

The future of newspapers



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Alina Baganova A Comment on ??? The Future of Newspapers??????? Nulla
nuova, buona nuova??? meaning no news is good news is a famous Italian
saying.

It may be true in the ambience of too much news disturbing nature pouring
out from all directions without cease. Yet news is crucial for active life, it
gives us the insight to the dynamics that form the environment around us, it
be in local or regional or national or international level. Provided that in
modern life there are many sources of news like magazines and books in
print media, radio and television channels and Internet connections in
electronic media, words of mouth and telephone and wireless
communications etc, there is a question whether any other source could ever
come near the newspaper in importance. It was true of the past but is it true
of the present and future also Maxwell King conceives the destiny of the
newspapers in his article ??? The Future of Newspapers???. Nobody can deny
the importance of print media. Newspapers have become an important
accessory of the breakfast table that gives us information about the world
around us.

It??™s obvious that they keep the people in touch with the changes taking
place in the world and also helps to develop cosmopolitan outlook because
by reading newspapers people no longer think of their own town or their
country rather they think of the world as a whole. However, in a time when
information is available to anyone at the push of a button, a turn of the dial,
and now, the click of a mouse, newspapers have had to adapt in order to
continue to please and inform their audiences. The newspapers ??? are no
longer even the primary source of raw information??; but they are, and can

be more than ever, the source of understanding???. There??™s a strong tendency towards the thoughtful journalism, dealing with complexity, offering sophistication. Newspapers give lots of information about various matters at various levels that are not available anywhere.

Though magazines and books also give lots of information, the scope of the news there is limited to a few selected topics. Televisions and internet connections while provide news faster than the newspapers, it cannot have the width, breadth and depth of the newspapers ??? providing the background, perspective and context to give a depth of enlightenment???. ??? Tell me something I don??™t know.??? Good and crusty editors have been asking reporters almost forever for stories that leap off the page and lodge themselves in readers??™ minds, stories that illuminate corners of the world and human experience that people would not otherwise see, insofar as ??? There is no better way to engage readership of important issues than to explain those issues in terms of the everyday lives of ordinary people.??? To tell such stories effectively, reporters need to get the facts straight.

But to make stories memorable, they also need to access the emotional core of a story ??“ ??? using the skills of our literary traditions: narrative, the painting of a story line, irony, humor, juxtaposition ??“ to name a few???. The reason of these drastic changes in the journalism towards explanatory one is the readership itself. A brand-new, huge segment of market that seeks understanding, which is believed by Maxwell King to be larger than it is usually estimated to be, ??? is growing because the population itself is more sophisticated and educated than 40 or 50 years ago???. This statement is

very exciting, satisfactory and provides something to be proud of, but it also issues the challenge to newspapers to meet the case of intelligent, intellectual people and their inquisitive minds. This bilateral process including people that want understanding and newspapers that want to satisfy these demands will be a great help to newspapers in preserving their demand for and remaining intact.