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**FACUTLTY OF COMMUNICATION AND MEDIA**

**NEW COMMUNICATION TECHNOLOGIES**

**WHAT IMPACT HAVE NEW MEDIA TECHNOLOGIES HAD ON PRINTED**

**JOURNALISM**

**PROJECT 2**

**SUBMITTED BY**

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**TO**

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**INTRODUCTION**

There is no doubt that in recent time the new media has come to reshape the face of world. New media tools are so enormous that the print media, just like other corporations is struggling to keep up with the change. What we had in the traditional world was that, print journalist go about their role of news gathering to editing and disseminating information, which is consumed by the audience by simply reading.

Lately, the audiences aren’t just contented with the way information is being made available anymore, they now expect to be able to decide what to read and also be able to bring their contribution and opinions to the table, which of course fits into what the new media technology platforms can provide. The pace of these changes is having a fast alteration on journalism practice like never before. The profession has since been undergoing dramatic a new phase, as it’s trying to adapt to the impact new media now has on it.

This article will be adopting a reflective study method with the raise of some needful arguments, to address the main thrust and motivation behind this study, a wide range of topics will be addressed, ranging from, how the new media technology is been used, in relation to how the print media world relates to the emergence. Also the negatives and positives of this new media technology will be reviewed. We will also look out the major effect and consequences, this sudden change now has on printed journalism as a profession and on its economic growth. for example, the unwillingness of the readers to pay for content. Not leaving out the likely face of printed journalism in the nearest future, the article will further conclusively, suggest some useful solutions to this changing reality confronting the journalism profession.

**THE BACKGROUND OF PRINT JOURNALISM AND THE EMERGENCE OF THE NEW MEDIA TECHNOLOGIES.**

To gain a familiar ground to the topic, a little insight will be given to history. Printing, which later gave room to print journalism, can be dated back to as far as 1377. The first printed book was the Buddhist text and this took place in China. This invention of printing birthed mass communication, back then, books were printed in large copies and distributed across borders, this went on and on, until it became professional to distribute information via books. This was of course the unending beginning of print to the world.

At a later year, after the advent of print, back in 1605, there was a major turnaround in history that has since been till date; the print media was birthed. A literature piece, which can be regarded as the first world’s newspaper titled ‘Relation aller Furnemmeund undgedenckwurdigen Historien’, was introduced and ever since, the spread of information via the print hasn’t ceased.

The print media, which includes newspapers, magazines weeklies, monthlies and other printed journals, has in decades over decades served the world through its provision of in-depth-reporting and analysis. Its potent relevance has always been leaving a longer impact in the minds of its readers.

The advent of new media technologies has created changes in every profession. It is also pertinent to note that, there has been a great decline in the use of other media, not leaving out the print. The circulation of newspaper has in the past decade declined drastically. Serving us with its negatives and positives, the advent has turned the table around. Online journalism has received a positive turnaround, while this has created an opposite effect on print media circulation and readership.

Today, many print media outlets have taken their contents online, that is the only way they know to still remain relevant. New media technologies have also created room for media organizations to use various computerized sources, which has in turn brought in opportunities and challenges as well to print journalism. We now have much of the world’s information becoming computerized, which has lead to a general decline in the rate, speed and spread of information in the print media, causing its economic, political and cultural meltdown. And there are still predictions that, there will even be greater impact in years to come.

**NEW MEDIA TOOLS; GRADUALLY TAKING PRINT JOURNALISM OUT OF BUISINESS?**

Though the print media organizations have been highly sensitive to innovations that new media technologies provide, even as they, like every other social institution have been making use of it for production and distribution process, it has still turn around to be one of their major worries, as newspapers currently face the crisis on how to make the news profitable in the digital age, which is one of the main focus of this study ; how print will make money has been talked to death. Many of the buyers and readers, now prefer the internet to read and get their news stories at the confines of their room, offices etc. Readers prefer to click and pay less to get news than patronize hard copies of newspapers, magazines.

In the last decades of the 20th century, print media outfits were profitable business, but now, all indicators are showing warning lights. Readership in paper is declining steadily, especially among young readers who are now more attractively dependent on the Internet for their news. Media houses especially hard copies of newspapers, magazines and the rest, are gradually going into extinction and the resource base of various media houses is really dwindling.

**NEW MEDIA TECHNOLOGIES AND THE CHANGES CREATED**

As earlier discussed in this article that the new media tools is changing the entire society in such a fast range, what we have failed to discuss is exactly what these changes are. So many scholars, especially great sociologists have tried to explain the change this new technologies have created. And one of this scholars is Castells .M. (1996). He recently discussed that we gradually going into a new era in information ‘where digital information technology will be responsible for the material basis, given to pervasive expansion of what he termed as the networking form of organization’ He further explained that digitalization is moving us to a point of a new form of identity for the entire media, submerging the power of other old media, such as the print. The main question that is being posed now is ‘Are we willing to sacrifice truthfulness for the sake of speed?’ Ramonet. (2011). Journalism however, has conclusively provided the answer to this important question to be that, there will be no journalism without quality.

One of the major change that the digital media will pose as a challenge to the print is inequality, several predictions have been made, that this new media technologies is at the verge of lowering the cost of information to its barest, but, fortunately for the print, not being equally distributed unlike the traditional media, which is the digital divide. The effect of making information available on the internet at almost no cost, will obviously reduce the need for purchase of head copies ;newspapers, magazines and the rest. Efforts and resources put into the gathering of information for the production process will then become difficult to recover. On the other hand, scholars like Anderson et al (1995) who, were among the first scholars to predict the effect the digital divide on media practice, predicted that the digital divide will cause an inequality in the access to information as the use of internet isn’t and hasn’t been generally distributed. This will further alter some cause in our society, ranging from ‘inequality in the extent of internet use, knowledge of search strategies, quality of technical connections and social support, ability to evaluate the quality and diversity of uses’. The implication of this is that the reliability and credibility of information which is being provided will printed journalism will not be equally distributed when they attempt to digitalize the profession. Though, even when the readers have access, the need to purchase has diminished and the free of charge nature of new media technologies takes the day, causing print media financial crisis, as they find it difficult to even recover the cost of production.

Journalist, the real professionals in information world, who have unavoidably been users of this new technologies, evaluates and analyzes the quality of the news being provided and agreed in their opinion, that there is an urgent need to bring quality over quantity in order for information not to go into a total decline; as it is seen that communication is currently going through a total structural change and experiencing notable contrasts. Print journalist around the world is taking in a new profile in such a short period of time, now, ‘ the vast majority of journalists around the world aren’t even happy doing their job anymore, they are likely to start searching for other job opportunities’ this was found out as a result of a research carried out by Willnat and Choi (2013). They went further to state what the implication of this discovery, ‘ the level of the average work experience in print will be negatively affected, Journalists confessed one of their major concern is the need to acquire the new multimedia skill’.

Currently, we can no longer separate the activeness of new media technologies from our daily living and this fire seem to be fiercely burning with no major hope for a change. According to Gabilondo ( 2011). ‘This has caused citizens to appear to have lost respect for big media sources’, such as the print media. Ramonet (2011). also said that the society is currently experiencing what we call ‘journalism explosion’ and that ‘traditional journalism is gradually disintegrating’

**THE CONSEQUENCES POISED ON PRINT MEDIA IN THE ADVENT OF NEW MEDIA TECHNOLOGIES.**

In today’s media sequence, the advent of new media technologies have brought in blessings in disguise as well as grave consequences on the practice of print media. A few point will be discussed from both ends in this section, this is eminent because we can’t seize to agree that the effect of new media technologies to the print world isn’t two sided, we need to shed more light on both sides, so as to give a free insight to weighing the profits and losses, as we conclusively provide solutions to regaining the losses in diverse ways . To start with, one the negatives is being raised. ‘The digitization of print media layout has been diminishing flexibility and creativity, as easy to use templates has been a substitute the handwork craft’ Christopher. (1998), as cited in Ramirez .T. et .al. (2016). The computer has been a major news gathering source even to journalist. Now even our print media houses sort after the internet to gather news, which has give room for plagiarism, our traditional ethics of news gathering has been tampered upon, what we are now left with is passive reporting, news contents now lacks a direct contact with the source’.

Another major problem which the new media technologies have on the print media is without doubt, the pressure to produce news at such a high speed. Communication scholars and journalist all over the world have been battling with the question of the possibility of producing a quality report at such instantaneous speed, poised by the new media technology. It have been argued that journalism requires time, to check, verify news sources and validate the news stories, in other to maintain the journalistic value of credibility, which is part of the watch dog role the profession offers to its society; outlining one of the major reasons why we need to fight for the stay of our traditional media, because we haven’t been able to reconcile with the fact that, what this new media technologies have offered to us can sustain us through the future. Ramirez .T. et .al. (2016) cited Paolo Goggi, a freelance reporter on (11 Messaggero ), also contributed to this, he said ‘ it is not possible, the two aren’t compatible, you can either have quality or speed, not the two. In order to achieve high levels of quality, which are often a result of time and necessary resources? In most cases, it is only by going deeper that we can get what the exact truth is’.

Looking at the positive consequences, one of such is that, the advent of new information technology and its usage has been able to bring about a smooth operation in the print media production world. According to Soola (1998), ‘the information and communication technology has precipitated a revolution in the communication industry with an emphasis on improved methods and efficiency; it gives room for accuracy and efficiency. New information technology gives room for the media to be operated at a high speed density, helping to gather the news with lesser stress and making it available at a very high pace, also timeliness in terms of distribution has improved tremendously.

The availability of new information technology in print business world has also helped to enhance the graphic artistry part of production; bringing in more color and beauty. The creativity level a computer can provide in that sense is almost limitless.

The use of new media technology by the print organization has in a way, made it possible to increase the financial status of the organization. Advertisers are now being presented with beautiful print copies of their adverts. Digital equipment are being used for color separation and nice picture delivery in the publication, causing advert pages to look more gracious and presentable, this has in return given room to more advert copies and drawn the attention of more advertisers, because both the target audience and even the advert page buyers, surely loves the sight of alluring images.

Another advantage of new media technology to print media is media convergence. Journalist can now practice their profession with lesser stress, the items and devices needed for the practice has been brought together by technology. With the new advent, it is possible for a single object like a smart phone, to be used to record voices and videos, take picture at the same time and even instantly transfer the needed information to the needed offices in less than a minute. This has in no doubt simplified the profession in such a tremendous manner and mostly importantly saved cost.

**CONCLUSIONS AND RECOMMENDATIONS**

Conclusively, this research work will suggest alternative money making ventures for various media houses and also state to the government how best, to boost the functionality of the agency.

Curran. (2011), helped by laying his own view as to how print journalism can regain one of the crisis provoked by the new media technology, which is the loss of advertisers. ‘The need for more social responsibility is being suggested. The strategy can help promote creativity, innovation’ which will in turn give room to more quality, which advertisers and investors won’t be able to look away from.

With the advent of new media technology, the internet has given room for the media to sort for news in a very fast manner, news are now been reported without much verification as provided by the internet. The place of the traditional media should not be over looked as there is still need for the verification and checkmating of news sources, this professional ethics , which is known as agenda setting, is one of such that shouldn’t be thrown away even at this age.

The print media as this point should even be more challenged, in ensuring that their professional standard is being raised, they cannot afford to leave the information corridor to unverified truth provided by this new media tools. This is also supported by Louis Olivier, (2014), cited in Ramirez .T. et .al. (2016), ‘The media and journalists must reinvent themselves … It is self-deceiving to think that we can maintain a way of informing which is at least 30 years old. The owners of the press … [have to apply themselves] to inventing and journalists to enriching the news. It is no longer the reader, unfortunately, who must adapt’.

They cannot afford to have the audience mix rumors with the truth, this can mare the glory and trust being reserved for the noble journalism profession. In other to save the situation, print media houses are encouraged to set up their own online sites; the right information should be made available on this sites per time, so as to ensure the right flow of information.

Efforts should be made by the government to bridge digital divide. Thegovernmentshould try as much as possible to invest in the real profession. Efforts should be made to ensure that print media outlets are being provided with the right infrastructure needed for an improved operation and also to meet the information hunger of all readers, no matter their intellectual capacity. At the point where a print media outlet chooses to make use of the new media technologies in their operation, the right equipments should be provided, and digital divide should be curbed to the barest minimal.

In due times, necessary trainings and teachings should be organized by each print media outlets, with the aim of ensuring that each journalists is being shaped enough in the profession, keeping them abreast of competitors and aware of innovations, this will in no doubt yield a positive outcome as they give back great dynamism to the profession. This could also in turn, help to boost the resources and whatever loss, the decline of purchase advert copies, new media technologies must have created.

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