

**GHANA INSTITUTE OF JOURNALISM**

**FACULTY OF PUBLIC RELATIONS, MARKETING AND ADVERTISING**

**ASSESSING THE IMPACT OF ONLINE MEDIA ON TRADITIONAL MEDIA  
(NEWSPAPERS) IN INFORMATION DISSEMINATION IN MODERN TIMES**

**BY**

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MASTER OF ARTS DEGREE IN PUBLIC RELATIONS.**

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**OCTOBER 2020.**

**DECLARATION**

I do hereby declare that this submission is my own work, original research and findings, and that, to the best of my knowledge it contains no material previously published by another person nor material which has been accepted for the award of any degree in this University or elsewhere, except where due acknowledgement has been made in the text.

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**SUPERVISOR'S DECLARATION**

I hereby certify that the presentation of this long essay was supervised in accordance with the guidelines for the supervision of long essays as laid down by the Ghana Institute of Journalism.

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.....**OCTOBER 2020**

**DR. STANLEY SEMARCO**

## **DEDICATION**

I dedicate this work to God for his protection throughout this MA course. To my Mum, Emelia Twum and Dad, Mr. Alhassan Seibu for their support and prayers, and finally to Col. George Danso, my Divine Helper, who constantly reminded me of doing my Masters right after my first degree. To Godfred, Moses and Kesseboah for their undying support.

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## **ABSTRACT**

The print media which is seen as a trusted source of disseminating information, has been faced with challenges from the new media in recent times. Undeniably, the print media in Ghana provides the needed information to the public. From political news to entertainment news, educational news, sports news, and business.

However, the new media seem to be taking a toll on the print media as it provides quick and timely information. People all over the world at anytime and anywhere get news updates several times a day and reading news free.

This study adopted a qualitative method to assess the impact of online media on traditional print media. With the help of Google Scholar, Research Gate and the Google search engine, many articles, were gotten from numerous sources. Due to various limitations, this research was limited to the use of secondary data as the only source of data. A longitudinal approach to this study was essential to the research because the research sought to investigate the impact and relationship between the new and traditional media (print) over a period.

The study recommended future researchers digging more into this topic under study whereas print institutions adapting more to technology to be at par with social media and formulate strategies that will improve its customer base from online audience, but remain relevant when it comes to accurate content.

## Chapter One

### 1.0 Introduction

This chapter presents the background to the study on the impact of online media on traditional media (newspapers) in information dissemination in modern times. To add up, the problem statement, research objectives, research questions, scope of study, and the significance.

### 1.1 Background

The rise of online media has brought forth sets of opportunities and challenges for traditional print media. The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper (Domingo and Heinonen, 2008). For instance, the internet also involves getting news updates several times a day and reading news free. In addition, there have been a decline in sales among print media due to people's alternative ways to get information. Therefore, the information and news that is published every few minutes online, is never supposed to be appreciated by the print newspaper that is only provided once in a day.

The media (both new and traditional) have proven to be the most dominant force in recent times, as they influence behaviour, thoughts and guide decisions. It appears in the present era of technological developments that old media are facing pressure from ever-expanding new types of media. Traditional media often referred to as old media, consists of broadcast/cable television, radio, newspapers, magazines and the majority of print publications. The online media has to do with the Internet and other online sources.

Though important, news outlets and particularly newspapers are giving way to emerging platforms for conveying coverage of issues, which provide perspectives on social controversies (Sayre, Ben; Leticia Bode; Dhavan Shah; Dave Wilcox; and Chirag Shah, 2010). Traditional print media outlets are still in an ongoing phase of adapting and embracing some of these new communication forms that have led to online media being developed. Almost all media outlets

are going online, for example, Daily Graphic and Graphic online, Adom TV and Adom online, Peace FM and Peace FM online, Citi FM online, etc. It could be argued that these are some of the ways in which the digital media competes with the conventional media because consumers now have a choice of use, which is typically focused on satisfaction from either of the media channels.

## 1.2 Problem Statement

In this 21<sup>st</sup> century, new media professionals are facing a myriad of challenges. Although the print media is trusted for its credibility in providing news to the Ghanaian populace be it educational, political, sports, entertainment, business among others, there has been a rapid transformation within the media landscape. The researcher observed that in time past, there were no multiple platforms for news choices. Audiences were provided with information from either the radio, television or newspapers thus, making them passive receivers of news from the traditional media outlets. Secondly, the new media can be seen as a newer revolution in media backed by technological advancements in communication. The new media provides greater interactiveness than the traditional media (print). However, this has led the traditional media to also adopt and adjust their form with these new technological developments. The researcher also observed that newspaper readership has declined leading to reduction in sales of newspapers, as most people in recent times resort to online media for interaction and immediate feedback unlike the diminishing scope of feedback in Traditional media (print), leaving online media users as active audience in the information dissemination process. Thus, these online media professionals would not only have to compete with the traditional journalistic standards but the public who want many things done at a particular time.

‘Over the decade almost 90% of news outlets in the US have been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets’ (Garrison, 2001:p.2) .

The online media seem to be providing solution for every need possible. Accessing information online goes wide and beyond but the print media needs logistics to be distributed. Information and news stories can easily be shared and received online. Print media is less interactive. Nonetheless, people all over on any online media even before the print media reports easily spread fake and authentic news the following day.

Online media have been a vast preference for the flexible features it possesses and provides. Using the internet, a user can create his / her own website, easily access online news and upload business and online adverts to get consumers to purchase goods. All of these have impeded the use of conventional means of disseminating information, such as newspapers.

Print media flourished more in the pre-internet era where instant access to news, using smartphones and online news aggregators, was not within the reach of the common Ghanaian. Due to information dynamism or globalization, the use of smartphones have become common over the years. The number of smartphone users in India alone exceeded 20million. Thus the effort of delivering news to the Indian populace seemed to be redundant as the process involved many steps and is passive as compared to new media, which is instant, and interactive (Lavanya Rajendran and Preethi Thesinghraja, 2014).

The breadth of information available online and the opportunity to personalize news consumption according to individual interests, coupled with being able to get news updates several times a day have pushed audiences online for their news unlike the newspapers whose stories are just for a day. Today's newspaper readership is going down especially among the youth (Mathilda 2004; Stein, Patemo and Burnett, 2006). Furthermore, lack of appropriate infrastructure in rural areas like electricity, fibre optic cables and other technologies and skills, may equally affect social or online media use. As a result online media may be highly used in urban areas more than rural areas. In a study, 'Assessing the effect of electronic media usage

on the sales of print media in Ghana: A case study of Graphic Communications Group Ltd., Kumasi (Asare Yaw Afrifa, November 2015)', the researcher focused more on the effect of electronic media accessibility on sales of print media in Ghana. That is, the accessibility to internet, radio and television reducing the purchase of print newspapers thus, decrease in demand for the print media.

Another study, 'Is the new media superior to the traditional media for advertising' (Asian Journal of Economic Modelling, 2016, 4(1): 57-69), examined the evolution of the new media as an advertising tool and the challenges it poses to the traditional media (radio, television and print newspaper).

The limitation to the above two studies is the fact that they didn't look at the role of online media and traditional media (print) in information dissemination and that is what this study seeks to achieve.

Therefore the main aim of this research is to examine the impact of online media (social media - Facebook, twitter, YouTube videos, and others news sources- myjoyonline.com, citinewsroom.com, et cetera) on the traditional print media in information dissemination and as well verify the questions surrounding the factors contributing to the decline in newspaper readership.

### 1.3 Objectives

This study is guided by general and specific objectives. These objectives are parallel to the research questions.

#### 1.4 General Objective

To assess the impact of the emergence of the new media and its widespread use above its traditional counterparts.

#### 1.5 Specific Objectives

To determine the important roles of online media and print media in information dissemination.

To identify the cause of changes in the usage from traditional media (print) to online media.

To identify the impact of the emergence of online media on traditional media

To assess the challenges faced by the institutions responsible for the management of traditional media.

#### 1.6 Research Questions

What roles do both online and traditional media play in information dissemination?

What are the factors that cause changes in the usage from traditional media (print) to online media?

What is the impact of the emergence of online media on traditional media?

What are the challenges faced by the institutions that are responsible for the management of traditional media?

#### 1.7 Scope of Study

The importance of traditional media over time is numerous. For example, Newspapers shaped thoughts and behaviours and informed decisions made through the information they gave out.

The emergence of online media in modern times can be attributed to the rapid technological change in society. The study aims at outlining the important roles of both the online media and traditional media (print) in information dissemination. In addition, the causes of changes in the usage from traditional media (print) to online media. The study will employ both the qualitative and quantitative research methods. Data generated will be carefully analyzed by the researcher

to draw a conclusion on the impact of online media on traditional media in information dissemination.

### 1.8 Significance

It has been established that the media is forearmed with untrammelled power to influence, change and inform behaviours. It is also very important considering the fact that online media is a growing media that is widely used by all and sundry.

Thus, the study will add to the existing knowledge on online and traditional media (print) and serve as a reference point for researchers interested in print and electronic media related issues, as the study is designed with the hope to provide insight into the effect of online media on print media.

### 1.9 Limitations of the Study

The shortcomings of this study is the limitation to recent articles related to the study. Articles, the researcher laid hands on are not conceptually organized around the themes and did not meet standards.

## 1.10 Chapter Summary



*Figure 1: Images showing forms of both old and new media.*



*Figure 2: Images showing forms of both old and new media.*

The chapter summarizes the problem statement, research objectives, research questions, scope of study, and the significance of study.

## Chapter Two

### Literature Review

#### 2.0 Introduction

This chapter synthesizes available literature on the study. It shows articles on the history of media generally, the print media and its challenges, and how the online media has affected the print media.

#### 2.1 Important Roles of Online Media and Print Media in Information Dissemination.

In recent decades, the application of media has resulted in heightening the level of public knowledge in different fields (Nazari et al., 2009). Littlejohn (1992) defines mass media as interactive communication platforms that convey information that includes audience feedback, although this interactivity is done on a limited scale in the old media. West and Turner (2000), also describe media as the channels, or delivery modes for mass messages that disseminate ideas on a large scale. Media channels of mass communication disseminate information, widely, rapidly, continuously and simultaneously to large heterogeneous mass audiences that hardly know each other at an interpersonal level (Defleur and Dennis 2001).

Defleur and Dennis (2001) and Lane (2007) have the same opinion that the main mass media comprises eight different mass media that rose in different ages in history. These media are books, magazines, newspapers (print media); film (commercial motion pictures); radio, television, (including cable television and videocassettes) and online media. For the purpose of this study, the mass media would be narrowed down to the context of print media and online media.

##### 2.1.1 Print Media

Globally the print media has increased the level of public knowledge in different fields of our society due to its variety of information offered to the public (Nazari et al., 2009). The role of

the media has sparked a tremendous and unexpected changes in the life of a greater number of people in the society since the massive change in how communication is been carried out and delivered brought about a massive change in the way people think and behave in their respective areas (Nazari et al., 2009). Media theorist Benedict Anderson has argued that newspapers also forged a sense of national identity by treating readers across the country as part of one unified community (Benedict, 1991).

The print media plays a role in information dissemination by “Surveillance”. Surveillance, which is also referred to as news and information role of the media. According to Tan (1984), the Surveillance role is achieved by “scanning the environment, thus the immediate and far away environment. According to Muria (2010), the print media usually surveys the surroundings and geographical places gathering varied information from various sources, processing it, and, informing the public on day-to-day events. The public is able to extend their knowledge beyond what they can directly experience to places, events, objects and persons in the distant environment. Social, economic, and educational opportunities are also identified and the mass media creates public awareness to maximize their exploitation through the surveillance role of the print media. (Muria 2010). MacQuail (2005) explains the surveillance role of the print media as “indicating relations of power, facilitating innovation, adaptation, and progress” and providing information about events and conditions in society and the world. This study seeks to assess if the emerging online media performs the surveillance role.

Secondly, the print media performs the correlation role, which involves explaining, interpreting and, commenting on the meaning and significance of events and information to enhance understanding of environmental problems (Muria 2010). According to MacQuail (2005), this function encompasses provision of support for established authority and norms. Socializing and coordinating separate activities as well as consensus-building falls within the correlation function. Tan (1984) posits that print media provide “a free marketplace of ideas by offering a

platform where the discussion of day to day issues can be carried out". Littlejohn (1992) adds that these forums explore options or solutions to societal problems.

Entertainment function is meant for relaxation and reduction of tension. Mass media is said to play a key role in providing enjoyment and amusement (Tan, 1984). Print Media then, is expected to provide programmes for fun and pleasure. In addition, they provide diversion or escape from burdens of problems and fatigue from daily routine MacQuail (2005).

Media experts have added mobilisation as a function. This function includes "campaigning for societal objectives in the spheres of politics, war, economic development work and, sometimes religion" (MacQuail 2005). This means that mass media is expected to transmit a series of promotional messages in order to inform and persuade their audiences to support certain products like ideas, goods or services. (MacQuail 2005).

### 2.1.2 Social Media

According to Kaplan and Haenlein, social media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content". Another group of scholars argues that, "social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content" (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Kaplan and Haenlein differentiate categories of social media depending on social presence and media richness. First category would be collaborative projects, then blogs, content communities, social networking sites (e.g. Facebook), virtual game and social worlds such as World of Warcraft or Second Life (Kaplan & Haenlein, 2010). Social media are computer-mediated tools that allow people or companies to create, share exchange information, career interest, ideas, pictures/ virtual communities and networks (Buettner, 2016).

By implication, “social media is seen as the type of media that gives people medium to create, share, and/or exchange information and ideas in communities and networks. It is also seen as the ideological and technological exchange of user-generated content” (Social Media, 2013).

This implies that they are the rising digital communication ground, which create a user information sharing ground where people can be both information provider and consumer vis-avis through various forms such as social blogs, weblogs, podcast, internet, social bookmarking etc.

Firstly, Social media is also believed to be community oriented as it allows online users to share interests, participate in conversations and collaborate in content production (Rafaeli and Sudweeks, 2009). Social media engages audiences in a way that encourages trust and profoundly increases message retention. According to the Word of Mouth Marketing Association (WOMMA), 92% of consumers cite word of mouth as the best source of information on new product ideas.

Secondly, through social media, organizations can now communicate their message or distribute their content and enable users to provide immediate feedback, encouraging a process of dialogue between users and organizations. Enabling comments on a corporate blog, for example, has resulted in a positive impact for many organizations that have been able to gain valuable customer feedback from the practice. This is because Social media is interactive.

### 2.1.3 Synergy between Social and Print Media of Mass Communication

According to Apuke (2016), Social media and the print media in some point share complimentary roles and functions as follows:

(i) One attribute shared by both social and print media is the ability to reach small or large audiences: for example, Facebook, twitter post or a television show may reach millions of

people. This implies that both print and social media technologies provide are capable of reaching a large-scale audience.

(ii) Another complimentary role of social media and print media can be seen in facebook where online newspapers are posted; this combines traditional and social media to tell a story.

(iii) Advertisement is another aspect where social and print media's functions coincide. Both media are medium of advertisement.

(vi)Entertainment: Both social and the print media brings sense of humour and entertainment.

This shows the complimentary role social media has on traditional media Vis a Vis.

(vii) News: The social media and the print media gives ample chance for audience to get news and information. For instance, Newspaper houses have their website where they place daily news online. Hard copies are printed and distributed while the soft copies could be read online. The examples points to the fact that social media needs the print media Vis a Vis. They share complimentary roles of entertainment, advertising, news and information among others.

## 2.2 Cause of Changes in the Usage from Traditional Media (Print) to Online Media.

On the global context, media is part of our daily lives and consciously or not, we all rely on media to tell us what is going on in the world. Over time, there has been a gradual change from print media to social media and the following are some of the causes.

A related thought on this is Varrian (2010) cited in Fadeyi (2013) proposes that while consumers may have spent 25 minutes reading the morning print newspapers, a form of traditional, they may spend, on average, 90 seconds on a news website. Therefore it is pertinent that the traditional media must do all it could to develop new strategies to keep up with the new trend, which the new media has introduced.

Wright, Khanfar and Kizer (2010) believe that the emergence of social networking media, such as Facebook and Twitter, has opened the door to a million possibilities for marketers. The ability for these social media to segment market, automatically, is one reason why they are so effective. Also in their study on new media's role in news and other information dissemination, Sayre, Bode, Shah, Wilcox, Shah and Rutgers (2010) posit: 'As such, YouTube videos may act as fire starters among the media, giving editors enough reason to investigate and report the given subject matter as news and draw public attention to it. This would suggest a shift away from typical agenda-setting dynamics'.

In addition, the existence of the new media have to a reasonable extent, provided users the opportunity to become potential 'Citizen Journalists' also known as incidental journalists. According to Hanson, Haridakis, Cunningham, Sharma and Ponder (2010), 'these social media provide a new form of mediated communication that gives the audiences access to on-demand content and the ability to share and discuss it with others'. This is something the traditional media can never offer its readers and users since it determines every input and output.

Williams (2003) states 'New media technologies are compressing time and space. The world is shrinking. It has been established, that the new media has appeared to be the most vocal and widely recognized proponent, of the idea of the global village being a reconstruction of the communal world of the ancient village torn asunder by the print media. Daniel and Hagey (2012) wrote that Newsweek Magazine a US based magazine, which was founded in 1933 by Thomas J.C Martyn ended almost 80 years of its publication in print with its last date issue dated December 31, 2012, as it transits to an online only format from January 2012.

### 2.3 The Impact of the Emergence of Online Media on Traditional Media

There is a shift in information dissemination as more people are now looking into the digital platforms to derive information. In one way or the other, we all rely on media to tell us about the world events, news, politics and latest trends. However, the print media will have to technology to enable increase revenue and broaden its readership.

Firstly, there must be every effort to ensure timely uploads of the online newspapers as may be satisfactory to readers with a specific focus on accuracy of the news presented (Preethi, 2014).

The revolution happening in the information sector brings excitement as well as challenges in journalism practice and digital space (Preethi, 2014). The digital newspaper needs to be improved with a focus on making use of the available space adequately to provide a more detailed newspaper that can be depended upon as an alternative to the print newspaper (Preethi, 2014).

Secondly, the threat of online media on print newspapers has been observed in many studies and some have shown that ‘newspaper readership has been slipping for decades; market fragmentation has meant fewer viewers for any one television news program and fewer readers for any one magazine (Singer, 2003). Efforts at newsroom ‘convergence’, as well as the ongoing commitment to online formats that have now lost money for years, indicate media corporations if not necessarily the journalists within them, have accepted the reality that online news delivery is not going away (Singer, 2003). However, in this study, Singer focused on journalism as profession. This was about how news was gathered, stored and disseminated. It was not so much on whether the newspapers would survive but how traditional journalism could remain in the work of online journalism (Nielsen, 2018).

In addition, the increase in online platforms providing news content has been noted to reduce print newspaper circulation. People easily access news online free and that this makes it

difficult for them to pay any subscriptions to a newspaper (Simutanyi and Milapo, 2015). The witness of not the 'End' of print but rather the adaptation of print and news organizations to rapidly changing consumer patterns and a corresponding shift towards digital content has brought the new media to create its impact on the society at a faster pace (Simutanyi and Milapo, 2015).

Technological advancements have changed the way in which many people interact. Online media has shown that the industry needs to evolve in order to remain competitive in the information provision sector (Mwiya, Phiri and Lyoko, 2015). According to Mpolokoso and Phiri (2018), People want to interact and communicate quicker and digital platforms are offering them this opportunity. As people become busier by the day, the need for information is growing and they want it by the click of a finger (Mwiya, Phiri and Lyoko, 2015, Mpolokoso and Phiri, 2018). The shift to the digital platform has changed the way in which people consume information (Simukanga, Phiri, Nyirenda and Kalumbilo-Kabemba, 2018).

#### 2.4 The Challenges Faced By the Institutions Responsible For the Management of Traditional Media.

The digital era can be said to have an influence on all fields of human life, not least journalism. The rapid development of the internet has encouraged people across online media easily through mobile phones, or gadgets. Print media are in danger of being threatened, and loyal readers of print media are likely to turn to online media. The reality threatens print media publishers, but print media have a distinctive character, namely: clear, complete and detailed news, besides that for centuries, print media accompanied the development of human civilization, so it is not easily forgotten. Online media are fast, up-to-date and continuous, but this news can only be accessed using sophisticated tools and not all people have the tools and understand technology (Saragih and Harahap, 2020).

Firstly, production costs are quite expensive because the print media must print and send it before it can be enjoyed by the public (Saragih and Harahap, 2020). Another is operational challenges. These includes low levels of advertising revenue and income from sales; distribution problems (such as reliance on street vendors who demand a large share of the profits); a lack of basic technology, materials and equipment (including printing presses, tape recorders, cameras). Electricity shortages; a lack of skills; and low salaries among journalists (Wahl-Jorgensen and Bernadette, 2008).

Secondly, just print media can provide visuals in the forms of images that represent the entire contents of the news (Saragih and Harahap, 2020). Legal constraint is another challenge. Critics argue that the criminalization of seditious libel is contrary to the constitutional right to freedom of expression and may be used to suppress dissent. However, proponents argue that it is essential to ensure objective, responsible and professional journalism (Wahl-Jorgensen and Bernadette, 2008).

Thirdly, in terms of time, the print media is slow in providing information. Because print media cannot disseminate news directly to the public and must wait for print (Saragih and Harahap, 2020). Unethical practices. Some journalists who are not paid a living wage resort to blackmail, which may involve demanding money to cover an event or story or requesting paying to keep information secret. This leads to a loss of public confidence and reduces press legitimacy in holding government to account (Wahl-Jorgensen and Bernadette, 2008).

In addition, lower accessibility and Ineffective Marketing. As compared to electronic media, mainly the internet, print media does not have a global reach. Print media is usually restricted to a particular region, area or city. For example, most metropolitan cities have their own distinct newspapers with the corresponding news. In contrast, the internet offers content that needs to be published just once, but can be distributed throughout the world. Online content can thus be accessed by anyone with an internet connection. It is as simple as tapping your finger a couple of times to access all information in the world. To broaden their customer reach, the majority of print media organizations now manifest their work electronically, if not use the internet as their primary mode of publication (Devika Nautiyal, three disadvantages of print media).

Therefore, the news organizations should take steps to sustain the young readers (Graybeal, 2011)

## 2.5 Evolution of Mass Media

The mass media can be print, radio, television, or online news (internet). The media is the collective communication channels used to gather and distribute data or information. The word ‘communication’ comes from the Latin word ‘communicare’, which means ‘to share or to participate’. “Communication is the process of passing information and understanding from one person to another. Therefore all communication, influences at least two people: the one who sends the message and the one who receives it” (Idalberto Chiavenato, 2006).

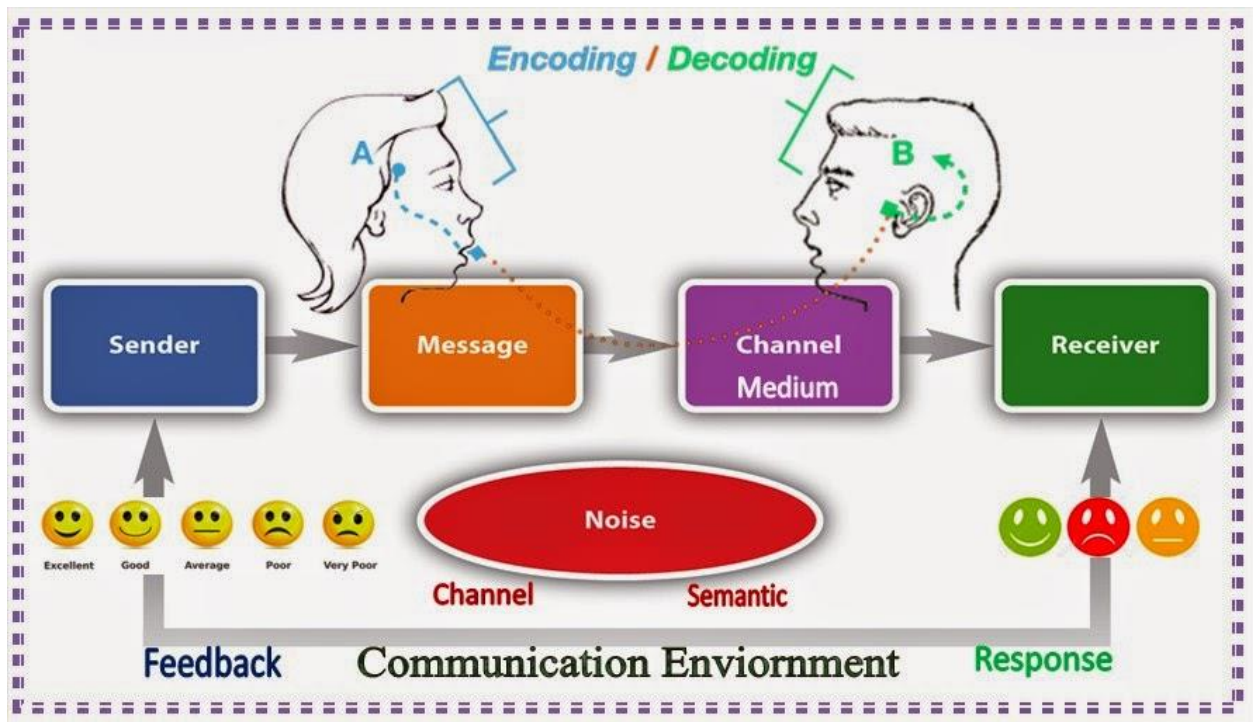


Fig 3: Diagram to show the process of communication or how the media spreads information.

The media, propagates information to masses in society through different medium such as print media, photography advertising, and broadcasting published in the perspective of commercial consideration. The process of the communication message was associated with non-verbal communication in the early human evolution. This had to do with cave paintings, drawings, and epic writings, which showed standardization of gestures, resonance and other signals that were used to show the danger, presence of food and synchronized hunting. For example, the communication message from cave paintings indicated the incidences occurred in nature to give knowledge to human activities such as hunting. Nonetheless, the growth of communications technology have allowed people today obtain more information more easily than the earlier generation.

## 2.6 Print Media

The local population first received early news through the print press. Newspapers spread information about local events and activities. The first continuous press started in Boston in 1704. Several colonies had printers and occasional newspapers but, high literacy rates combined with the desire for self-government made Boston a perfect location for the creation of a newspaper. In the effort to inform citizens of British misdeeds and incite attempts to revolt was Newspapers. Readership across the colonies increased to nearly forty thousand (among a total population of two million), and daily papers sprang up in large cities. At a point newspapers became expensive but the invention of machines and manufacturing between 1830 and 1860 made newspapers faster and less expensive.

Media theorist Benedict Anderson has argued that newspapers also forged a sense of national identity by treating readers across the country as part of one unified community (Benedict, 1991). However, Journalists and newspapers aimed at professional standards of accuracy and impartiality. Major newspapers such as the New York Sun, the New York Tribune faced threats from the rise of a newspaper called Penny papers. This was because they were low-priced broadsheets that served as a cheaper, more sensational daily news source. It appealed to readers' desires for tales of murder and scandal over the dry political news of the day. While the others directly aimed at wealthier, and audience that is more educated, the penny press attempted reaching audience through cheap pricing and entertaining stories (<https://courses.lumenlearning.com/american-government/chapter/the-evolution-of-the-media/>).

## 2.7 Radio

Radio was the first major non-print form of mass media that blew up in the 20<sup>th</sup> century. Radios were said to be less expensive than telephones and available by 1920's. Radios had the tendency of allowing many people to listen to the same program at the same time. For instance,

in 1924, Calvin Coolidge's (American politician and Lawyer who served as the 30<sup>th</sup> President of the United States from 1923 to 1929) pre-election speech reached more than 20million people did. Radio aided advertisers who had access to a large and captive audience. Advertisers were able to make sales because of a countless audience, who are sympathetic. For instance, the (NBC) National Broadcasting Company and the CBS) Columbia Broadcasting System began running sponsored news programs and radio dramas. Some other comedy programs also became popular during the 1930's as listeners always wanted to find humour during the depression. Following the comedy shows, were talk shows, religious shows, and educational programs and by late 1930's game shows and quiz shows were in the airwaves. Almost 83% of households had radios and tuned in regularly. Radio brought communications to rural America. The radio listenership grew and politicians realized the medium offered a way to reach the public in a personal manner. Warren Harding (29<sup>th</sup> President of the US from 1921 until his death in 1923) was the first president to regularly give speeches over the radio. The aim was to announce government programs on aid and unemployment relief (<https://courses.lumenlearning.com/american-government/chapter/the-evolution-of-the-media/>).

## 2.8 Television

The increased use of television decreased the popularity of radio. Modern Presidents use television to rally people in times of crisis, although social media and the Internet now offer a more direct way for them to communicate. Television's attribute combined radio (audio) and pictures and changed the media sphere. The first official broadcast in the USA was President Franklin Roosevelt's (American politician who served as the 32<sup>nd</sup> President of the US from 1933 till 1945) speech at the opening of the 1939 World's Fair in New York. Television programs expanded and more channels were added. Politicians through television have a

deeper connection with citizens and voters. Through television, citizens were able to decode body language and tone to decide whether candidates or politicians are sincere. Presidents directly conveyed their anger, sorrow, or optimism during addresses. Television also helped combat scandals and accusations of impropriety. In addition to television ads, the 1960 election also featured the first televised presidential debate (<https://courses.lumenlearning.com/american-government/chapter/the-evolution-of-the-media/>).

## 2.9 Evolution of Media in Ghana

The evolution of the media in Ghana started with radio in the Gold Coast now Ghana, in 1935 and Television in 1965 until the airwaves were liberalized in 1996. The colonial then the post-colonial State controlled the radio and Television. Private print media was almost absent from the Ghanaian media landscape until 1992, when the current constitution was enforced. A governor of the British Gold Coast settlements in the 19th century however published the first newspaper. Radio was introduced by colonial authorities on the occasion of the Silver Jubilee of King George V, the head of the British Empire, and was used to transmit BBC programs to colonial residents and privileged native elites. During the struggle for independence, newspapers were used to shape and stir up the people to fight to liberate the country from colonialism. British radio served as a means of countering those anti-colonial campaigns of the national press (*source: Media Ownership Monitor Ghana*).

## 2.10 Importance/Functions of the Media

The media

- Provides entertainment
- Provides information and education.
- Serves as public forum for the discussion of important issues.
- Serves as a watchdog for Government by monitoring its businesses and activities as well as other institutions.

## 2.11 Scope of the New Media

There has been much discussion on the Diasporas of new media formal, technological, ideological and paradigmatic. Nevertheless, it is a huge task to figure out a comprehensive definition of new media, as the phenomenon of new media itself has been time bound in nature. The phenomenon of new media is more prone to transition and development, in synchronicity with the changes in media and communication technologies. It has been a long journey from what was called conventional and what is now called new media, with attachments of changes in form, content and ideology happening to it from time to time. However, New Media technologies – internet, mobile broadband, e-commerce, and internet-enabled entertainment, social networking and others – are fundamentally changing the way people interact with each other and the world (Jackson, 2010). The New Media is essentially an amalgamation of most media forms existing anywhere in the world today. It is a roaring example for the democratization of publishing as well as distribution. A virtue of the New Media is in its ‘archives’ content that can be instantly accessed by the information needy, hence giving the seeker a sense of security. Though it is old information that the seeker avails, it gives a sense to every user that the media is of his/her own time, thus asynchronous nature vanishes. The new media is highly interactive. New media has the potential to be a good mediator between governors and the governed. There are numerous instances of it being a help to better the espionage, wiki-leaks. Etc. even government websites are on and rising (Dr.B.K Ravi, 2011)

## 2.12 New Media Landscape in Ghana

The coming of the new media has been a catalyst for dissemination of information to every part of the world (Abramson, Artenon and Orren, 1988). In addition, talk shows and TV discussions for example are providing the populace with the needed daily information (Herbst, 1995). The inference drawn from these two writers is the most popular means to arouse the passion of the general populace. Interestingly, individuals in society are able to situate themselves with guidelines in areas, which were initially regarded as the operation zone for only the qualified and educated ones, but that trend has eventually changed. All sort of news be it political, education, health, sports, entertainment etc., are spread to people through various means as compared to the past. In Ghana now abounds several radio and television stations discussing emerging issues. The print media are also providing visuals as much as texts to the public. Nevertheless, both television and radio programs allow the listeners or the audience to have the courage to either send in text messages or call the host of the programs to share ideas and opinion on the platform, and this assist the general public to socialize themselves with other political ideologies. A prominent feature that characterized the modern system of information delivery is the various shows and programs that allow the audience to interact effectively concerning some pertinent issues bothering them during televised and radio programs (Afrifa, 2015).

The involvement of the public in such discussions is successful through the availability of the media platforms that allow the people to air their grievances or contribute to the development of the nation (Schudson, 1998). Nowadays, the emergence of computerized networks and smart phones have gained public support through its relentless effort in deepening the democratic credentials of the continents. Moreover, it is obvious that the more computer is forming the integral part of the society, a time will come that any gab between the elite and the masses will be bridged and this will enhance equality and uniformity among the citizenry (Neuman, 1991).

Social media is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication (*Lisa Buyer: social PR Secrets, 2016*). It is therefore, expected that, information posted on social media will become increasingly important to consumers in the future. This shift means that organizations will feel the need to invest more and more in new media in the near future.

### 2.13 Evolution of New Media in Ghana

Ghana has had a long tradition of state ownership - and control - of the media, since pre-independence. From the introduction of radio in the Gold Coast in 1935 and television in 1965 until the airwaves were liberalized in 1996, the colonial and then the post-colonial State controlled radio and television. Private print media was almost absent from the Ghanaian media landscape until 1992, when the current constitution was enforced (*source: Media Ownership Monitor Ghana*)

### 2.14 No Privatization after Colonialism

The approach of avoiding the privatization that characterized colonial governments was also observable for the postcolonial state. The first regime under Osagyefo Dr. Kwame Nkrumah followed a socialist and neo-communist thinking that supported state-ownership to ensure that capitalist influences connected to private ownership would not creep into the media. Nkrumah managed to eradicate all private newspapers and, together with them, disapproval of his administration through direct censorship and repressive laws: The Preventive Detention Act (PDA) allowed to lockup or detain anybody without trial for up to five years while the Newspaper Licensing Act made it impossible for anyone outside the government to operate a newspaper. From about ten mostly privately owned newspapers at the time of independence, by 1966 – when Nkrumah was overthrown - the government or the party owned and controlled all of them. At the same time, Nkrumah laid out today's media infrastructure: he established

the Ghana News Agency (GNA), the Ghana Institute of Journalism (GIJ) – the first institution for training journalists in Africa; inaugurated the television service Ghana Broadcasting Corporation (GBC) as a non-commercial public service station; and expanded radio(*Media Ownership Monitor Ghana*).

## 2.15 Media-Government Relations Over Time

Governments since the first regime under Nkrumah and especially during military regimes of General Ignatius Kutu Acheampong (1972-1979) and Flt-Lt Rawlings (1981-1992), have asserted control on the media, using them as mouthpieces for their political agenda. General I. K. Acheampong's National Redemption Council (NRC) replaced the top staff of the state media. Rawlings's Provisional National Defense Council (PNDC) banned, confiscated, nationalized or forced out of business many private newspapers and coerced journalists to toe the official line in diverse ways – also by attacking obdurate journalists – which led to a high level of self-censorship. Only a few private newspapers were in circulation before the introduction of the newspaper licensing law in 1989.

Under the National Liberation Council (NLC, 1966-1970) regime, which overthrew Nkrumah, as well as under the civilian administrations of Dr Busia (1970-1972), Dr Limann (1979-1981), and Mr Kufuor, media-government relations were more tranquil. The NLC reintroduced newspapers and lifted the ban on several foreign correspondents and individuals, as well as censorship on news reports sent overseas from Ghana. The Busia government repealed the Newspaper Licensing Act, a move that resulted in an expansion of the newspaper industry. The Peoples' National Party (PNP) government of Dr Hilla Limann established an independent press council in accordance with Ghana's 1979 Constitution, which provided for the establishment of a Press Commission(*source: Media Ownership Monitor Ghana*)

## 2.16 Fourth Republican Constitution – The Media After Deregulation

Under the Fourth Republic, Rawlings repealed many of his own prohibitive decrees and stressed the need for an objective and responsible press. As part of the political liberalization, state and private newspapers began to enjoy unprecedented freedom. The hitherto quiescent media atmosphere dominated by two state-owned newspaper corporations (Graphic and New Times), suddenly became vibrant with private participation. Ghana's private press got a reputation as the "opposition" press due to its role in holding government and the near-one party parliament in check between 1993 and 1996.

The spirit of the Fourth Republican Constitution also made state monopoly over the airwaves unsustainable, and breaking up the monopoly of the state-owned radio/television organization Ghana Broadcasting Corporation became a pressing task. Despite the overwhelming public support for the privatization of broadcasting, the PNDC was reluctant to loosen its grip on the electronic media until May 1994, when unauthorized Radio Eye FM began broadcasting. Radio Eye was raided and shutdown soon, but the station's rebellious action forced the government to address the question of broadcast deregulation.

It was not until July 1995 that Joy FM, was licensed to operate in Accra. Since that time, especially private commercial radio stations spread and provided a voice for the people who had been muzzled for over a decade. The introduction of private radio and TV stations in Ghana has brought mixed blessings for newspapers, as much as the rise of the internet has complicated the viability of the printed word(*source: Media Ownership Monitor Ghana*).

### 2.17 Shift from Traditional Media To New Media

In this modern age, people are provided with a wide range of traditional and digital channels. Currently online news sites have greatly satisfied the expectations of the readers, and there has been a decrease in the circulation of print newspapers. People obtain information by means of Internet. In a recent research, it is identified that next to television, people use internet to get to know the daily events and newspaper is ranked as the third news platform. In this research, it is also identified that the link between citizens and news has become portable and participatory (Pew Research, 2010). About thirty-three percentages of the individuals tend to read newspapers via mobile phones and thirty-seven percent of the individuals use social web sites such as Face book and Twitter to read news. There has been an increase in the number of people, who use mobile phones and other technologies. Therefore, Pew Internet (2010) insisted that the news organizations have to use social web sites to sustain their readers. It is true that youngsters are less likely to use traditional news formats when compared to other age groups (Edmonds, Guskin, & Rosenstiel, 2011), but could not conclude that they are not at all interested to use traditional news formats (Kaufhold, 2010b). Therefore, the news organizations should take steps to sustain the young readers (Graybeal, 2011). In this modern age, people are provided with a wide range of traditional and digital channels of mass media. The individuals will make their choices among these channels based on their perceptions (Lacy, 2004). In order to have sustainable operations, the media industry has to get a clear idea on determinants of media consumption (Chyi, 2009). The Social media and the online news have become the inherent part of modern society. The presence of new media and the Social media in particular, have posed a challenge to the print newspaper. Readership habits seem to be changing as users turn to the Internet for free news and information. The alternate source of news and information is not only free but also acts fast. The 'instant' feature of the social media and the online news were one of the smart options for the consumers to accept it globally. Moreover, the ample amount of information and news provided by the internet which is updated every few minutes

is never expected to be enjoyed by the newspaper that is received only once in a day. The print media, which was always a one-way mass communication, now act as both the transmitters as well as the Producers. The new media seem to be giving solutions for every need possible. Right from the humble beginning to the present, the new media has been a vast preference for its flexible features (Rajendran and Thesinghraj, 2014).

### 2.18 Advantages of the Online Media over the Traditional Media (Print)

The way we absorb and communicate information and news online has changed drastically since the new media was born. For one, traditional media is no longer a one-way avenue of communication: now, consumers can participate in the conversation and influence the news.

The new media has also allowed news to be accessed in real time, for instance just seconds after a big event happens. The new media can also be used to identify trends and make predictions based on conversations in ways that before would need to be done forking out thousands of dollars on surveys. Lastly, the shelf life of an article or story, as well as its reach, has skyrocketed with the help of social sharing techniques (*How social media has changed Traditional Media- <https://www.shiftcomm.com/insights/social-media-changed-traditional-media/>*).

### 2.19 How News Travels

The public can now consume news and information on multiple platforms and immediately as it happens. Our demand to know what is happening in the news, now, makes it crucial for news outlets to post on social media – but it is not always the official source that gets to the news first. As we have seen with live events (sports and entertainment), natural disasters and political announcements, social media platforms such as Twitter and Facebook allow the public to contribute to and control the news, reaching a tuned-in audience in real-time, often faster than any traditional news outlet has time to publish a story.

Since listeners can create their own news feeds by following specific Twitter handles and Facebook/Instagram accounts, this specified access to immediate news and headlines makes it both more difficult for news outlets to reach a large audience and easier for consumers to digest the news they want. For instance, each morning as I get into the office, I skim my Twitter feed and click on which headlines grasp my attention. The headline – or the tweet—is more important than ever to get us to click through to a story. And given this immediate access to headlines and breaking news, our attention span has gotten smaller and smaller, so small, bite sized content is crucial for brands and outlets to capture their audiences. Now that Facebook and Instagram are delivering content based on algorithms that match consumers’ interests, it is becoming a bit more difficult for brands and news outlets to guarantee that they will reach their audiences (<https://www.shiftcomm.com/insights/social-media-changed-traditional-media/>).

## 2.20 Everyone Has an Opinion

Perhaps the biggest effect of new media on traditional media and content is that now everyone feels like they have a voice. Whether through Facebook, Periscope, Snapchat or Medium, online media has provided a public forum for anyone who has an opinion. While this has created an overwhelmingly saturated social atmosphere, this has also led to a genuine wave of voices and influencers all over. The new media has also proven to be a useful tool for marketers to search, track and analyze conversation and trends. Public Relations professionals can use online media monitoring tools up front, utilizing online media data to influence Public Relations strategies, as well as report on competitors and public sentiment and engagement following and/or during a campaign (<https://www.shiftcomm.com/insights/social-media-changed-traditional-media/>).

## 2.21 Make Your Client's Voice Heard

Lastly, online media is an easy tool for boosting an article's reach. By simply tweeting or posting a link to a story, it can reach hundreds to thousands of new eyeballs depending on the number of followers, and you will likely encourage others to share the articles, reaching their followers as well. Nowadays online outlets will not only publish a story but also post it to their Twitter feed so that their social followers will click on it there (refer back to my earlier statement about finding our news on social media). Quick note: When you're working with a journalist, find out if that's typical practice for his or her outlet, and be sure to retweet/repost once it's live so that your own brand's followers will see the articles as well.

There are many ways that online media has enhanced traditional media (print), and in fact, the two go hand-in-hand. While you're coming up with your traditional media strategies for your brand, consider how social media can be incorporated in order for a more creative and ultimately successful campaign, and keep a finger on the pulse of the changing media industry and how online plays into it.

The advent of the traditional media especially television, offered both audio and visual and it created a creative ground for advertisers to explore. At the time, adverts became more real and interesting to the masses since it was possible for them to see human actions and how the advertised products are packaged and used. So much recon was accorded to the television until the advent of the new media (online). Recently, the advent of the online media has posed many challenges to the traditional media. In other words, the traditional media actually aided the then advertisers to present their products to a heterogeneous audience as well as allowing people to see clearly, what was being presented to them on the screen. Hence, it needs to integrate social media and thereby allow the readers to get access to information on time and anywhere. Whereas, traditional media tends to limit the access to information, as some huge devices are needed before the readers can get access to information, the online media is easily accessible

anywhere and timely. The existence of the new media had to a reasonable extent provided users the opportunity to become potential “Citizen Journalists” also known as incidental journalists. These social media provide a new form of mediated communication that gives the audience access to on-demand content and the ability to share and discuss it with others (Hanson et al. 2010).” This is something that the traditional media can never offer its readers and users since it determines every input and output. In view of this, Chandra and Kaiser (2011), Evans (2008; 2009) cited in Athey et al. (2013) note: The decline in advertising revenue has been almost unanimously attributed to the rise of the Internet. However, the adverse impact of the web represents an economic puzzle because, in many respects, the forces influencing supply and demand appear to be as favourable for the industry, if not more so, than before. Online consumption of news media created new and improved advertising products and services that should be, in principle, more valuable to advertisers (e.g. enhanced ads, targeting capabilities, and improved measurement). Moreover, the Internet dramatically increased the accessibility of many outlets for a wider audience (<https://www.shiftcomm.com/insights/social-media-changed-traditional-media/>).

## 2.22 Media Ownership In Ghana

Four main media ownership structures have been identified in the academic literature. They are commercial, non-profit, public and community media (McQuail, 2005; Rennie, 2006). The first category, commercial media refers to those media that are independently owned, for-profit, and funded mostly from advertising and sales. They range in size from international conglomerates to small local outlets. Individuals, corporations and families mostly own them. Commercial media could be public or private, a large media chain or conglomerate or a small independent body (McQuail, 2005). Although it is mostly privately owned, government as can be found in most new democratic countries in Africa, Asia and Latin America could also own

it. A high concentration exists in the TV segment, where the top three owners (Multimedia Group, Osei Kwame with U2 Company Ltd. /Despite Group of Companies, TV3 Network/Media General Ghana Limited) represent an audience share of 77.4%. The radio market is more diverse and 'market leaders' differ from region to region. Again, the Multimedia Group and the Despite Group of Companies have a considerable market position by operating several nationwide outlets. Overall, radio shows a medium level of audience concentration around the four market leaders that together deliver news to 44.8% of the listenership (Media Ownership Monitor, 2018).

The second category found in the literature is public media. This ownership type, he argues, comes in various forms ranging from direct State administration to elaborate and diversified constructions designed to maximize the independence of decision-making about content (McQuail, 2005). Two types of ownership of public media exist in the literature. They are the public service media model and the state-owned model. Government does, not directly control the first model; there is often an intermediary in the form of regulators or parliament or board of directors with no specific allegiance to government. The state-owned media is controlled and funded by the state (taxpayers) and may be more or less focused on the public good, but is sometimes simply a mouthpiece for the government of the day. The last category is the non-profit. According to McQuail (2005), it is a type of ownership structure, that could be a 'neutral trust' designed to safeguard the independence of media operations or bodies with special cultural or social trust tasks such as political parties, and religious bodies among others. Party or politician-owned media cover a range of different types of mass media created and financed by parties; these outlets range from small party propaganda sheets to media owned by rich politico-business people. A fourth media ownership touted by some theorists as suitable for developing or third world countries is the community media. Scholars such as Rennie (2006)

have isolated this as another form of media ownership. In Ghana, the NMC identifies it as the third type of media ownership. The community media in Ghana were part of the state broadcaster's plan, especially under Kwame Nkrumah to decentralise the media and promote pluralism. However, most of the remote radio stations and newspapers producing in the native languages have all been closed down, probably due to financial constraints and/or management skills. Today, most communities have established community radio stations to cater for the communication needs of the communities involved. This media is wholly established, funded and managed by the people in the community. Programmes are drawn at the community level and issues discussed are those deemed to be of interest to the community. Examples of such community radio stations include the Radio Ada in Accra and Radio Peace in Central Region (Atawura, 2017).

### 2.23 Challenges Faced By Traditional Media Institutions (Print)

In an age where real-time news is available at the click of a mouse, and the way consumers receive content seems to change daily, there are numerous challenges to managing a media company. A company must adapt to rapidly changing technology. It also must stay on top of social, cultural and economic shifts. These factors all affect the way media are produced and consumed.

#### 2.23.1 Ad Revenue

One challenge of the brave new digital world is figuring out a way to get enough advertising revenue to cover the costs of providing news and information. Traditional print media charged subscribers a yearly fee to have the news delivered to them. This provided an additional income stream beyond advertising. Nevertheless, with so much free content available over the Internet, consumers are less willing to pay for subscriptions. Online media providers rely heavily or, in some cases, exclusively on ad revenue. This can be difficult business model, particularly in a down economy when so many would-be advertisers must cut their marketing budgets (Michael Wolfe, 2017).

### 2.23.2 Content Delivery

In 2000, Facebook, Twitter and YouTube were yet to be invented. Ten years later, these kinds of content delivery systems are commonplace. Traditional media companies that once relied on television, radio or print have had to adapt to new forms of content delivery. Skilful media managers must be prepared to modify their technology to accommodate whatever new application comes down the pipeline (Michael Wolfe, 2017).

### 2.23.3 Intellectual Property

Another challenge spawned by new digital technology is a proliferation of pirated content. It has become easier for people to copy digital media and distribute it illegally. Media companies must develop new ways to secure their intellectual property. Some organizations employ legal countermeasures, such as the Recording Industry Association of America's decision to sue people suspected of file sharing. Others have resorted to new methods of encryption (Michael Wolfe, 2017).

### 2.23.4 Globalization

As communication becomes globalized, media managers must adapt to an increasingly international audience. This means adapting content to suit audiences from different cultures, socioeconomic backgrounds, and political affiliations. For example, a company that intends to produce content for residents of both Saudi Arabia and France would have to consider the standards and mores of both cultures, including laws related to free speech and decency, attitudes toward the roles of women, and religious beliefs (Michael Wolfe, 2017)

## 2.24 Theoretical Framework

Theories are the explanations and predictions of social phenomenon relating the subject of interest to other phenomena (Kenneth Bailey, 1982). The above definition resonates the very essence of theories relating to the subject of interest (online media and print media) to a social phenomenon such as the impact in information dissemination in modern times.

Theories are organized concepts, explanations and principles of some aspect of human behaviours (Little John and Foss, 2008). Theories are ideas that explain an event or behaviours (Emory Griffin, 1994).

The following theories therefore were used in line with the objective of this study;

- Uses and Gratifications
- Agenda setting theory

The Agenda setting theory is linked to print media while the Uses and Gratification method can be linked to online media. These two theories will identify the reasons for daily consumption of communication and social relationships by consumers. However, one of the theories explains dissemination. Gate keeping theory could have been employed but it is not possible looking at online media now but in future. Eg. Twitter looks like keeping gate on Donald Trump. Facebook has a feature that can also report a user but it is not revolve yet. Gatekeeping theory addresses how the news messages that circulate throughout society are selected and shaped (Shoemaker and Reese, 1996: Shoemaker and Vos, 2009).

#### 2.24.1 Uses and Gratifications Theory

The Uses and Gratifications theory (occasionally Needs and Gratification) is one influential tradition in research. It focuses on why masses resort to a particular media. It can be described as a trend among media researchers to know ‘what people do with media’, allowing for a variety of responses and interpretations. Nonetheless, some commentators have argued that gratifications could be seen as effect. E.g. Online media helps shape users or audiences needs and expectation as they are exposed to different outlets and allows satisfying specific needs of theirs. Instead of audiences waiting for contents from newspapers, they can quickly go online and search for any content. Therefore, unlike other theoretical perspectives, uses and gratifications theory posits that audiences become responsible for the media they choose to

meet their needs and desires to achieve gratification such entertainment, relaxation, or socialization.

The Uses and Gratifications Theory originated in the 1940's and underwent revival in the 1970's and 1980's. Its approach sprung up from a functional paradigm in the social sciences. It presents the use of the media in terms of the gratification of social and psychological needs of the individual (Blumberg & Katz, 1974). Denis McQuail offers the typologies below as common reasons for media use (McQuail 1987:73);

### Information

- Seeking advice on practical opinion and decision choices
- Satisfying curiosity and general interest
- Self- education
- Finding out about more relevant events and conditions within immediate surroundings, society and the world.
- Gaining a sense of security through knowledge

### Integration and Social Interaction

- Identifying with others and gaining a sense of belonging
- Finding a basis for conversation and social interaction
- Having a substitute for real life companionship
- Gaining insight into the circumstances of others; social empathy
- Enabling one to connect with friends, family and the society

### Entertainment

- Sexual arousal
- Emotional release

- Relaxation
- Escaping , or being distracted from problems

### Personal Identity

- Finding models of behaviour
- Identifying with valued other (in the media)
- Gaining insight into one's self
- Finding reinforcement for personal values

The Uses and Gratification theory approach which is sometimes referred to as the Reception Theory or Reception analysis focuses on what people see in the media, on the meanings which people produce when they interpret media texts (eg. Hobson 1987, Ang 1985, Sciter, Borchers, Kreutzner, & Warth 1989).

#### 2.24.2 Agenda Setting Theory

Maxwell McCombs and Donald Shaw (1972, 1993) to describe a phenomenon, which had long been noticed and studied in the context of election campaigns propounded agenda setting. The central idea is that news media indicate to the public what the main issues of the day are and this reflects in what the public perceives as the main issues. The evidence strongly suggests that, people think about what they are told but at no level do they think about what they are not told (Trenaman and McQuail, 1961, p178).

Deaning and Rogers (1996) define the process as ‘an ongoing competition among issues protagonists to gain the attention of the media professionals, the public and policy elites. Lazerfield et al (1944) referred to it as the power to structure issues.

Agenda setting effects are unlike most other known effects in that they are also contingent on the right combination of factors in respect of the topic, the type of media and the larger context (Walgrave and Van Aelst, 2006).

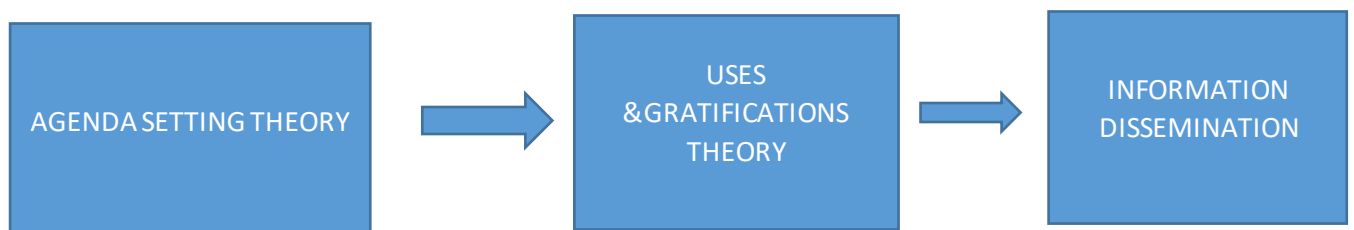
### 2.24.3 Relevance of both theories

For instance, the traditional media (print) sets the agenda for the public. The content in print newspapers determine the salient issues that the institutions want to present to the public for consumption. Therefore, print newspapers informs the public on what they should think and not what they think. Audience have no right to choose or select from media outlets but they absorb what the print media presents to them, and neither can they give feedback. The uses and gratifications theory as well will reveal the actual reasons why masses prefer online media to traditional media (print), and the adverse effect of online media on traditional media. Therefore, these two theories are focused on audiences exploiting online media for their personal benefits and traditional media (print) capacity to influence its public.

### 2.24.4 Information Dissemination

Mobile technology refers to portable electronic devices that allow instantaneous access to information (Nalluri and Gaddam, 2016). About 87% of internet users have smart phones (McGrath, 2016). Information dissemination can be described as the active distribution and spread of variety of information to targeted audiences. With mobile devices, audiences are able to find out about relevant events and conditions in their immediate surroundings, society and the world at large. They as well share opinions and make certain choices, which informs their decisions.

### 2.24.5 Linkage /Connection of Theories



The era of agenda setting theory is gradually changing into an era of citizen participation, whether professional or amateur information dissemination. Information is no longer exclusive to journalists and the media. The public now also carries out journalistic work. The public have now become producers and consumers of information.

### 2.25 Chapter Summary

This chapter gave a breakdown of literatures that have been worked on regarding the topic under study. In addition, the researcher gave a brief history about the media in general, from its evolution to ownership, and challenges. The researcher also stated the theoretical frameworks and its relevance to back the study. From the chapter readers can also relate with the linkage among the three theories.

## Chapter 3

### Methodology

#### 3.0 Introduction

This chapter explains in details the methodology used in gathering the information necessary in this study. A simple library and internet based research methodology will be adopted for the study. It highlighted the research design, composition and nature of the population, sample size selected, technique of sample adopted, data collection sources employed and data analysis technique used. This is to help achieve a high degree of reliability, accuracy and validity.

#### 3.1 Methodology

Methodology is referred to as the practical 'how' of any given piece of research. More specifically, it is about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives (Jansen and Warren, 2020). For instance, what data to collect and what data to ignore, who to collect data from (sampling design), how to collect the data (data collection method) and how to analyze it (data analysis method). Research methodology is described as the holistic steps a researcher employs in embarking on a research work (Leedy and Ormrod, 2001; Williams, 2011: p.14).

#### 3.2 Research Method

The study adopted the qualitative research method. The qualitative research method involves the use of qualitative data, such as interview, documents and observation, to understand and explain a social phenomenon (Relacion, 2020). Qualitative analysis seeks to measure, make comparisons, examine relationships, make forecasts, and test hypothesis (Williman, 2011).

### 3.3 Research design

A research design shows how data was collected and analyzed and interpreted. Taking into consideration the research questions and the area or interest of investigation helped settle on the design that best fit the research. Due to various limitations, this research is limited to the use of secondary data as the only source of data.

A longitudinal approach to this study will be the essential to the research because the research seeks to investigate the impact and relationship between the new and traditional media (print) over a period. As explained by (Saunders, et al., 2009) observing people or event over a period helps to avert a measure of control over variables being studied, and ensures they are not affected by the research process. In addition, according to (Bhasin, 2019) exploratory design helps the researcher build an understanding of the problem. Hence, this research will be exploratory in nature in order to appreciate the roles both traditional and new media have played and the impact the emergence of the new media has had on the old or traditional media (print). As with many research studies, primary data is usually the main source of information for the research but with the existence of some limitations secondary data will be the main source of data for the study. The increasingly availability of data collected by researchers who have towed the same direction informed the decision to access secondary data with the help of a qualitative research approach or method.

Authors have applied secondary analysis to data when they have wanted to: pursue interests distinct to those of the original analysis (Hinds et al., 1997); perform additional analysis of an original dataset or additional analysis of a sub-set of the original dataset (Hinds et al., 1997; Heaton 1998). It is important to note that secondary analysis is a systematic research method given that number of previously collected data available to researchers keeps increasing.

### 3.4 Types of Research Design

#### 3.4.1 Exploratory research

It is a study of a new phenomenon. It is characterized by its flexibility and lacks a formal structure. When a problem is broad, and not specifically defined, the researchers use exploratory research as a beginning step. Exploratory studies are a valuable means of understanding what is happening; to seek new insights; to ask questions and to assess phenomenon in a new light (Yin, 1994). Exploratory research has the goal of formulating problems more precisely, clarifying concepts, gathering explanations, gaining insight, eliminating impractical ideas and forming hypothesis. Literature research, survey, focus group and case studies are usually used to carry out exploratory research. An exploratory research may develop hypothesis, but it does not seek to test them (Darabi, 2007).

#### 3.4.2 Descriptive research

More structured than the exploratory research, descriptive research's main aim is to provide an accurate and valid representation of variables relevant to the research questions. When a particular phenomenon is under study, the research is needed to describe it, to clarify and explain its inner relationships and properties (Hueczynski and Buchana, 1991). The descriptive research will portray an accurate profile of people, events, or situations (Robson, 1993). Descriptive research in contrast with exploratory research defines questions, people surveyed and the method of analysis prior to the beginning of data collection. In other words, descriptive research defines the research aspects employing the '4Ws and 1H' (who, what, where, why and sometimes how of the research). Such preparation allows one, the opportunity to make any required changes before the process of data collection begins. However, descriptive research should be thought of as a means to an end rather than an end, itself (Yin, 1994).

### 3.4.3 Explanatory research

This is also referred to as analytical study. When the focus is on cause-effect relationships, the study can be explanatory explaining which causes produces which effect (Yin, 1994). Our concern in causal analysis is how one variable affects, or is 'responsible for' changes in another variable. The stricter interpretation of causation is that some external factor produces a change in the dependent variable.

Explanatory research which is grounded in theory is another research purpose type, and the theory is created to answer why and how questions. We are more interested in understanding, explaining, predicting and controlling relationships between variables than we are in detecting causes. Explanatory studies go beyond description and attempts to explain the reasons for the phenomenon that the descriptive study only observed. In an explanatory study, the researcher uses theories or hypothesis to represent the forces that caused a certain phenomenon to occur.

Research design has the purpose of providing answers to research questions and controlling variance, when the research design must enable researchers to answer research questions as valid, objectively, accurately, and economically as possible (Kerlinger and Lee, 2000). The research design describes the procedures for conducting the study, including when, whom, and under what circumstances the data will be obtained and analyzed for required information. It is however designed in both qualitative state ( design semi structure guide, set sample for qualitative interview, conduct focus group interview) and quantitative state (design the questionnaire, set sample size for pre testing, conduct pre-testing, modify and reframe the questions, set the sample for pilot testing, analysis and interpretation).

Research design is by defining the plan devised by the researcher that will guide the research process from beginning to end, in other words choosing the topic, conceptualizing, studying and absorbing similar studies, then assembling, organizing and integrating information (data) and its result in a specific end product (i.e. research findings). It is within these parameters that

key questions, are to be asked and answered. Such as the nature of the research questions posed: the degree of control an investigator desires on events to be studied: the nature and particularities of the subjects under investigation and the extent of focus on contemporary phenomena and their relationships to present realities (Moser and Kalton, 1971).

Mainly, the quantitative, qualitative and the mixed method are as well different research designs, researchers often use to analyze collected data on a particular topic.

#### 3.4.4 Quantitative Research Design

This research design is used in measuring theories, proving facts, determining relationships between differentiating variables to predict outcomes. A quantitative research design deals with quantifying and analysis of variables in order to get results. A variable is a property or characteristic of things and people that vary in quality and quantity (Fraser Health Authority 2011, p 20). It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how. Furthermore, Williams (2011) remark quantitative research starts with a statement of the problem, generating hypothesis, or research question, reviewing related literature, and a quantitative analysis of data. The quantitative research employs strategies such as experiments and surveys, and provides participants with alternatives to select from where conclusions are deduced from the choices made from these alternatives.

#### 3.4.5 Qualitative Research Design

Qualitative research design is a form of systematic empirical inquiry into meaning (Shank, 2002: p.5). By systematic he means 'planned, ordered and public' following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning says researchers try to understand how others make sense of their experience. Denzin and Lincoln (2000) claim that qualitative research involves an interpretive and naturalistic approach: 'This means that

qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomenon in terms of the meanings people to them' (p.3). Mafuwame (2012) also suggested that the qualitative approach commences with measures and observation that the researcher identifies patterns with leading to the construction of hypothesis, which is further researched to formulate theories. Qualitative research is used to investigate and analyze data, which cannot be measured in a statistical form such as relationship or cause or effect.

#### 3.4.6 Mixed Methods Design

There are reasons for which mixed research method is allowed: both methods give a variety of perspectives from which a particular happening can be analysed and they share a commitment to understanding and improving the human condition.

Mixed methods research represents research that involves collecting, analysing and interpreting quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon (Leech and Onwuegbuzie, 2008: pp. 265-275).

#### 3.5 Process of Data Collection

(Creswell, 2009) explains most researches entail an examination to learn the result of what is already known and what is yet to be learnt; and this include similar and supporting literature. Researchers should consider looking out for previously collected data on the topic because existing data could be very useful in making useful suggestions in tackling the new research question. Various existing research have been reviewed to identify articles that best suits the purpose of the study and has the relevant information needed for the study. With the help of Google Scholar, Research Gate and the Google search engine, many articles were gotten from numerous sources. Key phrases in the topic, research objectives, year research are conducted in, are important element used in these online search platforms all placed in inverted commas (“”). Websites of various academic institutions and bodies were searched as well. A host of

articles, journals and books were shortlisted and further narrowed down to just two articles, which have been used in this paper with the help of numerous factors. It is necessary to explore more through 'related articles' or 'cited by' links, Publications containing these two terms were reviewed.

### 3.6 Evaluation of Data collected

After locating necessary relevant information, it is important to review them to make sure they fit well in to the research (Daale et al., 1988). Some major that helped in narrowing the numerous articles gotten online down to two was to know what the purpose of that study was; the details of the information gathered; how consistent the content of the research was, with the other important document. It is also very important to know the researcher who undertook the research, and when it was conducted.

### 3.7 Choice of Secondary Resources

Secondary analysis is the analysis of data by researchers who will probably not have been involved in the collection of those data, for purposes that in all likelihood were not envisaged by those responsible for the data collection (Bryman and Bell, 2007, p326). The purpose of this research is to assess the impact of online media on the traditional media (print) in information dissemination. Thus, due to time constraint, the researcher made use of secondary data for data analysis. This actually saved the researcher some cost from gathering or collecting original data by herself. The researcher also got some well-related articles that are credible. The only shortcoming was that these secondary data had information on impact of online media on traditional media but limited information relating to the main topic under study.

### 3.8 Population under Study

A population refers to the total number of all units of the issue or phenomenon to be investigated into which all the possible observations of the same kind are made (Kumekpor, 2002). The entire population of this study was comprised of customers who purchase print

media and online media users (Facebook, YouTube, etc.), the Graphic Communications Group Limited, Accra which will include managers and staff, and editors, gate keepers, writers, etc., from Daily Graphic. The criteria for selecting these participants as the population for the research is as a result of the role they play when it comes to media and information dissemination. Thus, they will be able to provide useful data for the purpose of this study. The population of these customers, online users and management is estimated to be over thousand. However, time and logistics constraints will not allow the researcher to engage all of them in the data collection process. Hence, a smaller sample size within a defined geographical location will be selected. ‘Studying every member of the population is also generally cost-prohibitive and may, in fact, confound the research because measurements of large numbers of people often affect measurement quality’ (Wimmer and Dominick, 2006)

### 3.9 Profile of Graphic Communications Group Company Limited

The Graphic Communications Group Company Limited (GCGCL), formerly the West African Graphic Company is the leading and largest state owned newspaper publishing company in Ghana, with dominance in print media. Its online platform – [graphiconline.com](http://graphiconline.com) is a relatively new addition to the group’s line of production. The Daily Graphic is the flagship newspaper of the company and commands the largest readership base in the country- an audience share of 36.25% (2,290,000 readers-Q1 2017), according to GeoPoll, a mobile survey provider.

The GCGCL runs a chain of newspapers under the group- Daily Graphic, Junior Graphic, The Mirror, Graphic Business, Graphic Sports and Graphic Showbiz, Graphic Youth World.

The Ministry of Finance is registered as the owner of the company, according to the Registrar General’s Department official company documents. GCGCL has in fact always been in the hands of the State since its inception. The Daily Mirror Group from the United Kingdom established

it in 1950 in the Gold Coast. The most significant change has not necessarily been in change of ownership rather the change of business form. Though established as a corporation it became a limited liability company under the companies' code, 1963, Act 179.

### 3.9.1 Functions

- It publishes and distributes other newspapers.
- It undertakes commercial printing of paper, eg. Calendar, brochure, newsletters.
- It specializes in the packaging and designing of food materials.
- It undertake courier services as well.

### 3.10 Ethical Considerations

The researcher will obtain permission from the Graphic Communications Group Company Limited before embarking on fieldwork. The researcher will introduce herself to the respondents to avoid doubts.

### 3.11 Potential Limitations

One major limitation to the study could rise from limited literature on the study. From research, the researcher realized that not much work had been done with reference to this particular topic.

This topic is quite broad but time constraints, may not permit other researchers to involve more participants at different levels and so will be forced to resort to a small size of the population at all times.

### 3.12 Summary Chapter

This chapter systematically introduced how the researcher went about the study to give the work plan of the research. It looked at the research method, research design, and process of

data collection, evaluation of data collected, choice of secondary data, population under study, ethical considerations and potential limitations.

## Chapter Four

### Conclusion

#### 4.0 Introduction

The concluding chapter, offers an insight to the researcher's current knowledge of the topic under study, and how it will contribute to the body of knowledge.



*Fig 4: Image showing components of mass media communications*

#### 4.2 Understanding the impact of Online Media on Traditional Media (Print)

In this study, two medium of information dissemination; social and traditional were established. The capabilities of each medium to disseminate information in modern times have been assessed, using data derived from existing literature, first hand data from research participants using questionnaires, and interviews conducted with the management of the Graphic Communications Group Limited. Based on the capabilities of the two medium, analysis was made.

Media as an institution and as a source of information dissemination has been changing with time. Audience change along with changes in form and content.

Both social and traditional media are the main sources of information dissemination in recent times. Social media however, has a higher impact over traditional media because of developments in information technology thereby, making it a critical tool in information dissemination in modern times. Social media comes in the form of news portals, blogs, among others.

Traditional media includes television, radio, magazines, and the print newspapers. Notwithstanding, the traditional media also play very important roles in information dissemination. For instance, in a situation where all electronic media or networks have been paralyzed, the traditional media can be employed. This however gives the traditional media an upper hand over the new or electronic media in this instance. In times of crisis, news will not travel faster and instantly when networks are jammed leading to people resorting to the traditional media for news the following day. However, there is some level of degree and strong influence when it comes to traditional media disseminating information than the social media. This is because people tend to believe stories written by journalists in the newspapers thus, sources are trusted. Unlike the social media where everyone is a journalist and can post anything at any time, whether verified or not.

Furthermore, studies have proven how media disseminates information in different circumstances. Short message services could improve the attendance at post-operative clinic visits after adult male circumcision for HIV prevention (Odeny et al., 2012). Zhang established that different information media, including cell phones, television and emails, have different information dissemination characteristics in disaster's pre-warning (Zhang et al., 2013).

Finally, findings revealed that research on the impact of online media on traditional media in information dissemination is inadequate hence; this study is filling the gap identified. Nonetheless, further studies on the impact of online media on traditional media (print) in information dissemination should be conducted to gain more and in-depth understanding to increase the reliability on the topic.

In addition, the traditional media (print) is a good information dissemination medium with a high degree of trust and influence but the emergence of technology and the world having become a global village has seen the likes of the ordinary person performing the role of a journalist thus, a 'community journalist'.

#### 4.3 Challenges

A major challenge of the study was time limitation. The study, being part of a partial requirement for Master's in Public Relations, was supposed to be conducted within a space of 6months. Due to the nature of the study, 6months was limited. The time did not allow the researcher gather primary data but rather secondary data. Thus, questionnaires were not distributed. This was to enable the researcher complete her study before the deadline.

Secondly, the researcher used her own money for mobile data to research online for already published articles since it was a long essay, which had to do more with secondary data. This was a challenge because mobile data is relatively expensive and money used to purchase the mobile data was from the researcher's coffers.

#### 4.4 Recommendation

In future, more research should be done to explore online media's impact on traditional media (print) in information dissemination. Print institutions also need to adapt more to technology to be at par with social media and formulate strategies that will improve its customer base from online audience, yet remaining relevant when it comes to accurate content.

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