TO STUDY THE PERCEPTION OF NEWSPAPER READERS ABOUT COMMUNITY NEWSPAPERS WITH SPECIAL REFERENCE TO JAGRAN CITYPLUS

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ABSTRACT
The newspapers have not lost their importance even in today’s techno-savy world. The experience of reading news in a newspaper is altogether different from hearing the same news on other media like television, radio or online media. There are different types of newspapers in the market right from national level newspapers to community newspapers. Though all of them are print media, the audience for all these newspapers is different. Through this study an attempt is made to study the perception of newspaper readers towards community newspapers. Through this study it was found that the potential readers of community newspaper, JAGRAN CITYPLUS, perceived that this newspaper was a community newspaper which had touch of familiarity, reflected personal qualities, had long period of existence in industry and was creative, had content quality and success quotient, and used appropriate language.

KEY WORDS: Community, Jagran Cityplus, Newspaper, Perception