

Chapter Summary – Module Four

Newspapers have traditionally focused on local issues. Journalists are trained to ask who, what, when, where, why and how about news events. Today, newspaper owners are asking the same questions about their readers. Advertisers want to know if they should purchase space in the traditional newsprint version or the online version of the paper, or in some other medium. Owners are concerned about who will buy and read their product, since young people spend less and less time reading newspapers. Many innovations, such as color and graphic elements, have emerged as newspapers have attempted to appeal to a society dominated by the image. The competitive environment and economic slump have placed printed newspapers in peril.