**MEMORAMDUM**

DATE: June 7, 2015

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SUBJECT: **The usage of newspapers and magazines in Chinese college students Analysis**

**INTRODUCTORY SUMMARY:**

With the rapid spread use of Internet, more and more people started using the Internet for information obtain. Traditional way of reading faced challenges, and the influence of newspapers and magazines were heavily. I did a network questionnaire survey. The survey was about college students’ reading habits and the degree of using newspapers and magazines.

**First part - Survey Analysis**

1. According to the survey, more than half of college students get information through mobile phone, and 33% through network channels, which added up to more than 90%. The number of college students through the TV channels was few, because generally speaking they couldn’t have a TV in the their dormitory.
2. The survey also suggested that the rate of newspapers and magazines was low enough, about 4%. And there were always some newsstands in most of the universities. But the number of college students who bought and read newspaper and magazines was few enough.
3. Nevertheless, we can found that there were still a third of the students kept the habit of reading newspapers and magazines, at different frequency. It showed that despite Internet impacted the traditional ways of reading, there were still quite a number of audience of newspapers and magazines

**Second Part - Deep Analysis**

This part analyzed the college students' evaluation on the advantages and disadvantages of newspapers and magazines.

1. More than half of the respondents thought the biggest advantage was the poor timeliness. Indeed, student couldn’t obtain what they need from the newspaper and magazines because of the poor timeliness. What’s they need was the latest information.
2. Newspapers and magazines didn’t have wide contents. And newspaper and magazines lack the impact of color. Another import reason was the advertisement, though not the main reason, but we saw that the advertisement was disgusting for people to read.
3. 48 percent students thought that they could choose the contents easily because newspaper and magazines had very clear contents classification. 39 percent students thought the analysis of some topics in newspapers and magazines are very deep and professional.
4. 34 percent students thought that newspaper and magazines could be read repeatedly and for a long time, which could impress students deeply.
5. At the same time, there were many kinds of newspapers and magazines, which could satisfy the need different kind university students.
6. Well educated college students could find better articles in these senior magazines. Some professional newspaper and magazines could satisfied college students’ curiosities and deep thought.

**Third part - Disadvantage about Networks**

1. Bodily injury: Diseases of the problems of long time reading in the Internet, has become a problem that can’t be ignored. Eyes, wrist, cervical vertebra, are the victims. The computer radiation could even cause some systemic damage.
2. Misinformation: the network information is too confused. It is good to have huge amounts of information, but today, mass but the lack of combing, is the Achilles heel of the network.
3. Monotony of reading: web articles usually only from top to bottom, often only an article on a page, the monotony of reading is self-evident. This, to emphasize the modern reading pleasure, is a fatal blow.

**Conclusion**

In the final analysis we can see, though newspapers and magazines suffer a certain impact, but because of its strong professional writing, various phyletic, still occupies the quite a number of audiences. So newspapers and magazines are still has its irreplaceable importance.