

# ***RELEVANCE OF PRINT MEDIA IN THE AGE OF AUDIO-VISUAL AND NEW MEDIA***

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## **ABSTRACT**

Media of today is playing an outstanding role in creating and shaping of public opinion and strengthening of society. Media consists of different types of it which can be broadly divided into two- Print Media and Audio-Visual and New Media. Print Media is an old concept which includes newspapers, magazines and journals. On the other side, Audio-Visual and New Media is includes, films, Television, online newspaper, mobile, computer, internet etc. In the present century, information is available in digital form such as videos, films, CDs, DVDs, e-books, e-journals, e-database, e-newspaper, e-dictionary, e-encyclopedia, e-dissertation, e-conference, e-article etc. Parallel to the Audio-Visual and New Media, same material in Print format is also growing in great speed comparatively. This situation has raised a question on the existing value of Print Media in the modern period which shows rapid growth of Audio-Visual and New Media. Keeping this view in mind, this study is conducted to examine the value of Print Media in the age of Audio-Visual and New Media.

## **1. INTRODUCTION**

Media is the communication tool used to store and deliver information or data. The term media is defined as "one of the means or channels of general communication in society, as newspapers, radio, television etc". Print Media is the oldest form of mass communication that uses physically printed news and information, such as magazines and newspapers, to reach consumers. The effect of advertisement is purely based on its content. The Print Media paradigm flourished in the pre-internet era where instant access to news, using smartphones and online news aggregators, was not within the reach of the common man. The first Indian Print Media was established in the late 19th century with the newspaper Hicky's Bengal Gazette, founded in 1780. After this, various newspaper and magazines are introduced for storing and delivering information to the society. All these Print Media helped carried out different information regarding British raj. After Indian independence, Print Media has helped in social construction of our society. Information and Communication Technologies have grown rapidly around the world and advance Internet technology have given mass media a new shape, growth of online media have been noticed in the last 10 years. The presence of Audio-Visual and New Media allows peoples to act as both the transmitters as well as the Producers. Emerging of Audio-Visual and New Media like TV, Radio etc converted information from print to audio-visual. Latest invent of 20th century such as computer, mobile, internet again introduced online reading or watching of news. According to the OECD, around 5% of all internet visits are related to reading news online. Most of the traditional printed media has started to convert their news content digitally and started their websites. At present, India is home to many print media as well as Audio-Visual and New media such as online publications including digital-only newspapers, magazines, news portals and publishing houses etc.

## **2. OBJECTIVES**

The objectives of the study are as follows-

- To understand the acceptance of advantages of Print Media over Audio-Visual and New Media
- To analyze the acceptance to advantages of Audio-Visual and New Media over Print Media
- To analyze whether people prefer to read Print Media or read/watch/hear Audio-Visual and New Media

### 3. METHODOLOGY

For the study, the Check list is used as a tool of data collection which included a set of both closed and open-ended Statements based on the objectives. In order to achieve the objectives of the study both primary and secondary data have been used. The primary sources of data have been collected from the students of Tezpur University. For selecting of sample, Purposive sampling design is used to conducting study. The secondary data have been collected from survey of literatures, various websites, journals, magazines, articles etc.

### 4. SURVEY OF LITERATURE

Some studies have provided examples of how Audio-Visual and New Media improved upon Traditional mass media, which include Print Media also. L. Ha and E. L. James, in their “Interactivity reexamined: A baseline analysis of early business web sites”, 1998, explained their finding as that the Internet was as a new media, a highly interactive mass medium that provided users with channels to consume and produce content. Traditional media, on the other hand, are limited from this level of interactivity due to physical and technical constraints. The Internet provides demassification; which allowed audience members to choose from an unlimited supply of content and asynchronies; which gave users the ability to send and receive messages at their own convenience (Chamberlain, 1994; Ruggiero, 2000). The development of social media sites, such as Facebook and Twitter, appear to have taken levels of interactivity, demassification and asynchronies to new heights by making user-generated content each site’s primary feature. Several studies refer that traditional mass media became entangled in Schumpeter’s (1950) process of creative destruction following the arrival of the Internet (Foster, 2001; Kaye, 2010; 4 van Weezel, 2010). Schumpeter, in his “Capitalism, socialism, and democracy”, 1950, said that Creative destruction occurs when an innovation, such as the Internet, revolutionizes an industry and, at the same time, destroys the market positions of organizations that remain committed to old practices. Companies unwilling to adjust their strategies during creative destruction are often replaced because customers arrive at the conclusion that the innovator provides a superior product or service (Chandy & Tellis, 1998; Foster, 2001). Rogers in his “Diffusion of innovations”, 2003, determined that An introduction of new, which has been defined as “an idea, practice, or object perceived as new by an individual or other unit of adoption” is a key component of creative destruction. Rather than immediately adopting an innovation an individual goes through an innovation-decision process. This procedure usually occurs in five steps: (1) one learns of an innovation’s existence, (2) he or she forms a favorable or unfavorable belief toward the innovation, (3) the individual makes a decision to adopt or reject the innovation, (4) if adoption occurs the individual chooses to implement the innovation, and (5) the individual seeks confirmation of his or her decision. Some studies reveal the different preferences of media on the basis of individual categories. Sathe, Grady and Giuse; their “Print versus electronic journals: a preliminary investigation into the effect of journal format on research processes”, 2002, is based on the impact of e-journals on research processes such as information seeking. They conducted a pilot journal-use study to test the hypothesis that patrons use print and electronic journals differently. This study was an introductory step in examining how electronic journals affect research processes. Their data revealed that there were distinct preferences in format among categories. Some studies are conducted on the influence of Audio-Visual and New media on Print Media. Schuldlos completed his study “Digital Revolution in Communication and its Impact on Print Media – Status and Prospects”, 2011, on future of Print Media and analyzed all possible aspects of evaluation of New Media and how these changes are influencing on Print Media. He had argued that the Print Media will not disappear completely but importance of print media will decrease further on. A survey conducted in Europe by Jacqyeo as “Print Vs Digital Media: The Death of Print”, 2012, concluded that Print and Digital

Media triumph in areas where the other is lacking. Print Media is its boon in its tangibility, high level of engagement and superior brand. Print is also considered to have higher credibility as compared to digital media. However, digital media's forte lies in multimedia storytelling, low cost and its wide audience reach. Monika Fodor and others conducted their study "Print Media versus Digital Media and the Expected Results Based on the Results of a Comprehensive Trend Research", 2013, with the objectives to analyze how consumer habits in Print Media had changed in consequence of economic events of the past few years and also the influence of the continuous spread of digitalization. They had concluded based upon their primary and secondary research that despite the emergence and strengthening of digitalization certain consumers still insist on print media. The dual and parallel consumption of both media can be noticed as for the majority of readers concerned. From the above explanation, the study comes to know about various issues related to both Print Media and Audio-Visual and New Media such as its present time existence, its use, effect of one on others etc.

## **5. INTERPRETATION AND FINDINGS**

It is a study of analyzing impact of Audio-Visual and New Media over Print Media. As per the major findings (found from the primary data as well as secondary data) we have seen there are various advantages of Audio-Visual and New Media over Print Media, but it cannot say strictly that Audio-Visual and New media decreased the Print Media completely.

### **5.1 ADVANTAGE OF PRINT MEDIA OVER AUDIO-VISUAL AND NEW MEDIA**

Now-a-days also most of the people use to buy Print Media on daily basis. It reflects that on the days of technology, people have given values to the traditional Print Media as it is most structured and cohesive than Audio-Visual and New Media. It is accepted by majority that Print Media able to give more physical touch to read than Audio-Visual and New Media; which is important for developing reading skill of individual. Majority has accepted that Print Media is accessible from rural to urban. As India has covered most of the rural areas, it is an important advantage of Print Media which is not in Audio-Visual and New Media. Print Media is an easy medium to spread information in a geographical area. The findings reflect that Print Media has more predictability and loyal readership which is not seen in Audio-Visual and New Media. The finding shows that it has accepted that Print Media is most effective and memorable than Audio-Visual and New media.

### **5.2 ADVANTAGE OF AUDIO-VISUAL AND NEW MEDIA OVER PRINT MEDIA**

The review of literatures reflects that Audio-Visual and New Media has improved the traditional Print Media by digitalization of its agencies; such as online newspaper, online news channel etc. Findings show that Audio-Visual and New Media has provided more interactivity to customer through its physical and technical strength; which is lack in Print Media. Innovative and Creative nature of Audio-Visual and New Media had help in increasing its users which decreased the Print Media users. Findings reflect that as up to date and current information provider, Audio-Visual and New Media helps in both academic study and research. Majority love to post on Audio-Visual and New media due to its easiness rather than write in print addition. It is found that majority accept the vastness of Audio-Visual and New media which covers global area. But, it is not seen in Print Media. Audio-Visual and New Media is called as multimedia as it has more ways to getting information. However, Print Media is limited only on its print areas only. In the present days people says that time run with technology; may be that reason majority accepted to access through Audio-Visual and New Media as it takes less time than Print Media.

### 5.3 PREFERENCE BETWEEN PRINT MEDIA AND AUDIO-VISUAL AND NEW MEDIA

Majority prefer to use Audio-Visual and New Media as it is vast, mostly up to date and easy for understand anything through watching and hearing. It is also multilayered and interactive. From the finding of the study, it can be say that the study reflects its objective as that in some context although Audio-Visual and New Media has devalued the Print Media; but it cannot be possible completely. There are no vast differences between its preferences. Now-a-days also people mostly believe in loyalty of Print Media as Audio-Visual and New Media sometimes fail to provide proper information.

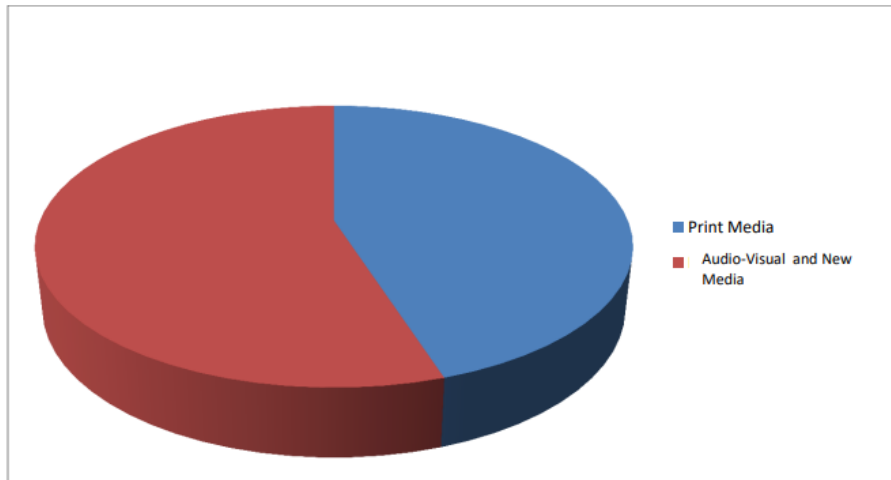


Fig.: Preference between Print Media and Audio-Visual and New Media

### 5.4 PROS AND CONS

Based on the findings of the study, it is reflected that both the Print Media and Audio-Visual and New Media has some advantages and disadvantages.

#### Advantages of Print Media

- Print Media allow to present static and cohesive messages for audience.
- Print Media is an easy medium to spread information to any particular geographical area. For example, a local newspaper is the best way to spread news about any local event of the place.
- The editorial page is the important page of Print Media mostly newspaper and help the readers in understanding things which are current in a better way.
- Print Media is accessible for all from rural to urban.

#### Disadvantages of Print Media

- Production of Print Media may the cause of environmental degradation as it includes paper making from trees as well as it is time consuming.
- Regarding cost, Print Media is costly as it can only reach its audience when it is distributed through an infrastructure that requires vehicles and people.
- Print Media take lots of time to appear in the front of its audiences. Here, one has to wait for the next morning to get to know.

- Printed Media cannot able to capture the sound and movement required by an audience raised on the audio-visual/new media.
- Most of the time, Print Media does not able to targeting a global audience.
- Print Media has the limited validity; such as the newspaper is only read on the same day. Nobody read it the next day.
- After reading printed media, most of the time individual use to through it here and there. This waste continually accumulates in landfills and reduces its utility.
- Print Media is limited only in Newspaper, Magazines, Books, and Journal etc.

### **Advantages of Audio-Visual and New Media**

- Regarding time, it is immediately appears in front of its audiences.
- Audio-Visual and New Media covers a vast area of information.
- Audio-Visual and New Media is more current and up to date.
- Audio-Visual and New Media has the ability to convey message in effective and interactive way.
- Audio-Visual and New Media has multiple ways of providing information; such as photos, video, audio, films, recording, documentary etc.
- Audio-Visual and New media has the quality to cover a global audience which is most important in the era of Globalization.

### **Disadvantages of Audio-Visual and New Media**

- It is not accessible from rural to urban because of limited technological development.
- Audio-Visual and New Media requires well designed technology which is costly.
- Sometimes Audio-Visual and New Media provides false information which may mislead individual; that's why loyalty of Audio-Visual and New Media is questionable.
- Individual may waste their time in using Audio-Visual and New Media only for entertainment.

Both Print Media and Audio-Visual and New Media have their pros and cons but the real challenge with both these Medias are trying to maintain and build an audience as well as producing content that is engaging and relevant.

## **6. CONCLUSION**

As the place of Print Media has been shifting over the past decade by Audio-Visual and New Media, but things are leveling out and it can be say there is a "balance" situation of using both Print Media and Audio-Visual and New Media. There will always be a place for Print Media, as it is simply not replaceable. There has been an increase in the circulation of newspapers around the world even after the emergence of Audio-Visual and New Media. Print Media still remains the most common means of providing information to public and it will continues to be so even in the time to come . Even now in 2014 large digital media companies like CNET are investing in print (they are releasing a paper magazine) as Print Media offers additional value. It can be say that rather than devaluing the Print Media, Audio-Visual and New Media has helped in digitalization of Print Media for make it more efficient in the era of globalization. Thus, with time there is need to be more responsible, discursive and vigilant as readers so as to discourage irresponsible press and create conducive environment for the formation of a responsible and mature Print Media.

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