

Research essay: influence of electronic media on print media

[Business](#)



Electronic media such as the Internet, e-books and tablet readers may be having an effect on the print media sector. This essay finds out if there is any validity to this argument. Digital media does seem to have had an impact on the modern world, both affecting the online world and the offline business sectors, as well as world markets. It has certainly affected the communications sector and so it is plausible that it has affected print media too. (G5lo, 2013).

Since the year 2003, the amount of printed material in use for recreational purposes has gone down whilst the use of TV and other electronic media has gone up. This may indicate that digital media is having a direct influence on print media. (Wala, 2009). Children are being encouraged towards digital media because there is more of it and because it is easier for parents when trying to entertain children. This means that children will grow to love digital media whilst ignoring print media. This is going to affect the print media sector in the long run.

(Farnia, 2012). Print media is easier to use and read which may be why it has not sunk out of our society completely. But, the read availability, convenience and price of digital media means that it may soon replace print media permanently. (Withers, 2012). Studying may always rely on reading material, which begs the question of whether print media is going to fall from existence completely.

It would appear that the transition from print media to digital media has been a lot slower in the academic world. And yet, it is conceivable that print media will be replaced by more convenient tablet devices in the future.

(Ezeji, 2012). AnalysisData does suggest that digital media is having an influence on the popularity of printed media, and that children are going to grow up to be fond of digital media. Print media is easier to read, but that is just one benefit of print media, where digital media has many benefits.

EvaluationThe evidence points towards the fact that digital media is influencing print media.

But, the sliding popularity of print media may be more to do with social factors such as children are reading less. On the other hand, the benefits of digital media do seem to significantly outweigh the benefits of printed media. ConclusionEven though the reasons for the decline of print media popularity are unclear, it cannot be argued that digital media is rising. It may be rising as it replaces printed media, or it may be pushing printed media out of the arena. The two factors may be completely unrelated, but given the evidence provided on this essay, and the subsequent analysis and evaluation, I conclude that digital media is influencing print media.

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