

## THE NEWSPAPER TIMELINE: A STUDY OF THE NEWSPAPERS PAST & ITS PRESENT

Vasundara Priya M.<sup>1</sup>, B. K. Ravi<sup>2</sup>,

<sup>1</sup> Senior Research Fellow, UGC; <sup>2</sup> Professor, Department of Communication,  
Bangalore University, Bangalore, INDIA.

### ABSTRACT

*The Traditional Media has had a rich legacy of creating revolutions across different continents all across the Globe. Newspapers in particular can state with pride that they have been witnesses to many such instances of national relevance and it has been proven time and over again. The prime reason behind the development of the society into becoming information driven society is “Media”. Newspapers considered one of the oldest media forms have been important influences in preparing public in times when the nation needed their support. Printers, Publishers and Editors of newspapers across the world have been very influential and revolutionary personalities in using the power of the pen to communicate their ideologies and Knowledge for a better educated and informed society. History stands witness to all the mass movements that were highly motivated and supported by the print media. Today the traditions of newspaper publishing are facing perhaps the most serious rethinking, there are clear signs of concern, particularly in the worlds mature media markets. Newspapers are facing continuous and increased competition from new media forms. The decrease in print newspaper circulation has accelerated in the last few years (Crosbie, 2004). In the age of Twitter the Traditional media is perhaps trying to rediscover itself to a newer and younger audience and still keep its head held high in the news market. Therefore this study would look into how the medium has changed over the years. The Methodology used in the study was the explorative study method where the content was analyzed to collect secondary data and also the recent trends of the same medium to understand its growth and development in the contemporary scenario. The data was analyzed and the inferences to the study were drawn from it to come to certain conclusions with regard to the topic.*

**Keywords:** Newspapers, Traditional Media, News Publishing, Print Trends, Contemporary Scenario

### INTRODUCTION

The Newspaper Industry that shined in all its glory is finding it difficult to survive in present times. With the advent of new information and communication technologies the “Global Village” concept of Marshall McLuhan is translated into reality and with exponential growth in emergent media technology including the print and broadcast media are finding new domains of acceptance and growth amidst its audiences. The ways in which news is consumed in present times has changed globally. In today's media landscape, readers are changing the way they access and interact with newspaper media content. And newspapers continue to innovate and transform, reaching new audiences and discovering new revenue streams. Researchers have speculated time and over again that the newspaper kingdom would only survive modern society when they invest into taking care of their next largest and the most venerable group in different societies world over i.e. the young people “The Youth”. It

is important for people to acquire knowledge and information. Even though information may appear in many different media, the point is people still need to read. Media use is clearly connected to, and part of, every day practices, which do not change at the same pace as the development on the media market. Therefore the growth of the medium and the stability in use of the large, traditional news media i.e. “Print Media” in the modern, swift paced, technology driven world by audiences who are consumers of news globally.

### **Newspapers And Its Evolution**

Historians generally use newspapers for three purposes: learning facts about specific events; looking for long-term trends; and searching for details or the “texture” surrounding an event, a fact or a story that illuminates or complicates a larger pattern. Newspapers are often the first kind of source historians of the past two centuries will turn to for gathering evidence. The newspaper has been a part of our daily life for several centuries. They have been a way for the public to be informed of important events that are occurring around the world. Newspapers have undergone dramatic changes over the course of history. Some of the earliest newspapers date back to Ancient Rome where important announcements were carved in stone tablets and placed in highly populated areas where citizens could be informed of the announcements. Although other technologies new and popular as the 19th century turned ships, printing presses, power looms, steam engines etc. have survived, few products popularized then have remained as close to their format and popularity as that of the newspapers. For all its status as a late 18th century artifact, the newspaper remains impressively resilient. Human beings exchanged news long before they could write. They spread news by word of mouth on crossroads, at campfires and markets. Messengers raced back from battlefields with reports on victories or defeats. Criers walked through villages announcing births, deaths and marriages. Stories of unlikely occurrences spread, in the words of one anthropological report, “like wildfire” through preliterate societies. These early efforts to exchange news are discussed in the book “A History of News” by Mitchell Stephens.

With the arrival of writing and literacy news reports gained added reliability and, in advanced societies like that of Rome and China, became more formal. Rome had a particularly sophisticated system for circulating written news, centered on the “Actadurina” daily handwritten news sheets, which were posted by the government in the Roman Forum from the year 59 B.C. to at least A.D. 222 and which were filled with news of such subjects as political happenings, trials, scandals, military campaigns and executions. China, too, had early government-produced news sheets, called the “Tipao”, which were first, circulated among officials during the Han dynasty (202 B.C. to A.D. 221) and was printed at some point during the T'ang dynasty (618 to 907). The oldest direct ancestors of the modern newspaper appear to have been the handwritten news sheets that circulated widely in Venice in the sixteenth century. Venice, like most of the cities that played a major role in the early history of the newspaper, was a center for trade and therefore for information. These Venetian news sheets, known as “gazette”, were filled with information on wars and politics in Italy and Europe.

As newspapers became more reliable and began appearing more frequently, they began to play a major role in commerce, through their advertisements and by printing price listings and market reports. However, as mass circulation transformed newspapers into valuable businesses with large staffs, they started to be seen less as vehicles for one person's opinions and more as providers of information. As did the new respect with which facts were treated in the late nineteenth century, thanks to the rise of science and the development of realism in literature.

As the number of newspapers declined and the survivors increasingly fell into the hands of large corporations, the limitations of news coverage in the mainstream press also inspired a growth in press criticism. The troubled medium started with competition from radio, which began offering another source of news and entertainment in the 1920s. Nevertheless, the newspaper business has been suffering, Competition from television, and the New Media i.e. Internet, particularly in recent decades. Newspapers have been struggling, sometimes awkwardly, to fight back

### **The Contemporary Scene**

The Venerated Columnist Walter Lippmann once affirmed the Newspaper as “The Bible of Democracy the book out of which people determines its conduct”. The news media today is in crisis across the developed world. Journalism as we know it is being described, obviously with some exaggeration, as ‘the collapsing medium’, the ‘disintegrating’ media, in the ‘meltdown’ etc. In this digital age, there is gloom in most developed country, or ‘mature’, media markets over the future of newspapers and also broadcast television. With the arrival of the digital revolution, the evolution of the Internet, the emergence of new forms of media, and the rise of online social networks it has reshaped the media landscape and made “the press” of 2011 something that those gathered in Windhoek in 1991 could not have imagined’ (UNESCO 2011). There is a strong sense that ‘the news industry is no longer in control of its own future’ (Rosenstiel & Mitchell 2011) and that it is technology companies like Google and the social media that lead the way and look set to hegemonies the public space that once belonged to the news media.

Printed newspaper circulation and readership are in an irreversible decline across the developed world; they have been in steady, long-term, secular decline much before the recent recession hit these countries and their news media. ‘Circulation is like the sun. It continues to rise in the East and decline in the West’, Christoph Riess, CEO of the World Association of Newspapers and News Publishers (WAN-IFRA), told addressing those assembled at the World Newspaper Congress and World Editors Forum in Vienna in October 2011 (Riess 2011) in his presentation of World Press Trends 2011. The annual survey done by WAN-IFRA, focused on ‘six key areas’: the media consumption shift; economic developments; newspaper circulation and number of titles; advertising expenditure by media; newspaper revenue; and internet versus mobile (Ibid. 2011). Newspapers, ‘the country’s chief source of independent reporting, are shrinking literally’, with fewer journalists ‘reporting less news in fewer pages’ (Downie & Schudson 2009). This brings us to a paradox, which seems to be central to this transformational age. In the midst of this old media crisis, more and more people are reading newspapers digitally and it is a global audience for the best publications. Printed newspapers, world over with a reported circulation of 519 million, reach an estimated 2.3 billion people every day i.e. 20 per cent more than the internet (Riess 2011). But in ‘terms of trade’ they are shifting remorselessly in favor of the web, mobile, and newer interactive digital platforms. Many newspapers have excellent websites offering rich, many-sided, multi-media content, including long-form features, investigative articles, and thoughtful analysis. The newspaper industry faces a double squeeze: the print business continues heavily to subsidize digital journalism, which cannot pay for itself by attracting enough advertising or subscriptions or a mixture of the two; and the new digital players put increasing pressure on newspaper circulation, readership, and the business itself.

### **The World of Newspapers: A Global Scene**

“The role that newspapers play in society cannot be underestimated, and has never been more crucial,” says Mr. Larry Kilman, Secretary General of WAN-IFRA, who presented the survey to 1,000 publishers, chief editors and other senior newspaper executives at the 66th World

Newspaper Congress, 21st World Editors Forum and 24th World Advertising Forum in Turin, Italy. The global summit meetings of the world's press, revealed: Print circulation increased +2 per cent globally in 2013 from a year earlier but declined by -2 per cent over five years. Around 2.5 billion people around the world read newspapers in print and 800 million on digital platforms. Print circulation continues to rise in countries with a growing middle class and relatively low broadband penetration, but long-term structural declines in print circulation continue in mature markets as audiences shift their focus from print to digital. Circulation rose +1.45 per cent in Asia in 2013 from a year earlier and +2.56 per cent in Latin America; it fell -5.29 per cent in North America, -9.94 per cent in Australia and Oceania, -5.20 percent in Europe and -1 per cent in the Middle East and Africa. Over five years, newspaper circulation rose +6.67 per cent in Asia, +6.26 per cent in Latin America and +7.5 per cent in the Middle East and Africa; it fell -10.25 per cent in North America; -19.59 per cent in Australia and Oceania; and -23.02 per cent in Europe. Globally, 93% of all newspaper revenues continue to come from print. Global newspaper publishing revenues from print circulation and advertising were stable year after year at US\$163bn in 2013. But that figure is down from US\$187bn in 2008. Paid digital circulation increased 60 per cent last year and rose more than 2,000 per cent over the last five years, albeit from a very low starting point. "There is growing understanding by the public that you get what you pay for, and an increasing willingness to pay for newspaper content on digital platforms," With all the free offerings out there, people are still willing to pay for news that is professionally written and edited, that is independent, entertaining and engaging. In short what newspapers have offered for 400 years, and continue to offer, on emerging and existing platforms, no matter how it is delivered."

The newspaper industry's value is US\$ 163bn annually from circulation sales and advertising compared with US\$ 102bn book publishing revenues, US\$ 87bn film revenues, and US\$ 50bn music revenues. Regionally, 36 per cent of newspapers' market value is in Asia, 34 per cent in Europe, the Middle East and Africa, 21 per cent in North America and 9 per cent in Latin America. According to the World Press Trend Reports; June 2015: Newspapers generated an estimated US\$179 billion in circulation and advertising revenue in 2014, larger than the book publishing, music or film industries. Ninety two billion dollars came from print and digital circulation alone, while 87 billion came from advertising, the survey said. "This is a seismic shift from a strong business-to-business emphasis - publishers to advertisers - to a growing business-to-consumer emphasis, publishers to audiences," said Mr. Kilman, Secretary General of WAN-IFRA.

### **Newspaper and India**

Democratic India has had a long history of print news; the first newspaper was founded more than 230 years ago. The Indian press is more than two centuries old. Its strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration. The long struggle for national emancipation; controversies and battles over social reform; radical and revolutionary aspirations and movements; compromising as well as fighting tendencies; and the competition between 6 self-serving and public service visions of journalism these have all found reflection in the character and performance of the Indian press over the long term.

In the first place, the close association between modern India's struggle for political and social emancipation from imperialist thralldom and oppression and the origins and development of the Indian press accounts for the seriousness, relevance, and public-spirited orientation of the older media tradition at its best . Secondly, part of the historical legacy is some diversity and pluralism and a certain space for the expression of divergent opinions.

Diversity and pluralism in the Indian press can be said to reflect the vast regional, linguistic, socio-economic, and cultural heterogeneity of a subcontinent. Within the Indian newspaper tradition, there has long been an awareness of the need for greater diversity and pluralism. There has always been a sharp ideological and political divides within the Indian press tradition. In a sense, the contemporary differentiation between newspapers that broadly take a secular-democratic stand and those that have come increasingly to support the ideology, politics, and policies of the Nation. The First Press Commission estimated that the total circulation of the 300 or so daily newspapers being published in India in 1953 was 2.53 million. The Government's Registrar of Newspapers in India lists more than 82,000 newspapers. Nearly 33,000 of these are in Hindi, the language spoken by 41 per cent of India's 1.2 billion people. Thousands of others are in India's many regional languages, and many of those also have circulations in the millions.

## LITERATURE REVIEW

That the business of journalism is changing is an often discussed but infrequently written about subject, let alone the subject of a scholarly dissertation. Nicholas Lemann, Dean and Henry R. Luce Professor of Journalism at the Columbia University Graduate School of Journalism, describes a situation usually discussed on the basis of anecdote and unproved assertion. Indeed the only global survey of its kind is *The Changing Business of Journalism and its Implications for Democracy*. This groundbreaking book from the Reuters Institute for the Study of Journalism is the first major overview of how the news industry is dealing with several unprecedented challenges, in particular the rise of the internet and the draining of advertising revenue from traditional media platforms.

*The Changing Business of Journalism* provides a detailed analysis of structural changes in the business of journalism, outlining the threats and opportunities facing legacy news organisations across the world, including those in the U.S., U.K. and India. Rejecting simplistic predictions of the technologically determined death of the news industry it argues that the industry's latest downturns are more closely related to its dependence on advertising and the impact of the Global Financial Crisis (2007-2009) than with the spread of the Internet, so that it's "premature to announce the death of the newspaper."

A second key work in the literature is the Organization for Economic Cooperation and Development [OECD] publication: *News in the Internet Age: New Trends in News Publishing*, which outlines the radical changes to the economics of news production and distribution. The study says that after very profitable years, "newspaper publishers in most OECD countries face increased competition and often declining advertising revenues, titles and circulation." The economic crisis has only exacerbated this downturn while in some 20 out of 30 OECD countries; newspaper readership is on the decline, especially among younger people. *News in the Internet Age* charts the evolution of the global newspaper publishing market, with a particular emphasis on the development of online news and its related challenges. It provides some striking statistics: the newspaper publishing market shrunk by an estimated 21 per cent and 30 per cent respectively between the years 2007 and 2009 in the U.K. and U.S

The fine scholarly work in *The Changing Business of Journalism* and the wealth of statistics in *News in the Internet Age* there is a major research gap on the extraordinary changes affecting the global newspaper industry. This dissertation will address this gap, by investigating through the lens of international and comparative journalism the declining newspaper markets of the United States and United Kingdom and the growing newspaper markets of China and India. It offers scholarly and journalistic outcomes; it will survey far-

reaching recent developments in the global newspaper industry and analyze implications for the practice of journalism, which affects journalism students and academics worldwide.

## **OBJECTIVES**

The newspaper has sustained its self for over centuries parallel to other newer mass media forms and till today seems to be proud of surviving and overcoming all the hurdles. It has not only survived but also grown tremendously as a medium and as an industry and has managed to make a mark for itself amidst its audiences. A metamorphosis of the industry has resulted in multiple renovations to the medium to suit the contemporary times therefore the main objectives of the study would be to

1. To analyze the changes the Print medium has undergone over the years to sustain in the news market.
2. To find out how these changes have impacted the print media industry.
3. To study the present status of the print media and analyze its potential in the contemporary scenario.
4. To examine how this would impact the future of print media.

## **METHODOLOGY**

This study is the investigation of content like Reports of News agencies, Research articles and Annual Reports of newspaper firms to understand the growth of the newspaper as a medium and as an industry. Using this data from the content analyzed and observing the changes of the print medium, the author identifies different trends of newspaper its growth, its reformation and metamorphosis its ups and downs etc.

Therefore the method of analysis used for this particular study is

1. The Content Analysis Method, where content of various websites, Annual Reports and research articles published was analyzed to draw certain inferences.
2. An Exploratory study method was also adopted to analyze this study. It is an attempt to determine if what is being observed might be explained by a currently existing theory.

## **CONTENT ANALYSIS**

There world of media is encapsulated with certain trends which have been instrumental in changing the outlook of the print medium. The changes that have taken place in the media set up are trying to be analyzed below;

### **Status of Other Mass Medium**

The word media has acquired heaps of importance, where flourishing business houses are running in the race to indulge into the giant media industry. The press comprising of newspapers, magazines and electronic media i.e., television and radio; not leaving out films and internet have seen tremendous growth over the years. Of all the varied forms of mediums available today, the competition provided by the electronic is beyond comparison. The electronic media comprising of radio and television came late to the Indian landmass and had altered the status of the print media industry to a certain extent. The FICCI-KPMG Report 2015 states that ‘The Media and Entertainment Industry in India is poised to grow at a CAGR of 13.9 per cent, to grow from an INR 1026 billion in 2014 to reach INR 1964 billion by 2019. In the television sector, the ongoing digitization of cable has continued to progress. The radio industry showed one of the highest growth rates amongst other traditional media

segments, and this, despite further delays in the Phase III auctions. On the other hand the structure of the Indian print industry continues to be highly fragmented at a national and regional level. While advertisement revenue held a significant part in the total revenue pie and continues to be the growth driver for the industry, the circulation revenue growth was higher than that of advertising revenue for Hindi and English markets last year. In 2014, the Indian print industry experienced a growth of 8.3 per cent from INR243 billion in 2013 to INR263 billion in 2014. The print industry is expected to grow in the coming years, riding on the back of growth in tier II and tier III cities, the disposable income and literacy rate is on rise in these cities, providing a steady impetus to growth. *'Print still commands the largest share of advertising in India. While the English market may see some challenges from digital in the years ahead, regional print continues to grow in low double digits a rate that is the envy of most of the print world', says Jehil Thakkar, Head of Media and Entertainment at KPMG in India.*

### **The Internet Age**

Technology is one of the biggest forces for change both social and economic. The internet has already changed the world, in a remarkably short time. Its impact has been more pervasive than that of electricity. It has bred a vast number of new businesses that didn't and couldn't even think of existence a decade ago. Broadly, there have been four big developments in the online world in the past few years. The first is the decline in the cost of media distribution thanks to digitization and broadband which has helped to make even relatively disliked content also commercially viable. The second phenomenon, which has been sparked by the decline in the cost of media production, as well as by the development of tools for sharing content, has been the rise of user-generated content perhaps better described as "participatory media". The third development is the rise of sharing, be that deliberately or involuntarily. The way in which information is organized is also changing drastically. The phenomenon number four is Instead of a traditional hierarchy of information by experts, i.e., a taxonomy, web users are increasingly categorizing online content i.e. web pages, photographs and links for themselves. This dramatically reduces the cost of search and this information management has given rise to many new businesses. The Internet has changed the way the world functions in present day and it stands no different for media as well. Print media in particular has also adopted the internet technology for its efficient functioning. It has not only made the process faster but it has also made it more refine, smooth and hassle free. From layouts of newsprint, to design, to the approach everything has undergone a metamorphosis thanks to the one reason behind it "The Internet".

### **Digitization and the Newspaper**

Newspapers are loaded with information, but finding the information can be a challenge. Unless the newspaper has been microfilmed, libraries hold very few copies and these are often not available. Even with access to a newspaper, unless the paper has been indexed, searching for the desired information can be a tiresome quest. Because of their vast amounts of hard to access information, local newspapers are often suggested as prime candidates for digitization. At its best, a digitized newspaper makes all its information searchable and accessible to anyone with internet access, but the newspapers present some distinct challenges on the road to a successful outcome. Hence the larger question here is, why digitize? Document digitization can potentially increase the breadth of access that can be provided to a consumer. Digitized documents can be made available to multiple local users, and if desired, anyone with internet access. Use of a digital surrogate may decrease the need to use the original which may be fragile or difficult to access or obtain otherwise. Digitized text documents have the potential of being keyword searchable and making it more user

friendly. New technology has both enabled and revealed a deep desire to work collaboratively, this is exemplified in the “open source” movement of software development, though one of the best-known examples is the online encyclopedia, Wikipedia. On the content front, the question is how far online sources of news and entertainment will replace traditional ones. In the case of newspapers, a 2006 survey by the Pew Research Centre found that nearly one in three Americans regularly get their news online. Even adding print and online readers of daily newspapers gives a readership of 43 percent of Americans, well below the 50 percent who read a newspaper 10 years ago. In the Indian context a recent survey “*Competing for growth: how business is growing beyond boundaries*” by Ernst & Young which interviewed some 400 C-suite and marketing professionals from global corporations, reveals that India is ranked as the most important market for sales. With more than 600 television channels, 100 million pay-TV households, 70,000 newspapers and more than 1,000 films produced annually, India’s vibrant media and entertainment (M&E) industry provides attractive growth opportunities for global corporations. With Digital Media continuing to show stupendous growth in the last year, India became the second largest country in terms of number of internet users, the adoption of smart phones, and a healthy growth in number of 3G subscribers. Therefore the digital platform is another medium in the process of discovery in the Indian context which makes it a reason for more envy in the global media scenario.

## **THE THEORETICAL PERSPECTIVE**

Media is a billion dollar industry today. When media is analyzed from the development perspective we can state that it has seen a massive leap in that front. Hence when this growth and development has to be analyzed theoretically the one theory that comes to mind first is the ‘Diffusion of Innovation’ theory. Diffusion is the process by which an innovation is adopted by members of a certain community. There are four factors that influence adoption of an innovation. These include 1) the innovation itself, 2) the communication channels used to spread information about the innovation, 3) time, and 4) the nature of the society to whom it is introduced (Rogers, 1995). The very growth of media and its adopting of technology by itself reinstates the working model of the theory. Rogers (1995) explains that there are four major theories that deal with the diffusion of innovations. These are;

- i. The innovation-decision process theory,
- ii. The individual innovativeness theory,
- iii. The rate of adoption theory, and
- iv. The theory of perceived attributes.

### **The Innovation-Decision Process Theory**

The innovation-decision process theory is based on time and five distinct stages i.e. Knowledge, Persuade the merits, decision to adopt the innovation, implement the innovation and finally confirm the success of the adoption. In the case of print media it has tried to adapt to new technologies to reach to a larger audience. Internet being one such innovation has helped the print industry to grow to what it is today.

### **Individual Innovativeness Theory**

The individual innovativeness theory is based on who adopts the innovation and when. The print media in India works in a democratic set up. The Internet entered the setup much later than it did so in other developed nations. Hence adopting to technology was inevitable for the print market in the country but at the same time has broadened the scope of the print market in the present context.



### **Theory of Rate of Adoption**

The theory of rate of adoption suggests that the adoption of innovation is best represented by a s-curve on a graph. The theory holds that adoption of an innovation grows slowly and gradually in the beginning. It will then have a period of rapid growth that will taper off and become stable and eventually decline (Rogers, 1995). With the same example of the adoption of internet and digitization of print it can be seen that initially the rate of access and acceptability of print online was less but when we see the IRS figures today the online access of news, print versions have drastically increased which by itself is proof enough to show and prove the theoretical framework.

### **Theory of Perceived Attributes**

The theory of perceived attributes is based on the notion that individuals will adopt an innovation if they perceive that the innovation has the following attributes.

- i. First, the innovation must have some relative advantage over an existing innovation or the status quo.
- ii. Second, it is important the innovation be compatible with existing values and practices.
- iii. Third, the innovation cannot be too complex.
- iv. Fourth, the innovation must have trial ability. This means the innovation can be tested for a limited time without adoption.
- v. Fifth, the innovation must offer observable results (Rogers, 1995).

The Print Industry in India today is a reason for a lot of envy in the global print media scenario. India and China has been growing in the print sector steadily compared to the other print markets in the world. The global media statistics and research carried out by several research groups like FICCI, KPMG, IRS, PWC, NRS, WAN-IFRA all state that the print market in the South Asian region have better future in comparison to global media markets. Hence it can be stated that the traditional media forms like print have adapted themselves to new innovations and have also benefitted from them as the figures from various reports substantiate the same.

### **FINDINGS**

Print media as a traditional media of development communication is the closest to people. History of print media and written communication follows the progress of civilization which in turn moves in response to changing cultural technologies. It has been 30,000 years later since the first recorded evidence of written communication and it is still dramatically changing.

The study on hand is an minor effort towards understanding the process of changes the print industry has undergone in the years of its existence to get a better understanding of the process of its metamorphosis. Keeping the objectives of the study in mind it is found that:

- i. Print media has changed over time to cater to larger groups of people and to reach out to more and more for a better society.
- ii. It has adapted itself to technology to grow and to serve the society more efficiently.
- iii. There have been both positive and negative impacts of technology on the print industry.

- iv. The Print Market in India has undergone a huge metamorphosis which is very evident in the way they function today.
- v. The global debate about print media not having a future with other mass media forms overtaking it is still something to be watched since in many parts of the world print media is growing steadily and has shown a strong sense of existence.
- vi. The Print media in India is still a strong medium as the credibility and acceptability of the medium is still large.
- vii. Print media is still tough competition to other Media.

## **CONCLUSION**

In India, whilst newspapers came much later as opposed to Europe or America, it has a rich pedigree of being a witness and a catalyst to the birth and growth of the nation. There has been a phenomenal rise in the number of newspapers and their circulation. The number of pages has increased. The quality of production has improved. Even the Regional Indian language newspapers have taken advantage of the advances in printing and communication technology to bring out multiple editions. With the introduction of color printing it has made the newspapers look more attractive. Most of the newspapers in India came into existence post-independence and today thousands of magazines and newspapers are in circulation. Pre independence the editorial in a newspaper was widely read for the lead it gave and used newspaper as an instrument of social change. But in the new era, the editorial became shorter in length and weak in impact. The new generation of industrialist-publishers is now more interested in profits instead of societal obligations. Therefore, they closed down serious literary and political publications so as to retain the profit from the flagship publications. The tendencies have grown to that extent as to treat the newspaper more as a marketable product than as an instrument of social change. The 21st century, Indian print media is one of the largest print media in the world. The Times of India being the 8th most circulated newspaper in the world. With the emergence of the television and the new media (internet), it can be argued that newspapers became irrelevant in terms of providing the latest news. However, both the media has its own importance. The longevity of the written media is much more compared to the electronic ones. It is this written media that has made history recordable and accurate. The age of an old manuscript found while digging a historical site gives information about the era in which it was written, which is not possible with electronic media. Print media is durable. Therefore From the above discussion it can be conclude that media has ability to change the society y its approach and at the same time change itself also to reach out to the society it functions in. the Indian print media has played its role to its fullest strength both pre and post-independence. Hence in Short, it can be conclude that each media has its own existence, role, and impact on the society. Hence the print media still has its lion share in the development of communication in the country.

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