

**FACTORS THAT INFLUENCE THE READING PREFERENCES OF  
STUDENTS IN LITERATURE**

A research paper

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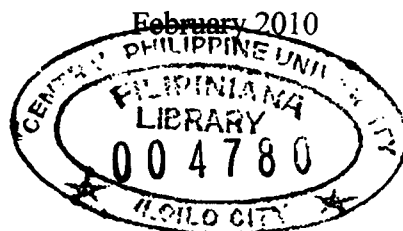
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## ABSTRACT

This study was conducted to determine the factors that influence the reading preferences of students in literature among the second year AB English and AB Mass Communication students of Central Philippine University in the school year 2008-2009. The main objectives of the study were to find out the literary genres that students prefer to read and to identify the factors that influence their choices. A one-shot survey was conducted using a questionnaire. It was found out that majority of the respondents preferred to read fictional literary genres particularly short stories and novels. Male respondents preferred to read poems. However, female respondents preferred to read short stories and novels. The factors identified that caused students to read short stories are: easy to understand, interesting, and easy to read. For novels, the factors are: interesting, adventure-filled, and enjoyable; and for poems: personal opinion, interesting, and use of figurative languages. It is concluded that interesting quality of a literary selection is a major factor that influence reading preferences of students. From the findings of the study, it is recommended that the students in literature classes be provided with varied interesting literary selections, and Literature textbook writers should include genres such as short stories, poems, and or excerpt of novels in the instruction.