

**INFORMATION LITERACY IMPACT ON MAGAZINE READING INTEREST OF
SCHOOL STUDENTS OF VIRUDHUNAGAR: A CASE STUDY**

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Abstract

This paper reports the study conducted on the impact of information literacy on the magazine reading interest of school students of Virudhunagar. At the very outset of the study, the pre-test data was collected to know the existing level of magazine reading habits of the school students under study. The respondents were package (ILRP). Finally, the post-test data was collected from the respondents to find out the difference in the magazine reading interest of the students. The result of the study revealed that there is a big difference in the magazine reading interest of the respondents when compared the pre-test with that of the post-test data in quality as well as in quantity.

Keywords: *Information Literacy, Reading Habits, Magazines Reading Habits, School Students.*

Introduction

Besides the other information resources available abundantly in a variety of formats in this information age, magazines are also one of them which can provide with valuable and good information to the readers. Magazines are good sources of educational, political, personal, health care, entertainment, sports, choice of careers, environment, and current awareness information. Reading magazines regularly is beneficial for everyone but mostly for students. They can update and expand their existing knowledge. Thus, developing the habit of magazine reading among students right at the lower level of education is essential. The students should be aware of the different kinds of magazines available in the market and develop the interest to read them. In short, we can say that information literacy skills are important to be imparted to students right at school level or primary level of education so that they will be aware of different kinds of information resources available and will be able to correctly select the right choice of reading materials in order to expand their knowledge and thereby improve their reading habits.

Information Literacy

The term Information Literacy was first coined by Paul G.Zurkowski in 1974. The Association of College and Research Libraries (ACRL, 2000) defined Information Literacy as the ability to find out the needed information, access and retrieve o the needed information successfully, evaluate the retrieved information carefully and use it with proper understanding of its ethical and legal issues.

The UNESCO in its manifesto Information for all Programme (IFAP, 2008) defined that Information Literacy is the capacity of people to recognize their information needs, locate and evaluate the quality of information, store and retrieve information, make effective and ethical use of information and apply to create and communicate knowledge.

Information Literacy Skills

Competency in handling information-related problems which include-ability in identifying and accessing to the required information available in various source and channels and in various formats, ability to evaluate available information and fruitful utilization of the information with complete understanding and appreciation on the ethical and legal issues.

Objectives

The present study was carried out with the following objectives:

- 1) To find out the existing magazine reading habits of school students under study