

Role of Technology in carrying out Print Media Operations and Research: A Sagacious Notion

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Abstract

Even though now a day's print media is well equipped in its research and operation yet it needs technology to become more efficient and at par with cut throat competition. This research paper is an attempt to throw a light on adoption of technology and its positive side which strives to hold along in berserk environment. This research work unfolds the advantages of usage advanced technology as modeling, theories, complex competition, data collection and analysis and collaborative opportunities and issues. The present secondary data based research work put forth the keynotes and the technology which helps print media in its operations and enhancing effectiveness, brings cost cutting models, time efficiency, work speed media and decision making in publishing print impressions. The standards and systematic implications of advanced technology which carries out operations and research in print media in every stage of execution right from budget planning, presentation and conclusion.

Keyword:- Web portals, Modeling, Work Speed Management, Print Impression, Operation and research in print media

1. Introduction

Augmented reality is a conscious direct or indirect sight of a physical, actual-world milieu whose fundamentals are augmented by electronic computing gadgets (ECGs) as computer-generated sensory input such as graphics, video, sound or GPS data (*"Augmented reality," n.d., para. 1*). The technology which supports and combines the real world with virtual objects (ECGs) those seem to coexist in the similar space as the reality. The virtual scenario or ambience spawned by the ECGs is designed to boost the user's sensory discernment of the world that they are observing and interacting with (*"AR," n.d., para. 1*). Unlike virtual reality, this creates an entirely artificial atmosphere; augmented reality consumes the current environment as well as overlays new information on the top of it (*"Augmented reality," n.d., para. 1*). It is ought to know that virtual reality is an artificial situation which is designed with software and presented to the end user in a manner that the user believes and accepts it as a real situation. Virtual realities artificially craft all five sensory experiences (*"Virtual reality," n.d., para. 1*).

Through the passage of time, technology with comprehensive range and its applied tools have brought an evocative revolution and improvement in transference of information. Considering the above gist of AR and VR, Vital and growing role are being played by technology and its allied branches in Print Media Operations and Research. In recent times use of advanced technology in alignment with Computer (any electronic technology enabled gadget) in print and media research is such a consequently wide - spread that, it is not so easy to portray the research projects in the absence of technology. Most of the research and operative learning are difficult to execute without adoption of technology which is of at par with present competition radically those involving data analysis, modeling and complex reckonings. In stipulated research, much advancement is adopted in every stage as in starting from proposal making to stage of submission via finding and presentment. Each exploratory intellect is embolden to remain think in way to get advantages at most merit of tools in view to capitalize on the outcomes for study to make them excellent for endurance in the arena of information. The compulsion to technology customization has important bearing for exploratory minds.

Now-a-days each and every researcher can adopt ICT as a technology in many forms as social media, IT tools, Softwares and apps and so on to out-perform the detailed study for sensibly major problems more handily on Electronic Gadgets with the option like user-friendly packages. Wherever needed, advanced statistical and operations research packages can be applied to resolve major intricacies

viz; Assignment Problems, Transportation Problems, Linear Programming Problems, Queuing Problems, Graphic Software as another example can be used for area planning applications. GIS packages can support researchers to develop the substitutes by practicing complex data analysis of multi-dimensional information and exhibiting the way outs on maps so on and so forth. Media Research studies pertaining to monitoring applications can also be a help for thematic plotting software systems in condensing the obstacles. Performing calculations with almost at super - sonic speed, well equipped computing machine with software packages and applications have become one of the pivotal tools in research of modern era. In present times, it has been unanimously witnessed that ICT is being superlatively well-matched for data analysis concerning hefty and complex Print Media Research assignments.

2. Literature Review

1990s, emerging era of an internet backbone of commercial use promoted by Paul Scherrer Institut network that would get in commercial internet very much known today. Since then till day it transfigured many things across the world as in way of communication, a research attitude towards digging out data and was having a bearing on several diligences and industries. Since then computing machines have become valuable tools for media research in their development Computers as an electronic media have changed the ways in which Scientific Technique in Print Research is compiled and analyzed. Engineers, scientists and researchers and alike are able to hoard massive amount of data and leave it to non-human electronic machine with calculable and statistical value to work through data while concentrating on different area of the research. This helps media researcher to confer with fewer errors and better-engineered products (*Thadeshwar, S. & Joglekar, M. 2016*).

Internet has a major impact on the media situation by contribution people with a new way to access information and forming the very tactical way to people communicate with each other. It is inferred from the study that positive improvements accompanied with ECGs or ICT and its profound impact as tremendous contributions on teaching and learning processes. The study has also acknowledged major problems as a result of inadequacy of computers and detailed facts for its proper application. It has in the same queue, extended solutions to the above outlined issues (*Picard, 2004*). The study has explored the role of instructional materials, electronic as well as print media in encouraging learning-training in general. Having seen the prominence and implication of ICT, it is therefore remarkable and equally important to be grateful to information technology via-industrialization to revolutionize contemporary

academic arena (*Mohammed K. & Muhammad, B. 2013*).

Computers and allied technology enabled applications are effective tools for facilitating media researcher. They can cater quicker and easier access to more extensive and current information for media research scholars. Through the use of Computer tools such as databases and spreadsheets, researcher can learn to manage information. ECGs are being generally more engaged for the usage than textbooks as information is presented in a variety of manners such as pictures, graphs, text and through a variety of modalities such as audio and visual AV. Individuals are enabled to develop further their own exclusive strengths by being able to retrieve information through their chosen research style and through opportunities to put forth their data in a variety of ways. Present era is of technologically driven wherein information has been taken up on a new importance as a material. The step by step development of print media initiated from Johannes Gutenberg's discovery of movable type printing in the mid of 15th century. Currently, print media covers up a large array of products that fall into its own set – the principal ones being books, magazines, newspapers, other periodicals, brochures and even product packaging as well.

The main point of discussion of this paper is on magazines, newspapers and more precisely on houses accompanying with publishing of journalistic information through these particular print media forms. The trends in the print media industry have been closely observed by several scholars and instances during the past 10 years. Research work concerning this subject has been crucial as companies have tried to acclimatize to new media environment caused by major steps engaged in technological growth that has dramatically changed the all panorama within the industry (*Kipphan, 2001*). Latin term *medius* the communication, media are the different technology process that facilitates communication between the sender and receiver of a message. Print media mentions to communication media in printed form. Usages of technology need learning opportunities set on real-life tasks and environments and ought to include opportunities to explore and doing as well as for response and reflection. The miscellany of media available through ECGs or Computers enhances this exploration and allows media researchers to actively create sense. Therefore ICT facilitates the research work. Numerous data can be administered and scrutinized with greater ease and speed. To large extent, the results obtained are mostly precise and unswerving. (*Croteau et al 2012*.)

Further the technology augments in area of digitalization. As digitalization has given a birth to a concept of media junction is to large extent due to IT development. Its contents enable transforming

different sorts of media content into “ones and zeros” and then allocating it in suitable format to offer different sorts of shades to a receiver. (Villi 2008; Croteau et al 2012.) Streamlined instance of digitalization of media is a webpage of news in which one can find the actual data in text form and possibly audio-visual (AV) material along with comment and discussion cubicle and links to related content among other peculiarities (Seppänen & Väliverronen 2012).

A point of distinction for established companies has been the incompetence to admit the degree of the media change at hand which long daunted them from major investments in responding to the change in the environment. (Day & Schoemaker 2000.)

The descriptions laid for his newly conceived term described very well what has happened to the traditional media forms inclusive of print media after the popularization of internet (Kaplan 2012). Technology every so often helps in reaching out data utilization which has been originally collected for some other perseverance but can still be pertinent for other aspects as well. Such data is called secondary data which “can further be analyzed to deliver additional or diverse knowledge, interpretations or key notes” (Saunders et al 2012).

Digitalization is the occurrence of integration of digital technologies into day-to-day life (Business Dictionary, 2014). The internet has revolutionized being social, with increasing numbers of youngsters now spending a considerable amount of their time online. Whilst the online world has opened up numerous opportunities to magnify our experiences and social quotient, it has also created new risks and threats (Näsi 2014.)

Shifting from physical to digital channels offers certain opportunities. Print media publishing houses as they have rather high costs for the production and circulation of the product (Hopponen 2009; Holmberg et al 2013).

Due to technology in print media research and operations those costs, in Finland for a newspaper cover up to 50% of the total costs (Finnish Newspapers Association, 2014).

When publication houses start to move the prominence away from print, such amount of sources befits available and is effectively invested in other functions, significant advantage can be gained (Olkinuora 2006; Holmberg et al 2013).

A critically referred analysis of public relations practice (PRR) in what Mark Poster termed the Second Media. Epoch of internet is increasingly considered by collaborating ‘social’ media enabled by

Web and the emergent of advanced versions helps in taking edge of the interactive two-way communication and rapport capabilities in the contexts of the public sphere, journalism, and advertising and public relations, to recognize the ways in which public communication is dynamic, untapped opportunities as well as risks posed in this emergent media environment. (*Macranama, 2014*).

The simplification of internet and technological improvements has stemmed in major changes in the way people use media. Two key phenomena driving the transformation of media audience are media audience fragmentation and audience autonomy. (*Napoli, 2003*).

a. Internet Research

The rapid widespread influence of the internet and social media has left many in the marketing world brooding the answer to the print versus digital debate. Some have even gone ahead to ask “Is print dead?” Even though some businesses have engrossed their advertising efforts solely online in an effort to captivate on the extensive reach, economy in cost and ease of the World Wide Web, it appears that there are exclusive advantages to print media that companies should not overlook (Print v/s digital media, 2012).

Print and media with technology plays an important role in communication effectively as the world has been globalized. The technology adopted for communication must not be overlooked, due to interchangeability of information is necessary in current eon. Print and media with technology has globalized the world. The news or communication can happen easily from corner to corner just in few seconds. Technology has wedged the communication in a positive way. In the current world the communication has been disseminated between print and media with technology termed alternatively as electronic media. These two Medias are playing a vital role in communicating between individuals and the society (*Impact of Technology on Print Media, 2017*)

Research using internet is the common exercise of approaching portal – WWW for investigation and diagnosis in extensive research of print and media operations. To large extent the Internet is broadly as well as voluntarily reachable to mass population in many parts of the world, it can help in providing well-nigh prompt processed data on many aspects and abides a thoughtful bearing on fashion of which notions are shaped and insight is generated. Internet as a technology has been key and well known data with source of secondary sort. One can have accession to government brochures, hardbound copy, libraries, statistics of varied subject matters, various data bases on our Electronic computing gadgets through internet (as technology) using WWW or several search engines.

3. Importance of the study

In the capricious eon of competition the data uses are no longer tied to references of information operating physically fairly close to them yet one can access an essentially infinite web of data that is being modified regularly and keenly. The quantum of news content retrieved digitally is persistently increasing along with the popularity of mobile services in media consumption. An electronic computing gadget enabled technologies can be an operative mode for hosting problems for media research intellects in investigation for the reason that they "allow research intellects to experience the dealt i.e. the data already available in same context in which one can engross in persistent cum cognitive process of multifarious snags with respect to qualitative data authenticity (*Holmberg et al 2013*).

In earlier era of old media environment (no internet period) the different channels operated very much on their own terms, assisted different types of purposes and reached people for different kinds of motives. Even though whether newspapers or magazines competed with television and radio channels over advertisers and attention, they all still attended their own specific purpose and offered people with idiosyncratic experiences. Due to which the role of an electronic computing gadget enabled technologies has been more crucial as the research is on an outsized sample. Researcher from Print and Media field must comprehend the research process from root. The current attempt focuses the different segments involved in media research process wherein the scope for involvement of ICT implementation is real worth. Extensive application of ICT makes the media research process smoother and high paced with accuracy and better trustworthiness and very less scope for errors and results for less scope for re-work or repetition of work (*Jenkins, 2006*).

3.1. *On having considered the vitality of technology in carrying out print media operations and Research below enlisted are the six most important stages of the research process as;*

- Stage 1. Conceptualization
- Stage 2. Design and planning
- Stage 3. Empirical or Experimental
- Stage 4. Diagnosis or Analysis
- Stage 5. Dissemination or Delivery
- Stage 6. Print/Presentation or Out Put

Now a day use of software's and application in mobile phones has been very prevalent midst not

only Media researcher but students, professionals from the different walk namely marketing, HR and executives at different level of corporate even.

4. Objectives of Study

- a) Understanding the role of technology in print media and operations
- b) Figuring out the area of scope for future research

5. Scope for Research

The usage of an Electronic Computing Gadget enabled Technologies (ECGET) term alternatively used as Information and Communication Technology (ICT) will empower media researcher intellects to cover broad region across world for gathering precise data. ICT caters swiftness, exactness, competence and efficacy in operations and research. Internet consumption, portal, and software's for diverse data analysis are callous for other prospects in both domestic and across boarder level. Application of ICT may augment in which media research intellects are able to recreate or produce. Any other electronic gadgets or computers or/and technology can accomplish many arithmetical computations effortlessly and quickly in solving qualitative problems with exact quantifications. Methods encompassing trial and error process are reasonably engaged on and off in research methodology which consists huge numerical computations and also repetitive work forms. Electronic computing gadgets as computers, tablets PCs, Netbooks and so on are apt for such techniques, thus it will help in dipping the slogging of media research intellects on one hand and on the other results in producing the final result rapidly.

6. Findings

The inference of ICT (an Electronic Computing Gadget enabled Technologies (ECGET)) makes media exploration action more productive, competent and cost friendly in order to fetch additional advantages too; it cuts down delivery time as well as upsurges the quickness of procedures and capacity of taking decision and assists in creating more supple, approachable process of research. ECGET reduces or may help in shunning clerical work markedly and countenances easy go access to ample amount of data. Application of ECGET or ICT may extend helping hand to media researcher to over out several fragments with data of general type to amass the accurate data source and facilitate in

supervising, employing numerous data collection methods in turn it leads in snowballing the accountability and transparency in media research.

ECGET offers lions contribution in attainment of fair media research goals, cultivating intellects understanding about problems and data exactitude. This coincides while methods such as spreadsheets, e-mail, databases, multimedia and network of search engines are in loop for utilization in completing research and seeking pupils to use readymade information to resolve unsolved issues, hence it has earned a greater scope to endorse intellectual advancement. Such methods have the influence in encouraging the reinforcement of cognitive skills namely reasoning, enquiry, critical-creative thinking, searching problem solving, and decision-making abilities and so on.

7. Conclusion

There is always scope for improvement and change is the rule of nature with this thought there is emergence of new civilization is happening as a product of ongoing information uprising. Research intellects have to inculcate novel set of elementary cultural dexterities which will prepare them to lead in volatile and dynamic era. Researchers will essentially require the set of expertise to become apt information users. With the backing of ECGET or ICT Intellects could buoy up active and sensible utilization of information by improving the skills required for access, dissemination and applications of processed information.

From the present panorama it can also be clear that there is high mount of latent potential for such concepts ECGET or ICT to contribute in the upliftment of operational research through technology enabled communication to seek primary information and knowledge pool. For about, over a span of decade instigation it is to obviously state that introduction of ECGET or ICT in media research can play an extending arms character or role in the attainment of literacy skills and information provided their usages are entrenched in significant experiences of learning with electronic computing gadgets (ECGs) and their tools as technology. Usages of ECGs have greater potential to be a reagent for change in the media research milieu, mainly alongside lengthening of prophecies.

8. Scope for Future Research

Going ahead in future course of action there is possibility for such concepts (ECGET) to be developed which can be of high importance and handy in solving problems associated with qualitative

data sort wherein these will help in putting forth the solutions on the qualitative data problems, applied research analysis, complex situation, modeling, theories and so on in print media operation and research.

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