

RECENT TRENDS OF PRINT MEDIA IN DEVELOPMENT COMMUNICATION

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Abstract: *Development communication is a communication used for the development of human beings. Print media and electronic media both play a significant role in the development communication of any country. In India, the Government uses print media to secure wide coverage of messages through various newspapers and journals. Print media as a traditional media plays a significant role in the development communication. In India, print media strengths have largely been shaped by its historical experience and, in particular, by its association with the freedom struggle as well as movements for social emancipation, reform, and amelioration. Today various modern and sophisticated technologies are using by the print media in both developed and under-developed countries and they also face stiff competition from electronic media. This article studies the circulation trends of the print media: newspaper and magazines in India and other few countries and also discussed how the role of print media in the development communication is changing in recent era. It also concentrates on what is the impact of new electronic media on the print media.*

Keywords: print media, historical scenario, current scenario, new media impact.

Introduction

In order to communicate with each other human being is using means of verbal and non-verbal for centuries. Communication is used as an empowerment tool for developing society. In other words, communication is used as a tool to facilitate the participation of people in development activities. Millions of people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their life.

In 'development communication there are two words - 'development' and 'communication'. The meaning of these two words is: - communication is a message understood or sharing of experience. Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress.

When we refer to development communication, it is about such communication that can be used for development. It is about using communication to change or improve something. The messages which are designed to transform the behavior of people or for improving their quality of life can be termed as development communication and these messages used to change the socio-economic condition of people. Therefore, development communication can be defined as the use of communication to promote development. Media like print media and electronic media plays a significant role in development communication of country. Even after the advent of electronic media-like radio and television, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader with more in-depth reporting and analysis.

The contribution of print media in providing information and transfer of knowledge is remarkable. Now-a-days, print media is faster than all ever before due to amazing advances in

technology in recent years. Technical breakthroughs alter the way we perceive the universe and manner in which we communicate with one another. So it's become important to study recent trends of print media-newspaper, magazines, booklet etc in the development communication of country and worldwide.

Development Communication Using Print Media

Especially, print media as a traditional media of development communication is the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective. As far as the print media is concerned, after Independence when the Five Year Plans were initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programs and how the people could make use of them. They cover about farming and related subjects and information about weather, market rates, availability of improved seeds and implements.

The scientific and technological advancements have brought about steady fast development in the media world. New media are coming up while the old ones are being improved upon and in this process their availability has increased manifold. They are now conquering even the remote and distant regions of the world. This multifaceted development has brought about a lot more variety than could be imagined. There has been growing multiplicity between the media and this process is still continuing. As a result the Indian people are facing plenty of choices. Print medium was the first to be used as mass media for communicating the information. Till today print media is one of the powerful media among the rural people.¹

Print Media in India

Before Freedom: History of print media and written communication follows the progress of civilization which in turn moves in response to changing cultural technologies. The transfer of

complex information, ideas and concepts from one individual to another, or to a group, underwent extreme evolution since prehistoric times. It has been 30,000 years later since the first recorded evidence of written communication and it is still dramatically changing. The Press in India, particularly the Indian language newspapers, was in the forefront of the struggle for freedom. Many leaders from Mahatma Gandhi downwards used their newspapers to activate the people to participate in the freedom struggle. But the newspapers are no longer active in the fight against poverty, disease, illiteracy and superstition.²

Political leaders used the Press to rouse the people. It was, therefore, natural that the British rulers of India used every weapon in their armoury to silence the nationalist press. Newspapers always had the sword of Damocles hanging over their head. Security was asked at the slightest pretext and editors and publishers were prosecuted for sedition. Some editors were even transported to the Andaman. For the editors and people who worked in newspapers, journalism was a mission. Even captains of commerce who published newspapers treated this activity as their contribution to the struggle for freedom. Wages for journalists were poor and there was no security. Newspaper publication was not profitable and journalism was not paying as compared to other professions but things changed after Independence and each year saw acceleration in change.

In India, whilst newspapers came much later as opposed to Europe or America, it has a rich pedigree of being a witness and a catalyst to the birth and growth of the nation. The first newspaper published in India was the Bengal Gazette started by James Augustus Hickey in 1780. Although the paper was rather frivolous in nature as it mostly only published gossip and advertisements, the thriving media industry owes its existence to James Augustus Hickey and his Gazette. Soon after, papers such as Bombay Herald and the Bombay Courier were started in the country. Interestingly, the Bombay Courier later merged with the Times of India newspaper. In 1818, the first regional language newspaper Samachar Darpan was published in Bengali. The Bombay Samachar started in 1822, remains to this day the oldest newspaper in Asia. In the pre independence era, newspapers had one agenda in their minds – to further their ideology. Bal Ganghadar Tilak is a prominent stalwart of the pre-independence era and a revolutionary leader who used his newspaper as a vehicle of communicating his ideas and ideals of the freedom

struggle. Kesari, which was established in 1880, was published in Marathi. Prior to 1947, the newspaper industry had only one goal – to proliferate the cause of Independence.

After India became Independent in 1947, British owners of the newspapers like The Times of India also left the country, handing over the businesses to Indian companies. Editors of pro-freedom struggle Indian newspapers had anti-British stance till 1947. These newspapers gradually changed their approach; some became pro-establishment and the others adopted aggressive anti-establishment strategies. The publishers during the subsequent decades expanded their groups and chains with additions of new editions at other centers or new publications.

It means after the independence of India scene of print media has changed. There has been a phenomenal rise in the number of newspapers and their circulation. The number of pages has increased. The quality of production has improved all rounds. Even medium Indian language newspapers have taken advantage of the advances in printing and communication technology to bring out multiple edition dailies. The best example of this one is Daily Sakaal which is among the first newspapers not only in Maharashtra but also in India, to have adopted modern management systems and processes. It has deployed the latest technology made available through partners who are world leaders in their areas of specialisation. Newspapers of the big chains face a stiff competition from these newspapers because they are equally well produced. What is more, being rooted in the soil they are more aware of local problems and so they playing active role in the fight against poverty, disease, illiteracy and superstition. Colour printing has made the newspapers more attractive. Areas of national activity like commerce now find a prominent place in almost all-Indian language newspapers. New sectors of commerce and industry became available to businessmen. They found newspapers useful in influencing the Government and the people. Some British-owned newspapers passed into Indian hands and started newspapers in Hindi and other Indian languages. The government accepted the demand for security of service for people working in newspapers and news agencies. All this helped in the growth in the number of newspapers and their circulation. The eighties and nineties saw the growth of medium Indian language newspapers. They adapted the latest printing and communication technology to bring out multiple editions.²

After Freedom: Post 1947, newspapers in India had a choice to make – either align with the government and support all its initiatives or act as a critique to the newly democratised country and its head. Newspapers at first acted as unofficial sponsors of its various initiatives and schemes. The five year plan especially came highly endorsed by the national newspapers. Most of the newspapers in India came into existence post independence. Today thousands of magazines and newspapers are in circulation. Whilst in the early days of democracy, the Indian government enjoyed full support of the media houses.

In the pre-Independence era, the editorial in a newspaper was widely read for the lead it gave and used newspaper as an instrument of social change. But in the new era, the editorial became shorter in length and weak in impact. The new generation of industrialist-publishers is now more interested in profits instead of society's obligation. Therefore, they closed down serious literary and political publications so as to retain the profit from the flagship publications. The tendency grew to treat the newspaper more as a marketable product than as an instrument of social change.²

Turbulent 1970's: The decade of 1970s was a turbulent phase for media. The state-owned television channel was launched in 1972 and the press was unsure about the possible impact of the electronic medium on the newspapers. The press was subjected to censorship during the period of Internal Emergency clamped by the Indira Gandhi government in 1975. After the Emergency was revoked 19 months later, the Press appeared to have reborn with vigour. Even though today, the newspaper are being used by the reader for more analysis of political and social news.⁴

Presently in the 21st century, Indian print media is one of the largest print media in the world. The Times of India being the 8th most circulated newspaper in the world. With a daily circulation of 3.146 millions, The Times of India tops the list of the best newspapers in India, followed closely by local language papers. While Hindi dailies Dainik Bhaskar (2.547 million) and Dainik Jagran (2.168 million) compete for the second and third place respectively, the

Malayala Manorama stands fourth with a daily circulation of 1.514 million. Circulation of the newspapers is certified by the Audit Bureau of Circulation (ABC).

The list of the Top 10 Newspapers in India is compiled by the ABC according to the circulation of the dailies.⁶

- 1) The Times of India – English
- 2) Dainik Bhaskar – Hindi
- 3) Dainik Jagran – Hindi
- 4) Malayala Manorama – Malayalam
- 5) The Hindu – English
- 6) Eenadu – Telugu
- 7) Deccan Chronicle – English
- 8) Ananda Bazar Patrika – Bengali
- 9) Amar Ujala – Hindi
- 10) Hindustan Times – English

Print Media in Other Countries

The story of the newspaper begins some five centuries ago in Europe. Here, merchants would distribute newsletters written by hand containing information regarding the weather, economic conditions, wars and human-interest stories. Although this was the first known form of distributed written information in the European countries, the country accredited with the creation of the first newspaper is Germany. In the late fifteenth century, a cross between a brochure and a pamphlet was dispersed among the people, the text containing highly sensationalized stories along with description of the current news events.

America, however, was a step behind. Public Occurrences, Both Foreign and Domestic, was the first newspaper published in America. Printed by Richard Pierce, and edited by Benjamin Harris, the first copy issued on September 25, 1690 would also be the last. It filled only 3 sheets of paper measuring six by ten inches, the equivalent of filling half of the front page of a newspaper today

(14" x 23"). The paper had intended to be issued once a month. The sudden discontinuation of Public Occurrences would mean the last news offered to Americans for the next few years. Instead, newspapers published in London were read even though the "first true newspaper in English was the London Gazette, published four years later in 1666. Fourteen years later, back in America, John Campbell, a bookseller appointed Postmaster of Boston, became the editor of the Boston News-Letter. The first issue was dated Monday, April 17 to Monday April 24, 1704 and contained only one advertisement. This was produced weekly and continued to be so even when William Brooker was appointed Postmaster to replace Campbell. Campbell refused to authorize the use of the title "News-Letter" to anyone else so Brooker called his newspaper the "Boston Gazette". Seven months later, Philip Musgrave was awarded the position of Postmaster in Boston and replaced Brooker. At this time, James Franklin, the printer of the Gazette, was also replaced. He wanted to start his own newspaper even though friends and family dissuaded him from doing so by telling him that Boston already had a sufficient number of newspapers (2) and a third could not survive. Despite this, Franklin went ahead and published his own newspaper, the New England Courant. The first issue was printed on August 19, 1721 making it the fourth newspaper published in America.

When James Franklin published an editorial criticizing the government, he was sent to prison. James' 13 year old brother and apprentice, Ben, took over the work of laying type, printing, and delivery of the issues. Six months later, James Franklin was forbidden to publish any more newspapers so the masthead now carried the name "Ben Franklin" as editor and publisher. Ben, now legally free of being an apprentice, and having a dislike for his brother James, ran away to New York and later to Philadelphia. The New England Courant kept publishing issues claiming Ben Franklin was editor and publisher until 1726 without anyone being the wiser.

The fact that newspapers had been so scarce in Europe, America, and many other continents is due to many factors. To find a literate man was no easy task after Europe was emerging from the black age. Paper was extremely expensive, and hard to come across, and the task of printing was long and laborious. The printing quality and circulation trend in such era was not much advanced and so the big question regarding what the future holds for the old-fashioned newspaper is whether or not it will be overcome by the use of the Internet. Studies show that from 1992 to

1997, the weekly hours of using the Internet has increased from 1.8 hours, to 9.1. Although the evidence is convincing that in the future the use of computers will obliterate that of newspapers, sometimes the tangible aspect is too great to give up for a color monitor.⁵

But today the situation has going to change drastically and new advent technology are used in to the all over world. The best result of such technology is Electronic newspapers (on-line versions of city newspapers), which started in the late 1990s, have expanded to the point that now thousands of the world's newspapers are now on the Internet. It has a major benefit that publishing on-line newspaper saves the publishers two of their biggest expenses: newsprint and distribution costs. But on-line articles are not as in-depth as the print versions. And hence the print media plays a significant role even if there is a stiff competition from various electronic media.

The top ten newspapers in world according to circulation (in thousands copies) in 2009 were:⁸

- 1) 'Yomiuri Shimbun' in Japan with 14,067 copies in Japanese language
- 2) 'Asahi Shimbun' in Japan with 12,121 copies in Japanese language
- 3) 'Mainichi Shimbun' in Japan with 5,587 copies in Japanese language
- 4) 'Nihon Keizai Shimbun' in Japan with 4,635 copies in Japanese language
- 5) 'Chunichi Shimbun' in Japan with 4,512 copies in Japanese language
- 6) 'Bild' in Germany with 3,548 copies in German language
- 7) 'Reference News' in China with 3,183 copies in Chinese language
- 8) 'The Times of India' in India with 3,146 copies in English language
- 9) 'The Sun' in United Kingdom with 2,986 copies in English language
- 10) 'People's Daily' in China with 2,808 copies in Chinese language

Following is the list of some few newspapers published from various countries:-

From the United States:

Top 5 newspapers published from the United State are listed as under.

- 1) 'The Wall Street Journal' is an American English-language international daily newspaper. It is published in New York City by Dow Jones & Company, a division of News Corporation, along with the Asian and European editions of the Journal. The Journal is the largest newspaper in the United States, by circulation. According to the Audit Bureau of Circulations, it has a circulation of 2.1 million copies (including 400,000 online paid subscriptions), as of March 2010.
- 2) 'USA Today' is a national American daily newspaper published by the Gannett Company. It was founded by Al Newhart. This newspaper has second largest newspaper followed by The Wall Street Journal for the circulation of any newspaper in the United States. 'USA Today' published in city McLean and state Virginia.
- 3) 'The New York Times' is an American daily newspaper founded and continuously published in New York City since 1851. The New York Times has won 106 Pulitzer Prizes, the most of any news organization. Its website is the most popular American online newspaper website, receiving more than 30 million unique visitors per month. 'The New York Times' published in city New York and state New York.
- 4) 'Los Angeles Times' published in city Los Angeles and state California and this is popular one after 'the new York times.
- 5) 'San Jose Mercury News' published in city San Jose and state California

From the Japan:

- 1) 'The Yomiuri Shimbun' is a Japanese newspaper published in Tokyo, Osaka, Fukuoka, and other major Japanese cities. The Owner of the Yomiuri Shimbun is 'Yomiuri Group'. It is one of the top level national newspapers in Japan.
- 2) 'The Asahi Shimbun' literally Morning Sun Newspaper is the second most circulated out of the five national newspapers in Japan. The company has its headquarters in Tsukiji, Chuo, and Tokyo. The Owner of the Asahi Shimbun is Michiko Murayama, Shoichi Ueno. The publisher of this newspaper Kotaro Akiyama.

- 3) 'The Mainichi Shimbun' is one of the major newspapers in Japan, published by The Mainichi Newspapers Co., Ltd. It's headquartered in Tokyo, Osaka, Nagoya, and Kitakyushu.
- 4) 'The Nihon Keizai Shimbun' is Nikkei's flagship publication and the world's largest financial newspaper, with a daily circulation exceeding three million. Nikkei 225, a stock market index for the Tokyo Stock Exchange, has been calculated by the newspaper since 1950.
- 5) 'The Chunichi Shimbun' is a Japanese daily "broadsheet" newspaper published in mostly Aichi Prefecture and neighboring regions by Chunichi Shimbun Co., Ltd and It is the owner of the Chunichi Dragons baseball team, and is also known as the main organizer of a famous international gymnastics event, the Chunichi Cup.

From the Canada:

- 1) 'The Toronto Star' is Canada's highest-circulation newspaper, based in Toronto, Ontario, Canada. Its print edition is distributed almost entirely within the province of Ontario. It is owned by Toronto Star Newspapers Ltd., a division of Star Media Group, a subsidiary of Torstar Corporation. It was founded in 1892.
- 2) 'The Globe and Mail' is a nationally distributed Canadian newspaper, based in Toronto and printed in six cities across the country. With a weekly readership of approximately 1 million, it is Canada's largest-circulation national newspaper and second-largest daily newspaper after the Toronto Star. The Globe and Mail is widely described as Canada's English language.
- 3) 'Le Journal de Montréal' is a daily tabloid newspaper published in Montreal, Quebec, Canada, and is the largest-circulation French-language newspaper in North America. Established by Pierre Peladeau in 1964, it is owned by the Sun Media division of Quebecor Media. It is also Canada's largest tabloid newspaper. It is famous for its sensationalism and populist Quebec-nationalist perspective.
- 4) 'La Presse' founded in 1884, is a large-circulation French-language daily newspaper published in Montreal, Quebec, Canada. It is owned today by Groupe Gesca, a subsidiary of Power Corporation of Canada. La Presse is a broadsheet newspaper,

aimed at a middle-class readership. Its main competitor is the tabloid *Le Journal de Montréal*, which aims at more popular audience. *La Presse* comprises several sections, dealing individually with arts, sports, and other thematic sections.

- 5) 'The Gazette' often called the Montreal Gazette to avoid ambiguity, is the only English-language daily newspaper published in Montreal, Quebec, Canada, with three other daily English newspapers all having shut down at different times during the second half of the 20th century.

Trends of Print Media: A Comparative Study

Today, due to the changing and advanced technology used in printing and communication media, print media get huge importance in mind of people. So it's become important to study how the trend and role of print media is changing in development communication. This research shows the circulation trends in print media especially newspaper in India for pre-independence and independence era and also a comparative trend with other countries.

Trends in India:

Trends in number: By 1941, India had about 4,000 newspapers and magazines in 17 languages. In its report, the first Press Commission said that at the end of 1952, there were 330 daily newspapers, 1,189 weeklies and 1,733 newspapers of other periodicity in India. Except for some lean years, the number of newspapers has gone up on an average by 5 per cent every year. At the end of 1998, there were 43,828 newspapers as against 41,705 in 1997. Of these, there were 4,890 dailies, 331 tri-and biweeklies, 15,645 weeklies, 12,965 monthlies, 5,913 fortnightlies, 3,127 quarterlies, 383 annuals and 1,474 publications with other periodicities. It will thus be seen that the number of daily newspapers went up more than 15 times since 1952. The number rose to 51,960 that included dailies and publications of all the periodicities, in 2001. As on 31st March 2006, there were 62,483 registered newspapers with all periodicities on record of Registrar of Newspapers for India (RNI), as against 60,413 at the end of March 2005. ²

Circulation trends: The First Press Commission noted that in 1953 the circulation of dailies per 1000 copies in the population was 5.4 against the backdrop of an all-India literacy level of 16.4

per cent. From such a low base, India's daily newspaper circulation climbed slowly to 3.15 million in 1957 and 5.11 million in 1962.³

In India, the total circulation of all the newspapers in 1998 was 1268, 49, 500 copies. An idea of the acceleration in the growth of circulation had from the fact that while circulation increased by 50 per cent between 1987-96, it went up by 42 per cent in just two years between 1996 and 1998 and in the recent decade the trend of circulation is showing positive increasing trend in Asian countries like China and India.²

The total circulation of newspapers increased from 15, 67, 19,209 copies in 2004-05 to 18, 07, 38,611 copies in 2005-06. The First Press Commission noted that in 1953 the circulation of dailies per 1000 copies in the population was 5.4 against the backdrop of an all-India literacy level of 16.4 per cent. From such a low base, India's daily newspaper circulation climbed slowly to 3.15 million in 1957 and 5.11 million in 1962.³

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The total circulation of newspapers increased from 15,67,19,209 copies in 2004-05 to 18,07,38,611 copies in 2005-06. As per the annual statements received at the RNI office during 2005-06, the number of dailies being published in the country was 2130. Their claimed circulation figure was 8,88,63,048 copies, 12.93% higher than that of the previous year.

The 2007 annual report presented by PriceWaterhouseCoopers (PWC) on the Indian Entertainment and Media Industry (E&M), titled *A Growth Story Unfolds*, projects that the print media will grow at a 13 per cent compound annual growth rate, from the present size of Rs. 85 billion to Rs. 232 billion in 2011.

The 2010 Indian Readership Survey findings show that the largest read local language newspapers to be Dainik Jagran (with 16.0 million readers) and Dainik Bhaskar (with 13.5 million readers), both published in Hindi. The Times of India is the most widely read English language newspaper (7.3 million), followed by Hindustan Times (3.5 million), The Hindu (2.1 million) all published in English. The New Indian Express is another widely-read English language newspaper (1.8 million). Malayala Manorama newspaper which is published in Malayalam from Kerala currently has a readership of over 9.9 million (with a circulation base of over 1.8 million copies) has the most circulation in regional languages.

In the year 2011 According to the information given by ‘the minister of State for Information and Broadcasting’, there are more than 74,000 registered newspapers with the Registrar of Newspapers for India (RNI) and Uttar Pradesh is leading with 11,789 registered newspapers and it is followed by Delhi with 10,066 and Maharashtra with 9,127 registered newspapers. The government is also trying to bridge the “media gap” by encouraging more newspapers to come up in the northeastern states, the information and broadcasting ministry said in a separate statement. The ministry has also relaxed norms for empanelling newspapers published in the northeastern states and the border areas. This apart, Rs.87.95 corers has been allocated during fiscal 2009-10 for the North East Special Package, the statement said, adding: “An amount of Rs.37.00 corer is to be provided as grants-in-aid and an amount of Rs.50.95 corer as loan to Prasar Bharati for improving radio and television facility in the North East.

The ad revenue trend: The press is still the dominant medium for advertising in the country, even if television has steadily increased its share. The global story of ad revenue growth for paid-for dailies in 2006 and over five years was somewhat more cheerful. WAN’s estimate is that advertising revenues for paid-for dailies went up 3.77 per cent in 2006 and 15.77 per cent from 2002. Daily newspapers took 29.60 per cent of a global advertising market in mainstream media valued at \$ 425 billion. Dailies and magazines, with a combined share of 42 per cent, still constituted the largest advertising medium, comfortably ahead of television with its 38 per cent. India As the revenue from newspapers concerned for developing Asia, Chinese dailies won 16 per cent and 58 per cent increases in ad revenues in 2006 and over five years. The corresponding

figures for India, in a highly competitive advertising market, were 23.18 per cent and among the major countries only South Africa seems to have done better with 85 per cent ad revenue.

Trends in other countries:

According to the World Association of Newspapers (WAN) 1.4 billion people in the world reading a newspaper today and it is said by WAN president, Gavin O'Reilly that, "circulations newspapers continue to grow globally and *not* just in China and India." ³

According to WAN's World Press Trends shows that 70 of the world's 100 best-selling dailies are published in Asia which is populous and fast-growing wonderland of newspaper growth; and 60 of them in China, Japan, and India. The world's three top countries in daily newspaper circulation are China (98.70 million), India (88.90 million), and Japan (69.10 million). They are followed by the United States (52.30 million) and Germany (21.10 million).³

In 2006 newspaper people round the world, the lion's share of this 2.30 per cent global growth came from Asia (3.61 per cent), South America (4.55 per cent), Australia & Oceania (2.11 per cent), and Africa (1.20 per cent) made useful but more modest contributions to global growth. North America saw a straight drop of 1.97 per cent in 2006, against a background of a 5.18 per cent decline over five years. As for Europe, most of its 0.74 per cent growth came from the less developed countries of Eastern Europe and, to an extent, central Europe. The European Union registered a 0.87 per cent drop in 2006, making it a 5.63 per cent slide since 2002. ³

While pointing out on this trend it should be noted that Asian newspaper are developing -not developed but its circulation of daily newspaper is growing South Korea, with its 10.59 per cent rise in 2006 and its 19 per cent growth over five years, is an exception to this trend.) Paid-for daily newspapers in China registered a 2.27 per cent growth in 2006, against a background of a 15.52 per cent increase over five years. The corresponding figures for India were 12.93 per cent and 53.63 per cent.³

Circulation of paid newspapers in USA and Europe has been showing a trend of decline for the past two decades. The World Association of Newspapers survey has said the circulation fell 3% in the U.S. and 1.9% in Europe in the year 2007. Asia, which is home to 74 of the world's 100 best-selling dailies, contrasted starkly with declining newspaper readership in the West. China and India are among the countries that have contributed to some degree of optimism in the publishing industry that has shown an increase of 2.6% worldwide last year. *The rising trend of increase in circulation in India is not due mainly to the growth of English newspapers as outsiders to India may think. On the contrary, newspapers in non-English (or vernacular) Indian languages have been showing a trend of increase in circulation and revenue for the several years.⁴

In U.S.A. the percentage of Americans reading newspapers began to decline with the increased competition from radio, television and, more recently, the Internet. A growing population helped the absolute circulation numbers continue to increase until the 1970s, where it remained stable until the 1990s, when absolute circulation numbers began declining.⁷

Newspaper circulation numbers are reported to the Audit Bureau of Circulations. Best-selling papers as of March 31, 2010 in the U.S.A., according to the Audit Bureau of Circulations, are the Wall Street Journal at number one with 2,092,523 copies sold daily (up 0.5% from the previous year, making it the only newspaper in the country that is actually growing in terms or readership); *USA Today* at number two with 1,826,622 copies sold daily (down 13.8% from the previous year), and *The New York Times* is third with a circulation of 951,063 (down 8.47% from the previous year). Overall, newspaper circulation is down 8.7% nationally compared to the previous year.⁷

In United kingdom, Best-selling papers as of March, 2011, according to the Audit Bureau of Circulations, are 'The Sun' 3,001,822, 'The Daily Mail' 2,136,568 and the 'Daily Mirror' 1,194,097.⁷

Shortly, it is clear that even though the newspapers face stiff competition it shows its own importance over the electronic media because it has strong circulation and income trend in both the developed and under developed countries.

The magazines Trends:

The following are lists of printed magazines with the total worldwide circulation, sorted by circulation per issue. ⁸

- 1) 'The Watchtower' today, the most widely distributed magazine in the world which is published by Watchtower Bible and Tract Society, the legal organization of Jehovah's Witnesses. It was firstly introduced in 1879. The Watchtower—Public Edition is the most widely circulated magazine in the world, with an average print run of over 42,000,000 copies per month. Today it is published in 188 languages. It has based country in United State.
- 2) 'Awake!'' is a monthly illustrated magazine published by Jehovah's Witnesses via the Watch Tower Bible and Tract Society of Pennsylvania and printed in various branch offices around the world. It is considered to be a companion magazine of The Watchtower, and is distributed by Jehovah's Witnesses in their door-to-door ministry. Awake! is considered to be the second most widely distributed magazine in the world after The Watchtower, with a total worldwide printing of 39,913,000 copies in 83 languages per month.
- 3) 'AARP the Magazine' is a bi-monthly magazine published by AARP (American Association of Retired Persons), which focuses on aging issues. Established in 1958, it was known until 2002 as Modern Maturity. The editor is Nancy Perry Graham; the managing editor is John Stoltenberg. The magazine is sent to every AARP member, and thus it is the largest circulation magazine in the United States; it has held that position since the late 1980s and still it has maintained its position at third rank with 23,721,626 printed copies of circulation in all over the world.
- 4) 'AARP Bulletin' is forth largest Semi-monthly published Magazine in the world after 'AARP the Magazine' which has circulation of 23,574,328 printed copies. It was established in 1960 and its publisher is American Association of Retired Persons.

- 5) 'Reader's Digest', a general interest family magazine, published 10 times annually. Formerly based in Chappaqua, New York, its headquarters is now in New York City. It was founded in 1922, by DeWitt Wallace and Lila Bell Wallace. It is published in the 21 languages. It has a circulation of 17,000,000 copies.

As the magazines in India are concerned Mangalam is a weekly magazine which top in India with the circulation of 1,600,000 copies. This was started by the late M.C. Varghese and now published by Mangalam Publications, Kottayam, and Kerala. It has publishes a special international edition for non-residents. This is followed by 'Indian today' which is news magazines published in Hindi and English both languages at the second top level magazine in India which is published weekly by Living Media. Its circulation is 1,100,000 copies per issue. Shortly even though, there is a stiff competition from the electronic media India has also strong circulation position.

New Media Impact on Print Media:

With the emergence of the television and the new media (internet), it can be argued that newspapers are becoming irrelevant in terms of providing the latest news. However, both media has its own importance. The longevity of written media is much more than the electronic ones. It is the written media which has made history recordable and accurate. The age of an old manuscript found while digging a historical site gives information about the era in which it was written, which is not possible with electronic media. Print media is durable. Anyone can anonymously post articles and raise their voices. It is difficult to track the real owner of an article. With electronic media, anyone can copy any piece of information and present it as his own; plagiarism is at its peak these days. The information provided by a newspaper is usually more authentic and genuine but it is not in case of electronic media. Electronic media depends mainly on electricity. In areas with frequent power cuts or in the rural areas, it is not a viable replacement for newspapers. Print media is easily accessible and widely read. Anyone can buy it since it is cheaper and available in the remotest of the villages. In a country like India, subscribing to newspapers is cheaper than taking an Internet connection. Print media is local to the city or the region and carries information about the local events like a play being screened in the town or an inter-school chess tournament.

Many newspapers in India and the world to some extent have started providing analysis of the news as well and so the demand and scope of newspaper is still sustain in competitive age. The coverage of the 2009 General Elections is the proof of that. Most newspapers had their own supplements dedicated to the elections and they scrutinised every detail of the elections in a way the television channels cannot provide. As of 2000, there are at least 41,705 newspapers in India and growing every day. The media whilst flawed is one of the most precious commodities in any democracy and as India celebrates another year of its emancipation, the media has a lot to celebrate as well – everyday for millions all over the country it makes this independence count substantial instead of some word uttered as a cliché at some cocktail party.

The newspapers had the information in greater detail, depth and also had images which were not shown on TV. In the recent era, many print media are also available in electronic forms. Shortly, the print media is now available at global level using the internet on which information came in the print media format.

Conclusion:

From the above discussion it can be conclude that media has ability to act as a whistle blower of the society in order to keep the government in check. Today, in India the circulation trend of newspaper showing an increasing trend as compare to the pre- independence era. Increasing circulation trend of newspaper in India shows that it wins to stay in the stiff competition faced from the electronic media. Today, both developed and under developed countries use improved technology which enables the production and distribution of larger numbers of more attractive newspapers. The basic reason for the golden days to the print media is due to the steadily expanding literacy, better purchasing power, aggressive publishing, and political excitement which is not in case of electronic media. As the circulation trend is increasing in India it means the readers of the newspaper is increasing because it is assumed that a typical copy of the newspaper is read by more than one person hence it can be conclude that the readership figure of the print media is also increasing. However, Newspapers in western countries like United Kingdom and United State are losing young readers. Newspaper circulation is falling due to social and technological changes in print media but the people from developed countries use

advanced form of print media such as online newspaper on the internet. This condition may face in the future by the developing countries like the India. Shortly, it can be conclude that each media has its own existence, role, and impact on the society. Hence the print media has its lion share in the development communication of both developed and under developed countries.

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