

The Educational Role and Direction of University Paper*

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ABSTRACT

The purpose of this research is to show the pattern, habits, and expectations of the University newspaper readership, and to suggest plans for the future.

As the analysis of survey data indicate, students generally do not read the University Paper on a regular basis, and read articles selectively, which are interesting or important. Students' overall rating for the paper is not satisfactory. The major function of the paper is perceived to be providing campus related information, reflecting the major view of student body, and reporting campus related issue. The influence of the paper on campus is gradually weakening compared to how it has been in the past.

As a result, the function of the paper in the future has to focus on reflecting the major view of student body, dealing campus issues in order to provide insight, and facilitating communication among students. The traditional function of the paper, which is civilizing, enlightening and educating, is no longer deemed to be important. Due to increasing interests in broadcasting among students, recruiting student reporters and journalists is getting more difficult than ever; consequently, the influence and authority of the paper are weakening.

* This paper was financed by 2002. Research Funds from Sangji University

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접수일자 : 2003-4-30

게재확정일자 : 2003-7-22

In conclusion, at the time of rapid changes and numerous challenges, the university newspaper should plan ahead for the future and keep changing, in order to continuously play an effective role as a newspaper that meets the demands and interests of its readership.

Keywords: University Paper, The majorfunction of the paper, Communication, The influence of the paper

I . Objective and Necessity of the research

University paper has a diminished role as a tool for communication on campus because it often carries non-relevant, non trendy and obsolete information. As a result, many students are not showing interest in subjects portrayed by a college newspaper. The purpose of this research is to show the pattern, habits, and expectations of University newspaper readership, and to suggest plans for the future.

II. Content and Methodology

1. Sample and methodology

Randomly selected 700 students from University and collected responses of 250 students via survey.

III. Analysis of Survey Data

1. Analysis of Frequency of reading the university paper

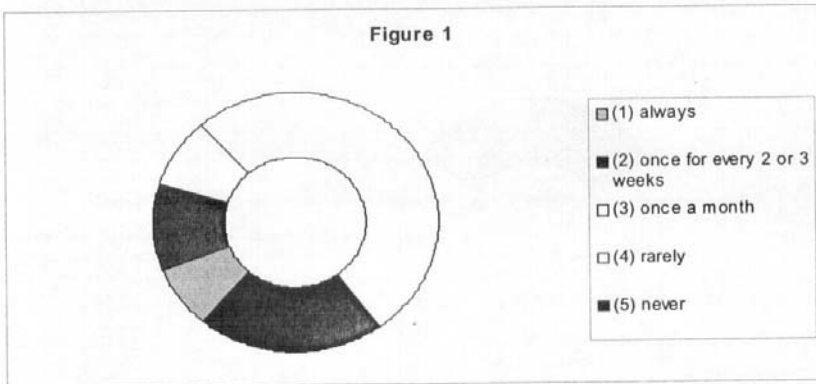
In response to "How often do you read the University Paper?" 129 students (51.6%) answered "rarely", 21.2% "never", 11.2% "once for every 2 or 3 weeks", 8.4% "once for a month", and 7.6% of them responded "always".

This data indicates that most students responded that they rarely or never read the paper, and we can extrapolate that out of 8,000 students only about 500 students regularly read the university newspaper.

[Table 1] Frequency of reading the university paper

"How often do you read the University Newspaper?"	Frequency	Percent	Valid Percent	Cumulative Percent
(1) always	19	7.6	7.6	7.6
(2) once for every 2 or 3 weeks	28	11.2	11.2	18.8
(3) once a month	21	8.4	8.4	27.2
(4) rarely	129	51.6	51.6	78.8
(5) never	53	21.2	21.2	100.0
Total	250	100.0	100.0	

Figure 1



2. Approach of reading the paper

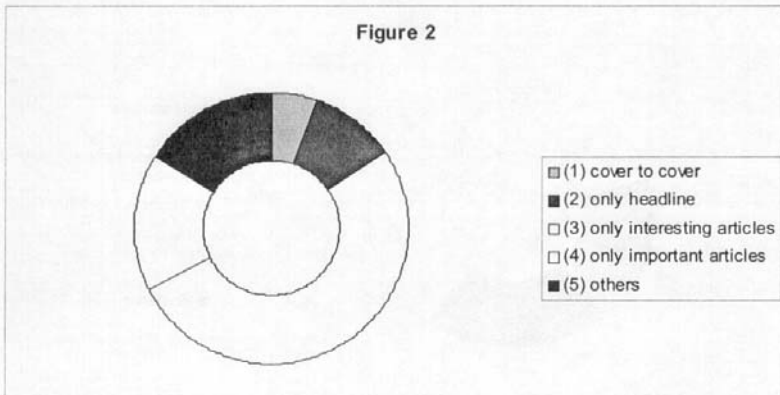
In response to "How do you read the paper?" 129 students (51.6%) responded "only interesting articles", 16.0% "only important article", 10.8% "only headlines", and only 5.2 % "cover to cover."

This data indicates that students generally read only certain parts, which interest them. 67.6% of participants read the articles selectively according to their interests and necessities..

[Table 2] Approach of reading the paper

"How do you read the Paper?"	Frequency	Percent	Valid Percent	Cumulative Percent
(1) cover to cover	13	5.2	5.2	5.2
(2) only headline	27	10.8	10.8	16.0
(3) only interesting articles	129	51.6	51.6	67.6
(4) only important articles	44	16.0	16.0	83.6
(5) others	40	16.0	16.0	99.6
Total	249	99.6	99.6	
Missing System	1	.4	.4	100.0
Total	250	100.0		

Figure 2



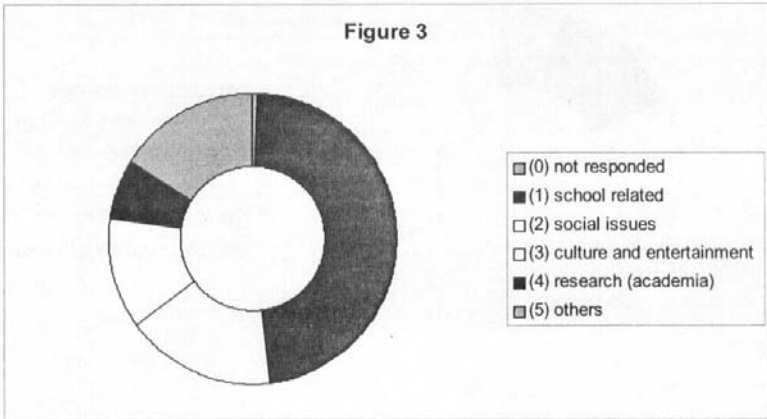
3. Favorite section of the paper

In response to "What type of article interests you?" 118 students (47.2%) said "school related", 16.8% responded "social issues", 12.4% "culture and entertainment", and 6.4% "research (academia)".

This data signals that many students are not interested in reading research-related articles in the newspaper. In other words, the level of research activity is gradually deteriorating at University.

[Table 3] Favorite section of the Paper

"What type of article interests you?"	Frequency	Percent	Valid Percent	Cumulative Percent
not responded	1	.4	.4	.4
(1) school related	118	47.2	47.2	47.6
(2) social issues	42	16.8	16.8	64.4
(3) culture and entertainment	31	12.4	12.4	76.8
(4) research (academia)	16	6.4	6.4	83.2
(5) others	41	16.4	16.4	99.6
Total	247	99.6	99.6	100.0
Missing System	1	.4	.4	1
Total	250	100.0	100.0	



4. Satisfaction Level

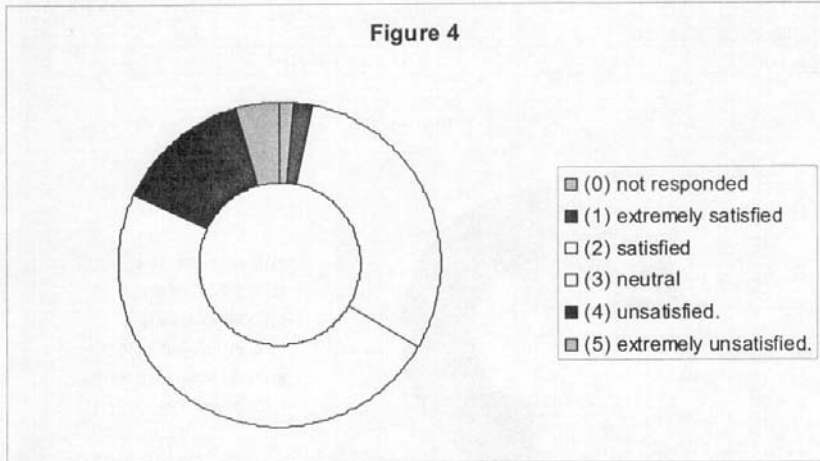
In response to "How satisfied are you with the articles you read?" 121 students (48.4%) answered "neutral", 30.0 "satisfied", and 13.6% "unsatisfied".

This data indicates that 32.2% of participants are satisfied with the articles they read on a regular basis, but it also shows that approximately 66.4% of the participants are generally not satisfied with the articles.

[Table 4] Satisfaction Level

"How satisfied are you with the articles you read?"	Frequency	Percent	Valid Percent	Cumulative Percent
not responded	4	1.6	1.6	1.6
(1) extremely satisfied	5	2.0	2.0	3.6
(2) satisfied	75	30.0	30.0	33.6
(3) neutral	121	48.4	48.4	82.0
(4) unsatisfied.	34	13.6	13.6	95.6
(5) extremely unsatisfied.	11	4.4	4.4	100.0
Total	250	100.0	100.0	

Figure 4



5. Evaluating the paper's professionalism

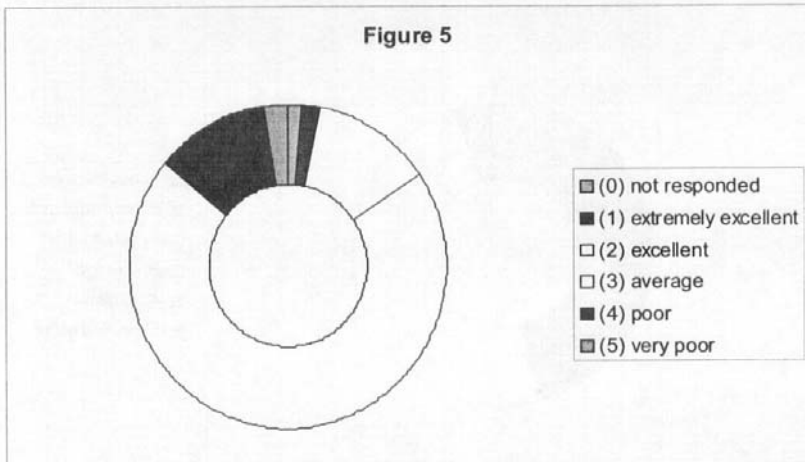
In response to "How would you rate the level of the paper's professionalism?" 175 students (70.0%) answered "average", 12.4% "excellent", and 11.6% "poor".

This data illustrates that the level of the college newspaper does not meet the standard of professionalism expected by the student body.

[Table 5] Evaluating the paper's professionalism

"How would you rate the Level of the paper's professionalism?"	Frequency	Percent	Valid Percent	Cumulative Percent
not responded	3	1.2	1.2	1.2
(1) extremely excellent	6	2.4	2.4	3.6
(2) excellent	31	12.4	12.4	16.0
(3) average	175	70.0	70.0	86.0
(4) poor	29	11.6	11.6	97.6
(5) very poor	6	2.4	2.4	100.0
Total	250	100.0	100.0	

Figure 5



6. The influence of the paper on campus

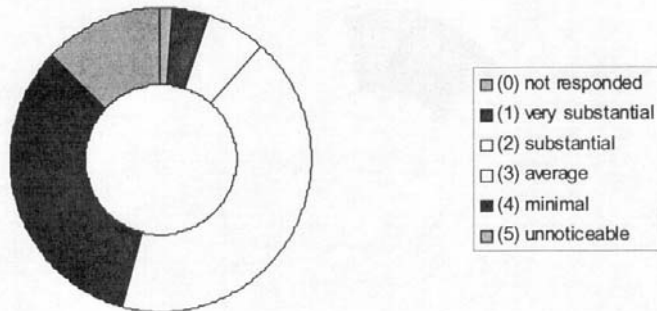
In response to "How influential do you think the paper is on campus?" 107 students (42.8%) responded "average", 32.8% "minimal". On the other hand, only 6.4% answered "substantial".

This data shows that the majority of students perceive the university newspaper as not being influential.

[Table 6] The influence of the paper on campus

"How influential do you think the paper is on campus?"	Frequency	Percent	Valid Percent	Cumulative Percent
not responded	3	1.2	1.2	1.2
(1) very substantial	10	4.0	4.0	5.2
(2) substantial	16	6.4	6.4	11.6
(3) average	107	42.8	42.8	54.4
(4) minimal	82	32.8	32.8	87.2
(5) unnoticeable	32	12.8	12.8	100.0
Total	250	100.0	100.0	

Figure 6



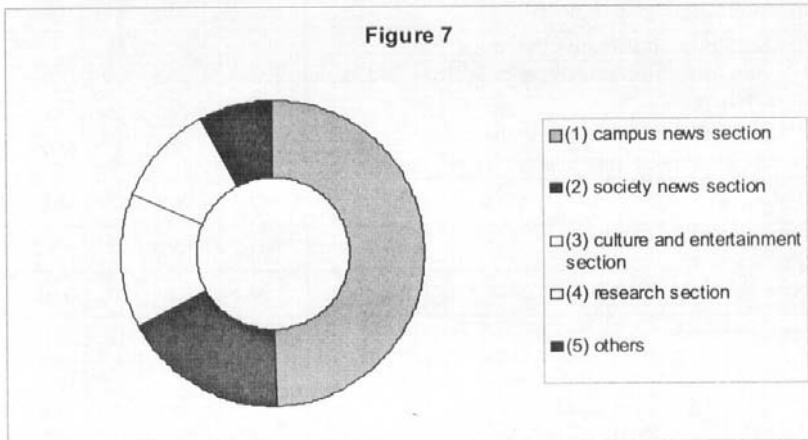
7. Elaborate section

In response to "Which section do you think the paper has to elaborate?" 124 students (49.6%) "said campus news section", 17.6% "society news section", 14.4% "culture and entertainment section", and 10.8% "research section".

This data implies that campus related information and news should be more emphasized. On the other hand, society section and culture and entertainment section should be less dealt with.

[Table 7] Elaborate section

"Which section do you think the paper has to elaborate?"	Frequency	Percent	Valid Percent	Cumulative Percent
(1) campus news section	124	49.6	49.6	49.6
(2) society news section	44	17.6	17.6	67.2
(3) culture and entertainment section	36	14.4	14.4	81.6
(4) research section	27	10.8	10.8	92.4
(5) others	19	7.6	7.6	100.0
Total	250	100.0	100.0	



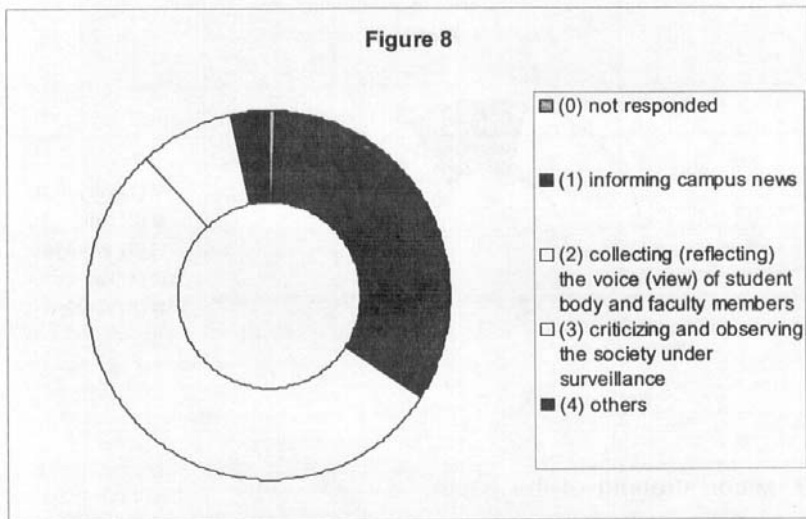
8. Role of University Paper

In response to “What do you think is the most important role of the University Paper?” 134 students (53.6%) answered “collecting (reflecting) the voice (view) of student body and faculty members”, and 83 students (33.2%) said “informing campus news.” On the contrary, “criticizing and observing the society under surveillance” was only 8.4%.

This shows that the university paper is no longer functioning as a critic and watchdog of the society, but the major function of the paper is changing to collect and express the voice of the student body and faculty members, and to disseminate the campus news to people on campus.

[Table8] Role of University Paper

“What do you think is the most important role of the University Paper?”	Frequency	Percent	Valid Percent	Cumulative Percent
not responded	2	.8	.8	.8
(1) informing campus news	83	33.2	33.2	34.0
(2) collecting (reflecting) the voice (view) of student body and faculty members	134	53.6	53.6	87.6
(3) criticizing and observing the society under surveillance	21	8.4	8.4	96.0
(4) others	8	3.2	3.2	99.2
Total	248	99.6	100.0	
Missing System	2	.8	.8	100.0
Total	250	100.0		



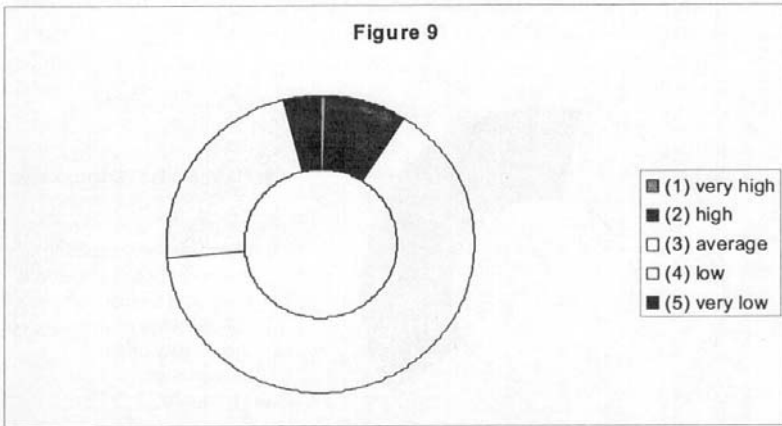
9. Rating performance of the University Paper

In response to "How do you rate performance of the paper?", 161 students (64.4%) responded "average", 22.4% "low", and 26.4% of participants negatively evaluated the performance level of the Paper.

This data indicates that students are generally not satisfied with performance level; in other words, the roles of "collecting (reflecting) the voice (view) of student body" and "informing campus news" are not met at the satisfactory level.

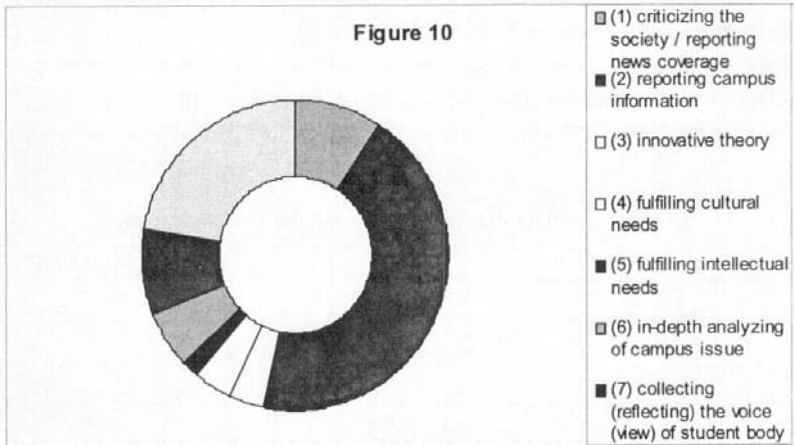
[Table 9] Rating the performance of the University Paper

"How do you evaluate the performance of the paper?"	Frequency	Percent	Valid Percent	Cumulative Percent
(1) very high	2	.8	.8	.8
(2) high	21	8.4	8.4	9.2
(3) average	161	64.4	64.4	73.6
(4) low	56	22.4	22.4	96.0
(5) very low	10	4.0	4.0	100.0
Total	250	100.0	100.0	



10. Major strength of the paper

In response to "What is the major strength of the paper?" 110 students (44.0%) answered "reporting campus information", 8.8% "collecting (reflecting) the voice (view) of student body", and 8.8% "criticizing the society / reporting news coverage". Also 6.0% of participants considered "in-depth analyzing of campus issues" as the major strength of the Paper.



[Table 10] Major strength of the paper

“What is the major strength of the Paper?”	Frequency	Percent	Valid Percent	Cumulative Percent
(1) criticizing the society / reporting news coverage	22	8.8	8.8	8.8
(2) reporting campus information	110	44.0	44.0	52.8
(3) innovative theory	10	4.0	4.0	56.8
(4) fulfilling cultural needs	10	4.0	4.0	60.8
(5) fulfilling intellectual needs	5	2.0	2.0	62.8
(6) in-depth analyzing of campus issue	15	6.0	6.0	68.8
(7) collecting (reflecting) the voice (view) of student body	22	8.8	8.8	77.6
(8) others	55	22.0	22.0	99.6
Total	249	99.6	99.6	
System	1	.4	.4	100.0
Total	250	100.0	100.0	

11. Major weakness of the paper

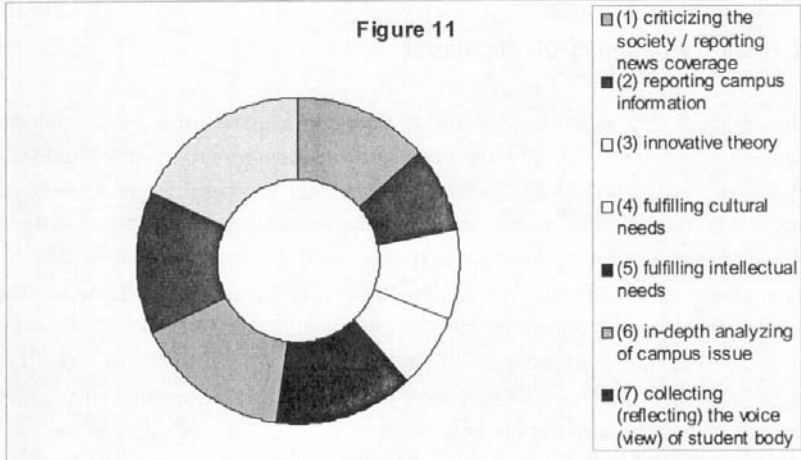
In response to “What is the major weakness of the paper?” 39 students (15.6%) responded “in-depth analyzing of campus issue”, 14.4% “fulfilling intellectual needs”, and 14.4% “collecting (reflecting) the voice (view) of student body”. Also some other weakness of the Paper are “criticizing the society / reporting news coverage”, “innovative theory”, and “fulfilling cultural needs”

This data implies that the role of the “University Paper”, which is “collecting (reflecting) the voice (view) of student body and faculty members”, does not meet the expectation of students. Moreover, the role of the Paper does not satisfy students needs for “innovative academic theory” which is the major strength of traditional university papers.

[Table 11] Major weakness of the paper

"What is the major weakness of the paper?"	Frequency	Percent	Valid Percent	Cumulative Percent
(1) criticizing the society / reporting news coverage	34	13.6	13.6	13.6
(2) reporting campus information	21	8.4	8.4	22.0
(3) innovative theory	22	8.8	8.8	30.8
(4) fulfilling cultural needs	17	6.8	6.8	37.6
(5) fulfilling intellectual needs	36	14.4	14.4	52.0
(6) in-depth analyzing of campus issue	39	15.6	15.6	67.6
(7) collecting (reflecting) the voice (view) of student body	36	14.4	14.4	82.0
(8) others	45	18.0	18.0	100.0
Total	250	100.0	100.0	

Figure 11

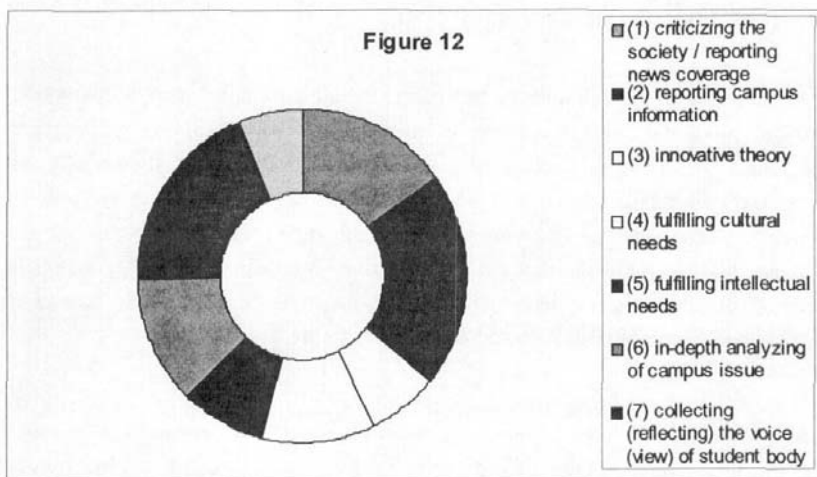


12. Direction of the University Paper

In response to “which role of the paper should be emphasized?” 51 students (20.4%) answered “reporting campus information”, and 18.8% of participants responded “collecting (reflecting) the voice (view) of student body and faculty members”. Furthermore, a small number of students chose the major role as “criticizing the society / reporting news coverage”, “in-depth analyzing of campus issue”, “fulfilling cultural needs”, and “fulfilling intellectual needs” in order. This finding is quite significant, because it suggest what course of action the University Paper should take in the future.

[Table 12] Direction of the University Paper

“Which role of the Paper should be emphasized?”	Frequency	Percent	Valid Percent	Cumulative Percent
(1) criticizing the society / reporting news coverage	37	14.8	14.8	14.8
(2) reporting campus information	51	20.4	20.4	35.2
(3) innovative theory	18	7.2	7.2	42.4
(4) fulfilling cultural needs	27	10.8	10.8	53.2
(5) fulfilling intellectual needs	21	8.4	8.4	61.6
(6) in-depth analyzing of campus issue	31	12.4	12.4	74.0
(7) collecting (reflecting) the voice (view) of student body	47	18.8	18.8	92.8
(8) others	16	6.4	6.4	99.2
Total	248	99.2	99.2	
System	2	.8	.8	100.0
Total	250	100.0	100.0	



IV. Conclusion

As the analysis of survey data indicate, students generally do not read the University Paper on a regular basis, and read articles selectively, which are *interesting or important*. Students' overall rating for the paper is not satisfactory. The major function of the paper is perceived to be providing campus related information, reflecting the major view of student body, and reporting campus related issue. The influence of the paper on campus is gradually weakening compared to how it has been in the past.

As a result, the function of the paper in the future has to focus on reflecting the major view of student body, dealing campus issues in order to provide insight, and facilitating communication among students. The traditional function of the paper, which is civilizing, enlightening and educating, is no longer deemed to be important. Due to increasing interests in broadcasting among students, recruiting student reporters and journalists is getting more difficult than ever; consequently, the influence and authority of the paper are weakening. In conclusion, at the time of rapid changes and numerous challenges, the

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university newspaper should plan ahead for the future and keep changing, in order to continuously play an effective role as a newspaper that meets the demands and interests of its readership.

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<국문초록>

대학 신문의 교육적 역할 및 방향

홍 광 희*

대학신문이 지니고 있는 커뮤니케이션적 역할이나 교육적 기능이 새롭게 변화된 대학환경에서 뒤쳐지고 있고, 커뮤니케이션적 중요성이 과거에 비해 크지 않다는 사실은 대학신문이 대학 구성원들에게 잘 읽혀지지 않는 부끄러운 현상을 초래하였다고 생각한다.

본 연구에서는 대학생들이 대학신문을 읽는 관행이나 패턴을 살펴보고, 대학신문에 기대하는 바에 대해 파악하고, 앞으로 나아갈 바에 대해 연구하기 위하여 대학교 재학생 700명을 무작위로 추출하여 자체식 면접조사 방법으로 설문지 250명의 응답을 받아 할당표본추출법을 이용하였다.

이상과 같은 연구 결과, 대학생들이 대학신문을 비정기적으로 읽고 있고, 중요하고 관심있는 기사만을 골라 읽고 있으며, 전반적으로 대학신문에 대해 만족하지 않고 있음을 보여주고 있다. 또한 신문의 주요 교육적 기능을 대학 관련 정보를 제공해주고, 학내의 의견을 수렴해주며, 학내사안에 대한 심층적 보도 등으로 인식하고 있고, 과거에 비해 대학신문의 학내 영향력이 점차 약화되고 있다고 인식하고 있다.

따라서 미래의 대학신문의 기능은 학내의 의견수렴의 장으로 역할을 할 수 있도록 하고, 학내 사안들에 대하여 심층적으로 접근하여 문제의 본질을 파악할 수 있도록 하며, 학내구성원들 사이의 커뮤니케이션 활성화에 기여해야 할 것이다. 대학신문이 이념적으로 치우쳐서 학생들을 교육적으로 계도하고, 특정한 방향으로 유도하던 과거의 방식은 이제는 전혀 적합하지 않다고 본다.

현재 학생들의 취향이 대학신문 보다는 방송으로 흐르고 있어, 점차 학생 기자들을 채용하기가 어려운 상황에서 대학신문의 위상과 영향력은 약화되고 있다. 이와 같은 새로운 환경과 도전들에 직면해야 하는 어려운 시기에 대학언론의 한 축을 담당하고 있는 대학신문의 미래의 방향을 설정하는 것은 매우 시급한 일이라고 아니 할 수 없다.

주제어 : 대학신문, 신문의 주요기능, 커뮤니케이션적 역할, 대학신문의 미래의 방향

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