

Breaking News as a Factor Influencing Media Personale

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Abstract:

In this entire world, the print media of India acts as one of the main print medium. With Bengal Gazette's publication from Calcutta, print media had started in 1780. It was started by James Augustus Hickey, who is seen as Indian press' father. Print media provide data via magazines, newspaper and books. Experts of this industry are news editors, staff correspondents, chief editors, cartoonist, political commentators, columnists, feature writers, content writers, etc. As per the first India's press commission, the press must protect and secure a communal instruction in which righteousness (economic, social and political) would succeed. The press can act as a catalytic mediator and act as a watch dog to rush the progression of economic and social change. In Indian media situation, currently, there is a clash between the electronic media and print media. This is the technology's age and it is always good to relate the e-media or electronic media with the print media. Everybody knows about the presence and influence of media, but it should also be accepted that print media is also of much significance. Print had reigned from ages and will remain ruling because of which there are masses of books, magazines, novels, comics etc. In India, in approximately hundred languages, 5000+ newspapers are printed every day and almost 150 of them are main newspapers. In India, magazines and newspapers are closely self-governing and owned privately. In India, periodicals are also a main portion of print media. They are experts in multiple themes but the most of them deal with the themes of common awareness. Even in abroad, the digital market detonates sooner, but for connectivity to the crowds, print media should be there and the newspaper should also be there. Print media is comparatively ahead than e-media because of its easy availability and cost. Not everyone can pay for computers or other ways to adopt e-media than print media.

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I. INTRODUCTION

In general, media planning is subcontracted to involve tracing and choosing optimal media stages for a customer's product or brand to use. The work of media preparation is to regulate the best mixture of media to attain the purposes.

The media organizer should answer queries in

the planning process such as:

- The ads should be placed on which media (and commercial vehicles)?
- How many viewers can be touched via numerous media?
- In each medium, how much money must be paid?

- How recurrent must the ads be positioned?

Selecting which type of advertising media to use can be interesting for minor companies with restricted funds and know-how. Large-market newspapers and television are often too exclusive for an establishment that facilitates only a small zone (though local newspapers are used). Unless local, magazines typically cover too much ground for a small firm to be cost-effective, though few nationwide publications provide city or regional versions. Since the beginning of social media, small firms with restricted finances may gain by means of social media promoting as it is easy to manage, cost effective, precise and provides great ROI.

II. CURRENT SCENARIO OF DIGITAL MEDIA AND PRINT MEDIA

PRINTING MEDIA

Electronic and print media plays a significant part in communication efficiently as globalization is going on now. For communication, the technology used must not be ignored, since the exchange of data is essential in present era. Electronic and print media has contributed for globalization. The communication or news can be easily done from end to end just in limited seconds.

The communication has been impacted by technology in an optimistic way. In the existing world, the communiqué has been dispersed between electronic and print media, which play a major role in interacting between the society and individuals.

News, data, comment and entertainment, are the compound set of newspaper, and the preparation of these fillings varies from paper to paper. Most people select their everyday paper to match their detailed sensitivities, and distinct newspapers have settled in various ways to offer these.

In the newspapers, various modifications took

place over the period. The newspapers are occupied with ads and have numerous folios on booming various news. Nowadays, journalism has become one of the wealthy jobs (Oghakpor, 2007). The amount of newspapers have increased abruptly which has made the message to its finest level whilst revenues have also thundered. Expansion of communication and information technology has ended the effort of the publication to newspaper easy and less arduous.

The newspapers these days have loads of analytical reports/stories. This pays to carrying in light big scams and scandals ensuing into fall of an individual. This generates negative effects of the civilization and displays that the technology is not being used as it has to be used for the persistence in the correct way.

Magazines appeal to an increasing choice of understanding happiness and flavors. They are intended for consistent or unusual attention groups. Irrespective of their strategy for unusual groups, they advanced as a mass medium as they plea to great numbers in a nationwide marketplace that cut across economic, social and informative class lines (Oghakpor, 2007).

The magazines can be considered into two dissimilar groups, special interest magazines and general interest magazines. Special interest magazines are focused mostly on one thing. General interest magazines try to provide to an extensive range of understanding benefits. For example, Muscles magazine includes all the information regarding muscles building of either women or men, while The Women magazine includes everything about the women though.

It's most distinguished purpose; nevertheless, is connection that is, understanding the culture by combining diverse trends, facts and arrangements of events. Kipphan (2001) says that Magazines are the major transcribers of happenings in a society. In the world, there are numerous magazines,

which are internationally published as well, so that public can take advantage of them. Or foreign people instruct the magazines to stay updated, though majority of the magazines can be seen online.

Magazines are more visually advanced than newspapers (Hamelink & Linné 1994). Magazines covers glare from market racks and newsstands, thus fascinating the attention of the readers with insignia and appeal of ads besides their papers. According to the gathered data, magazines are published, i.e. fortnightly, weekly, etc.

DIGITAL MEDIA

Social media has a significant role and created an influence on how we obtain our everyday news. Mostly, people choose to read new from mobile applications because it is easy to read. With this rise in the digital media use as a news foundation, it is exciting to study whether print media will become vanished.

For hundreds of years, print media exists. The printing press by Johannes Gutenberg around 1440 was the first creation that facilitated to promote this impression of printing manuscript. Print media advanced as a main news source over the subsequent 600 years or so. In the previous 10 years, more print media firms have been split out from outdated print and started publishing news on social media such as Twitter, Facebook, and Instagram and the websites of their companies. It seems that young millennials devote more time on the internet than printed materials. The technology advancement has transformed humans into lazy ones in many ways. News being recognized and shared on social media podiums has had an adverse effect on the industry of the print media. An article on newspapers say that since 2018, the average weekday flow fell to 7%. This drip was unpaid completely due to print flow that weakened by 9% and there is an increase of 2% in

digital circulation. As with everyday flow, the reduction in circulation on Sundays was because of the weakening in the flow of print, which decreased to 5% while digital media increased to 4%. I observe that numerous people on my everyday rail route travel to NYC that rather than having a published newspaper, are reading news on their iPad, computer, or other electric instrument. On the daily commute of my father, some thirty years ago, the depiction was dissimilar; most individuals recite their news on paper form. The news in printed form is not the only format that is affected by the digital age. I was performing investigation and came across a paper that deliberated how digital promotion is increasing while outdated media could be in distress. The moral bulletin is that advertising agencies are likely to devote a whole of 540 billion US dollars on marketing in 2075 worldwide, ran by a 15.7% increase in digital media. However, the bad news is that publicizing bucks in newspapers, television and magazines are moreover on the weakening or presentation underdeveloped improvements, contributing additional proof that outdated media might be on its means out. On Facebook, I get my daily news.

III. OBJECTIVE OF STUDY

To understand the present scenario of digital media and print media.

- To identify the current situation, strengths, and challenges of print media relative to Digital media.
- To understand the influence of demographic variables on the choice of media.
- To identify the factors responsible for the movement to the electronic from the print media.
- To assess future of print media in electronic age.

- To identify the need for technological transformation from print to electronic media.

IV. HYPOTHESIS

Demographic variables influence the choice of media

- Age has an influence on choice of media
- Marital status has an influence on choice of media
- Income has an influence on choice of media
- Education has an influence on choice of media
- Employment status has influence on choice of media

H2: Level of comfort and accessibility are important determinants in the choice of media

H3: Influence of multiple media platform on readership

PILOT STUDY

The survey was conducted with 20 defendants to see if the queries were related to the aims. The researcher knows the difficulties in getting the responsive information towards Media environment awareness and protection factors influence of absolute terms and consequently the questions were adapted and thereby the respondents were asked to identify their Media awareness, protection and other details. Some of the respondents opined that the questionnaire was very lengthy. Then the survey was completely altered by deleting, adding, improving some

TABLE NUMBER: 1

queries and retested over and collection of data was continuous later compliant to the detachment of the outcome obtained from an adapted survey.

V. METHODOLOGY OF THE STUDY

This study is based on Breaking News A Factor Influencing Media Personal on in absolute terms and consequently the questions were adapted, and there by the respondents were asked to identify their Media Personal. It depends upon both primary and secondary data. They encompass and direct the scientist to study a methodical procedure which confirms and enables the honesty of the problems. It pacts with the information composed for the research, data sources, sample strategy of the study population, research location, instrument used for data collection, examination, data receiving method and clarification of the composed information with dissimilar methodological tools to see the collected data's strength and limits of the investigation for the purpose of collecting primary data.

SOURCES OF DATA

The scientist has used both secondary and primary sources to fulfil the objectives. The primary data were collected from the survey method which is distributed in Factor Influencing Media Personal. The secondary data provided by these organizations from their annual reports and bulletin.

Table1.1

When asked gender and instant update of breaking news or current news.

Breaking News	Distribution of respondents					
	Male		Female			
	Frequency	Percentage	Frequency	Percentage	Total	Percentage
Strongly Disagree	48	75	16	25	64	100

Disagree	37	78.7	10	21.3	47	100
Can't Say	32	94.1	2	5.9	34	100
Agree	60	82.2	13	17.8	73	100
Strongly Agree	64	78	18	22	82	100
Total	241	80.3	59	19.7	300	100

From the above table, it is revealed that 300 respondents from Male total 241 respondents of (32) 94.1 percent can't say about breaking news. Disagree (37) 78.7 percent for instant update of breaking news and 60 respondents to the tune of 82.2 have agreed the fact. 64 respondents 78.0 percent strongly agree about breaking news. Female total 59 respondents of (16) 25 percent

strongly Disagree about breaking news. Disagree (10) 21.3 percent for instant update of breaking news 18 respondents 22 percent strongly agree about breaking news and 13 respondents to the tune of 17.8 have agreed the fact.

TABLE NUMBER: 2

Table 1.2

When asked nature of job and Instant update of breaking news or current news.

Breaking News	Distribution of respondents							
	Permanent		Temporary		Contractual			
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Total	Percentage
Strongly Disagree	36	56.3	10	15.6	18	28.1	64	100
Disagree	29	61.7	6	12.8	12	25.5	47	100
Can't Say	20	58.8	3	8.8	11	32.4	34	100
Agree	55	75.3	7	9.6	11	15.1	73	100
Strongly Agree	54	65.9	11	13.4	17	20.7	82	100
Total	194	64.7	37	12.3	69	23	300	100

From the above table, it is revealed that 300 respondents from Permanent job total 194 respondents of (55) 75.3 percent agree about breaking news. Strongly Agree (54) 65.9 percent for instant update of breaking news and 29 respondents to the tune of 61.7 have disagree the fact.

Temporary job total 37 respondents of (7) 9.6 Percent agree about breaking news. Strongly Agree (11) 13.4 percent for instant update of

breaking news and 3 respondents to the instant update of breaking news 8.8 have disagree the fact.

Contractual job total 69 respondents of (11) 15.1 Percent agree about breaking news. Strongly Agree (18) 28.1 percent for instant update of breaking news and (12) respondents to the instant update of breaking news 25.5 have disagree the fact.

TABLE NUMBER: 3

Table1.3

the association between the educations has an influence on choice of media and employment status has influence on choice of media

One Way ANOVA Test					
Dependent Factor: Education has an influence on choice of media.					
Independent factor: Employment status has influence on media choice.					
	Squares' Sum	df	Mean Square	F	Sig.
Between Groups	3842.975	67	240.186	52.173**	.000
Within Groups	2679.322	233	4.604		
Total	6522.297	300			

From the above table, it is revealed that there is a significant association found between the Employment status has influence on choice of media and the Education has an influence on choice of media as the F value is statistically significant at 1% level of Significance.

VI. CONCLUSION

More than the electronic media, the print media has a better influence. In the country, there are more newspaper readers taking numerous languages, which have strong flow. Conflicting to expectations, in India, the fame of television and internet has not criticized the position of print media. Even now, it is one of the most respected and trusted information sources for the community and remain to play a significant role in producing and determining civic view in the nation.

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