

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

**Economic Analysis and Comparison of Online and Offline
Media Market**

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BACHELOR THESIS ASSIGNMENT

Tatiana Kochurova

Economics and Management

Thesis title

Economic Analysis and Comparison of Online and Offline Media Market

Objectives of thesis

Whether there is a place for offline resources in 21th century?

Recall the history of the appearance and development of printed information sources (newspapers, magazines) as a unique invention for the society development. Then to show how the technology development practically destroys this resource, introducing us electronic sources of information (the emergence of the Internet). Prints fall into the background, but still has the first place for some people. Find out where people prefer to get new information. To compare the usability of online sources vs. offline sources. To identify main weaknesses and strengths of online vs. offline media.

Methodology

Several Research Methods, such as Interviews, Questionnaires, partly Documentary Analysis, Observations, qualitative data description method, deductive methods will be used in both practical and theoretical section.

The proposed extent of the thesis

40 pages

Keywords

media market, newspapers, printed media, media analysis, online sources, offline sources.

Recommended information sources

ALTHEIDE, David L. Qualitative media analysis. Thousand Oaks: SAGE Publications, c1996. Qualitative research methods, vol. 38.

COLBOURNE, Jane. a Reba Fishman. SNYDER. Printed on paper: the techniques, history, and conservation of printed media. Newcastle upon Tyne, UK: Arts and Social Sciences Academic Press, Northumbria University, c2009. ISBN 9780956120632.

European culture and the media. Bristol ; Portland, Or. : Intellect, 2004

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LACY, Dan Mabry. From grunts to gigabytes: communications and society. Urbana: University of Illinois Press, c1996. ISBN 025206531X.

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Declaration

I declare that I have worked on my bachelor thesis titled "Economic Analysis and Comparison of Online and Offline Media Market" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 14.3.2018

Tatiana Kochurova

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First of all, I would pay my heartfelt thanks to my Father, who's been supporting me throughout my studies.

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Economic Analysis and Comparison of Online and Offline Media Market

Summary

This work covers the loss of the usability of Print Media, e.g. newspapers.

The theoretical part illustrates the history of the origin and development of printed information sources (newspapers, magazines) as a unique invention that promoted the development of society. Consequently, the work covers how the technology development has virtually destroyed this resource by introducing electronic sources of information (the emergence of the Internet). The last section of the theoretical part demonstrates main advantages and disadvantages of both information sources.

The practical part includes Surveys and Interviews which help to find out where people prefer to get new information and provides a comparison of the usability of online sources vs. offline sources in order to identify main weaknesses and strengths of online vs. offline media. Finally, the main question is answered, which is whether there is a place for offline resources in the 21st century.

Keywords: media market, newspapers, printed media, media analysis, online sources, offline sources.

Ekonomická analýza a srovnání Online a Offline Mediálního trhu

Souhrn

Tato práce se zabývá ztrátou používání tištěných médií, například novin. Teoretická část ilustruje historii vzniku a vývoje tištěných informačních zdrojů (noviny, časopisy) jako jedinečný vynález, který podporuje rozvoj společnosti. Práce se zabývá tím, jak technologický vývoj virtuálně zničil tento zdroj s příchodem elektronických informačních zdrojů. (vznik internetu) Poslední část ukazuje hlavní výhody a nevýhody obou informačních zdrojů

Praktická část obsahuje průzkumy a rozhovory, které zjišťují, kde lidé preferují získávat informace a zároveň poskytují srovnání použití online zdrojů vs. offline zdrojů, aby identifikovaly hlavní slabiny a silné stránky online a offline médií. Nakonec, hlavní otázkou je, jestli je místo pro offline zdroje ve 21. století.

Klíčová slova: mediální trh, noviny, tištěná média, mediální analýza, online zdroje, offline zdroje.

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1 Introduction

The aim of the Bachelor Thesis is to provide information about Offline and Online Media Market.

Currently, more and more people prefer using electronic devices. A huge number of electronic readers and tablets has emerged. Ten years ago one could see many people who read, but nowadays most modern people are using gadgets and smartphones. The answer to the question whether there is a future for Offline Media Market will be given as a result of identifying the sources of new information for people.

The Theoretical Part is divided into three main sections.

First section provides an overview of Print Media. It presents the definition and history of the origin and development of Print Media. It provides a description of the main factors that influence the customers' choice of newspapers and lists the advantages and disadvantages of using Print Media. The three newspapers rated best in the world are listed in the final part of first section.

Second section provides the definition and history of the origin and development of Online Media. It provides a description of the main factors that influence the customers' choice of newspapers and lists the advantages and disadvantages of using Online Media.

Third section presents the concept of the Internet as media and whether it can be considered as media. A list of best electronic readers is included in this section.

Practical Part

The first section of the Practical part provides information on the surveys that I have taken, including the respondents' age and gender. The second part provides information about Offline and Online Media Market. It shows the results of the surveys and Interviews together with detailed explanations. In the end of the thesis, the answer to the main question is given.

2 Objectives and Methodology

2.1 Objectives

For years, the media market has suffered closure of printed versions of publications.

The technical development of modern devices promotes the popularization of online media.

The aim of this Bachelor Thesis is to analyze the situation of Online and Offline Media Market, identifying its problems and some perspective of its growth.

The main objectives are:

To present the notion and structure of Offline Media Market;

To define the factors that influence the customers' choice of newspapers;

To review the usability of offline sources and their Advantages and Disadvantages;

To present the notion and structure of Online Media Market;

To define the factors that influence the customers' choice of the Internet and e-books; To review the usability of Online Sources and their Advantages and Disadvantages;

To compare both Offline and Online Sources through interviews and surveys.

2.2 Methodology

The content of this Thesis is based on continuous research.

The theoretical part covers the notion, structure and role of Offline Media Market in society. The data is obtained using qualitative data analysis methods created by author.

The practical part centers around the analysis of Online and Offline Media Market. Several Research Methods, such as Interviews, Questionnaires, partially Documentary Analysis and Observations are applied to access the current situation and lay out aspects and problems related to both Information Sources.

Comparative analysis is used to compare Online and Offline Media Market.

3 Theoretical Part

3.1 Offline Media Market - Newspapers

3.1.1 The definition

A Newspaper - a printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence. The newspaper is the first and oldest mass medium. The prototype of the newspaper is the ancient handwritten newsletters. (Oxford University Press, 2018)

3.1.2 The history of the appearance and development of Newspapers

Today it is difficult to imagine a world without newspapers. But that time was exist, because the first newspapers appeared in ancient Rome about the middle of the II century BC. The first Roman newspapers were recorded on wooden tablets, but they performed their main function regularly. Initially, the news published in them was of an unofficial nature, but after the order of Julius Caesar, news reports were supplemented with reports on senate meetings, reports of commanders and messages from the rulers of neighboring states. (Bailey, Cammaert & Carpentier, 2008). "The Daily Affairs of the Roman People" - a popular daily edition of Ancient Rome lasted until the end of the III century. Following these news publications, called typeo, appeared in China and were in circulation until the appearance of newspapers. Thus, before the invention of newspapers in the XVII century, there were similarities, but the closest were circulars called awiso. These were handwritten newsletters covering political and economic events throughout Europe. They appeared in Italy in the 16th century and were most popular in Rome and Venice. (Bailey, Cammaert & Carpentier, 2008)

Then came into use the name "newspaper" - by the name of a small Italian coin (gazzetta), which was usually paid for a handwritten news sheet in Venice. The news network spread across Europe, but in general awiso was created in Italy, and the rest of Europe just consumed these works. With the invention of the printing press another era began. The 17th century brought a new force to the world - newspapers that were somewhat similar to the current ones. From now on, it became possible to inform the subjects of his empire or kingdom in a timely manner, to advertise services and publish news, to cover the policy of the state from a profitable side, thereby influencing the worldview of people. Nevertheless, all these predecessors did not meet the criteria of these newspapers - they were not intended for a wide range of readers and covered only certain categories of news. At the turn of the XVI and XVII centuries, the first printed

publications appeared, which had a periodicity and covered a wide range of news. (Bailey, Cammaert & Carpentier, 2008)

The brainchild of Johann Carolus. The first printed newspaper was called «the Relation aller Furnemmen und gedenckwürdigen Historien» ("Accounting for outstanding news and memorable stories") created by the author of Johannes Carolus, which was published in Strasbourg. Johann managed to significantly reduce the price and increase the demand for the newspaper using a printing press. (Bailey, Cammaert & Carpentier, 2008)

News publications spread throughout Europe quickly - in 1609 they began to publish the newspaper «Aviso» in Germany, in 1618 the newspapers appeared in Antwerp, in 1621 - in England. In the next 50 years, their own newspapers began to be printed in almost every European country. Noteworthy, that the newspapers were printed in neighboring countries for some countries. Thus, it was possible to achieve the independence of the publication from the ruling emperor. For example, some periodicals were printed in Holland and represented a verbatim translation into English of Dutch newspapers. That translation was quickly sold, because there was a huge percentage of British traders and figures interested in the news in Holland. But soon in England appeared their own newspapers, the very first of which is usually considered «Corante», or «Weekly Newes from Italy, Germany, Hungary, Poland, Bohemia, France and the Low Countreys» ("News, or Weekly news from Italy, Germany, Hungary, Poland, Bohemia, France and other countries "). (Bailey, Cammaert & Carpentier, 2008)

The creator of this newspaper was a mysterious N.B. In England at that time, there were two typographers with these initials - Nathaniel Butter and Nicholas Bourne, therefore disputes about the authorship of the newspaper continue to this day. French newspapers were also initially produced in Holland, but in 1611 the official French newspaper *Mercure Francais* appeared (French Mercury), which appeared once a year and was a government newspaper covering the news of the world with beneficial authorities. (Bailey, Cammaert & Carpentier, 2008)

The strength of the newspapers was first realized by Cardinal Richelieu, who realized that they exert a significant influence on public opinion, therefore, skillfully using the news, you can manipulate the population than he actively did. (Bailey, Cammaert & Carpentier, 2008)

The newspaper appeared in 1631 under the auspices of Richelieu, it was called «La Gazette» and lasted until 1915. Most newspapers of the 17th century was united in that they were published weekly. The real newspaper revolution occurred in 1650, when a daily edition of the «Einkommende Zeitung» appeared in Leipzig. The second daily newspaper appeared 50 years later - it was the English "The Daily Courant". The number of newspapers began to grow

all over the world. Narrowed editions appeared, for example, "Industrial Leaflet". In 1783, a decree was issued "On Free Printing Houses," and private individuals could now create their own newspapers. (Chambers, n.d.)

This newspaper "boom" occurred In the XIX century - narrowly specialized newspapers appeared: literary, industrial, commercial. Private newspapers began to press official. Much attention was paid to foreign policy and foreign policy. (Chambers, n.d.)

By the twentieth century, the newspapers began to pay attention to domestic politics, the life of the common people. The newspaper has become a leader in the printing market. Newspapers of an oppositional character appeared. Criticism of state power and the political system was expressed in them, and considerable attention was paid to problems existing within the country. The mass media began to actively influence the mindset of the readers. But the government severely censored some publications. "Russian Gazette" was founded in Russia in the second half of the XIX century, which was considered the standard of the newspaper, but the newspaper was subjected to fines and censorship because of criticism of the state and its figures. They described major disasters and incidents - it was not forbidden, because it did not influence the authority of the tsar and did not affect the interests of the state. But even in that history period the "opposition" press was born. To Authors those publications could get away with the publication of such a newspaper, provided that it was quickly recruited and sold. (Chambers, n.d.)

For more than four centuries of its history, the newspaper, is equal with the magazine, has remained an unchangeable source of information for all people. But the newspaper and its position in society have changed very much with the rapid growth of technological progress. The twentieth century is marked by the emergence of new mass media. The first competitor is radio, Invented by Popov and Marconi, then the monopoly of the newspaper was broken. Radio stations around the world carried information with such speed, which was unthinkable even for the daily release of the newspaper. And when Invented television people began to receive information not only operatively, but also to see it on the screens It was clear that the newspaper will not be able to achieve the effect of the momentary submission of information to the public. So, radio, and television alternately became the most important media. But they were not the most terrible competitors. (Chambers, n.d.)

At the end of the century, the Internet appeared, networked periodicals revealed new opportunities for production and delivery of information. So there was a whole system of mass media. Because of its scale, the newspaper can not only observe and study various trends in

society, its moods, the psychoemotional state of society and its parts in general, it can also inform about these states. (Gelles, 1997)

The newspaper is an indicator of what is happening in society, contributes to the fact that people determine their position and design mass consciousness. Along with other media the newspaper becomes a way of forming and expressing public opinions. (COLBOURNE, Jane. a Reba Fishman. SNYDER. Northumbria University, c2009)

3.1.3 The factors that influence the customers' choice of Newspapers

The importance of the role of the newspaper in society cannot be downplayed, this is confirmed by the fact that, in addition to being an intermediary between all parts and elements of society, the newspaper provides an opportunity Establishing contacts with various members of society. She speaks in Role of the instrument of public management. This is why this role has evoked Attention of many thinkers. (Gelles, 1997)

So young C. Marx, whose works were dedicated to the analysis of the position and role of the press in society, drew His attention to the newspaper as a "third element", which is part of the structure The state and its place between the rulers and the governed. The newspaper gives state bodies the opportunity to Manage society, with the help of it is transferred Management information - in the form of laws, decrees, decrees and so on. Further, and on the other hand, the society uses the newspaper as a way of reporting Information to the authorities - requests, demands, suggestions and thoughts, for Control the activities of the state. (Gelles, 1997)

So, the printed Sources guarantee "Transparency" of state institutions - freedom of information about all of them Actions. Due to the development of this system, frequent predictions began that The disappearance of old printed periodicals is inevitable. (Gelles, 1997)

Canadian The researcher of television McLuhan and other experts and large scientists, They said that the newspaper is doomed, it can not survive. But these predictions are not Were justified. The newspaper is alive and it was able to adapt to the new situation. Along with changing conditions, the newspaper itself has changed, thus showing Flexibility and ability to adapt. (Gelles, 1997)

The process of specialization of the newspaper has multiplied: Narrowly specialized newspapers for different social groups and Institutes appeared in addition to general publications. This led to a change not only in the concept of the newspaper itself Printed media, but also the model of each publication. Technical bases have been improved, the collection and

transmission process Information was accelerated, new methods of distribution began to be used. All this Allowed the newspaper to speed delivery to its readers. (Gelles, 1997)

Due to changes in the newspaper Found a new place in the media system that to make up for what is not radio, television or even the Internet. It is not in the power to provide readers the newspaper occupied a new niche - commenting, since it cannot compete with new technologies in the news report. (Gelles, 1997)

The newspaper does not simply add portion information that people received from television, radio and the Internet, it accompanies its analytical comments. It always exists in the flow of time, setting historical milestones. The newspaper is a mirror of its time, together with which moves and develops. (Gelles, 1997)

3.1.4 Advantages and disadvantages of Newspaper

As noted earlier, the main advantage of newspapers is that they act as a trustworthy source of local information for a variety of consumers. Information about sales promotion (such as price discounts and coupons) and information from the category of public relations (like the announcement of a store opening and special events) can always be distributed through newspapers. More importantly, buyers themselves are interested in such information. (Doggett & Montgomery, 2000)

Another advantage of newspapers is market flexibility. It appeared even in those days when one general newspaper served a particular market. Today's newspapers have the opportunity to reach groups with specific interests, unique ethnic or racial communities or even people living in isolated corners of the world (for example, "The Stars and Stripes" is mailed to all military personnel). The newspaper from Miami "Diana Las Americas" is a newspaper in Spanish with a circulation of over 70,000 copies. (MYERS, David. Social Psychology. New York, NY: McGraw-Hill Education, 2012. ISBN 978-0078035296)

The variation of the delay time is the third advantage of newspapers. The delay time is the time interval between when the advertisement should be delivered to the information intermediary, and in the meantime, when it actually comes out. Time of delay in newspaper advertising is very short, from about 48 to 72 hours. Therefore, the announcement can be changed at the last minute, or as a result of unforeseen circumstances, say, weather changes, can be replaced. (Doggett & Montgomery, 2000)

The advantage of the newspaper is a large companion audience. The same newspaper is used not only by members of the same family, but it is also read by people in the networks of fast food restaurants, canteens, railway stations and work offices. (Doggett & Montgomery, 2000)

Moreover, newspapers effectively combine local advertisements or promotions with national campaigns to promote goods. A local retailer can easily fit into a national campaign by using a similar ad. For example, Computerland stores tend to put advertising in newspapers, which appears at one time with advertising provided by IBM and Compaq. Newspapers also provide the opportunity to pre-print ads and free inserts agreed in the national campaign to promote sales. (Doggett & Montgomery, 2000)

The most serious shortcoming of newspapers is congestion. 65% or more of the area of a typical newspaper is filled with advertising, so it is difficult to get the reader a sense of awareness. Congestion is also a problem with free inserts, with which about 50% or even more of consumer coupons are delivered today. Such loose inserts are so saturated and voluminous that it is not possible for many readers to carefully review all that they contain. Instead, they just take out the whole package and put it aside. (Doggett & Montgomery, 2000)

The weaknesses of newspapers as a means of information are congestion, short life, poor technical quality and high additional margins for national advertisers. Another limitation is the one-day lifetime of most newspapers, which means that the advertisement has very little time to work. Technical quality of newspapers is another problem. Uneven paper and poor reproduction of printed text and photographs often leads to the fact that advertising is difficult to read. And the last drawback - a high level of advertising rates for national advertisers. Until the prices are reduced, newspapers will not become an attractive alternative for large national advertisers. (mybiblioteka.su - 2015-2018)

3.2 Online Media Market – the Internet

3.2.1 The definition

The Internet - A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. (Oxford University Press, 2018)

Thus, the Internet is

- A) A network that unites individual local, regional, national and global networks;
- B) The possibility of free exchange of information on the Internet between users of different countries.

3.2.2 The history of the appearance and development of the Internet

It is believed that the first transmission of information between computers occurred on October 29, 1969. With the computer of the University of California at a distance of 600 km from him - the word "LOGIN" was sent to Stanford University (on the second attempt). Then 4 scientific centers of the United States were united in ARPANET network, in 1971 there were already 15 of them. (Doggett & Montgomery, 2000)

In 1973, users outside the US joined the network: London University College and the Norwegian Roal Radar Establishment. (Lacy, D. M., 1996)

Every year the number of users of the Network increased at times. In 1983, military projects were withdrawn from ARPANET to a closed MILNet network. The following year the number of ARPANET hosts reached 1,000, in 1987 - 28,000, in 1990 - more than 300,000.

In the early 1990s, Tim Berners-Lee, along with Robert Kallio, came up with HTML, linked hypertext to TCP and DNS, and the World Wide Web turned out. . (Lacy, D. M., 1996)

Professor of Internet research Barabasi from Boston conducted a study and found that with any of the pages on the World Wide Web (which today is about 14 billion) you can get to any other no more than 19 clicks. Direct analogy with the theory of 6 handshakes. . (Lacy, D. M., 1996)

This happens because the Internet pages are linked and organized, thanks to the search engines, into a kind of hierarchy based on the region and country of origin, as well as the subject area. The Internet as a means of information in Russia can not yet compete with traditional media, but has in it And will be able to continue to act on an equal basis with other information resources. (MYERS, David. Social Psychology. New York, NY: McGraw-Hill Education, 2012. ISBN 978-0078035296)

Currently, more than 500 million people use the Internet more or less regularly, and in two years, according to experts, their number will exceed 1 billion, in other words, more than 16% of the world population. Of course, such a colossal audience could not remain unclaimed - the Internet has long turned into a huge information platform. . (Lacy, D. M., 1996)

All over the world, and now in our country, the availability of a working Web site is becoming a sign of stable, professional work of the company. The Internet has long become not only a means of communication, but also a field for serious commercial activity. Almost every foreign company has its own representation in the network, a virtual office. The total turnover of companies that trade in the Internet reaches billions of dollars. In Russia, an increasing number of companies are using the Internet to promote their products and services. This is easily seen by looking through advertising publications. Next to the usual phone numbers and faxes, e-mail addresses and Web sites are increasingly found. Soon the lack of an Internet address will make it difficult to work just like the absence of a fax. Those who take their place now will benefit significantly in the future. This is speed and relevance. Traditional mass media, for all their clarity and familiarity, are no longer able to provide the appropriate level of efficiency required by the modern person. Therefore, more and more people turn to the Internet to get the latest information: about services and prices, weather, exchange rates, just news. On the Web site, you can change the information several times a day. In print, you need to order advertising at least a week, or even more. And on the Internet everything is operative: new products or services, a new discount or a new supplier - tomorrow customers will know about it. There is no need to wait until the next issue of print advertising. Information on the site will always be up to date, the most recent. This is what is valued, which is what attracts millions of users to the Internet. (LACY, Dan Mabry. From grunts to gigabytes: communications and society. Urbana: University of Illinois Press, c1996. ISBN 025206531X)

3.2.3 The factors influence the customers on the choice of the Internet

Editorials lose journalists, especially talented ones, and interesting quality publications. But there are well-known bloggers and authors of online media, and along with them - bright short texts, not overloaded with information. The main principle here is short and to the point. Modern man does not spend time for a long time reading, he prefers to pay attention to catchy headlines, sorted the main news. . (Lacy, D. M., 1996)

Internet media have much greater opportunities. Texts easily adapt to the reader: they are stuffed with infographics, bold demotivators, links. It's no problem to find the right topic, the author, to download the book and choose your favorite portals. And in free access. (Lacy, D. M., 1996)

Some of them come down on the right side of the offline sources. They say: Print media is formed type of business, it is clear to the advertiser and to the consumer. Advertiser understands if a person paid for the newspaper, that means that he will definitely read it and that he trusts it.

Surveys have been conducted throughout the world to understand the reason behind the craze for newspapers. The first reason is that people still believe more in news that have been printed on paper. The reliability and trustworthiness that the newspapers have achieved is yet to be achieved by any other source of information. It also makes people feel informed and cultured. Though there are many great reasons why people enjoy reading newspapers one of the major reasons of its popularity is habit. Reading a newspaper daily keeps you in touch with the rest of the globe and makes you a good communicator. These benefits influence people to read news papers. . (Lacy, D. M., 1996)

Other claim, that Now the practice of prescribing magazines disappeared, the children learn about the Internet. Internet has become the main media message delivery channel and the newspaper lost efficiency. Hot news - it is not about the newspaper. They have an analytic function. A modern audience ceases to pay for content. If you know that the newspaper released a good article - you're not going to run to the shop to buy a newspaper, because you come to the site. People get used to the fact that the information is free. We know the main consumers` rule – more is better. Consumers always prefer more goods to less. In our topic it talked about information as a good. . (Lacy, D. M., 1996)

The principal difference between printed and electronic publications is the possibility of interactive implementation of the latter, in which the user (the reader) can not only navigate through the hyperlinks built into the text, but also actively intervene in the course of events, simulate processes, including production ones. . (Lacy, D. M., 1996)

3.2.4 Advantages and disadvantages of the Internet

Among the main advantages of Internet media are the following:

- A) Technological advantages, among which the main is the efficiency in providing users with the most relevant information. This advantage is especially relevant in our information age, when all information becomes rapidly outdated and loses its relevance. In this case, each resource can independently implement the type of provision of this information, namely news tapes, video broadcasts, etc.
- B) Interactivity. Unlike standard paper mass media, when news passes several editions, during which most of the information is lost or changes its meaning. On the Internet,

information passes only a minor revision. In addition, online media can quickly receive a feedback from their visitors.

- C) Ability to switch from offline to online. Now, any type of media can go online, while avoiding significant costs. In addition, some media unite these two modes of operation.
- D) The possibility of implementing contextual advertising. In the Internet media, you can use not only standard types of advertising, but also use contextual advertising inherent only in the Internet. . (Lacy, D. M., 1996)

Disadvantages:

- A) Eye strain. Overexertion of the eyes. If you compare a printed image and a picture on the screen, you can see that in the first case it consists of continuous lines, and in the second case it consists of individual pixel points that constantly glow and flicker. The longer we work behind the monitor, the more eyesight spoils the computer. However, different activities cause unequal harm to our eyes. So, when reading or making drawings, the load is 5 times higher than that experienced by our visual apparatus when watching a movie, even if we are at a sufficiently close distance from the screen. This is due to the fact that in the first case our eyes are focused at one point for a long time. It is this concentration that has a negative effect, increasing the tension in the eye muscles. Therefore, many people experience pain in the eyes while working at the computer, which ultimately spoils the eyesight. Unfortunately, at the moment, the frequent use of Internet Mass Media can significantly impair vision. But, most likely, with the development of technology this problem will be resolved. . (Lacy, D. M., 1996)
- B) Impossibility to "feel" the newspaper. Comments here are superfluous. Some people like to feel in their hands a newspaper or magazine. For them, it has become, to some extent, a ritual.
- C) Required availability of Internet access. This factor, at the moment, is the most problematic. In some remote places still do not know what the Internet is, not to mention the Internet media. This problem, in the future, will undoubtedly be solved.

One should not be forgot that many advantages separate printed publications from all the usual electronic media. For example, in the first place to get the right information, people turn to the Internet. But there are situations when the information offered on the Internet is not enough. For example, until now people are used to placing ads in the newspaper.

Also important is the conclusion of psychologists that a person reading a newspaper feels like a part of society. . (Lacy, D. M., 1996)

3.3 The concept of the Internet as a Mass Media

Mass media - a means of disseminating information, characterized by: the appeal to the mass audience, the general availability, the corporate nature of production and dissemination of information. . (Lacy, D. M., 1996)

The mass media include:

- A) press, radio, television;
- B) cinematography, sound recordings and video recordings;
- C) videotext, teletext, billboards and panels;
- D) home video centers, combining television, telephone, computer and other communication lines.

"The media is a means of communication (like a newspaper, radio or television) designed to reach the masses."

The Internet is a multifaceted media that contains many types of communications. The Internet plays with the classical scheme of the standard communication model "source-message-recipient". Communication on the Internet takes many forms, from WWW pages to emails between friends. Each link in the source-message-recipient chain can vary widely. The source can be either a private person or a group of journalists, a message - journalistic material or the text of the message in the chat, and the recipient - one person or an audience potentially

consisting of millions of people. Obviously, based on the definition of what the media is, the Internet can be viewed as a mass medium when there is a focus on a mass audience. Features and properties of the Internet. Differences from other media. The basic concepts by which it is determined whether this printed media product is: periodicity, permanent name, current number, circulation, distribution (replication). If a printed product is published more than once a year, has a permanent title, circulation of more than 1,000 copies, then it is legally a media outlet. . (Lacy, D. M., 1996)

On the Internet, all these concepts do not work. Periodicity and current number. If the periodicity can be determined with a printed publication simply by the very fact of the publication of the next edition, as the saying goes, "to the touch," simply by touching a fresh issue, the site is much more complicated. As a rule, the information on the site is not updated entirely. Let's say there is a place on the web where all the articles are posted as they are written. If there were ten of them, and after six months they added one more and there were eleven of them - do they consider it a periodicity? And if you add materials not regularly, but after unequal intervals of time? And if you just change one paragraph in the article - is it a periodicity? Circulation and replication. The document posted on the Web has only one circulation. And this circulation is equal to one: the document exists on the Web in a single copy, but everyone can, having addressed to a certain address, get access to this document. Thus, the document itself is not replicated. (LACY, Dan Mabry. From grunts to gigabytes: communications and society. Urbana: University of Illinois Press, c1996. ISBN 025206531X)

Only the address of the document is distributed, or the address of the site on which the document is located - if it is an integral part of the site. Is this replication? No. The only thing we can do is count the number of people who used the right to access this document. For example, today this document was viewed by ten people. Is this a circulation? With print media everything is simple: we have a frequency, say, once a week, and we have ten thousand copies printed this week. For what period of time is the number of page visitors counted, if it is not updated regularly? If there is no such thing as a number? If you can not say for sure - whether the page visited ten people once or one person, but ten times? Internet media are large sites visited by relatively large audiences, which are updated several times a day and created to provide journalistic products, socially significant information: news, articles and so on. It is these sites (and, possibly, some copyright projects) that should be considered media on the Internet. (Myers, D., 2012)

Otherwise, almost any site falls into the definition of the media. As for the basic concepts, then instead of periodicity - the frequency of updating information. At the same time, it is

necessary to decide what exactly is to be considered an update, and how often this update should take place so that the site is considered media (if the newspaper is available once a week). Instead of circulation, you should enter a unit that is more acceptable in this case. On the Internet, this unit is - this (average) number of visits per day. The concept of "current number" for Internet media in general should not be introduced - because New information (news, articles) are added around the clock and often not periodically. As for the permanent name, the site address should take its place. Buying printed media, we focus on the title. When you visit the electronic media, the address plays the role of the name. Well, most importantly, to determine whether this site is the media, it is also a little subjective criterion - the information filling this site. Is information socially significant? Is it a product of journalistic work? Otherwise, many service sites that are updated automatically can be considered media. (CHANDLER, G. Oxford: Pergamon Press, c1982.)

4 Practical Part

4.1 Introduction to Practical Part

Editorials lose journalists, first and foremost talented ones, and in the press, interesting and qualitative publications flutter less often. But there are well-known bloggers and authors of online media, and along with them - bright short texts, not overloaded with information. The main principle here is short and to the point. Modern man does not spend time on a long reading, he prefers to pay attention to catchy headlines, sorted the main news. (Myers, D., 2012)

Internet media have much greater opportunities. Texts easily adapt to the reader: they are stuffed with infographics, bold demotivators, links. It's no problem to find the right topic, the author, download the book and choose your favorite portals. And in free access.

Promotion of online media is facilitated by the technical development of modern devices. (Myers, D., 2012)

Due to various electronic means of communication it became possible to obtain information at any time. Their convenience is an undeniable feature. It is no longer necessary to unfold a rustling, endlessly folded newspaper or look for the nearest kiosk or bookstore that is closed in the evening. You can just look into the smartphone, which performs a thousand functions, at any time. (LACY, Dan Mabry. From grunts to gigabytes: communications and society. Urbana: University of Illinois Press, c1996. ISBN 025206531X)

Today, speed is appreciated. Newspaper news lags the relevance of the electronic - the man already, standing in the subway or somewhere in the queue, read about what happened and where an hour ago. (Myers, D., 2012)

Newspaper marketing is not an easy thing, especially in a crisis. I have to turn around so as not to lose the reader. Everyone is looking for a way out by his ingenuity. The regional press still resorts to compulsory subscription in an old fashion. Some editions pass to the electronic version, trying to keep afloat a printed version due to various bonuses, lotteries, applications. (Myers, D., 2012)

Western analysts still say that from year to year the electronic texts will pluck out all the new pieces from the literary pie. Skeptics do not believe them, pointing out that even if the market of electronic texts does not exceed 20-25% of the total number of books read by the most daring estimations. But skeptics forget that the market for electronic (text and audio) books is incredibly young, he is only seven years old. And if for this insignificant period of

time they were able to grab a quarter of the book market, without discarding, but on the contrary, increasing the rate of expansion, then it is worth paying close attention to this fact.

Progress does not stand still. Practicality always prevailed, leaving on the roadside the story of vinyl, videotapes, clay tablets and prints. And the first to realize this was not publishers and booksellers, but writers and readers. (Myers, D., 2012)

4.2 Interviewed people

The main issue of this work is that people think about the prospect of the disappearance of print media. Within 3 months, the author conducted a step-by-step survey of about 100 people. For the surveys, several Research Methods, such as Interviews, Questionnaires, Observations were used.

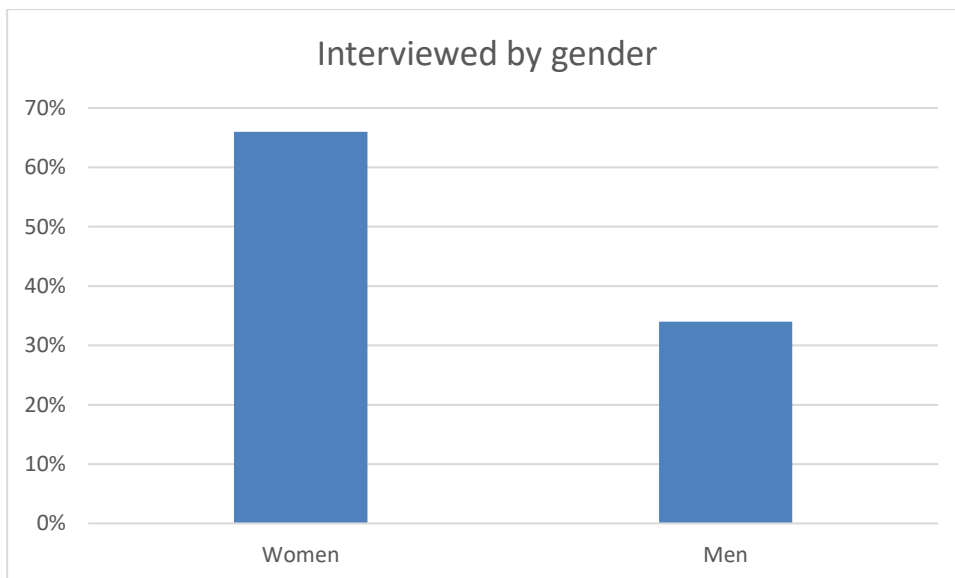


Figure 1 **Interviewed by gender** Source: Recreated by author

I interviewed about 100 people, of which about 70% were women. (Figure 1). It was interesting to me, that men were not ready to answer.

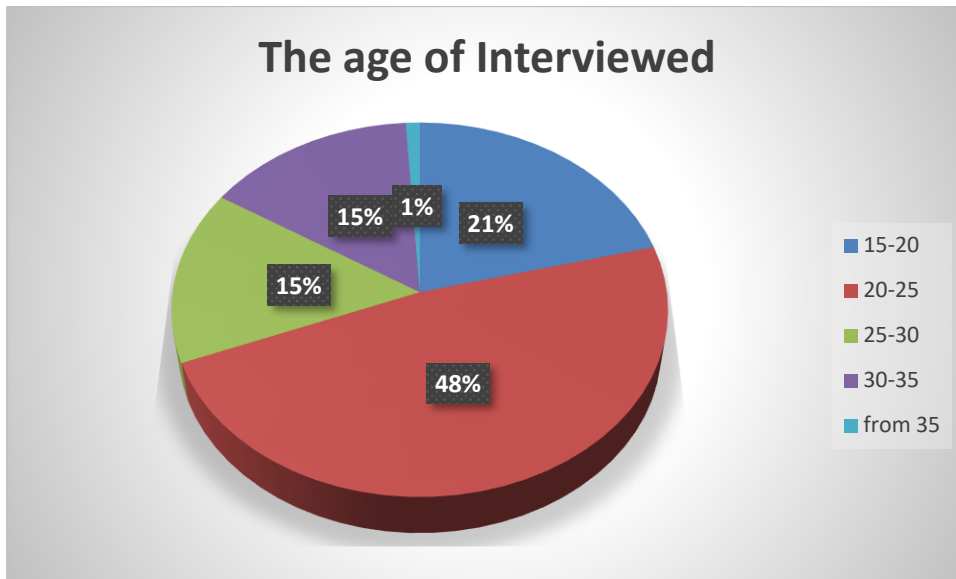


Figure 2 **The age of Interviewed** Source: Recreated by author

Then I conducted a series of surveys and observations, and found out that depending on the category of news, the popularity of the source of their distribution varies greatly.

In addition, the age of the target audience also influences. So the younger generation (up to 25 years), most news is learned from the Internet, less often from the TV. The percentage of news from newspapers is almost zero at all. People of middle age (25-45 years) are more conservative. At them the Internet takes the third line of popularity of news sources. Television is leading, followed by newspapers and magazines. Moreover, this situation concerns more news categories such as economic and political news.

By the way, more and more often some sensations and emergency news, people also learn through the Internet. And, for example, people prefer reading scandals related to show business from printed sources.

More than the older generation, in general, is very skeptical about news from the Internet, trusting more TV and newspapers. (Figure 2)

4.3 Surveys

4.3.1 A survey «Which Sources of Information do you trust? »

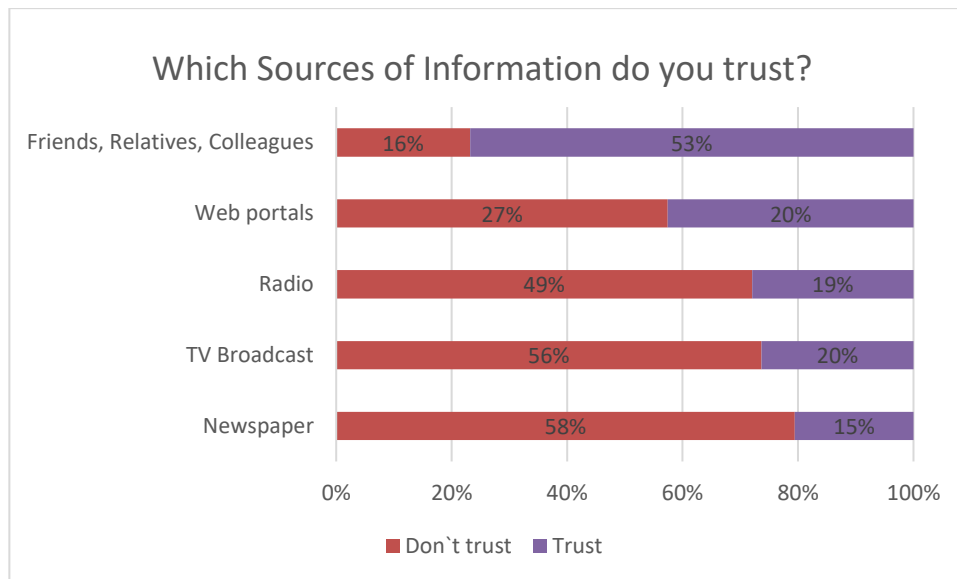


Figure 3 **Which Sources of Information do you trust?** Source: Recreated by author

The level of trust in information sources leaves much to be desired. If we evaluate according to the 5-point scale, then respondents only rely on information Internet portals, as well as news received from close people, friends and colleagues, to trust respondents. The least confidence is caused by newspapers, television and radio: their assessment is a solid "deuce."

Nevertheless, more than half of the respondents are ready to rely on the opinion of their close people, friends or co-workers. Print media cause people much less confidence: only 15% trust newspapers, and 58% do not trust at all. Traditional TV is not trusted by 56% of respondents, and 20% trust. As for information portals, more than half have not yet been determined in their attitude, every fourth respondent trusts the information received, one in five does not. (Figure 3)

4.3.2 A Survey «I prefer e-books to printed books»

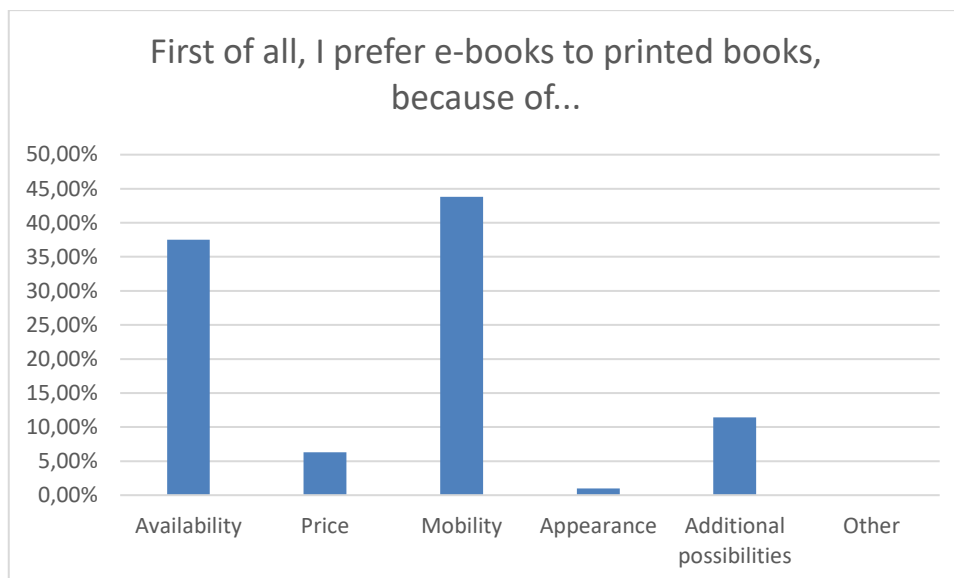


Figure 4 I prefer e-books to printed books. Source: Recreated by author

Availability. 37.5% of interviewed claimed that a new e-book can be obtained in a few minutes by downloading on the Internet.

Price. 6,3% claimed that printed publications have a fairly high price, which imposes a restriction on the number of books purchased.

Mobility. 43.8% of readers voted for it, saying that choosing an e-book and going with it to rest, you do not lose mobility.

Appearance. Only 1% readers claimed not just a multifunctional device and access to electronic literature, but also a stylish accessory for business image.

Additional possibilities. 11.4% readers prefer e-books, because there is a possibility listening to audiobooks and audio files, storing information, writing notes and markings, searching the text ...

Other. There is no an interviewed, who would add some other opinion. (Figure 4)

4.3.3 A Survey «I prefer printed books to e-books»

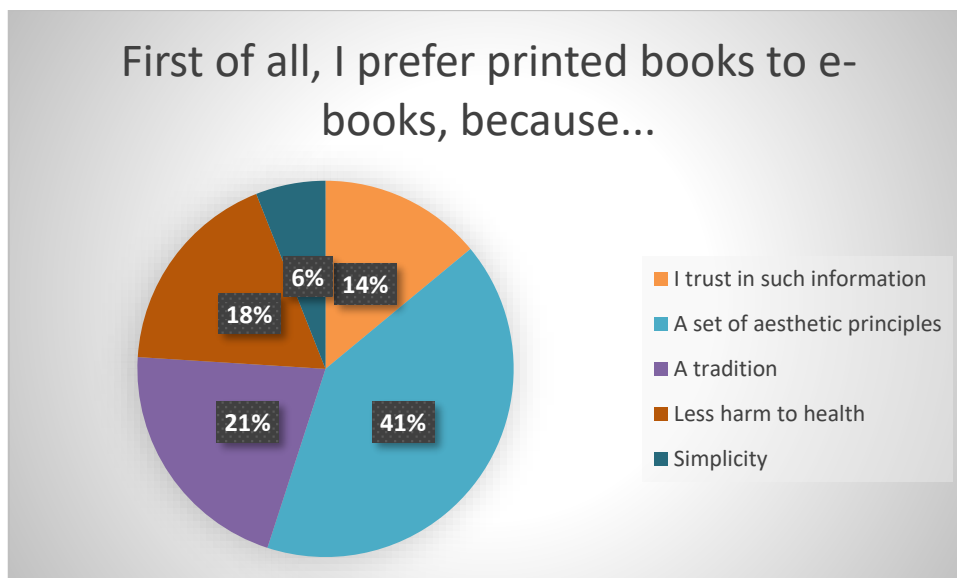


Figure 5 I prefer printed books to e-books. Source: Recreated by author

«I trust in such information». 14% of interviewed claim it. People believe, the printed information in newspapers is proven and reliable. Reliable information can be called such information, which does not cause absolutely no doubt, is real, genuine. It includes such information, which can be confirmed by procedures that are correct from a legal point of view, when different documents or expert opinions are used, witnesses can be invited, etc. In addition, the data can be considered reliable if they necessarily refer to primary source. Society believes, the newspapers have a totally check before the publication.

«A set of aesthetic principles» – 41%. Some more like printed books because of the smell of new and old books. Reading a book, a person learns on 4 levels - visual, tactile, mental and spiritual. According to this survey, there is the largest number of votes. Society is interested in aesthetic side of reading, not only the needed information.

«A tradition». For 21% of interviewed a printed book is only an old tradition. They are not interested in using e-books, because it`s not used in they family or by their friends.

«Less harm to health», meaning damage to vision. I got 18% of answers from people, who try to use the Internet and electronic devices less in their life.

«Simplicity». I found out, there is a problem to download a book for some people. 6% of Interview can`t do that, because they are not sure how to do it correctly. (Figure 9 First of all, I prefer printed books to e-books, because). (Figure 5)

4.3.4 A Survey «Main Information Source»

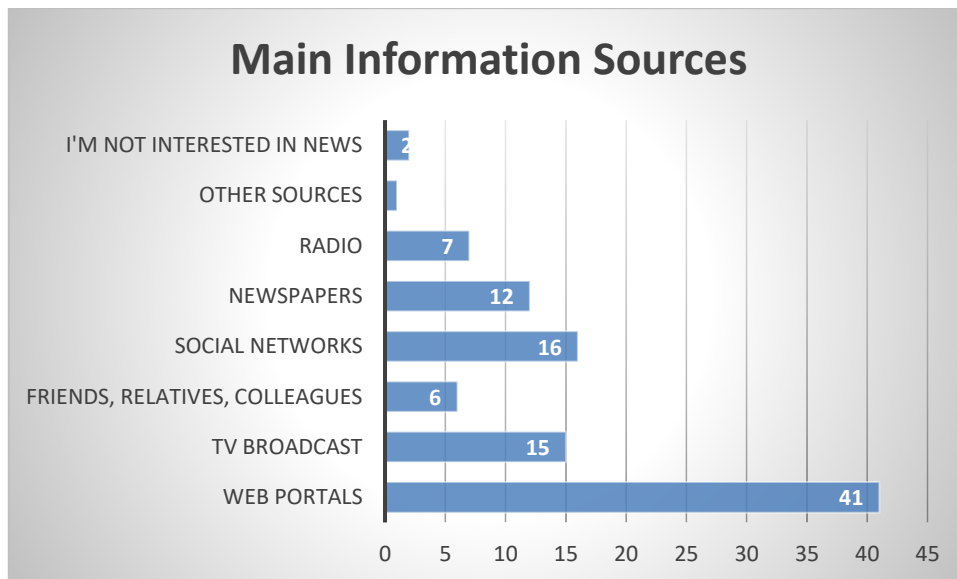


Figure 6 **Main Information Sources**. Source: Recreated by author

Already 41% of respondents named Internet portals as the main source of information, and 16% of respondents learn about the latest events from social networks. Television is only the third most important source of fresh news (15%). Significantly losing their positions newspapers and radio. (Figure 6)

4.4 Top selling newspapers in the world

- 1) "Guardian" - this is a national daily newspaper, published in Great Britain. Earlier bore the name "Manchester Guardian" and was founded by the company of nonconformist businessman John Edward Taylor in 1821. This newspaper is part of the Guardian Media Group, which is now owned by Scott Trust Limited. The composition of this media group includes international and online branches. Subsidiary projects include Guardian Weekly and Observer. There is also an online edition of theguardian.com and two international websites - a website in the US and a website in Australia. The average daily circulation of "Guardian" is 204222 copies, in 2012 the online edition of the newspaper took the fifth place in the number of online readers. The Guardian is considered a style legislator in the design of printed publications and has a significant influence on the publishing arena. The newspaper is the sponsor of many awards in these areas. Guardian received the title of the National newspaper of the year 4 times - in 1999, 2005, 2010 and 2013. In addition, the newspaper received the award for best design among newspapers around the world in 2006.

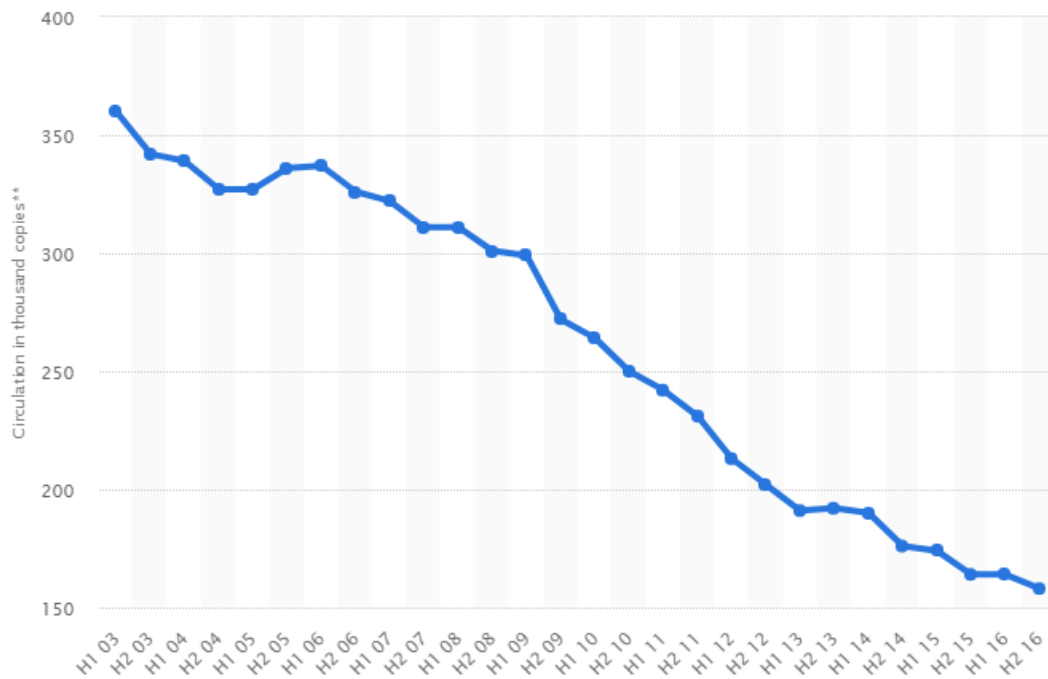


Figure 7 **Circulation of The Guardian in the United Kingdom ...**Source: Statista 2018

This statistic displays the circulation rate for The Guardian in the United Kingdom from the first half of 2003 to the second half of 2016. As of the second half of 2015, The Guardian had a circulation rate of 164 thousand copies. (Figure 7). (Statista, 2018)

- 2) The Wall Street Journal is an English-language, business-oriented, international daily newspaper originally from New York. "Dow Jones & Company" publishes articles six days a week in conjunction with the editions of Asia and Europe. The newspaper is published in the format of leaflets.

The publisher, Dow Jones & Company, first produced brief newsletters that were delivered during the day to stock exchanges. So it was in the early 1880's. Later, Charles Dow and Edward Jones turned their brainchild into a "Wall Street Journal," and the first edition of that name was released on July 8, 1889. The Wall Street Journal has the largest circulation among all newspapers in the United States - 4 million copies. Also, the "Wall Street Journal" can be read on the Internet. The online version was launched in 1996, and by 2007 the newspaper site became the largest news site with a paid subscription, with almost 980,000 subscribers. For its history, the newspaper won the Pulitzer Prize 30 times.

3) New York Times

The New York Times is a daily newspaper, which has been continuously published since September 18, 1851 in New York and is owned by The New York Times Company. Having the nickname "The Gray Lady", this newspaper has become a kind of record among the national media and industry. The motto of the newspaper is well known - "All the news worthy of the press", it can always be found on the first page in the upper left corner.

Now the newspaper consists of the following sections - News, New York, Opinions, Sports, Business, Art, Science, Style, Travel and some others. The printed version of The New York Times has the second largest circulation in the United States of America, behind only the Wall Street Journal. The newspaper occupies the 39th place in the circulation among all the newspapers of the world. Pulitzer Prize this edition received 117 times, this is the maximum among such news publications.

4.5 A questionnaire - the usability of Newspapers

How would You estimate the usability of Newspapers?	
Evaluation	The results
Excellent	6%
Very good	16%
Good	47%
Fair	25%
Poor	6%

Table 1 **How would You estimate the usability of Newspapers?** Source: Recreated by author

How would you estimate the usability of Newspapers? The question was about usability of Newspapers, meaning its excellence in the Internet.

The answer «Poor» was answered by people, who don't buy the Newspapers at all. These people prefer to read the news, using their electronic devices, such as Mobile phone, laptop or the computer.

The answer «Fair» was given by people, who buy the newspaper at least twice a year. To my surprise, these people refused to explain such answer.

The answer «Good» was given by readers, who buy the Newspapers at least once a month. They know the top magazines and can list popular fashion magazines. In their opinion, the Newspapers are quite convenient, but they more use the Internet sometimes. “If I go abroad, I will not buy the Newspaper there. I will use the Internet and read the News in a minute in my native language” – was an explanation.

«Very good», answered those, who buy the Newspapers at least once a week. People, who have subscriptions to a magazine or a Newspaper. They can list several famous publications and even International.

«Excellent» answered only 6%. People, who buy or read the Newspapers every day periodically. Such people have they own favorites and follow all content updates.

I have found out that the answers relate to the age group of my Interviewed. Younger Interviewed answered Poop or Good, because they are not used to read Newspapers. They prefer to turn on a mobile phone, and browse the Internet. They find out the Information from social Networks. Adult group answered more optimistic, because they have been read the Newspapers from their childhood. Some of them prefer to take a daily Newspaper in Prague Underground and to read it during a way to the work or somewhere.

5 Results and Discussion

5.1 Achieved Results

The Results are characterized by Achieved Goals of the Thesis. The notion, structure and role of Offline and Online Media Market are presented.

The factors that influence the customers’ choice of newspapers are defined. There are a set of aesthetic principles for Offline Media Market. Society is interested in aesthetic side of reading, not only the needed information.

The factors that influence the customers’ choice of the Internet and e-books are defined. The factors such as Availability, Mobility and Price are the most important for Society’s Choice. The usability of both Sources - Offline and Online with their Advantages and Disadvantages – is presented through Several Research Methods, such as Interviews, Questionnaires, partially Documentary Analysis and Observations.

6 Conclusion

The end of the twentieth century was marked by the emergence of a unique and extremely promising source of information – the global computer network Internet. The Internet is an inexpensive, powerful mechanism that can provide significant assistance in the development of independent journalism.

How the Internet media around the world took place, but is still at the stage of its formation. Surveys conducted by me have shown that the Internet is constantly evolving, but is not yet the absolute leader in the media. Many people still prefer electronic publications. Based on the surveys conducted, it can be concluded that readers prefer print media primarily because of aesthetic principles.

Electronic sources of information are preferred, as it is mobile, compact, accessible, free.

Based on all the above, we can conclude that the Internet can be called a mass media. The Internet provides opportunities for new funding, through the electronic distribution of news, publications and advertisements. And the future of the media is the combination of various information resources, and not only one mass media, individually, whether it be newspapers, radio, television or the Internet.

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