

ABSTRACT

"Newspapers as we know them will be gone within the next 10 years."

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"Internet publications will replace print."

(Bill Gates, Microsoft, 1998)

The future of print newspapers is increasingly being discussed. The emergence of the Internet has resulted in differing reactions among media practitioners, publishers as well as newspapers audience. Government support, society's preparation, and a high availability of facilities for accessing the Internet reflect a bright future for electronic publishing in the country. Hence, newspaper publishers never look back but to go on providing free newspapers online. Apart from enhancing the companies' publishing image, online publishing is for transcending geographical boundaries.

The questions are, how far do online publishers succeed to attract newspapers audience's interest in terms of layout, use of visuals, graphic design, typography and other interactive multimedia elements? What about print publishers which are so embedded with the society? What factors contribute students of Public Higher Learning Institutes (PHLI) who are so exposed to the Information and Communication Technology to access the Internet and then to visit the newspapers online? This study look at the reactions, trend, and newspaper audience's utilization among students of public higher learning institutes. Finally, comparisons are made between print newspapers and newspapers online.

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Masa depan akhbar cetak semakin dibincangkan. Kemunculan Internet mencetuskan pelbagai reaksi di kalangan pengamal media, penerbit malah audiens akhbar. Galakan kerajaan, persediaan masyarakat, dan penyediaan kemudahan mengakses Internet yang tinggi mencerminkan masa depan yang cerah bagi penerbitan elektronik berasaskan Internet di negara ini. Lantaran itu, penerbit akhbar tidak menoleh ke belakang lagi untuk menyediakan kemudahan edisi akhbar dalam talian secara percuma. Di samping meningkatkan imej syarikat penerbitan, penerbitan secara dalam talian bertujuan melewati batas sempadan geografi.

Persoalannya, sejauh mana penerbitan akhbar dalam talian berjaya menarik minat audiens akhbar dari aspek reka bentuk, penggunaan visual, perekaan grafik, dan tipografi serta elemen-elemen multimedia yang lebih interaktif? Bagaimana pula dengan penerbitan cetak yang sudah sebatang dengan kehidupan manusia? Apakah faktor yang mendorong pelajar Institut Pengajian Tinggi Awam (IPTA) yang terdedah kepada Teknologi Maklumat dan Komunikasi (TMK) mengakses Internet dan seterusnya melawat akhbar dalam talian? Kajian ini melihat reaksi, *trend*, dan penggunaan audiens akhbar di kalangan pelajar IPTA. Seterusnya, dibuat perbandingan antara akhbar cetak dan akhbar dalam talian.