

Singapore Communication in the Digital Age Impacts the Survivability of Newspaper Industry

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Communication in the Digital Age Impacts the Survivability of Newspaper Industry

Abstract

This paper aims to understand the history and to explore and discuss the survivability of the newspaper industry in Singapore. Currently, the industry is gloomy where traditional printed media is outdated and overtaken by various means of digital communication. Through the research and analysis, there will be an in-depth understanding of what causes the decline in newspaper sales and the contributing factors behind it. This article explores potential characteristics that may enhance preference of readership via printing materials over digital way of communication. Also, this article aims to explore the possibilities in sustaining the newspaper industry.

Chapter 1: Introduction

This research article aims to explore the possibility if print media would continue to be significant in existence as compare to digital media in Singapore or not.

Singapore has developed its state as exceptionally noteworthy in terms of economics, tourism, state of the art buildings, well structured museums and grooming its residence with education and access to media and technology. Citizens of Singapore have literacy rate of 93.5% that witnesses their interest towards knowledgeable and informative facts. Information about new technologies, relative theories, current affairs, advertisement and marketing and learning of any capacity grabs their interest. Therefore, Singaporean media is highly active in fulfilling the needs of its citizens by providing access to news and information through print and digital media.

While this remains a question if digital media will overcome efficient business and position of print media, critical factors that have contributed might include preference of quick access to information due to digital age. Immediate access to information, current affairs, theories and knowledge as per their requirements is attainable through digital communication.

Moreover, people born in generation Z era have been stimulated with fast paced world and digital devices to carry out their daily tasks and acquire knowledge about different disciplines. It is a question whether print industry has been successful and capable enough to accomplish their

needs of getting more knowledge with lesser hassle. Also, this needs to be answered to analyze the focus of media outlets and firms to generate policies of their functioning criteria.

Through different studies and research it has been apparent that political scenario of Singapore has also contributed in turning the consumers towards online subscription to get more access to information around the world without much intervention of regulatory bodies.

Singapore Press Holdings (SPH) is prominent public organization that holds control on print and digital media; television, internet and radio etc. On the other hand, Media Corp is another organization that holds more shares in digital channels of communications.

Although, technology fascinates the masses but print media has capacity to endure the creativity of digital age and create quality material. Some people encompass with perspective of growth of print media through evolution in digital media.

All these viewpoints are explored in this paper to conclude if survivability of print industry will be affected through these characteristics. As new conceptions propose that print media have witnessed historical growth in terms of magazines and newspapers because graphical illustrations have their unique significance in attaining attention of their readers.

Literature review

History of print media explains that in the midst of 17 century, Print media and newspapers were instigated in Europe. Since then, print media consumptions have been subject to changes as per the demand of new technology and interest of people; explain Casey and Bruce (Casey and Bruce, 2011).

At the beginning of print media, manual process was followed for the printing purpose which made it complicated to circulate and publicise the information. Therefore, it could not become swift source of disseminating the news. This derived the need of inventing machines for printing purposes; which made it possible to print newspapers day by day. Later, people got more inclined towards magazines and printed form of articles and books. Chee-Wee Tan, Shan-Ling Pan and Lim state that early 20th century and late 19th century witness the popularity of print media (Chee-Wee Tan, Shan-Ling Pan and Lim, 2005); later the interest of citizens was declined due to the invention of cameras. On the contrary, Clarke argues that newspaper industry emerged as highest source of media and information in last century, where it fascinated highest number of its daily consumers as they were entertained with national and global news through this form of print media (Clarke, 2009).

Davis and Gonzalez describe the possible changes of human interaction developed through the emergence of digital field of technology incorporating with newspaper industry as well. He explains that technology has dominated the conventional manner of information and communication channels all over the world. Due to this, print media has been affected negatively (Davis and Gonzalez, 2003). On the contrary, Fountain disagrees about this statement, and supports the idea that digital media has assisted in development of print media and has paved the way for new ideas and creativity in this field (Fountain, 2013).

Franklin concludes that all digital inventions can be identified as mediums which were created after newspaper and print media industry (Franklin, 2008). In Singapore, radio, television, cell phones, internet and advanced digital devices are utilized for development of economy and to become advanced in field of education and technology. Consequently, the ascendancy of digital media has affected the popularity of print media sources, as identified by George (George, 2005). On the other hand, George and Raman have a different viewpoint that printing industry when incorporated with advanced technology, has improved itself in various dimensions (George and Raman, 2008). This observation is also supported by Hafez, as he explains that colorful graphics inclusion in monochrome and grey-scale newspapers and magazines turned them into fascinating published material (Hafez, 2002). Simultaneously, Hanusch further elucidates that Singaporean printing media had not established professional framework for reporting news and effectively presenting them to their audiences until digital media was adopted, since then, critical knowledge of media has been advanced throughout the learning and professional institutes and industries (Hanusch, 2012). Moreover, print media agencies have become more professional and learned new ways to cover their stories and exhibit their work which is acclaimed and admired by people of all ages, explains Heng (Heng, 2001).

Erdem and Cobanoglu explain that youngsters in Singapore are still in development phase for reading newspapers via digital sources (Erdem and Cobanoglu, 2010). Further explains Hillesund, that there a number of people have subscribed for daily news on online communicative channels, nevertheless newspaper industry has not been affected to a big deal (Hillesund, 2010). The work of Ito describes reasons that Singapore Press Holdings (SHP) is an organization which is not acquired by government, but closely monitored by political figures; which makes them authoritative in controlling all the news that reach the citizens of Singapore (Ito, 2006). Therefore, all newspaper agencies develop their regular work into digital contents

which becomes a reason for accompanying more customers through online subscription charges. That is the reason; these agencies are not much affected in terms of income and profits, also, they utilise digital media resources for marketing of their published and printed materials.

On the contrary, J. Calvert professes that social media sources have also obtained recognition among media audiences of Singapore. Electronic subscriptions of newspapers are not valued when social media can provide relevant information and news on their desired subject matter (J. Calvert, 2006).

J. Dutta and Paek reveals that most of the prominent journalists of print media also ensure their presence on social media platform and write for different websites (J. Dutta and Paek, 2010). This not only provides them extra income, but their stories become a podium for different comments and viewpoints of readers. Ultimately, their recognition is visible as digital media has become new trend that creates a conversation forum for readers to exchange their knowledge. Moreover, citizens of Singapore no more rely on buying newspapers to have access on reading their favorite writers and reporters. On the contrary, Kaul denotes the increasing number of people shifting towards online subscription of daily and weekly newspapers as compare to buying them in hand (Kaul, 2012). Kenyon claims in his work that readers find it convenient to access knowledgeable websites through their devices rather than turning pages and searching them in newspapers and magazines (Kenyon, 2010). From the above work, we can interpret that newspapers have not completely abolished their charisma and lose its readers, but definitely, new generation is more likely shifted its focus on digital resources which provides them forum to exchange their viewpoints and to get access to their favorite news and information mediums without extra charges.

Singapore is comprised of various distinctive people with multi cultural backgrounds and languages. Therefore, four languages are identified as most commonly spoken and thereof newspapers are printed in these languages. Kluver suggests that due to the multi cultured background of natives, their willingness to reach maximum updates of global news is an undeniable fact (Kluver, 2004). For this reason, digital technology enables worldwide published newspapers on their digital devices either through online subscription or through social media platforms. While Lai has presented another perspective, he states that not only in Singapore, but other countries will soon witness that newspaper gradually will wipe out completely in couple of

decades (Lai, 2016). According to his work, newspaper industry will restrain its work to online accessibility. Readers will pay subscription charges and physical presence of newspapers will not be visible generally. Low prices will offer large number of audiences which will lessen the amount of hassle. However, it denotes an extreme point of view as newspapers and print industry is well above the number of subscription that is identified through the research work.

Gomez in his baseline studies describes media situation in Singapore, where strict regulations are followed for publishing content as law enforcing agencies propose new rules and laws in this regard. Although, critical area of this regulation is imposed on censorship of unethical scenes, but political freedom of expression is limited specifically for opposite political parties (Gomez, 2005). This view also denotes that newspapers follow boundaries defined by constitution and government agencies. It is also found that these institutions are monitored and reprimanded in certain cases. Therefore, journalists are strictly bounded to express their stories with extreme caution over their terminology and an expression is a necessity. For people who are more intended to obtain authentic information, cannot solely rely on newspaper and print industry of Singapore.

There are certain measures implied over international media content which is also enforced over the internet regulation and ownership of internet on personal basis, which are constantly monitored; this proves that Singaporean media is not independent and it has to go through several scrutiny processes. Different studies suggest that local media of Singapore introduced competition between its own agencies to enhance their advertising revenue. For instance, according to a Koltay by millions of Euros have been invested in media field, and government expects media professionals to strive to return this value and increase country's GDP (Koltay, 2011). Ultimately, it derives their attention towards attaining monetary values for their work instead of working for freedom of media. To conclude, the media in Singapore is monitored in digital technologies as well as newspapers. But there are possibilities that information via internet is more freely approachable and new facts and figures can be collected through digital devices. This encourages the citizens to prefer the usage of digital technology over newspapers.

Liu further supplements the thought that current number of newspapers is however large, but online subscriptions are one-third as compare to newspapers and increasing at constant rate (Liu, 2005).

According to M.Chan, the psychology of humans have been transformed with the passage of time and generation Z ranging from late 20th century up till now, are more inclined towards digital devices (M.Chan, 2004). The technological advancements grab attention with more colorful visuals and graphics as describes Lyons and Gomez (Lyons and Gomez, 2005). This idea can be demonstrated with the view of Mukherjee as well, who states that newspapers might be appreciated by readers but their form will be affected in upcoming years. He adds and explains that business of newspapers will be declined as more digital age has arrived which is expected to grow further (Mukherjee, 2009). From the above thoughts, it can be concluded that youngsters are fascinated with speedy delivery, eye catching graphics, search facility, exchange of ideas with people across the borders, enduring availability of contents and marketing feasibility.

Schmier suggests that through digital content and media, production and distributing costs become nil. It encourages agencies in Singapore to promote and produce digital material to cater large audiences with no or low costs (Schmier, 2014). According to Nodoushani, Singapore Press Holdings and Media Corp are two organizations that have monopoly over the rest of organizations, on newspapers and media channels respectively (Nodoushani, 1991). SPH which was founded in 1984 came into existence as merger of three top newspapers with interpretation of collecting of resources to produce quality work. But ground realities suggest that its existence was to regulate the laws on newspapers of all the country. According to Lu, Zhang and Fan, the history and monopoly of Singapore Press Holdings is not hidden from the citizens and they are aware that they receive screened content and information from government, even if SPH is non-government (Lu, Zhang and Fan, 2015).

However, Pidduck reveals that 76 per cent people higher than the age of 15 years in Singapore read news publications on daily basis. It is critical to mention however that about 30% people as compared to reader of newspapers have subscribed to online news subscription, with the number constantly increasing. With the intensification and escalation of digital devices popularity, Generation Z gives more significance to online channels of attaining information and news due to the convenient usage, lower prices of internet, and speedy availability of desired content (Pidduck, 2012).

Research Question

This study discovers various dimensions of media in Singapore, mainly the questions researched and explored in this paper include:

- Has political influence diverted the interest of Singaporean public from newspapers to internet and digital sources of information?
- Is new generation in Singapore inclined towards technological mediums than print industry to obtain information and news on daily basis?
- Will newspaper industry have enough survivability to acquire profits as compare to digital means of communication?

Research Methodology

To attain research objectives and answer research questions efficiently, it is necessary that the adopted methodology for the study is according to the requirements. Therefore, before conducting the study it is necessary for researcher to outline and define its methodology. An effective research requires some aspects regarding research methodology which should be handled with care in order to draw conclusive results. Those aspects include research approach, research design, data collection tools and sources etc.

Research Philosophy

Research philosophy reflects the concept of a research towards the achievement and making of knowledge. An interpretative research approach is adopted for this research study (Sreekumar and Vadrevu, 2013). The main reason of adopting interpretative approach is because of its nature, as it suits best with the questions and objectives of research. In addition, this study intends to explore the future of newspaper industry in Singapore and its profit margin as well as the political influence of ruling party on print and digital media to affect the transmission of information flow. Hence their purpose and motives can be observed.

Though the adopted approach is extremely suitable with the research questions, however, it still contains few advantages and disadvantages as well. One of the biggest advantages of adopting this research is it gives extremely high and natural results and also assists in providing high

quality of data. Whereas on the contrary, generalization cannot be done by this approach and it is not very much reliable as well.

Research Design

There are two types of research methods. 1. Qualitative Method and 2. Quantitative Method. This research study follows qualitative method as it evolves from inductive research approach which means to conduct an intensive study. Inductive research approach is also known as bottom up approach as it moves from particular observations to broader generalizations and theories (Stromberg, 2004).

Researcher defers from designing a hypothesis in qualitative research as the research moves in a more general perspective. Many theories that have evolved by great scholars and philosophers are the result of the studies conducted by adopting the qualitative research.

As evident from questionnaire, this research method is relatively more flexible as compare to quantitative research method in conducting a research as participants are required to respond open ended questions.

Data Source

In order to collect the data, both primary and secondary sources will be utilized for this study. Data can be collected by two types either primary or secondary.

Primary Data

When the data is gathered exclusively for the research purpose with the concern of data gathering procedure, it is known as primary source of data (Thurlow, 2006). It explains that this type of data is never compiled before in the form which it is after the gathering process. Primary data can be collected by a number of ways like surveys, focus groups, interviews and experiments etc. The main advantage of using primary data is this that a researcher can gather the data just according to the research questions and research objectives. One more advantage of this type of data is that the data is updated as gathered during the process of research. The main

disadvantage of using primary data is this that it is comparatively more costly and time consuming.

In this research, primary data would be gathered in order to attain first-hand information to make the gathered data relevant with the research questions and research objectives in order to find the answers. The data would be gathered from general public living in Singapore.

Secondary Data

The data which is collected before conducting any research for any other objective and not necessarily for a research is known as secondary source of data (Wilson, Hamzah and Khattab, 2003). It shows that secondary data is not gathered for the purpose of conducting a research but it has the same concern which a researcher has been doing and opted the data for his research. Secondary data can be obtained by a number of ways like case studies, statistical data, census, organization or department record, print literature, journal articles etc. There are some pros and cons of secondary source of data. One of the biggest advantage of secondary data is it is easy to handle and saves time. The main disadvantage of secondary data is as the data is not first-hand, so there is a possibility of manipulation and distortion. Moreover, the gathered data has not been gathered exclusively for the research purpose for which it has been used by the researcher. Therefore, it is compulsory for the researcher to gather the data from reliable sources whenever he tends to gather data for his research.

A number of quantitative researches which are made over economic indicators prefer compilation of secondary data. Therefore, it is a fact that annual report of those concerned financial and economic sectors are gathered by the concern authorities time to time.

Survey

The data collection technique used in this research is survey because the chosen sample size is very large and the best suitable method for this research was Survey. In a survey method the researcher targets a set of population from which it has to collect the data and then either personally or through electronic or digital mediums ask respondents that fell in the target population to answer the questions. The size of sample is determined by the researcher which can drive towards reliable results and meet the sample size by gathering data from sufficient

respondents (Woo, 2008). Size of 100 respondents was taken in this research out of which 5 were journalists.

Sampling

Research methods cannot consider entire population for the data collection process in every situation therefore, a population subset is chosen as a sample which represents it precisely to characterize whole population traits of data compilation and data analysis process (Xeni, 2015). This extraction from main head is known as Sampling.

It is obligatory for researchers to choose that technique which assists in choosing respondents who are true representative of population. There are different sampling methods containing their own special features and therefore some advantages and disadvantages are related with every technique. Some sampling techniques include Probability sampling, non-probability sampling, snowball sampling, quota sampling, Mixed/Multi-Stage Random Sampling etc.

Data Collection Tool

The data collection tool that has been used the survey method for collecting data in this research is Questionnaire. A questionnaire has been designed in order to collect the responses of the journalists and general public of Singapore that would be contacted for the data. The questionnaire would be composed of open ended questions requiring the respondents to share their opinions.

Ethical Considerations

Every research including academic studies should be conducted in such a manner that makes sure that certain ethical principles are followed in each case. The whole procedure of this research and particularly the collection of data part should be in compliance with the ethical principles which do not allow the researcher to breach the guidelines which are set by the moral fundamentals (Yerushalmi and Polinger, 2006). The tolerance of the ethical guidelines will make certain that the research is conducted in such a manner which will facilitate in creating genuine findings that adds the right values in the particular field of which the research is been conducted.

In this study, it will be ensured that the designed questions will not hurt the feelings of any particular party. For this purpose, no group or party would be targeted exclusively in this regard. As it is known, that politics is a very sophisticated area of interest, especially in this area of the world.

Chapter 2: History of the Newspaper Industry in Singapore

It is evident that print media held dominance in its field from many decades until the emergence of digital media sources. The first ever newspaper in Singapore was published in 1835; which explains that newspapers were historical means of information transmission in this country.

After the adoption of The Straits Times, Times publishing and News and Publications of Singapore by Singapore Press Holdings (SPH) in 1984, the press media sources have been gathered under same umbrella. Reasons for foundation of SPH were to cut extra costs of competing firms and to use resources collectively for the purpose of media advancements. However, Times publishing has been separated from this merger, functioning as another firm since 1988 (Stromberg, 2004).

Singapore Press Holdings circulates 18 newspapers on daily basis of four most popular languages that are spoken by the citizens. Chinese newspaper Lianhe Zaobao and an English newspaper The Straits Times, both enjoy fundamental domination over the other newspaper publications in the country.

Singapore press has over 150 year old record for production and circulation of press publications. Proportional to the natives of Singapore, its layout, production, operations and setups are both effective and updated. Under the law of Media 21, government aims to enhance effectiveness of press media to make the state a media hub for contributing in annual GDP in country's economy.

Chapter 3: Existing Newspaper Business Model

Business model of newspapers have been a stable model for decades. But due to digitization, readership and advertising have been declined in newspaper industry which was the highest source of revenue generation. The current media advancements in Singapore have left the advertisers with more choice of mediums for advertising their products. These media channels and mediums need to compete with other channels each other to significant extent so that they can produce effective digits of revenues. In other cases, newspapers are either merged or their

circulation becomes limited. These changes have highly affected the manner of execution of activities in newspaper industry.

Medium of published contents are now feasibly available on internet, with drastic changes that have been occurred in publishing field due to digitisation. Readers are provided value added products and services through this medium for which print industries have feared from last decade. According to the changes, the current business model of newspaper industry has been a subject to continuous change where experimentation is taking place every day. The streams of revenue for newspapers industry are uncertain and ambiguous. Ongoing process of developing business models with activities that cater needs of customers is observed in many newspaper industries of Singapore.

The newspaper workers of Singapore were contacted for exploring more details of changes taking place in business model of newspaper industry which is explained further.

The workers demonstrated that reporting in current news agencies is highly demanding with fast paced changes to be adapted to great extent. They perceive that reporting style needs to be diversified in terms of intelligent use of terms in reporting; also the interest of customers is focused to gain more customer base. Stream of main revenue is generated through business of newspapers. Anyhow, internet has gained popularity in terms of developing itself as secondary source of revenues.

Critical units of newspaper business are agreed by respondents to be advertising and marketing, as they have more strategic value and contribute mainly for development of content and generation of revenues. These sectors are interdependent and cooperate for effective distribution, generation of contents and activities of advertising. This ultimately is focused to have better strategy for targeting audiences. Though one of the critical units of organisations is advertising, the department for editorial content stands first whereas generation of content is the result of considerate cooperation between both of these units.

Though functioning of newspaper industry have unclear strategies, but enhanced focus is expected towards management of editorials, building relationship with customers, attracting advertisers and mobile based customers, as they are perceived as important factors of innovation

that can increase their productivity. Hence, value generation is linked with customers and creativity.

However, publishers and workers of news and print industries are still unclear about most important units for generation of revenues; therefore according to them, mobile mediums and devices are classified as lower valued as compared to other technological devices. Moreover, development of products when associated with continuous creativity can generate income. According to these sources, newspapers focus towards the business of traditional printing in 2016 as well, but they attempt to incorporate technology and digitisation to explore new opportunities of growth and revenue generation. To facilitate creation of values, comparative models of business for newspapers are needed to be developed. New opportunities can be identified in business by incorporating digital technology to pave way for network development and to swift to react for continuous trend of change. Newspapers and print industry in Singapore, as sprint by professionals to accommodate literate and educated citizens, have identified before a decade the changes that they have to consider in order to operate, cater need of customers and develop potential amount of revenues for economic development of the country. Consequently, the spirit of entrepreneurship is far more critical than experimentation for decision making in financial environment of newspaper, where media is vibrant and dynamic.

Rapid changes in social environment and digital advancements require companies to be proactive and ready to instil changes in their business models. For this purpose meta-business model is most accurate for news paper industries that are explained in terms of newspaper and electronic media sectors.

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Meta Business Model	Newspaper Business	Electronic Business
Way of thinking	Pay attention to opportunities offered by new technologies, use theory	Focus on new technologies market opportunities, and speed
Operational system	Content sharing, exploitation of synergies between offline and online business	Focus on speed, exploitation of networks and organization
Capacity for Value Generation	Consider all types of customers (offline and online/mobile customers), Innovations to expand customer base	Total customer focus: customer service to unprecedented levels thanks to technological advances

Figure 2. The characteristics of the newspaper and electronic business

In meta-business model, it incorporates the continuous changes and suggests that changes in the past do not work for future, neither the current trends are expected to function with same capacity in future. Therefore, through this model, newspaper agencies in Singapore can be in a process to adapt to the changes of changing needs of environment. In Singapore, the newspaper market was quiet stable but obviously reacting to the digital changes, they have shifted their revenue and income strategy towards internet.

Singapore receives about 70% for newspaper circulation revenues in analogue printing whereas digital resources contribute for more than 25%; the subscribers for online news and newspaper readers contribute respective to these percentages.

Financial challenges

73% of our respondents believed that financial challenges would be interested in developing the market and contributing its dynamics. Therefore, its predictability is of utmost significance in order to fulfil the demands and challenges. 60% of the respondents believed that second critical confront of technology will be the ROI, on number three they believe that technology will cost them more for its services at about 53%, and lastly, credit availability will also come as a challenge for 41%. These figures are well supported by the newspaper employees who were contacted for the survey in Singapore. Thus, it indicates that critical analysis of newspaper

industry future demands urgent need of products portfolio, also integration of creativity in product development for prospect is a necessity.

Most important sources for revenue

Since the emergence of internet as second most potential industry for readership, free newspapers and industry embracing companies with little or no traditional background on printing materials, existing business model needs to invest in some areas keeping in view the future prospects and demands. Business of newspaper industry is still contributing as a primary factor for building revenues for their companies, for about 70% in Singapore. Other printing materials that contribute in income include free of cost advertisement papers and services for circulation in regular companies, moreover, magazines, services for production and free of cost newspapers etc.

Our respondents were asked to position these revenue sources in future prospect, they demonstrated that primary supply of profits will be obtained through printed newspapers in conventional way. Secondly, internet, radio and free of cost newspapers respectively will generate profits for newspaper industry. The results reveal that distribution of newspapers physically is not given importance by the publishing agencies, but they are more interested in digitalization of their content. Even today, internet is secondary source of income but it has showed more capacity and aptitude for its future operations. Therefore, internet have tendency to lack behind newspaper in terms of profit production.

Chapter 4: Newspaper Circulation

With a literacy rate of 93.5%, the number of daily newspapers in Singapore is 18 that are distributed by Singapore Press Holdings SPH, whereas total circulation of these newspapers is 1096,000. Furthermore, non-daily newspapers are 3 and have circulation of 115,000. Total number of people with internet access is around 1200,000, which approves the idea that they have approach to information except newspapers and publishing materials.

Weekly magazines and newspapers are also circulated but their popularity has been declined according to our respondents as some of the companies have wind up their operations. Especially Sunday edition of newspapers have been distorted because of very low sales. According to the responses of survey the sales of SPH for weekly edition of newspapers had declined for 21.9% in

2015 as compared to the sales of 2014 which diverted their focus towards online editions of their newspapers.

Our respondents have demonstrated that newspapers were used to be a common source of information until last decade from where the emergence of internet became viral. They explain in the survey that newspaper's circulation is very common specifically in English and Chinese language, other two newspapers are in Malay and Tamil language but they account for very few revenues and for distribution among people for disseminating the information.

Chapter 5: Digital Age of Communication

Singapore comprise of a population of about five million citizens. Due to their keen importance and significance towards education and learning, they are adaptive t the changes blending with socio-economic and socio-cultural environment because of technology. Internet and broadband is accessible to every nine people out of ten at their homes. 150 percent of people are infiltrated with mobile and smart phones, whereas the number of television channels is about 340. Radio broadcasts 46 channels which are comprised of national and international channels.

The reasons of Singaporean media as termed as non adversarial are because of the reasons that different ethnics of Singapore in history have been victim of war and killings due to the misunderstanding created between them. Therefore, government take responsibility of delivering such content over news and digital media that can maintain their discipline and unity. Although the opposition party term it as "self censorship" and criticise it greatly but due to these policies, Singapore is a peaceful state. Government has also confessed that they are trying to expand these barriers for better services and information provided to their natives.

Further, communication through technological enhancement has been an important focus of Singapore because of the digital age; they give importance to building applications, inventions and theoretical learning apart from political conflicts and grudge.

Regardless of the fact that technological advancements in Singapore have been instilled, media is expected to create more diversified content in all of its communication mediums. Moreover, our respondents have demonstrated that standards of profession were of lesser value that has been declined to some extent as compared to other developed nations, retention of people in newspaper and media require more effort. Subsequent training methodologies need to be adopted to raise the skills and talents of their media employees. More demand is matter-of-fact because of

circulation of new content and its creation is important characteristics, therefore, 70,000 media professionals and their training is a challenge that needs to be addressed properly by the government of Singapore by sustaining their image in front of their public.

Chapter 6: Contributing Factors to Decline of Newspaper Sales

Newspapers sales have been declined due to number of reasons that do not only include internet but other important factors such as economy, consumer behavior, advertising trends and technological advancements. People have given up their readership on exchange of information retrieving through various other sources according to our respondents. One of our respondents believes that people have developed new mediums to access their desired information. Few contributing factors are defined below to explore them separately.

(a) Journalism trends

Newspaper industry has entered a danger zone where their survivability cannot be predicted for coming decades according to some of our respondents. The industry has invested in its technology development as well as in starting new trends in newspapers. Some of its examples are magazines and tabloids, but it has grown fear that it would affect the traditional manner of journalism. Therefore, economic downturns because of its validity are observed.

(b) Internet and television

Internet and television is hub for disseminating news and information 24 hours a day. Its affects on readership are obvious as newspaper sales in Singapore declined to 21.9% in 2015 as compared to their profits in 2014.

(c) Consumer Behavior

A constant change in demographics, work, culture and lifestyle is evident with the passage of time. Consumers find it feasible to open their devices in public or in free time rather than carrying newspapers. In short, newspapers are considered outdated not-in-trend.

(d) Advertising Trends

Illustrations and graphical view presentations are more conveniently delivered through digital mediums such as internet, applications and televisions. Therefore, advertisers are focused towards online publishing of their products and services which offer speedy delivery, instant feedback and their ads go viral within few hours.

(e) Advancement of Technologies

Respondents have addressed the issue of advanced technologies as the main reason for decline of newspaper sales. Newspapers have developed their personal websites to survive in digital era whereas social media provides a platform for younger generation to access the news without referring to newspapers every day. Some respondents agree that most of them have already received the news through their digital devices which they later read in the newspapers which show the fast delivery of information which only advanced technologies can offer.

Chapter 7: Print Vs Digital

An extensive influence of the social media and internet has left the whole marketing world contemplating the print versus digital debate response. Some people have gone so far even to ask if print media is going to die in coming years. Nowadays a number of businesses have focused solely on online advertisement in order to capitalize on massive customers, convenience and cheaper cost by World Wide Web; however businesses should not neglect the exclusive benefits of the print media. It has been proved by a number of researches that in advertising campaign, print media is still playing a significant role.

According to the results of survey, 83% people of Singapore feels good to read off paper but sadly, this industry is in danger as new devices are launching every day. The introduction of tablets as a latest digital medium, tablets are flying off shelves. According to the survey, one in three Singaporeans owns this device. Singapore is regarded as the worldwide runner-up for the huge number of internet users who owns the tablet. According to the study, it is estimated that the ownership rate of tablet is expected to rise by 60% at the end of this year. This technology has become a game changer for the industry of print.

As the literacy rate of Singapore is 93.5%, it means that this nation is eager to learn more and more. The launching of tablets has provided an easy path to read digitally whether it's a book, novel or magazine. The flat sleek design of the gadget and flip-motion page animation has brought back familiar aspects of printed media. But what online magazines truly value-add to consumers is the ability to offer varied mediums as part of the digital presentation that cannot be seamlessly executed on paper.

Most of the Singaporean still likes to read newspaper according to the survey as sitting whole day in front of monitor affects eyesight. Therefore, preferring newspaper over digital media is a healthy sign. One other drawback is noticed that when a person uses digital media, he/she keeps on surfing as there is a lot of knowledge on every topic which is in a way time saving but yet, unhealthy as well because excess of using digital media can cause weak eyesight, back pain, headache etc. Children who use digital medium do not participate in physical activities according to the researches.

Digital medium is the fastest medium to know what is happening in the world whether its fashion or weather, killings or crime, invention of new technology or friendship between two countries. It's up to the person how he uses it. Print industry is not affected only in Singapore, but the whole world is affected. Digital medium can be used by children under the supervision of parents can result extremely beneficial for the Singapore as well as his own good.

Managing Director of Nielsen's Media business in Singapore and Malaysia Rebecca Tan told that a major shift in media landscape has been noted globally and in Singapore as well in few years because of the technological developments. Increasing possession of connected devices like tablets and smart-phones, WiFi and high speed internet access etc. Customers want access to media everywhere as the latest technologies continue to appear. It is found that 72.1% Singaporeans read the newspaper on daily basis whether print or digitally. Digital newspaper readership growth is visible in all age groups.

Digital and print media can triumph in fields where other lacks. Hence, when they both unite, they would complement the strengths and failings of each medium. Advantages of print media include high level of engagement, superior brand recognition, and tangibility and have a greater credibility as compare to digital medium. On the other hand, advantages of digital media include low costing advertisement, multimedia storytelling and access to reach wide audience.

Print isn't dead yet, but it can sure use a partner-in-crime: and that is where the digital story begins.

Chapter 8: Channels of Communication in Digital News

A revolution in telecommunications in the last century has altered communication greatly with the help of new media for distance communication. In 1906, the first transatlantic two-way radio

broadcast was launched and led to general communication with the help of digital and analogue media:

Digital communications include telegraphy, computer mediated communication and computer networks. On the other hand, Analog telecommunications allows historical telephony systems, historical TV broadcasts and radio systems.

In modern communication media, intense long distance exchanges does not allow between a large number of people (several-to-several communication by the help of teleportation, internet forums and electronic mail). Whereas, mass media and a number of traditional broadcast support one-to-several communication (radio, TV, cinema, magazines, newspaper and social media like Facebook, Twitter, YouTube etc).

A few channel of communication in digital news in Singapore are discussed below:

Smart Phones and Tablets

It is one of the most famous technologies of world. It is easy to carry, use and cheap as well. So many Apps have been launched to get updated. According to the survey, one in three Singaporean possess a tablet. Digital media is taking the place of print media and is expected to play monopoly by the year 2035 according to 65% respondents. 68% respondents also stated that they read survey before buying a new product in their device. All of the respondents admitted that mobiles have changed and made their lives easy and every product is just a single touch away from them. All of the respondents rely on their smart phones and cannot think their lives without this technology.

Broadcast media

It is also very common channel of communication known globally. It includes radio, television and loudspeakers. Broadcast media is used for targeting a massive audience. All of the respondents stated that they use broadcast media regularly. 85% respondents stated that they buy new product after watching its advertisement on television. 35% respondents disagreed that mobiles and tablets have taken the place of televisions. Rest considered it as outdated technology.

Social media

Life is changed after the entrance of social media in the lives of common people. According to 70% respondents, every other person is addicted by social media especially youngsters. Social media has totally changed the behavior of people as it is easily accessed by everyone. Companies and businesses of every type are now more emphasized on social media campaigns as it costs nothing and easily accessible to everyone.

Chapter 9: Recommendation

A strong political opponent James Gomez in his work has criticized the governmental bodies who subject content of media under censorship. This article have gained appreciation by masses which suggests that law enforcing agencies in Singapore must comply with demands of the public and provide them actual facts through newspapers. Otherwise, their diversion towards internet access information cannot be stopped. However, there is strict regulation on digital media communication too, but social media and some websites provide access to information which is forbidden through publishing materials.

A modern way of presenting their work must be adopted by printing agencies which should be complied with attractive graphics and eye catching creative illustrations blended with exceptional written content. In order to market their work, print industries need to modernize their performance with usage of digital media resources. As generation Z is prepared to penetrate professional world, their demands are needed to be focused through continuous research on their preferences. Print media can run campaigns on importance of physical materials and hand outs that can never be replaced by digital devices.

Furthermore, the fact of fast pacing world acquiring all possible means of digital communication strategies is undeniable. Therefore, profits cannot be obtained unless the newspapers are more interested to add creativeness in their content. As the republicans of Singapore have higher percentage of literate citizens, their demand for quality reporting remain unchanged even after period of time. This is why; print industry should focus on creating innovative content. One of the reasons that newspapers are overlooked is because people have relatively shorter attention span, due to which many newspapers have adopted such strategies that entertain youngsters with poor quality of reporting. Nonetheless, according to the people who were surveyed, have perception of relying on newspapers for highly appropriate information. Even though, the

political influence persists, it is mainly adopted over reporting about political conditions and oppositions that can affect the image of ruling party. Remaining information is unbiased in newspapers that are supported by citizens. Therefore, the survival of newspapers must not lead them to compromise over the quality of content which dignifies them over digital sources of information and communication.

Chapter 10: Conclusion

There are many contributing factors that are enjoyed by Singapore, which ensures that newspaper industry cannot be declined rapidly; this perception has been changed because internet has been replacing newspaper at a faster rate than ever before.

The foremost characteristic of Singapore print industry is that newspapers have a monopoly that is regarded by Singapore Press Holding (SPH). Although SPH is a non-governmental organization but it is monitored, aided and supported through constitutions and policies. Therefore, cut-offs in terms of economy does not occur but if industry itself fails to motivate its workers to cater the needs of new generation and compete in a fast-paced world, then return on investment values are considered which can in return lower the budgets of newspapers.

There are a number of magazines that are published by Singapore Press Holdings which accommodate the citizens of all age groups. Press publications are a million-dollar industry in Singapore, whose profits can be attained through publishing magazines and online versions of these newspapers but their complete abolishment does not seem probable. Though newspapers are getting lesser revenues with the passage of time, newspapers remain a primary source of generating incomes. Although it is evident that digital devices are more fascinating to new generation, they subscribe to the online version of newspapers and magazines; they can be encouraged to give significant importance to the newspapers. Even though newspapers are more professional in their way of reporting, if blended with necessary graphical illustrations, they can become more fascinating to new readers, but they have adapted to divert to new methods where they publish their content online. It is another challenge for newspaper industry to maintain the interest of its customers who have a limited attention span for the content they read. Hence, newspapers have moved towards the generation of interesting content to retain the attention of youngsters. Consequently, different age groups demand distinctive content as per their concerns and perceptions.

As the survey data reveals, more newspapers of Singapore have launched their online version of newspapers where they provide access to their news and information, services and products, online classified ads and allow readers to provide their comments on different sections of discussions. In this way, the ads revenue that has been constantly and gradually cutting out from newspapers can be obtained through posting of these ads online. Nevertheless, digital communications are subject to experimentation by newspaper agencies; as they are not sure which formula will better be suitable into the ever changing human minds and swiftness of digital age.

Press media have continued to be matter of strict scrutiny and monitoring by the government. Unnecessary intervention by the government has also diverted masses towards new means of communication and media. Independent working of press industry has been restrained through law enforcing agencies that becomes a barrier for free functioning of these media firms. Singaporeans benefit from different options for the expansion of their knowledge, abilities, learning and entertainment but unfortunately, the transition of change is not visible in press media. The process of change should be executed among governmental bodies (to ensure independence of media without strict regulations) and on Singaporean Press Holdings (SHP); who have the monopoly of two biggest newspapers which ultimately restrains competence between media agencies. In this manner, creativity and performance cannot be attained if actions and outcomes are pre-planned. Therefore, "Media 21" is an attempt by government to sustain media of Singapore by necessary investments in order to develop the country as hub of media. Nonetheless, these investments are predicted to be made in digital media and communication.

Advertisements in newspapers have been declined in developed countries such as Singapore, where more focus is utilization of digital resources for placements of ads by advertising agencies. On the contrary, under developed and developing countries of Asia, have observed increased sales of newspapers due to increase in literacy rate, inclination towards receiving education and higher number of population.

For the survivability of newspapers, they have to comply with digital use of resources in creativity and innovation. Moreover, profit margin of newspapers and their advertisements have been shrinking due to presence of digital mediums of communication and information such as mobile devices and internet. For this reason, newspapers have started to release their online

versions that contain almost same genres and include same subject matter. Therefore, online subscriptions have risen to 30% in Singapore and predicted to leave behind television and newspapers consumption of information.

In addition to that, newspapers have an increased trend of tabloidization, where traditional newspapers are cut into half the pages and intend to cover the stories through new ways. Growing demand and fierce competition for profits has also feared that people might lose conventional form of newspapers and the quality of reporting for authentic news might suffer.

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Appendix 1

Questionnaire for research

Singapore newspaper survivability

This questionnaire aims to explore current trends of newspaper industry of Singapore. The profit generation capacity of Singapore newspapers and its future prospects in the presence of digital news media industry are aimed to explore. Your few minutes to fill this questionnaire will be appreciated.

Age:

Occupation:

Q1. Do you prefer getting news and information through newspapers or online sources?

Q2. Has political parties influenced the current news media trends or diverted the citizens from newspapers to online sources of retrieving information?

Q3. Do you think profits of newspaper industry have cut down due to presence of digital sources of communication?

Q4. Is digital media taking the place of print media and is expected to play monopoly? Till which year according to you?

Q5. Do you read survey before buying a new product in your device?

Q6. Have mobile phones changed and made your life easy? Please share your thoughts.

Q7. Do you rely on your smart phones for news and information or on newspapers?

Q8. Please share your personal thoughts about future of newspaper industry in Singapore.

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Thank you for your cooperation.

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