

Digital Media Vs Print Media

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Abstract

The term "media" refers to a variety of channels that are employed to transfer, store, and disseminate data or information from one location to another, from one person to another, as well as to the general public. Mass media is another title for this concept. Information is now available digitally as well. Digital media is quickly gaining popularity among readers. It would appear that viewing digital content would replace reading print. The viability of print media and whether it will be supplanted by digital media have been questioned by this circumstance, among other issues. This research paper deals with the evolution of Media as a subject from print to digital and its future perspectives.

Keywords: Media, Information, Digital, Public.

INTRODUCTION

The media has a very significant and extensive function in society. The media itself is the origin of mass communication. In contemporary society, the media is the greatest informational force. The main component of mass communication is this. It can take many forms, like the internet, which allows us to instantly access up-to-date news about the entire world with only a click of the mouse. For instance, it simultaneously performs the functions of publishing, broadcasting, and distributing news over the internet. It includes a variety of media types, including radio, print, television, and digital data. The first and oldest type of media is, in a nutshell, print. On the other hand, the Internet is the newest and most contemporary kind of media. Social media, which incorporates frequent updates from our regular users of social networking sites, is the most recent development in media. The most important role that the media performs in a student's life or the life of the present generation is in preparing and keeping them informed about their impending future. An introduction to the media is that it influences one's beliefs and thoughts by presenting the news to us in a variety of ways. As a result, it occasionally experiences the effects of powerful people, groups, political parties, etc. In such circumstances, you might have access to news that is slanted in favour of a significant individual, group, or political party. In today's fast-paced world, media plays a fundamental role. It essentially informs everyone about everything that occurs both inside and outside of their own country. Thus, media provides local, national, and even international news to its readers solely for the goal of assisting them in solidifying their core views and giving individuals the opportunity to learn about what is occurring across the world. News is distributed by the media via several different channels. The media is versatile in its own manner, providing news via television

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broadcasts, newspapers, and the internet. The most basic idea of media is that it serves as the control mechanism for a society's well-being. Therefore, in order to ensure that society's integrity is not compromised at any cost, it is essential that the media performs a true role in only providing the most legitimate news to its audience. When it comes to the media's function, it is known that it is the fourth pillar of democracy. The world's most informative role is played by it. It is crucial for regularly informing and keeping global citizens up to date on everything that is happening throughout the world. Thus, providing readers with accurate and true news is essential for society's advancement. Additionally, delivering accurate news has recently and will continue to affect achieving justice in a number of cases. Delivering accurate, fact-based, and proofread news is therefore the most important component of the media. The only way that news can genuinely improve society is if it is truthful. It reveals a number of corrupt persons, and by educating people about these issues and making the corrupt people in society more visible, people are better able to form their own opinions about such political and criminal topics. In addition to this, one of the media's main responsibilities is to analyse the political agenda. Other roles can include shaping public opinion, fostering communication between the populace and its leaders, influencing socialisation, or even serving as a watchdog. Simply said, the media plays a crucial role in securing our society, providing the proper news to viewers, and fostering a relationship between the government and its citizens. The media plays a big, important role in society.

LITERATURE REVIEW

The Impact of New Media on Traditional Media, Lavanya, Rajendran, claims in her study work that social media has assimilated into contemporary culture. Traditional media has been challenged by social media. The newspaper's readership is suffering as a result, which is negative. The Audit Bureau of Circulations' most recent data shows that the average daily circulation of US newspapers decreased by 7% in the final and first quarters of 2008 and 2009, respectively.

Social Media, In his book "Social Media," Gaur, Sanjay describes how social media, which was originally utilised for social interactions based on web technology, contributes to the creation of a platform for individuals and groups to share and co-create, discuss, and edit user-generated content. He continued by saying that social media tools had transformed how people used to keep tabs on online conversations. He explains how this can be beneficial for tracking PR management campaigns, competition auditing, and general public involvement, as well as for calculating return on investment. Social networking tools range from free starter applications to more advanced solutions that require a membership.

EVOLUTION OF PRINT TO DIGITAL MEDIA

The politics, democracy, society, and culture of India have all benefited from the influence of the print media. The worldwide media market is in decline, but the print sector in India is expanding quickly because to rising incomes and literacy rates throughout the nation. Since he launched the first Indian newspaper from Calcutta, the "Bengal Gazette," in January 1780—a weekly publication—James

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Augustus Hickey is known as the "Father of Indian Press." Newspapers are regarded as a social institution that supports society and speaks out against injustice in India. Newspapers were crucial to the campaign for Indian independence. The newspapers were used to spread the opinions and voices of different political figures and liberation fighters. Leaders like Mahatma Gandhi frequently penned articles for different periodicals to share his thoughts on current politics and social issues. The British government was well aware of the influence and influence that newspapers had on people's desire for independence. Due to their outspoken opinions and bold comments against the interests of the British Empire, many periodicals were suppressed. The proprietors and editors of the Indian press didn't give up and continued to print their publications covertly or by changing the titles or languages of their publications. Journalism was a mission for the editors and other newspaper staff. Even publishing corporations considered it their own part of the fight for freedom. Poor pay and a lack of protection plagued journalists. Comparing journalism and newspaper publishing to other occupations, neither was particularly lucrative. However, following Independence, things began to change quickly. Newspapers were therefore extremely important for communication and the shaping of public opinion during the time when there were no mobile phones, the internet, or television. A progressive and democratic society is represented by an effective and balanced media. As it pertains to one of the fundamental human rights—Freedom of Expression—the media is referred to as the fourth pillar of democracy. It is crucial for a society to express its beliefs and opinions loudly. The media has a duty to inform the public about information and decisions made by powerful sectors like the government, political parties, business, law, etc., but it also has a duty to publish the opinions of the general public and information about how decisions affect them and how they are received by them.

The number of print media firms that have moved out beyond traditional print and started publishing news on digital platforms like Facebook, Twitter, Instagram, and company websites has increased over the previous ten years. Particularly young millennials seem to prefer using the internet to reading printed things when it comes to their time online. The development of technology has in some ways contributed to the laziness of the human race. The print media sector has been negatively impacted by news being reported and shared on social media platforms. In the last two years, the rate of digital transformation has risen dramatically. People were driven into the digital world by the pandemic without thinking about whether they were prepared for it or not. However, the entire process of transformation did not simply take two years; it had been ongoing for the previous twenty years.

According to World Press Trends 2015, between 2011 and 2015, digital readership expanded at a staggering CAGR of 97%, while newspaper circulation increased at a CAGR of 4%. All of this was caused by the expansion of 4G subscribers as well as the introduction of smartphones and tablets.

In the ensuing years, the print market experienced a slow but steady collapse. The Covid era then started. The public switched to their smartphones for daily news updates as a result of the global lockdown, which reduced the supply of print media to nearly nothing. When the big print business

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experienced a dramatic decline in print sales, those who were already operating in the digital space made money. The outcome was that the leaders in the print sector created their digital subsidiaries and subscription-based business models to turn their fortunes around and stay in the game. Some switched entirely to online.

ADVANTAGES OF DIGITAL TRANSFORMATION

- Unlike print media, which requires us to wait until the next day to learn about the newest events, digital media provides quick updates. This facilitates the public dissemination of crucial news.
- Two-way communication exists in digital media. Instantaneous opinion, idea, and feedback sharing by consumers is possible. Customers may feel more connected as a result of this.
- Unlike print media, which needs paper made from trees, it is environmentally neutral.
- The well-known publications are now launching their own internet news platforms. This is as a result of the increasing significance of digital media.
- In digital media, a search for a specific piece of information is simple.
- Because digital media platforms are less expensive than print media, small businesses can readily advertise there. • Digital media platforms can also make money off of outdated content. They will therefore make more money and be able to spend more on improving the content's quality.
- Utilizing automated choices that perform the task more quickly and effectively is a requirement of moving to the digital world. The procedure can now be streamlined and handled by media businesses using a single platform.
- The digital environment not only makes distribution simple, but also encourages it to expand to a larger audience. The business may expand its consumer base and market its content globally if it picks the correct digital channel.
- Digital publishing gives you the option to use a variety of distribution methods to diversify your audience. Multiple revenue streams are therefore produced as a result of this. Subscription models, online advertising, affiliate marketing, etc. are a few of the prominent ones. Additionally, the surplus distribution and publication costs are cut, increasing earnings.
- In the digital world, everything is instantaneous, from submitting material to receiving comments. Additionally, platforms like CMS provide real-time data analysis that may be used to change the content strategy in order to enhance readership and revenue.

FUTURE OF MEDIA

The creation and distribution of information on social media platforms will continue to be a defining feature of the Indian media landscape for the foreseeable future. (The ongoing, heated argument about the security and privacy of data, how the platform uses it, and if it should be shared with other companies or the government is a different matter that will change how many platforms and services

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are developed.)A national regulatory framework will need to develop the ability to deal with extreme complexity and extra-territorial corporate dynamics because these platforms are global and "multi-national" in nature.

First, policymakers must embrace and acknowledge that social media platforms now account for an overwhelming 80% of all news consumption in India. The creators of material have already come to terms with this fact. The traditional media organisations in India, which provide news and entertainment material for print, television, and online platforms, are adjusting to this transformation.

Technology now defines what is known as "the new normal" for conventional Indian media companies. Business structures and customer expectations are fundamentally changing as a result of the convergence of technology and media.

An existential crisis looms over their current economic model due to the largely inelastic cost of content creation and declining ad revenues. Media companies that are born digitally, prioritise social media, and are heavily invested in by investors are expanding quickly. Due to the substantial disruptive potential of start-ups, currently dominating firms will need to pay attention. Briefly stated, the statistics indicates that India is one of the world's largest media markets in terms of subscribers, readers, and total viewers. Platform power, on the other hand, indicates that even while there are many more content producers, such as independent voices who publish only on social media, the power of distribution is concentrated in a small number of tech-media behemoths.

India has maintained its marketplaces open for everyone, in contrast to China, which has prohibited the entry of international platforms. The Indian government, in a tardy move, just passed new regulations to exercise control over all online news, social media, and video streaming platforms, even those that are backed by foreign investors. The move was made for the purpose of creating a level playing field for all media, according to the administration.

CONCLUSION

Finally, there are advantages and disadvantages to both print and online media. There are potential problems with both the speed at which it is published and the quantity of inaccuracies in it. Online media makes more sense in a constantly changing environment for ongoing coverage of a particular topic, yet a lot of material might be false or misinterpreted. For generations, people have gotten their news via the print media. Some of the biggest corruption scandals and breaking news events in history have been revealed through it. You will read news that happened in the past in print media, but it will be accurate information because it had to pass through several levels of clearance before even being considered for print. Online media is still a young phenomenon in the media business, but it is sweeping the industry. The fact that information can be immediately removed or cancelled is the one drawback to the entire online publication system. One of the main issues with online publication is that it tends to encourage writers and editors to be laxer because they know they can easily remove an article if factual inaccuracies are discovered. The platforms of more and more reputable news

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outlets are being changed to cater to online users. It must be kept in mind that having readers is the only way news organisations can continue to be successful. Even though it isn't available in paper, more and more individuals prefer online periodicals. Both print and online media have an awareness of the public's desire for information. People enjoy reading dazzling headlines and delicious columns about the hottest gossip, but it must be understood that in both print and internet media, the truth is always preferable.

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