

AI Enabled Digital Media Versus Print media

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Abstract- The introduction of artificial intelligence ultimately changing the media landscape, this lead to digital divide between traditional media and modern media. This research paper emphasize on the challenges opportunities strength and weakness faced by traditional media in this artificial intelligence era. Modern technology can replace the older one see but in the case of print media that is News Papers and magazines are not replaceable. Digital technological advancements are a part of our life but usage of traditional print medias became a habit of our generation. Through comparative analysis and expert interview this paper prose how artificial intelligence influence traditional media.

Index Terms-Artificial intelligence, Print Media.

I. INTRODUCTION

Digital technology AI made an ultimate change in the media platform. Every advanced changes had made a drastic change on the traditional mode. The traditional news broadcast changed a lot it can now give real-time news content and personalised information in our finger tip. Meanwhile traditional print media survive in the competitive industry as it rooted its credibility and trustworthiness in the minds of people. AI enabled digital media provide unprecedented accessibility, inter activity, hypertextuality and multimediability challenge the long standing dominance of print media. Print media with its tangible nature and unquestionable credibility give a successful position in the media ecosystem. AI can also analyse its target audiences and set advertising related to the audience. Print media have a loyalty in its nature and even if it is not at all have mobility as digital media it has a position in the minds of p Most of the people starts their day by reading news paper with a cup of tea.

Objective of the Study

The study mainly focusing on the challenges and opportunities of print media and AI enabled print media. The main research questions are:

- Do print media can survive in this digital age?
- Do still the circulation rate of print media is increasing in this digital ecosystem.
- Do this both digital and traditional media grow hand in hand?

II. METHODOLOGY OF THE STUDY

This paper employs a qualitative approach. For proving the research question expert interview and case study is taking as research tool. For the research Abdul Jaleel, journalist of

Malayala Manorama Daily, Asha Kuttappan journalist of Madhyamam daily and digital media expert Sunil Prabhakar were taken as experts for the study. For case study circulation data of Malayala Manorama daily from 2024 January to 2024 June was taken. It was purely a qualitative analysis.

III. DISCUSSION AND RESULT

In the perspective of experts the Artificial Intelligence content creation and distribution and consumption make ,more or less impact in the society. The psychological aspect and the some remarkable merits of print media never abolish the acceptance of print media from this media ecosystem.

AI enabled digital media

Accessibility and reach

AI enabled digital media is incomparable in its accessibility and reach. Digital media can distribute news to the whole world simultaneously instantly and at any time. The 24/7 availability allow consumers to get the news at any time according to their preferences.

The geographical boundaries and time of distribution of newspapers are a limitation that constrain print media.

Interactivity

Interactivity is highly possible on AI enabled digital media platform. The online news papers, podcast, news feeds, video stories, and blogs have high interactivity. Listeners can comment or interact on the sport. In print media we can't interact on the sport.

Real-time Updates

Real time updating of news is the main speciality of the AI enabled digital media. Digital media always ensure the users

gets the updates on the spot or real time. Real-time and dynamic nature of digital media makes it more relevant.

Cost and Environment Impact

The cost of digital media is also very economic while comparing with other medias. The printing publishing distributing charges will not be there in digital media.

Instant News and Dynamic Content

Instant news and dynamic content are the major speciality of AI enabled medias. It can provide instant news and create contents from anywhere in the world.

Print Media

Print media provide tangible experience to its readers. Reading a physical news paper gives a more effective experience to readers. It is more appealing to the people.

Credibility

To retain its current established reputation it always keep the credibility and reliability.

The credibility is a greater factor in the case of print media because a small mistake make a great impact in the circulation and readership of news paper and magazine.

In-depth Analysis of News

Comprehensive Coverage

Print media provide detailed analysis, research and seek detailed analysis of the each and every report presented in the news paper and magazine. It helps the media to be more credible accurate and objective.

Archiving Facility

Print media also have archiving facility, it helps to keep print media as a historical record.

Physical Copy Serves as an Information Source for the Future.

In this current scenario the techno savvy audience are ready to accept the digital media but the older generation can only accept the traditional media.

IV. CONCLUSION

The rapid evolution of artificial intelligence and its integration into the media landscape has undoubtedly reshaped how news is created, distributed, and consumed. AI-enabled digital media offers unparalleled advantages in accessibility, interactivity, real-time updates, and cost-efficiency, presenting a formidable challenge to traditional print media. However, the enduring appeal of print media lies in its tangibility, credibility, comprehensive analysis, and archival value.

While digital media dominates the fast-paced, technology-driven world, print media continues to hold a special place in the lives of its loyal audience, particularly among older generations who cherish its habitual and tactile experience. This study highlights that despite the pressures of digital transformation, print media has retained its unique strengths, ensuring its relevance in the modern media ecosystem.

Rather than competing, the coexistence of traditional and digital media presents an opportunity for mutual growth, catering to diverse audience preferences. As AI advances further, it is essential for both media forms to adapt and innovate, leveraging their strengths to thrive in a dynamic and evolving industry.

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