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INFLUENCE OF ONLINE MEDIA ON PRINT MEDIA IN DEVELOPING COUNTRIES

Abstract: This thesis describes the impact of online media on the newspaper today. The purpose of this study was to identify the major obstacles based on how online media is impacting print newspapers revenue in developing countries and how these challenges could be addressed in order to improve print newspapers revenue collection.

Keywords: Print newspapers, online media, convergence, electronic media, Digital platforms, integrated journalism, newspaper industry.

Аннотация: Этот тезис описывает влияние онлайн-СМИ на сегодняшнюю газету. Цель этого исследования состояла в том, чтобы выявить основные препятствия, основанные на том, как онлайн-СМИ влияют на доходы печатных газет в развивающихся странах, и как можно было бы решить эти проблемы, чтобы улучшить сбор доходов печатных газет.

Ключевые слова: Печатные газеты, онлайн-СМИ, конвергенция, электронные СМИ, цифровые платформы, интегрированная журналистика, газетная индустрия.

INTRODUCTION

The Uzbek newspaper industry, which has mostly maintained a traditional corporate format, has undergone changes as a result of how people connect and the impact of convergence and online media. The industry needs to change in order to be competitive in the information providing sector, as online media has demonstrated. As a result of technology advancements, many people now interact differently. Digital platforms allow users to interact and communicate more quickly [2]. People need information more and more as their schedules get more and busier, and they want it instantly [1], [2]. The transition to a digital platform has altered how individuals access and use information [3].

METHODS AND MATERIALS

Literature Review

The history and function of new media in the distribution of news and information are examined in this work. Additionally, it examined the effects of print and internet media on businesses based on certain important business models and tactics in emerging nations.

The Birth of New Media

The first newspaper service online was America Online, launched by the Chicago Tribune in May 1992 [5,148]. In 1995, the online newspaper concept of today was developed, featuring among others CNN as a global news engine. Six years later, in April 2001, American trade Journal Editor and Publisher Interactive had registered in its database 12,878 news media online [5]. Most newspapers have been watching their circulation turn into a continuously negative

sloping line since the mid-1960s, when television entered the households of the average family, and with it, televised news in Westernized societies [6]. With the rise of new media such as broadband, wireless internet, and increasingly sophisticated mobile technology, it leaves one thinking how the future of the political media economy in this digital age will pan out [7] [8] ? Unfortunately, “the delicate balance between public responsibility and private profit has been steadily tipping in favor of the latter” [9]. This explosion of technology has provided consumers with a constant source to news and entertainment in developing countries. This has also seen various marketing and advertisements platforms that have emerged in the past decade [10]. More than two thirds of all domestic news revenue comes from advertising, roughly an amount of US \$43 million for US newspapers from 2014 [11].

Media Convergence and Online Journalism

Journalism educators were forced to discuss alternative curriculum models in the middle of the 1990s due to the demands of communication and the information revolution. They found the answer in convergence. There are different connotations of the term, “Convergence”. It is defined and interpreted here within the realms of journalism. Convergence in journalism is referred to as, “multiple-platform publishing” or as “integrated journalism” [12]. The speed of adoption and diffusion of innovations in the contemporary media industry is posing a great challenge to media educators as the newsroom appears to be constantly ahead of the classroom, especially in the developing world [13]. Notes that for the newspaper industry, media convergence represents enormous challenges but also possibilities to use new platforms and content to serve new consumer needs. Characterized by the rise of the Internet, the digitalization of information and the dissipation of boundaries between media platforms, convergence changes the socio-economic field in which newspaper publishers operate. In a broad sense, media convergence refers to the general trend where the boundaries between previously separate sectors of media, telecommunications and information technology have become increasingly blurred and different sectors of the media industry have become more interconnected.[15]

Adds that online circulation of traditional newspapers is growing. The use of social media and social networks is increasing rapidly worldwide. In November 2011, the popular social network, Facebook had more than 800 million active users, 75 percent of which are based outside the United States. More than 50 percent of those 800 million people log on to Facebook in any given day. At the same time, Internet and mobile technologies are at the center of how people’s relationship to news is changing. The importance of social networks for news consumption is growing. This convergence is particularly promoted by the Internet and the digitalization of all media content, but its implications can be discussed on several levels, including technologies, industries, media contents and journalistic practices. For newspapers, convergence has created possibilities to create content that combines different multimedia elements (text, photographs, audio, video, graphics, social networks, etc.) and to distribute these products across different media platforms [15].

Threat on Print Media in Developing Countries

The increase in online platforms providing news content has been noted to reduce print newspaper circulations. Various authors have analyzed how online media is threatening the survival of print newspapers world over [16]. For example in his study established that people easily access news online for free and that this makes it difficult for them to pay any subscriptions to a newspaper. The witness of not the “End” of print but rather the adaptation of print and News organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the new media to create its impact on the society at a faster pace. The study indicated that access to online news impacts revenue to the extent that it is free. It however, does not show how online media can be harnessed as a business to supplement

revenue for the traditional print paper. Due to the availability of internet communications, the students get information easily. Some of the major reasons concluded from this study is there is a lack of time to read newspapers and availability of other major communication resources. Majorly this e-news is considered as time consuming. Finally, the study concluded that the online news has highly satisfied the reader's expectations and also reduced the print newspapers circulation. However, this study did not highlight what models can be employed by traditional newspapers to increase revenue.



ANALYSIS AND RESULTS

A study conducted which was aimed at assessing the migration trends from printed newspapers to online sources of news[17].The goal was to assess factors influencing this migration and the impact of this migration on advertising revenue. This study noted that there is no significant change in advertising revenues of printed newspapers although a significant part of the readership has migrated from printed newspapers to online news. The majority of print newspapers have used survival tactics include following a focused online publication strategy, reorganizing newspaper operations, and diversifying from print to other media platforms. However, given that newspaper revenue is based on circulation, this was not sufficiently demonstrated. This is due to the fact that previous research mentioned above have demonstrated how consumers are moving to internet media since it is not only faster but also free.

CONCLUSION

Age has an impact on the survival of printed media and the threat posed by internet media, according to the study of the data. According to research, most young people utilize digital gadgets and thus spend more time online than members of the elder age. Younger people are often employed, which makes them busy and more inclined to utilize their mobile devices, laptops, and computers to obtain online information rather than purchasing newspapers. The report also shows that newspaper sales were falling as more individuals turned to internet sources of information. The newspapers' revenue collection will suffer as a result. This is due to the fact that marketers want to reach a large audience, and if printed newspapers are unable to do so, they will migrate to a platform where their target demographic is present. It was also noted that many advertisers are shifting to online platforms to market their goods and services, which is having a detrimental effect on print media as revenues would keep falling if business strategy is not addressed.

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