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PARADIGM SHIFT FROM NEWSPAPERS TO NEWSPORTALS – A STUDY BASED ON THE NEWS READING HABIT OF TEENAGERS IN KANNUR AND KOZHIKODE DISTRICTS.

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Abstract

The introduction of Internet has led to the introduction of the timely breaking news websites that offer a variety of information to the users with no issue. The content of the online news portals covers all categories of news including sports, politics, entertainment etc. Generally the details of the news stories will be attached to a link particularly a hypertext or a thumbnail. When the user clicks on the link the original source page will open and user can read the news story. There may be the benefit of time, cost, space and environmental friendly in news accessing. As like the wide acceptance of digitization in other areas, in News portals also created a great influence in the mind of news readers. The content, structure and technology together made this influence over conventional newspapers. This study examines the level of understanding about the impact of change of news from paper to portal in teenagers of Northern districts of Kerala Kozhikode and Kannur.

Key words: News portals, newspapers, Online newspaper, E-paper, online media, Conventional vs contemporary media.

*“Newspapers cannot be defined by the second word – paper. They have got to be defined by the first word- news”- Arthur Ochs Sulzberg Jr.**

Media plays an important role in our day – to – day life. We stay up to date with the news and the things that happen in the world with the help of it. One can know what’s happening in any corner of this world while he/she lives in India. It can make or break the reputation of a person, organization, political party, etc.

Media means the main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively. It has various forms such as print, television, radio, and the internet. The print is the oldest form of it. Whereas, the newest form of it is the internet. Media is said to be the fourth pillar of democracy. Ever since many countries adopted democratic norms of governance, a vibrant and a free media were thought to be the necessary conditions for a healthy democracy. This is because in any democracy, there needs to be a medium wherein the authorities and their actions are commented upon and analyzed critically. One of its important roles is to inform people about the things that are happening. It is also important to give valid and real news and helps to progress the society. It has also helped to get justice for a lot of cases. Print media has two aspects i.e. newspapers and magazines.

A newspaper is a publication printed on paper and issued regularly, usually once a day or once a week. It gives information and opinions about current events and news. Usually people like to read them to stay informed about their local city, state or country. Newspapers can be delivered to one's home, by subscription.

Printing is a process for reproducing text and images using a master form or template. The earliest examples include Cylinder seals and other objects such as the Cyrus Cylinder. The earliest known form of woodblock printing came from China dating to before 220 A.D. Later developments in printing include the movable type, first developed by Bi Sheng in China. Johannes Gutenberg introduced mechanical movable type printing to Europe in the 15th century.

** Is an American Journalist and was the chairman and publisher of The New York Times.*

The advent of offset, drum based and digital printing technologies has uplifted the quality of newspapers in both the content and appearance wise.

The digitalization of design would irrevocably affect print media. As computers took over more of the modern workload and graphic design began to shift into the computer world in the 1960’s, great changes were set in motion. Type design’s evolution would continue, no longer being hand cut or mechanically cast, but instead digitized character by character as either a bitmap or outline (vector) computer file. Companies like General Electric realized early on that computer graphics would give them an edge in advertising, and

subsequently IBM released the first commercially available graphics computer, starting a cycle that would keep designers and computer manufacturers interlocked as both grew and began to expand.

The emergence of radio, television and online media have posed threat and challenges to the print media. However the broadcast and new media with all their pervading presence have not caused the death of print media as predicted by many scholars. The print, broadcast and new media have complemented each other.

General-interest newspapers usually publish news and feature on national and international news as well as local news. The news comprises political events and personalities, commercial and economics, misconduct, severe weather and natural disasters; health and medicine, science and technology; sports and entertainment, society, food and cooking, clothing and home fashion, and the arts. Typically a paper is divided into many sections. Most traditional papers also feature an editorial page containing editorials written by an editor, and columns that express the personal views of columnists, usually proposing analysis and synthesis that tries to translate the raw data of the news into information telling the reader "what it all means" and persuading them to be together.

Like a coin, newspaper has both advantages and disadvantages. An important issue in newspaper that it has very short life duration. The normal life span of a daily newspaper is 24 hours. Breaking stories first appear on the electronic media and then on the daily newspapers. That is in newspapers news stories updated only after 24 hours. Large numbers of youngsters have begun to ask why should they read newspapers when they can get minute by minute updates of news on their smart phones. Generally newspapers are messy with commercials. Environmentalists point out that newspapers cause pollution. Large numbers of trees are cut worldwide to produce newspaper (news print) that has a life span of merely 24 hours. Newspapers are tool for educational and personal empowerment. Newspapers are the best sources for the information and evolution in every field. Newspapers have to become more independent, more economical interpreter of information. It helps for the development of skills for the intellectual and personal empowerment. Newspapers are one of the few sources of information that are comprehensive, interconnected, and offered in one format. When the time goes on, the scenario gets changed; the interest of reading news is still there. The only change happened in the reading of newspapers is that the paper based newspapers have transformed to web pages based news portals.

An online newspaper is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs.

Online newspapers are much like hard-copy newspapers and have the same legal boundaries, such as laws regarding libel, privacy and copyright, also apply to online publications in most countries, such as in the UK. Also in the UK the Data Protection Act applies to online newspapers and news pages, as well as the PCC rules in the UK. But the distinction was not very clear to the public in the UK as to what was a blog or forum site and what was an online newspaper. In 2007, a ruling was passed to formally regulate UK based online newspapers, news audio, and news video websites covering the responsibilities expected of them and to clear up what is, and what isn't, an online publication.

Online newspapers are easily available on mobile and tablets. It is a great facility for students. Also it is eco-friendly and descriptive than newspapers. There are so many advantages for online newspapers. An early example of an "online only" newspaper or magazine is "News Report", an online newspaper created by Bruce Parrello in 1974 on the PLATO system at the University of Illinois. Beginning in 1987, the Brazilian newspaper *Jornaldodia* ran on the state owned Embratel network, moving to the internet in the 1990s. By the late 1990s, hundreds of U.S. newspapers were publishing online versions, but did not yet offer much interactivity. One example is Britain's Weekend City Press Review, which provided a weekly news summary online beginning in 1995.

"The Hindu" is the first E-newspaper in India which was launched in 1996. The e-Paper has been developed by Summit Information Technologies Ltd. using state-of-the-art technology and offering responsive, high resolution and versatile features. Whole pages, articles, photographs, and other images can be viewed in .pdf and .jpg format, and articles can also be read as text. 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 recognised, only 12 of the non-English languages were accounted for in a survey of online editions

Very few newspapers in 2006 claimed to have made money from their websites, which were mostly free to all viewers. Declining profit margins and declining circulation in daily newspapers forced executives to contemplate new methods of obtaining revenue from websites, without charging for subscription. This has been difficult. Newspapers with specialized audiences successfully charge subscription fees. Most newspapers have an online edition, including *Malayala Manorama*, *Mathrubhumi* and *Madhyamam*. The first Malayalam online news portal was mathrubhumi.com which was found in 5th September, 1997. In 17th October 1997, that Prince Philip of Britain launched the online editions of Malayala Manorama newspaper, that is the largest circulating newspaper in Kerala.

The true online only paper is a paper that does not have any hard copy connections. An example of this is an independent web-only newspaper, introduced in the UK in 2000, called the *Southport Reporter*. It is a weekly regional newspaper that is not produced or run in any format other than 'soft-copy' on the internet by its publishers. In India 'One India' is an independent web-only newspaper. One India have many regional language based independent portals too. In Kerala there are many other local based and national based web portals are available.

REVIEW OF LITERATURE

Reading a newspaper is something they do with pleasure and sometime during breakfast, in a coffee break Dier lunch, on the train or in the subway. In contrast, reading an online newspaper is something you do in much shorter breaks, perhaps between two emails, usually in your office in the early morning, or during lunch. Online readers make brief visits to the news sites several times a day with the expectation of obtaining a quick overview over the latest events (*PradeepTewari -The Habits of Online Newspaper Readers in India*).

Nguyen (2008) examined the predictive power of nine common features of online news by developing and testing a theoretical model of the online news adoption/use process, based on expectancy-value and innovation-diffusion theories. Liu (2005) showed that a screen-based reading behavior is emerging, which is characterized by more time spent on browsing and scanning, keyword spotting, one-time reading, and non-linear reading, and less time on in-depth and concentrated reading.

The proper structure and design of information sites and the placement of important news stories at appropriate places would help to promote a democratic society, encouraging people to hear and see news not only from like-minded people, but also from opposing views.

BorchuluunYadamsuren and SandaErdelez(2012) feels that the proper structure and design of information sites and the placement of important news stories at appropriate places would help to promote a democratic society, encouraging people to hear and see news not only from like-minded people, but also from opposing views.

Newspaper Association of America, in 2004 conduct a study about Regular News paper readers in a class and their attitude. The final out of the study is that, six in 10 adults who had high exposure to newspapers in the classroom are regular newspaper readers. The study was done by Clark, Martire & Bartolomeo.

In a study titled Students and Social News: How College Students Share News Through Social Media by Dana Rosengard, Mary Tucker-McLaughlin, Tim Brown pointed that the students may hear of news through social media, but rely on other internet sources to confirm it. Local news does not seem to carry as much weight with them, but they can be persuaded to pay attention to their college towns, if only for community news and information.

Methodology

The online survey method was adopted to assess the perception of college students of north Kerala over the changes occurred in the creation, structure and content of the newspapers. It is a most popular method to study internet users. It is a systematic gathering of data from the audience by sending Google forms to them. Respondents complete the questionnaire and submit it back.

The research approach in the online news portals will lead to identify the status of knowledge of students about the current affairs more evidently. The regular newspaper reading will help the students to attain a maturity and to help express their ideas through new media. This is a way to create social identity to the students at the young ages.

This in-depth approach was preferred to a survey, which would have resulted in a broad but shallower picture.

FINDINGS AND ANALYSIS

The research study seeks to explore the newspaper reading habit among degree students. They are categorised on the basis of their gender. In this chapter researcher try to analyse the data collected from the questionnaires. Questionnaires are completed by the respondents themselves, and the answering process is totally without any intervention from the researcher. The survey had taken in the locality of the researcher, by giving questionnaire to the 200 degree students. There are 180 participants who have completed the survey.

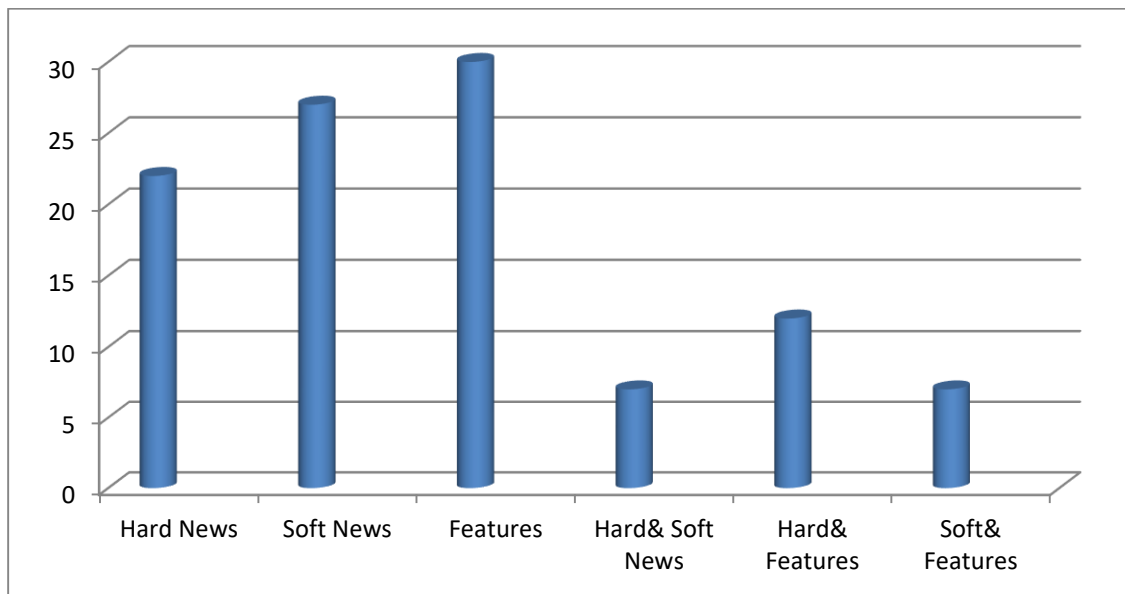
The population has categorised in to two groups based on gender. Among the total of 180 respondents, the 93 students were girls and 87 were boys.

The academic disciplines of the respondents are allied to: 32% of the respondents are arts students. There are 24 professional students in the respondents. 20% of students are studying science subjects and 10% of them are commerce students. Remaining 10% students are studying various courses like Multimedia, Journalism and Poly Technique.

While enquire about the level of newspaper reading more than 50 percentage of the respondents agreed that they are regularly reading newspapers. That is 105 respondents have the habit of reading newspaper and 75 students responded that they are not interested.

Among the list of students who are likely to read newspapers, 43 students were boys and rest were girls. In the list of non-readers, 46 students were boys and 29 students were girls.

Response of the students while asking about the type of news which the respondents were preferred to read were, majority of them likely to read feature type and soft news. Very few theypreferred to hard news.



While considering the frequency of newspaper reading more than 70 percentages of them reading newspaper regularly.

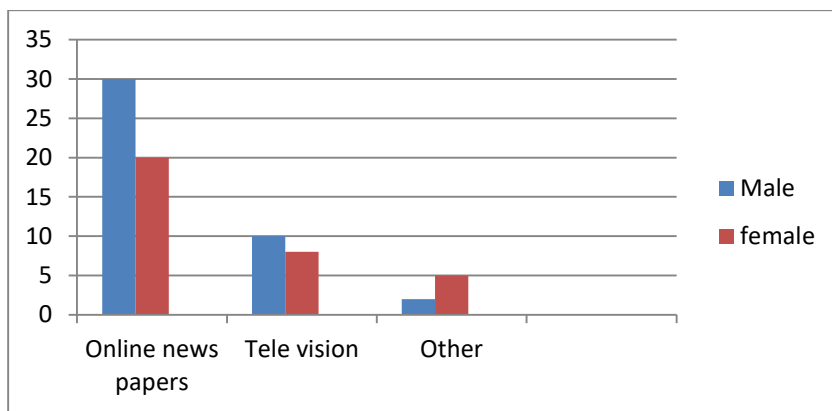
Out of 105 respondents, 32 students prefer newspaper because of its reliability. 18 of them prefer newspaper because its tradition. 36 respondents feel acceptance of the newspaper in the society. The remaining 18 students choose newspaper because various aspects. They are structure of news and its descriptive style, editorial, it is a daily, it improves language and reading skills, the feel of newspaper reading cannot be replaced by any other things, and easy to get.

While asking about the satisfaction of the readers, 55 students replied that they are satisfied with current status of the newspapers. Out of 105 students those who reads newspaper, 65 percentage feels that a newspaper cannot make any changes in the society.

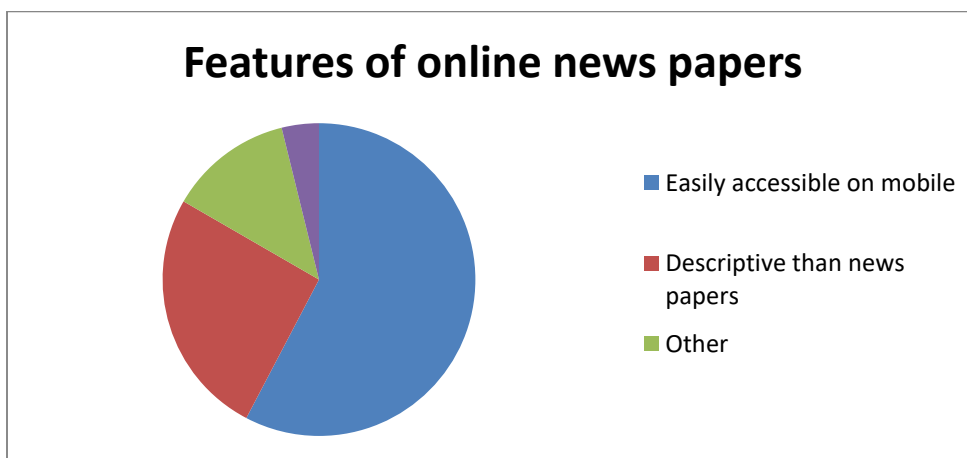
The respondents who are not likely to read newspapers think that other sources of news are more dependable. Among that, more than 80 percentages of them agrees that online newspapers are more convenient to access the daily knowledge and information. Another main source is Tele vision abut twenty percentage of the total depends on TV for news updates.

Description of usage of alternative sources for news based on gender

Sources Gender	Online news papers	Tele vision	Other
Male	30	10	2
Female	20	8	5
Total	50	18	7



Out of the 75 respondents, the 30 male respondents use online newspapers as the source of information. 20 female respondents use online newspapers. 10 male students and 8 female students use Tele vision for the purpose. Remaining 7 people use other media like Radio and news sites to access news updates. While discussing about the positive factors which are complimenting the alternative news sources, 60 percentages of the online newspaper reader’s comments that they prefer that medium because of the accessibility though mobile phones. More than 25 percentages of them commented that the descriptive style of online news influenced them to online news portals.



The user experience of online news portals is quite impressive. More than 80 percentages of online readers expressed their satisfaction over the sources they depended. But in the case of television and other forms of news sources other than newspapers, their satisfaction level is mediocre. The interactivity and user based content delivering is the most attractive features in the online news portals.

Whenever considering the competency of conventional media including newspapers with respect to the contemporary sources like online portals, the interactivity, user based content delivery, segmentation of user needs and many other giving advantages to online news portals. The main drawbacks of newspapers are limitations of space, ecological problems in the creation of newsprint etc. Majority of respondents replied that the limitation of space is the major disadvantage of newspaper.

When the total respondents are asked about the future of newspapers, the reactions received is nonaligned; one half expressed positively that the newspaper will grow up and survives this crisis. But the other half expressed their concern that it can't be survived. When the same question leads to the case of online news portals, 75 percentages of respondents believes that this media is in a growing up stage. So they expect that online media will evolve and exist in the same level as the industry and society demands it.

CONCLUSION

The purpose of this study was to find out the news reading habit among degree students and what will be the future of newspapers and online news portals. The study was carried out through survey and data collected by giving questionnaire. This study has four objectives. A detailed analysis of the objectives and conclusion of the study included

After analyzing the responses, it has found that out of 180 students, 105 of them read newspapers for daily knowledge and information. Most of the 105 students do not daily. This clearly shows that, newspaper readership is declining among youth. Almost 50% of them do not read newspapers. They are using another media. This shows that, the printed form of newspaper is getting out dated slowly. Most of the students think that, printed newspapers can't make much influence in the society.

Most of the online news portals giving choices to their news readers to select the category, content and genre of the news as according to their wish. And many of the portals giving multiple options to read further updates regarding a 'selected news story'. While getting the links of related news stories one can go for in-depth and background information of a particular news story. This will happen though the pre-set upped algorithm of news portals. This algorithms are generally works as the internal customization of users in the portals.

Another feature of news portals over newspapers is that the live updating facility. The news portals are up to date. It can be updated at any minute from anywhere of the world with the help of internet facility. In portals user can share a particular story to their peer groups through social media or they can comment their opinions in the comment box provided.

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