Statistical Package for the Social Science (SPSS) version 20.0 software was used to analyse the data collected from the survey.

### 1.6.1. Descriptive Statistics for Analysis

There are a number of powerful tools available that can assist the researcher in performing statistical analysis of data. SPSS 20.0 for Windows was used to evaluate the descriptive statistics for analyzing the profile of respondents.

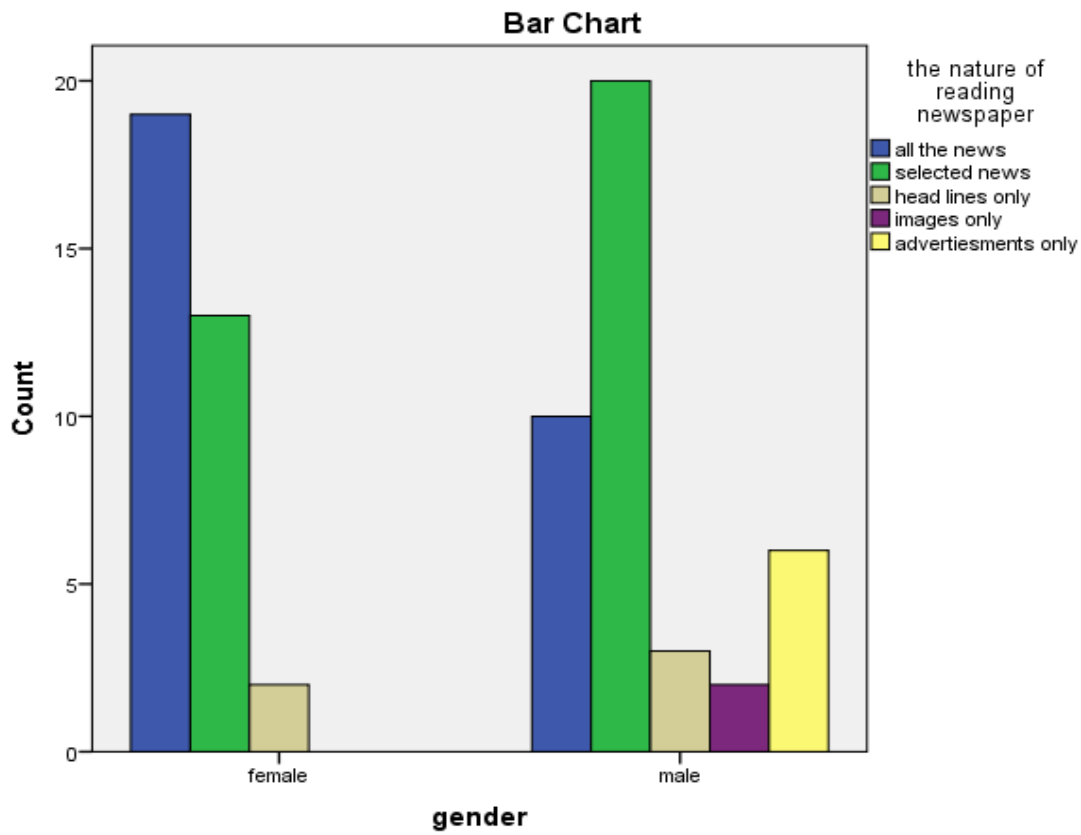
As described previously, first part of the questionnaire is about demographic features of the sample. Gender, Age group are the demographic features that has been taken into consideration.

**Table: 3: Descriptive Statistics Analysis for Demographic characteristics**

Characteristics	Category	Percent (%)
Gender	Female	34.0
	Male	41.0
Age Group	18-29	38.0
	30-39	9.0
	40-49	9.0
	50-59	15.0
	60 Above	4.0

**Source:** Field Survey Data, 2017

**Figure: 1. The nature of reading newspaper & Gender**



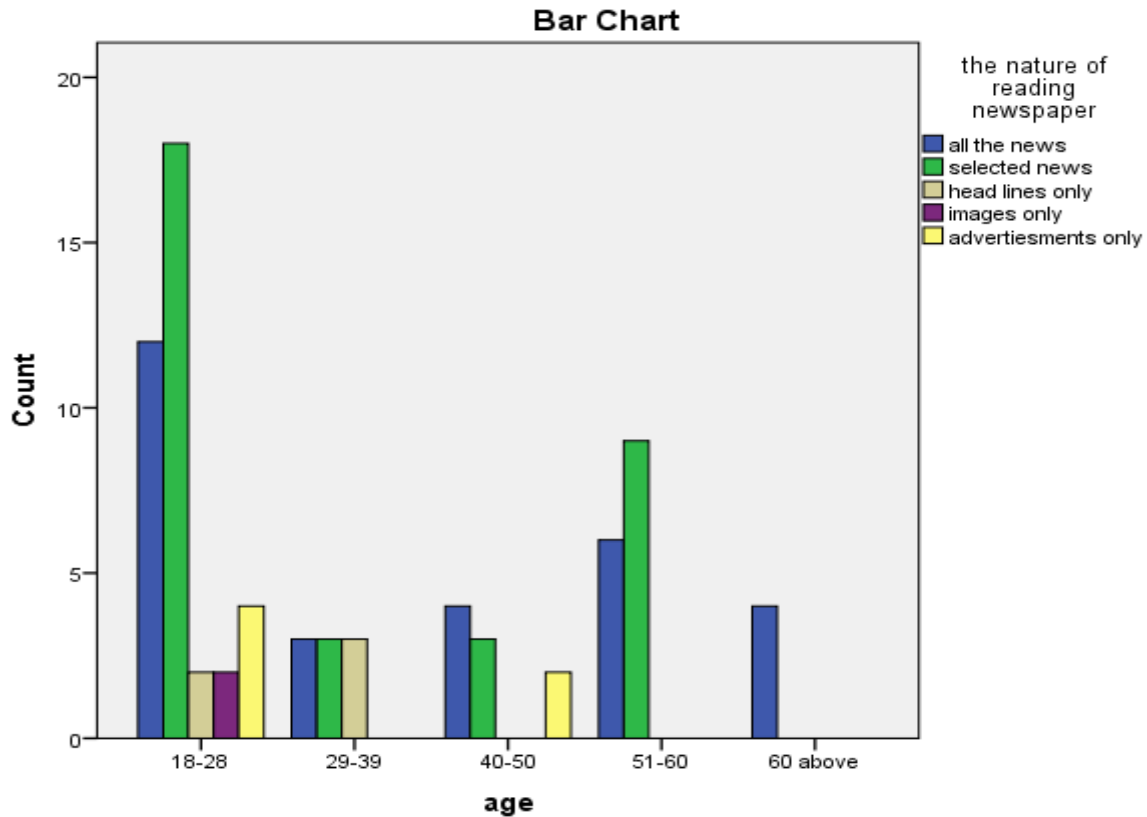
**Source:** Field Survey Data, 2017

First demographic feature is the gender composition in the sample. It seems that the sample is distributed among 34.00% of females and 41.00% of males. Though the males are percentage is higher than the female percentage, there’s no big difference between the sample consignments.

According to the above bar chart, the highest 25% percentage of all news reading category represent the female and male represent the highest 27% percentage of selected news reading category. There are 4% percentage of male and 3% percentage of female are only reading headlines of Newspapers. There are 3% percentage of male only watching images while 8% percentage of male watching advertisements.

The foremost demographic feature in question is the age group. There are several limits and out of them and check the sample distribution among the age groups. The percentage and frequency rate of the respondents is shown in the below diagram and the graph.

**Figure: 2. The nature of reading newspaper& Age Category**



Out of the respondents in the sample, it seems that the highest number of the respondents belongs to the age category of 18-28 where 51% of the sample belongs to this category. According to this category they have responded highly to the selected news reading category and all the news reading category. Also there are 5% percentage of respondents mostly interested to read the advertisements only on Newspapers while the 3% same proportion of respondents select the reading only images and headlines only on newspapers. Second largest rate is the age category of 51-60 where the percentage is 20%. In the age category of 29-39 and 40-50 shows the same proportion of percentages 12% and the age category 60 above shows 5% lowest portion of the sample. Hence it seems that the sample represents a large portion of the young generation.

**1.6.2. Analysis of Variance (ANOVA)**

Relationship between the dependent variables and the independent variables and also the inter-relationship between the independent variables can be obtained using the analysis of variance (ANOVA). If the multi-collinearity is identified, the researcher has the complete freedom to remove or adjust the subjected variables and conduct the research without multi co-linearity.

**Table: 4 Structural Aspect of Newspapers by Demographic Factors**

Structural Aspect of Newspapers		Mean	F	Sig.
Gender	Female	1.50	0.769	0.001
	Male	2.37		
Age Category	18-28	2.16	1.037	0.003
	29-39	2.00		
	40-49	2.22		
	50-59	1.60		
	60 Above	1.00		

**Source:** Field Survey Data, 2017

Table 4 it can observe that in the gender compared the mean of two groups, the mean of male respondent is 2.37 which is higher than the mean of female 1.50. The comparing to the Age category with Structural Aspect, the highest mean value is 2.22 in age category of 40-49 and the lowest mean value is 1.00 in age category of 60 above.

According to the table, result indicate that  $p=0.001$  and  $p=0.003$ , significance that is less than statistical significance level ( $\alpha$ ) which was 0.05. That value proves the Structural Aspect and the gender differences and age category because there values are higher than 0.05.

### 1.6.3. Regression Analysis

Multiple regression analysis is a concept, which is an extend of the liner regression. It forecasts the values for the dependent variables based on the independent variable. Regression also determines the relationship between dependent and independent variables. By using the regression analysis the researcher will be able to check whether the research is a significant one. If there is a variable which is not significant, the researcher can conclude that the relationship between the respective independent variable and the dependent variable is not applicable.

Among the factors which affect the Structural Aspects of Newspapers the researcher selected mostly affecting independent variables such as Typography, Font Colour, Images, Different Featured Headlines, Language and Structure of Newspaper. The subjective dependent variable is the “Structural Aspects”.

**Table 5: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					F Change	Sig. F Change
1	.828 <sup>a</sup>	.685	.601	.741	8.093	.000 <sup>b</sup>

<sup>a</sup> Predictors: (Constant), quality of paper, amount of advertisements and reading, reason to easy reading, amount of sub headings, need to change the structure, nature of headings, usage more image and disturbance, front page heads and attention, usage image and attention, reason for selecting a newspaper, color and background, image and content, first eye caching, same structure in long term

a. Dependent Variable: the nature of reading newspapers

**Source:** Field Survey, 2017

The results of simple multiple regression analysis from above Table 5, showed the relationship between quality of paper, amount of advertisements and reading, reason to easy reading, amount of sub headings, need to change the structure, nature of headings, usage more image and disturbance, front page heads and attention, usage image and attention, reason for selecting a newspaper, color and background, image and content, first eye caching, same structure in long term and the nature of reading newspapers. Considered with Adjusted R Square value, it shown the value at 0.601 or around 60.5%, which can be predicted that it has the relationship with the nature of reading newspapers most. These independent variables affected destination the nature of reading newspapers. According to the F-test was 8.093, considering the result of significant value or the alpha (0.05) which indicate that there is as association between independent variables and the nature of reading newspapers was rejected.

**Table 6: Coefficients**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
	(Constant)	-1.459	.982		-1.486	.143
	reason for selecting a newspaper	.250	.093	.279	2.702	.009
1	reason to easy reading	1.431	.284	.614	5.036	.000
	color and background	.413	.101	.449	4.102	.000
	first eye catching	-1.391	.341	-.509	-4.081	.000
	usage image and attention	1.853	.477	.454	3.884	.000



usage more image and disturbance	-.294	.319	-.093	-.921	.361
image and content	.131	.228	.068	.576	.567
front page heads and attention	-.665	.254	-.268	-2.614	.012
nature of headings	-.016	.126	-.014	-.128	.899
amount of sub headings	-.411	.283	-.176	-1.451	.153
amount of advertisements and reading	.554	.282	.235	1.968	.054
same structure in long term	.430	.378	.150	1.137	.261
need to change the structure	-.434	.309	-.183	-1.403	.167
quality of paper	1.036	.242	.439	4.288	.000

a. Dependent Variable: the nature of reading newspaper

Source: Field Survey Data, 2017

When considering the value of t-test or significant value of Table 6, it showed that t values and p values of each variables. According to these results, t value of ‘reason for selecting a newspaper’ is 2.702 and the sig. value is 0.009 which is below level of alpha level (0.05). Also ‘reason for easy reading’ t= 5.036, p= 0.000 (p<0.05), ‘color and background’ t = 4.102, p = 0.000 (p<0.05), ‘first eye catching’ t= -4.081, p= 0.000, ‘used image and attention’ t= 3.884, p=0.000, ‘front page headings and attention’ t= -2.614, p= 0.012 and ‘quality of paper’ t= 4.288, p=0.000 . These results revealed that only these above mentioned variables were statistically significant at 95% confident level. The other variables as usage more image and disturbance, image and content, nature of headings, amount of sub headings, amount of advertisements and reading, same structure in long term, need to change the structure, are not statistically significant at 95% confident level.

Results in table 6 indicates that the  $\beta=0.250$  of ‘reason for selecting a newspaper’ means that the reason for selecting a newspaper has a positive relationship with ‘nature of reading newspaper’ about 25%. The  $\beta= 1.431$  means that the ‘reason to easy reading’ has positive effect on nature of reading newspaper. Also, results revealed that in table 6,  $\beta=0.413$ , ‘color and background’ has 41.3% relationship with nature of reading newspaper and indicate that factor has positive effect on nature of reading newspaper. Although, ‘first eye catching’ and front page headlines and attention has  $\beta= -1.391$  and  $-0.665$  of 139% and 66.6% relationship and negative effect with the nature of reading newspaper. Also ‘used images and attention’ and ‘quality of paper’ has  $\beta= 1.853$  and  $\beta= 1.036$  which have positive effect on the nature of reading newspaper.

$$Y_i = F (X_1, X_2, X_3, \dots, X_n)$$

Where,  $Y_i$  is the dependent variable,  $X_i$  is the independent variables. Accordingly, the examination of determinants of nature of reading newspaper as per the multiple regression model is as given;

$$Y_i = \beta + \beta_1 X_1 + \beta_2 X_2 \dots \dots \dots \beta_n X_n + U_i$$

$$\text{NATURE OF READING} = \beta_0 + \beta_1 \text{FONT}_1 + \beta_2 \text{EASY READ}_2 + \beta_3 \text{COLOR}_3 + \beta_4$$

$$\text{EYE CATCH}_4 + \beta_5 \text{IMAGES}_5 + \beta_6 \text{HEADINGS}_6 + \beta_7 \text{QUALITY}_7 + U_i$$

Thus, the reasonable linear regression equation for destination revisit intention is,

$$\text{NATURE OF READING} = -1.459 + 0.250 \text{ FONT} + 1.431 \text{ EASY READING} + 0.413 \text{ COLOR} - 1.391 \text{ EYE CATCH} + 1.853 \text{ IMAGE} - 0.665 \text{ HEADLINES} + 1.036 \text{ QUALITY}$$

- FONT = Reason for selecting a newspaper
- EASY READING = Reason to easy reading
- COLOR = Color and background
- EYE CATCH = First eye catching
- IMAGE = Usage image and attention
- HEADLINES = Front page heads and attention
- QUALITY = Quality of paper

### 1.7. SUMMARY

The demographic and other factors investigated were quality of paper, amount of advertisements and reading, reason to easy reading, amount of sub headings, need to change the structure, nature of headings, usage more image and disturbance, front page heads and attention, usage image and attention, reason for selecting a newspaper, color and background, image and content, first eye caching and same structure in long term. Analysis of the result shows that Reason for selecting a newspaper, Reason to easy reading, Color and background, Usage image and attention, Quality of paper are significant and positively related while first eye catching and front page heads and attention are significant and negatively related to nature of reading a newspaper at 5% level. Other demographic factors: age and gender have direct relationship with nature of reading newspaper.

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