

# The Challenges of Print Broadcasting Technology in the Digital Era

Rashmi Singh<sup>1</sup>, Kale Harsh<sup>2</sup>, Mishra Vivek Kumar<sup>3</sup>  
Asst. Professor<sup>1</sup> and TYBAMMC<sup>2,3</sup>

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

**Abstract:** *This study aims to analyze the challenges encountered by print broadcasting journalists in the digital age. The proliferation of internet broadcasting poses an escalating danger to newspapers and print broadcasting. Due to the rapid expansion of the internet, individuals are increasingly inclined to utilize mobile phones or other gadgets to access online broadcasting. Due to the precarious state of print broadcasting, its loyal readers are likely to transition to online broadcasting. The findings indicate that the primary challenge for journalists in the digital information era is the competition between traditional broadcasting and online broadcasting, namely. The presence of online broadcasting had a significant impact on technology, providing a new avenue for the dissemination of information and news.*

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