

## NEWSPAPER

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**Annotation:** *Newspapers have been the most conventional and popular medium of conveying local, regional, national and international news to the readers. Newspaper serve us the latest happenings in different parts of the world through a network of correspondents and news agencies. Newspaper is quite a powerful tool that circulates information to people. It is one of the greatest means of communication between people and the world. In addition, they are also a great medium of knowledge. We get our daily dose of news from newspapers early in the morning. It is quite a reliable source which gives us information only after thoroughly investigating the information.*

**Key words:** *Technology, history, century, newspapers, mass media.*

## INTRODUCTION

Newspaper, a publication and form of mass communication and mass media usually issued daily, weekly, or at other regular times that provides news, views, features, and other information of public interest and that often carries advertising. Forerunners of the modern newspaper include the *Acta diurna* (“daily acts”) of ancient Rome—posted announcements of political and social events—and manuscript newsletters circulated in the late Middle Ages by various international traders, among them the Fugger family of Augsburg.

History of newspaper. In England the printed news book or news pamphlet usually related a single topical event such as a battle, disaster, or public celebration. The earliest known example is an eyewitness account of the English victory over the Scots at the Battle of Flodden (1513) [1,90]. Other forerunners include the town crier and ballads and broadsides.

In the first two decades of the 17th century, more or less regular papers printed from movable type appeared in Germany, Italy, and the Netherlands. The Dutch “corantos” (“currents of news”), which strung together items extracted from foreign journals, became the sources for English and French translations published in Amsterdam as early as 1620. Rudimentary newspapers appeared in many European countries in the 17th century, and broadsheets with social news were published in Japan in the Tokugawa period (1603–1867).

Newspapers developed in the 17th century as information sheets for merchants. By the early 19th century, many cities in Europe, as well as North and South America, published newspapers. Some newspapers with high editorial independence, high journalism quality, and large circulation are viewed as newspapers of record. With the popularity of the Internet many newspapers are now digital, with their news presented online rather than in a physical format, with there now being a decline in sales for paper copies of newspapers.

**Significance of Newspaper.** The newspaper has created a positive impact on society. It helps people become aware of current affairs and stay curious about them. When the public will question, it means they are aware. This is exactly what a newspaper does. It is also the finest link you can find between the government and its people. Newspapers provide people with every detail no matter how small.

Furthermore, it helps us become informed citizens. Whenever there are any changes in the rules and regulations of the country, newspapers make us aware of them. Moreover, they are very informative for students. A student can learn all about general knowledge and current affairs from here. We stay updated with the technological advancements, government policies, research studies and more.

Other than that, newspapers also have incredible articles that tackle social issues, cultures, arts, and more. It conveys the public opinion to the people on important issues. This will, in turn, help people review the government and ministers well. Similarly, people get great employment opportunities from newspapers. Those seeking jobs look through newspapers to get reliable job opportunities. In short, the newspaper carries a lot of significance for humans. If we read the newspaper daily, it can develop our reading habit and make us more fluent. It also has mind-brain exercise games like puzzles, Sudoku and more to sharpen people's brains. Furthermore, you can also go through the comic strips and cartoons to keep yourself entertained.

**Types of newspaper.** Newspapers are typically published daily or weekly. News magazines are also weekly, but they have a magazine format. General-interest newspapers typically publish news articles and feature articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, weather, and natural disasters; health and medicine, science, and computers and technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts.

Usually, the paper is divided into sections for each of those major groupings (labelled A, B, C, and so on, with pagination prefixes yielding page numbers A1-A20, B1-B20, C1-C20, and so on) [2;77]. Most traditional papers also feature an editorial page containing editorials written by an editor (or by the paper's editorial board) and expressing an opinion on a public issue, opinion articles called "op-eds" written by guest writers (which are typically in the same section as the editorial), and columns that express the personal opinions of columnists, usually offering analysis and synthesis that attempts to translate

the raw data of the news into information telling the reader "what it all means" and persuading them to concur. Papers also include articles that have no byline; these articles are written by staff writers [5;46].

Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and advertising revenue (other businesses or individuals pay to place advertisements in the pages, including display ads, classified ads, and their online equivalents). Some newspapers are government-run or at least government-funded; their reliance on advertising revenue and profitability is less critical to their survival. The editorial independence of a newspaper is thus always subject to the interests of someone, whether owners, advertisers or a government. Some newspapers with high editorial independence, high journalism quality, and large circulation are viewed as newspapers of record.

Many newspapers, besides employing journalists on their own payrolls, also subscribe to news agencies (wire services) (such as the Associated Press, Reuters, or Agence France-Presse), which employ journalists to find, assemble, and report the news, then sell the content to the various newspapers. This is a way to avoid duplicating the expense of reporting from around the world. c. 2005, there were approximately 6,580 daily newspaper titles in the world selling 395 million print copies a day. The late 2000s–early 2010s global recession, combined with the rapid growth of free web-based alternatives, has helped cause a decline in advertising and circulation, as many papers had to retrench operations to stanch the losses. Worldwide annual revenue approached \$100 billion in 2005–7, then plunged during the worldwide financial crisis of 2008–9. Revenue in 2016 fell to only \$53 billion, hurting every major publisher as their efforts to gain online income fell far short of the goal [3;55].

The decline in advertising revenues affected both the print and online media as well as all other mediums; print advertising was once lucrative but has greatly declined, and the prices of online advertising are often lower than those of their print precursors. Besides remodelling advertising, the internet (especially the web) has also challenged the business models of the print-only era by crowdsourcing both publishing in general (sharing information with others) and, more specifically, journalism (the work of finding, assembling, and reporting the news). Besides, the rise of news aggregators, which bundle linked articles from many online newspapers and other sources, influences the flow of web traffic. Increasing paywalling of online newspapers may be counteracting those effects. The oldest newspaper still published is the *Ordinari Post Tijdender*, which was established in Stockholm in 1645 [4;32].

## CONCLUSION

Nearly all the world's major newspapers began publishing online editions of their newspapers in the early 21st century. Although some newspaper publishers charged their readers for this access, many made their Web editions available for free, based on the

expectation that advertising revenue, combined with lower printing and distribution costs, could make up for lost subscription fees.

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#### INTERNET RESOURCES:

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<https://www.pewresearch.org/internet/2011/09/26/part-3-the-role-of-newspapers/>  
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