



The Impact of New Media on Traditional Mainstream Mass Media

KEYWORDS

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ABSTRACT

The advent of new media has posed a challenge to conventional media. Their effect over on the circulation of print newspapers, especially in the USA. However in India, the effect of the new media on conventional media is huge boom in media market sector. Indian newspapers still attract advertising and even with the presence of online newspapers. The two reinforce each other. Thus, in this paper, we argue that the presence of the Internet will not replace newspapers, just as radio did not replace newspapers and television. This paper will look at the present situation of conventional media, especially print newspapers vis-à-vis. the new media in India. We believe that the layout of newspapers here may change, but the content is still in the form of news. However, Even though the traditional media has online version, they have not fully embraced the new technology. Even if there is a drop in circulation, Nevertheless, it would be because the younger generation prefer the new media as they are more interactive compared to the online version of mainstream. Apparently, There are also online television's such as NDTV, CNN-IBN, BBC, and many more. Perhaps. A large number of Indian citizens have their own Internet connections, so they can read newspapers through online, thus squeezing revenues from advertising especially at a time of global economic slowdown. However, the new media and conventional media will continue to coexist and reinforce each other for ever in twenty first century.

Introduction

Merely, an advent of New Communication Technology (NCT) has brought forth a set of opportunities and challenges for conventional media. However, The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper. Analysts in industrial organizations and businesses are of the view that the U.S. newspaper industry is suffering through what could be its worst financial crisis since the Great Depression Advertising revenues are tumbling due to the severe economic downturn, 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.

The regional language newspapers, for example have had an increased in circulation now compared to two decades ago. However, some scholars 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 Policy of Information and Broadcasting Minis-

try, New Delhi(I&B). Following its implementation in 1970, and the privatization policy that was under taken in the early 1980s. Then, the number of new newspapers and magazines and new TV and radio stations made inroads into the media industry. India, witnessed a growing trend of media ownership concentration and consolidation, which was triggered by economic and, to some extent, political considerations. Such a phenomenon prevail primarily because of the laws that govern mainstream media, namely the Printing Presses and Publications Act for the press and the Communications and Multimedia Act for the broadcasting industry and the Internet. They invariably empowered the ministers concerned to determine who can or cannot own and run the main stream press and broadcasting stations.

In other words, the parameters of freedom and space found in the mainstream media are directly or indirectly prescribed by the government. Such a media environment also brought about a worrying culture of self-censorship within the journalistic community. It is, therefore, not surprising that many media 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. It hopes to put forward suggestions on how to cope with the inevitable advent of the Internet and its interactive and dynamic nature.

The Internet as a global new medium With the coming of the new media, people who have long been on the receiving end of one-way mass communication are now increasingly likely to become producers and transmitters. From India 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. Mass media news outlets are struggling with changing gate-keeping standards due to demands for interactive content produced by audiences themselves. Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values. 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. They are also extremely de-centralized, require very low investment, provide greater interactivity and public participation and are much more difficult to control. However, with this scenario, it is therefore not surprising for the new media to gain popularity and acceptance in civil society. 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. This was the case during Anwar's reforms (purportedly reforming the political and democratic system of the country), which saw the need to spread information about the activities of the new movement which later culminated into the

formation of a new political party. Despite, In India as per the present usage 10.1% population out of 134 millions of population are accessing the media.

The Challenge facing conventional media

Some observers believe that the challenge faced by 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. This has made some representatives of the US newspaper industry seek some sort of bail-out from the government by allowing U.S. newspapers to recoup taxes they paid on profits earlier this decade to help offset some of their current losses. This is what they put forward to the Joint Committee of Congress.

In addition, there are indications of a shift in the way people get their news. The average daily circulation of US newspapers declined 7% in the last and first quarters of 2008 and 2009 respectively, according to the latest data from the Audit Bureau of Circulations. The data indicate that a shift in consumer behavior has led more people to get their news and information online .

Observers argue that these sites are successful because they are separated from the core newspaper business and all have been successful in building new markets with new sources of revenue. In addition to that, a large number of citizens in the US have their own internet connection so they can read newspapers online. The US has the second largest Internet user population in the world with 227.7 million users trailing only behind China. In terms of the percentage of population or penetration of internet users, the US has 74.1% (Internet World Stats, 2009).

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 Indian's still get their news from conventional media like newspapers and TV. This does not mean, however, that newspapers in India, can sit back and do nothing while expecting their readership to be maintained or increase. Though situation is still manageable in India, 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 India, newspapers online 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 South eastern countries 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.

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

Mainstream newspapers have gone through several phases 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 (Daud, 2008).

Despite all these developments, Indian newspapers still attract advertising dollars. The presence of online newspapers did not destroy the print newspaper. They are reinforcing each other. 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. The layout may change, but the content will still be

in the form of news. 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. Level of believability among the people seems to be less. Nonetheless, the conventional media are actually embracing the new media as newspapers now have their own online versions.

This, however, online newspapers will have an easy ride. For starters, it is still very difficult to attract enough revenue relying solely on online advertising, which is still in its infancy.

Plus, there is a myriad of other issues facing online newspaper organizations too, such as the challenge of maintaining readership and control over content in a world of links and copy-and-paste journalism.

The newspapers do deserve some credit as they do a better job in covering local interest stories, which are often neglected by the politically and nationally minded online publications. If one can get past the main section of The Star without having a seizure, one would like to read its Metro section which keeps one informed on the little things going on in the neighborhood, city and state. 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 in the morning.

Despite the internet becoming a major source of news and information in recent years, newspapers 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, according to some observers, all these predict trouble for online news in future. 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. Generally, as past research revealed, people are less likely to rely on the media they do not perceive as credible. Therefore, credibility is crucial for the Internet.

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 are complementing each other.

At present quite a number of vernacular, newspapers have online presence. The Star online and The Sun Online are

marked examples. Both versions of online newspapers are free and thus increasing their penetration.

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, to improve their credibility. As it is now there are segments of the society which see mainstream media as the mouthpiece and propaganda tool of the ruling government.

Gilbert (2002) observes that, first and foremost, 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 are doing, which make them purely advertising based. This will attract younger readers who are not used to paying for newspapers and have thus been moving to free or less expensive, more advertising-based circulations. The free newspaper concept is already being practiced.

Statistical Details of New Media Technology:

- **Internet Users:** 350 million, up 44% since our last report in July 2014
- **Social Media Users:** 134 million, up 26% in the past year
- **Unique Mobile Users:** 590 million – a penetration rate of 46%
- **Mobile Internet Users:** 159 million – 45% of all internet users
- **Mobile Social Media Users:** 97 million, up 5% since July 2014

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 here in 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, in a recent comment, made by I&B Minister Arun Jatley, "The Internet news media cannot be called an "alternative media" any more as it is a more popular medium than the traditional mainstream media in India. I think we have to call the alternative media the mainstream. In fact, mainstream papers are trying to emulate them and be as critical as they can in selling their papers".

Research Design : Survey Based

As a researcher, he tried to access source through various statistical tool and research design for analyzing available data, Usage of Testing tool like T-test, Radom test, Chi-Square, Co-chorine, Pearson Test, and many more types of Test.

Sample Area; Researcher has used Tumkur and Mangalore as a area of study, with urban and rural mass users of new media. Age group between 13-19, 20-29, 30-39,40-49,50-59,60-69 male and female are considered as sample for the study.

Objectives of Study: As of researcher veracity data ,would have objects as per mention below.

- To identify the usage of new media technology in 21st century.
- To reveal frequency of new media on users.
- An amid dissent political, social, economical strategy and consumption of an ideas.
- Usage of social site like face book, twitter, integral and other social site for socialization.
- To identify extensive usage of Online news through available various apps.

Limitation of The Study : Male and female are equally beneficiaries' to the advantages offered by New media and Technology it should not confined to elite group of social but flow of their society, Indices analyze level of impact of New media and Technology on Traditional Main Stream Media Who are belong to Tumkur and Mangalore, Who are Knows operate in Material for their need. since it is an approximation accuracy of the study depends upon the applicability with individual cases. The sample selection is also small therefore generalization cannot be made

Research Methodology:

Research Design: Exploratory cum descriptive research designs were followed in present research, it was descriptive as the study was based on empirical data and explorative as there are no sufficient studies available to reach to a particular concept

Universe of study: All are individual male and female who are known to operate New media material to fulfill their basic needs and those who are belongs to Mangalore and Tumkur district of Karnataka state are the universe of research study.

Size of sampling: Selection of the Sample become an issue in the research. The study was focused male and female those who are using New media in their day to day life which contain sixty respondents which include students, house wives, shop workers, non-government worker staff nurse, Business process and other. the suggestion listed above are the outcome of research conducted on sixty respondent of Men and women were selected as a sample of study. Methods of sampling: random sampling method was adopted in the research.

Source of data:

In pursuance of the above objectives and hypotheses, the following methodology was used for this study. The objective of the study were achieved through collection and analysis of both secondary and Primary data.

Secondary data has been mainly drawn from various records and publications of directorate of Industries and commerce, center for publication board, state planning board, Karnataka Financial Corporation, Periodicals and websites of Government and Non -Governmental organization.

Results :

As per the statistic ,null hypothesis null hypothesis has been drawn .

- 75% percentage of male are using online media and 25% of female are using age group between 13-19
- 76% male and 24 % female are using media age group between 20-29.
- 78% male and 22 % female are making use of media group between 30-39.
- 78% male and 22 % of female are using extensively age group between 40-49.
- 74% male and 26% female are abusing media between age group 50-59
- 77% male and 23 of female are using media in the present contemporary world for their betterment of life. Age between 60-69.

Conclusion

In the present scenario New Media and New communication technology has brought more changes and impact over in the traditional media, However, new Inventions and technology have given more space and time for growth and development of Media. Despite, Traditional media has not lost its charm and credibility in a meekly situation. However, Indian democracy, and political system has muscled the new media and traditional media with in there clutches. Perhaps, new Media and technology is being overly exploited by many more Indian vulnerable section of society. Nevertheless. New Media has given has given an opportunity to explore various news and views on the screen and web site. Perhaps, it's ridding over on the traditional form of media.

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