Journey of News Publishing from Traditional Era to Digital Era

Siddharth Porwal [1], Kaushal Zod [2], Prof. Vandana Kate [3], Prof. Kavita Namdev [4]

[1,2] Student, Department of Computer Science and Engineering,

Acropolis Institute of Technology and Research, Indore, Madhya Pradesh, India

[3] Associate Professor, Department of Computer Science and Information Technology,

Acropolis Institute of Technology and Research, Indore, Madhya Pradesh, India

[4] Sr. Assistant Professor, Department of Computer Science and Engineering,

Acropolis Institute of Technology and Research, Indore, Madhya Pradesh, India

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Abstract - In this research paper, we talk about the journey of news publishing from its traditional printed form to the digital form in this digitally centred world. The first newspaper was printed in 1605 and it was a weekly publishing newspaper. News publishing has travelled a very long journey from 1605 to the present year i.e., 2021. This industry has seen so many ups and downs in its journey. This paper also discusses the factors which are responsible for the shift in the business model of newspapers, how they have adopted technology and discover ways to make their online product popular. Newspaper owners who recognized the adaption of technology have survived very well in this digital age of communication. This change in the mode of business has taught them how to survive by maintaining both print and online-based publications.

Key Words: Analysis, Newspapers, Internet, research, Website.

1.INTRODUCTION

There has been plethora of mediums favored for circulating news. Before the press was invented, word of mouth was the first source of stories. In this research paper 'traditional' means news values and forms indicative of print-based newspapers and their online counterparts and 'digital' means news values and forms that solely employ digital tools, like blogging and social media as self-publishing platforms.

In this digital era, many traditional newspapers have adopted an online platform. Meanwhile, the Internet has also provided a venue for new, emerging websites and blogs that also report news.

The growth and unfolding of digital news sites have created multiple venues for news gathering and reporting. the thought that the web has provided a public sphere for operation and exchange provides a framework for this Research Paper.

This research paper examines whether new media sites provide a public sphere that gives more engaging and subjective news writing, almost like the subjective weekly journals that helped shape the salons and coffeehouses of the 18th century.

2. Literature Review

This literature review will cover fundamental factors that influenced news publishers to move from their traditional methods of news publishing to digital method of news publishing.

With the invention of Internet, users of internet are increasing very rapidly. There are over 4.7 billion active internet users now. As users are increasing everyone is trying to move their business on the internet or start their business from scratch. There are many ways to monetize their business, find leads for their business and complete the deal and can accept the payment at the same instant, all of this is possible because of internet.

With the advancement of Internet many news publishers also moved to internet. They developed a website or mobile application for their newspaper and started posting their news on their website and mobile application with their traditional methods of publishing news.

3. Analysis

According to a report published by Times of India, there are around 502.2 smartphone users (the phones through which we can access Internet easily) in India.
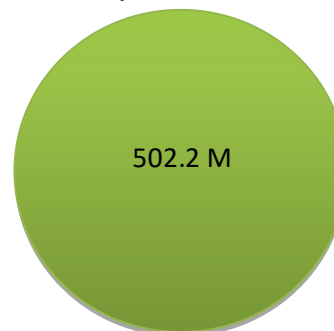

Figure 1: Smartphone Users in India (Dec. 2019)

Out of this, there are around 341.5 million People who read news using smartphone.
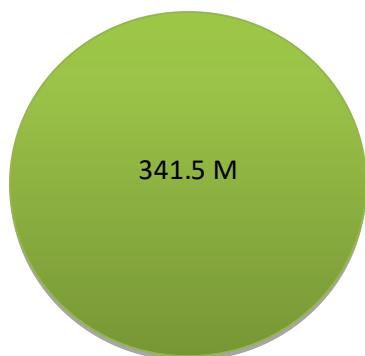

Figure 2: News readers using smartphone in India (in millions)

This is one of the main reasons for change in their method of news publishing. Some of the other reasons include:

1. Decrease in their sales.
2. Large difference in cost of publishing news in printed form and in digital form.
3. User declined to accepting the newspaper.
4. Easy to monetize in digital platform.
5. Advertisements are decreasing in newspapers.

4. Results

In 2007, the Innovation in Newspapers World Report predicted that in 2012, "…the Internet would be a major source of information" (Siapera and Veglis, 2012, p. 353). The pace of the Internet opened doors to new forms of information-sharing. "Many newspaper consumers, especially the young, are moving faraway from the normal media and toward new media technologies" (Sheffer and Schultz, 2009, p. 3). A shift from paper-based to online news created multiple staff layoffs, folding many newspaper dailies across North America, as reported by newspaperdeathwatch.com.

As newspapers turn to online reporting, they face competition with alternative online news organizations that have harnessed new media and online self-publishing tools to report their news. With digital and new media tools, such as blogs and other forms of social media, anyone can report and publish their news instantly. The technological affordance of online publishing tools has allowed for various forms of news writing and reporting. These forms break through and challenge traditional journalism values, including the goal of objective news reporting. In an era of 24/7, news and online journalism, news values are being "dismissed, challenged and modified, but also defended and reinvented" (Maras, 2013, p. 176). As digital journalism is changing, so are online news values.

In contrast, traditional journalism has merely shifted its platform from print to online, where there is no dialogue or engagement between the writer and reader. "Readers are primarily positioned in a passive manner, reading the news" (Siapera and Veglis, 2012, p. 167).
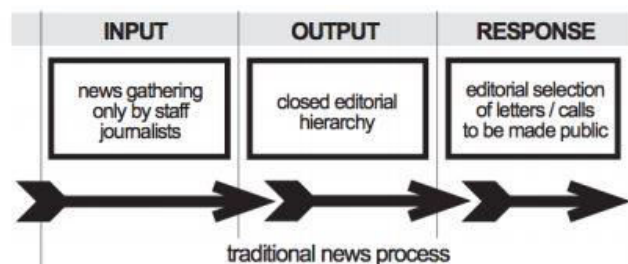

Figure 3. The gatekeeping model exemplifies the traditional newsroom process.

News is gathered by staff journalists, and the gatekeepers, otherwise known as the editorial board, are the ones who decide which issues should be known to the public. The gatekeeping process is also evident in the physical constraints of printed newspapers, such as what dictates a story as front page or headline news. News is chosen "according to what's happening around and what catches the attention of readers and therefore the way they're going to increase their market share in news industry".

5. CONCLUSIONS

This research was carried out with purpose of identifying the trend in of newspapers from publishing in papers to digital news and factors which affected them to shift to this new form news delivering. This research also covered the changes in news selection and publishing with time and technology.

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