

Reading interest is a vital component of students' intellectual growth, academic success, development, communication skills, and social awareness. The paper further explores the factors affecting students' reading interest, such as technological distractions, examination-oriented

e, and changing leisure habits has affected students' engagement with books and long-form declining or changing, what factors influence students' reading behaviour, and how institutions

tial elements of students' academic, intellectual, and personal development. In higher

This study is important because it highlights the changing trends in students' reading

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Teachers play a central role in shaping students' reading attitudes. When teachers

enhance students' reading interest.

Weak reading interest can lead to superficial learning. Students may memorize information without understanding it deeply. This affects the quality of higher education and reduces students' ability to think critically or creatively.

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