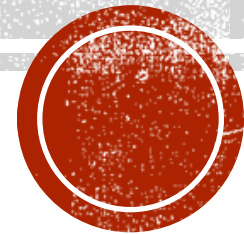


FROM NEWSPAPER TO THE INTERNET



GIANNIS PATRAS

VASILIS POLYCHRONIS

THE HISTORY OF NEWSPAPERS

- In Ancient Rome, government announcement bulletins, were produced. They were carved in metal or stone and posted in public places.
- In China, early government-produced news-sheets, called Dibao, circulated among court officials during the late Han dynasty. Between 713 and 734, the *Kaiyuan Za Bao* of the Chinese Tang Dynasty published government news; it was handwritten on silk and read by government officials. In 1582, there was the first reference to privately published newssheets in Beijing, during the late Ming Dynasty.



WHAT ARE SOME CHARACTERISTICS OF NEWSPAPERS?

- **Newspapers are typically printed in black and white, though they often also include some color photographs and illustrations. They are published for a general audience. Newspapers inform readers of current events and of local and regional news.**
- **Newspapers contain extensive advertising. Most newspapers are published daily, with some published weekly. The writers of newspaper articles are journalists and freelance writers, and newspaper editors review the submitted articles before they are published. The language of newspaper content typically is nontechnical and easy to understand. Some examples of popular newspapers include "The New York Times," "The Globe and Mail," "The Guardian" and "Ottawa Citizen."**



VANCOUVER EDITION • WEATHER: MAINLY SUNNY, HIGH 17. MAP AND DETAILS, 54

S&P/TSX COMPOSITE 12,196.15 ▼ 78.31



Russell Smith
How I flopped on live TV, R1



Margaret Wente
Do polar bears need saving? A17

PLUS Join Ms. Wente at 12:30 p.m. EDT for a discussion on *daycare*. globeandmail.com

THE GLOBE AND MAIL

CANADA'S NATIONAL NEWSPAPER • FOUNDED 1844 • GLOBEANDMAIL.COM • THURSDAY, MAY 4, 2006

SECTION B

OIL PRICE FALLS \$2.33 (U.S.) TO \$72.78 A BARREL. FULL MARKETS COVERAGE, B15

THURSDAY 04.05.06

REPORT ON BUSINESS

S&P/TSX 12,196.15 -78.31	DJ Ind. 11,400.28 -16.17	Nasdaq 2,303.97 -5.87	Dollar 90.24¢ (U.S.) -0.14	Gold \$668.50 (U.S.) +1.10
Energy stocks lead composite index's retreat	Procter & Gamble paces decline on blue-chip index	Microsoft, Intel, Sirius fall on tech-led index	Sixty-six-day rally after rising above 90 cents	Gains on concerns over Iran nuclear standoff

Goodwood Fund - Long/Short 10 Years of Performance www.goodwoodfunds.com

More cell connections than people

Early adopters make U.K. one of the most competitive mobile markets in Europe

BY DANA GONZALEZ LONDON

Only 10 years ago — a lifetime in the world of technology — U.K. cellular connections stood at 8.8 million. Today, there are 5.5 million mobile subscriptions, more than the total U.K. population. The figure accounts for some users who have two phones — one for business, one for play — as well as discarded SIM cards.

The U.K. is one of the most competitive mobile markets in Europe, and one that adopts early and fast, says Nick van Ven of Forrester Research Inc. With only 11 per cent of U.K. users owning a 3G (third generation) handset, Mr. van Ven expects that figure to rise to 68 per cent by 2010.

Forrester puts the country's end-of-year 2005 user penetration rate at 77 per cent, a figure that is ex-

pected to grow and peak at 81 per cent by 2010. It's a shift that will see the complete disappearance of GSM-type phones from 21 per cent in 2005, and shrinkage to 31 per cent of CDPS phones, which dominated the market in 2005, at 68 per cent.

"Right now, most people care about design and simplicity," he says. "Most people aren't focusing on the new available features."

With mobile operators spending billions of dollars in obtaining 3G licenses, all eyes are on new revenue generators. Besides voice, the big money-makers in the mobile world are SMS, or text messages — 100 million are sent a day — and ring tones.

In a market that will be worth close to \$30-billion by 2007, according to the Wireless World Forum, mobile operators, content producers and service providers are creat-



The competition among Britain's mobile companies is fierce.

ing new business models and marketing schemes.

In the U.K., four operators dominate the market — Vodafone, O2, Orange and T-Mobile. Add to that 3, a fifth player that pushed the sector in a more aggressive direction with its entry into the market in 2003 with a focus on 3G technology.

Now that the race is on, the question is which ideas will stick.

The climate in the cellular industry is reminiscent of the pre-dot-com bubble days. Such events as MobileMonday, which brings together industry insiders, allow companies to show off their latest "killer apps" and content — such as mobile payments, mobile dating, repurposing of such on-line applications as eBay and Skype, and a stream of new bells and whistles.

In all the hype, mobile broadband is the new buzz term. Two recent trials for new mobile television services indicate that the market is not there — people want to watch television while on the go.

One service that's taken off is 3x. Similarly, AIG — a privately

owned Vancouver company that employs 180 people — is seen to get space off the U.K. pic. Fred Chabrier, the company's managing director, started it with two partners in 2000. AIG operates in 30 countries and specializes in mobile gaming and mobile-based social communities.

The Canadian companies face fierce competition, Mr. van Ven says.

Special to The Globe and Mail

INSIDE THE YEAR: JAMES HAMILTON, MICHAEL BAKER, REBECCA WILSON

Inside the year's top stories plus 30 pages of unrivalled coverage

the guardian

Obama's new America



JOYCE K. KALOUZOS
THE GUARDIAN
BY ALEXANDER

First black leader to hail birth of freedom at inauguration

WASHINGTON, D.C. — Barack Obama's inauguration on Monday was a historic moment for the United States, as the first African American president took the oath of office. Obama's victory over Hillary Clinton and McCain was a triumph for the Democratic Party and a sign of a new era in American politics.

Obama's inauguration ceremony was held at the Lincoln Memorial in Washington, D.C., and was attended by millions of people. Obama's inaugural address was a call for unity and a new direction for the country.

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"All the News That's Fit to Print"

The New York Times

NEW YORK, SUNDAY, MARCH 12, 2006

As OSHA Emphasizes Safety, Long-Term Health Risks Fester

Toxic Factory Fumes Test Agency's Powers

By LARRY BROWN

CHARLOTTE, N.C. — Short-term safety risks with a long, but not always obvious, tail are the focus of a new report from the Occupational Safety and Health Administration (OSHA). The report, which was released last week, says that long-term health risks from exposure to toxic fumes at a factory in North Carolina are being ignored by OSHA.

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Roberto Hernandez, a Cuban-born pitcher, is seen here in a New York Yankees uniform.

Hitched to an Aging Star: Anatomy of a Deal, and Doubts

By DAVID W. BLUMENFELD

NEW YORK — Roberto Hernandez, a Cuban-born pitcher, is seen here in a New York Yankees uniform. Hernandez's contract with the Yankees is a controversial deal that has raised questions about the team's strategy.

Hernandez's contract with the Yankees is a controversial deal that has raised questions about the team's strategy.

SHORT OF MONEY, EGYPT SEES CRISIS ON FUEL AND FOOD

ECONOMIC FEARS DEEPEN

Government Is Pressed to Increase Taxes and Cut Subsidies

By DAVID H. SHAPIRO

CAIRO — A fuel shortage has helped fuel food price soaring. Electricity is rationed and more factories have closed. The government is already struggling to quell unrest provoked by its political rivals.

The cost of the crisis, economists say, is that Egypt is running out of the hard currency it needs for fuel imports. The shortage is raising questions about Egypt's ability to keep importing what it is essential to national food supplies, raising fears of an economic catastrophe if a time when the government is already struggling to quell unrest provoked by its political rivals.



WHAT ARE SOME CHARACTERISTICS OF ONLINE NEWSPAPERS?

- Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. The credibility and strong brand recognition of well-established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs.
- *Traditional printed newspaper is white or gray and the text is black. This color combo is perfect for our eyes. The contrast of colors facilitates the readability and that is why this color scheme is the most suitable for newspaper style websites, which are usually stuffed with much content. You can step aside from this classic color mix, but you should always keep in mind that contrast is a must. You can turn over the regular color choice making the background black and the typography white. But never use yellow on black, green on blue, pink on blue, etc. Try to read the website yourself, if your eyes feel well after, you can adopt the picked colors on your web project.*



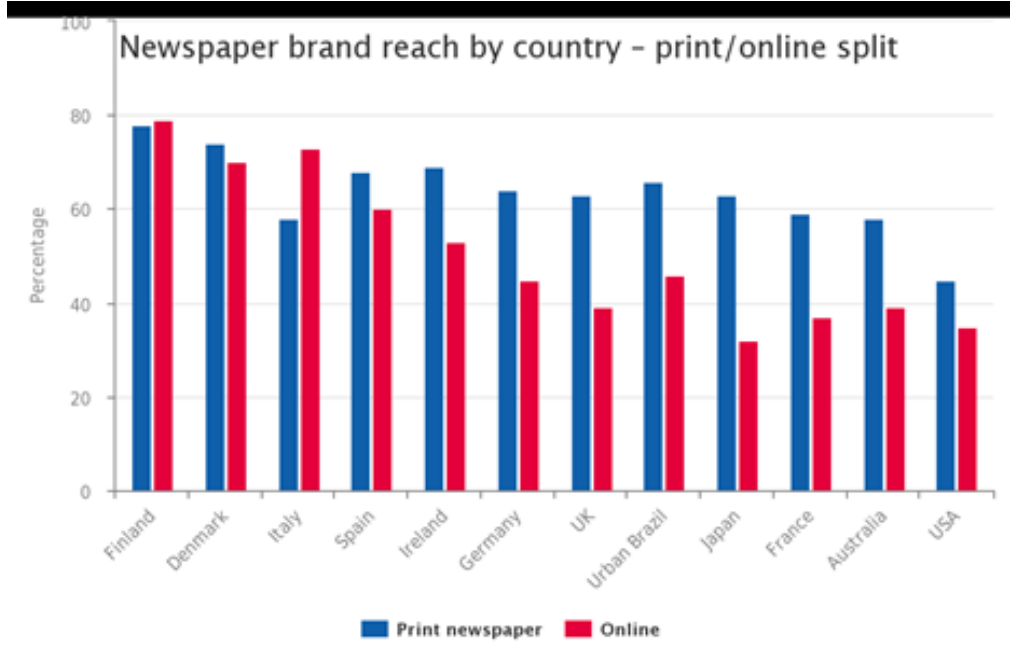
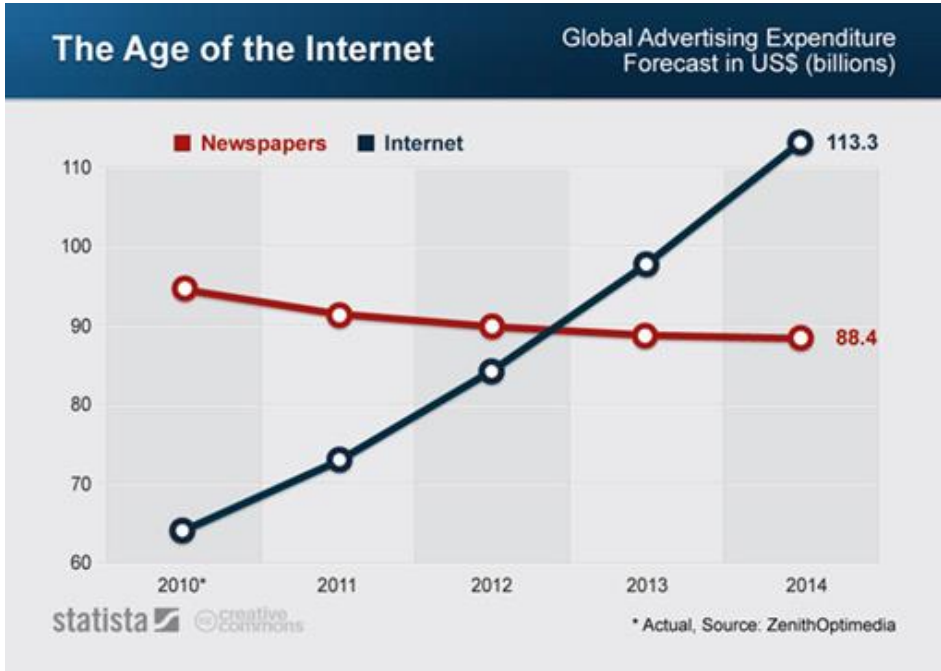
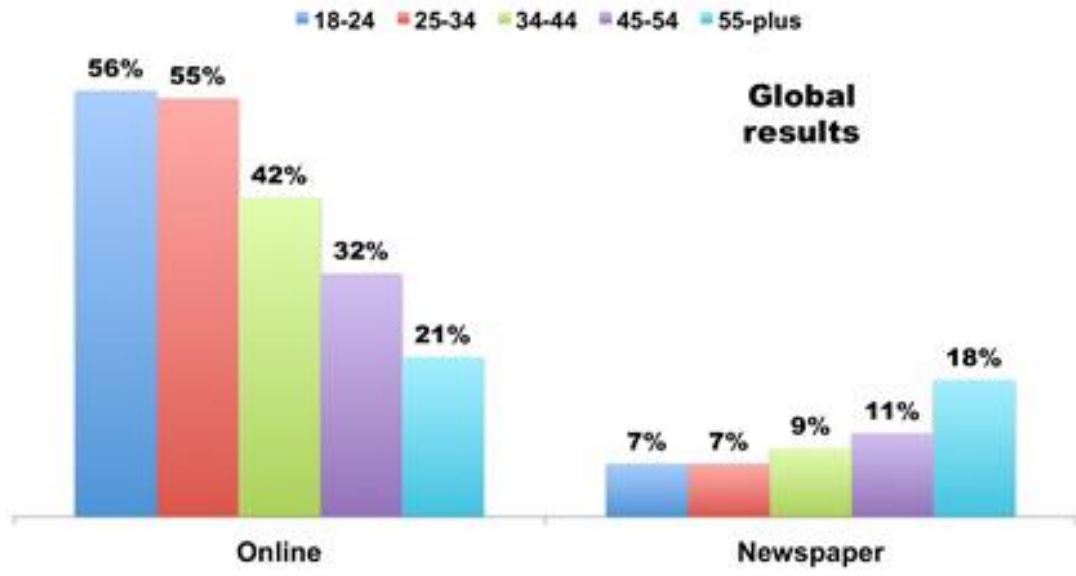


Figure 1: Main source, online vs. newspaper



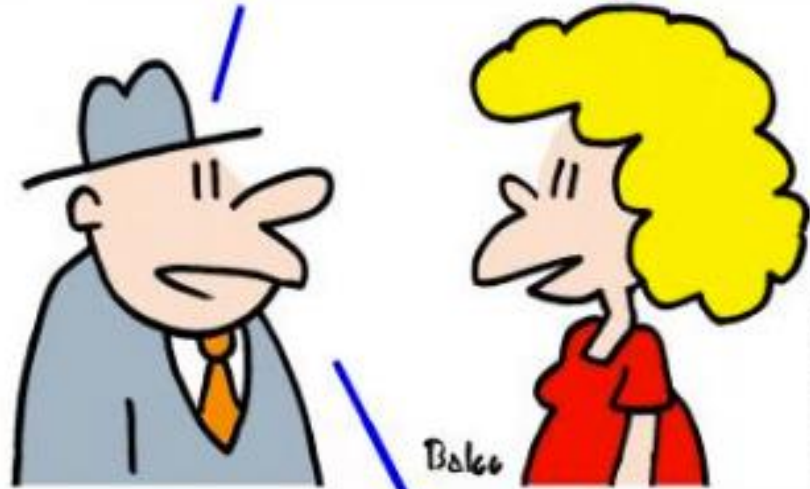
WHAT IS THE PURPOSE OF NEWSPAPERS?

- The main purpose of newspapers is to inform, interpret and entertain. Newspapers help readers become informed by providing them with facts, statistics and opinion columns.
- Most newspapers feature stories that represent the opinion of the newspaper management and that of the editors. Some of the other services provided by a newspaper include classified ads, display ads and feature stories. Most newspapers have an entertainment function as well, as they feature comics, puzzles and humor stories designed to amuse the reader. Newspapers can be issued daily or weekly and may keep the reader up to date with local, national and international stories.



"ANOTHER BIG
NEWSPAPER
JUST WENT
OUT OF
BUSINESS."

"HOW DID
YOU HEAR
ABOUT
THAT?"



"I READ IT ON THE
INTERNET."



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I CAN GET ALL
THE NEWS I NEED
ON THIS PHONE

CAN IT KEEP YOU
WARM IN WINTER?

www.markart.com.au



SO WHICH ONE IS BETTER?

In my opinion, newspapers are better than online ones, because it is much easier and less tiring to read. Another point to consider, is that traditional newspapers include offers like movies, books, etc. On the other hand, online newspapers are cheaper and also some of them are free.



THE END

