



New Media & Conventional Media

KEYWORDS

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Introduction

The advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper. While readership habits are changing as consumers turn to the Internet for free news and information. Some major newspaper chains are burdened by heavy debt loads. As in the past, major newspapers have declared bankruptcy as several big city papers shut down, lay off reporters and editors, impose pay reductions, cut the size of the physical newspaper, or turn to Web-only publication

The new media have also affected the way newspapers get and circulate their news. Since 1999, almost 90% of daily newspapers in the United States have been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets. In India, the effect of the new media on conventional media is still manageable. Newspapers in particular are not as hard hit as their counterparts in the USA. Indians still prefer to get their news through the print newspaper, radio and television. Daily Lokmat, Times of India, Bhaskar, AMAR UJALA Indian newspapers, for example have had an increased in circulation now compared to last one decade. However, some scholars here are of the opinion that Indians should opt for online digital newspapers as well as look at the opportunities to increase their advertising revenue through the concept of free newspaper.

The growth of the media industry in India was spurred on by the New Economic Policy and the privatization policy that was undertaken in the early 1980s by the Congress Government number of new newspapers and magazines and new TV and radio stations made inroads into the media industry. From 1994 to till we saw lots of new experiments & result also like FM radio, internet and all ICT related elements. India witnessed a growing trend of media ownership concentration and consolidation, which was triggered by economic and, to some extent, political considerations.

It is, therefore, not surprising that many Indians have turned to alternative media for new sources of information, news and views. Thus, the aim of this paper is to look at the present situation of conventional media, especially printed newspaper vis-à-vis. the new media with a focus on India.

The Internet as a global new medium

From Indy media to the future BBC, the distinction between information producers and consumers will become increasingly difficult to draw. As experiments with global

citizenship go forward, the empowerment offered by distributed, networked digital communication may become shared more widely. This warrants an important adjustment to media hegemony theories.

The long-term picture of new media or mass media information flows is not easy to predict. In the long run, these tendencies may be the most revolutionary aspects of the new media environment. In exploring the distinctions and complementarities between the new media and mainstream mass media one must understand the technical distinctions between these various media forms. Mainstream mass media are typically highly centralized, require significant investment and resources and can be heavily influenced by governments through various mechanisms and forms of control the new or alternative media on the other hand have radically different characteristics. The new media such as the Internet can be used for both points to mass communications as well as point to point and mass to point message distribution. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet which is seen as free from control. In India, the new media gained popularity and acceptance because of the need to have freer information flow as the mainstream media is perceived to be controlled by the government. The nature of the Internet has made it possible for online newspapers to be in operation as it is easy to join as not much money is needed or required, though online presence needs to be sustained. Moreover, the people of India in general at that time wanted something different, a fresher look and different perspectives.

The Indian media context has seen intense changes over the past few decades. Beginning with a controlled media environment where the print media worked under an annual licensing scheme and broadcast media were state-controlled, India has witnessed a process of deregulation and liberalization of the media landscape since the early 1980s. Today, the Indian media continues to see some form of control over the mainstream media through licensing of the print media and state control of broadcasting. In addition, there is a range of commercial radio, TV stations and satellite TV that are in operation the expansion of the new media in India has been so extensive that, new media create an environment of everything new media can change the government by his campaign. We saw new media power last year's in Social worker Mr. Anna Hazare Anti corruption movement

The Challenge facing conventional media

Some observers believe that the challenge facing conventional media, especially newspapers, has to do with the perfect storm of the global economic crisis, dwindling

readership and advertising dollars, and the inability of newspapers to monetize their online efforts. Newspapers, especially in the West and the US in particular, have lost the lion's share of classified advertisement to the Internet. The situation worsened when a depressed economy forced more readers to cancel their newspaper subscriptions, and business firms to cut their advertising budget as part of the overall cost-cutting measurements. As a result, closures of newspapers, bankruptcy, job cuts and salary cuts are widespread because News paper's basic requirement is Advertisement & News. All economy of a print media industry is depend on advertisement that's why we need advt. for survival.

In the this ICT world now a day's Accusations are being hurled at search engines giants by publishers such as Sir David Bell, who categorically accused Google and Yahoo of "stealing" the contents of newspapers. A similar allegation came from media mogul Rupert Murdoch in early April 2009. "Should we be allowing Google to steal all our copyrights?" asked the News Corp. Chief Likewise, Sam Zell, owner of the Tribune Company that publishes the Chicago Tribune, the Los Angeles Times and the Baltimore Sun claimed it was the newspapers in America who allowed Google to steal their contents for nothing, but asked without the contents what would Google do, and how profitable would Google be Major giants in the newspaper business have pointed their fingers at the 10-year old company founded by two students in their university dormitory. Google is now so powerful that media tycoons believe that it has been forcing the newspaper industry out of business.

The search engine giant's response is that it is the Internet which has posed the threat to the traditional model of newspaper business The data indicate that a shift in consumer behavior has led more people to get their news and information online by the headlines from New York Times, April 2009.

Newspapers have also lost much of their classified advertisement to the Internet. To make things worse, a depressed economy has compelled more readers to cancel their newspaper subscriptions, and businesses cost cut their advertisement budget as part of overall cost-cutting measures.

there are some successful stories involving newspapers which have been able to weather the storm and remain resilient through their online digital newspapers. Some of the more successful newspaper responses include companies like Daily AMAR UJALA, Lokmat, Bhaskar, India today, & many more.. The India has the Third largest Internet user population in the world. Newspapers in India, however, have a different experience from their US counterparts. Readership has yet to drop to a drastic level, while advertisers still regard it as the medium of choice. The Internet might have become a force to be reckoned with in the political arena, but the reality is that most Indians still get their news from conventional media like newspapers and TV. Though in India the situation is still manageable, presently there are lots of efforts by the owners of conventional media, especially newspapers to counteract the challenge being posed by the Internet and Information and Communications Technology in order to remain in operation. This would mean that they have to have online presence by having electronic copy of their print newspaper. In India, like the US, people go online where they get to read newspapers for free. For example, one can go to

Indian newspapers online (<http://www.onlinenewspapers.com/India.htm>) and read almost all the Indian newspapers. This has drawn away some of the readers who used to buy print newspapers. Despite all these developments, newspapers both in the US and India will not cease to operate. In the West itself, when television was introduced, there was an outcry that radio will die off. But until today radio still exists, continues to improve and is growing on a massive scale. For print media, conventional media, in this research we can say new media is very effective but old or conventional media, print media continues to improve and the readership will increases day by day in India.

News organizations are going through a process of change and adaptation. In India, though there is a drop in readership and a subsequent drop in the circulation of newspapers, there are still some newspapers like Bhaskar which have grown dramatically. Some observers see the arrival of New Communication Technology as bringing with it a set of opportunities and challenges for traditional media professions such as journalism.

The Indian newspaper industry vis-à-vis the new media

Mainstream newspapers in India have gone through several stages of uncertainty and fear toward the end of 1997. This began with the emergence of online newspapers and websites which formed part of the new media and were made possible by the Internet. In the initial stage, the emergence of the new media made conventional media owners worry about losing their influence and consequently, their profitability.

The fear was not only that the new media were fast, colorful and borderless, but also that they affect the mind and psychology of readers who opt for alternative media. Despite all these developments, Indian newspapers still attract advertising dollars. The presence of online newspapers did not destroy the print newspaper. We argue that the presence of the Internet will not replace newspaper. Radio did not replace newspaper, and neither did television replace radio. The form of newspaper may change, but not the newspaper per se. Even if there is a drop in circulation, it is perhaps due to the youngsters shunning the mainstream or conventional media. The decline in circulation of newspapers in India may also be attributed to issues on credibility as some think that the mainstream newspapers are too government friendly and serve as the propaganda tools.

There is therefore a credibility problem with regard to what is written in mainstream media.

The Indian Insider and other online newspapers will have an easy ride.. The Internet is the ideal medium for what some call hyper local news, but fortunately for the newspapers, it has not yet become popular here. Like everything else, however, it is only a matter of time. Online newspapers not only have gained popularity, but have also managed to attract advertisements and this is also a challenge to the mainstream newspapers to maintain their advertisement revenue. The mainstream newspapers are challenged in many aspects but against all odds they continue to stay and remain as the first important reading material for Indians in the morning. Despite the internet becoming a major source of news and information in recent years, newspapers in India still remain as the main and important reading and informative document for the people to rely on. The Internet is still grappling with privacy issues, content accuracy, reliability, and other related concerns and, ac-

ording to some observers, all these predict trouble for online news in future. For Indians, the Internet still has to improve its credibility. The results of a study comparing the credibility of Internet and TV among Indians revealed that television is more credible than Internet to convey news. The number of people who go to cybercafés or have their own personal internet access is still not large enough and therefore still requires their news from print newspapers. No doubt the numbers are increasing, but people still buy and read newspapers as they are among the cheapest reading materials in the market and do not require the expense of a personal computers. Newspapers and the new media in India are complementing each other. At present quite a number of Indian newspapers have online presence.

The way forward for newspapers

The way forward for newspapers, mainstream as well as other conventional media particularly in India would be first of all, Improve their credibility. Newspapers should separate their new venture and their core business, the new venture being the online digital newspapers and their core is their already existing newspaper business. These separate sites dedicated to only online newspapers will be successful in building new markets with new sources of revenue.

The way out for newspapers and other media will always be on the revenue side, creating new ideas, creating new value propositions, and creating new ways to engage with customers. In other words, newspapers could work with search engines and Internet Service Providers to provide and include in the ISPs package access to digital newspapers. Newspapers could also charge a subscription fee for their online version where, upon payment of the fee, a password is given to the subscribers. Online presence as

well as print version of the newspaper should be side by side. Newspapers should also consider exploring free circulation, as many is doing, which make them purely advertising based. The free newspaper concept expected to follow this is an general tips to follow it may help to enhance you are readership

Conclusion

Change has not only swept through the political landscape but also the media environment. Perhaps among the reasons why new media appear credible are the perceptions that the conventional mainstream media in India are government controlled, coupled with the fact that the opposition found an avenue in the new media to air their grievances and reach their supporters.

The fact that we are increasingly living in an era of media convergence, distinctions among traditional mainstream mass media and the new media such as the Internet are getting more and more blurred (Banerjee, 2008). Despite these distinctions, there are still complementarities between the new media and conventional media.

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