

Research Paper :

## Research study on future of Newspapers

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### ABSTRACT

Maternity clothing has a niche market in today's fashion era because of increase number of women worker with the attitude of being well dressed during pregnancy also as at any other time in their life. Maternity clothes have very significant role during lactation period also because breast feeding in regular clothes become awkward and embarrassing. Thus, there is a great need to design clothing for pregnant and lactating women. All lactating women gave their preference towards vertical and horizontal opening with zipper at bust level, hidden flaps up to bust level detachable with Velcro and snap fasteners. Developed functional maternity *kameezes* were found highly suitable among lactating women in terms of suitability of structural features, functional aspects, selection of materials and colour combinations used.

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**M**edia and journalism play vital role to every society. Their activities on the premise are that they function as disseminator of news and information. Media acts as promoter of peace, stability, an instrument of economic growth. The Indian press is going through transformation because of changes occurring in today's policy of the country on account of rapid socio economic strides. Liberalization, globalization, and competition from the electronic media are impelling the print media to adapt new technologies, with more professional outlook and sensitivity to the market forces. Today, the structure of India's print media maintains a product line which is amazingly diverse, array of languages, management set up, topics and news contents. (Padhy and Sahu 2005)(1).

Sharma (2005) expressed that when we look back over the past decades, one can see that newspapers have undergone tremendous improvements in content, design and technology through the world. Today practically all newspaper's content is in digital form right up to the printing press, which has made possible a proliferation of graphics and colour. (11)

Majority would agree that overall printing quality and content design have never been better. But at the same time in future Newspapers have been widely debated as the Industry has faced down soaring newsprint prices, slumping ad sales, the loss of much classified advertising and precipitous drops in circulation. (Wikipedia, 2009).

(Source: - <http://en.wikipedia.org/wiki/future-of-newspapers>)

Anyone remotely connected with the media world is concerned about the future of newspapers in the face of ongoing rapid transition from print media to online media. The technological breakthrough in printing has brought in unforeseen structural changes in the set of the print media.

According to Zafar (2009) the newspaper industry is leading the charge in providing varied and compelling proof that the Internet really is perhaps destroying the traditional ink-on-paper publishing. The data has been troubling for a long time, and gets gloomier by the day. In today's newspaper Industry readership and circulation are essentially superficial indicators of the health of the newspaper industry and its future. Advertisement revenue is a more raveling indicator. But profitability matters most.

However according to Zafar (2009), The Print Media will do well by keeping in mind that if it wants bright future, it will have to sow the healthy seeds today. Future is not something that waits. It is something for which foundation is to be laid today. The potentiality of the print media has no limit but it is to be harnessed carefully. The need is to balance technological revolution with the value based ethics in journalism. (Source: <http://www.mis-asia.com/opinion-and-blogs/blogges/the-future-of-newspapers>)

### Statement of the problem:

In the light of the above mentioned varied opinions