

A CASE STUDY ANALYSIS OF SPATIALIZATION IN NEWSPAPERS' PRODUCTION

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Abstract

The spatialization of newspapers' value chain yielded ambivalent outcomes. On the one hand, owners of the companies benefited from technological developments, which allowed the creation of higher volumes of information with lower costs of production and distribution. The newspapers that had the economic resources for spatializing their value chain not only survived the unstable economic, political, and technological environment of the 1990s but also became leaders of local and national media systems. This study focuses on newspaper maps, which have an important role in conveying spatial information to newspaper readers. Maps and map-like items in the main Turkish newspapers within a certain period were evaluated in regard to the scope of the study. A database was constructed to organize the collected data and conduct the analysis. In addition to cartographic and thematic analyses, the database allows "georeferencing" to be conducted as well. However, the current study focused on the cartographic and thematic properties of these maps. Their deficiencies were identified from a cartographic perspective and with that, the parts of newspapers that maps are mostly included in were investigated, and we aimed to identify the topics and events that increase map usage in newspapers. On the other hand, these spatialization processes had undesirable impacts. Those newspapers that did not have the economic resources for spatializing their value chain perished or were absorbed by national holdings.

Keywords: newspapers, spatialization, concentration, production.

Introduction

The economic and technological transformation of the industrial model for producing journalism during the 20th century is not a new topic. However, this research is relevant because it presents a case study of a local newspaper industry that faced ownership concentration throughout the 1990s and 2000s and, at the same time, the incorporation of digital technology for news production. Throughout that time span the newspapers created new spaces of production and commerce and a new division of labor, which led them to survive various economic crises. Thus, this case allows expanding the political economy of communication empirical corpus by using the concept of spatialization to explain how newspapers transformed their value chain amid global economic and technological trends and how these transformations led to the concentration and conglomeration of a journalistic industry. Newspaper depicts the world to us. Most people associate timely information about current events and issues with the morning newspapers. The newspaper covers all the sections of information related to politics, sports, economy, entertainment, national and international news. It not only keeps the readers informed and updated but at the same time enhances their vocabulary and language skills. It serves the country's citizens by keeping them abreast of the government's latest policies and taking their feedback on the same. The launching of a new newspaper needs a lot of planning and research.

LITERATURE REVIEW

Andreas Veglis (2014) Information delivery is undergoing profound changes. The established media such as radio, television, and newspapers are faced with a variety of new

digital content formats. New dimensions of publishing can be exploited in the case of newspaper production. This paper investigates the changes in the production models of newspaper organizations caused by the introduction of information technology. The study is focused on distributed printing, distributed publishing, and electronic edition of newspapers.

Juan S. Larrosa-Fuentes (2018) From 1990 to 2010, Mexican newspapers' ownership structure changed because of globalization, digitization, and financial crises. This process coincided with the technological convergence of newsrooms. Thus, this case study employs the concept of spatialization to investigate how digital technology was used to concentrate resources and thus, to concentrate Guadalajara's (Mexico) newspapers industry. Drawing on semistructured interviews with media workers, this article suggests that the use of digital technology allowed 1) smaller newsrooms with fewer workers, 2) the creation of new advertisement markets, 3) the development of virtual newsrooms structured by journalists working in real time in different cities, and 4) the transformation of a distribution system that in the past was mainly supported by hawkers.

STEPS OF NEWSPAPER PRODUCTION

Gathering:

Gathering means various books of reporters go and cover the stories. These reporters collect their stories then send this through mail to the editor. News gathers in the main print of every newspaper reporters submit the news sub copies after gather news to the editor then re-edit it using red pen chief editor do the final editing by using green. It starts with reporters going out to their respective beat to gather stories and cover events and also the marketing department getting advertisements into the news helper on daily basis it starts with reporters getting their mails to the editor. Newsgathering is paramount to every newspaper. After the stories are gathered the sub-editor edited the copies submitted by the reporters using red pen, The chief sub-editor uses blue-white editor user green final editing is done by chief subeditor or editor.

Pre Press:

Photos are edited. Advertisement is greeted and pages and layout of the newspaper are designed in pre-press the editor of the newspaper decides what had to be print for today often editing the stories. They also did page planning to give a final outlook to form the newspaper helps they use color graphics etc. Pre Press is where photos are edited, advertisements are created and compared and the whole pages of the newspaper are laid – out and designed after stories have been edited the editor and other sub-editors will set in on editorial conference to determine what goes inside the paper for the day. The newspaper planning is done on a dummy sheet to give a prototype of the final outlook of each paper, this is called page planning. At pre-press text pictures, cutline, graphics, as well as colors are put together to form the newspaper pages.

Press:

The printing process in the main process steps during newspaper production quickness and reliability with at the same time reasonable producing are the cornerstones in the production and processing of print products. The finical newspaper press is divided into 2 parts.

PRINTING AND FOLDING

Printing: The first function of a News Paper press is loading and unwinding of newsprint reels. These functions are provided by the poster posters unwind paper reels and automatically change paper reels at the fuel production sheet.

Folding: The folder starts were the printed webs come together. The folder can produce ribbons and combine these ribbons in such a way that pages are put on fop ribbons are cut so that News Paper can separate from each other.

Fast Press: After all this process the copies of News Paper are sent to delivery. They are also sent to the mailroom, and then they put newspaper on trick etc. News Paper then put on the newsstand and News Paper vendor collect it from them then delivered it to our house.

Spatializing Newspapers' Production

During the late 1980s and the early 1990s, Guadalajara's journalism experienced profound technological transformations. The labor instruments that journalists, editors, and publishers used to perform journalism and produce newspapers changed dramatically. These changes were part of two major trends in the last two decades of the 20th century that affected newsrooms around the world. On the one hand, media outlets started to digitize their processes of production, storage, distribution, and consumption (Picard, 2011). Digitization is the "material process of converting individual analog streams of information into digital bits" (Brennen & Kreiss, 2014). New material devices that could produce digital information were placed in newsrooms and used by reporters, editors, and designers. On the other hand, as a consequence of digitization, technological convergence began to unfold; consequently, different communication technologies were combined and integrated into the same devices (Brennen & Kreiss, 2014; Salaverría & García, 2008; Scolari, 2009). These technological transformations became the material backbone for spatialization developments during the 1990s and 2000s. In the following sections, three significant

Format of the newspaper

The newspaper format involves several pages, the paper's dimension, deciding the newspaper tone, and the paper's printed area. Broadly the newspaper format is of three types: full format (749mm x 597mm), a tabloid (430mm x 280mm) or a magazine. The full format is a broadsheet, divided into five, six, seven and one half, eight, or nine columns. The tabloid is about half the newspaper's size; it can have three, four, five and six columns. The magazine is about half the tabloid newspaper size, with one, two or three columns. The newspaper layout should be attractive and eye-catching for readers, allowing them to grasp complete information in a short time. The layout involves the positioning of the stories, allowing space, headline style and size.

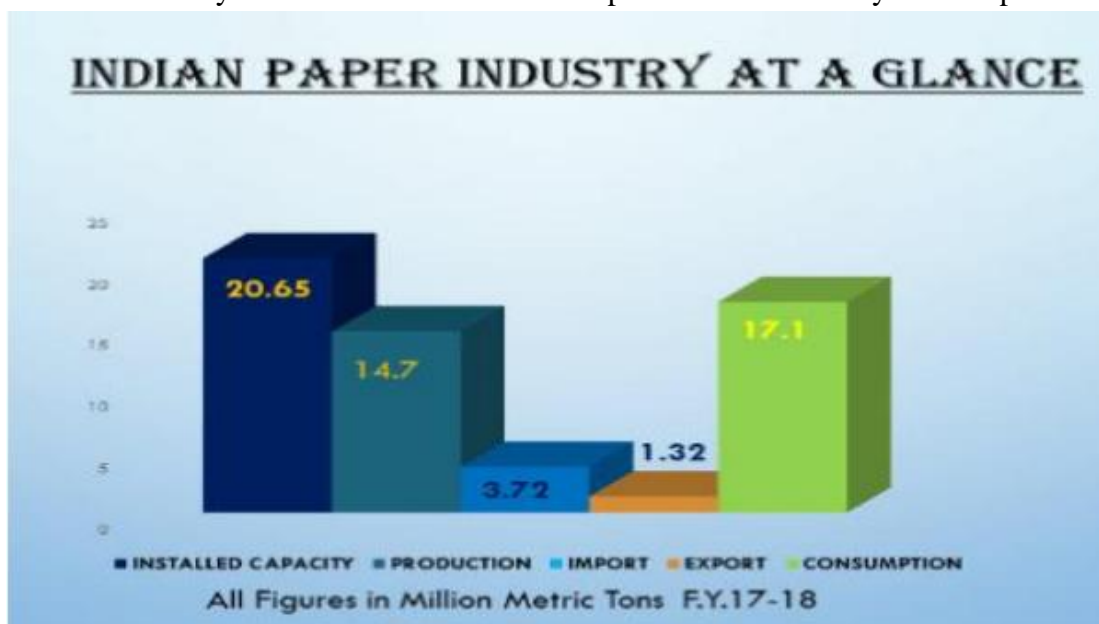
Language of the Newspaper

Language is the crucial aspect of the newspaper. The area of circulation decides the language of the newspaper. If the area of circulation is in a selected state, then the language of the newspaper has to be the language of that particular state. For example, a newspaper launched in Maharashtra, the preferred language will be Marathi. The reporters and journalists have to take care while writing their story. The language which the people of that area widely accept should be used. Every newspaper has a style book that gives insights into sentence length, punctuation, and usage of words. Stylebook contains rules for language usage. The newspaper should write short, brief and precise sentences that help comprehend the story and

avoid confusion. Sentences that are long containing too many words often confuse the reader, so avoid them instead of using lively language. The language invites the readers to read the story and which is easy to understand.

Newsprint paper Manufacturer in India

Newspaper Industry is growing in India day by day. With increasing literacy rate, number of newspaper readers are also increasing. It helped in consumption of newsprint in India. Report of ABC and IRS also emphasize on more consumption of newsprint. However, Covid-19 situation have created a new hurdle in production and distribution of newsprint in India. Leading domestic producers such as Emami Paper Mill, Shree Rama Newsprint and Khanna Paper have increased their prices by Rs 3,000 to Rs 4,000 per metric tons. Indian government have introduced custom duty on newsprint which has affected newsprint business. People from this industry have demanded to remove 5 per cent customs duty from import.



Indian mills have to compete with the overseas manufacturers in terms of product as well as price. The Indian manufacturers produce newsprint below 45 GSM and the most of the newspapers use 40 GSM and 42.5 GSM newsprint. As per the information available on the website of the Indian Newsprint Manufacturers Association (INMA), the present domestic capacity of newsprint industry is 2.2 million tons per annum in which 1.5 million tons per annum is under-utilization due to continuous offloading of cheap imports. According to INMA, enough capacity is available and the domestic industry is having full potential to deliver substantial backing to print media. However, all mill in India cannot compete with the overseas manufacturers, except three big mills named Emami Paper Mill, Khanna Paper Mill and Shree Rama Newsprint. These three manufacturers are also member of INMA. Newsprint grades produced by the most of Indian mills are for low-speed presses, consumed primarily by regional newspapers for inner pages or by small scale newspapers. Popular newsprint manufacturers in India are:

- Emami Paper Mills Ltd, Balasore, Orrisa/ Dakshineswar, West Bengal
- Nepa Mills Ltd, Burhanpur, Madhya Pradesh

- Khanna Paper Mills Ltd, Amritsar Punjab
- Shree Rama Newsprint Ltd, Surat, Gujrat

Nepanagar is also famous for its newsprint mill, Nepa Mills Limited. It was a company known for producing standard Newsprint. It has produced 42 GSM newsprint first time in India which was fit on all international parameters of surface smoothness, opacity, brightness, strength, and quality etc. NEPA is able to meet the demand across all categories of Newsprint customers. Recently, NEPA has also initiated the manufacture of Economy newsprint to cater to the requirement of the lowest segments of the market. It supplies newsprint at minimal of cost, yet maintaining all other parameters of quality though in lower brightness. As per government records, there are around 125 mills in India which are listed and licensed to manufacture and supply newsprint in which good number of mills have been closed. However, only few among them produce quality newsprint. Emami Paper Mills is among of them which produces high quality newsprint. This company is largest newsprint manufacturer of India with 1, 50, 000 tons per annum. Newsprint manufactured by this company fulfills all requisites of imports as term of quality parameters. Company's product meet quality standards of brightness, opacity, strength, printability & appearance of newsprint which is ideal for import as well as export. Company has capacity to produce high quality Newsprint, and substituting imported Newsprint with best quality of product ranging from 40-80 GSM. Khanna Paper Mills is another big manufacturer of newsprint. It was founded in 1965. It was considered as first paper mill in India to produce high quality printing paper from total deinked woodfree recovered paper.

CONCLUSION

This article studies the way in which a local media industry changed amid national and global transformations. How technology was used to spatialize the production of newspapers in urban spaces. That is, digital technology served to control time and space in the newspapers' value chain. In short, three significant transformations were detected in newspapers' value chain, which included the creation of three new spaces and the destruction of another.

It is important to stress that digital technology did not spatialize newspapers' value chain per se. Labor tools do not have agency. Individuals decide how to use technology to achieve specific objectives, in the frame of historical, economic, political, and cultural structures.

Finally, this article suggests that the concept of spatialization offers a path for exploring how media concentration to analyze how the production of newspapers was transformed in the late phase of the industrial model and at the beginning of the postindustrial era. Spatialization is an analytical tool that is useful for observing the different forms that value chains have adopted throughout mediated communication history; for understanding how the use of labor tools transforms time and space within the various stages of news production, distribution, and consumption; and for discovering what spaces, defined as social and power relations, are created and obliterated in the manufacture of journalism.

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