

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

AN EVALUATION OF THE READING HABIT AND READING PREFERENCES OF HIGH SCHOOL STUDENTS IN RELATION TO PLEASURE READING IN BULAWAYO

Prepared by

VIOLIN CHIPAMAUNGA

(P007 2217J)

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ABSTRACT

The study is about leisure reading preferences of teenagers. The study serves to investigate the reasons why reading habits of teenagers concerning leisure reading are low. The literature reviewed revealed that a good book reading culture is required to sustain the growth and diversification of the book industry. The research methodology used was that of a quantitative survey. The population included adolescents that are high school students, booksellers and librarians in Bulawayo. Twenty students, two booksellers and two libraries were used. Convenience sampling was used in the selection of the population. Questionnaires and interviews were used in the collection of the data. The study revealed that teenagers spend more of their time socialising, watching the television, surfing the internet, playing games as compared to reading. The research recommends that publishers should do more in further researching the needs of teenagers and produce books that are satisfactory.