

# **The Inundation of Online News: Impact of Digital Media on Traditional Print and Broadcast Mediums**

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For many years print and broadcast mediums have been our only source of news and information about the world. We have relied heavily on newspapers and news programs to inform us about major events occurring all around the globe. In the last twenty years our source of news has begun to change. The invention of the internet has seen a shift of power. Newspaper sales are declining due to the fact that news is freely available online as well as being instantaneous and easy to access. The internet world has been saturated with news, making it almost impossible to avoid the latest headlines with every visit online. Improvements in technology over the last number of years have made it easier to access information online. Smartphones, broadband and free Wi-Fi has allowed people to browse online while on the move. This has led to a lack of interest from the public in traditional forms of media.

There is no longer any need to purchase a newspaper or watch a news program to find out the latest news when the same information is available online for free. News agencies have to evolve by cutting prices and trying to develop online personalities in order to survive extinction. This dissertation aims to examine the decline of newspaper sales over the last ten years and determine what impact digital media is having on this decline. Whether it is due to the fact that there is an inundation of news online or whether news online is so easy to access with modern technological advancements. Another aim of this dissertation is to explore the popularity of news programs and establish how they are changing to counteract the rise of news online.