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PRINT MEDIA VS. DIGITAL MEDIA: A STUDY OF CREDIBILITY CONCERNS IN CONTEMPORARY AGE

Dr. Saket Raman¹ and Sandeep Kumar²

¹Sr. A/Professor, Amity School of Communications, Amity University Jaipur.

²Ph. D Scholar & Assistant Prof., Amity School of Communications, Amity University, Jaipur.

ABSTRACT:

The term media is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education and other data. Media spectacles demonstrate who has power and who is powerless, who is allowed to exercise force and violence and who is not. They dramatize and legitimate the power of the forces that be and show the powerless that they must stay in their places or be oppressed. Journalism in India is confronting a genuine emergency. The predominant press is progressively vested in the hands of a chosen few and will not address the grievances of common man. Because of control of the selected few, it

works like a manikin and go about as a magic multiplier in the general public. This contemporary pattern consistently hampers its credibility in public eyes. In contrary, digital media emerged as people voice and soon became their choice. The study focuses in depth study of credibility aspects of both the mediums.

KEYWORDS: Media, Journalism, credibility, contemporary age

INTRODUCTION

Media refers to various means of communication. For example, television, radio, and the newspaper are different types of media. Media are the communication outlets or tools used to store and deliver information or data. The term media is the plural of medium, refers to the communication channels through which we disseminate news, music, movies, education and other data. Media images help shape our view of the world and our deepest values. What we consider good or bad, positive or

negative, moral or evil, every perception is created by the Media. Media spectacles demonstrate who has power and who is powerless, who is allowed to exercise force and violence and who is not. They dramatize and legitimate the power of the forces that be and show the powerless that they must stay in their places or be oppressed.

The purpose of public media is to provide programs and services that inform, educate, enlighten, and entertain. Media divide into news and entertainment. The parameters of evaluation relevant to the two are dissimilar. Entertainment

media exist primarily to divert and entertain. Media that wins the 'belief' of consumers can be deemed to be 'credible'. Media that truthfully reports is termed as credible. Occasionally it has been noticed that the same news & happenings are reported in more than one way, and in that too the figures and happening does not tally, that reflects the non credibility of few.

MEDIA CONSUMPTION IN INFORMATION SOCIETY

Media consumption or media usage is defined as "the sum of information and entertainment

of the socio-specialized communication framework realize new difficulties for aggregate on-screen characters' communication techniques. In what capacity can target bunches be tended to under the states of media change, assembly, cross connecting, channel augmentation and group of onlookers discontinuity? Which channels are reasonable for contacting a mass group of onlookers and by what method can the similarly tight section of social duplications' and decision makers be reached. Alongside tradition media, the Web today gives explicit online administrations like online newspapers, news-gateways and particularly internet based life stages like web journals and social online systems. This opens up new roads for open data and correspondence, which ought to be considered by aggregate on-screen characters with regards to their correspondence key arranging, and could be utilized then again or notwithstanding customary channels. Digital media has also changed students' learning environments and behaviors in higher education and diffusion of digital media into higher education has led these changes in the students' learning environments and it has also influenced their learning behaviors. Now the teaching and learning are influenced by the new media usage habits as well as by the current teaching and learning paradigms.

INDIAN MEDIA BOOM

For the past two decades, the Indian media business has clocked double-digit growth annually, which clearly outpaces India's GDP growth rate, which has itself risen from about 5 percent to almost 9 percent a year. The media in India has grown into an economic giant, with a business turnover which matches the economic size of many individual industries in India. It is considered the world's most dynamic media industry and one of the fastest growing anywhere. The media in India has played a disproportionate role in shaping public perceptions of politics, electoral outcomes and the way power is exercised. As recent disclosures in the Radia tapes show, media personalities increasingly rub shoulders with top-level politicians, industrialists and corporate lobbyists and collude in making key government appointments and influencing policy decisions.

First, this country of 1.2 billion cannot claim to have a single magazine of ideas or literary journal of international standards. Second, the media no longer adequately performs the primary functions it is meant to, which give it public legitimacy: namely, informing the public, telling the truth, analyzing complex social, economic and political processes, providing a platform for public debate, and acting as the people's watchdog or conscience. Third, despite rapid globalization and the opening up of Indian society and culture to international influences, There is remarkably paltry coverage of international issues, events, institutions and processes. There is an unhealthy obsession with the United States, and very little space for major emerging countries like China, Brazil and South Africa.

The print media has witnessed loss of diversity, a process of concentration, mergers and acquisitions, and emergence of huge conglomerates, especially in Indian languages, with 20, 30, even 43 editions. This is squeezing out small independent papers both through competition for advertising revenue and through predatory pricing. The media, as it exists and is evolving today, is simply not designed or meant to report on the existing reality of Indian society or inform the public on the economic and political processes at work in it, including shifts in social values and in the balance of power between different groups, and new forms of political competition.

CREDIBILITY OF CONTEMPORARY INDIAN MEDIA

The fourth domain, guard dog in a vote based system, voice of the general population, mainstay of a popular government are a portion of the typical terms related with the role of media in a democratic system. The cutting edge times have seen an enormous leap forward in the scope of media with the ascent of new structures, particularly of web based life. Individuals currently approach information more than ever with all news refreshes from over the world readily available. It in this manner turns into even more fundamental that the media be increasingly capable and give sound data to its watchers while revealing.

Journalism in India is confronting a genuine emergency. The predominant press is progressively vested in the hands of a chosen few and will not address the grievances of common man. "There ought

to dependably be space for the contentious Indian, and not the narrow minded Indian. The media must be the guard dog, the arbiter between the pioneers and people in general," Pranab Mukherjee emphasized while delivering a seminal lecture honouring former press baron Ramnath Goenka. India has over 400 news channels in various languages and another 150 channels are awaiting clearance. The South Asian nation additionally has countless news papers and magazines. Be that as it may, the nature of Indian news coverage is poor, as prove by the reality India positions 136 among 180 nations in the file ordered by Correspondents without Outskirts, a NGO.

Filings with the enlistment center of organizations in the service of corporate issues have uncovered that five Indian news media organizations - NDTV, News Country, India television, News24 and Network18 - are obliged to either Mukesh Ambani, the most extravagant Indian and the proprietor of Reliance or Mahendra Nahata, an industrialist and Ambani partner, who is likewise on the leading group of Reliance's new telecom adventure, Reliance Jio. "What more do you expect when the media business is commanded by such enormous players? Customarily, in the rural territories, the radio medium has been exceptionally prominent since it connects the remote areas of the nation and it is extremely easy to utilize. The government communicates climate related data through radio channel which is fundamental for the ranchers, likewise the alerts identified with flood is communicated close to the beach front zones. The administration likewise utilizes it to advance its plans identified with country regions. The present Prime Minister Narendra Modi has adequately utilized this mechanism for his 'Mann ki baat' a program in which he tends to the general population of the country on All India Radio, Doordarshan and so on.

In the urban territories, Print and TV media has had further infiltration. In any case, the new media otherwise known as advanced media is the one to keep an eye on every incident. Web has surely made it conceivable to scatter data and thoughts progressively over the globe. The media has without a doubt developed and become progressively dynamic throughout the years. The present day online life has affected government and establishments. It has been utilized more than once for looking for criticism, the proclamation of open approach, issue based and nonexclusive discourse and brand. It has given the residents another stage to express their perspectives in regards to different approaches influencing open life. The predominant press is progressively vested in the hands of a chosen few and will not address the grievances of common man. Because of control of the selected few, it works like a manikin and go about as a magic multiplier in the general public. This contemporary pattern consistently hampers its credibility in public eyes. In contrary, digital media emerged as people voice and soon became their choice. The study focuses in depth study of credibility aspects of both the mediums.

OBJECTIVES

- To study, level of credibility of Print and online mediums among youth.
- To compare, credibility aspects of Print and online mediums.

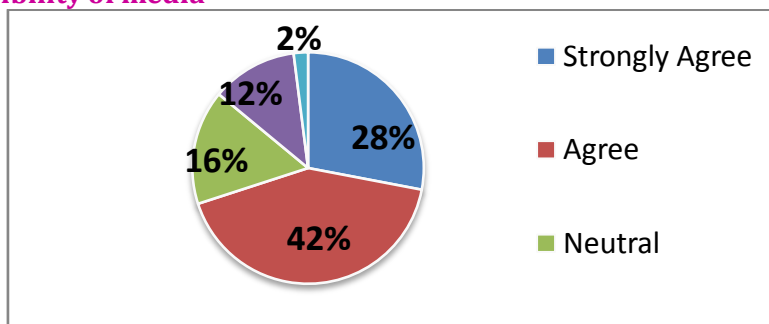
METHODOLOGY

The researcher has selected sample survey method to investigate this research problem. The respondents were selected using purposive sampling methods. The study was conducted by administering surveys of 100 samples through a well structured questionnaire. The researcher has selected 100 samples from different age group who are between the age of 18 – 30 years and studied them through well structured online Google docs questionnaire.

RESULT, INTERPRETATIONS AND DISCUSSIONS

Sample survey: The researcher has selected 100 samples from different age group who are between the age of 18 – 30 years and studied them through well structured questionnaire. The samples were selected through purposive sampling method due to the specific nature of the research problem.

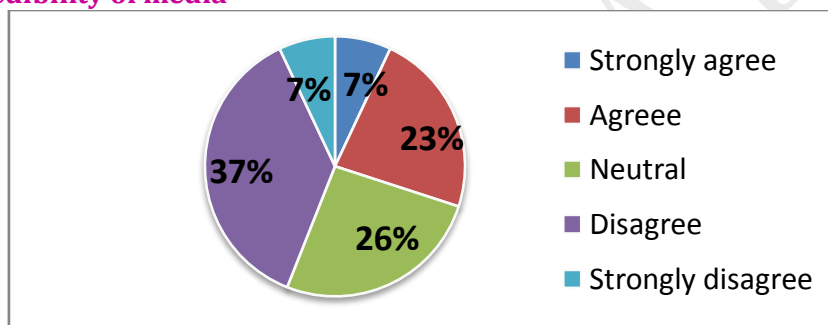
1. Increasing credibility of media



Graph - 1

Interpretation and discussion: Analysis of graph 1 clearly shows that a higher number of respondents as 42% strongly agree to increasing credibility of the media while 28% believe in increasing credibility of the media. There are 16% people who stated themselves as neutral where 12% and 2% people disagree and strongly disagree respectively from an increasing credibility of the media. As per the graph, the credibility of media is continuously increasing.

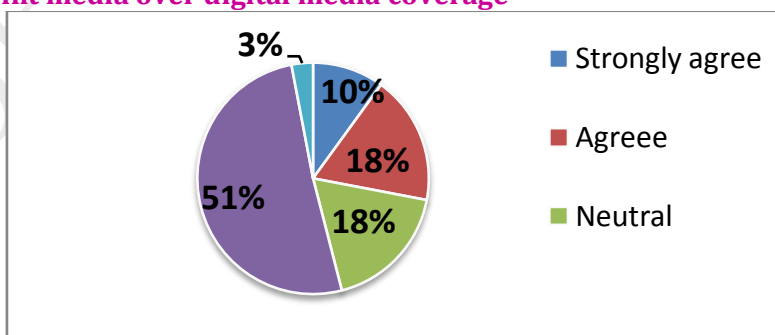
2. Decreasing credibility of media



Graph 2

Interpretation and discussion: Graph 2 shows the analysis of decreasing the credibility of media where 7% people strongly disagree and 37% respondents disagree to decreasing credibility of the media. 26% people were neutral and 30% people collectively (23% & 7%) agree and strongly agree that credibility of the media is decreasing. In comparison with Graph 1 it is clear that the respondents were a little bit confused when faced with a counter question, but it also describe that the majority are still in favor of increasing credibility of the media.

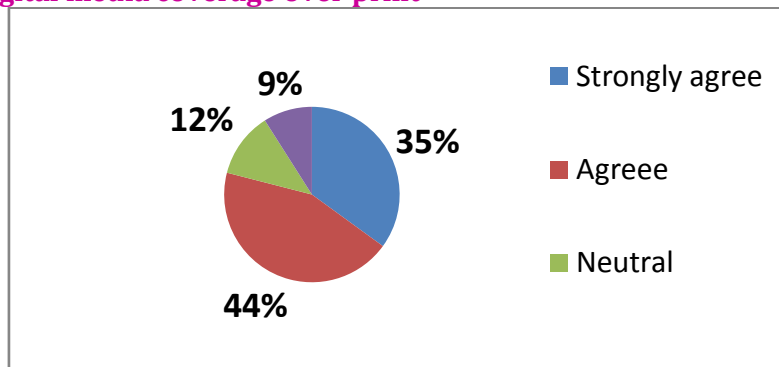
3. Wide reach of print media over digital media coverage



Graph 3

Interpretation and discussion: More than half of the respondents (51%) disagree to print media’s coverage over digital media and 3% strongly disagree, where as 18% were neutral, 18% people were agree and 10% were strongly agree to print media’s coverage over digital media.

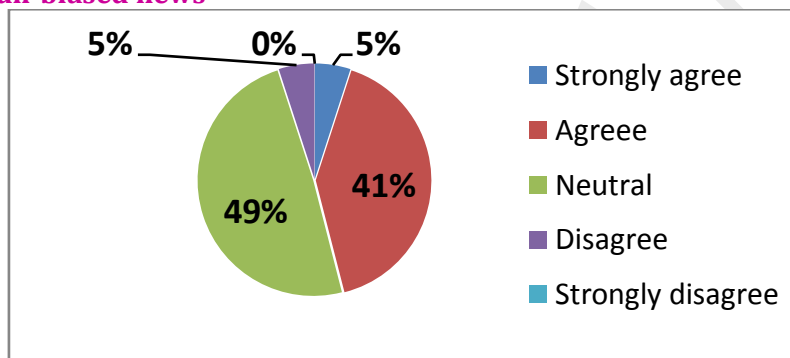
4. Wide reach of digital media coverage over print



Graph 4

Interpretation and discussion: As per the analysis of graph 4, 35% of respondents strongly agree to digital media’s coverage over print and 44% people agree to the same, 12% people were neutral while only 9% were disagreeing with digital media’s coverage over print media.

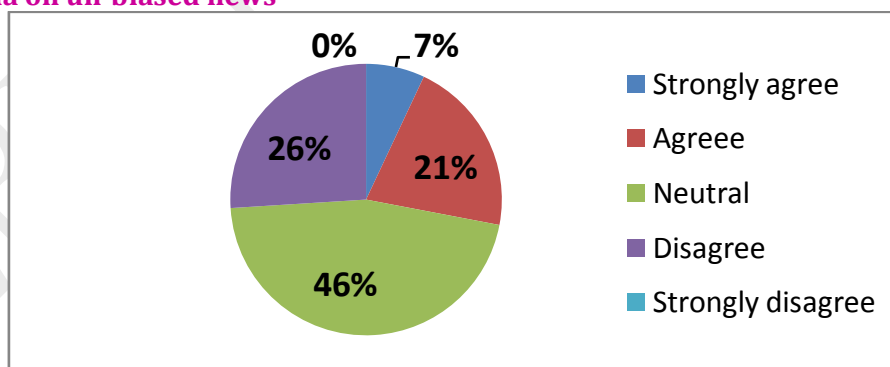
5. Print media on un-biased news



Graph 5

Interpretation and discussion: Almost half of the respondents (49%) were neutral on un-biased news in print media where as 41% people were agreeing to this and 5% strongly agree to the same, there were 5% of respondents who disagree with this statement.

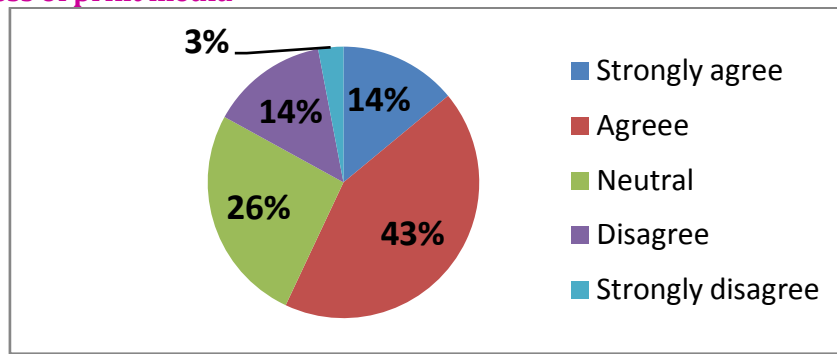
6. Digital media on un-biased news



Graph 6

Interpretation and discussion: Similar to print media, maximum numbers of respondents (46%) were neutral on un-biased news in digital media where 26% disagree with this statement, 21% respondents agree to un-biased news in digital media and 7% strongly agree with the statement.

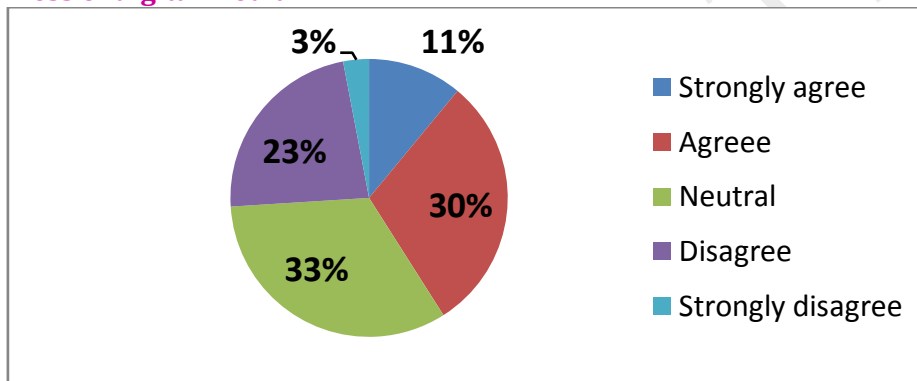
7. Trustworthiness of print media



Graph 7

Interpretation and discussion: A higher number of respondents believe in the trustworthiness of news in newspapers as 43% agree and 14% strongly agree, 26% people were neutral and 14% were disagree while there were only 3% who strongly disagreeing to the statement.

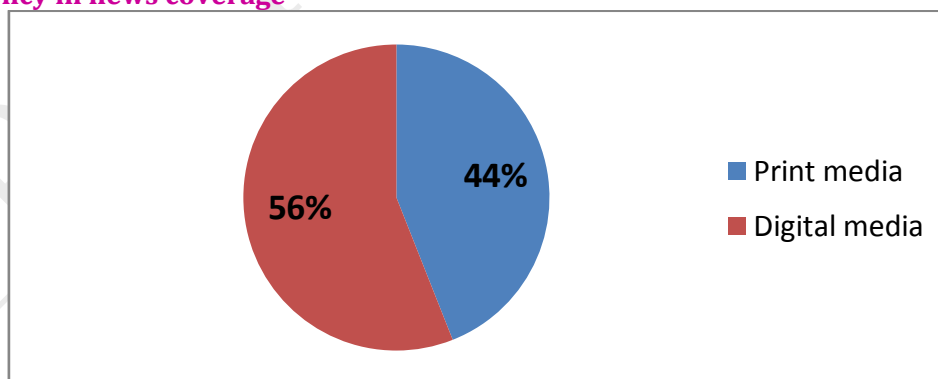
8. Trustworthiness of digital media



Graph 8

Interpretation and discussion: Analysis of graph 8 demonstrates that 11% respondents strongly agree and 30% agree to the trustworthiness of digital media. 33% people were neutral, whereas 23% disagreed and 3% strongly disagree with the statement.

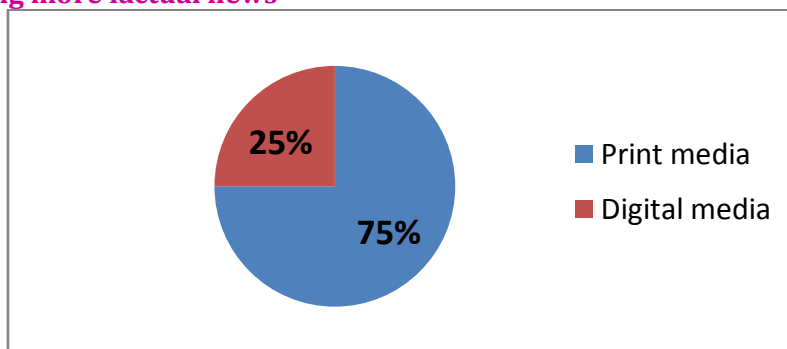
9. Transparency in news coverage



Graph 9

Interpretation and discussion: As per graph 9, most respondents believe that digital media has more transparency in news coverage as 56%, while the rest of respondents as 44% believes in print media.

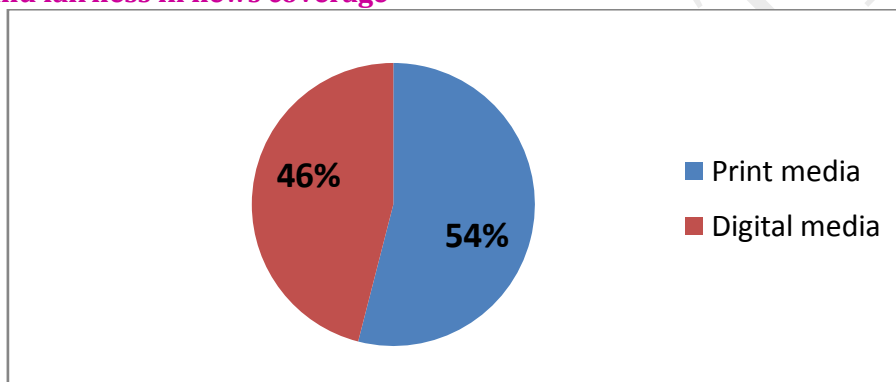
10. Media providing more factual news



Graph 10

Interpretation and discussion: 75% of the respondents find print media, providing more factual news content and information while 25% people showed their belief in digital media for more factual news and information.

11. Accuracy and fairness in news coverage



Graph 11

Interpretation and discussion: As per graph 9, 54% people find print media covering news more fairly and accurately where as 46% people find the same in digital media.

CONCLUSION

As per the discussion and analysis, most people find that credibility of media is increasing day by day and people have their faith in the media regarding the news content coverage. We are living in a digital age and so the things are changing most people find that digital media have wider coverage than print media while most people are neutral on un-biased news coverage weather it is print media or digital media. As people have limited sources of news they do believe in the content they are being provided that build the trustworthiness of both of the media. Being in digital age gives a positive boost to the digital media in transparency of news but most people still believe that print media provide more factual, accurate and fair news content and information.

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