

## PRINT MEDIA VS INTERNET MEDIA

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### ABSTRACT

*The Information Technology has revolutionised the communication media with the emergence of Internet. This paper describes the pace of change in print media to On-line journalism. The process has began with On-line journalism utilising Internet wherein websites are replacing the print media. Most of the On-line newspapers are free, interactive and archival in nature and it provides users to search the information on newspapers through various access points i.e. by contributors, title, and date. It lists out comprehensively various newspapers available on the net emphasising in Indian context alongwith popular search engines with possible danger involved in sustainability of on-line newspapers in future. Further, authors make an attempt to provide a comparison of print newspapers vs On-line newspapers with respect to its usefulness and accessibility of users of TISS Library.*

### INTRODUCTION

Developments of Information technology has revolutionised the process of editing and production of newspapers more than a decade ago. As a result, paper has virtually disappeared from the scene creating the concept of print without paper. The process has begun with on-line journalism utilising the Internet. Individual computer screens are replacing news print. Web sites are replacing newspapers. The revolution in technology brought about by Internet which is changing the print media even faster than the introduction of computers.

Today millions of people world wide are turning to Internet for searching information and put knowledge to work. One does not have to wait for the next Television bulletin or for the newspaper next morning. All one has to do is log on to the net and get the latest news, views and much more information including an opportunity to comment on it and make his or her views known to others. Publishers, television channels and all those involved in the news business in the world-wide are realising the importance of Internet as a new medium for disseminating information instantaneously to information seekers across the globe. In the past two years or so, the on-line media scene has virtually exploded and is reaching new heights with every major news event happening.

Internet has greatly increased the size of the potential audience. It has also cut down the time to get across to it. Manual or postal distribution of copies will not last much longer. The process of communicating and processing the news has already been accelerated.

## **ON-LINE JOURNALISM**

The phenomenon of on-line publishing started 3 to 4 years ago when leading publishing companies began looking at electronic means of distributing their products. Initially it was services like fax-on-demand; bulletin boards; magazines in the form of CD-ROM's. The increasing popularity of the world wide web made these companies look at the Internet more seriously for distribution of news. They started the electronic version of newspapers and magazines on the Internet, news services through e-mail and discussion groups. The list of Indian newspapers available on the net is given in Table 1.

## **INDIAN JOURNALISM ON THE WEB**

Though India has got commercial access to Internet in the midst of 1995 when VSNL introduced it, it is not lagging behind other countries. Particularly the Indian Print media which has kept pace with the rest of the world in on-line publishing, despite the slow Internet take-off in the country. Several Indian newspapers and magazines went on-line, almost simultaneously with their Asian as well as European counterparts. As many as 60 are available on Internet and the number is growing (Vide Table-1). And today some of the Indian newspaper sites are among the best that are available on the net. So far Indian news sites are being designed for foreign viewers mainly overseas Indians. Since number of Internet connections is low. Consequently on-line journalism has not affected newspaper readership. But in course of time more and more people will have access to computers and Internet. Then on-line journalism is likely to gradually replace print journalism.

**Table-1 : Indian Newspapers And Magazines on the net**

<b>Newspapers</b>	<b>URLs</b>
Afternoon Despatch	<a href="http://www.afternoondc.com/index1.htm">http://www.afternoondc.com/index1.htm</a>
Akila (Gujarati)	<a href="http://akiladaily.com">http://akiladaily.com</a>
Andhra Bhoomi (Telugu)	<a href="http://www.deccan.com/bhoomi/">http://www.deccan.com/bhoomi/</a>
Andhra Jyoti (Telugu)	<a href="http://www.andhrajyoti.com">http://www.andhrajyoti.com</a>
Andhra Pradesh Times	<a href="http://www.aptime.com">http://www.aptime.com</a>
Asian Age	<a href="http://www.asianage.com">http://www.asianage.com</a>
Business Line	<a href="http://www.hindubusinessline.com">http://www.hindubusinessline.com</a>
Business Standard	<a href="http://www.business-standard.com/">http://www.business-standard.com/</a>
Calcutta Online	<a href="http://www.calonline.com">http://www.calonline.com</a>
Daily Hindi Milap(Hindi)	<a href="http://www.hindimilap.com/">http://www.hindimilap.com/</a>

Dainik Jagran	<a href="http://www.jagran.com/">http://www.jagran.com/</a>
Dainik Kesari (Marathi)	<a href="http://www.indianlanguages.com/kesari/">http://www.indianlanguages.com/kesari/</a>
Dainik Pratidin (Bengali)	<a href="http://www.pratidin.com">http://www.pratidin.com</a>
Dainik Suprovat (Bengali)	<a href="http://www.suprovat.com">http://www.suprovat.com</a>
Deccan Herald	<a href="http://www.deccanherald.com/">http://www.deccanherald.com/</a>
Deccan Chronicle	<a href="http://www.deccan.com">http://www.deccan.com</a>
Deshabhimani Daily(Malayalam)	<a href="http://www.deshabhimani.com/">http://www.deshabhimani.com/</a>
Dinamani (Tamil)	<a href="http://www.dinamani.com/">http://www.dinamani.com/</a>
Economic Times	<a href="http://www.economicstimes.com/">http://www.economicstimes.com/</a>
Goa Herald Newspaper	<a href="http://www.indiaexpress.com/goa/">http://www.indiaexpress.com/goa/</a>
Gomantak Times	<a href="http://www.indiaexpress.com/goa/gomantak/">http://www.indiaexpress.com/goa/gomantak/</a>
Gujurat Business	<a href="http://www.gujarat-yellowpages.com">http://www.gujarat-yellowpages.com</a>
Gujurat Samachar	<a href="http://www.gujarat-samachar.com/">http://www.gujarat-samachar.com/</a>
Hindustan Times	<a href="http://www.hindustantimes.com/">http://www.hindustantimes.com/</a>
Indian Express	<a href="http://www.expressindia.com/">http://www.expressindia.com/</a>
Kashmir Times	<a href="http://www.kashmirtimes.com">http://www.kashmirtimes.com</a>
Lokmat Times	<a href="http://www.lokmat.com">http://www.lokmat.com</a>
Maharashtra Herald	<a href="http://www.indiaventures.com/maharashtraherald/">http://www.indiaventures.com/maharashtraherald/</a>
Malyalam Manorama	<a href="http://www.malayalamanorama.com">http://www.malayalamanorama.com</a>
Mathrubhumi	<a href="http://www.mathrubhumi.com">http://www.mathrubhumi.com</a>
Mid-Day	<a href="http://www.mid-day.com/">http://www.mid-day.com/</a>
MP Chronicle	<a href="http://www.mpchronicle.com/">http://www.mpchronicle.com/</a>
Nai Dunia	<a href="http://www.naidunia.com/">http://www.naidunia.com/</a>
Navabharat	<a href="http://www.navabharat.com/">http://www.navabharat.com/</a>
Prajavani	<a href="http://www.prajavani.net">http://www.prajavani.net</a>
Pune Darshan (Marathi)	<a href="http://www.puneflash.com/M_HOME.HTM">http://www.puneflash.com/M_HOME.HTM</a>
Rajasthan Patrika	<a href="http://www.rajasthanpatrika.com">http://www.rajasthanpatrika.com</a>
Sambad (Bengali)	<a href="http://www.sambad.com">http://www.sambad.com</a>
Sambhaav (Gujrati)	<a href="http://www.sambhaav.com/index1.htm">http://www.sambhaav.com/index1.htm</a>
Sandesh (Gujrati)	<a href="http://www.sandesh.com">http://www.sandesh.com</a>
Sanjevani (Kannada)	<a href="http://www.sanjevani.com/">http://www.sanjevani.com/</a>
Siasat (Urdu)	<a href="http://siasat.com">http://siasat.com</a>
The Hindu	<a href="http://www.the-hindu.com/">http://www.the-hindu.com/</a>
The Navhind Times (Panjim)	<a href="http://www.goacom.com/navhind/">http://www.goacom.com/navhind/</a>
The Statesman	<a href="http://www.thestatesman.org/">http://www.thestatesman.org/</a>
The Telegraph	<a href="http://www.telegraphindia.com">http://www.telegraphindia.com</a>
Thinabhoomi	<a href="http://www.indiadirect.com/thinaboomi/today/index.html">http://www.indiadirect.com/thinaboomi/today/index.html</a>
Times of India	<a href="http://www.timesofindia.com">http://www.timesofindia.com</a>
The Pioneer	<a href="http://the-pioneer.com">http://the-pioneer.com</a>
TheTribune	<a href="http://www.tribuneindia.com/">http://www.tribuneindia.com/</a>
Udayavani (Kannada)	<a href="http://www.udayavani.com/">http://www.udayavani.com/</a>
VAARTHA (Telugu)	<a href="http://www.vaartha.com">http://www.vaartha.com</a>

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**Magazines****URLs**

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India-Today	<a href="http://www.india-today.com">http://www.india-today.com</a>
Outlook	<a href="http://www.outlookindia.com">http://www.outlookindia.com</a>
The week	<a href="http://www.the-week.com/">http://www.the-week.com/</a>
Frontline	<a href="http://www.the-hindu.com/fline/index.htm">http://www.the-hindu.com/fline/index.htm</a>
Filmfare	<a href="http://www.filmfare.com/">http://www.filmfare.com/</a>
Cine Blitz	<a href="http://www.internetindia.com/CineBlitz/">http://www.internetindia.com/CineBlitz/</a>
Screen	<a href="http://www.expressindia.com/screen/index.html">http://www.expressindia.com/screen/index.html</a>
Femina	<a href="http://www.feminaindia.com">http://www.feminaindia.com</a>
Sportstar	<a href="http://www.the-hindu.com/tss">http://www.the-hindu.com/tss</a>
Competition Master	<a href="http://www.competitionmaster.com">http://www.competitionmaster.com</a>
Arcade (Fashion)	<a href="http://www.pugmarks.com/arcade/">http://www.pugmarks.com/arcade/</a>
Business Today	<a href="http://www.india-today.com/btoday/">http://www.india-today.com/btoday/</a>
Computer World	<a href="http://www.indiagate.com/mags/compw/">http://www.indiagate.com/mags/compw/</a>
Computer Today	<a href="http://www.india-today.com/ctoday/">http://www.india-today.com/ctoday/</a>
Dataquest India	<a href="http://www.dqindia.com">http://www.dqindia.com</a>
Discover India (Travel)	<a href="http://www.pugmarks.com/d-india/">http://www.pugmarks.com/d-india/</a>
PC Quest	<a href="http://www.pcquest.com">http://www.pcquest.com</a>
PC World	<a href="http://www.indiagate.com/mags/pcw/">http://www.indiagate.com/mags/pcw/</a>
Gladrags (Fashion)	<a href="http://www.internetindia.com/GLADRAGS/">http://www.internetindia.com/GLADRAGS/</a>
Golflife	<a href="http://www.pcweb.com/golflife/">http://www.pcweb.com/golflife/</a>
Export Import Trade Flash	<a href="http://www.trade-india.com/tradeindia/tflash/">http://www.trade-india.com/tradeindia/tflash/</a>
Islamic Voice	<a href="http://www.islamicvoice.com">http://www.islamicvoice.com</a>
Electronics For You	<a href="http://www.electronicsforu.com">http://www.electronicsforu.com</a>
Kumudam (Tamil)	<a href="http://www.kumudam.com">http://www.kumudam.com</a>
Jam (Youth)	<a href="http://www.indiawatch.com/jam/">http://www.indiawatch.com/jam/</a>
Sattelite and Cable TV	<a href="http://www.web-maniacs.com/scat/">http://www.web-maniacs.com/scat/</a>
The Eye (Youth)	<a href="http://www.internetindia.com/theeye/">http://www.internetindia.com/theeye/</a>
Voice and Data (Telecom.)	<a href="http://www.voicendata.com">http://www.voicendata.com</a>
Srishti (Earth Sci.)	<a href="http://www.srishtipublications.com">http://www.srishtipublications.com</a>
Rotary News	<a href="http://www.internetindia.com/rotary-news/">http://www.internetindia.com/rotary-news/</a>
New Cloth Market	<a href="http://www.ourindia.com/INDEX~1.HTM">http://www.ourindia.com/INDEX~1.HTM</a>
Nakkheeran (Tamil Weekly)	<a href="http://www.pcsadv.com/nakkheeran/">http://www.pcsadv.com/nakkheeran/</a>
Marathi Internet	<a href="http://www.indianlanguages.com/marathi/">http://www.indianlanguages.com/marathi/</a>

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## TISS STUDY

In 1995, there were just 20 newspapers on the web, today there are over 4000, of them 225 are Asian newspapers. The important feature of the on-line media in India is that majority of the sites are in Indian Languages and English newspaper sites are just 18. TISS library subscribes 15 local and national newspapers . Since users have access to Internet service facility, a survey was conducted to know the usefulness of on-line newspapers when compared to print newspapers. The study revealed that, the main purpose of using on-line newspaper is for day-to-day events and accessing archival information in the field of their research.

The following table shows the usage of Print Vs. On-line newspapers with respect to their day-to-day events and for their research activity.

Category of Users		Print		On-line	
		Day-to-day	Research	Day-to-day	Research
Faculty	100%	20%	20%	80%	
Research Scholars	95%	10%	10%	90%	
Students	50%	5%	2%	25%	
Other Staff	90%	1%	1%	10%	

The study revealed the following results:

1. Print newspapers are most popular medium for accessing day-to-day information with almost 100% .
2. While On-line newspapers are mostly used for meeting their retrospective, academic and research information needs to support their field of research.

## CONCLUSION

The on-line media has some of the problems that affect the growth of Internet users. The biggest concern today is the copyright infringement and protection of intellectual property on the net. Since the Internet is in public domain, there are serious issues regarding copyright on content. There are legal issues like how to deal with defamation on the net. Defamation cases across national boundaries may be a complex issue to resolve since there is no ownership or regulation of the internet.

Even advertising on the net could pose a problem. If liquor and Tobacco ads are banned in print and electronic media can they be published on the net. In case of a dispute, should one go to the press council of India or a regulatory body in another country, if the complaint belongs to that country ?. These are some of the challenges

needs to be solved by on-line community as well as others concerned with media, publishing and advertising.

Although, many Indian newspapers are on Internet, but its utility from the view point of users of India is slowly catching up. On the contrary, it has become quiet popular among foreign viewers , mainly Indian overseas. The time may come when all the users of printed newspapers may turn to online news.

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