

# The current state of newspapers

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It is indisputable the current state of newspapers is deplorable compared to the past decades. The internet has already taken over when it comes to advertisements and news coverage in general (Naquin, 2015). In fact, advertisers no longer need to have their advertisements captured in the newspapers as they can readily do so through the internet or television media. For that matter, most print houses face a bleak future when it comes to their existence. As Ross Dawson who happens to be a business strategist contends, newspapers will face extinction come 2029 in France and 2017 in the USA (Naquin, 2015). As much as this is a sad state, news organizations actually knew that the digital movement would come by someday and this should thus not appear shocking at all (Naquin, 2015). In that light, although news organizations may seek government's help in making newspapers still viable, many are of the opinion that this will not be possible since they are now obsolete in nature (Naquin, 2015).

#### Question 9

The challenge is that most marketers still rely upon the native metrics such as the click-through-rate or looking at page views over the internet to gauge success yet Agencies in the USA contend that such acts as the intent to buy or recalling of a brand are actually the most successful methods that one would use to gauge online success (Fisher, 2012).