



ENVILLE POLYTECHNIC

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COURSE TITLE: PRINCIPLE OF MARKETING

COURSE CODE: BAM 115

GROUP MEMBERS(E)

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QUESTION

1. Benefits of reading culture among undergraduate students in 21st century

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Date: 5 March, 2024

Reading culture refers to the collective habits, attitudes, and practices of a community or group related to reading. It involves a shared appreciation for and commitment to reading as a valuable and enriching activity. In an academic context, a strong reading culture among students implies a consistent engagement.

various types of written material to enhance learning and intellectual development.

- Virtual reading is a relatively new form of reading that's made possible by technology! With virtual reading, people can read books, articles, and other materials online or on a device like a tablet or e-reader. Virtual reading can be a great way to access a wide range of materials without having to carry around physical books.
- Traditional reading, also known as print reading, is the most common type of reading! It's the act of reading physical books, newspapers, magazines, and other printed materials. Traditional reading has many benefits, such as the ability to take notes in the margins, the tactile experience of holding a book, and the lack of distractions that can come with reading on a screen.
- There are many benefits of reading culture for undergraduate students in the 21st century! For one, reading can help students develop their critical thinking skills and improve their ability to analyze and synthesize information. Reading can also help students become more engaged and interested in their studies, which can lead to better academic performance. Reading can also improve communication and writing skills, and can even help students become more creative and innovative.

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- Reading can help students develop their critical thinking skills and improve their ability to analyze and synthesize information.
- Reading can also help students become more engaged and interested in their studies, which can lead to better academic performance. Reading can also improve communication and writing skills, and can even help students become more creative and innovative.
- Reading culture can also have a positive impact on the overall wellbeing of undergraduate students. Reading can help reduce stress and improve mental health, and can even promote better sleep quality. Furthermore, reading can help students feel more connected to their community and can lead to a sense of belonging.

Why do you think undergraduate find it hard to read

students these days are often bombarded with information from a variety of sources, including the internet, social media, and television.

This can make it hard to focus and concentrate on reading for long periods of time. many students have shorter attention spans due to their constant exposure to technology and the internet

Social media is often designed to be addictive and can be very distracting. The content on social media is often short and attention-grabbing, which can make it hard for students to focus on reading longer texts.

DISADVANTAGES

1. One potential disadvantage is that reading can take up a lot of time.
2. This can be an issue for students who are already struggling to balance schoolwork, extracurricular activities, and social lives.
3. reading can be isolating, especially for introverted students.
4. reading can sometimes lead to information overload, where students have too much information to process.

For example, students can try to find a balance between reading and other activities, and can take breaks from reading when needed. students can reach out to others and read in groups to make it a more social experience that students can try to focus on the most important information when reading to avoid information overload.

RECOMMENDATIONS

I have some recommendations to encourage reading culture among undergraduates

First, schools can offer incentives for reading, such as prizes or recognition. Second, schools can promote reading by incorporating it into the curriculum and making it a requirement for certain classes. Third, schools can provide access to a wide variety of reading materials, including both fiction and non-fiction. Finally, schools can work to create a culture of reading by celebrating reading and promoting it through events and activities.

CONCLUSION

Reading culture is very important for undergraduate students, as it can help them to develop their critical thinking skills, improve their communication skills, and learn new things. However, there are some barriers to reading culture, including time constraints, the isolation of reading, and information overload. To overcome these barriers, students and schools can implement some solutions, such as reading incentives, required reading, access to a variety of reading materials, and events that celebrate reading. Overall, reading culture can be improved by making reading a priority and finding ways to make it enjoyable and rewarding. That's wonderful. It's clear that reading is an important part of education, and I hope that this discussion will encourage more people to make reading a part of their lives.