

Prospectus and Reluctance of Print Journalism in Present Era

¹RenuGangwar, ²Dhirendra Kumar Singh and ³Neha Arya

¹Assistant Professor, College of Agriculture, Azamgarh (ANDUAT, Ayodhya, UP)

²Associate Dean, College of Agriculture, Kotwa, Azamgarh (ANDUAT, Ayodhya, UP)

³SRF, College of Agriculture (GBPUA&T Pantnagar, Uttarakhand)

ARTICLE ID: 65

Abstract

Print media has immense historical significance as it initiated replicating information that could be systematic and standard across different geographical horizons without compromising the meaning of the information. With the print and standardization of information, it was realized within society that a larger public consensus could be achieved which could contribute to society's overall development. As a result, print media is a classic media plays a remarkable part in the development communication. Print media sculptured India by its historical experience in specific by its association with the freedom struggle and also the movements of social liberation, reform and development. India faces a significant challenge in acquiring information through different news agencies, which is costly and challenging to manage compared to the West. Print in comparison with radio and TV and digital media requires the consumer to be literate enough to decode the information. There has also been a shift in the consumption of information from print to electronic media due to radio and television devices' availability in a cost-effective manner. Advertisement is a primary source for revenue generation of print media. With this aspect, the idea of public welfare in print journalism becomes distorted and replaced by primarily market-driven mechanisms. Another essential factor to highlight in print journalism is the rising production costs in terms of newsprint, ink, printing machinery, etc. Print media requires a healthy circulation figure to bear with the production costs. This challenge is quickly taken care of by big newspaper firms operating within the Indian market. Internet and information and communication technologies (ICT) have significant impact on print journalism. The conventional media, especially the newspaper is struggling to survive amid the technologically revolution that has engulfed the media landscape. The social media has caused a paradigm shift in the news gathering and dissemination process. Despite this shift,



the traditional print medium remains an important contributor to the information distribution chain.

Keyword: Communication, Internet, Journalism, Print media.

Introduction

The Print Media is facing significance challenges in this Digital World. Such as reading habit is decreasing, the readership base of Newspapers is going down daily. As such print media, particularly Newspapers are facing crises. Print journalism in India also played a critical role in terms of promoting the flow of information in various vernacular languages apart from Hindi and English as there emerged a growing reliance on print media for information and opinion formation. Print journalism played a critical role in the struggle for India's independence as print journalism provided the scope for presenting objective facts about British's hegemonic practices and why India could not be a part of the British colony in the long run.

The development of online media has now become a threat to print media specially newspapers. The rapid development of the internet has encouraged people to access online media easily through mobile phones or other gadgets. Print media are in danger of being threatened and loyal readers of print media are likely to turn to online media. The studies show that the biggest challenge of journalists in the digital information era is synonymous with the competition between media mainstream and new media in this case online media. This challenge is quickly taken care of by big newspaper firms operating within the Indian market. Internet and information and communication technologies (ICT) have significant impact on print journalism. The conventional media, especially the newspaper is struggling to survive amid the technologically revolution that has engulfed the media landscape. The social media has caused a paradigm shift in the news gathering and dissemination process. Despite this shift, the traditional print medium remains an important contributor to the information distribution chain. India, post-independence, faced a lot of structural challenges in which the level of education was one. Due to the unequal distribution of socio-economic capital, access to education became confined to few hands, primarily the rich upper and service-related middle classes. The class deprived of social and economic capital was largely excluded from education.

Historical perspective of journalism



The word Journalism in its sense comes from the word "jour" (French) which means diary. Since ancient Roman times, Julius Caesar has known the word "Acta Diurna" which means all activities from day to day. In this current era, various information and telecommunication media greatly influence people's attitudes and behaviour especially in urban areas, even the mass media can influence people to remote rural areas. The basic word "journal", means report or note, or "jour" in French which means "day". The origin of the journalistic word from Ancient Greek, "du jour" which means day, i.e., today's events which are reported in printed sheets. Conceptually, journalism can be understood from three points of view: Prose, Engineering and Science. As a process, journalism is the activity of searching, processing, writing and disseminating information to the public through the mass media. This activity is carried out by journalists. As a technique, journalism is expertise or skills writing journalistic work (news, articles and features) including expertise in collecting writing material such as reporting events and interviews.

News: Up-to-date information

News is an event report that has journalistic value or has news values such as actual, factual, important and interesting. News is also called latest information. Types of news include: Direct news (straight news/spot news/hard news), opinion news, investigative news, soft news. Views are opinions about an issue or event. This type of information includes columns, editorials, articles, reader letters, caricatures, corners and essays. There are also writings that do not include the news also cannot be called opinions, namely features which is a combination of news and views. The most popular types of features are feature tips (how to do it features), biographical features, travel/adventure notes and human-interest features. Specifically, the language of journalism can be distinguished according to its form, namely the language of newspaper journalism, the language of tabloid journalism, the language of magazine journalism, the language of broadcast radio journalism, the language of television journalism and the language of internet online media journalism. The language of newspaper journalism, except to be subject to general rules or principles of journalistic language, also has very specific or specific characteristics. This is what distinguishes him from other media journalistic languages. There are seventeen main features of journalistic language that apply to all forms of periodical media, namely: simple, brief, solid, simple, clear, attractive, democratic, populist, logical, grammatical, avoiding speech, avoiding foreign words and



terms, choice of words (diction) is right, prioritizing active sentences, avoiding words or technical terms, subject to ethical principles.

The processes of spreading, acquiring and storing information have been parts of social and cultural reality of everyday life practically during the whole history of mankind. Therefore, the need to acquire information and reflect the current affairs is a timeless cultural phenomenon and also one of the most essential aspects of human communication in all its forms. However, the basic precondition leading to the mass production of print materials and significant changes in the development processes of European society was Johann Gutenberg's invention of mechanical movable type printing, approximately in 1455. Using the movable type led to fast dissemination of identical copies.

Print media as mass media

Print media is the oldest media available on earth. Print media originated from the media called Acta Diuna and Acta Senatus in the Roman Empire, then developed rapidly after Johannes Gutenberg invented the printing press until now has various forms, such as newspapers, tabloids, and magazines. Print media are all printed goods that are used as a means of delivering messages as mentioned previously, various print media in general.

In the case of India, the technology of printing arrived in 1556. The development of the first book, "Doctrina Christa" by St. Francis Xavier was a milestone in understanding Christianity in India standard across different strata of the population. In 1780, the "Bengal Gazette" by James Augustus Hickey reflected the emergence of print journalism in India, where the British authorities were critically monitored through the eyes of the press and criticized for its irregularities and hegemonic practices.

According to Suharyanto (2018) the message that must be delivered must be paid, in the advertisement also occurs the process of identifying the sponsor. Advertisements not only display messages about the greatness of the products offered but also convey a message so that consumers are aware of the companies that produce the products offered. The history of modern media begins with printed books. Although initially the book printing effort was only an attempt to use technical tools to produce the same or almost the same text which had been copied in large numbers but that effort could of course still be called a kind of revolution. Gradually the development of printed books underwent changes in terms of content increasingly secular and practical. After that more and more popular works, especially in the



form of political and religious brochures and pamphlets written in local language so that majority of the population get benefited.

In the concept of understanding above scenario, print media (newspapers and magazines) have a higher level of innovation than printed books, inventions of new forms of writing (social and culture) appeared drastically. The specialty of newspapers when compared to other means of cultural communication lies in individualism, orientation to reality, usability, secularity (values) and their compatibility with the demands of the needs of new social classes, namely the needs of urban entrepreneurs and professionals. The quality of the newness lies not in the technological elements or the way of its distribution but in its function that is appropriate for certain social classes in a changing climate of life and an atmosphere that is more permissive (openly) socially and politically. The advantage of print media in general compared to electronic media lies in the durability of information. Of the various types of mass media, print media has advantages that are not shared by other media. The printout is permanent and can be stored so that the reader can repeat it until it understands the contents of the message being delivered, at no additional cost. In addition, print media pages can continue to be added if needed.

Online media as a virtual platform of journalism

Formal media typology defines the Internet as one of the new media as a multi-media channel that allows millions of its users to communicate in real time. However, the term new media is related also to web sites, internet applications and many technologies available via online environment as well as via other types of information and communication technologies, e.g. mobile phones, mp3 players etc. Using modern information and communication technologies seems to be one of the determining aspects of the new media the available online use the internet as a platform. Traditional print journalism and online journalism have co-existed for more than fifteen years. Technological advancements of Web 2.0 have created an effective environment to adapt journalism previously limited to traditional types of media such as the press, photography, film, radio and television to the specific conditions of the internet. Even though the internet has outperformed these traditional media in terms of technological progress, the products of online journalism are partly results of their influence. The benefits of online communication related to its speed, availability and interactivity cannot be doubted.



According to M. McLuhan (2000), the influence of electronic media, including the internet is much significant, mostly because of their ability to change the psychosocial conditions of life and human behaviour. The new media seems to be “extensions of human senses”. Extension of senses through media shapes our central neural system and transforms all aspects of our social and psychological existence including the sphere of relationships. Virtual electronic environment, shaped mostly by the new media, is not only an obvious proof of technological development of human civilization and a part of the culture defining the differences between human being and nature, but also the space where most of our activities, public or private, take place.

Electronic media have changed the quality of human life significantly. However, new information and communication technologies have brought also new ways of spreading information. The ‘boom’ of Smartphone’s and tablets has resulted in specific formal modifications of online newspapers, taking into account mostly the sizes of displays and functions offered by these mobile devices. Equally important fact is that the number of the newest communication tools is increasing constantly. Naturally, the situation in which journalism has been since the end of the 20th century must be understood not only in economic terms, but also from the viewpoint of social and cultural aspects of human life reflected into the structure of desired information, influencing also the interest of the readers in print newspapers and the nature of functions these recipients expect from them.

Print media: Assessing the challenges of the social media

The conventional media, especially the newspaper is struggling to survive amid the technologically revolution that has engulfed the media landscape.

- Silicon Republic Knowledge and Events Management Ltd. believes that “media houses from newspapers to TV stations are struggling to compete and stay relevant, as the reader can opt to be informed by Facebook status feeds or by following Tweets on Twitter.
- Some observers believe that the threats faced by traditional media, especially newspapers, have to do with dwindling readership and advertising revenue and the inability of newspapers to monetize their online abilities (Yap, 2009).
- Agboola (2014) writes that the new media have caused some media outlets in Nigeria to lose their revenue.



- Salman *et al* (2011) argues that major players in the newspaper industry have pointed accusing fingers at Google. Google is now so powerful that media tycoons believe that it has been forcing the newspaper industry out of business.
- Price (2015) argues that social media is also disrupting the news industry by allowing consumers to disaggregate their preferences. Newspapers have long acted as aggregators, combining general news with coverage of sports, business, entertainment and so forth. Now, the aggregating role is increasingly being taken over by services such as Yahoo and Google. The news-related profits of Google, Facebook and so on could compensate for declining revenues in newspapers.
- Talabi (2011) is of the opinion that the internet audience is equally responsible for the plight of the traditional media.

Conclusion

The print media industry is bearing the pressure of multiple factors. The the increase in newsprint prices and the government's new customs duty on newsprint has contributed to the decline of the industry. The biggest challenge of journalists in the digital information era is competition between media mainstream and new media/online media. Traditional media which at its birth did not use internet channels in the practice of news production now inevitably have to follow the flow of online media if they do not want to be abandoned by their audiences. To survive, conventional media must be able to maintain credibility and trust in the information presented. This credibility and trust of the community can only be built by the spirit of professionalism of journalists who adhere to the ethics of journalism, which is to present factual information that is well verified. This is a strong offer for print media to be able to survive.

References

- Agboola, A.K. 2014. The influence of new media on conventional media in Nigeria. *Academic Research International*. 5(4), 105-113.
- Jones, S. 2003. *Encyclopedia of New Media*. (1st ed.). Thousand Oaks, London, New Delhi: Sage Publications.
- Price, G. 2015. *Opportunities and Challenges for Journalism in the Digital Age: Asian and European Perspectives*. Online available on



<https://www.chathamhouse.org/.../opportunities-andchallenges-journalism-digital-age>
accessed on 04.07.2023.

Rajendran, L. and Thesinghraj, P. 2014. The impact of new media on traditional media. *Middle-East Journal of Scientific Research*. 22 (4), 609-616.

Salman, A., Ibrahim, F., Abdullah, M.Y., Mustafa, N., and Mahbob, M.H. 2011. The impact of new media on traditional mainstream mass media. *The Innovation Journal: The Public Sector Innovation Journal*, Vol. 16(3).

Talabi, F.O. 2011. The internet and journalism practice in Nigeria. *Global Journal of Human Resources*. 11(10). Online ISSN: 2249-460x&Print ISSN: 0975-587X.

Yap, B. 2009. Time running out for newspapers: *The Malaysian Insider*. Retrieved from: www.themalaysianinsider.com/index.php/opinion/brian-yap/28538-time-running-out-for-newspapers.

