

# The importance of newspaper

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Newspapers have become a daily necessity for nearly everyone, especially in the city where people have to be aware of what is happening around them. In spite of the television or Internet giving us information on the latest occurrences, most people still prefer the feel of the actual newsprint. The newspaper is indeed important as it is a powerful tool to inform the public on various issues. It has a wide coverage as the estimated number of readers is about 10 million in Malaysia alone. Important and shocking news alike are quickly known to the nation through newspaper publications.

Every day, the front page news captures the attention of the public and is almost always a topic in people's conversations. Another feature of the newspaper are the weekly or fortnightly articles written by columnists. These are the features which are able to attract a huge following of fans – people who are fascinated and interested in the writer's stories. Special write-ups on special occasions in newspapers also help people to have a better understanding of the events. The business section of the newspaper lends a helping hand to the investors who are keen on knowing about the companies they have invested in.

The comics section is a delight to the young and old alike. For the staff of newspaper companies, the journalists, especially, the newspaper is a means through which they are given a chance to voice their opinions and make their stand on many issues. For companies looking for an avenue to advertise their products, the newspaper is one of the best choices. Because of the large number of people who read the newspapers, their products will be known by many. Therefore, it can be concluded that the newspaper is important for everyone.