

**SUSTAINABILITY OF PRINT MEDIA INSPITE OF DIGITAL TECHONOLOGY
ADVANCEMENT IN SPECIAL REFERENCE TO NEWSPAPERS AT
VELLORE DISTRICT**

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Abstract

Every development is due to rapid modernization, improvement of traditional methods and the use of new technology to make things better. However, with the growing modernisation human demand for knowledge is also increasing. Print media is the oldest form of Mass media and still not outdated. The newspapers give us information about the whole world within a few minutes of a reading session, with a choice to skip the topics that we are not really interested in. Print Media still forms an important part of media industry which has been given a competition by electronic media and a new technology called e-newspaper applications. But still, newspaper holds its value even today and is competing strongly with technology backed media. Print media make use of the printing means to spread some news, information or message among a large number of people. Hence, this paper aims to highlights the print media sustainability in spite of digital technology advancement in special reference to newspapers at Vellore District.

Keywords: *Online media, Print media, industry, technology, communication*

INTRODUCTION

Media has a vital role in the process of advertising communication. Effective advertising is possible only if suitable media are available. The appropriateness of media used, via-a-via the target audience and their reach are of critical importance. Both these are, in the case of print media and the nature of programmes for radio and television. In addition to the market potential, business policies of newspapers and periodicals are also likely to have an effect on their circulation. The government policies bearing on the nature of programmes influence listenership and viewership and viewership of radio and television.

PRINT MEDIA

Print media is one of the oldest means of disseminating information. It is a popular form of advertising that uses physically printed media like newspapers, magazines, books,

leaflets, brochures etc. Print media has the ability to reach a wider section of people. It is produced by printing, a process which reproduces text and images on paper using ink in a printing press. In other words, it uses printing technology and methods to spread news, messages, information among the people. The three main types of print media include:

NEWSPAPERS

For many consumers, newspapers are their primary source of product information. They would not think of going shopping without checking to see who is having a sale or clipping coupons from the weekly food section or Sunday inserts. Many people read a number of different magazines each week or month to become better informed, or simply entertained. Individuals employed in various occupations rely on business magazines to keep them updated about trends and developments in their industries as well as in business in general. While most of us are excessively involved with the print media, it is important to keep in mind that only few newspapers or magazines could survive without the support of advertising revenue.

MAGAZINES

Over the past several decades, magazines have grown rapidly to serve the educational, informational, and entertainment needs of a wide range of readers in both the consumer and business markets. Magazines are the most specialized of all advertising media. There is a magazine designed to appeal to nearly every type of all advertising media. There is a magazine designed to appeal to nearly every type of consumer in terms of demographics, lifestyle, activities, interests, fascination. Numerous magazines are targeted toward specific businesses and industries as well toward individuals engaged in various professions. The wide variety makes magazines an appealing medium to a vast number of advertisers.

NEW DEVELOPMENT

Newspaper has faced similar threat when radio, television and online media were introduced. But despite the growth of online media is still popular in India. Similarly online media has not much affected the print newspaper's circulation. In India both the newspapers, online and print are growing. Print media is in safe position; they have started cross media production of news in both print and digital content. Print media has maintained its place. They have started their online portals or websites that provide news as well. Reading a newspaper is something they do with pleasure and updating the information daily on

convenient place. Many people nowadays are accessing internet for updated news in any place and at any time. Online newspapers still do not seem to be a substitute for print newspapers or other information channels, but can better be described as complementary

Flexibility: Newspapers are more flexible than other media. The number of pages in a newspaper can be increased or reduced according to needs.

Geographic Selectivity: Target markets and territories can be approached through regional or local newspapers. Localised action is possible. For example, 'The Hindu' is more popular in south, 'statesman' in east, 'Times of India' in west and 'Hindustan Times' in north India. Evening and Sunday editions may be used to communicate with busy readers.

Detailed: A newspaper advertisement can provide detailed information about the product/service. Moreover, some newspapers offer research and colour pages facilities. Moreover, print media has a long history and credibility.

Timeliness: In newspapers insertions can be adjusted to special needs. For example, current local events like a cricket match can be capitalised for timely impact. Timely announcement of new arrivals and seasonal goods is possible.

Localisation: A shopping mall or cinema hall can use the local newspapers. The advertiser can confine his efforts to cities in which his product is available for sale. Newspapers are the primary source of local advertising.

Visual Impression: The newspaper not only describes but visualises the product through its photograph. The prospect may read and re-read the message for complete understanding as per his/her own convenience. High reader interest can be created.

OBJECTIVES OF THE STUDY

- To understand how this print media sustaining in spite of online media newspapers among the people at Vellore District.
- To know whether the younger generation spends time to read the print newspapers.
- To assess the factors influencing the attitude level of people while reading the newspapers.
- To determine which media is effective for updating the information with the help of newspapers.

SCOPE OF THE STUDY

The study is intended to understand the print media sustainability in spite of digital media newspapers. This paper attempts to bring out whether the younger generation are interested in preferring the print newspapers for the purpose of updating information. This study focused on how the people spend their time to read the newspaper. This paper attempt to know whether the newspapers are easily reached the people who are living in rural areas. Hence this study highlights whether the print media forms a vital part of Media Industry which has been given a competition by electronic media and a new technology called e-newspaper applications.

REVIEW OF LITERATURE

Print media seem to be losing young readers simply because they want news on demand, and to control and customize content, time and the medium itself. In India print media are flourishing.

Robinson J (2010)

The print media would refer to all paper based publications in the country. Magazines, newspapers, flyers, newsletters, scholarly journals and other materials that are physically printed on paper are expels of print media.

Ganguly.S (2016)

RESEARCH METHODOLOGY

Source of Data : Primary and Secondary data

Pilot Study : A pilot study is conducted at the beginning of the survey

Sample design : Simple Random Sampling method

Sample Size : 100 respondents

Statistical tools : Chi square test

DATA ANALYSIS AND APPLICATIONS OF CHI SQUARE

Table -1

H1: Updating of information using technology

Level of rating	Education				Total
	Arts	Commerce	Science	Management	
Browse Internet	6	4	4	1	15
Read news Papers	18	20	14	1	53
Watch TV	6	10	8	0	24
Listen	1	2	1	0	4
Can't Say	0	1	0	3	4
Total	31	37	27	5	100

Source: Primary Data

Null Hypothesis (H₀): There is no significant difference in the opinion of updating of daily information based on their education level

Degree of Freedom: V= 12 (Table value @ 5% significant level V=12 is 21.0)

Calculated value is 25.7

Conclusion: The calculated value is greater than the table value. So, we accepted the alternative hypothesis. Hence, we conclude that there is a significant difference in the opinion of updating of daily information based on their education level.

Table -2

H2: Preferences to collect the news stories

Level Rating	Gender		Total
	Male	Female	
Online	5	13	18
Mobile	8	12	20
Newspapers	5	42	47
Social networking	2	13	15
Total	20	80	100

Sources: Primary Data

Null Hypothesis (H₀): There is no significant difference in the opinion of collecting the new stories based on the gender.

Degree of Freedom: V= 3 (Table value @ 5% significant level V=3 is 7.81)

Calculated value is 8.6711

Conclusion: The calculated value or chi-square value is greater than the table value so already framed null hypothesis. Hence we conclude that there is a significant difference there is a significant difference in the opinion of collecting the new stories based on the gender.

Table- 3

H3: Younger Generation adapt with new technology or electronic gadgets

Level of rating	Gender		Total
	Male	Female	
Yes	42	31	73
No	15	12	27
Total	57	43	100

Source: Primary Data

Null Hypothesis (H₀): There is no significant difference in the opinion of reading newspapers through internet are more expensive based on the area of living of the respondents.

Degree of Freedom: V= 16 (Table value @ 5% significant level V=1 is 3.84)

Calculated value is 3.64545

Conclusion: The calculated value is less than the table value. Hence, we conclude that there is no significant difference between the gender and the use of technology or gadgets by the younger generation.

SUGGESTIONS:

Print media gives a broader range of access to the knowledge about the particular topic and enables future generations to build up directly on the intellectual achievements of earlier ones without the changes arising from verbal traditions. Print media today is challenged by its electronic counterpart but there are several unique advantages that help both the mediums to create a niche place in media Industry. Print media is more capable than electronic media to deliver localized news that may interest city or district residents, also helpful for educational purpose.

Print media can be in form of newspaper, magazines, books or printed journals and pamphlets. The cost of print media newspaper is comparatively low when compared to the online media. Print newspapers can be carried away by anyone and anywhere with convenient and can be read any time. Print media is considered to be more of a habit for the people that are still used by considerable population; especially the elderly population and students are more inclined towards using print media.

CONCLUSION:

Print media seem to have the similar potential to cognitively influence the readers with its present contents. The future of print media is still bright even today also print media has not lost its importance, in complete sense, as after the huge rise of electronic media people still prefer to read printed newspapers. Newspaper has faced similar threat when radio, television and online media were introduced. But despite the growth of online media is still popular in India. Online newspapers still do not seem to be a substitute for print newspapers or other information channels, but can better be described as complementary. Similarly online media has not much affected the print newspaper's circulation.

Newspapers that unite news, articles and advertisement in a frequent and regular manner and present them in a attractive manner that creates interest of the reader along with providing accurate and authentic information about the latest events around the world and other aspects of life related to health, entertainment and other social grounds. In India both the newspapers, online and print are growing. Print media is in safe position; they have started cross media production of news in both print and digital content. Reading a newspaper is something they do with pleasure and updating the information daily on convenient place.

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