

New Media Impact on Newspaper Readership

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Abstract : Newspapers are very important sources of information and are trusted by majority of populations in America, Latin America, Europe and many parts of the world. In the mid-1950s newspapers were at the forefront of providing people with information. However, in the 1970s television took over, while in the 1980s cable satellites became popular and in the 1990s the Internet and World Wide Web became major sources of media content and also major threats to the print media form. This paper looks at how newspaper readership has been affected by new media technology, especially the Internet. It uses empirical data by reviewing available literature within the context of change that is likely to threaten conventional media. It discovers that there is a growing decline in newspaper readership as a result of widespread use of the Internet. The decline in readership has been discovered to be a global phenomenon. The paper suggests strategies for the survival and revenue generation for print-based newspapers.

Keywords : Internet, media, newspaper, press

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