

**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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**Key words :** Newspapers, Future scope

**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

and Perceptions of many people regarding the Newspaper's future, many questions arise, which are as follow:

- What is the Future of Indian Newspapers?
- What challenges will the newspapers industry face for survival?
- What efforts should be made in order to reduce their challenges of the newspaper industry.

To seek the answers of the above questions, it was decided to conduct a study of "Perceptions of selected print journalists from the city of Vadodara and Ahmedabad regarding the Challenges, and suggestions for the Future of Newspapers in the year 2009-2010.

### **Justification of the study:**

This study aims at studying the Perceptions, challenges and suggestions of the print journalists regarding the Future of Newspaper Industry always felt an undue threat first from the radio and television and now the internet gives the biggest challenge to the Newspapers.

Antani (2010) stated that a large number of journalists who deal with print media believe that newspapers are getting affected some or the other way due to rise and proliferation of electronic media and internet. A newspaper is highly subsidized commodity in context of its production price. In India, particularly, copy of newspaper is sold at the retail price of Rs 2-3 while its production price ranges from Rs.15-20. Every newspaper has to rely on advertisements to gap the bridge the gap and also to earn some profit. But, now a day's electronic media and internet are fast snatching a major pie of advertisements revenue from newspapers. This affect hard on bottom line most of the newspapers and thus put a question mark of their very existence. (Refer appendix)

Prices of newsprint are fast soaring and it put more pressure on margin of newspaper industry. Many newspapers have shunned their supplementary and excess pages. Till date, the major disadvantage of TV news or internet news is that one has to sit in front of TV set or computer but now, with the launch of E-reader gadgets this disadvantage has disappeared. Recently, Amazon launched KINDLES (this wireless reading device) recently. Many more such gadgets are on the way. So there will be no need of computers in near future to surf the news.

Most of the newspapers have started their websites to feed the new generation readers. Newspapers like Times of India have started E-Reader service also. Newspapers are fast losing their position as the first and primary source of news. People tend to switch on TV for

the first information (Refer appendix).

Further Antani (2010) emphasized that private FM stations are allowed to air music only in India. But, in near future they will get permission for spreading news and then situation would become verse for newspapers. It may be possible that Newspapers may develop some new strategy to fight the impact of TV and Internet. This possibility has been a central point of discussion in various forms a like World Association of Newspapers (WAN). This kind of studies on Future of Newspapers are more relevant in this context (Refer appendix ).

So far no studies have been conducted on the Future of Newspapers, that's why need was felt by the investigator to study on this subject. This study will focus different threats of the Newspaper Industry in future.

### **Objectives of the study:**

- To study the background information of selected print journalists from the city of Vadodara and Ahmedabad.

- To study the overall Perceptions of selected print journalists from the city of Vadodara and Ahmedabad regarding the Future of Newspapers in the year 2009-10.

- To study the overall Perceptions of selected print journalists from the city of Vadodara and Ahmedabad regarding the Future of Newspapers in the year 2009-2010 in relation to following variables,

- Age
- Gender
- Education
- Experience

- To study the differences in the Perceptions of selected print journalists from the city of Vadodara and Ahmedabad regarding the Future of Newspapers in the year 2009-10 in relation to following variables:

- Age
- Gender
- Education
- Experience.

- To study the overall Perceptions of selected print journalists from the city of Vadodara and Ahmedabad regarding the Challenges of Newspapers in Future in the year of 2009-2010.

- To study the overall Perceptions of the selected print journalists from the city of Vadodara and Ahmedabad regarding the Challenges for the Newspapers in Future in the year of 2009-2010 in relation to following variables:-

- Age
- Gender
- Education
- Experience

– To study the differences in the Perceptions of selected print journalists from the city of Vadodara and Ahmedabad regarding the Challenges for the Newspapers in Future in the year 2009-2010 in relation to following variables,

- Age
- Gender
- Education
- Experience

– To seek the suggestions of the selected print journalists from the city of Vadodara and Ahmedabad regarding the sustenance of the newspapers in future in the year 2009-10 in relation to the following aspects:-

- Content
- Journalists
- Presentation of newspapers

**METHODOLOGY**

**Population of the study:**

The population of the present study was the different print journalists from the Vadodara and Ahmedabad city from both English and vernacular (Gujarati) press.

**Sample of the study:**

The sample of the present study for quantitative data comprised of hundred selected print journalists from Vadodara and Ahmedabad city in the year 2009-2010. A simple random sampling method was used for the sample.

A formal list of the all print journalist was taken from the information Bureau of the Vadodara city. For Ahmedabad an informal survey was conducted by the investigator to identify print journalists from the English and Vernacular (Gujarati) Press were as follows.

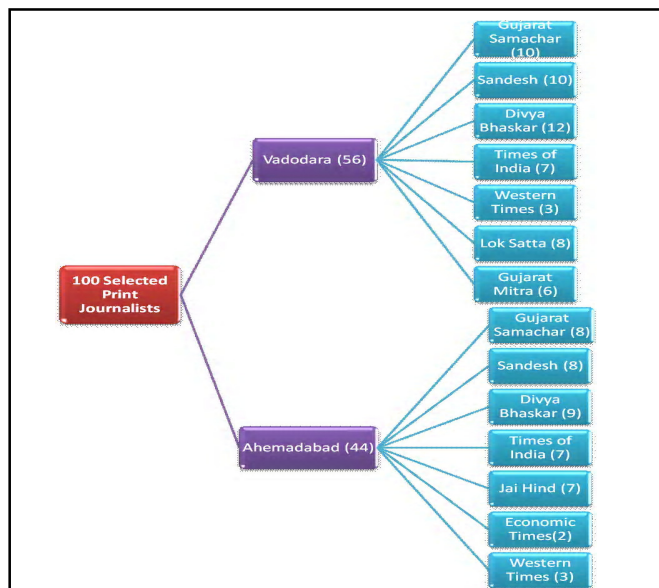


Fig. 1 : Sampling plan for quantitative data

**Construction of the research tool:**

A structured questionnaire was developed to study the Perceptions of the selected print journalists from the city of vadodara and Ahmedabad regarding the challenges and suggestions in the years 2009-2010. The related content was drawn by referring the sources like books, theses and articles from Hansa Mehta Library, The Maharaja Sayajirao University of Baroda. The tool was constructed in English and later translated into Gujarati for the convenience of the print journalists especially with the vernacular press.

**Table 1 : Categorization of the variables**

Sr. No.	Variable	Basis	Category
1.	Age group	< 35 years	Younger
		=>35 years	Elder
2.	Gender	-----	Male
			Female
3.	Education	< 10 years	Post graduate
		>=10 years	Graduate
4.	Experience	< 10 years	More Experience
		>= 10 years	Less Experience

**FINDINGS AND DISCUSSION**

The findings obtained from the present investigation are presented below:

**Background information of the selected print journalists:**

- High majority of selected print journalists were male and very few were females.
- Majority of selected print journalists had more experience of their profession and very few had less experience.( => 10 year)
- There were equal percentages of the selected 50% print journalists were Post graduates and other half were Graduates.
- Majority of selected print journalists were editors and senior journalists and few of them were junior journalists.
- Majority of selected print journalists were not working at the same post for the many years.
- Majority of the selected print journalists were Hindus and very few of them were from the other category.
- Majority of the selected print journalists had started their work below twenty five years age.( < 25)

**Overall perceptions of the selected print journalists regarding the “Future of newspapers”:**

- The second finding of the present research reveals

that the selected print journalists imparted similar Perceptions regarding the “Future of Newspapers”. Some gave unfavorable view while some shared favorable Perceptions.

**Differences in the perceptions of the selected print journalists regarding the “Future of newspapers” in relation to the selected variables:**

- There were no significant differences in the Perceptions of the selected print journalists regarding the “Future of Newspapers” in relation to their Sex and Education.

- There were significant differences in the Perceptions of the selected print journalists regarding the “Future of Newspapers” in relation to their Age and Experience level.

**Item wise overall indices of the selected print journalists regarding the “Future of newspapers”:**

- Almost half of the selected print journalist had given unfavorable another half of the selected print journalists had given favorable Perceptions regarding the “Future of Newspapers”

**Item wise intensity of indices of the selected print journalists from Baroda and Ahmedabad city:**

- The item wise intensity indices regarding the Perceptions of the selected print journalists regarding the “Future of Newspapers” ranged from 2.68 to 1.14.

- Almost half of the selected print journalists had favourable Perceptions regarding the Limited internet access in many parts of the country will become an asset for the newspapers Industry.

- The vertical structure of news gathering and presenting will affect the accuracy, fairness and objectivity of Newspapers.

- The exposure of online newspaper may restrict the readers from the using the electronic form and encourage the usage of physical form of newspapers.

Other selected print journalists gave neutral Perceptions of the selected print regarding the,

- Form of the Newspapers will be change
- In future Newspaper’s readers will give quick bloggers more credibility than established news outlets.
- Radio, Television, and Internet will offer flexibility in frequency of information.
- Declining readership and advertisement revenues will affect the quality of Newspapers.

Other selected print journalists had given Unfavourable Perceptions regarding the,

- Newspapers will remain portable in comparison

to other media.

- Depth of the stories will sustain the newspaper reader’s interest.

**Percentage distribution of selected print journalists regarding the challenges of newspapers in future:**

Majority of the selected print journalists agreed to the great extent (30%) for the more challenges whereas other agreed to less extent (23%) for less challenges, however other (47%) selected print journalists gave their Perceptions neutrally.

**Differences in the perceptions of the selected print journalists regarding the challenges of newspapers in future in relation to following variables:**

- There were significant differences in the Perceptions of the selected print journalists regarding the challenges of newspapers in future with relation to Sex, Age, and Education and Experience level.

**Item wise intensity indices of perceptions of the selected print journalists regarding the challenges of newspapers in future:**

- The item wise intensity indices in relation to the Perceptions of the selected print journalists regarding their challenges of Newspapers in future ranged from 2.31 to 1.58.

The highest intensity index was found be 2.31 for the more challenges regarding the “Future of Newspapers.

Spread of local electronic news channels may replace newspapers as primary sources of newspapers.

- The decrease of the income of newspapers due to the changes in physical format of Newspapers.

- Constantly internet revolution.
- Interactivity of online journalism.
- Downsizing of newspapers and reduction of papers to bear the cost of newspapers.

- Facilities like HTML may provide in depth coverage.

Further the lowest intensity index was found to be 1.58 for the less challenges regarding the “Future of Newspapers”.

Almost forty per cent of the selected print journalists agreed to few of the times that,

- Newspapers industry is really expensive to operate.
- Presentation of proper News with entertainment.
- Immediacy of news as a striking feature of on-line journalists.

**Suggestions of the selected print journalists regarding the sustainance of the newspapers in future in relation to the content:**

- Percentage wise majority of the selected print journalist had suggested the following statements in relation to the “content” regarding the “Future of Newspapers”.
  - The depth of research and reporting can be enhanced considerably for good readership of newspapers (93%)
    - Newspapers should publish the eye-opener stories to gain attraction of readers. (89.8%)
    - Newspapers should publish the eye-opener stories to gain attraction of readers. (89.8).
    - Content should have some edge of truth and based on current visibility (87.6%)
    - The content should present the develop sense of responsibility among people. (E.g. in newspaper of social advertisement on safety rules, save girl child, aids awareness etc.) (85.7%).

**Suggestions of the selected print journalists regarding the sustainance of the newspapers in future in relation to the journalists:**

- Percentage wise majority of the selected print journalist had suggested the following statements in relation to the “Journalists” regarding the “Future of Newspapers”.
  - Journalists should establish credibility to sustain in Media. (90.8%)
  - Journalists should gear up in their skill to choose an interpret information which people need in their daily life, thus translating information in to knowledge. (89.8%)
  - Journalists should be interpretative in their writing and opt in depth analysis and research to sustain in future. (87.8%)
  - For more in depth and analytical stories journalists should use more libraries and read other sources. (86.7%)
  - Print journalist should be accountable to society when they work in newspaper industry as an employee. (84.3%)

**Suggestions of the selected print journalists regarding the sustainance of the newspapers in future in relation to the presentation of the newspapers:**

- Percentage wise majority of the selected print journalist had suggested the following statements in relation to the “presentation of newspapers” regarding the “Future of Newspapers”.
  - Newspapers should use the good technologies for good printing quality. (91.6%)

- Newspapers should look more elegant with real incident’s photographs. (88.4%)
- Newspapers should give more importance to the supplements according to the reader’s interests and need.(84.4%).
- Newspapers should give more importance to the supplements according to the reader’s interests and need.(82.3%).

The present research focuses on future of newspapers as perceived by the print journalists in the light of advent of telecommunication and media journalism. Advancement of new technology worldwide has affected shrinking of printing and publishing. With it, newspapers too are losing charm to some extent. There was a time when a day broke with a glance of newspapers. That was the glorious time for newspapers. Today, that charm had been replaced by television channels “breaking news” and it goes on over the day. Secondarily newspapers bring us news one day later. Whereas, television channels telecast news instantly and almost as live. In addition to it, all features of audio and video add new charm with which young people develop fascination for media journalism. And above all these huge varieties of presentation of news makes the media news telecast more interesting for people of all ages. There are regular news telecasts, special reports, breaking news, theme based reporting, talk shows and face to face interviews that add to popularity of media journalism. The speed at which media is cope off public attention puts lovers of news papers at deep anxiety. More anxiety would be those who are directly involve in newspaper production. They are owners and journalist whose bread and survival rests on prosperity of newspapers. The present situation would extremely put them to a great concern about future of newspapers because; their own future relies very much on it. This is the logic that goes into selection of the topic of the present research that bears the title: “Perceptions of the selected print journalist from the city of Vadodara and Ahmedabad regarding the challenges and suggestions for the future of newspapers in the year 2009-10”.

The earlier chapter presents the view of the present research and in its light projects the Perceptions of some print journalists. Some media journalists from the city of Vadodara and Ahmedabad were selected for the purpose of the present study and their views and Perceptions were collected through their responses to the questionnaire framed. The data and responses of the selected print journalists through tables, graphs and diagrams. The reading of the data needs to be done as observation the issue. The present chapter works on that line with a new to obtaining projection of seriousness on the issues.

Therefore this chapter presents the discussion of the findings and their implications. The title of the present research is Perceptions of the selected print journalist from the city of Vadodara and Ahmedabad regarding the challenges and suggestions for the future of newspapers in the year 2009-10.

In view of the issue, certain things need to be observing in the present content so; the whole discussion is divided in the following sections.

- Background information of the selected print journalists.
- Perceptions of the selected print journalists regarding the “Future of the newspapers”.
- Perceptions of the selected journalists regarding challenges of newspapers in future.
- Suggestion for the sustainance of the selected print journalists in relation to:
  - Content
  - Journalists
  - Presentation of the Newspapers.

#### **Background information of the selected print journalists:**

The finding of the study reveals that high majority of the selected print journalists were male and a few of them were female.

The reason may be for it would a journalists profession involves a style of writing that would be not be suitable to women. It involves a little of table work and more of field work and the field work is full of physical hazards and psychological pressures. Men being physical health can stand with them and work. Women are supposed to have some limitations to restrict their career choice to smooth office work under the fan. So, journalists remain a last of their career choice. Women journalists of course have to work late night for covering critical news, it would still not be acceptable and suitable to Indian people’s mindset that women move out at any place at any condition. Women in Indian society still remain a soft target of closer attention.

There may be another reason that the women journalist may have to go on field in different remote areas sometime at night also. Each journalist has to travel a lot to collect news and to search an event to report on whether it is safe or dangerous.

In comparison to male, female journalists have to face so any challenges like physical aslant serious threats and harassment. Sometimes family member would not allow women to join this challenging profession in a male dominated society. There are a few views available on women’s participation in print journalism. They may be

summarized as under,

Joseph (2010) in her observations states that despite rise in number of women in workforce and inn journalism schools, the news of the day still largely comes from a male perspective. However, the data reveals that a gap between gender growths can be even large if one raises a bar to two or more sources. In comparison to male journalist were involved in writing news and stories. It reflects that male journalist operate as first level and female as secondary sources. The importance is given to male journalists and female journalist skill and capabilities are undermined. They are not allowed to work freely. They have to work as subordinates.

However, Roy (2002) explains the reason behind such a situation. She says that journalism is a new profession and it is dominated by male members. Hence its chauvinism and nature of work may become barriers in path of female journalists.

This condition implies that women journalists should maintain gender balance in every story and they report news. The dominance of male sources over female ones is a reality of time and it has to exist in all media. Though women are prominent in the print media, more women journalists need to figure actively press conferences, campaign trails during elections and at places struck with disasters or people’s conflicts and also fields of sports and games. These efforts would prove those women journalists are capable to perform at reporting jobs. They are sure to stay in the profession and get success in newspaper industry too. Therefore, the entry of women in journalism profession should be encouraged, and with it Women can show quality of work to occupy journalist’s positions. This will help women to uplift their position in the field of journalism.

Another finding of the study revealed that half of the selected print journalists had studies up to post graduation and the remaining half of the selected print journalist were graduates.

The probable reason for this finding may be that now a days people really understand the value of education. Large no of people aspire to avail Education to become qualified for better job prospects. Further, it is always beneficial if one receivers a degree in higher education, that can shape a better career.

Medsgar (2003) gives a term” Journalism Education qualification and says that it is necessary thing to become a good journalist. The concept gets in to it both good journalism and good education.

The finding of the study further reveals that majority of the selected print journalist proceeded more experience related to their profession and a few of them possessed

less experience. The majority of them were senior journalists and a few were working as junior journalist. This difference indicates that young people do not prefer much to put for print journalism.

The possible reason for it may be that in today's modern society, everybody likes glamour. The print journalists are less glamorous in comparison of other forms of journalism. The media regions high in glamour. Today's youth are very energetic and enthusiastic about their career. They probable want success quickly in a shorter time and they want it in an easy way.

They are recognized for their writing skills with more efficient writing they can become popular and known among people. In the case of the electronic media people get recognition within short period of time. As it is an audio visual medium and it is commonly experienced that both visuals and audio are effective to increase clarity of understanding.

Further, electronic media namely the television provides opportunities to journalist to appear on the screen and it helps easy recognition of a journalist to people at large. The television reaching each home and capturing each heart make him popular. Whereas, in the print media, after years of hard work, one makes up his identity that too with only writing skills. Since writing and reading is involved basically in dispensing news their popularity would remain restricted only to the educated mass. In India, educated people form a tiny segment of population print journalists would be known to a smaller part of population. Capable, efficient and committed journalists who work with one newspaper organization may want to retain them with the same medium, But one who wants quick and fame may quickly leave one jobs and move to another with constant moving and no ability one cannot acquire maturity in reporting rather ends up as an opportunist goes as justified statement.

It is found on a large scale that majority of young people are now migrating from print Medium to electronic Medium. In this regards, there is a significant remarks available from,

Merrill and Beerr( 2004) who in an article "Global journalism" state that as good majority of youths have high positive exposure towards electronic in comparison to print. Therefore, more and more young journalists get attracted towards electronic media. They view that it can get them better stability and value than what they would get by being associated with the press.

This observation implies that more and more educational institutions and newspapers industries should needed to take up tasks and responsibilities to motive young journalists to know importance of writing skills and

also print journalism.

Educational institutions should educate students in a wide range of skills and teach the concept of writing and presentation of news information. Moreover, there should be more opportunities keep open for the present day youths to build up their career in this print journalism or reporting.

### **Perceptions of the selected print journalists regarding the "Future of newspapers":**

The second finding of the present research reveals that the selected print journalists imparted similar Perceptions regarding the "Future of Newspapers". Some gave unfavorable view while some shared favorable Perceptions.

Some of the selected print journalist gave favorable Perceptions about the future of newspapers. They point out that internet is yet to reach smaller towns and villages with limited to survive today. This media journalism would not reach each house and thus it becomes an advantage for the newspaper industry. Another Perceptions about the future of newspapers was online newspapers reading may involves restricts readers from using the electronic form of newspapers. This kind of electronic form may not suitable to old and female parts. Thus it restricts the electronic form.

The possible reason would be that still today, people consider newspapers as a trustworthy medium to get news sources.

It is a portable medium easy to carry any where by readers. Majority of the people tend to seek local information from newspapers. According to most readers the internet does not provide local news in comparison to newspapers it bring to common people's problems and cancers are directly reflected in it, while the media being a bit far may not agree to local issues so nicely to people's satisfaction. The another reason is a less accessibility of the internet. It is either people cannot afford internet connection or they lack in computer literacy. This leads to under utilization of the internet as potent news source.

There is reason why newspapers are popular. It still remains portable with easy to carry in comparison to internet and the television. However, the fact remains that reasons like increase high frequency of information and gathering good information through electronic media may tend the selected print journalists to gave out unfavourable Perceptions about future of newspapers.

The favourable Perceptions are supported by Flattended's (2007) remarks that portability and dependability is what keeps newspapers active. According to Nyman (2007) also, the physical feel and freedom of

newspaper probably considered in a very contrast to digital form. These views are reflected in the interview that was conducted by the researcher that there is more reference value of print media than electronic media as one can keep as record it, one can carry it away anywhere and can see it as documentation for purpose. People do not need either TV or a computer to access reading material.

The comparison of the two media implies that newspapers should work out an innovative strategy like covering debatable issues, more realistic features and photographs and present information according to reader's demand. It is related to form the interview conducted by the researcher for the present study that equip themselves with latest technology and innovations to establish their industry amongst readers. This will go in long run to help the print media specifically newspapers, to build concrete image in the minds of readers. However, newspapers will have to constantly bring in technological up gradations in various sections like printing, formatting, editing etc. So, that they can be in healthy competition with electronic media.

Further, it implies that readers should understand facts and benefits of truth internet. Today the internet provides wide variety of different visuals, and motions. Therefore, journalists also should keep writing good articles that can serve as per the expectations and changing needs of readers on the internet.

The overall finding reveals probable unfavourable reasons from the intensity indices that is conducted for the present study. It states that print journalists perceived that online newspapers will be in demand in comparison of print format and also radio, television and internet will offer flexibility in frequency of information.

The probable reason for it is that in today's man lives a very busy schedule and with challenges in life, people don't have time to read news in detail. They may be interest in short and important news which considered useful and effective to them. Another reason that to know news from the newspapers people have to read at one time and cannot do other work with it. Where while receiving news on the radio and the television they can work easily and hear the news along with it.

The findings of the interview conducted by researcher for the present study reveals a similar trend. In the findings editors stressed that in future newspapers industry will have to face many threats from the TV, Radio and internet newspapers will be digitalized in near future. Readers will read newspapers in printed form as well as on palm size electronic gadget.

Further the journalists expressed that, the electronic media and the print media are functioning as subordinate

to each other. People from both the media industries feel times competitive and yet work in subordinating at a time of crises very soon in future, private FM station will be allowed to air music along with presenting news. In such conditions, situation would become very difficult for the newspaper industries to survive and retain its circulation.

Further, Dinh (2009) observes that internet becomes more popular in recent years providing people with huge source of information. As a result of it, the print media experiences a dramatic decline in number of readers. To obtain information, using the internet is quicker and more convenient than reading newspapers contrary to the past condition, when people had to wait for long hours daily for newspapers, people now can get news within few seconds, on their mobile phones or computer connected to the internet. In this regards the print media fails to play an important role to provide information quickly. He further expressed that from the economic point of view buying newspapers would involve money, while when the internet becomes freely available to everyone. What you spend for getting newspaper turns a waste once you read it or as a day goes by.

Therefore, the findings implies that the newspaper industry should establish a developed some new and different strategies to counter the impact of the powerful electronic media. Instead of fighting with the internet and different challenges of the television newspapers need to work on a much wider scale. Rather than finding faults and with other medium it has to help spreading general news in a sensible way. Nowadays readers have sense to know how a story begins and how it is presented on a page. He wants that it will be not too long or too deep to follow within time that they have allocated to read paper. Therefore newspapers should develop a different way to attract the attention of readers.

The another finding of the study reveals that decline in readership and advertisement revenues will affect the quality of newspapers and it may happen that in coming years people will prefer the electronic media to newspapers.

Zafar (2009) observes that each and every newspapers keep a column for business news and information mainly analysis of it presents facts and observations of economic activities all over the world. It decline occurs in circulation and readership of newspapers it will easily predict the internet. So many analysis of decline daily newspaper must look beyond the web readership and circulations both are essential indicators of health of the newspaper industry and its future.

Thus, it implies that print media will do well by keeping in mind that if it wants bright future, it will have to show



the healthy performance today. Particularly, the print media has no limit but it needs to be harnessed carefully. The need is to balance technological revolution with the values based journalism. This implies that at school of journalism, faculty or collage were related Education is imparted, with it efforts should be made to enhance the quality of news reporting on journalism. Newspapers should present those matters and information that bear a quality stamp and authenticity ensures that whatever news appears in newspapers is readable. Newspapers should present those matters in such a manner that people's contribution it may enhance its quality of presentation.

It is also evident from the findings that no significant difference was noted in the Perceptions of the "Future of Newspapers". In relation to variables of "Gender" and "Education", Significant differences figured in Perceptions of the selected print journalists regarding "Future of Newspapers" in relation to "Age" and "Experience".

No significance difference could be noticed in relation to gender and education. The level of experience of their profession may depend more in comparison to their education.

Another finding goes about no significant differences in relation to gender. The probable it may be because in today's context women are receiving more and more education. Today there is no field left where women cannot work likewise, women opt for journalism and join schools and colleges to get Education and training regarding the print journalism. Both male and female who take up journalism as profession seek exposure to understand the status of print media. In the present society, some difficulties still prevail about the media etc, in the similar way. So, they may not have existed any difference in the Perceptions of selected print journalists regarding future of newspapers with respect to gender.

In this regard one opinion is available to focus on the issue. It is imparted by Joseph(2010) who expressed that the situation of women across the broad spectrum of the news media- metro based and otherwise in English and other Indian languages in the state and private sectors in print media. Women have also power to maintain her status in comparison to men.

Thus, it implies that now the media industry has to pay equal importance to cover articles, news and stories by both male and female journalists.

Another finding of the study reveals that there were significant differences noticed between the Perceptions of print journalists then in relation to "age" and "experience". The probable reason may be that age and experience play vital role in human life. Aged people possess more experience and knowledge than younger

people. Persons who are young may probably have limited exposure. More work experience leads to more exposure with respect to various situations at work place. Better understanding of work system in media add better ability to differentiate between factors which will safe guard him then from all threats. Such may the reasons that significant differences prevailed between the journalists with varying levels of experience.

Generally age and experience go hand in hand. Print journalists having more experience might be senior in too. However, their counter parts that are print journalists with less experience might be younger in age. Thus, the print journalists who were senior in age possessed more work experience were significantly different from their counter parts.

Future, it is supported by cooper (2004) that the expression "Learning by doing" is as old as Education and age itself. Their comes no surprise that actual work experience is tightly values. The less experienced person may not have any comparison with more experience person as they possessed effectiveness imperfection and self confidence.

### **Perceptions of the selected journalists regarding the "challenges of the newspapers in future:**

The print media faces lot of challenges. For about two hundred years print media has developed itself with advancement of printing technology the output has turned out to be more decent, colorful smooth and readable with all sophistications. Many new designs, layout and presentation techniques are applied. As a result of it, printing of newspapers acquire new look and sophistication. Advancement of computers and telecommunication too has brought about great improvements in it. Yet, it is felt that there are certain things that restrict the scopes of print journalism. The greatest challenge if to stand neck to neck with the media journalism. The finding of the present study revealed a few Perceptions of the selected print journalists on the issue of challenges possessed to newspapers.

The overall finding of the study reveals that there were equally distributed percentages as regards more and less challenges for future of newspapers.

The more challenges for the future of newspaper would be possessed by spread of local news channels. They can be replace newspapers as primary sources of news and information. Secondary, constant revolutionary competition is experienced from the internet; it causes for newspapers more and more challenges with multiple dimensions. Its speed is tremendous almost sweeping all fields it may diminish the effect of newspaper on people's

mind. But this is the time changing smoothly and no one can stop it.

Similar trend was supported by the findings of the interview, conducted by the researcher for the present study, for over a decade now, the world is becoming smaller and smaller in terms of communication. People receive information from any source; hence, any mass media will have to localize themselves. What is point out is that a changing scenario of our society. Knowledge based literacy rate and exposure to “never before hears” are some new kind of mediums have come up in print media. Newspapers will have to face challenges for all such new innovations.

The newspaper industry faces challenges not only from the electronic media like the television or the radio the internet blogs and even mobile phones too posse greater challenges with their quick spread and handy use. Speedily disseminate news in print hence, the futures of newspapers have to take into account characteristics of new age media and adopt changes accordingly.

It is heartening to note from the finding of the study that majority of the selected print journalists agreed that spread of local news channels may replace newspapers as primary source of information and work constantly internet revolution. Its scope has increased.

The reason for the above mentioned finding would be that many people today want to read more and more news of all local placed and surrounded areas that may concern basically. People expect that their problem and concerns area raised and their force should be heart to people at large. Newspapers have to work out strategy how to make this happen in a meaningful way.

This one factor is considered as one ingredient of news, that is proximity the another reason may be that declining continues with twenty years in the newspapers industry, as people increasingly turn to other media such as the internet and 24 hour news network’s for information using the internet as a news source provide greater flexibility to avail news that which one wants to know.

It is supported by Menga(2009) who says that for knowing local news, newspapers are still the best source fortune for readers. Thus, electronic media like television and internet should provide more of local news. It would attract the reader’s attention.

Further a similar trend was supported by the findings of the interview that the researcher conducted for the present study. It was expressed that people get information from the multimedia anytime. Mass media will have to “localize” themselves.

Thus, it is implies with the finding that print

newspapers should shift their focus back to their roots in local news coverage. It is certainly true that certain communities have tended to support news monopolies, news service based on technologies such as the internet low power broadcasting and local cable channels otherwise will surely wipe out this opportunity. Newspapers certainly arrived late to the web, but many indicators suggest the dance and cop with the present existing internet and electronic media’s revolution.

Another possible reason for less challenge of newspapers can be economic because of the electronic media and the internet, a gradual decline is noticed in advertising revenues of newspapers too. Secondary majority of the editors stated that, news bulletins frequently shown on television screen will possessed a serious challenges. The result is that new generation of youths may not much interested in reading newspapers. It is indeed threat in the sense that the intensity of the news and in turn a viewer’s curiously too gets cool down to the very survival of newspaper. The reason may be for it that youths today are part of homogeneous group. They don’t like to hunt for news. They won’t to gather news from a software (medium) like the internet rather than hard medium like print material in newspapers. It is considered fashionable to be with technology and ready newspaper would rather be an old fashion other reason may be that when younger people may work on the computer several hours a day. Why should they go back to newspapers and look for news. They need is anything and it just one click away. They find it easier and more convenient than reading a newspaper.

Whatever today’s scenario would show about the print media, it because clear that younger people like to receive news with some kind of entertainment. So, they show clear preference for the internet. In today’s fast moving life, younger people depend more on internet. Another for young people’s choice reason is decrease cost of the electronic media. The newsprint cost constantly increasing with higher cost of ink-paper machineries etc. In comparison to it print format compact discs are available at cheaper prices. The costs of computers the internet facility and storage devices fall down drastically that eventually it suits to a common man’s budget.

This observation goes with remarks by the Rogers (2007) who say that newspapers are not dead, but they are seen as dying. Among the younger generation youths are seen more technology prone and seek information in the quickest and most updated form possible. A young person does not like to wait. He does not have patience to wait. He wants things instantly and computers get him things quickly.

Further, Rogers (2007) expressed that it is not likely that they don't read newspapers. But it is because the type of articles appear in newspapers are less catchy and attractive when youngsters go online there is so much more explore about an article. The new offers to them much wider range of articles for researched. As compared to newspapers, it is direct and easier they bind newspapers offering limited and more local, sometimes they just look beyond what newspapers can provide.

Thus it implies that print journalists should write newspapers in such a way that the interests of younger generations. The way of writing and presentation for newspapers has to adopt a different style. This way he can increase the utility of newspaper and younger people find it interesting and read it along with their visual work on the net.

A similar trend was also suggested by finding of the interview conducted by researcher for the present study. People who were interviewed explained about content, role of journalists, readers and presentation style of newspapers. They play a crucial and important role of coping with the challenges of newspapers in future. This further implies that journalists will have to concentrate more on local issues and show a broader outlook. They also have to equip themselves with latest technology and inventions to face competitive challenges of newspaper industries with other electronic media.

There is one point that needs journalist's attention. It is presentation of news, reports and articles. Because identify of any publication goes with it. Majority of readers identify a newspaper of their while with the style of presentation. Its first look and style is dependent upon its presenting. So, newspaper will have to bring changes in its content to remain in competition. With other media it has to keep reader in focus and offer reading material it's suit his needs, benefits and interests. It should echo his voice and concerns almost his present like condition.

It is now evident from the finding that there were no significant differences in the Perceptions of the selected print journalists regarding their challenges for the future of newspapers in relation to "Gender", "Age", "Education" and "Experience level".

The possible reason for it may be that whatever may be today's scenario regarding newspapers every individual thought that newspapers industry will have to face different kinds of challenges they all look to this side of news papers almost equally and with equal seriousness.

Thus, it implies from the study that though everybody thinks similar about the newspaper industry regarding the challenges of the newspaper industry should identify them and think differently to evolve a strategy to cope up with

challenges. Today the newspaper industry has to serve news that directly concern readers and make sense for them. If you care for your clients, they will care for you and you will prosper. This principle needs to be applied to enable newspapers stand in tough competition with the electronic media. It has to stand with its counterparts and survive with difference. This should become a focus of the print journalism.

### **Suggestions of the selected print journalists regarding the sustenance of the newspapers in future in relation to the content:**

Content is a chief source of interest for a reader. It is the content that catches one's attention and captures his fascination. So, the quality of content counts and what counts more is its relevance to human life. These two determine the value of the content. So, for any writing or reporting content has a vital role and to shape a good content there is a need of research and presentation.

The finding of the study reveals in this light that the depth of research and reporting can be enhanced considerably for good readership of newspapers.

Today increasing literacy rate and knowledge about every field and subject makes readers much aware about the different problems. Readers really tend to seek that information which authentic and carries some profits.

Further the view is supported by Steichen (2002) with a remark that journalists do not presenting proper format to attract reader's attention. However, readers get sense from a way a story begins and how it is placed on a page. But it will be too long time they have to allocate to read newspapers.

Coan (2008) expresses another view that some readers want only break out boxes. Therefore, if they don't see anything they will skip a story. These two news implies that interests of readers of all ages include all subject newspapers should present ideas that give readers something to talk about. They should make readers smarter and they look out for the reader's choice and personal interest.

However, newspapers can also increase readership complaints extensively. So, that reader's concerns are dully projected and it can be a people's choice to shape public opinion. Story that become eye opener and gain attraction of readers.

The readers of print media like any other media are heterogeneous in many ways with difference in education, age, occupation etc. A newspaper provides a lot of variety in the information it impact to readers. This variety should lead to further of presentation, visuals, content too. As the finding reveals it eye opener stories, form an element

that is well taken care of it can serve one of the responsible social functions of the society.

Thus it implies that editors of newspapers should guide journalism to give such kind of example, on importance of girl's education, dowry, widow remarriages, and child marriage and also victims of the society. They have to give some positive way to spread good understanding and concern for each other. These stories should help to shape people's sensibility. They should encourage them to write stories on subjects like to guide people for correct belief and action. This view is supported by Carter (2008) who suggests that there should be particular formula that should be used while writing a newspaper article and feature stories and helps them to resolve it in general interest. It may help readers to know about particular wrong matter or issue.

Further it is supported by Gachiri (2010) who says that writing skill is essential for good communication and there is no doubt about it. But, space of journalism is much broader. It has to present the right an eye opener view through a story. Than only good writing can help to achieve sense of social responsibility and its commitment to truth. A journalist's view should guide people's thinking for good sense.

Another finding of the study reveals that content should have some edge of truth and based on current visibility of events happening around. Current view gets writing fresheners and relevance to reader's needs that ultimate make them interesting for readers.

At the same time, he/she has to maintain credibility to sustain his/her commercial success and their the print industry also. He has to give to out result oriented performance in reporting of various issues. He has to affect awareness and improvement in public life.

Further the point is also supported by Rohar(2009) remarks that newspapers can be brand that bestows credibility, authenticity and gravitas on their content. It can create its own image on public mind.

Thus implies that print media journalist should adopt different approaches. It should ensure for a newspapers better chance of economic survival. If they are ethically and professionally their credibility keeps in touch with their readers and wins their hearts. There are most favourable journalists whose name stays on public tongue.

With trustworthiness of journalist, it becomes increasingly essential that newspapers should be socially responsible rather than just being a profit making industry. For it, journalist should exercises freedom of speech for readers. The media should earn the trust of the communities than they serve. They can only do so by being transparent about themselves and their policies.

They have to serve their audiences to the best of their professional ability.

Another finding of the study reveals that journalists should adopt interpretative approach in their writing. They have to present analysis and research. In current issues, for analytical writing journalists should use more libraries and presentation techniques. Sophistication in writing and reporting will ensure good future for them.

With increasing literacy rate and knowledge level, readers don't get information of their standard and interest they tend to switch over another media. Therefore, journalists should work out deep analysis on the problem or subject through research before publishing an article feature or a story.

Further, Greene(1979) conclude that the pattern for the writing stories should be over loaded with idea. He suggests that news writing style would increase reader's comprehension on public matters.

It reveals from the above mentioned suggestion that a journalist first obligation is to trustful. Therefore, the first priority is loyalty to citizens. Journalist should establish a discipline of verification and journalists should serve as care taken or monitor of the print media. Different media institutions should support and train the journalist for in-depth writing researches to different stories and articles.

### **Suggestions of the selected print journalists regarding the sustenance of the newspapers in future in relation to the journalists:**

It is important to note that the selected print journalists should establish their credibility to sustain steadily in media. They should be aware that the present media is highly competitive and they need to be dynamic. In today's fast developing society readers really look to the credibility of a journalist. For journalists the ethos of readers is an important and valuable thing. Hence, they should maintain the ethos by providing quality work. If readers not find journalists reliable the future of the newspaper industries would be in question.

Similar trend was considered in the finding of the interview taken by the researcher for the present study. Credibility in the eye of reader is really the yard stick to evaluating success of a journalist. Journalists have to be professionally successful to be able to look after him/her family, but at the same time he/she has to maintain credibility to sustain commercially success and that the print industry also. He has to give out result oriented performance in reporting to various issues. He has to affect awareness and improvement in public life.

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authenticity and gravitas on their content. It can create its own image on public mind.

Thus implies that print journalists should adopt different approach. It should ensure for a newspaper a chance of economic survival. If they are ethically and professionally honest their credibility keeps in touch with their readers and wins their hearts. There are most favourable journalists whose name stay on public tongue.

Newspapers should be socially responsible rather than just being a profit making industry. For it, journalists should exercise freedom of speech for the readers. The media should earn the trust of the communities that they serve. They can only do so being transparent. About themselves and their policies. They have to serve their audience to the best of their professional ability.

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Of the print media. Different media institutions should support and train the journalists for in-depth writing researches for different stories and articles with trustworthiness of journalists, it because increasingly essential.

### **Suggestions of the selected print journalists regarding the sustainance of the newspapers in future in relation to the presentation of the newspapers:**

With good content analysis and journalists, the print media would behind if it pays no attention to improvements in printing and presentation. The recent technological advancement in information technology, computer and telecommunication has to catch an attention of print journalist to affect improvement in the presentation style. This is much essential to enable newspapers to face the

competition from the media journalism.

The high majority of the selected print journalists suggested that newspapers should use good technologies for good printing quality. They held a common view that,

The high majority of the selected print journalists suggested newspapers should use good technologies good printing quality. They held a common view that today there is much of competition and to cope up with other media newspapers must think of producing the high quality presentation. It can be an effective way to attraction people's attention.

Further this view is supported by Francaise (2010) when he states that newspapers around the globe are once again prepared to measure their self against other by adopting good technologies for better printing quality. Further he expresses, that there are many benefits of good printing quality. It upgrades the newspaper's status. It meets customer's expectations with good printing quality highlights areas of strength and potential with improvements. It may help the identification of printing defects.

When we say that quality are most important factors to look forward to upgrading newspapers industry it can be potentially enhanced by adopting new technological support. Thus it implies that if newspapers have to survive cutthroat competition not only with electronic media but also with other newspapers, they have to utilize the benefits of the technology to maximum level. Since new technology calls for huge investment and professional touch.

Publishers of newspapers have to invest, more on new printing machinery and on the production technology. They also have to employ technical skills and professional to affect sophistication in the output. This process has been currently noticed with all newspapers organizations. It is a good sign for the future of newspapers.

### **Conclusion:**

The present research study undertaken with the major objective to seek Perceptions of the selected print journalists regarding the challenges and suggestions for he "Future of Newspapers". It has been found that the selected print journalists held Perceptions as equally distributed as regards different kinds of challenges for the future of newspapers. Statistically it is proven that newspapers have to face some challenges like online immediacy of newspapers, local spread of electronic channels and slow downsizing of newspapers and reduction of paper to bear the cost of newspapers.

It is really a question of survival that troubles the newspaper organizations. They ever look for new methods

and strategies by which they can ensure steady future for newspaper. The best way, as most journalists felt is to enhance content and its presentation, to incorporate modern computer and print technology to add new features to broaden the span of subjects and issues for discussion and to honors reader's interests and expectations from newspaper with true professional touch.

Hence, it can be conclude that efforts are being made to utilizing new and innovative technology to upgrade the newspapers. They ever seek to with any the existing cope challenges in the present time. Today however, the newspapers industry is not facing challenges in a great extent. But it is clear seen that in future newspapers will field itself in danger zone. So, it would be advisable that required precautions are taken to safeguard the future of newspapers.

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