

## A LITERATURE REVIEW ON NEWS MEDIA CONSUMPTION PRACTICE

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### ABSTRACT

*One of the most significant pieces of information that the mass media imports is news. Nowadays, broadcasting news media has come under pressure due to many factors like the internet, costs, changing consumer behaviour, and changes in the advertising market. The purpose of this study is to know whether online news consumption has complemented or displaced traditional media consumption and to examine the use and gratifications of news media. This paper is based on secondary sources where various research done on news media consumption has been evaluated and summarised. The paper summarise that Print products transmit emotions, information, and also entertainment but if the internet becomes more and more free of charge, then print media will definitely become less valuable. The history of communication tries to teach us that we should not expect media formats to vanish completely, instead that they frequently find unexpected ways to coexist.*

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**Keywords:** Media, Media Dependency, Traditional News Media, Internet News, Use and Gratification.

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### Introduction

The Report of Dalberg Advisors (2021) said "News is a cornerstone of India's democratic system and should be accessible, high quality, diverse and sustainable as a public good." In their explanation, they said News has a characteristic of Recency, Impact and Public Interest. News should be physically accessible, financially affordable and available in various regional language so that citizens can consume it effortlessly. News should be always fact based, credible and journalist should do reporting without fear of any censorship by government or any corporate pressure. News can be on finance, crime, politics, sports, business and Entertainment. There should be healthy competition in news industry, different viewpoint of all the situations and equal representation of all communities. News should be diverse. (Douglas Ahlers, 2006) The news industry should be sustainable that must give monetary output so that return becomes an investment for further investigation and expansion.

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### Literature Review

The term "media" comes from the Latin word "medium," which means "middle." The news media's traditional function has been that of a middleman, standing between the public and newsmakers and releasing information through spreading news.

**Table 1**

More Media Dependency (Fleming, J., 2014)	Audience relies more on information from media
More Media Brand Associations (Linda. 2001)	Audience feels connected, engaged and associated
More Media Bias (Zhang Yujie, 2022)	When there are more conscientious consumers
More Media Credibility (Caroline Fisher, 2018)	Audience will consume more news media

“In any democratic country, the kind of news people consume, and the kind of news channels they used to engage and express is a matter of concern.”

Apart from these three Executives, Legislature and Judiciary; Media is considered the fourth pillar of democracy. Free media is an essential aspect of democracy as it gives voice to the public to express their ideas and opinions. Free media encourages open discussions, conveys the needs of citizens, disseminates the decisions of the government, and as a result strengthens society. (Kristina Irion and Claes De Vreese, 2016) Democracy will only function well if a country has well-informed citizens. Citizens' habits, trust, personal experiences, interests, education, emotions, attitude, political affiliation, etc. influence the news media choices.

(Judith Moeller and Damian Trilling, 2016) Some core principles and their value in a democratic society: In a democracy, news, ideas, and viewpoints need a free marketplace where truth or most credible arguments prevail. Politicians can interact with citizens and in return citizens, themselves do some efforts by developing social groups to change policy. In the election, people want to assess the accountability of the power, candidates' performance, and past performance and for this, they rely on the news. It is the responsibility of the media to provide divergent information, make your citizen better decision-makers, and let them judge and express their opinions.

### Objectives of the Study

- To know online news consumption whether Complement or Displace Traditional Media Consumption
- To review Use and Gratification of News Media
- To recognise the factors affecting traditional news media and digital news media use

### Research Methodology

This paper is Literature based paper. Various research scholars have developed some important concepts and theories on this topic. This study is based on secondary data where several theories, papers, data, articles, and reports have been analysed and concluded here.

### Method

A systematic literature review is being used, as recommended by Van Der Vegt, in order to establish appropriate themes (2018). To reduce the study's base, a suitable set of inclusion and exclusion criteria is used. Scientific publications on news media consumption were gathered in order to complete the procedure and compile relevant references. In the first step, just Google Scholar was searched in order to create a strong list of keywords. In the second stage, Scopus and Web of Science were browsed.

- Setting Inclusion criteria: In the first phase, certain inclusion criteria were established to help find the relevant papers, including the following: a) English-language publications; b) Peer-reviewed Journals; and c) Articles that matched our objectives.
- Setting Exclusion criteria: The following articles were eliminated in order to establish clear exclusion criteria: a) Non-English papers; b) Book chapters; c) Editorials; and d) Conference abstracts. The database was searched using the following keywords –“News Media” OR “Media Dependency” OR “Social Media and News” OR “Traditional News Media” OR “Internet News” OR “News Consumption” OR “Use and Gratification” OR “News Credibility”.

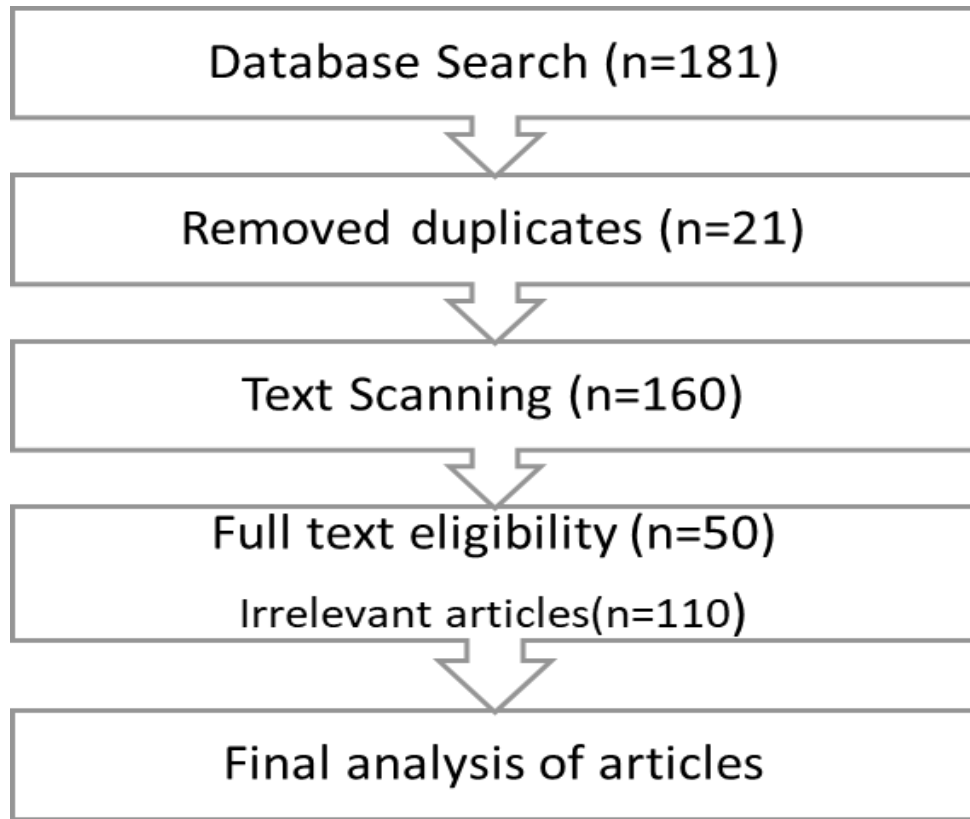


Image 1

### Uses and gratifications theory (UGT)

Uses and gratifications theory (UGT) is a method to understanding why and how people actively seek out certain media to fulfil particular needs. The work of Jay Blumler and Elihu Katz in 1974 is widely cited as the foundation of the theory. UGT is an audience-centered approach to knowing mass communication. It postulates that media is a highly accessible product and the audiences are the customers of the same product. The driving question of UGT is: Why do people use media and what do they use them for? (John Dimmick, Yan Chen & Zhan Li, 2008) UGT talks how users knowingly select media that will satisfy given needs and permit one to improve knowledge, relaxation, social interactions/companionship, diversion, or escape. UGT holds that audiences are credible for choosing media to fulfil their desires and needs to accomplish gratification.

Table 2

McQuail, Blumler, and Brown (1972)	Formulated a model of "media-person interactions" to categorize four significant media gratifications: (1) Diversion (2) Personal relationships (3) Personal identity and (4) Surveillance
Katz, Gurevitch and Haas (1973)	Development of 35 needs taken from the social and psychological functions of the mass media and put them into five categories: Cognitive needs; Affective needs; Personal integrative needs; Social integrative needs and Tension release needs
McGuire (1974)	Distinguish between two types of needs: cognitive and affective
McQuail (1983)	Classification of common reasons for media use: Information, Personal Identity, Integration and social integration, Entertainment
James et al., (1995)	"learning" and "socialization" are suggested as crucial motivations for Internet use
Maddox (1998)	Suggested that the most important reason why people use the Internet is to gather numerous kinds of information

Johnson and Kaye (1998)	Found that people use the web primarily for surveillance and voter guidance and secondarily for entertainment, social utility and excitement
Lin (1999)	Motivations for Internet use may vary among individuals, situations, and media vehicles, most uses and qualifications: relaxation, companionship, habit, passing time, entertainment, social interaction, information/surveillance, arousal, and escape
Lin (2001)	Suggested that online services should be fashioned to satisfy people's need for useful information as well as social interaction opportunities
Luo (2002)	Providing entertainment can inspire audiences to use the media more often

### Factors Affecting News Media Use

Table 3

Emotions	Emotions also affect the use of media. (Oxford dictionary) Emotion is a state of arousal that can be experienced as pleasant or unpleasant. Emotions can be fear, anxiety, love, or anger. Anger and fear are the crucial emotions that show up in news media. Anger comes when people wish to change something immoral, unjust, or unfair and that drives to more participation in online conflicts and discussions to communicate their views. When news media becomes subjective, people become angry and reveal the frustration on online media. If people are more engaged and interested in specific issues having emotional connectivity will likely engage and experience more news media (Holter, C.R. & Ihlebaek, K.A., 2021).
Fear	Fear of political party or government also affects which type of information should consume or from where and this selective information consumption provides biased perspectives to the citizens. (Wollebaek, D, Karlsen, R, Steen-Johnsen, K, 2019) When people or news provider wishes to speak about the future of a nation at that moment also political fear will become a hurdle. Negative emotions are mixed with positive sentiments and these mixed emotions play a role in media use and media engagement.
Trust	Trust and authenticity of news is also fallen globally and there is the rise in promotional content and fake news. Being the least trustworthy channel, social media is flooded with manipulating content that looks like news. (Blöbaum, B., 2014) News providers who only cover one-sided news will surely lose their trustworthiness as earlier.

### Traditional News Media vs Digital News Media

First newspaper was published in 1620 in Amsterdam, Capital of the Netherlands. The mass marketing of newspapers took off in India after 1970s. Earlier Print industry controlled the full print news value chain. (Carlos Flavián and Raquel Gurrea, 2009) They are creating news more in depth, doing specialized reporting, having wide distribution and also gaining margin with the help of bonds with advertisers. The new ones do not do just the same as the old, quicker or superior; they do something like the old but not exactly (Peyton Paxson, 2010). Radio did not have some of the key feature's public enjoyed with newspapers like readability, time flexibility. Television uses both audio and video to communicate the message. The visuals tell the 'what' of the story, whereas the words tell the 'why'. Traditional television watching is still strong, but no longer as stable as it once was.

(Xolelwa Siyamthanda Dwesini and Mncedi Eddie Magade, 2021) Technological advancements like new social media applications, websites, smartphones, and smart algorithms that only drastically transformed the news landscape. Because of rising mobile and internet penetration, news consumption is expanding because of digitality. This penetration also demands growth in Vernacular content. (Orgeret, KS, 2020) From a business perspective, videos are growing over text, consumer prefer more visual context because it's easy to engage with. Now people like short videos to consume content as the time of users is scarce. (Benjamin Gaskins and Jennifer Jerit, 2012) New news Business models are developing. Some businesses deliver only niche content like Money control, Eastmojo. Some businesses provide news integration, they acquire from different publishers then synthesized it and recommending that content to readers like daily hunt, inshorts. (Kaynay, J. M., and P. Yelsma, 2000) Most popular business model is social media and search, people access more news on social media platforms like Facebook,

YouTube, Twitter. Digitalization is improving diversity. It provides presentation of women and weaker casts to work with this industry. Some sensible issues found a voice online. Digital news solving the problem of literacy and discrimination. Local news has found a way to reach more people through the internet.

(Jacob Cherian, 2015) Social media is a rapid medium when any important news occurs, people quickly transmitted it through social media, and through this snowball effect, the same topic gains more visibility on a social media platform and which in turn leads to even more sharing and more forwarding the same issue.

#### Digital News Media: Complementary or Substitute to Traditional Media

Table 4

Dalberg Advisors (2021)	While time spent with print remains stagnant, the share of digital is growing rapidly
Jang & Park (2016)	Paper, television and computer show important substitutability. On the other hand, telephone and computer exhibit significant complementarity.
Jacob Cherian (2014)	Online media affects Print media
Gaskins and Jerit (2012)	Replacement is occurring but that as yet it is not a wide spread phenomenon
Flavia and Gurrea (2009)	Reading as entertainment or as habit led readers to consider both channels more 'substitute'
Douglas Ahlers (2006)	For only a small group, the online news media will act as a substitute for the traditional news media and for the majority, it will act as a complement
Ester et al (2005)	Online newspapers do not seem to be a substitute for print newspapers or other information channels, but can be defined as complementary
Dimmick et al (2004)	Internet has a competitive displacement effect on traditional media in the daily news domain

#### Future of News

Researchers (C. W. Anderson, Leonard Downie Jr. And Michael Schudson, 2016) outline some potential developments in the news:

- Existing news players try to diversify the business models and focus on unique content and specific audiences.
- There is a more demand of audio video content, freelancer, blogger and direct relationship with consumers.
- Text journalism will more and more offer scope for breaking news events, whereas visual journalism will concentrate on individual incidents.
- Citizen journalism -citizens "playing an active role in the process of collecting, reporting, analysing, and distributing news and information."
- Data-driven news sharing whereby journalists form stories using numerical data or databases as a primary material.

#### Conclusion

Today, the news is everywhere. It can be found on a variety of mobile smartphones, desktop computers, televisions, car radios, bus stops, airport terminals, and even printed paper. Media plays a significant role in positive development like gender bias, inequality, corruption, poverty, employment, and spreading awareness, and in the same way it also gives some negative consequences to the country. It is wrong to say that print Industries are still doing well because the situation is too tense for that. Due to changes in the advertising and consumer market, the hidden problems are increasing their impact. But it's too difficult to imagine life without print news. Therefore, it is absolutely wrong to predict the end of print news. Where TV really communicates a message by putting more emotions into the information. But some paid news, fake news, and communal propaganda remove fraternity, tolerance, and mutual love and trust among citizens. "The biggest threat to mainstream media is not from new age digital platforms, but the mainstream media channel itself" said by Anurag Thakur. Based on credibility, quality, and

incisive analysis, digital media gives a bad experience. Due to the internet, consumers are now "Prosumer" - (producers+consumers) can also generate their news and share/discuss it with other people on social media platforms. Reach and interactivity leads to the formation of the global village and that leads to more real-time news and discussion which traditional news media doesn't provide. Therefore, each media has its own unique differentiation which attracts customers.

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