ISSUES AND CHALLENGES OF FUTURE NEWSPAPERS
Siti Suriani Othman¹, Liana Mat Nayan², Lee Kuok Tiung³, Fauziah Hassan⁴
¹Senior Lecturer, Communication Program, Universiti Sains Islam Malaysia, Malaysia, ²Lecturer, Department of Public Relations, Universiti Tunank Abdul Rahman, Malaysia, ³Senior Lecturer, Communication Program, Faculty of Humanities, Arts & Heritage, Universiti Malaysia Sabah, Malaysia, ⁴Senior Lecturer, Communication Program, Universiti Sains Islam Malaysia, Malaysia.
Email: ¹suri@usim.edu.my

Article History: Received on 28th July 2019, Revised on 30th August 2019, Published on 03rd October 2019

Abstract

Purpose of the study: This paper reviews recent literature on issues and challenges of the future newspaper. It traces issues and challenges that generally impacting the journalism industry worldwide and may be applied for future studies that shall further examine this matter empirically.

Methodology: This is a discussion paper that does not apply any research method. The discussion is done based on recent reviews related to the issue of the future of the newspaper and its trend.

Main Findings: Based on the review, there are five major issues and challenges identified which are the decline in newspaper circulations around the world, and the shrinking size of the industry. Following Wahl-Jorgensen et al. (2016), risks and threats, opportunities and digital journalism are fundamental questions that constitute a discussion of the future of the newspaper. Among the clear risks and threats is the issue of circulation, the emergence of the digital industry and its business model, social media and smartphones and several other issues such as identifying the direction of the newspaper's future discussions covering false news, speed of information (risks and threats), digital business model and the role of major industry players in digital world such as Google (opportunities) besides data and computer journalism (digital journalism). This discussion concludes that the future of the newspaper is seen to be very influenced by the emergence of digital journalism while the print version will continue to be vulnerable. The main issue which is seen as a threat is false news and information verification methods.

Applications of this study: The above main findings may be used for further empirical investigation on the future of the newspaper in various countries in the world. The findings may also inform media practitioners on the current issues and challenges the industry is facing in general, and on what is being researched and discussed by academia on this topic.

Novelty/Originality of this study: This discussion provides a summary of issues and challenges of the future of newspaper and this will enable readers to identify the main issues surrounding this topic. So far, there have been studies and discussions, but this paper presents the main issues and challenges on this topic in a systematic way based on recent previous studies and media reports.

Keywords: Future newspaper, issues, challenges, newspaper circulation, online journalism, social media.

INTRODUCTION

The decline in newspaper circulation is widely known, a trend that is being experienced by the media industry around the world, including Malaysia. What's more, the size of the media industry, especially in the number of journalists and the size of the newsroom are getting smaller by the day. This situation has sparked concerns about the future of journalism. Will the industry see a brighter or darker future or will it remains uncertain?

This discussion is based on the worldwide scenario of the future of journalism, including discussing proposals and steps to ensure the sustainability of the field. With journalism is seen as the pillar of democracy, many agreed that it should not be buried. However, due to the demands of technology and other factors, there is no denying that today, changes arise in communication’s form or platforms compared to the previous years.

Wahl-Jorgensen et al. (2016) have brought forward some of the future patterns of discussion on journalism's future, which are, risks and threats; opportunity and digital journalism. In terms of risks and threats, it exists in various forms such as technology developments and the journalist profession itself which is in danger. Among them, according to Wahl-Jorgensen et al. is due to the geopolitical change and the loss of neutrality among reporters.

Threats are seen from the crisis in the journalistic business model which has been slipping since 2007. This has led to the closure of many newspaper organizations with the latest including The Independent in the UK and Tampa Tribune in America. Besides that, advertising revenue is also a threat to journalism, which is deteriorating and unable to promise any assurance in the new era of digital journalism. These two factors have shaped journalism as a field that 'squeezes' the journalists to become an all-rounder and flexible writer, but the pay decreases due to the economic pressure.

Threats by other institutions as discussed by Wahl-Jorgensen et al. include the lack of involvement in the development of the fifth estate (which is unpredictable – that is, the expectation on high involvement due to the existence of digital journalism) and the threat of false news.
In terms of opportunities, some of the journalism's greatest opportunities are confusion between who is the media producer and audience, the popularity of smartphones, social media, the emergence of data journalism and local journalism.

This paper discusses the future aspects of journalism in accordance with Wahl-Jorgensen et al. (2016) based on past discussions and studies on the future of the press. Discussions are conducted by identifying key issues including the decline of newspapers in the world, challenges, and issues of future journalism as well as recommendations to the journalism industry.

THE DISCUSSION REVIEW

Risks and Threats: The Decline of the Newspapers in the World

The majority are aware that the circulations of newspapers all over the world are declining. A data as reported by Audit Bureau of Circulation (ABC) in 2014 showed that for example, the circulation of The New York Times newspaper had recorded a total of 731,395 copies per day, in comparison to 1.1 million digital editions, which is 61 percent from the total newspaper’s circulation. In fact, the UK too had shown a 6.3 percent decline every year until mid-2013. The situation in Malaysia is no different. The latest date from ABC showed that almost all newspapers in Malaysia are experiencing a decline in the circulations, such as sales decline between January and June 2015 in comparison to the previous two years.

In terms of advertising revenue, it also showed a 5.2 percent decline worldwide in 2014, with the highest decline in North America, Asia, and Europe. While in the United Kingdom, it dropped 30 percent in 2015 compared to the previous year. At the same time, the use of digital devices has increased significantly, despite discouraging advertising revenue with the increase was recorded at only 8.5 percent worldwide (Pew Research Center, 2014; Lowrey & Shan, 2016).

According to McChesney (2016), this among others is due to online advertising that is more focused on ads in networks like Google or Facebook which is more geared towards their targeted buyers. For example, an advertiser may advertise to target buyers aged 25 and 29 who are looking for a new car, which meets the profile of the network user. Definitely, only those who meet these criteria will see the advertisements on their computer screens or smartphones. This is contrary to advertisements in the newspapers, wherein 2003 and earlier, in America, majority of the press operated from 100 percent advertising revenue rather than from their press website. While in 2010 onwards, this revenue dropped to only 20 percent due to the popularity of internet advertising.

A more general factor also contributes to this situation. Among the most important is the competition from the new media which has led to the deterioration of the importance of reading in the printed version. The nature of the online newspaper which is mobile is in line with the youngsters’ preferences, draws attention. Additionally, youngsters are always online with their gadgets in their hands, facilitating communication.

Data from the Malaysia Smartphone Consumer Report 2015 (Afiq Hanif, 2016) reports that 64 percent of consumers are youths who use smartphones and on average, they spend 187 minutes per day on their phones. This shows the high usage of smartphones among the younger generation, which can be directly linked to the accessibility of newspaper content and newspaper reading patterns.

However, another pressing question is, how far will the newspaper be able to survive amidst the zealous virtual world today? The perseverance of the press carries at least two conditions; one: the newspaper as a whole namely the newspaper industry which includes print and online newspapers, and secondly: the survivability of a printed press that is declining due to the existence of online newspapers.

Perhaps to some quarters, the first question appears to be a basic question, that is true, but the second question is equally important considering the fact that printed press is placed on the highest level in journalism, which is a major mass media product, should also be given due consideration for appropriate discussion. Furthermore, we are also aware of Darwin's theory of mass media which refers to the evolution of the media does not indicate the extinction of each type of media when the more recent media emerges. This means that the concept of survivability exists and needs to be understood and refined to celebrate the diversity of news platforms for the satisfaction of different audiences.

The Status of Today’s Newspaper

A fact from the World Association of Newspapers and News Publishers (WAN-IFRA) shows that newspapers generated average circulation and advertising revenue worth US$ 16 billion in 2015. 90 billion dollars (53 percent) of this amount came from the circulation of printed and digital press, while 78 billion was profits generated from advertising.

In the context of the cultural and creative industries, the press is the third-largest industry that promises 29 percent of jobs worldwide. However, the report in 2016 reported that global news production had dropped by 2015, down 1.2 percent from a year earlier, and recorded 4.3 percent decrease over the past five years.

A report from WAN-IFRA also stated that the global press market was still dominated by the print version. For example, as a whole, 92 percent of the world's press industry is still in print. The largest newspaper markets are in the United States, Japan, Germany, China, the United Kingdom, India, and Brazil. In the revenue context, a fraction of digital advertising is the result of its entire newspaper hoping to increase, has dropped from 10 percent.
WAN-IFRA also reported more than 2.7 billion adults to read printed newspapers around the world. The printed version of the newspaper still has a place in the audience’s heart. That is a fact that not many are aware of. A data from the Pew Research Center published in 2016 showed that over half of newspaper readers in America only read newspapers in the print form. This group is also identified as a group that likes to watch local TV news in comparison to the international TV channels (Mitchell, Gottfried, Barthel, & Shearer, 2016).

The study showed that in Iowa, 53 percent of respondents admitted having not accessed online news, followed by 46 percent in Denver. This can be attributed to the respondents’ demographics that most respondents of this study are relatively old readers, age around 50s. They also have secondary-education, low-income, involved with local political and civic activities. In these areas, newspapers are distributed to homes, which makes the print version very popular. In this area, the print version also received attention from the younger generation.

In the context of the printed press, the stability of the sales of the print is an important element in the production of more successful media products. Generally, press prints are more successful when implemented in small and community-focused forms (Pew Research Center, 2016).

Additionally, print newspapers also need to be creative to enhance survival among readers. For example in Japan, Environment News reported that a “Green Newspaper” campaign was conducted where the newspaper is recycled as a crop tool after reading. The campaign has proven that they have managed to plant flowers and vegetables after reading the newspaper, and this has increased the popularity of print newspapers.

**Challenges and Opportunities of the Newspaper Industry**

Although the future of the print press will continue to exist with certain risks and threats, the challenges to popularize it definitely requires great energy. This is because we can see a general decrease in profits in the industry as a whole.

The Pew Research Center in 2016 reported that the newspaper’s industry revenue had declined since early 2000 despite the increase in the website’s traffic followers. In the meantime, alternative weekly newspapers are also declining in terms of circulation, as seen in the American context where weekly newspapers are more popular than daily newspapers.

This is reflected in the operation as a whole. In America alone, 41,400 people have worked as journalists and editors in the newspaper industry, a 4% drop from 2014 and 37% from 2004. From the perspective of advertising profits, the total advertising revenue of the newspaper industry America in 2016 is estimated at 18 billion. This shows a decline of 10% from 2015.

For free newspapers focusing on art and culture aspect and relatively popular compared to other newspapers, it seems that it has also experienced a decline of more than 6 percent from 2015, reaching only 61,000 copies. In total, the daily distribution of daily newspapers in America (print and digital combined) in 2016 was 35 million during working days and 38 million on Sundays, a drop of 8% from the previous year.

The three highest daily newspapers in America, which are the New York Times, The Wall Street Journal and The Washington Post, did not fully report their digital circulation to the Alliance for Audited Media (AAM). However, in the fourth quarter of 2016, there were about 11.7 million unique monthly readers (across all devices) for the 50 most popular newspapers in America, indicating an increase of 21% from 2015, similar to the 18% rise from 2014-2015.

In America, the year 2012 saw its press industry deciding to focus on digital news more extensively. The study by Neuberger et al. (1998) who studied readers from eight German daily newspapers with digital versions found two-thirds of the users chose print newspapers instead of online in the event where only one version is available. However, 14 years later, the Pew Research Center (2012) found that American readers age below 30 years old who read from social media were recorded at 34 percent with only 13 percent reading news from the print version. The study also showed that the number of American readers reading the print news had also declined to 23 from 26 percent in 2010, 55 percent of the New York Times readers, for example, admitted they read newspapers through mobile devices, as well as for other prominent newspapers such as USA Today and the Wall Street Journal (Bastos, 2015).

Similarly, reading patterns in the United Kingdom shows online reading dominates up to 55 percent of Internet users reading online newspapers. However, in Britain, the reading rate for print is higher than in America (Bastos, 2015; Dutton & Blank, 2011).

**Opportunity: Online News Popularity**

The WAN-IFRA 2016’s report also shows that digital newspapers readers are growing around the world, readers in all forms of digital platforms and surpassing the number of print readers. Now, 40% of global internet users read online newspapers. So, it is no surprise that some newspapers are only available online and no longer exist in printed form.

This is closely related to the popularity of gadgets in the world market. The smartphone market around the world, for example, saw a total of 1.4 billion units bought in 2015, making it the highest sales recorded ever. This also shows that 30% of the world’s population owns smartphones today.
So it is no surprise, 80% of readers worldwide read the digital content of newspapers, and more than 70% of Australians and Canada read newspapers through digital devices. 70% of UK newspapers headlines are read through online, tablets and mobile devices. Additionally, digital newspaper readers only use mobile devices such as smartphones or tablets.

Based on a record by ComScore in "Full highlights of World Press Trends 2016 survey" reported by Nieman Lab, 10 major digital media organizations in the United States have 37% readers who only read news via mobile platforms such as mobile phones and laptops while another 31% using both mobile devices and computer. In Germany, Japan, France, Australia, and Canada, over one-third of the adult population uses mobile devices to access media content, and this development is very rapid.

In general, the number of readers who use desktop computers continues to decline. The time spent reading the news through smartphones surpasses the use of computers in America, Canada, the UK, and Italy.

In terms of application usage, 75 percent of Americans use certain applications on their smartphones. However, on average, the use of smartphones is focused on social media and entertainment purposes.

In Malaysia, the Audit Bureau of Circulation (ABC) reports that the use of digital media has increased by 148% over two years ending 2015 as compared to the previous year. Most recently, The Star newspaper recorded the highest record in terms of online access with 920,000 unique visitors, followed by Harian Metro and Sinar Harian in the second and third places. The Star also has 882,000 unique visitors who use smartphones and tablets to access the news. This leaves the most popular online news portal, Malaysiakini, with only 634,000 unique visitors (The Star, 2014).

Opportunity: Revenue from the Digital Industry

The majority of the reports from WAN-IFRA in 2016 showed the distribution of print press units increased 4.9% globally in 2015 from the previous year, showing a five-year growth of 21.6%. Increased distribution of print newspapers took place in India, China and in other parts of Asia, as a result of lower literacy and economic growth and low print prices have increased the newspaper's reading of 62% by 2015.

At the same time, in general, newspaper distribution grew by 7.8% in Asia and decreased by 2.4% in North America, 2.7% in Latin America, 2.6% in the Middle East and Africa, 4.7% in Europe and 5.4% in Australia and Oceania. Interestingly, over the past five years, the distribution of print newspapers increased by 38.6% in Asia.

Across the globe, the decline in print advertising recorded at 7.5% in 2015 and decreased again 24% over five years. Advertising in print newspapers grew in 2015 in Latin America by 0.3%, but fell in all other regions by 15.5% in Australia and Oceania, 9.7% in Asia and the Pacific, 7.2% in North America and 6.2% in Europe.

In terms of digital revenue, digital income grew at double-digit rates of 30 percent in 2015 and 547 percent over five years. More than US$3 billion total profit from digital distribution is now seen reducing the distribution of print newspapers in most of the world's press markets.

For example, a major social media provider and technology company, Google, has taken the bulk of US$67 billion in advertising money on Google search and revenue on Youtube. In 2015, for example, about US$13 billion from Facebook advertising revenue is a result of mobile devices. In China, Tencent and Baidu, the two largest online organizations show that 56 percent of national income growth is the result of these companies and other online organizations (Henriksson, 2016).

However, in the rapid development of digital and online industries around the world, the WAN-IFRA reports 419 million people (22% of 1.9 million smartphone users) blocked ads on mobile web by 90% globally by 2015. This demonstrates the need to redefine online ad performance and truly effective engagement and how to use knowledge about consumers to improve marketed products including media products.

According to a report from BERNAMA in 2016, Malaysia's digital economy contribution to GDP has reached 17.8% in 2015 and the Digital Economy Corporation of Malaysia (MDEC) has recorded investments of RM304 billion since its inception and grew by 26% compared to the previous year. This report implies the future of the press globally, generally.

The Future of the Newspaper

Among the criteria of future journalism is the increased interactivity between readers and journalists. For example, the emergence of online newspaper edition gives a new format for news delivery, in line with radical changes in layout and page layout. This is because the layout of the newspaper is much easier to interact with the reader, simply by pressing the mouse. The content is also easily 'refurbished' with new comments and information from readers who leave their comments on the news read by them.

However, not all of these transformations can bring goodness to the future of journalism. Among the major weaknesses is lack of multimedia content, lack of direct contact with journalists (such as e-mails), no clear guidelines on journalistic practice, absence or fewer news sources that lead to issues of reporting transparency. At the same time, there is new journalism that maintains coverage as the traditional media, whose content focuses on political and economic news, human interest, crime, sports, and culture.
These are among the things criticized by David Domingo and his colleagues in their studies on the topic of "how new is the new journalism" when discussing readers' participation in online newspapers in nine countries. Domingo and colleagues also argue, new journalism "refuses to give space to active involvement from the people. Thus, the traditional culture of journalism remains unchanged" (Domingo et al., 2009). This is because, according to Domingo et al., audiences can read and engage with the construction of new information in online media, but controls are still being conducted by some individuals involved in the news-producing process in the media outlet. Among them are controlled by some journalists who have their own online media and dominate the flow of information by the media.

Of the total 16 online newspapers reviewed by Domingo et al. (2008), they conclude that the existence of this new media provides broader opportunities for audiences to get reading material but the process of producing news is still limited as the traditional media. The basic journalistic culture seems to be the same and remains unchanged as journalists in the press still retain their power in decision-making at various levels in the process of producing news as practiced by traditional media. The only thing that has changed, according to Domingo et al., just the method of news presentation.

In this regard, Schudson (2011) explains that the changing factors in the news ecosystem are supported by collaboration between readers and authors. In this context, the lack of tangible differences between tweets, blog posts, magazine articles, and shared news stories creates a gap between professionals and amateur journalists. Schudson also concludes, the line of separation between new and old media is very blurry and the value of news is also evolving. In this case, increasing the digital platform interactivity component needs to be done, as well as changing editorial decision-making methods that determine the news. Only then, digital journalism will increase the involvement of more audiences.

Most recently, online readings appear to be very prominent in the form of social media. As opposed to the type of news between newspaper editorial and social media users, press editors are more geared towards sports, economy, entertainment and celebrity news. Meanwhile, social media users are more interested in opinion-oriented news, national, local and world news (Bastos, 2015).

Many agree that there is no business model for future newspapers which is globally accepted (Dal Zotto & Picard, 2006; Franklin, 2008). In the Netherlands, for example, they use a news per-sales (news) model from different newspapers that pays each time the news is read (Spij & Suijkerbuijk, 2015).

But there is an online newspaper that has success with their respective online models. For example, The Star Tribune has 47,000 digital paid subscribers (Edmonds, 2016). It offers different business models but gets the support of readers.

Another online newspaper, which has a place in readers' hearts according to the latest record, is Daily Mail, followed by The Guardian in second place and The New York Times in third place. Other papers are People's Daily, The Washington Post, The Wall Street Journal, Asahi Shimbun, The Sun, The Times of India and The Daily Telegraph. These are the top 10 online newspapers in the world (Trending Top Most, 2018).

Daily Mail is a tabloid newspaper published in the United Kingdom, which implements tabloid format and tends to support the Conservative Party. In terms of credibility, this newspaper has been criticized for its dubious content. The strength of the newspaper is seen as capable of bringing the element of surprise in its reported news. Among the news that become the points of interest are issues of immigration, human rights to in-depth reports on royal families and celebrities. In terms of its printed circulation, not only that it is the best-selling newspaper in the UK, but its online version has also gained world attention.

The online business model run by Daily Mail is not a paid subscription model. However, they use paid advertising models to increase their revenue. Since 2012, Daily Mail announced that it began to benefit from the model. Separate web operations are specially created to broadcast news that appeals to online readers such as news headlines that are written in conclusion form, which readers can click on and will be directed to the complete news version. Its online news is also filled with pictures and videos from YouTube, even when they have nothing to do with the news broadcast. It is designed in such a way as to keep the readers reading its news content on its website to improve advertising.

In addition to the layout that suits the needs of its online readers, Daily Mail also ensures the news is updated suitable to its readers. For example, a team is specially formed to rewrite news from other newspapers or websites and adapt to the interests of its online readers. This method allows Daily Mail to broadcast more news quickly and economically. However, this method is criticized for its lack of ethical as facts are not properly revised as it is constantly pursuing time, as well as being linked to plagiarize issues.

But this is among the ongoing forms of innovation going on in the world of journalism. Although there is no compromise on journalism ethics, the press industry seems to be struggling with issues—whether profit (or the survival of the newspaper as a whole) or maintaining a parallel-ethics practice.

These changes are clear, not just in terms of online business models, but also other influences on journalistic practices such as the influence of social media as sources and news drives, changes in media policies by the government and the changing needs of audiences in terms of news presentations and so forth (Franklin, 2011).
**Future Newspaper Issues**

**a. RISKS AND THREATS – Fake News**

Fake news is dangerous and wide-spread. How should we respond to this issue remains an open subject for discussion. Fake news is news that people say or repeat without knowing whether they are incorrect or do not care about whether they are right or wrong.

Allcott and Gentzkow (2017) define fake news as news intended to deceive, news that is confirmed to be a false report which can lead to misunderstanding among the reads. More thoroughly, the definition of fake news is explained by Allcott and Gentzkow as: 1) accidental error in reports, such as inaccurate reporting on a matter; 2) rumors that do not refer to any newspaper; 3) conspiracy theories which is difficult to be verified as true or false; 4) non-factual satire, 5) wrong statements from politicians and 6) reports in favor and misunderstandings.

False news is spreading day by day due to several key factors. First, almost everyone can write news without having to be a journalist by just opening a website and managing it by generating an advertisement. Second, the existence of social media enables false news to be easily disseminated, and the use of social media increases. For example, Facebook active users hit 1.8 billion people in 2016 with Twitter 400 million people. Thirdly, generally, the public is not convinced and less confident towards mass media, especially from the aspect of reporting the news in a complete, just and fair manner. Subsequently, false news is quick to get the attention of the readers.

In America, Paul Horner opens a false news site called the National Report before the United States presidential election which was more favorable towards President Trump. Among the most popular news spread was that President Obama was reported to have used his own money to open a Muslim museum whereas the matter had appeared not to be true (Allcott & Gentzkow, 2017). In the American context, false news is summarized by Allcott and Gentzkow by concluding that social media is increasingly important but not the dominant source of information and political news. In this context, television remains the most important media in the country.

However, the status of social media is still considered a tool that facilitates false news. Therefore, Facebook tries to take steps to identify false news through its fake flag that reads, "dubious by the third fact examiner" which reduces the potential of the news to be disseminated. Through this method, readers can be educated to be more responsible, but the question that remains unanswered is what kind of information is genuinely true?

So the method of verification of information is among the most important element known to news journalists today. Brandzaeg et al. (2015) admitted that today, many journalists use social media for news ideas, to find writing’s title, get information and analyze news. In fact, there are also journalists who use social media to share experiences, ideas, thoughts and hold dialogue with readers. In terms of news coverage, social media is used to identify online news sources and interview the witnesses.

To verify the source of news from social media is a different act with verifying news sources from other platforms. This is because, the nature of a user-driven social media allows its content to be altered, manipulated or removed from its original media source. This tendency makes sources from social media more difficult to verify, riskier and less accurate than news sources from other platforms. Hence, journalists are encouraged to have the knowledge and skills in technology to devolve the news source in this form. The speed for news source verification is also very critical as news moves swiftly over the course of 24 hours a week, and the rapid change of social media requires the information to be verified as quickly and efficiently as possible. Examples of platforms for verification that can be used by journalists include SocialMention, Storyful, Politifact, Fast fact, Topsy, Sulia, TinEye, FotoForensics and Trackur. The abundance and complexity of information in social media and its speed cause the verification method to become more complex. In the west, many newsrooms begin issuing guidelines in terms of how to manage social media content (Buttry, 2014).

In verifying the information, two main elements need to be verified - news sources and content. These two elements need to be independently verified and assessed whether they form consistent news (Posetti, 2014). Here are the tools and strategies used to verify social media content:

**Table 1:** Authentication Tools and Strategies (Verification) used in Social Media Journalism (adopted from Posetti, 2014):

| Text          | Image Content       | Video                        | Source                      |
|---------------|---------------------|------------------------------|-----------------------------|
| Text Google Speech, Google Phrase, Search, Media, Manually (i.e. Phone Call) | Image search, TinEye, Exif, Topsy, Tungstene | Google Streetview, check through videos on YouTube, Story | Phone Calls, e-mail, Google, check profile (Followers, Tweets and Lists), other social media accounts, name checks, Google, Xing and others, person |
b. OPPORTUNITIES: Google’s Views of Journalism’s Future

The future of journalism is not only discussed and scrutinized by media practitioners and academicians, but it is also an important element discussed by Internet-based technology company, Google. Founded in 1998, Google today has over 85,000 employees.

Interestingly, Google looks at the field of journalism optimistically rather than some of these field practitioners. For example, in 2015 the Digital News Initiative was set up to help the journalism industry continue to function as a pillar of democracy and without being contaminated with technology as well as lack of industry finance.

Since then, Google has invested up to 300 million dollars in various products and initiatives aimed at assisting news publishers as well as improving rapport with media players (Wang, 2018).

In this endeavor, three of Google's ultimate goals are to improve the performance of journalism through news accuracy and against misinformation; helping news websites continue to grow into frontier businesses and form new tools to help journalists perform their tasks (Gartenberg, 2018).

In this agenda, the fight against false news is one of the most challenging agendas that is being carried out. Among them is that Google is training its system to identify the widespread news and ensure it displays more accurate results to audiences. Additionally, a committee to fight fake news has also been set up in Google, besides collaboration with private bodies and universities such as the Poynter Institute, Stanford University, and the Local Media Association conducted to raise awareness among young readers through various media literacy programs such as MediaWise.

c. RISKS AND THREATS: Issue of Speed Information

Everyone knows how fast the information travels today, and the fast-paced challenge in journalism is no exception. The speed of information has brought a great impact that has been discussed as false news. Everyone races to share information, as it is so fast and easy, and embedded in very convenient technology.

In overcoming this dilemma, Drok and Hermans (2015) proposed a solution to this problem called "Slow Journalism". The slow journalism format is more geared towards writing longer and deeper news such as writing narrative news or literary news, printed together with breaking news. Slow journalism is seen as one of the genres in terms of method and form of how a story is delivered. It is a narrative that needs to meet the standard of storytelling and multi-levels storytelling. In terms of pictures that complement the slow journalism news, images need to be of high quality that is not just to complement the news but to have its own narrative dimensions. It is seen as a more than just a style and presentation in journalism but has its own methods and principles. However, it is acknowledged as an approach that is yet fully discovered in academic circles.

Nettleton (2015) argues that besides the skills, it is indisputable that future journalists need to arm themselves with knowledge on technology, intelligence, critical thinking and the ability to disseminate information from various sources. It is parallel to wisdom journalism which emphasizes interpretative analysis and informed perspectives that need to include among others; race, gender and marginalization into the news. This approach forms the content of synthesis and includes different experiences.

The need for this approach can be attributed to the importance of journalists getting legitimacy from the audience, trying to make a credible impression and avoid the accusations that journalists ignore certain aspects of writing (Lowrey & Shan, 2016).

d. OPPORTUNITIES: Operational Model of News Organization

In addition to the approaches in writing, approach towards press organization operations is also among the pressing factors of the future of newspaper preservation. McChesney (2016) studied the Guardian newspaper in England which was seen as the world's most popular online English newspaper. The findings with its press editor showed that they subsidized their online operations through unrelated parts of the media. In this context, this approach can be implemented by the newspaper as it is not a mere business but it is a nonprofit-based body that does not receive pressure from shareholders.

The Guardian's experience showed that they have tried all methods done in America to preserve the newspaper in England but to no avail. The future of the newspaper is still dark, especially in terms of financial generation. Hence, editors have seen other methods of subsidizing journalism, as well as seeing it as a business. It does not come from journalistic products but comes from non-media sections in media organizations and this is used for subsidizing journalism.
To realize this proposal, McChesney (2016) also recommends journalism to be seen as a common product just like education. Therefore, the policy needed is free media content, non-filtered, and competitive news systems that cover the voice of various classes. From this suggestion, this means that the future of journalism is a non-commercial and non-profit system.

At the same time, this does not mean that indirect media exists in the form of business. The pillars and the system of journalism are formed not based on profit, not commercial; free and non-competitive.

**e. DIGITAL JOURNALISM: Technology and Journalism**

Amidst the rapid development of technology, Coddington (2014) proposes the need for journalism to return to a "quantitative" approach that offers the dominant typology of 1) computer-assisted journalism (CAR), 2) data journalism, and 3) computer journalism. Although there are similarities between these three methods, clear differences lie, where CAR is based on an investigative journalistic-oriented with social science. Data journalism is characterized by extensive involvement and data usage in terms of generation and dissemination of information in the digital era. Computer journalism focuses on computer applications in journalistic activities.

However, there is another view of the future computer-based journalism method. For example, Knight (2015) categorizes data journalism as containing two practical reports of infographic and CAR. The Guardian newspaper, for example, has used data journalism methods since 1821.

Knight’s study also shows that there are not many daily newspapers in the UK that apply data journalism but The Guardian remains the newspaper with the highest commitment. Tabloid newspapers also show low data journalism applications but average UK newspapers use complex visuals.

CAR, introduced by Philip Meyer in Knight (2015) and applied in its initial publication places CAR in two major divisions which are increasing the use of graphics, data availability; and access to data analysis. Today, data journalism is not only growing but also transforming the journalism itself, especially in terms of quality and reporting process.

**CONCLUSION**

This discussion presents the future issue of the newspaper in Wahl-Jorgensen’s (2016) discussion that categorizes risks and threats, opportunities and digital journalism as a major category in discussing the future of the press in the journalistic world. The earlier questions were raised by Bob Franklin (2008) when discussing the future of journalism, which is what the newspaper, who is the journalist and what is citizen journalism?

The press functions are evolving, and Franklin categorizes five focuses of the newspaper: 1) new media and the changing media environment, 2) newspapers as a business, 3) local news and community news, 4) global patterns and developments, and 5) content changes, form, and format of the press. These five main questions which were discussed by Franklin 10 years ago have indirectly mentioned in this discussion. These discussions have shown that future newspapers have their own and varied prospects influenced by their locations across the globe, the market sector, and journalistic culture.

Patterns of decline in print media around the world show the development in digital and online forms. Recent developments have shown youth turning from desktop to mobile devices such as smartphones. The online nature has drawn the interest among the young generation and what distinguishes it from the printed version is the high level of interactivity, user-generated content, the speed of information generated and readable, newspaper operating model and digital journalism.

From this discussion, it can be concluded that the future of journalism is greatly influenced by the digital form and the printed version in general, will continue to experience a decline in circulation. The main challenge is that the newspaper business has yet to discover a robust business model, like how it had been able to make profits some time ago. In fact, proposals for journalistic products to shift to general commodities such as education can be considered amidst the speed of digital information. Risks and challenges such as false news and information verification exist, and technology can be used as one of the tools to mitigate this risk, in line with innovative journalistic techniques such as Slow Journalism.

**REFERENCE**

1. Afiq Hanif. (2016, January 27). 6 types of smartphone users in Malaysia. *Metro*. Retrieved from https://www.hmmetro.com.my
2. Akil Yunus. (2014, December 22). The Star Online ranks as top news portal in Malaysia. *The Star*. Retrieved from https://www.thestar.com.my
3. Allcott, H., & Gentzkow, M. (2017) Social media and fake news in the 2016 election. *Journal of Economic Perspectives, 31*(2), 211-236. https://doi.org/10.1257/jep.31.2.211
4. As digital ad sales grow, news outlets get a smaller share. (2014, April 25). Retrieved from https://www.pewresearch.org/fact-tank/2014/04/25/as-digital-ad-sales-grow-news-outlets-get-a-smaller-share/.
5. Audit Bureau of Circulations. (2014). *Circulation Figures, Newspapers West & East Malaysia, Paid Circulation, Average Net Circulation per Publishing Day*. 
6. Bastos, T.M., (2015). Shares, pins, and tweets: News readership from daily papers to social media. *Journalism Studies*, 16(3), 305-325. https://doi.org/10.1080/1461670X.2014.891857
7. BERNAMA (2016, October 13). 2017 Malaysia ‘Year of Internet Economy’ - Najib. Retrieved from http://www.kkm.gov.my/
8. Brandtzæg, B.P., Marika, L., Spangenber, J., Rath-Wiggins, L., & Folstad, A. (2015). Emerging journalistic verification practices concerning social media. *Journalism Practice*, 10(3), 323-342. https://doi.org/10.1080/17512786.2015.1020331
9. Buttry, S. (2014). Verification fundamentals: Rules to live by. In C. Silverman (Ed.). *The Verification Handbook, Ultimate Guideline on Digital Age Sourcing for Emergency Coverage* (pp. 14-17). European Journalism Centre.
10. Coddington, M. (2014). Clarifying journalism’s quantitative turn: A typology for evaluating data journalism, computational journalism and computer-assisted reporting. *Digital Journalism*, 3(3), 331-348. https://doi.org/10.1080/21670811.2014.976400
11. Dal Zotto, C., & Picard, R.G. (2006). Business Models for Newspaper Publishing Companies, IFRA Report No. 1, “Where News”. Darmstadt: WAN-IFRA
12. Domingo, D., Quandt, T., Heinonen, A., Paulussen, S., Singer, J.B., & Vujnovic, M. (2008). Participatory Journalism Practices in the Media and Beyond: An International Comparative Study of Initiatives in Online News. *Journalism Practice*, 2(3), 326-342. https://doi.org/10.1080/17512780802281065
13. Domingo, D., Quandt, T., Heinonen, A., Paulussen, S., Singer, J.B., & Vujnovic, M. (2009). Participatory journalism practices in the media and beyond: An international comparative study of initiatives in online newspapers. In B. Franklin (Ed.). *The future of newspapers* (pp. 203-218). London: Routledge.
14. Drok, N., & Hermans, L. (2015). Is there a future for slow journalism? *Journalism Practice*. https://doi.org/10.1080/17512786.2015.1102604
15. Duggan, M., & Brenner, J. (2012). The Demographics of Social Media Users- 2012. *Pew Research Center, Internet & Technology*
16. Dutton, W.H. & Blank, G. (2011). Next generation users: The internet in Britain. *Oxford Internet Survey* SSRN. https://doi.org/10.2139/1960655
17. Edmonds, R. (2016, May 19). Looking for a sustainable business model for a regional newspaper? Start at the Minneapolis Star Tribune. *Poynter*. Retrieved from https://www.poynter.org
18. Franklin, B. (2008). The future of newspapers. *Journalism Practice*, 2(3), 306-317. https://doi.org/10.1080/17512780802280984
19. Franklin B., (2011). Introduction. *The Future of Journalism*. London: Routledge.
20. Gartenberg, C. (2018, March 20). Google News initiative announced to fight fake news and support journalism. *The Verge*. Retrieved from https://www.theverge.com
21. Henriksso, T. (2016). Full highlights of World Press Trends 2016 Survey. *World Association of Newspaper and News Publishers*. Retrieved from http://www.wan-ifa.org
22. Knight, M. (2015). Data journalism in the UK: A preliminary analysis of form and content. *Journal of Media Practice*, 16(1), 55-72. DOI: 10.1080/14682753.2015.1015801
23. Lowrey, W., & Shan, Z. (2016). Journalism’s fortune tellers: Constructing the future of news. *Journalism*. https://doi.org/10.1177/1464884916670931
24. McChesney, W.R. (2016). Journalism is dead! Long live journalism?: Why democratic societies will need to subsidise future news production. *Journal of Media Business Studies*. https://doi.org/10.1080/16522354.2016.1184919
25. Mitchell, A., Gottfried, J., Barthel, M., & Shearer, E. (2016). The Modern News Consumer. *Pew Research Center Journalism and Media*. Retrieved from http://www.journalism.org
26. Nettleton, P.H. (2015). Stop the press: The future of journalism is not post-political. *The Communication Review*, 18(2), 123-141. https://doi.org/10.1080/10714421.2015.1031997
27. Neuberger, C., Tonnemacher, J., Biebl, M., & Duck, A. (1998). Online -The future of newspapers? Germany's dailies on the World Wide Web. *Journal of Computer Mediated Communication*, 4(1). https://doi.org/10.1111/j.1083-6101.1998.tb00087.x
28. Posetti, J. (2014). Trends in newsroom #3. *Back to Basics with Social Media Verification*. Retrieved from http://blog.wan-ifa.org/2014/07/09/trends-in-newsrooms-3-back-to-basics-with-social-media-verification
29. Schudson, M. (2011). *The sociology of news*. Independent Publishers.
30. Spil, A.T., & Sijikjerbuccik, M. (2015). A business model for the e-newspaper from a customer perspective. Retrieved from https://www.ifla.org/files/assets/newspapers/Sweden_2015/10_-_a_business_model_for_the_e_newspaper_24_3_2015.pdf
31. Trending Top Most (2018). Top 10 most read newspapers in the world. Retrieved from http://www.trendingtopmost.com/worlds-popular-list-top-10/2017-2018-2019-2020-2021/world-most-read-newspaper-world-best-selling/
32. Wahl-Jorgensen, K., Williams, A., Sambrook, R., Harris, J., Garcia-Blanco, I., Dencik, L., Cushion, S., Carter, C., & Allan, S. (2016). The future of journalism. *Digital Journalism*, 4(7), 809-815. https://doi.org/10.1080/21670811.2016.1199469
33. Wang, S. (2018, March 20). Google announces a $300M ‘Google News Initiative’ (though this isn’t about giving out grants directly to newsrooms, like it does in Europe). NiemanLab. Retrieved from http://www.niemanlab.org

BIODATA

Siti Suriani Othman is a senior lecturer at the Communication Program, Universiti Sains Islam Malaysia. Her Ph.D. degree in journalism was obtained from Nottingham Trent University, United Kingdom. Her field of study is journalism with her many writings have been published in local newspapers. She was appointed as Visiting Professor at Xiamen University, China; Xiamen University Malaysia and Syiah Kuala University, Indonesia.

Liana Mat Nayan is a lecturer at the Department of Public Relations, Tunku Abdul Rahman University. Her research focuses heavily on public relations and journalism. However, issue related to youth is also one of her concerns, especially on media's impact on teenagers.

Lee Kuok Tiung is a Senior Lecturer at Communication Program, Faculty of Humanities, Arts & Heritage (FKWS), Universiti Malaysia Sabah (UMS). His research focuses on journalism, especially on news publishing, communications legislation, audience reception, and political communication. He is currently a Research Fellow at the Ethnographic Research and Development Unit (UPEP), Universiti Malaysia Sabah.

Fauziah Hassan is a Senior Lecturer at at the Communication Program, Universiti Sains Islam Malaysia. She received her PhD from Univesiti Putra Malaysia and her research interest focuses on coverage of Islam in newspapers.