

Digitalization Of Newspapers Through Electronic Media and The Advent of The Comment Section

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A B S T R A C T

The involvement of Facebook users can be exposed in the online sector where electronic media is a prominent part. The technological evolution has allowed Facebook users the chance to have an open interconnection through the comment section of Facebook of the online versions of the printed newspaper. Besides, different kinds of impressions are set up through the comment options and advertising portion which are shown beside the news. The interaction source through the digitalization of the newspaper plays a notable role which has the impact on creating harmful pleasure by the participation of the individuals on online news media as a reader. A digital formation is created by using the technological method in the process of the digitalization of newspaper.

Keywords: Online News Pages, Electronic Media, Facebook Users, Digital, Comment Option.

Introduction

The digitalization of newspapers has become a common factor today and it has made the opportunity for all sectors of people on Facebook to create their own comments. Various types of notions are grown through the comment section as well as digital advertisements in this sector. The study aims the news agencies of the printed newspaper try to take advantage, not by proper authorizing and creating the public psychologically affected which can be related to the concept of consumerism. Media integrity is strongly violated where the public reaction is basically focused. So the public reaction has become the prominent part.

Background Of the Study

The beginning of the printed media of Bangladesh has been started from “British rule over the Indian subcontinent from 1858” (Wolpert, 2020). Samachar Darpan was published “in the first half of 19th Century” (Samachar Darpan, 2021). Prothom Alo, Daily Jugantor, The Daily Star, The Daily Ittefaq can be mentioned to reach news to the public to know about the surrounding of the world. To satisfy the curiosity of the commoners, the necessity of the printed newspaper had become the most popular aspects at that time. The social networking sight Facebook has become popular after a particular time when it “launched as The Facebook on February 4, 2004” (History of Facebook, 2021). After that the printed version of newspaper has started to become digitalized through Facebook. The news sectors have started to enter the commercial area broadly by collecting the comments of the Facebook users.

Significance Of the Study

The cause of selecting the research topic “Digitalization of newspaper through electronic media and the advent of the comment section ” is to find out why the print media is connected with the technological sector. Another observation is how different types of Facebook users are involving themselves online.

Objectives Of the Study

The basic purpose of this analysis paper is:

- To observe the own image creation of the digitalized print media on Facebook.
- To remark and notice public response on the basis of the news.
- To recognize the complicity of Facebook users towards the online news pages.

Justification Of the Study

The central concern of the research is to identify the virtual chaos created by the social media content. Because of the easy access in social media through Facebook, freedom of speech is violent which is another basic focus of this study.

Research Questions

The study of the paper will answer the following questions

- Why the news agencies related to the print media are concerned to reach online version news?
- What kind of propaganda grows through a newspaper advertisement in the online sector?
- Why are ideologies growing so rapidly by the public reaction?

Definition Of the Terms

The topic of this paper is “Digitalization of Newspapers through electronic media and the advent of the comment section” where some terms of the theorists of cultural studies are linked such as Propagandist ideas, Mythology as well as Cyberbullying. The observation of this research is to link these terms with the contemporary facts that happen in the virtual world by the capitalist society.

Propaganda

A pellucid power structure can be easily observed on the basis of the arrangement in the idea of propaganda in consonance with the statement “the political powers, state and municipalities which had inherited such institutions from absolutism, had left them with a measure of the freedom from the forces of power which dominates the market just as princes and feudal lords had done up to the Nineteenth century” (Theodor & Horkheimer, 1997, p. 132-34). Therefore, the deliberate process to show own image superior to all is the basic function of propaganda in the online news media. This notion includes a trick to dominate over the psychology of the Facebook users stated as “controlling the public mind” (Chomsky, 2002). It is obvious to know how the popular online news media is producing own figure to survive in online version.

Mythology

Mythology is made to produce reference to create traditional concept that link up the idea of consumerism. It works to collect myths from a group of people and it has been observed by the critics with strong sense as mentioned in the theory “the object of Barthes’s semiotics is to destroy the obviousness of the myth by reintroducing a historical and political dimension (Macey, 2001, p. 262). The online advertisement on social media while showing the news content to the Facebook user can be regarded as another level of process to create mythology of consumerism.

Cyberbullying

Cyberbullying conducts with the idea to generate public opinion negatively on social media. Particularly on Facebook it is a common practice which is getting worse by degrees just to have the public involvement. “Cyberbullying is deliberately using digital media to communicate false, embarrassing, or hostile information about another person. It is the most common online risk for all teens and is a peer- to- peer risk” (O’ Keefe & Clarke-Pearson, 2011, p. 801). So it is the process of creating pleasure industry. The concept can be related to the choice of words in the comment section.

Research Area

The research area includes the area of social media which is covered by Facebook. To observe the overall public reaction on the basis on the news content is the basic part of this study.

Outline Of the Study

To make the understandable analysis, the research paper is divided into four parts. The first part is about the basic introduction of the topic. The second part is about the theoretical framework and how the topic is linked. The third part is related to uphold the news contents and analyzing data. The fourth part is concluding part where the research finding has been discussed. This part is also including the total summery of the research paper.

Discussion

Part-1 Analysis of Newspaper Contents

The Propagandist Idea

The propagandist idea provides the political opportunity and it is present in the digitalization of newspaper. For instance, In the news page of Prothom Alo, the option ‘Home ‘exposes this newspaper as the biggest circulated newspaper and depicts it as readers prominent choice where it is mentioned that “According to National Media survey 2018 of Bangladesh, 6.6 million people read the print version of Prothom Alo everyday” (Prothom Alo, n.d.). This data is not updated for 2021. The superiority upon all the new pages can be identified here with no sufficient authentic information of the current year. “Prothom Alo reaches around 7.6 million people every day in home and abroad” (Prothom Alo, n.d.) identifies a description of the news pages where there is no sufficient source of this recommendation of the number of readers.

This representation makes a reader to be impressed at a glance. So, the introductory part can be mentioned as an attractive part for the viewers. The number of liking this news page is now 15 million up to 16th July, 2021 (Prothom Alo, n.d.).

The Schadenfreude and Open Disclosure

Schadenfraude means “enjoyment obtained from the troubles of others” (Merriam-Webster, 2021). This practice has become another issue in the digitalization of the newspaper. Therefore, the pleasure industry is created by the comment section. A news has been posted on “Prothom Alo” news page on 7th July, 2021 that “A harassment occurred by boss” (Prothom Alo, n.d.). This news contents were related to the one question answer section where the victim was trying to seek the solution how she can get rid of this problem as she has been working under her boss and the attitude of that person was questionable to her. But it was also being mocked by using 166 “ha ha emo” of the Facebook users as well as in the comment option, the contrast comments were observed on the basis on the news content. A comment of one of the Facebook users named Md. Al-Amin Hossain describes those girls should satisfy their boss sexually to have annual increment and there were five “ha ha reacts” and three “like reacts” on this comment.

Another news has been posted on 11 July, 2021 that “A couple has been injured because of the result of the football game between Brazil and Argentina” (Daily Jugantor, n.d.). Over this news, a Facebook user named Dipta Neel Mojumder had commented a word “Balad” that means “The Bull” that is irrelevant with the news content and this is a part of Cyberbullying. This type of psychological pleasure is being created which is ironical and the uncontrolled behavior is exercised through the comment section.

Process Of Naturalization

Through the advertisement, propaganda and myth is created. The news titled “Deaths with Covid-like symptoms jumped three-fold in two weeks: CGS” presented several advertisements on such as World-class Amenities, KSRM, Asset Development, LUX, Nagad (The Daily Star, n.d.). To post one particular news, five advertisements have shown. It is used as a business tool towards the customers. So, the slogan and the exposure of the industrialists through the advertisement, a positive idea of the products is being fixed and, in this way, the process of making any product essential for life is being naturalized. The overloaded information by showing advertisement is the creation of the digitalization of news media.

Part-2 Survey and Data Analyzing

A survey was designed on 115 Facebook users to understand their view and comment on the digitalization of newspaper and their active behavior on it. It was an anonymous survey so that the participants could answer the questions without any hesitation. The data was collected from 2nd July 2021 - 12th July 2021.

Research Question 1: What Is Your Age Range?

Table 1: The Percentage of Responders Based on Age

18-29	30-41	42-53
106 participants (92.02%)	5 participants (4.34%)	4 participants (3.48%)

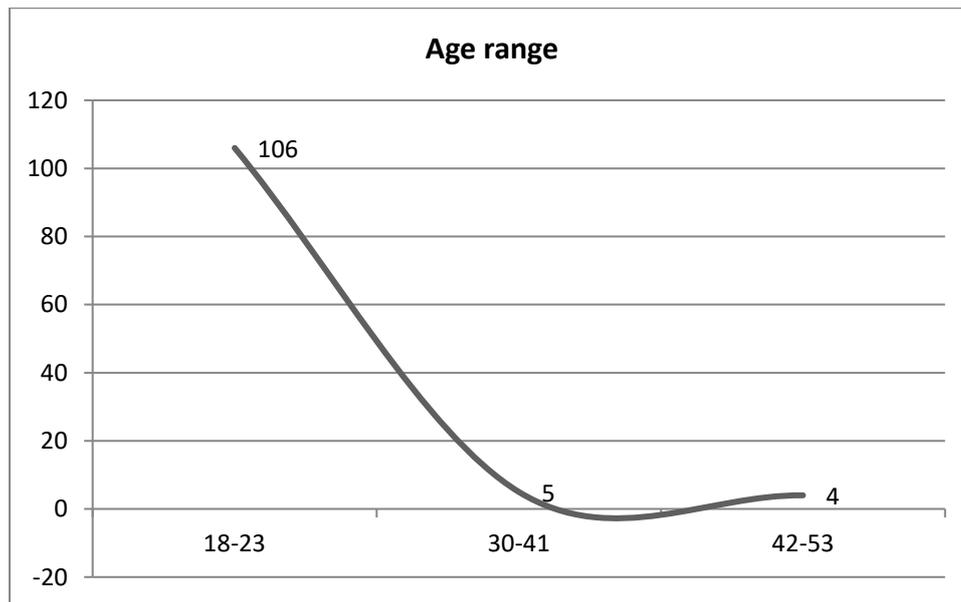


Figure 1: The Number of The Responders Based on Age Range

According to the response of the question 1, from 115 respondents 92.02% Facebook users from the age range of 18-29 have responded high to this survey. Besides, the other age ranges are 30-41 and 42-53 respectively where 4.34% & 3.48% Facebook users have responded. It depicts the involvement of the young generation on social media platform in a large number.

Question 2: Do You Like to Read Online News Pages?

Table 2: Liking of The Responders to Read Online News Pages

Yes	No	Neutral
86 participants, (74.8%)	5 participants, (4.3 %)	2 participants, (20.9 %)

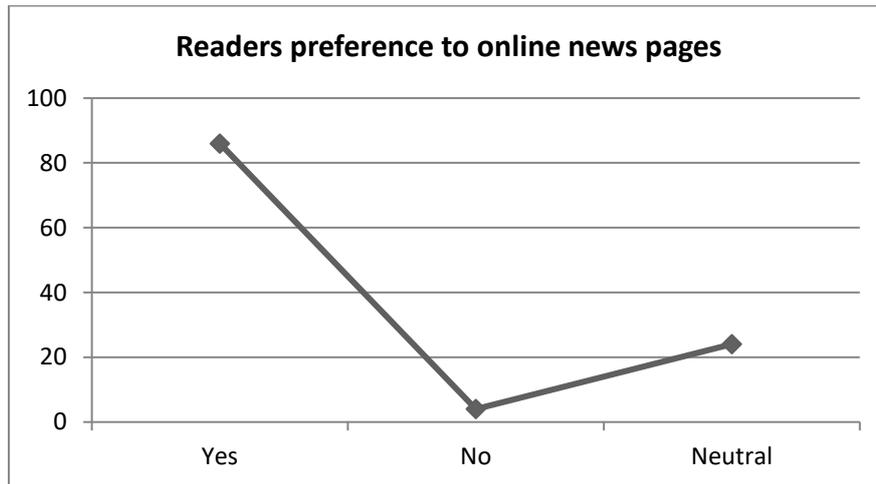


Figure 2: Readers Preference to Online News Pages

As stated by the 115 of Facebook users, most of them have preferred to read online news pages. The percentage of scrolling online pages is 74.8% & 4.3% users have responded as the non-preferable reader. The range of the preference is perceptive.

Question 3: How Much Time Do You Spend to Scroll Facebook News Pages?

Table 3: Duration of Spending Time to Scroll Facebook News Pages

One Hour	Two Hours	More Than Two Hours
66 people, (57.4%)	17 people, (14.8%)	32 people, (27.8%)

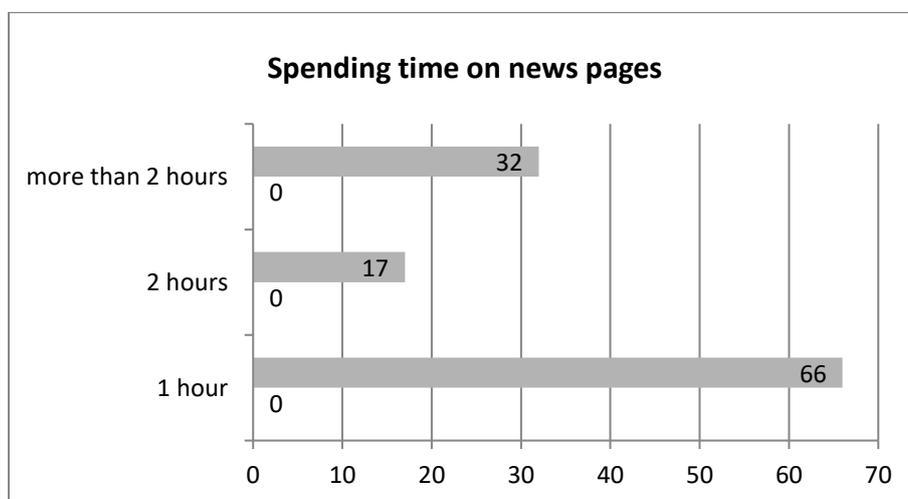


Figure 3: The Digit of The Readers on Scrolling News Pages

Asserts that from the total 115 participants of the survey, 66 people spend one hour to scroll Facebook news pages which is basically 57.4%. Moreover, 17 people has responded to pass their time on this part for two hours which is 14.8%. Besides, 32 people have provided their response on spending one hour for this purpose which is 57.4% has crossed half percent of the total measurement.

Question 4: Do you like to read online news from the famous news pages like Kaler Kantho/ Prothom Alo/ The Daily Star/ Daily Jugantar?

Table 4: The Percentage of Preferable Readers of Online News Pages

Yes	No	Neutral
91 Participants (79.1%)	5 Participants (4.4%)	19 Participants (16.5%)

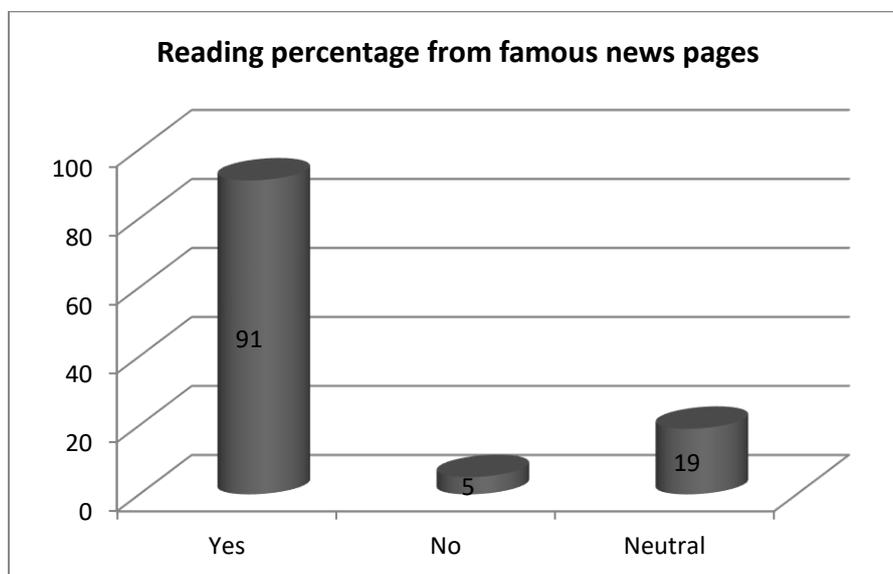


Figure 4: Reading Percentage from Famous News Pages

The order of the participants shows the connection to read online news pages of Bangladesh mostly where 91 participants have answered “Yes” out of 115 participants 79.1%. The non-involvement in this sector is 5%. Besides the neutral answers have been provided by 19 participants 16.5%. Much involvement is being observed according to the percentage of the survey.

Question 5: Do You Like to Comment on News Pages for Having Pleasure?

Table 5: The Percentage of Getting Pleasure to Comment

Yes	No	Neutral
Participants (26.1%)	Participants (47.8%)	Participants (26.1%)

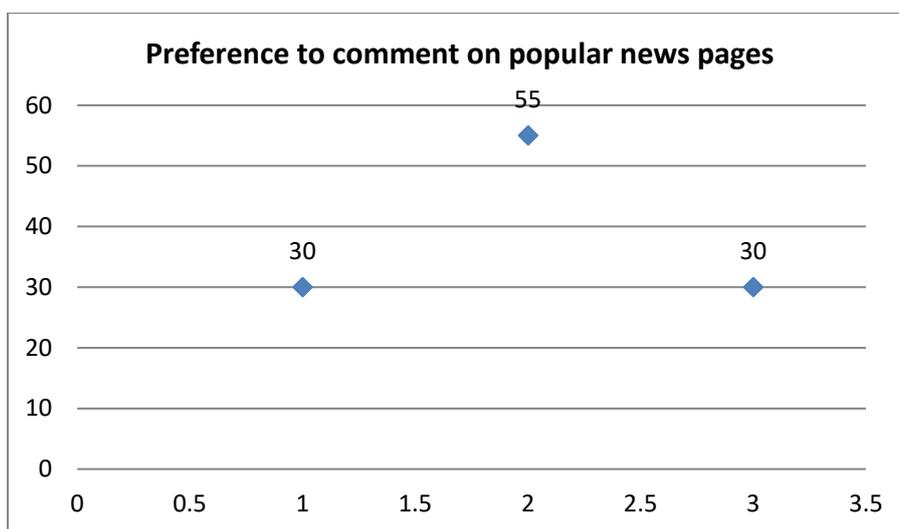


Figure 5: Preference to Comment on Popular News Pages

On the basis of the answers of question-5, the involvement of the participants to comment on the popular news pages is remarkable. The percentage of collaborating in this option is same both in positive and neutral answers which is 26.1% and 30 participants out of 115 participants have answers alike. Therefore, the non-engagement to use this option has been found for 55 participants which is 47.8%.

Question 6: What Are Your Feelings When You Only Read Comments?

Table 6: The Percentage of Contrast Feelings of The Readers

Pleasurable	Boring	Nothing
39 Participants (33.9%)	28 Participants (24.3%)	48 Participants (41.7%)

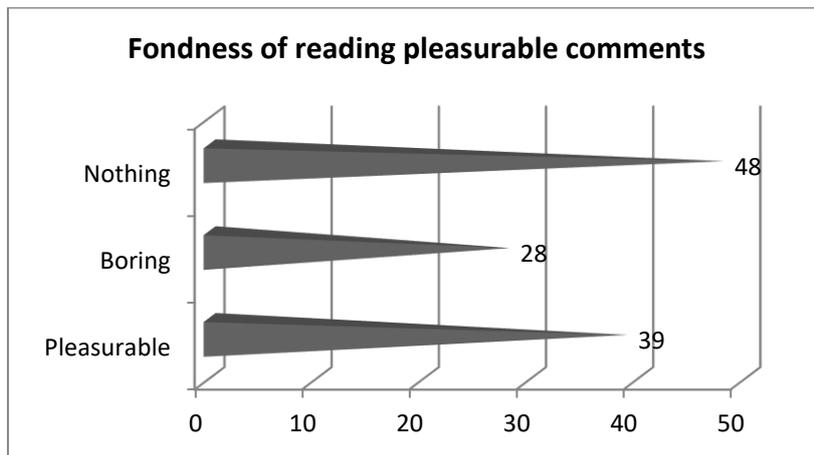


Figure 6: Fondness of Reading Pleasurable Comments

Having pleasure to read comments has been identified for 39 participants (out of 115 responders) that is 33.9%. Also 28 bored participants are also present which is 24.3%. Besides the participation of neutral option is higher that is 41.7% (48 participants out of 115) state the questionable existence of the comment section over news pages.

Question 7: Do you feel confused when you press “Like” button of the popular news pages as there are several news pages of one popular news page on Facebook?

Table 7: The Percentage of Confused Readers on Clicking “Like” Option

Yes	No	Neutral
43 Participants (37.4%)	39 Participants (33.9%)	33 Participants (28.7%)

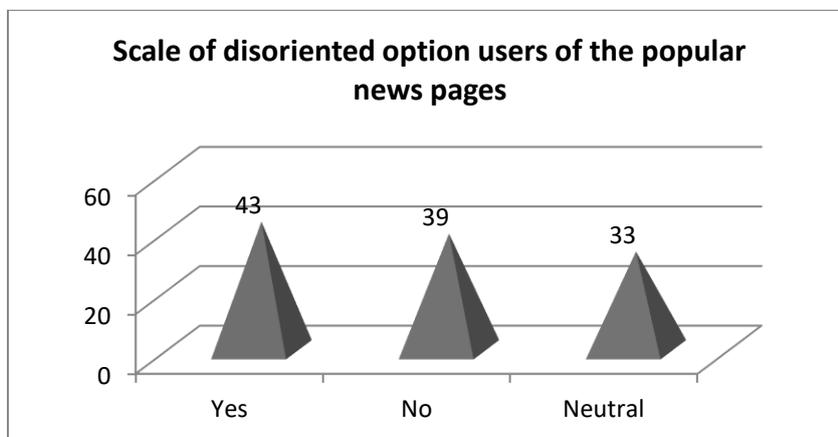


Figure 7: Scale of Disoriented Option Users of The Popular News Pages

The range of confused option users to select the “Like “option has been exposed. 37.4% participants usually feel confused which denotes 43 responders out of 115. This is the highest range compare to the other options where 39 participants 33.9% are not perplexed to select “like” button as well as 33 participants 28.7% remained neutral.

Question 8: Do you think that the online version of popular newspapers spreads propaganda or influencing opinion about their circulation through online description?

Table 8: The Percentage of Supporting the Idea That Online News Pages Spread Propaganda

Yes	No	Neutral
65 Participants (56.5%)	11 Participants (9.6%)	39 Participants (33.9%)

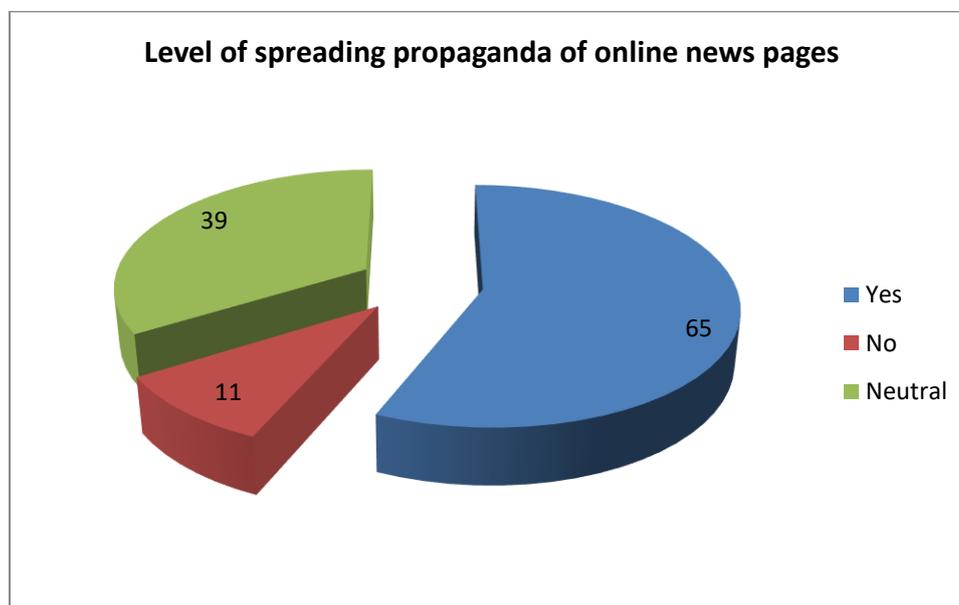


Figure 8: Level of Spreading Propaganda of Online News Pages

On the basis of this data, 56.5% of the responders which has included agreeable opinions from 65 participants that remarks that popular news pages circulate propaganda on their descriptive option. 39 participants which is 33.9% has answered neutral that is exposing their ignorance of this section as also has stated to 9.6% that are the answers of 11 participants on the option “No “.

Question 9: What is your reaction when you read vulgar comments on the comment section of the online news pages?

Table 9: Contrast Feelings of The Readers After Reading Vulgar Comments

Pleasant	Bothered	Nothing
8 Participants (7%)	80 Participants (69.6%)	27 Participants (23.5%)

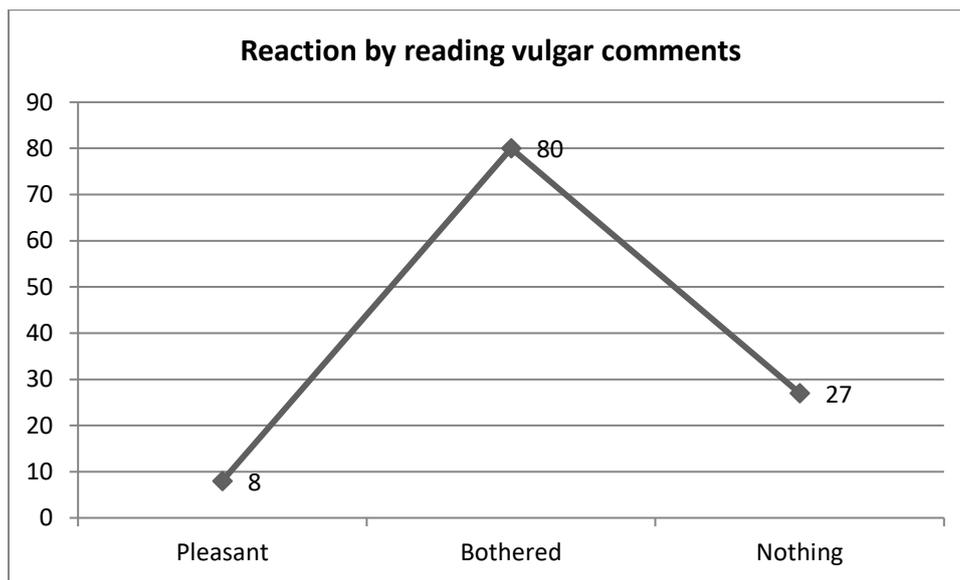


Figure 9: Reaction by Reading Vulgar Comments

A large number of participants become bothered most of the time by reading vulgar comment according to that shows 80 participants 69.6% out of 115. The percentage of being pleasant is too little which has included only 8 participants 7 %.

Question 10: How Do You Feel When You See Advertisements Beside the News Content?

Table 10: Feelings of The Readers by Watching Advertisements

Disturbing	Boring	Angry
Participants (70.4%)	Participants (14.8%)	Participants (14.8%)

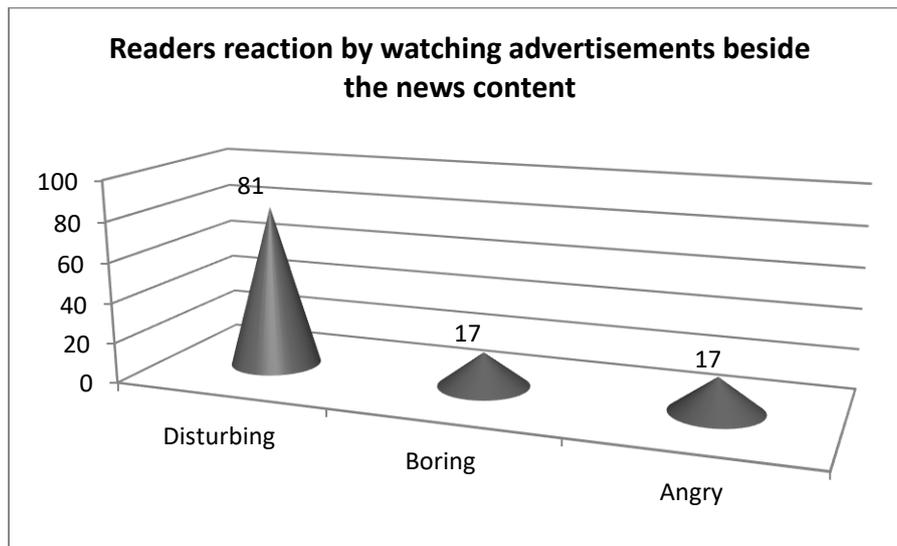


Figure 10: Readers Reaction by Watching Advertisement Beside the News Content

States that 81 participants reaction is disturbing which belongs to the highest percentage 70.4%. Similar percentage that is 14.8% can be observed for the rest of the participants in the sector of feeling bored and angry.

Question 11: What is your idea when the online news contents are based on sad news but the comments go with the opposite way?

From 115 participants of the survey, most of them has used the specific adjectives “irritating, angry, boring, disgusting, upsetting, hopeless” when the comment sections go with the opposite way from the sad news content. Some particular ideas are given below on this question

- Most of the people are trying to find negativity in all sources even in the comment section of the sad news content. It’s pathetic.
- Commenting to the opposite way to the sad news content is one kind of mental disorder.
- We cannot judge something by looking at the surface. Different person has different perspective and we don’t see the actual truth behind the scene. Some people may think that the sad news might have some fault or something suspicious. Anyone can share their opinion like what they are actually thinking. It’s their right. Anyways, using vulgar comments should be stopped.
- It’s a crime and we should talk regarding cybercrime.
- People need to be trained how to react or comment about sad news.

Question 12: Do you like to see the arguments of people on the comment section of the popular news pages? Yes/ No. Describe shortly with the reason.

The question has some mixed answers. The participants who are supporting the argumentative comments below the popular news pages has shown some reasons stated to the bottom.

- It helps to know the content in a better way throughout their argument.
- The arguments are amazing because of savage replies.
- The arguments are acceptable because of the fake news.
- The constructive arguments have the positive vive.
- The arguments can be transformed into the funny insults.

On the basis of the opinion of the non- supporters of the argumentative comments, the following idea can be mentioned

- People mostly argue only to win rather than to show respect to the others who are participating to the argument.
- People become subjective in argument which is not constructive opinion.
- Commenting on the comment box is a useless debate.
- Argument is unnecessary because nothing is going to be changed with their reaction.
- Comments are often regarded as a right but it can do more harm than good.

Question 13: Do you prefer to see comments rather than the news contents on Facebook? Yes/ No; Describe shortly with the reason.

The cause of supporting to see the comments rather than the news content is mainly to get fun. The certain adjectives like “entertainment, enjoyment” have been used. The supporting idea also goes with the statements below

- It is the worst individual nature to get fun.
- It assists to reduce boredom.
- The observation to see the public comments is the source of entertainment.

On the contrary, the non- supportive ideas have also been established. The ideas have been stated below

- News content should be prominent rather than observing the comments as it is the waste of time.
- The comments are irrelevant because of advertisements on the comment section.
- Comments should not be prioritized but this option has been created to reach the audience only.

Research Finding

- By using the technology, the alienated society grows up and cultural industry increases in the modern era. The idea of propaganda is prominent in this sector. Propaganda can be defined as the influential concept which is subjective. The information is given to others to make own priority to them. Propaganda also works to make others emotionally attached not rationally. In the social media, the capitalist society use the propagandist idea to show their own superiority. Therefore, the capitalist industry is growing through the technological entrance and In the social media, Facebook is playing a significant role in this sector. In the very beginning of any page of online version of printed newspaper, the propagandist idea is being reflected as mentioned their newspaper is the most circulated newspaper of Bangladesh without showing any updated data. But the numbers of viewers are mentioned to express their popularity without any consideration that whether the viewers are capable to judge the newspaper or not.
- In the digital newspaper, the advertisement is broadcast beside the news which provides the mythological concept and it helps to make the profit of the consumer society. Through the language used by the advertising company, a message is provided to make their product significant and valuable. So, the propaganda is created through the myth. In the newspaper article, several advertisements are used to have capital and the language used in the advertisement influence the users either buy their product or lose the concentration to read the news. The frequent change of the slide in advertising a particular product is another problem to lose the main focus of the readers.
- The superficial idea is being fixed by the digitalization of newspaper. Firstly, through the news contents, a message is given to the commoners. If they accept it, it becomes an ideology through the process of hegemony and it is practiced in the society without thinking the after – effects. Secondly, if the message is not accepted positively, people expose the Freudian id without any hesitation. Use of negative language has become common in the comment section of News pages nowadays. The users get psychological release and it effects to create a chain of using negative languages. So, messages are not actually justified and the consumerists get sufficient profit by using the psychological trauma of the Facebook users.
- The traditional idea is being re-established over women which has been explained in the point “The Schedenfreude”. Even the psychological harassment can be seen as a matter of jokes. The use of irrelevant words is also common and it has an open access because of the digitalization of the newspapers.

Limitations Of the Paper

I have saved link related to my research work. Sometimes it has become problematic when the saved links are deleted. So, I needed to wait for another news related to my research topic. Besides, for the pandemic situation, I was not able to collect any data directly.

Conclusion

The power of gatekeepers can be explained through the technological advancement of the newspaper where the public can expose their opinion because of the easy access, the capitalists can easily motivate the users by the idea of propaganda, the concept of hegemony as well as the concept of myth also. All ideas can be connected basically to improve the commercial sector of the printed media. Freedom of speech makes people lose control over their own personalities. To become popular has become the main focus where social values are not regarded as the main concern by the process of digitalization of newspaper

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