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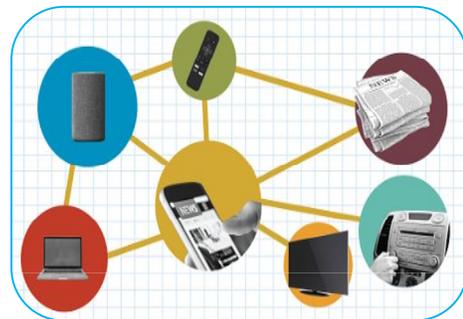
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## STUDY OF THE CHALLENGES AMONG NEWSPAPERS IN THE DIGITAL ERA

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### ABSTRACT:

*New media is expanding rapidly. We are in the age of information technology. The development journey of technology has made Internet access easy and comfortable to mobile phones. Today everything has gone online. One click has encapsulated the world. Media also is no longer untouched by this, due to promptness, digital and new media is becoming much more popular. Today almost every news is available online with latest updates and almost every newspaper's e-version is also available. And in this situation, an attempt has been made to find out which challenges have arisen in front of the news papers*



**KEYWORDS:** *New media, the age of information technology, promptness, digital.*

### INTRODUCTION

Information is being received from all the progressive countries of the world that there are clouds of crisis on the print media. It is even being said that newspapers will soon disappear. In the year 2008, J.K. Gomez's book 'Print is Dead' emphasizes this concept. Antony Chitham wrote about this book in the Library Review, "This book is like a 'wake-up period' for all those who are in the print media but they do not know what kind of digital world is made by the Internet and what sort of danger is arising for them. Will the same be repeated in the Indian market, which has happened in the US and Western countries. In these days, there have been reports of closure of many newspapers in India, on the other hand, many newspapers have also started new publication as well.

It is said that information is an integral part of society, and media plays an important role in the dissemination of information. If we talk about India, on 30 May 1780, the first newspaper was published in India which provided an effective means of spreading information to the country. After this, the newspapers continuously drew their expression sword in the freedom struggle in its support and continued to work for the public welfare. At the same time, in 1912, the film screen came into existence and in 1923, wireless radio revolutionized the process of dissemination of information at big level. Newspapers kept their voice strong and played a strong role in the liberation of the country in 1947. Meanwhile, in 1965, a new mass media started with the beginning of TV.

As after independence, the censorship on newspapers was abolished commercialization of newspapers started. The journalism which was known as Mission earlier now emerged as a profession. Newspapers were on sight of business organizations. By seeing the profits from this, the people of corporate world showed interest in newspaper industry and started many publications. By the late

1990s, newspapers expanded their reach in the country and Regional language journalism established new dimensions. With the introduction of private TV channels in 1995, more options for broadcasting started appearing and mass media seen a massive progress in the country.

Meanwhile now a day, communication technology knocked with a new medium of communication called DIGITAL MEDIA or NEW MEDIA. The immense capabilities of the new media helped it to spread its reach to every corner of the world rapidly. New Media, absorbed all the mediums of communication. Today, the new media has become famous as a very convenient medium for the people.

### OBJECTIVES OF THE STUDY

The researcher had two main objectives for this study

1. To know the present plight of the newspapers in the age of technological innovations and digital revolution.
2. To find out the challenges among newspapers in the era of digital media

### RESEARCH METHODOLOGY

The researcher adopted the analytical method to study the challenges among the newspapers in the era of digital media

### The challenge of digital media

The advent of digital media and the impact of social media has challenged the print media. Zee group's English newspaper 'Daily News and Analyzes' (DNA) has closed its printed edition. While the DLA newspaper published from Agra also ceased its publication. An evening tabloid newspaper 'The Afternoon Dispatch' from Mumbai was also closed, the last issue of the newspaper came out on 29 December 2018. Zee Group's newspaper DNA will now be the only online version. The print edition of this newspaper in Mumbai and Ahmedabad was discontinued from October 10, 2019 till further orders. The DNA newspaper, which started in 2005, closed its Delhi edition earlier this year, while the Pune and Bangalore editions were discontinued in 2014. The publication of Agra newspaper DLA has been postponed from October 1, 2019. It is noteworthy that the closure of this daily newspaper published from several cities of Uttar Pradesh, including Agra at one time, is indeed a shocking for the print media industry. Ajay Agarwal founded the DLA, the founder of Amar Ujala. The newspaper also performed well in the opening round. But after the expansion of the newspaper in many cities of Uttar Pradesh, this momentum stopped. Gradually, the newspaper was once again confined in Agra. The newspaper started its publication with a mid-day tabloid and was converted to broadsheet after a while. At the same time, the media group also launched the English newspaper. All the exercises were ultimately proving to be fruitless. In such a situation, the management has decided to discontinue it at the midst of continuous financial losses.

Similarly, the Tamil media group 'Vihdon' has stopped printing of its four magazines. Now they can only be read online. The magazines which are going to cease printing include 'Holiday Vihdon', 'Doctor Vihdon', 'VihdonThadm' and 'Aval Manmagal'. Significantly, this media group founded in 1926 is a well-known magazine group of Tamil Nadu. Under this group, 15 magazines are published. The group started making its print editions available to readers online in 1997.

### New Media

Its specialty can be gauged by the name New Media, that the new medium or the new age medium of communication. The foundation of this medium began with the history of information technology. Computer development and Experimental capabilities of the Internet connected the computers through the network. This medium rapidly spread its foot and closed the entire world in one box. Every information of the world is limited to just one click. This medium of dissemination of information becomes popular in a short span of time

New media includes e-mail, websites, blogs, social sites, mobile apps etc. for communication which provide an opportunity for people to interact in this virtual world. Three types of communication systems can be established through new media, i.e. text, audio and audio-visual. Today, there are about 3,057,671,570 active internet users in the world, which are increasing in number day by day. If we talk about India, in 2014 there were about 243,198,922 active people on internet, which is increasing steadily. India has the largest number of Facebook users after the US. Talking about websites, the domains of about 691,262 websites were registered, which are continuously increasing.

### **The challenges posed to newspapers by the expansion of new media.**

It is a period of convergence. New media has absorbed all mediums. The newspaper which is published once in 24 hours and has limited space. Due to which all the necessary news is either missed or published in brief. In such a situation, when the new media is expanding rapidly, there are a lot of challenges for the newspapers and magazines, which raise a big question on their relevance. "At present, the Internet has changed the meaning of information. The rapid flow of information has become the main element of its usefulness. Today, it has emerged as an important tool for government institutions, private institutions, banks, personal lifestyles, which has created new possibilities in the field of information and communication. "Through the blogs, the ideas of the common people are getting an independent platform from which people are succeeding in sharing the reaction of personal experiences" (Joshi & Joshi, 2012). "The present time is digital and we should initiate inclusive development through it. Currently, internet is the best medium of communication. The increasing credibility and utility of the people towards this medium is evidence of this" (Mishra & Kumar, 2014).

Every year thousands of people are joining it and sharing news and information. The whole world is turning into a global village; virtual queues of people have transmitted local information globally.

This is a big change that people need because it expresses the information of public interest as well as personal (Nayak, 2013). "In the last few years, with the development of internet, America and in other developed countries, there is a trend of decreasing circulation of newspapers. Looking at these figures, newspaper organizations in India have expressed concern over this" (Shukla, 2012). Today, almost all newspapers have online versions, as well as their news websites. Access to new media Mobile phones has become even bigger which has created a huge market, which created challenges for newspaper which are as follows.

### **Access**

Accessibility for newspapers is a big challenge. The reach of newspapers in comparison of the new media is compressed. Newspaper editions are limited to two or three states even though they are national. They also have meaningful access only to the urban areas of the states. While the reach of new media is worldwide. In such a situation, extending its reach to the new media era is a choice for newspapers.

### **Feedback / Reactions**

Receiving feedback for newspapers or giving feedback is a long process to be overcome. For example, if a reader wants to react to a news report, has choice to write a letter or e-mail, to editor of the newspaper, while readers in the new media read the news time itself can express its views in the comment column below the news. New media receives quick feedback or reactions while newspapers take a long time. Any issues or getting feedback or reaction on anything is a complex task for newspapers.

### **Update**

Newspaper is printed once in 24 hours. New media gets updated regularly almost in click. Every new details of the event are present on the new idea as it happens. In such a situation, keeping the 24-hour-old incident fruitful is big task for the newspapers.

### Space

There is limited space in newspapers, as there is pressure to publish advertisements, If the right amount of advertisement is not published, then the main source of income of newspapers will stop. In such a situation, it is not possible to find a place for all the news. While there is no shortage of space in the new media and you can get detailed information about the smallest incident even. If any news is not available in the media, then you can tell it to the whole world through blog or social site. All these things are currently generating many challenges for newspapers.

### Social media Junction of Global Village

The biggest success of the new media is that it has transformed the whole world into a village, and has laid a big net of social networking, which has revolutionized information dissemination. The junction of social networking like Facebook, Twitter, LinkedIn, WhatsApp, TikTok gets a huge amount of feedback on any issues within a moment. Apps such as WhatsApp, Daily Hunt, Daily Motion, Telegram are generating a challenging front of newspapers.

### Priority to new ideas

A country like India, where 65 percent of the population belongs to youth, the trend of using ultra-innovated devices is increasing rapidly. To bring information and communication technology to the public, large market of gadgets such as laptops and smartphones has been created in India. In this world of technology, mobiles have reached to the common man as well. People are giving preference to innovations. According to a report there are 115 crores mobile users in India.

### THE CONCLUSION

Technology is a major challenge for newspapers in the changing global environment. A country like India, where 65 percent of the population belongs to youth, are becoming techno-savvy, they have considered smartphones and laptops as their friends. In such a situation, challenges are in big in front of print editions of newspapers. New media's, quick feedback or the network of social networking is presenting a threat to relevance to the print editions of all newspapers.

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