

## DEPENDENCY: DIGITAL MEDIA & PRINT MEDIA

**Dr. Pranav Singh**

Associate Professor - The Faculty of Journalism and Mass Communication- Rama University, Kanpur  
Uttar Pradesh - 209217

**Abstract:** The audits and examination posted on this medium has incredible effect on the shopping conduct of the buyers. It is an affordable and advantageous wellspring of data for anybody shopping on the web or simply looking for items and administrations. The visit mediums have given stages like customary verbal showcasing. Thus Marketers need to deliberately utilize this media to advertise their items/administrations to the shoppers. Advertisers' utilization of this media for educating the buyers regarding new items/administrations, making brand mindfulness, or focusing on actually or retargeting lost purchasers is conceivable because of coming of innovation and getting this individual information effectively from the specialist co-ops. This paper investigates the realities and need to utilize advanced online media. A review done by creators uncovered that 90% web clients are on the web to browse messages and associate with person to person communication sites and get updates of current issues.

The principle target of the examination is to set up the effect of online media (e-Paper) on print media (printed copy) paper deals. As we probably am aware, prior individuals use to rely a great deal upon the paper to comprehend what's going on around them. Individuals use to sit tight for the papers and even they use to convey it with them any place they go. Be that as it may, as the innovation took an extraordinary change, the cell phones consumed space in the market and the applications produced for the news. This diminished the enthusiasm towards papers. The examination explored how the approach computerized media, for example, Facebook, Twitter, Instagram and different stages has influenced printed media(newspapers). The information is gathered from top to bottom surveys, which shows the drop available for use of print media to the more youthful division of the Indian populace. The young in India inclines toward the intuitive conduct of the new media (online media) to diminish the time in getting to the news. Right now, the time spent by youth on paper perusing has tumble to half of what is was before. Despite the fact that the more seasoned age of perusers actually keep on by the papers.

**Key words:** Digital media, Print media, Social media websites, Online Newspaper, e-Paper marketing, online web advertising, strategy.

## 1.INTRODUCTION

India's computerized populace is developing quickly. Innovation progression has made it conceivable to bring to the table the internet providers in modest rates which have made everyday person to utilize the administrations. The developing pay level, changing way of life and effect of globalization, innovation advancement has affected Indians as well as the worldwide populace. Consistently diminishing expense of PCs, cell phones and tablets have given a medium to web surfers to be on the web for work or being associated with loved ones.



**Fig- 1 Easy Access**

The computerized media and online news have become the innate piece of present day society. The presence of computerized media and online media specifically, has represented a test to printed paper. Clients are turning towards Internet with the expectation of complimentary news and data. The elective wellspring of news and data is a lot quicker than the printed media. This went about as the most ideal alternative for customers to acknowledge it worldwide. Besides, the measure of data and news refreshed like clockwork is never expected to be appreciated by the paper which comes just a single time in a day. One can undoubtedly return to the standard, worn out news with no battle of putting away papers in rack. On the other hand, the Internet could be utilized anyplace and whenever without sitting around to look for a solitary snippet of data.

### 1.1 The Digital Media:

India is crowded nation. The most recent overviews at eMarketers.com report that India is the biggest regarding Facebook populace around the world. New applications are getting

created for the utilization by the web populace which is deliberately used to showcase the items.



**Fig- 2 Digital Media**

The print media which was consistently a single direction mass correspondence has given path for the advanced media to grow quickly which permits the individuals to go about as both the shoppers just as makers. The computerized media in the examination alludes to the online news like Times of India, NDTV, India Today, web-based media like Facebook, Twitter, Instagram, and so on. The advanced media appear to be offering answers for each and every issue. The advanced media has been a tremendous inclination for the adaptable component it gives.

### **1.2 The Traditional Media:**

The print media design prospered in the pre-web time, where moment to get to news, utilizing cell phones, and online news totals was not inside the range of the average person. The advancement of data access has essentially changed throughout the long term, with the quantity of cell phone clients in India alone has surpassed 20 million. Notwithstanding, the normal of print media dissemination is dropping down universally, the requirement for the effect made over advanced media is to be contemplated and results would be useful for the fate of conventional media(newspapers).



**Fig- 3 Traditional Media**

## **2. WRITING REVIEW**

The Digital media is basically a blend of most media structures existing anywhere on the planet. It is exceptionally intuitive. The effect of advanced media achieved a mechanical upset. The Internet, individualized computing, and computerized media allowed us to handle information on a level which we could just dream about with conventional data stockpiling gadgets like books. Computerized media made an entirely different world in the fields of news coverage, amusement, training, distributing, business, and legislative issues. It achieved new difficulties concerning copyrights and licensed innovation. Since advanced media had such wide-running impact on present day society, we consider this new period in mechanical history The Information Age.

### **2.1 The Birth of Digital Media:**

Online Media use is expanding its pie size in Digital Advertising Revenue spend and furthermore expanding giving great rate of profitability. As per the examination reports at eMarketer.com the advertisement income on the planet will be \$26 billion on paid media to arrive at purchasers on interpersonal organizations in the year 2016 July. The new figures express that there is a 50% expansion from 2014. By 2017, informal community promotion spending will reach \$45 billion, speaking to over 20% of all computerized ad spending universally.

Any media gadget which can be perused by a machine is called computerized media. What has the effect between computerized media gadgets and the old style, physical is the way



that advanced media is made, altered and conveyed on computerized hardware gadgets. It might be hard to accept, however in 1986, just 30 years back, we had as meager as 2% of absolute media stockpiling limit in computerized structure. By 2010, this number came up to 96%, which best represents the speed at which digitalization happened. Machines could peruse the data on PCs, despite the fact that this may appear to be odd to present day ages. Route back in the mid 1800s, individuals began to consider how to make machines which could deal with data quicker than people.

## **2.2 The Social Media News:**

It's the time of "counterfeit news" and gone are the times of sitting tight for the morning news for breaking stories or perusing tattle magazines for the most recent VIP earth. We currently have all the data we need at the hint of an application and the vast majority presently get their news data on the web, explicitly from online media. News happens quick at this point. The present story will be the upcoming overlooked story. It is not entirely obvious things now on account of how speedy stories can get turned around and shared. While having such a great amount of data readily available is extraordinary, it is worth continually checking sources and not accepting features as truth. With online media as our new news supervisors, it is dependent upon us to be the new actuality checkers for media.

## **3. STRATEGIES AND MATERIALS**

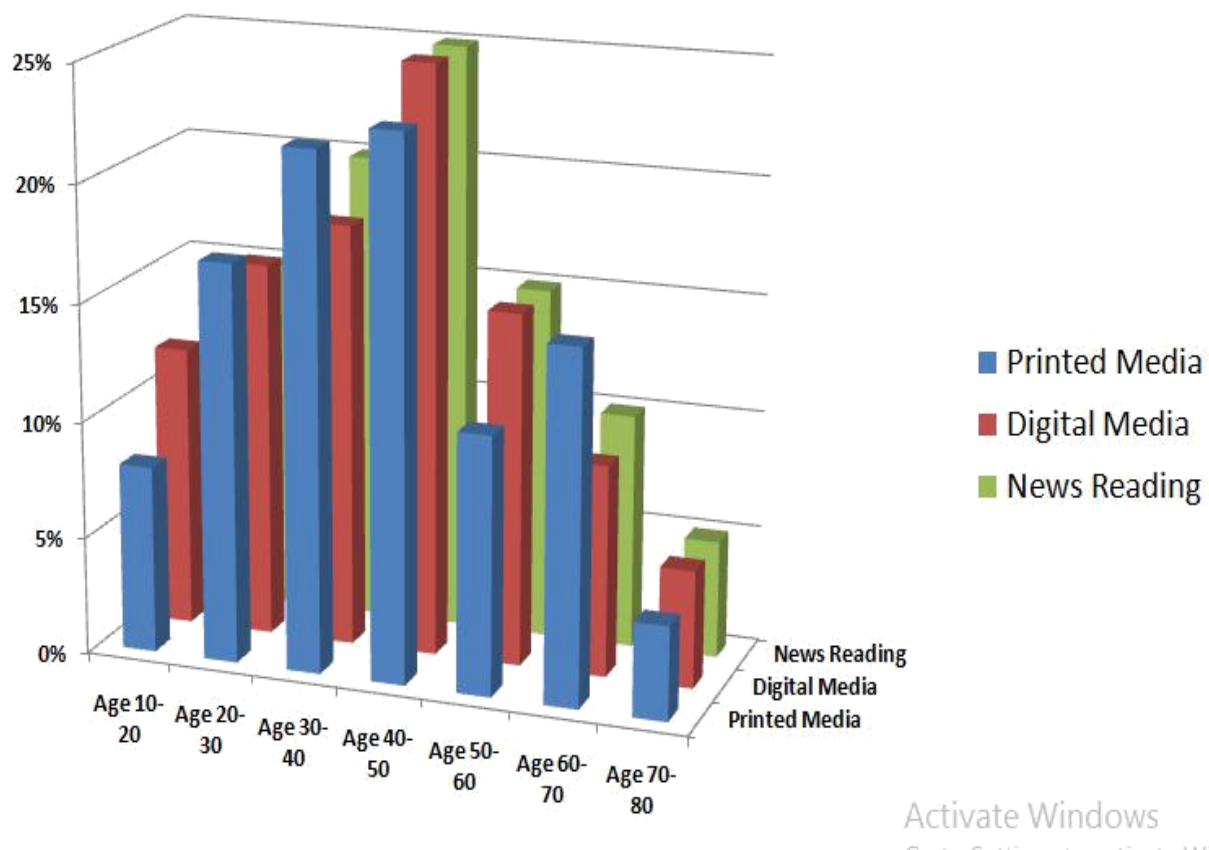
The analyst received the study strategy and master meeting to distinguish the favored media for understanding News and to gauge the social changes because of Digital Media(e-paper) and Traditional Media(newspaper) and furthermore to decide the impact of client produced substance.

### **3.1 Tools for Data Collection:**

The essential information was gathered by a survey (Google Forms) and organized meeting was led with specialists. The perceptions and ends have been drawn dependent on the study results and the ability see on the subject.

### **3.2 Questionnaire: -**

The populace tests for this overview are the individuals who has the propensity for perusing news either on the web or on paper and are old enough gatherings somewhere in the range of 20 and 65. The zones that are liked or most appropriate to focus on all the age bunches who might understand news and furthermore approaches web are the ones who work in Bank segment, College understudies, Business Sector, IT division, Reporters, House Wives and resigned individuals.



**Fig-4 Multiple Age group Analysis**

### 3.3 Expert Interviews: -

The specialists in the field of print media and computerized media is focused on and met, in this exploration to comprehend the extent of clients created news and the social changes because of advanced media and customary media.

## 4. INFORMATION AND RESULTS

The utilization of the new media and Newspaper are noted down to comprehend the favored media among the populace for understanding news.

The complete example size is chosen and reviewed, out of which 52% is old enough gathering between 25-30, 49% is old enough gathering between 30-35, and 8% is old enough gathering between 55-80. Fig 4 alludes to the age gathering.

It is seen that about 65% of populace test is bought in Digital media and 45% populace test is bought in to papers. Fig 4 depicts the inclination of media.

A short overview finished with 50 buyers of web clients delighted that whatever time they spend on the web is on computerized online media. 95% respondent inferred that they use web to peruse every day messages, and remain associated with loved ones on the social medium which is fundamentally Facebook, Twitter and the experts are on LinkedIn. This medium gives them current issues, bargains, new in things in the market, surveys. The social visit mediums are the best spot for the surfers to be snared on. Hence this media offers enormous business potential for web based publicizing industry. The net wise buyers are investigating on the web for a wide range of data and making similar examination before purchasing.

#### **4.1 Digital Media:**

It is investigated that the quantity of bought in clients to English Digital news is a lot more noteworthy than Regional Digital news. 70% clients are favoring English news, while 35% clients lean toward Regional news. Fig 4 portrays inclination of sort of news in Digital media.

It is additionally investigated that there is some example populace who experience different social destinations for understanding news, for example, Facebook, Instagram, Twitter, Emails, MTapp, Times Website, Daily chase, Times of India, Google channels, Daily shots, Newspapers official site, News applications, and so forth. Fig 5 portrays the other social destinations favored for understanding news.

The study likewise figures which is the favored zone that is generally perused by populace test. As the populace test wanting to computerized media is of more youthful age bunch most inclination is given to Sports, Entertainment, furthermore, Business-related news. Fig 4.5 depicts the inclination of zone in Digital media.

#### **4.2 Printed Media:**

It is seen that in printed papers the quantity of territorial paper membership is higher than the English papers. About 56% of populace test is bought in to Regional papers while, 49% of populace test is bought in to English papers. Fig 5 depicts the inclination of sort of papers in printed media.

It is additionally considered that to be the printed media is favored by the more seasoned age gathering of populace test, most inclination is given to Sports, Politics and Business-related news. Fig 5 portrays the inclination of clients in Printed media.

The utilization of the advanced media and Newspaper are noted down to comprehend the favored media among the populace for understanding news. It is unmistakably observed that the more seasoned age actually lean towards paper yet the effect of online media on youth is much more articulated. It is seen that the Younger age signs on to online hotspots for their data needs. There is real worry that as the more seasoned age proceeds onward, the customary media will likewise steadily vanish.

Age Group	Printed Media	Digital Media	News Reading
Age 10-20	8%	12%	10%
Age 20-30	17%	16%	15%
Age 30-40	22%	18%	20%
Age 40-50	23%	25%	25%
Age 50-60	11%	15%	15%
Age 60-70	15%	9%	10%
Age 70-80	4%	5%	5%

**Fig-5 Data Analysis**

## 5. Conversation

Rundown dependent on the study research is as per the following:

The young and moderately aged populace want to get their news and other related data from online sources, while the printed papers are mainstream among the more seasoned populace.

Ease-of-admittance to data, intuitive conduct of online media and on-request accessibility of news and data are essential reasons populace to incline toward the computerized media.

Digital media and print media will undoubtedly coincide and strengthen one another. Practically 80% of the populace feels that the printed papers are politically-one-sided.

Newspapers have a little snippet of data, while computerized media gives an interface to assessment producers to make social change.



## **Ends**

The helpful admittance to online news for nothing is by all accounts little motivation to pay for a paper membership. The observer of not the "End" of print but instead the from variation of print and News associations to quickly changing shopper designs and a

comparing shift towards computerized content has brought the advanced media to make its effect on the general public at a quicker pace.

### **Affirmation**

The Research has put a significant part to investigate the commonsense work, to gain in detail part from the hypothetical examinations.

I might truly want to thank all the Teachers who helped me all through the examination.

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