

CHAPTER-1

INTRODUCTION

A newspaper plays an important role in disseminating current information and events and keeps its readers up-to-date. The electronic newspaper or E-newspaper is a self - contained, reusable and refreshable version of a traditional newspaper that acquires and holds information electronically. Moreover, electronic newspapers retrieve information electronically from online databases, process it electronically with word processors, desktop publishing packages and a variety of more technical hardware and software, and transmit it electronically to the end users. Broadly speaking-news items which evolve “online newspaper”, ”PDF newspaper”, and “E news via E devices” may not be taken synonymously since they are different from each other in terms of developments and use.

By the late 1990s the availability of news via 24 hour television channels and then the internet posed an ongoing challenge to the business model of most newspapers in developed countries. Paid circulation has declined, while advertising revenue-which makes up the bulk of most newspapers income, has been shifting from print to the new media, resulting in a general decline in profits .Many newspapers around the world launched online editions in an attempt to follow or stay ahead of their audience. However, in the rest of the world, cheaper printing and distribution, increased literacy, the growing middle class and other factors have more than compensated for the emergence of electronic media and newspapers continue to grow.

With the advent of the internet, web based “newspapers “have also started as online- only publications. Moreover, the introduction of online edition of newspaper has considerably affected the circulation of newspapers in their hard forms.

The study on socio economic impact of E newspaper as a substitute to printed media thus assumes a greater significance in the current world because of introducing a newform and style which combines many of the qualities of printed paper with the advantages of electronic media –the ability to deliver new edition

instantly and without the need to print copies and transport them over distances to thousands of retail outlets and millions of subscribers.

1.2 SIGNIFICANCE OF THE STUDY

As in the fastest growing economy people are getting busier, at the same time they find difficult to read the printed newspaper daily. Thus the introduction of digital newspaper helps them in this regard with the advantage of time saving, and easy accessibility of news etc. Thus the study plays a significant role to determine the socio economic impact of e newspaper as a substitute to printed media, to find out the relevance and readers perception also.

1.3 STATEMENT OF THE PROBLEM

Over the past century print newspaper have played a dominant role in public communication and are now struggling to adapt to the information age that has shrunk the business model foundation that has proven so successful in the past which led to the rise of online newspaper. Most consumers no longer purchase the printed version but prefer online version of newspaper hence it is cheaper and accessible. Faced with such an adversary, small and large newspaper alike may have no choice but not to abandon their traditional methods but to go for an innovative approach which is going online.

1.4 OBJECTIVES OF THE STUDY

- To identify the socio economic impact of electronic newspaper
- To find out the relevance of electronic newspaper
- To know the readers perception towards electronic newspaper
- To provide information to the citizens related to the happenings

1.5 SCOPE OF THE STUDY

The study focuses on socio economic impact of electronic newspapers. Scope of the study limited to readers in Kannur Corporation only. The findings and conclusion drawn based on the analysis of information collected through questionnaire. In short the study has been conducted with in stipulated frame work

1.6 RESEARCH METHODOLOGY

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problem. This study is designed as an empirical one based on the survey method

SOURCES OF DATA

- **Primary Data:** Primary data are those which are collected for the first time, and they are original. For collecting primary data a field survey has conducted through proper questionnaire.
- **Secondary Data:** The secondary data are those, which are already collected by someone for some purpose. These data are collected from websites, journals and books.

SAMPLING DATA

Sampling technique/method Non probability and convenient sampling technique was used for the purpose of this survey to identify responses.

Sample size

It was not possible to cover the whole universe with the limited time of period. In this project consist of 50 respondents.

DATA COLLECTION INSTRUMENT

Questionnaire

A questionnaire is a research instrument consisting of series of questions for the purpose of gathering information from respondents

TOOLS FOR DATA ANALYSIS

The study is basically analyzed using percentage method. The tabulated data is furnished with the help of bar diagrams and pie chart for quick and easy understanding.

1.7 LIMITATIONS OF THE STUDY

- Reliability of data provided by E-newspaper readers is not accurate.
- The results are got time bound. So opinion may differ from time to time depend on circumstances
- Older audience may not access digital platform
- Study was confined only to the people of Kannur Corporation. So study may not justify for all.

1.8 CHAPTER SCHEME

The study has been arranged into 5 chapters.

- The first chapter deals with introduction, statement of the problem, objectives, scope, research methodology and limitations of the study.
- The second chapter deals with Review of Literature.
- The third chapter deals with Profile of the Study.
- The Forth chapter includes analysis and interpretation of collected data.
- Fifth chapter deals with summary, findings, suggestions and conclusion of the study.