

From the newspapers to the internet

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- Newspaper is one of the most popular means of mass media.

Nowadays, however, this source of information is losing its popularity because of the development of television and mainly of the Internet.

History

- In ancient Rome, Government announcement bulletins, called Acta Diurna were produced. They were carved in metal or stone and posted in public places.
- In China(2nd and 3rd century) they produced news sheets called Dibao. It was hand-written(713-734AD) on silk and read by government officials. In 1582, there was the first reference to privately published news sheets in Beijing.

Early modern Europe

The increased cross-border interaction created an increasing need for information which was met by concise handwritten news-sheets called *avvisi*. In 1556, the government of Venice first published the monthly *Notizie scritte*, which cost a small coin. These *avvisi* were handwritten newsletters and were referring to political, military, and economic news, which were conveyed quickly and efficiently to Italian cities (1500–1700). They partly resembled newspapers.

Europe

The advent of this new type of media in the 17th century depended on the spread of the printing press from which the publishing press derives its name. The German-language *Relation aller Fürnemmen und gedenckwürdigen Historien*, printed from 1605 onwards by Johann Carolus in Strasbourg, is often recognized as the first newspaper. At the time, Strasbourg was a free imperial city in the Holy Roman Empire of the German Nation; the first newspaper of modern Germany was the *Avisa*, published in 1609 in Wolfenbüttel.

- The Dutch *Courante Italien, Duytslandt*, ('Courant from Italy, Germany, etc.') of 1618 was the first to appear in folio- rather than quarto-size. Amsterdam, a center of world trade, quickly became home to newspapers in many languages, often before they were published in their own country.
- The first English-language newspaper, *Corrant out of Italy, Germany, etc.*, was published in Amsterdam in 1620. A year and a half later, *Corante*, or weekly news from Italy, Germany, Hungary, Poland, Bohemia, France and the Low Countries was published in England.

- The first newspaper in France was published in 1631, *La Gazette* (originally published as *Gazette de France*).
- The first newspaper in Portugal, *A Gazeta da Restauração*, was published in 1641 in Lisbon.
- The first Spanish newspaper, *Gaceta de Madrid*, was published in 1661.
- *Post- och Inrikes Tidningar* (founded as *Ordinari Post Tijdender*) was first published in Sweden in 1645, and is the oldest newspaper still in existence, though it is now published solely online.

La Gazette

Publiée : tous les Jours, à 11 heures du matin.
Mardi 2 Janvier 1831.

QUOTIDIEN

UN FRANC : 2 CENTES

Septième Année n° 1, 211
Mardi 2 Janvier 1831.

Le Vingt de la Gazette paraît tous les jours, à 11 heures du matin, à Paris, chez M. DEBAILLON, au Palais National, sous le Vestibule, au Salon de la Gazette. On s'abonne chez M. DEBAILLON, au Palais National, sous le Vestibule, au Salon de la Gazette. On s'abonne chez M. DEBAILLON, au Palais National, sous le Vestibule, au Salon de la Gazette.

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Stockholms

Post-och Turikes Tidningar.

Tisdagen den 9 Januari 1831.

Upplysning om de i Sverige utkomna böckerna, som äro utkomna i Stockholm, den 9 Januari 1831. De i Sverige utkomna böckerna, som äro utkomna i Stockholm, den 9 Januari 1831. De i Sverige utkomna böckerna, som äro utkomna i Stockholm, den 9 Januari 1831.

- Mercuriusz Polski Ordynaryjny was published in Kraków, Poland in 1661.
- The first successful English daily, *The Daily Courant*, was published from 1702 to 1735.



In UK, the newspapers are divided into 3 groups:



Red-top

- “The Sun”
- “The Daily Mirror”
- They are considered popular.

Black-top

- “The Daily Mail”
- “The Daily Express”

Broad-sheets

- “The Times”
- “The Guardian “
- “The Independent”
- “The Daily Telegraph”
- These are the most serious newspapers.

Nottingham Forest
The Observer

Football League investigates
Nottingham Forest takeover bid by
banned tycoon

the guardian

Shares

6

Save for later

Απόκριμα τετραγωνικού στήματος



The press nowadays

Right now the internet is the number 1 source of information as it has taken the throne from the newspapers. That happens because the access to the web is really simple and everyone can do it and it is also free.



Our point of view...

We are inclined to believe that both of the sources are effective ways of getting informed. However, we think that the internet is the superior way of being informed as we ourselves use it every day in this way. It allegedly appeals to a wider audience and that's because every adolescent nowadays uses the internet regularly. On the other hand, the newspapers are more inaccessible because the reader is obliged to search for the newspaper in the stores and that's more demanding.

According to some studies...

In fresh evidence of the mounting demographic challenge facing publishers, a new study from Oxford University found that online sites beat newspapers as the preferred news source for every age group – including those over 55 years of age.

Figure 3: News media used in week

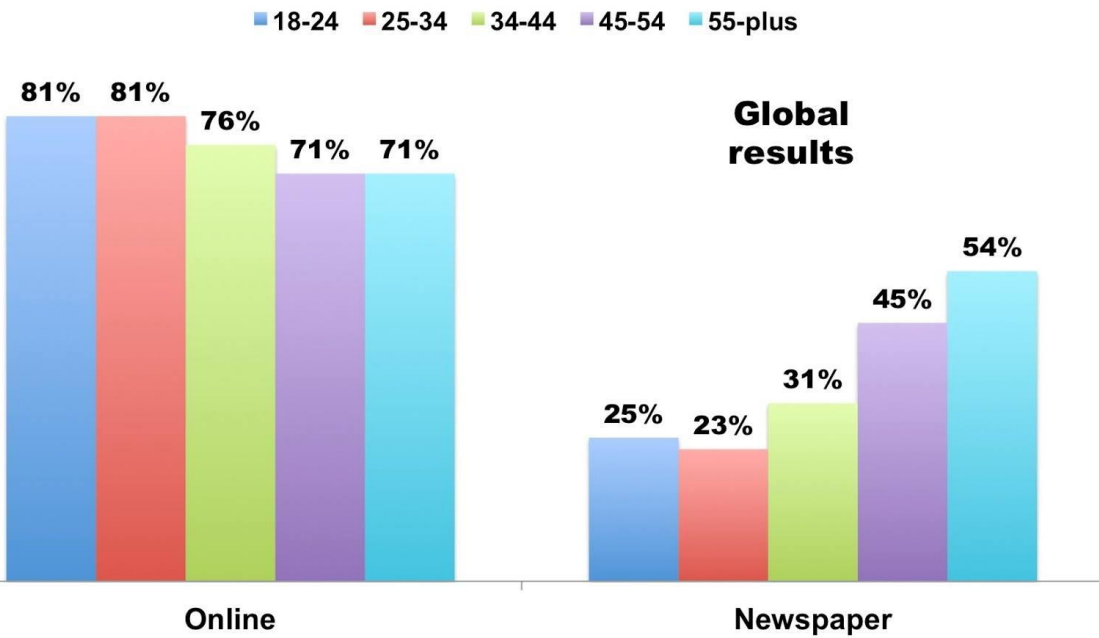
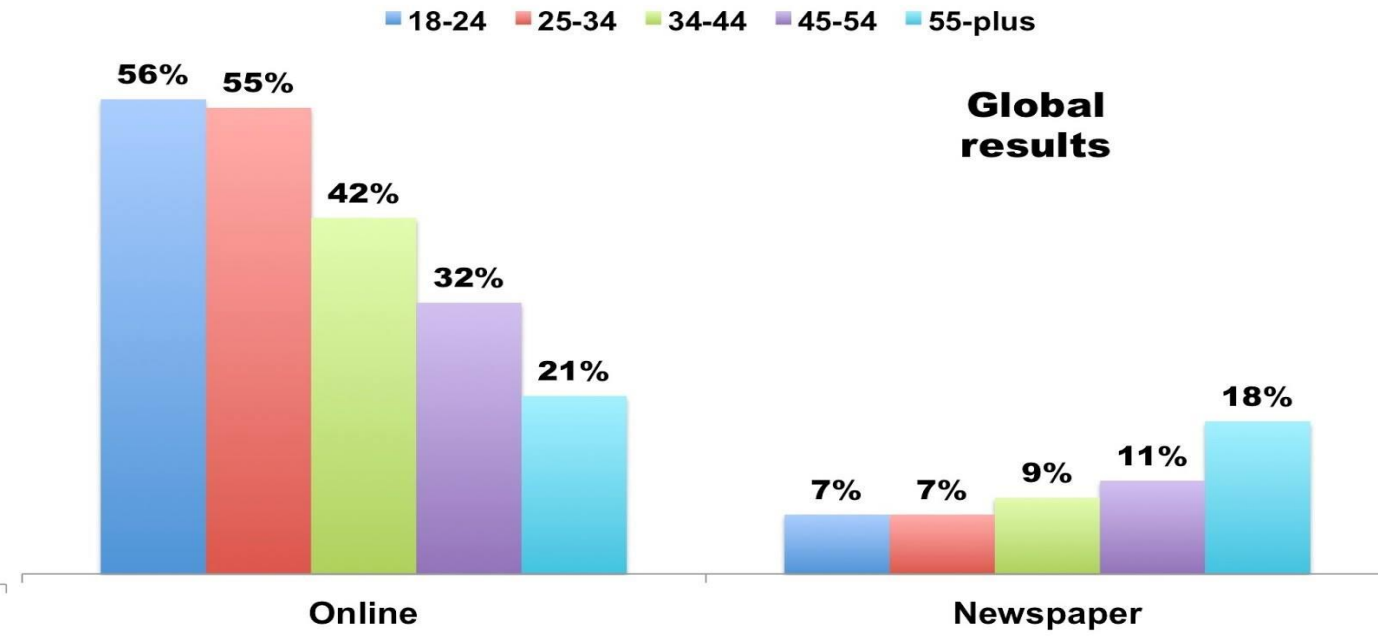
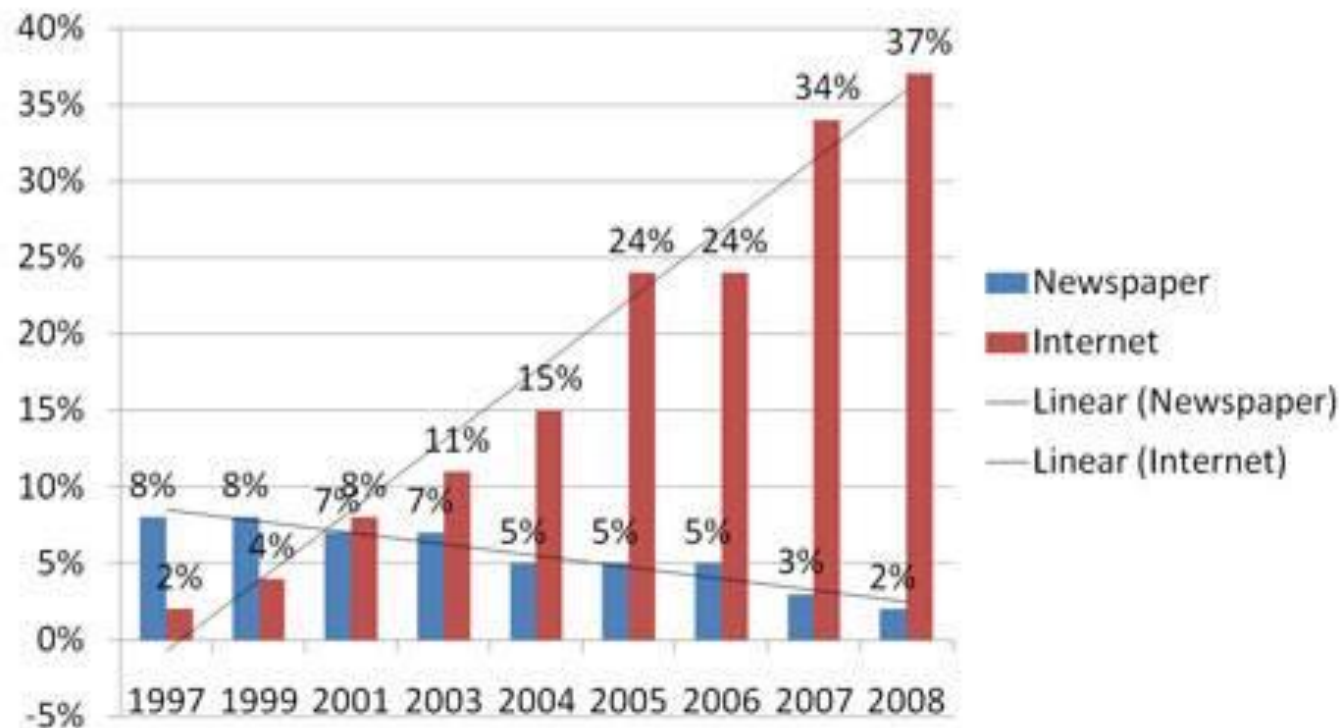


Figure 1: Main source, online vs. newspaper



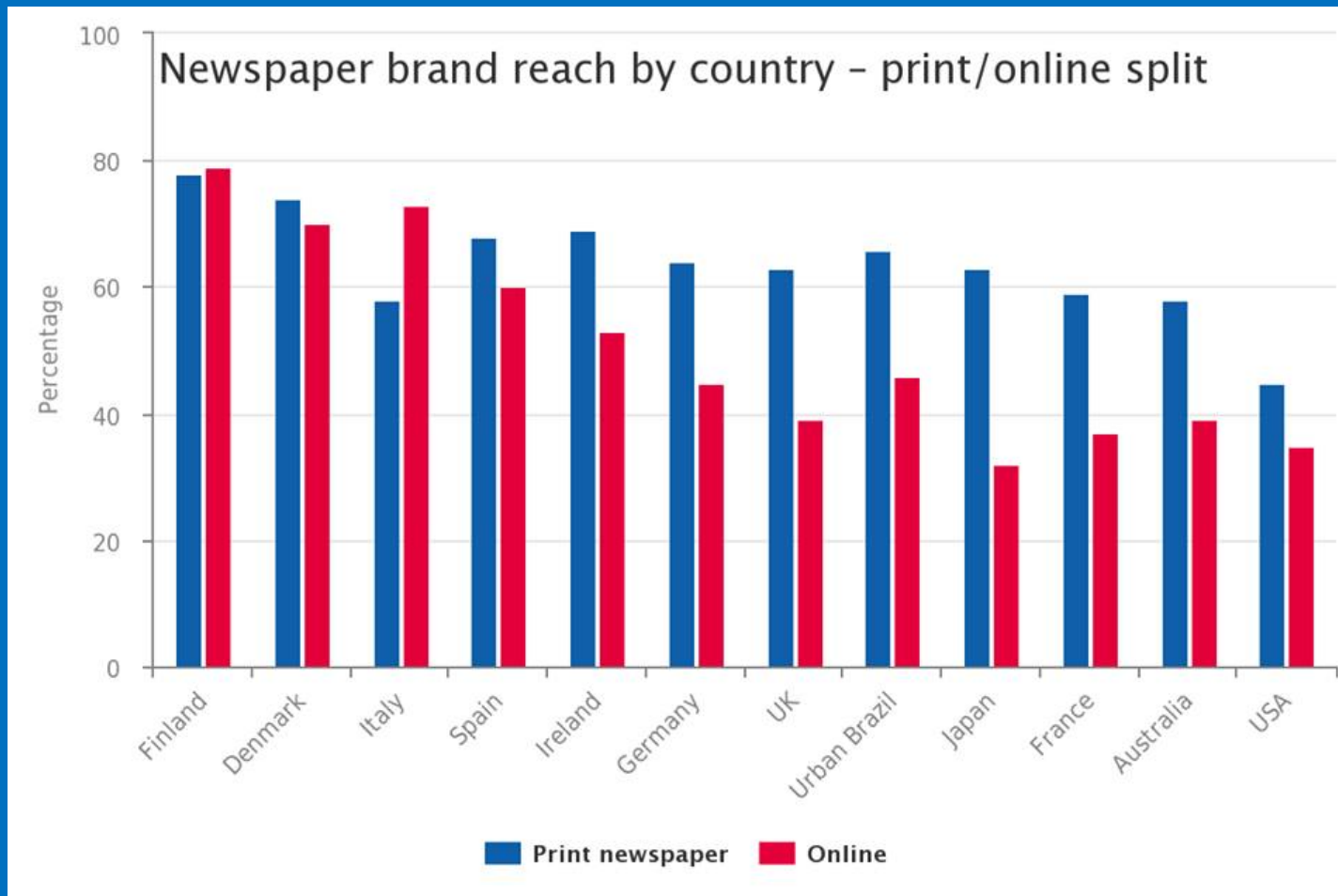
The value of newspapers virtually disappear in terms of the power to attract buyers.. It clearly shows where buyers find the homes they buy, and it's not the newspaper.

Where Buyers Found the Home They Purchased (Internet vs Newspaper)



Source: 2008 Profile of Home Buyers & Sellers, NAR

New digital native news companies may be gaining ground but they still produce a sample of original journalism. The majority of journalists are still employed by companies that build their reputation from newspapers, which is why there is so much concern about their long-term sustainability in a digital age.



What do you learn ?

As a result of the research, we have come to the conclusion that although the internet is gaining popularity over the years , the newspapers in some occasions **have the advantage over the internet.**



"ANOTHER BIG
NEWSPAPER
JUST WENT
OUT OF
BUSINESS."

"HOW DID
YOU HEAR
ABOUT
THAT?"



"I READ IT ON THE
INTERNET."