

## E-JOURNALISM AND PRINT MEDIA EXTINCT – ATTITUDE OF PUBLIC

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**Abstract** - The main objectives of the study was to express the impact of E-journalism on Print media . E-journalism (Online news), social media and other online news sources are also known as the “New Media” have become an integral part of modern era. Descriptive research method was implied with a sample of 400, news readers in Tiruppur. User comment helps the people to connect with journalist. The study reveals that majority of respondents which includes 42% of young persons, prefer online to collect news and correct affairs. Print media has started losing many young readers. 75% of respondents use online and other sources. Print media is costlier than online news. Most of the people prefer political news. For people social media is a best platform to read news and voice their opinion. Twitter is the best social media. “NDTV” is the top most preferred E-Journalism app. In the point view of print media most of the people prefer “THE HINDU”. E-journalism has a great impact on the society and it reduced the print media usage. People suggests, social media users to share a credible news, to reduce the cost of print media, to avoid a news on biasness for both online news and print media. In this running world, there is no time to spend more in reading news through traditional way. Many people no longer have regard for hard copies. Rather, they prefer going to the internet to read breaking news, watch movies and music, and engage in chatting, among others. Therefore this study concludes that E-journalism is better and cheaper than traditional media and that most people prefer it. There’s more that one can do compared to traditional media where there are restrictions. The internet keeps on evolving time after time, new features or improvements are made from time to time to make the experience better.

**Key Words:** E-journalism, Print Media, Extinct, Preference, Social Impact, Opinion.

### 1. INTRODUCTION

E-journalism (Online news), social media and other online news sources are also known as the “New Media” have become an integral part of modern era. To a larger extent digital journalism has redefined the traditional journalism and its audience (Mabweazera, 2013). This is because online news audiences are quite demanding, selective and more customized than the traditional news audiences. They need the news in real time and they want to see videos, pictures and text. In most cases, online audiences narrow down their focus on particular news stories that interest them and ignore the rest. The beginning of new communication technology (NCT) gave opportunities and challenges for conventional media. People use Internet for two purposes,

first it is used as mediated interpersonal technologies, which are for social bonding, relationship maintenance, problem solving, and persuasion. Second the Internet is used as mass communication, which is for informational and leisure purposes. The previous studies proved that the use of Internet and computer mediated communication is increasing [8-10]. Following the growth in the communication technology, news portals have played an important role as 24 hours news outlets.

### 1.1 JOURNALISM AN OVERVIEW:

The history of journalism, or the development of the gathering and transmitting of news spans the growth of technology and trade, marked by the advent of specialized techniques for gathering and disseminating information on a regular basis that has caused, as one history of journalism surmises, the steady increase of “the scope of news available to us and the speed with which it is transmitted. Before the printing press was invented, word of mouth was the primary source of news. Returning merchants, sailors and travelers brought news back to the mainland, and this was then picked up by peddlers and travelling players and spread from town to town. Ancient scribes often wrote this information down. This transmission of news was highly unreliable, and died out with the invention of the printing press. Newspapers (and to a lesser extent magazines) have always been the primary medium of journalists since the 18th century, radio and television in the 20th century, and the Internet in the 21st century.

The first newspaper in France, the Gazette de France, was established in 1632 by the king's physician Theophrastus Renaudot (1586-1653), with the patronage of Louis XIII.[10] All newspapers were subject to prepublication censorship, and served as instruments of propaganda for the monarchy.

In 1556, the government of Venice first published the monthly Notiziescritte (“Written notices”) which cost one gazetta,[2] a Venetian coin of the time, the name of which eventually came to mean “newspaper”. These avvisi were handwritten newsletters and used to convey political, military, and economic news quickly and efficiently throughout Europe, more specifically Italy, during the early modern era (1500-1800)—sharing some characteristics of newspapers though usually not considered true newspapers.

However, none of these publications fully met the modern criteria for proper newspapers, as they were typically not intended for the general public and restricted to a certain range of topics.

## 1.2 E JOURNALISM:

The first type of digital journalism, called teletext, was invented in the UK in 1970. Teletext is a system allowing viewers to choose which stories they wish to read and see it immediately. The information provided through teletext is brief and instant, similar to the information seen in digital journalism today. The information was broadcast between the frames of a television signal in what was called the Vertical Blanking Interval or VBI.

After the invention of teletext was the invention of videotex, of which Prestel was the world's first system, launching commercially in 1979[15] with various British newspapers such as the Financial Times lining up to deliver newspaper stories online through it. Videotex closed down in 1986 due to failing to meet end-user demand

Although Indian newspapers were using computers for writing and page layout as early as 1987 they were slow to move to online editions of their papers. By 1998 only forty-eight papers had online editions. By 2006, the count had climbed to 116. This despite the fact that in 2007 India had 42 million Internet users and was ranked fifth among online populations. The number of online news editions is seen as especially low because of the multitude of languages spoken in India. Of the 22 languages officially recognized, only 12 of the non-English languages were accounted for in a survey of online editions

## 2. VIEWS OF RESEARCHERS:

AdimaMaurinNenna, has carried out his study on a title "Impact of online newspaper readership on newspaper production process" Online newspaper readership does not impact operating revenue of Nigerian newspapers in that it has not been found to directly affect advertising revenue or sale of newspaper print copies. And recommends, Newspapers in Nigeria should make effort to take full advantage of online advertizing that is on the rise in recent times.

Steen Steensen in his article "Online journalism and promises of New Technologies" describes the valuable insights into the complexity of online journalism production and put forward findings that shed light on why technology is not utilized to the degree that has been previously postulated. Relating online journalism to developments in journalism prior to the Internet boom could therefore be a suggestion

Ganiyu, MuhammedAdekundle, in their study entitled with "Implication of online news readership on newspaper in Nigeria". Newspapers started on a good note, providing people with necessary information they needed to know about the immediate world, but technological revolution (on-line newspaper publishing) has made this tradition to suffer. And they recommend the, Newspaper contents should be improved in both aesthetics and information volume (with particular reference to wide areas of interest) so as to attract wider readership, which will boost sales.

A survey entitled with "Is Print Readers are Declining Today? Published by Pradeep Tewari had concluded by mentioning The decline of younger reader

interest on the printed newspaper in India is also a big threat to Indian media industry. As Internet (online newspapers) may have destroyed the western countries newspaper's. But in India the print media is in safe position, they have started cross media production of news in both print and digital format.

A study entitled with "Indian Software Professional's Preferences of Print and Online Newspapers in India" written by Dr. D.C Pichandy mentioned The influence of the English newspapers in India on the readers and especially on the educated population is greatly felt. Further, if read properly, the ownership patterns, it is in reality, the English newspapers set the agenda for the rest of the regional newspapers to spiral and calibrate public opinion down to the grassroots level as, most of these English dailies are national in character and part of the conglomerations that publishes regional language newspapers" (C. Pichandy, 2011).

An article entitled with "Print media vs Internet Media" by Konganuramath. In his study he mentioned that "The on-line media has some of the problems that affect the growth of Internet users. Defamation cases across national boundaries may be a complex issue to resolve since there is no ownership or regulation of the internet".

Hollander had research entitle with "The E-Reader as Replacement for the Print Newspaper" in that he mentioned Whether present or future devices offer publishers a substantive revenue stream to support their operations is unclear, and some question whether the concept of e-readers and e-books make sense in a blended media environment. And E-journalism replaces the print media.

## 3. METHODS OF THE STUDY:

Research methodology is a systematically solve a problem. It is a may be understood as a science of studying how research is done statistically. The research may be defined as "careful critical enquiry or examination in seeking facts or principles in order to ascertain some them".

Descriptive research design is used to describe the status of the respondents of public attitude towards E-journalism. Non-probability sampling technique was adopted because the definite range of respondents could not be found. There is numerous way of getting sampling in this non probability sampling but specifically I used purposive sampling. This is only used when the researcher is confident in his participant in his whole target population.

From 400 respondents and based on their convenience I used convenience sampling technique to collect the data. The secondary data for this study about history of journalism, online Journalism, and all other relevant information are obtained from various databases like websites, journals, newspaper. The area selected for the study is Tirupur, Tamil Nadu. The means, ANOVA, Ranking, Bivariate Correlation, all utilized variables taken are presented and categorized by the perception of respondent.

The main objective of the study:

- To study the public attitude and perception towards E-Journalism and Print media.
- To understand the purpose and benefits of E-Journalism through Mobile Applications.
- To find out the level of usage in E-Journalism and Print media, most preferred Print media and its satisfaction level.

### 3. ANALYSIS AND RESULTS:

This analysis is inferred that 56% of respondents are Male. Major respondents belong to the age group of 15-25 and 27% are Under Graduate. 42% of respondents are private employee, and higher income groups falls between 50000-75000.

#### 3.1 The association between Demographical factors and Types of News Preferred

**Table -1:** ANNOVA test table variance of Age and Types of news preferred

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	980.622	4	245.156	1.220E3	.000
Within Groups	79.378	395	.201		
Total	1060.000	399			

**Table -2:** ANNOVA test table variance of Gender and Types of news preferred

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	853.287	1	853.287	1.643E3	.000
Within Groups	206.713	398	.519		
Total	1060.000	399			

**Table -3:** ANNOVA test table variance of Occupation and Types of news preferred

ANOVA test table variance for Occupation & Types of news preferred

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	884.095	4	221.024	496.316	.000
Within Groups	175.905	395	.445		
Total	1060.000	399			

This ANOVA test is to know the influence of each and every independent variable and its impact on dependent variable. From the one way ANOVA and Post HOC Tukey Multiple Comparison it is inferred that the calculated test value is 0.000 less than the significant value of .05 at 95%. Hence null hypothesis is rejected and alternative hypothesis is accepted. It is concluded that there is a significant association between Age, Gender and Occupation and types of news preferred.

#### 3.2 The association between impact of E-journalism and print media extinct:

**Table -4:** Anova test table variance for impact of E-Journalism & Print media extinct

Anova test table variance for impact of E-Journalism & Print media extinct

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	884.095	4	221.024	496.316	.000
Within Groups	175.905	395	.445		
Total	1060.000	399			

This ANOVA test is to know the influence of each and every independent variable and its impact on dependent variable. From the one way ANOVA and Post HOC Tukey Multiple Comparison it is inferred that the calculated test value is 0.000 less than the significant value of .05 at 95%. Hence null hypothesis is rejected and alternative hypothesis is accepted. It is concluded that there is a significant association between Impacts of E-journalism & Print media extinct.

#### 3.3 The association time spent on online news and recent way use to engage with online news:

**Table -5** Anova test table variance for time spent on online news and recent way to engage with online news

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	45.922	4	11.481	161.567	.000
Within Groups	28.068	395	.071		
Total	73.990	399			

This ANOVA test is to know the influence of each and every independent variable and its impact on dependent variable. From the one way ANOVA and Post HOC Tukey Multiple Comparison it is inferred that the calculated test value is 0.000 less than the significant value of .05 at 95%. Hence null hypothesis is rejected and alternative hypothesis is accepted. It is concluded that there is a significant association between time spent on online news and recent way use to engage with online news.

**3.4 Correlation for Impact of E-journalism and Print media extinct**

**Table -6** Correlations table for impact of E-journalism and Print media extinct

Correlations table for impact of E-journalism and Print media extinct

		Impact of E-journalism is more in the society	E-journalism reduced the usage of print media
Impact of E-journalism is more in the society	Pearson Correlation	1	.510**
	Sig. (2-tailed)		.000
	N	400	400
E-journalism reduced the usage of print media	Pearson Correlation	.510**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

There is a significance between Impact of E-journalism and Print media extinct and relationship is positive 51%, which mean that as one variable go up or down, same will be the other one. And there is a positive linear relation between Impact of E-journalism and Print media extinct.

**3.4 Correlation for Demographical factors and Types of News Preferred**

**Table -7** Correlations table for qualification and types of news preferred

Correlations for qualification and types of news preferred

		Qualification	Types of news preferred
Qualification	Pearson Correlation	1	.937**
	Sig. (2-tailed)		.000
	N	400	400
Types of news preferred	Pearson Correlation	.937**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table -8:** Correlations table for Age and types of news preferred

Correlations analysis for age and types of news preferred

		Age	Types of news preferred
Age	Pearson Correlation	1	.896**
	Sig. (2-tailed)		.000
	N	400	400
Types of news preferred	Pearson Correlation	.896**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The value assigned from Bivariate correlation is sign.2-tailed level is .000 which shows that there is a significance between Qualification, Age and types of news preferred and relationship is positive 93.7%, 89.6%, which mean that as one

variable go up or down, same will be the other one. And there is a positive linear relation between Age and types of news preferred.

**3.5 Correlation for Analysis for the people to read & voice their opinion in social media and Best social media:**

**Table -9** Correlations table for the people to read & voice their opinion in social media and best social media

Correlations table for the people to read & voice their opinion in social media and best social media

		Help of social media in reading news and voice their opinion	Best social media
Help of social media in reading news and voice their opinion	Pearson Correlation	1	.487**
	Sig. (2-tailed)		.000
	N	400	400
Best social media	Pearson Correlation	.487**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

This correlation table shows , that the value assigned from Bivariate correlation is sign.2-tailed level is .000 which shows that there is a significance between the people to read & voice their opinion in social media and Best social media and relationship is positive 48.7%, which mean that as one variable go up or down, same will be the other one. And there is a positive linear relation between the people to read & voice their opinion in social media and Best social media.

**3. 6. RANKING TABLE FOR E-JOURNALISM**

**Table -9** RANKING TABLE FOR E-JOURNALISM

APPS	1	2	3	4	5	6	7	8	9	10	TOTAL
NDTV	96	57	31	42	38	44	26	30	29	7	400
THE HINDU	62	73	36	48	36	34	36	17	37	37	400
CNN	43	14	63	68	27	41	56	37	28	28	400
UC NEWS	25	28	51	64	32	78	24	39	28	28	400
GOOGLE NEWS	38	46	47	51	46	56	18	41	24	24	400
TIMES OF INDIA	31	34	63	47	49	46	46	48	15	15	400
INSHORTS	14	5	13	6	4	21	23	30	146	146	400
INDIA TODAY	21	14	23	38	47	39	76	65	42	42	400
BBC	48	71	26	29	64	18	41	32	39	39	400
TIMES NOW	22	58	47	7	57	23	54	61	37	34	400

From the above ranking table that most of the people first prefer NDTV ,followed by THE HINDU, next followed by CNN and the least number of people prefer INSHORTS, second least preferred website is INDIA TODAY.

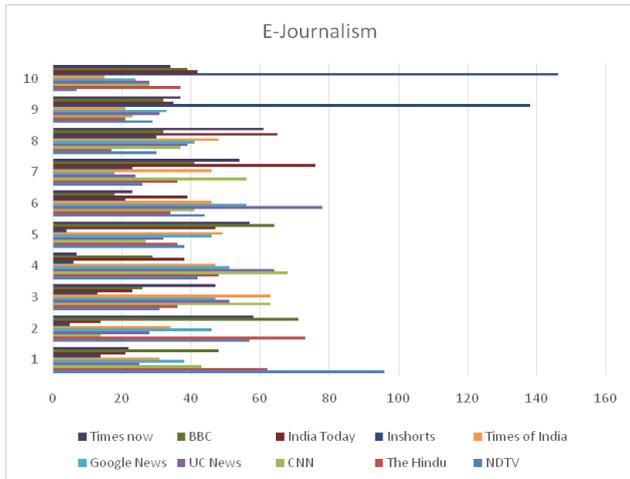


Chart -1: Ranking for E-Journalism

3.8 VARIOUS SOURCES OF CHANNEL USED TO COLLECT THE NEWS & CURRENT AFFAIRS

Various sources preferred to collect news

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Newspaper	128	31.2	32.0	32.0
Radio	18	4.4	4.5	36.5
Television	106	25.9	26.5	63.0
Internet	148	36.1	37.0	100.0
Total	400	97.6	100.0	
Missing System	10	2.4		
Total	410	100.0		

Major respondents prefer Internet to collect news of 37%, 32% newspaper & radio 4.5% is the least source used to collect the current affairs. The major respondents are preferring internet & major 35.5% of respondents use internet daily, it makes us to understand the readability of online news. The major responses for not using E journal the respondents says undecided with too much adds, Print media is costlier for the reason for not using online. The major respondent 94% says E-journalism has impact in the society. People read & voice their opinion in social media is also reason for preferring the people to read & voice their opinion in social media and E-journalism; 81% of respondents says that E-journalism reduced the print media usage.

3. 7. RANKING TABLE FOR PRINT MEDIA

Table -9 RANKING TABLE FOR PRINT MEDIA

PRINT MEDIA	1	2	3	4	5	TOTAL
The Hindu	147	130	64	46	13	400
Indian Express	40	64	140	94	62	400
Times of India	53	85	62	114	86	400
The Economic Times	102	69	23	50	156	400
Hindustan Times	58	52	111	96	83	400

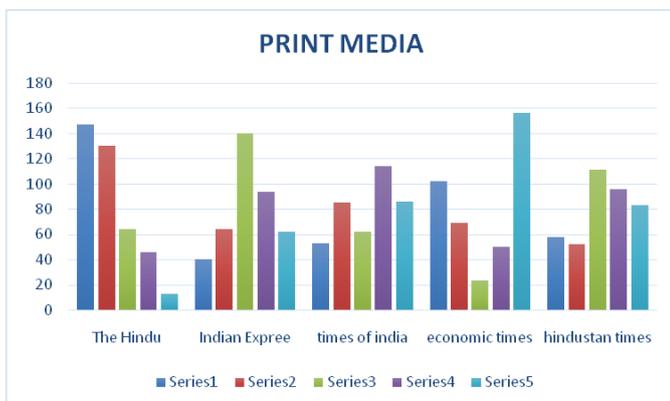


Chart -2: Ranking for Print Media

In the case of print media, most of the people prefer THE HINDU as the best, next to the HINDU , INDIAN EXPRESS is the most preferred media. Followed by TIMES OF INDIA, THE ECONOMICS TIMES & HINDUSTAN TIMES.

4. FINDINGS & CONCLUSIONS

4.1 FINDINGS:

The respondent's (41%) age lies between 15-25, 56% female, 27% Under graduated, 26% of respondents earnings lies between one lakh to ten lakh. 37% of respondents prefer Internet to collect news. 75% of respondents use online and other sources to collect news. 47% of respondents prefer online every day to read news. 27% of respondents accepts the statement that too much adds in online is one of the reason for not preferring online. 48% of respondents says that print media and online news cost same. Most of the people prefer political news .49% of respondents prefer online because of quick updates. 32% of respondents says THE HINDU as their favorite news website. 34% of respondents prefer video to engage with multimedia.

91% of respondents says social media is the best platform for people to read news and voice their opinion. 33% of respondents says Twitter as best social media. 35% of respondents are satisfied with E-journalism. 78% of respondents satisfied with both print media and online journalism. 81% of people says that E-journalism has reduced print media. NDTV is the most preferred website and Inshorts is the least preferred website. Most people prefer THE HINDU and ECONOMIC TIMES. There is a relationship between age and types of news preferred. There is a significant relationship between social a best platform to read news and voice their opinion and best social media

#### 4.2.SUGGESTIONS

It is advisable to E-journalism apps to publish standardized news and also suggested to avoid fake newsprint media is advised to change their physical appearance, so that they can gain more users. Newspaper publishers should as a matter of deliberate policy embrace digitization and the internet to enable them operate competitively in today's media industry. Advisable for social media users to share valuable information. Print media is suggested to avoid news on partiality. Too much advertisement is one of the reasons mentioned by the respondents for not preferring E-journalism. Hence, E-journalism is advised to make a Add free news. E-journalism are suggested to improve the interaction between the journalist and user. Both the media are advised to reduce the advertisement.

#### 4.3.CONCLUSIONS:

Newspapers started on a good note, providing people with necessary information they needed to know about the immediate world in which they live and beyond, but technological revolution (on-line newspaper publishing) has made this tradition to suffer. In this running world, there is no time to spend more in reading news through traditional way. Many people no longer have regard for hard copies. Rather, they prefer going to the internet to read breaking news, watch movies and music, and engage in chatting, among others.

Therefore this study concludes that E-journalism is better and cheaper than traditional media and that most people prefer it. There's more that one can do compared to traditional media where there are restrictions. The internet keeps on evolving time after time, new features or improvements are made from time to time to make the experience better.

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#### BIOGRAPHIES (Optional not mandatory)



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