

NEWSPAPERS ADOPTING NEW MEDIA TECHNOLOGIES: ANALYSIS OF WEBSITES OF LEADING NATIONAL ENGLISH DAILIES

Dr. Rabia Noor

Assistant Professor, Department of Journalism and Mass Communication, Islamic University of Science and Technology, Awantipora, Kashmir



Cite This Article: Dr. Rabia Noor, "Newspapers Adopting New Media Technologies: Analysis of Websites of Leading National English Dailies", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 3, Conference World Special Issue 1, Page Number 148-154, 2018.

Abstract:

A publication's website is usually an indicative of the importance accorded by it to the new media. Many Indian mainstream newspapers nowadays use online medium to supplement their print versions and have achieved impressive online readership. The current study aims to assess this trend in India as to why and how newspaper organisations have embraced online journalism. It endeavours to analyse the new media features of the websites of ten leading daily English newspapers published from India. The study concludes that national newspapers do not seem to take any chance of losing their audience. That is why, the publications offer numerous features of the online media and update news on regular basis on their websites, which many a time include breaking news alerts.

Key Words: New Media Technologies, Newspaper, Online Edition, Online Media & Website

1. Introduction:

Media have come a long way since their inception. From old to new and from unilateral to participatory, 'media' has undergone a drastic change both in its meaning and practice. Media (plural of medium) are the means of sending information. Traditionally, the role of media had been confined to a few functions including information, education and entertainment. However, in modern society, media have several and bigger roles to play. Now the responsibility of media is not restricted to merely informing people, but to provide them with broader perspectives on varied subjects. Media are broadly classified into two categories, that is, traditional media and new media. Former refers to older forms of media that have existed since centuries. The US-based online dictionary Ask.com defines traditional media as the archaic way of disseminating information usually involving one-way communication [1]. It may also refer to the media used before the advent of technological advances, such as Internet. New media, on the other hand, is a twenty-first century catchall term used to define all that is related to the Internet and the interplay between technology, images and sound. Socha and Eber-Schmid discuss that the definition of new media changes daily, and will continue to do so. It evolves and morphs continuously [2]. New media are virtually unpredictable, but they will continue to evolve in fast and furious ways.

1.1 New Media: The term 'new media' is a broad term in media studies that includes a group of advanced computer-based services that will compete in the environment and information industries. These services include high-definition television, digital radio broadcasting, multimedia computers, handheld data banks, wireless cable systems, CD-ROM (computer disc-read-only memory), laser discs, direct broadcast satellites, advanced facsimile machines, intelligent telephones, consumer computer networks, portable electronic newspapers and national videotext services. The ultimate mechanism for delivering many of these advanced media services to homes may be the telecomputer, a fusion of television and computer technology in a single box. The telecomputer offer a full range of video, voice and print services [3]. Pavlik and Powel (2003) have defined new media in terms of the convergence of telecommunications, computing and traditional media [4]. This conceptual definition, therefore, embraces a set of ever-changing technologies, ranging from the Internet and World Wide Web to Global Positioning Systems (GPS) and omni-directional cameras. At an operational level, new media include a variety of technologies that perform the following five functions, viz., information gathering, searching, sorting and communicating, production, editing and design, storage, representation and retrieval, distribution, and access, design and display. Some definitions of new media focus exclusively upon computer technologies, while others stress the cultural forms and contexts, in which technologies are used; for example, art, film, commerce, science and, above all, the Internet [5]. Webopedia Online Computer Dictionary defines new media as a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. Use of the term new media implies that the data communication is happening between desktop and laptop computers and handhelds, such as PDAs, and the media they take data from, such as compact discs and floppy discs. The term is in relation to traditional media forms, such as newspapers and magazines in printed form, which are static representations of text and graphics [6]. Thus, the term 'new media' can be defined as interactive forms of communication that use the Internet, including podcasts, RSS feeds, social networks, text messaging, blogs, wikis, virtual worlds and so on.

1.2 New Media Technologies and Print Media: It has been observed for past some years that print media industry in the West has been switching to online journalism featuring new media technologies after facing a sharp decline, with their print ad revenue falling steeply. Pew Research Centre (2016) found that both weekday and Sunday circulation of newspapers in the United States experienced a decline not seen since the immediate aftermath of the Great Recession. Average weekday circulation fell 7 percent, while Sunday circulation fell 4 percent, showing their greatest declines since 2010. This drop was entirely due to decline in print circulation by 9 percent [7]. Similarly, Lee (2016) argues that advertising revenues have continued to deteriorate even amid a healthy overall economic situation. For instance, in *New York Times*, the print advertising decreased 19 percent in quarter 3 of 2016, while *Wall Street Journal* announced that it was consolidating some sections of the newspaper to cope with dwindling advertising sales. Lee further notes that the newspapers have also been losing their audiences, that is why big newspaper organisations like *New York Times*, *the Washington Post*, and *the Wall Street Journal*, have focussed on strengthening their online editions [8]. Media researchers have found that in the light of newspapers' struggle to maintain readers and viability in the digital era, newspapers in America are responding to this shift by embracing new media technologies, and user-generated and multimedia