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COVID-19 PANDEMIC AND NEWSPAPER INDUSTRY

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India

Media, the fourth pillar of democracy, plays a critical role in shaping public opinion, educating people on important issues, and providing a platform for social, economic, and political discussions. During a pandemic like COVID-19, it has a more vital role than normal days as it is the main window for people to the outside world. Newspapers, being one of the oldest and most trusted media, strongly holds the responsibility to combat misinformation and cater to the information and entertainment needs of their readers under such distressing circumstances. However, a crisis like this also poses a serious challenge to their existence and growth. While the lockdowns and social distancing norms affected the printing and delivery of newspapers worldwide, it has also had far-reaching consequences on the advertising industry, that in turn resulted in job cuts and pay reductions in newspaper organizations. Many newspapers closed down and some went for mergers. This chapter aims to document the impact of the COVID-19 pandemic on the newspaper industry at the global level in general and India in particular. A wide range of literature that comprises news articles, audio-visual content, organizational reports, journal papers, interviews, etc. was consulted and analysed to study the impact of the pandemic on the