INTRODUCTION

During the short span of history, online journalism has already itself become a powerful force to be reckoned with (Auh, 2000). With the advent of Internet technology and its sharp expansion and use, online journalism has already been successful to attract a significant number of audiences. It has been an important tool for retrieving news and information through the World Wide Web (Rahman, M., 2008).

The advent of Internet has brought many hopes and threats to newspaper industry. Internet has brought interesting new interesting changes to the production and dissemination of news. But it has also threatened to take over the traditional printed newspapers. Because online newspapers are expanding their global readership and reduced delivery cost.

Future of online newspaper is very bright. Many people believe that the day will come when newspaper will be read primarily by people raised in a fully wired world and for whom a computer screen will be more familiar and friendly than newsprint. To get prepared for that day, newspapers have jumped on the Internet band wagon, even though its profit potential is still unclear.

At the onset of 1994, there were only 20 online newspapers in the world (Outing, 1996). Within four years, the number of newspapers publishing on the Internet had grown to 4,925 (Meyer, 1998). The growing number of online newspaper increases with the growth of Internet users.

This year the number of Internet users worldwide reached 2.27 billion, almost exactly twice what it was in 5 years ago, 1.15 billion. This is well
known that the Internet is big, but this kind of growth really puts things into perspective.

The Internet population has been swelling rapidly since the arrival of the World Wide Web (which rests firmly on top of the foundation provided by the Internet). Its human nature to get used to changes, so most of us have a tendency to forget how rapidly the world has changed, and keeps changing.

And as the Internet population grows, so does the potential size of online services. One example of this extreme evolution is Facebook. Facebook now has more users than the entire Internet had back in 2004, the year the social network was founded.

Internet population in the last five years is doubled. Since 2007, the global Internet population has grown by 1.1 billion. Asia is not only has the largest Internet population, but that it is also growing the fastest by quite some margin. Here is how the number of Internet users has changed per world region in the past 5 years:

- **Africa** has gone from 34 million to 140 million, a 317% increase.
- **Asia** has gone from 418 million to over 1 billion, a 143% increase.
- **Europe** has gone from 322 million to 501 million, a 56% increase.
- **The Middle East** has gone from 20 to 77 million, a 294% increase.
- **North America** has gone from 233 to 273 million, a 17% increase.
- **Latin America** (South & Central America) has gone from 110 to 236 million, a 114% increase.
- **Oceania** (including Australia) has gone from 19 to 24 million, a 27% increase.
Asia's Internet population is now almost as large as the entire Internet population was 5 years ago. Looking at just relative growth, Africa and the Middle East have increased the most, quadrupling the number of Internet users in each region. 2012 heralded two nicely even milestones: Europe passing 500 million Internet users, and Asia passing 1 billion. Europe is now twice as large as the United States in terms of Internet population.

The growing number of online newspapers coincides with the growth of Internet users. This number is expected to grow to 300 million by 2005, from roughly 150 million currently, according to an estimate by Datamonitor PLC (The Financial Post, 1999). As more people go online, their media usage pattern may change from the previous generation.

Media uses pattern may change from one generation to previous generation. Newspaper is moving from traditional printed pages to online virtual pages. A newspaper move from traditional printed pages to an universe of pixels and bytes, some has criticized newspapers from being mere content shovelled from their printed counterparts, presented traditionally, without utilising much of the potential of the Internet (Gubman and Greer, 1997).

Electronic newspapers must offer a different modality of news reporting. Roger Fidler (1992) states that many different communication technologies are eating away at the market for the kinds of services that newspapers have traditionally delivered. Micheal Erildson (1995) notes that electronic newspaper must have some value – added services such as sidebars, extensive background pieces, photographs, sound and video, in order to be different and interesting. That's why newspapers must change themselves by taking benefits of modern digital communication technology.
Internet based newspapers are using technology at a large level. Online newspapers bring expectation and excitement, many experts and media persons still feel very strongly about the print newspapers. Publisher Donald Brazeal from Digital Ink Publisher thinks that the print product is not going to disappear anytime soon (Dinley, 1994). Media commentator Steve Outing of Editor and publisher suggests that electronic newspapers are supplemental services, with little in common to print newspapers, and they will not replace their print cousin (Erlindson, 1995). Media critic for New York Magazine, John Katz, notes that online papers seem to take away what is best about reading a paper and do not offer what is best about being online (Katz, 1994).

Many of them think that online newspaper can never replace the printed newspapers. Media professionals predict that electronic newspaper would force traditional newspapers out of print, Fidler (1997: 13- 135), Director of Knight Ridder Information Design Laboratory in the USA (Nisar Keshvani) says that newspapers are well positioned to emerge stronger. He says that newspaper can regain their position as key information provider if they evolve and “media morphosis” will take place as social, economic and environmental pressures force a rethink in strategy.

To be competitive with other forms of media, digital print media must combine the interactivity of personal computer and the compelling qualities of television without sacrificing the readability and the ease of using paper ....... they must be comfortable and convenient to use while lying in bed, riding on subway, dining in a restaurant, or sitting in a park bench ( Fidler, 1994 as quoted by Nisar Keshvani).
Media critic for New York Magazine, Jon Katz, notes that online papers seem to take away what is best about reading a paper and do not offer what is being best about being online (Katz, 1994).

While these observations may be applicable to western newspapers, few studies have been done on Asian online newspaper. In 1998, there were 223 online newspapers in Asia (Meyer, 1998). Compare to the total number of online newspapers in the US, 2,095, (Meyer, 1998), the number of online newspapers was far smaller. But according to estimation by Datamonitor PLC, Asia is one of the regions that will experience the greatest growth of the Internet users (The financial Post, 1999).

In 2011, the percentage of people using the Internet around the world continued to grow. The International Telecommunication Union (ITU, June 2012) calculated that, by the end of the year, approximately 2.3 billion people were online. Penetration in Europe, already the highest in the world, reached the 70% mark. In certain Nordic countries, such as Norway and Sweden, it is estimated that more than 90% of citizens have access to the Internet.

The term Internet users include subscribers who pay for Internet access (dial-up, leased line and fixed broadband) and people who have access without paying directly, either as a member school, a public library or Internet cafe. Therefore, the total number of Internet users can be two or three times the number of actual Internet subscribers. Wide spread use of the Internet was prompted by the introduction of the World Wide Web in 1992. In a short time its use spread to corporations and to individuals, but by 1995, only 16 million people World Wide, less than a half percent of the world’s population, were online.
However, by 2000 that percentage grew to 5 percent (304 million) and doubled by 2003; by 2005 the number of users worldwide passed 1 billion, or more than 15 percent of the population, and has continued to grow steadily, doubling again.

English, Chinese and Spanish are the languages used most often on the Internet, accounting for almost 60%, but Chinese has seen the most growth, with a more than 1000% increase since 2000 (compared with 237 percent for English). In addition to the obvious beneficial effects on productivity, Internet access has socio-economic effects, including acquisition of knowledge and skills that are required for jobs and education.

The "digital divide" within a country—richer, urban dwellers having more access to the Internet and poorer, rural dwellers with less—and between countries affects the potential of many people to access its benefits. The "global digital divide" causes some countries to fall even further behind in technology, education, labour, democracy and tourism. One of the barriers to Internet access within countries is the limited availability of fixed broadband access. The introduction of high-speed mobile Internet access has the potential to greatly change this.

According to the latest data from the International Telecommunication Union (ITU), the leading United Nations agency for information and communication technology issues, by the end of 2011, 2.3 billion people worldwide had access to the Internet, the largest number ever.

The growth in the number of Internet users was greatest in developing countries, where it doubled between 2007 and 2011. However, overall people in the developing world remain far behind those in the developed world, with only 25% of them online by the end of the year. On average, 70% of citizens of
developed countries had access to the Internet by the end of 2011, with peaks of over 90% in countries such Iceland, the Netherlands, Norway and Sweden.

Examples of countries that over perform regional averages are Lebanon and Malaysia, with, respectively, 62% and 61% of households having access to the Internet compared to 20% of other countries in their regions.

Although total international Internet bandwidth increased seven-fold since 2007, significant differences between users of different regions remain. The average user in Europe has access to 25 times the capacity as a user in Africa.

But the trend of online newspaper is increasing continuously. Because growth of Internet and increased dependence on digital information have revolutionised online newspaper journalism in different ways. It has changed the way of disseminating news and other products. Because of Internet, online newspapers have challenged updating and fresh news frequently. It increased the news consumption and used dramatically.

If we compare online media with traditional news media, online newspapers have many impressive advantages including their ability to provide up-to-date information, rapid access to a large number of newspapers and their archives. Without extra expenses, we got the advantages of being interactive and paperless, the possibility to bookmark, print or save and edit three contents of online newspapers.

Review of media history shows that there is a tradition of criticism and dissatisfaction for not involving readers or audiences in the process of communication.
Before evolution of Internet, traditionally mass media have been said to the provider of limited one-way flow of information. Media critics have always raised questions about lack of interactivity in media that usually lead to becoming passive audience. Normally, professional journalism has given few direct opportunities for interactive communication to the audiences. ‘Letters to the editor’ section is a well known option to get feedback from the audiences.

However communication remains reactive unless the journalists or other readers in other letters respond to the initial communication (Schultz, 1999).

The Internet technology has brought forth a set of opportunities for making a communication between a medium and its audience more meaningful and interactive. Online news sites can utilize the opportunities to get closer to the audience (Rahman, 2008). But studies (Schultz, 1999, Messey, 2000, Kenny et al., 2000) on interactivity reveal that online news sites are yet to materialize the options of interactivity or they offer few and token interactive options.

Though there is growing trend of Internet use in India. Western countries are supposed to achieve a remarkable place for using Internet. Online communication has been around since the dawn of the Internet. With the rise of social media in recent years, participating in online communities has become an increasingly popular practice among Internet users.

Katz and Aspdens (1997) national survey suggests that Americans are enthusiastic about participating in online communities, with 31 percent of Internet users and 17 percent of new users attending activities on multiple sites. In 2001, fully 90 million users in the United States had contacted an online groups and 79 percent of them remained in contact with at least one of them,
rendering communities on the Internet as a “virtual third place” for bonding local relationships and bridging global ties:

From 2007 to 2012, the number of online community members doubled, they reported feeling as strongly about communities online as those in the real world. Many also identified that they participated in new social causes because of their involvement in online communities (Hua Wang et al., 2012).

Internet has created a new stream of journalism. This is known as web journalism. Web journalism has become an indivisible part of modern mass media. Both in developed and developing countries, web journalism is a new and growing trend. Since the World Wide Web has made the Internet accessible to mass medium, after print, television and radio, matching penetration rates and audiences sizes. Web newspapers readership has spread all over the world.

Web newspapers are gaining popularity among the young as well as the middle-age readers. The impact of the Internet is most profound; it has changed the overall media environment and the channels through which news is disseminated. The news content in web newspapers is presented systematically and it is changing the priorities. Surveys have shown that newspapers are using the online versions to break news faster and report it in more detail as space restraints are abandoned online.

The information technology has changed the profile of human cultures as well as the mass media, as observed by David Cygansky & John Aorr. But the information revolution has only just begun. The changes seen during the past ten years are hardly the beginning. We are heading towards an unprecedented change in every aspect of how we communicate, educate, track information, solve different problems and manage every aspect of life. Media is
touching every aspect of life and it is reflecting the different colours of human life.

Internet has increased access towards multimedia services. New technology is benefitting multinational companies and different industries. At the beginning of the new millennium investors and business leaders within the telecommunication industry generally believe that soon we will be using Voice Over IP technology. M. S. Syed has observed that the new role of media is becoming more involving. There is an increased trend towards cross media ownership; we should be aware of its complications.

Internet has freed all barriers and helped readers in making the right choice. The media in developing countries was focusing on education and national integration. Now the media priorities are changing. The media content in web newspapers is changing interestingly (Bhosle, 2012).

Online newspapers give more interactivity options to their readers. Readers can comment and participate in discussions. This creates an atmosphere of connectivity. Many researchers and experts have given their view on participation in online journalism. Democratic participant theory advocates media support for cultural pluralism at a grass root level. Media is to be used to stimulate and empower pluralists groups (Stanley & Dennis).

**The Internet as news medium**

The Internet offers itself as a vehicle for news not just in the form of network Technologies, or as a storehouse of information, or as a means of diverse forms of communication, but also as a cultural space with its own rituals and norms. It presents itself with a diversity of cultural practices and values inscribed into it. The strongest of those practices and values resist the
kind of paternalistic, top-down communication that has defined the professional culture of journalism.

Many years before existing news organisations had seen the potential of the Internet as a publishing and income-generating vehicle, academic and other communities had been using it to distribute and exchange what they called news. By the early 1990s the number of “newsgroups” on the Internet was estimated at over 10,000.

These open access services catered for serious scholars, political activists, hobbyists, rumour mongers and the idly curious. They developed their own norms for the methods for setting up new groups and for the manner of posting items and responding to those already posted. Through the alt. newsgroups, a new public space, defined by freedom of expression, was established.

Most newsgroups were text-only but as the means of digitising images and compressing those digital files became more widely available, many news groups were also used to distribute images. Not for the first or last time, aficionados of pornography were to the fore in extending the scope of the technologies.

“News” is used in two ways in everyday discourse. It can refer to what has happened to individuals, as in the conversational opening, “Any news?” It can also refer to information about significant events on the public stage. On the Internet, in the newsgroups, these two meanings are intersected. News of both kinds became the mortar of online “virtual” communities, many of them brought together and sustained by a sense of social solidarity for which the traditional media were not considered a suitable or available channel. Others
were driven by prejudice, bigotry and hatred, for which the traditional media quite understandably did not wish to be a channel.

Newsgroups were also used for the rapid dissemination of information that conformed to traditional media criteria of news but which the traditional media, for one reason or another, could not or would not distribute. Matt Drudge – whose muck-raking Drudge Report represents one recognisable type of Internet journalism – began his publishing activities posting news from Hollywood on newsgroups and mailing lists. On the strength of these activities, “the ensuing Web site practically launched itself” (Hiscock, 2000).

The defining characteristic of this news practice, notwithstanding its actual and potential abuse, has been that it represented a mainly “horizontal” communication among peers, whereas traditional news represented an essentially “vertical” communication from authoritative sources, through the media, to the publics.

The information ecology within which news is produced and consumed online is substantially different from that in print and broadcasting and it continues to change within the new media. Many of the sources used in journalism are themselves active as direct publishers. Many individuals within the publics addressed by journalism are active as information-seekers, some too as information-providers. The ‘audience’ may have access to the source material used in generating the news reports published in newspapers, magazines, and broadcast on television and radio.

“Journalism has serious competition with other sources of information” (Houston, 2000). More than that, it faces the possibility of being exposed. Many government and commercial organisations who are among the most-used
sources of news publish their statements on the Internet at the same time as they release them to the media.

Net users can not only view material released to the media and, if they wish, compare the published news stories with them, they can, and do, also redistribute the original material and the resulting reports, inviting comment and discussion. More active Net users can work their way through official documentation, parliamentary reports, and ministers' speeches to construct their own versions of the story.

In this way, according to Hall, "the relationship between reader and author undergoes a shift that inverts traditional understandings of the construction of meaning and reshapes some of the values that underpin it" (Hall, 2001). He argues that an "impossible objectivity" is replaced by "reasoned subjectivity", within which "readers will be able to make up their minds for themselves" (ibid.).

The space for producers to add context and explanation is, for all practical purposes, unlimited. The hyper linking capability of the Web provides the means to provide additional information alongside a "best-available" version of the latest development. Arguably, the Web removes or relaxes the constraint of audience ability or expectation frequently cited by news professionals in defence of established practices. It is possible to present material in a manner that allows users to work in different routes through it, according to their own previous knowledge of the topic.

Even if not all of these facilities are used in any given example of online news publishing, it is apparent that the received notion of a bounded relationship between author or producer, at one pole, and reader, consumer, audience or user, at the other pole, is no longer very helpful. That relationship
also shifts due to the possibilities the Web offers for users to contact authors or publishers of the displayed material, to post queries or comments to the originators of the information on which it is based, or raise issues for other users to respond to.

Empirical studies of interactivity as applied by Web news publishers indicate that only a minority implement these possibilities (see, for example, Schultz, 1999, and Schultz, 2000). Reflections on the application of interactivity suggest its social value has been over-rated (see, for example, King, 1998). But the mere fact that these opportunities arise to present news material in new ways and to engage differently with the users, and that publishers, editors and writers have to decide whether or not to take up these opportunities has implications for professional values.

Jay Black has suggested that a new model of journalism may be emerging in which journalists’ conclusions should be “publicly verifiable and replicable”, journalists should be more willing to accept feedback, give expression to more voices and, overall, be more accountable in their work practices (Black, 1998).

Techno-culturalists remain sceptical about journalists’ capacity to change in this direction but some see that journalists could recover lost ground in credibility and trust by responding to the expectations of ‘netizens’. Those who have developed this capacity for conversation see it as a bonus for journalism rather than a workload burden. A BBC News Online executive noted that “the people in the story itself” were more involved in its telling. “This makes for better reporting and a better relationship between the news organization and its readers.
Right now there are four people just sorting through readers’ e-mails, so every day we have this immense interaction with our readers. This is fundamentally changing journalism” (International Labour Organisation, 2000). The editor-in-chief of the magazine, The Onion, said “we do feel more in touch with our readers on the Web, just because we get feedback from them, whereas our print version readers don’t really write” (Mackintosh, 2000). David Talbot, pioneer Web magazine editor, described his publication Salon as part of a constant feedback loop. “We receive e-mails from around the world that challenge us and provide us with corrections and criticisms. It keeps us honest” (Power, 2000).

The practice of Web news has not been quite what the optimists would have wished. Many Web publications that began with a commitment to explore new forms of storytelling and to produce multi-layered features using multiple formats and sources have retreated from that commitment (Houston, 1999).

Under the pressure of economic constraints, but also in response to the purported preferences of Web site users, information is increasingly published in conventional news-story formats, notably as ‘breaking news’. One of the paradoxical effects of the drift in this direction is the reinforcement of the historically pre-eminent role of the news agencies. According to former Guardian editor, Peter Preston, the “biggest remaining Net smile in town” belongs to the head of the Press Association’s online services (Preston, 2001).

Citizen participation is very necessary for better communication. Even so, the modern notion of a citizen participatory press and through free radio of the 1960s and 1970s, and it is inspired by a wide range of ideas and motivations. No least important were grass roots activist media in many proto-revolutionary situations spanning much of the twentieth century. The basis for
the legitimacy for this tradition is the idea that the media are of and for the people, with an emancipator, expressive and critical purpose. They are engaged in some form of struggle collective rights (Nordenstrong, 2006).

Interaction and participation is found in many forms. Interaction is no longer a condition of social connection, as individuals become integrated indirectly by the agency of technologically-extended media forms. Thus, the integration thesis rejects the idea that the study of communication is reducible to documenting empirically observable kinds of interaction, be these interpersonal or extended (David Holmes, 2007).

Denis McQuail observes media as an institution do have some kind of social responsibility, both with respect to possible effects and also to their intentions. In democratic countries, media as well as respondents are free to share their views. Habermas’ ideal of public sphere in which citizen can freely discuss imported issues without being hampered by barriers of class and other determinants of social states. Since the reader is under no obligation to reveal her true identity can assume any identity she pleases in chat rooms and on bulletin boards, explicit markers of class, religion, ethnicity and other divisive factors are absent and the discussion can be less inhibited than it is most face to face interactions (Tapas Ray, 2006).

The more normative form of journalism tend to favour participation, advocacy, commentary and ideal, non-profit goals over the imperatives of the media organisation embedded in the larger media industry and market (Mcquail, 2006).

The formal characteristics of fully interactive communication usually imply more equality of the participants and a greater symmetry of communicative power than one way communications. The achievement of
democratic consensus is related to opinions that are not merely announced more democratic a communication system, the more it will accommodate interactivity over mere connectivity (Schultz, 2000).

Participation and interaction is also important politically and economically. In recent years, expectations of ‘interactivity’ and new ‘interactive media’ have been pushed to the breaking point in terms what will become technologically possible, in terms of economic gain (Jens F. Jenson, 1998).

So, it is important to study the participation level of readers in online newspapers. Because Indian government is continuously trying to make India a communication hub, more media companies, local and overseas, are expected to enter the Indian market, fighting to attract readers to their products. The role of electronic newspaper is becoming more important and worth looking because of emphasis on communication and expected future media competition.

But will the online newspapers in India follow the same trend of participation as their western counterparts? Will the observations made by western researchers be applicable to online newspaper in India? It is important to study the trend of participation in Indian online newspapers as compare to their western counterparts and to examine whether observations are justifiable.

Mass Media Online-

The old one-way mass media are and, taking the developed perspective, certainly should be complemented by the new diversity of interactive media. Yet it seems to be a fortune rather than a failure that they are unlikely to disappear, even if they already are and probably will be more diverse than in
times when only a few radio and TV channels were available. Masses of people still subscribe to newspapers, watch TV programmes, and listen to the radio.

They will probably to continue to do so, especially since passivity is to some extent a natural desire. In addition, of course, everyday a fast growing world, join online communities, and visit web sites. Consumption of other media therefore decreases a little bit, however, not necessarily dramatically. Additionally on the Web some sites also become more popular than others. Then they serve as ‘mass media’ on the platform Internet that allows for all kinds of media and types of communication.

Internet sites of well-established media can play a decisive role as forums of valid information and serious debate, because they fall back on professional editors. Moreover, they usually reach a lot more people than most of the lesser-known newsgroups, bulletin board, or listeners ever will. Therefore a programme of democratization is ill advised if it concentrates just on opposing the old media, trying to substitute a net of relatively unrelated, grassroots communication.

Instead, it seems to be at least as important, if not more important, to revitalize the discursive function of mass media (Merrit, 1998). This implies cutting back the political and economic power of huge media organisations and finding an adequate format for the traditional mass media on the web. They can provide high quality information and discussion and link to the public outside cyberspace.

However, the problem of professional mass media going online is that their economic strategies often do not converge with such a plan. Instead their interest is to keep a tight rein on the advertising market. At the same time, many online media blend more and more editorial content with advertisements.
Further, speed of news delivery is a characteristic of the Internet especially open to exploitation. This has led to elements of pseudo participation, such as quick online polls where mere headlines are used as questions.

Calls for more and better interaction are legitimate. Not only theorists and scholars, but also practitioners have repeatedly criticized the lack of communication between audience and journalists. After all, this is a major point in the American movement of ‘public journalism’ (Rosen, 1991, 1992, Charity, 1995; Merrit, 1998). David Lawrence, publisher of the Miami Herald, appealed to his colleagues: ‘we ought to listen more often, and much better, to readers. In his ‘ideas for Prospering in a Changing market’, Stephen Lacy suggested an increase in reader input into newspapers, for example, using telephone numbers that people can call to leave comments. Newspaper should use more than one feedback system (Lacy, 1992:89). It is obvious that the interactive opportunities provided by the Internet can address these criticisms.

But public journalism guru D. Merrit is surely right in proposing that journalism online has to be creative and must take its discursive role seriously: ‘Merely telling the news the same way on bytes and bits instead of by mouth and type may keep some form of journalism alive for a while, but unless that journalism finds a more secure connection with citizens and recognises its obligation to public life, it, too, will pass’. Maybe it would survive anyway. But the role of journalism has to be reconsidered in a time when, on one hand, the Internet is overwhelming in terms of offered information and interactive opportunities, and, on the other hand, public life and the political culture is crisis wracked.

At the beginning of the Internet hype a lot of traditional media jumped on the bandwagon and produced web sites of doubtful value. Years ago Wired
editor Jon Katz caught attention by claiming that online or not, 'newspapers still stuck'. In fact, his statement that online papers produce just an illusion of interactivity was not mere invention. A number of newspapers simply put the content of their print edition online and make little effort to take interactive options seriously. Most of the online newspapers of that time did not even provide email addresses for their reporters and reporters and editors.

**Historical Background of Newspapers**

**A) Times of India**

The Times of India is the world's largest circulation English daily newspaper. Founded in 1838 to serve the British residents of West India, The Times of India now circulates more than 4 million copies, covering almost 8 million readers. Originally this paper was British owned, but since Independence, has been owned by The Times of India Group. The Times of India is particularly valuable for its coverage of key historical events in India, including the rise of Gandhi's Civil Disobedience movement, the 1947 Independence and Partition through to the landmark date of 1998 when Pakistan became a nuclear power.

According to Audit Bureau of Circulations, it has the largest circulation among all English-language newspapers in the world, across all formats (broadsheet, tabloid, compact, Berliner and online). In 2008, the newspaper reported that (with a circulation of over 3.14 million) it was certified by the Audit Bureau of Circulations (India) as the world's largest selling English-language daily, ranking it as the 3rd largest selling newspaper in any language in the world and World Association of Newspapers and News Publishers. According to the Indian Readership Survey (IRS) 2012, the *Times of India* is the most widely read English newspaper in India with a readership of
76.43 lakhs (7.643 million). This ranks the *Times of India* as the top English daily in India by readership. It is owned and published by Bennett, Coleman & Co. Ltd. which is owned by the Sahu Jain family.

b) **The Hindu**

The Hindu, English-language daily newspaper published in Chennai (Madras), generally regarded as one of India’s most influential dailies. Established in 1878 as a weekly, *The Hindu* became a daily in 1889. While India was under British rule, the paper spoke out for independence—but in a moderate vein. After India achieved independence in 1947, *The Hindu* built a network of foreign bureaus while extending its coverage of India.

*The Hindu* is distinguished for its comprehensive coverage of national and international political news and for its emphasis on accuracy and balanced coverage. Although it is published in a provincial capital, *The Hindu*’s reportage and editorials are read carefully and taken seriously in the national capital. At the beginning of the 21st century, its daily circulation exceeded 900,000. The newspaper’s parent company, Hindu Group Publications, also publishes *The Hindu Business Line*, a daily business paper, and popular magazines such as *Frontline* and *Sportstar*.

According to the Audit Bureau of Circulations, it has a circulation of 1.46 million copies as of December 2009. The enterprise employed over 1,600 workers and annual turnover reached almost $200 million in 2010. Subscription and advertisement are major sources of income. *The Hindu* became, in 1995, the first Indian newspaper to offer an online edition.
c) Hindustan Times

*Hindustan Times (HT)* is an Indian English-language daily newspaper founded in 1924 with roots in the Indian independence movement of the period ("Hindustan" being a historical name for India).

It is the flagship publication of HT Media Ltd. Hindustan Times is one of the largest newspapers in India, by circulation. According to the Audit Bureau of Circulations, it has a circulation of 1.4 million copies as of 2010. The Indian Readership Survey (IRS) 2012 revealed that HT has a readership of (37.67 lakhs), placing it as the second most widely read English newspaper in India after *The Times of India*. It has a wide reach in northern India, with simultaneous editions from New Delhi, Mumbai, Kolkata, Lucknow, Patna, Ranchi, Bhopal and Chandigarh. The print location of Jaipur was discontinued from June 2006. HT launched a youth daily, *HT Next*, in 2004. The Mumbai edition was launched on 14 July 2005 and the Kolkata edition was launched on early 2000.

Other sister publications of *Hindustan Times* are *Mint* (English business daily), *Hindustan* (Hindi Daily), *Nandan* (monthly children's magazine) and *Kadambani* (monthly literary magazine). The media group owns a radio channel, Fever, and organises an annual Luxury Conference which has featured speakers like designer Diane von Fürstenberg, shoemaker Christian Louboutin, Gucci CEO Robert Polet and Cartier MD Patrick Normand. *Hindustan Times* is owned by the KK Birla branch of the Birla family.

d) The Telegraph

The Telegraph was founded on July 7, 1982. The designer director of *Sunday Times*, London Edwin Taylor designed the newspaper provided a standard in design and editing. In 26 years, it has become the largest circulated
English daily in the eastern region published from Calcutta. In 1982, M.J. Akbar the current editorial Director of India Today used to edit and designed the daily newspaper thus it had a major impact on newspaper journalism in India.

The Telegraph is published by media group Ananda Publishers closely associated with ABP Pvt. Ltd, the group also published Anandabazar Patrika (a Bengali language newspaper) since 13 March 1922. Apart from newspapers the group even published Bengali and English periodicals like Anandamela, Unish-Kuri, Sananda, Anandalok, Desh magazine, Businessworld, The Telegraph in Schools and Career.

e) **Deccan Chronicle**

*Deccan Chronicle* is an Indian English-language daily newspaper. It is published in Hyderabad, India by Deccan Chronicle Holdings Limited. The newspaper's name derives from the originating place, the Deccan regions of India. Deccan Chronicle is also published from Tamil Nadu, Karnataka and Kerala. Supplements are "TV Guide", "Sunday Chronicle", "Hyderabad Chronicle", "Chennai Chronicle", "Bengaluru Chronicle" and "Kerala Chronicle". It also supplies other weekly features like "School Chronicle" and "Teen Chronicle". The newspaper has a total readership of over 10.88 lakhs.

The company started its operations in AP as a partnership concern in 1938. The late T Chandrashekar Reddy took over the operations in 1976 after the earlier promoters declared bankruptcy. Mr Reddy subsequently handed over the operations to his two sons T Venkatram Reddy and T Vinayak Ravi Reddy (The current IPL franchisee Deccan Chargers owners), who have been managing its operations since late 1970s.
f) **The Wall Street Journal**


*The Wall Street Journal* was founded by Charles H. Dow, of Dow Jones & Company, primarily to cover business and financial news. The first issue was published on July 8, 1889. The newspaper's accuracy and the breadth and detail of its coverage won it respect and success from the start. From its founding until early in the Great Depression, the Journal rarely ventured beyond business and economic news. Then, however, it began to carry occasional feature articles on other subjects. After World War II this trend increased, and by the 1960s the Journal regularly carried two feature articles on page one that only occasionally addressed business subjects, and then in a whimsical or amusing way.

Although perceived as favouring the interests of businesses, the Journal's opinion and editorial pages reflect a wide range of highly informed business, political, and economic opinions; readers' letters; and reviews of and comments on the arts. The long-established structure of the Journal includes complete tables reporting all financial and stock market activity for the preceding day as well as thorough reports and analyses of current business topics. Published Monday through Friday, the U.S., Asian, and European editions of the Journal had a combined circulation of more than two million at the turn of the 21st century. The U.S. Journal added a weekend edition in 2005. The Journal's sister publications have included the financial magazine *Barron's*, the *Far Eastern Economic Review*, and *Smart Money*. 
g) **The Sun**

*The Sun* is a daily national tabloid newspaper published in the United Kingdom and Ireland. Regionalised editions are published in Glasgow (*The Scottish Sun*) and Dublin (*The Irish Sun*). It is published by the News Group Newspapers division of News International, itself a wholly owned subsidiary of Rupert Murdoch's News Corporation.

*The Sun* has the tenth-largest circulation of any newspaper in the world and the largest circulation of any daily newspaper in the United Kingdom. It had an average daily circulation of 2,409,811 copies in January 2013. Between January and June 2012 the paper had an average daily readership of approximately 7.3 million, with approximately 34% of those falling into the ABC1 demographic and 64% in the C2DE demographic. The average age of a *Sun* reader is 45 and approximately 45% of readers are women.

*The Sun* has been involved in a number of controversies in its history, including its coverage of the 1989 Hillsborough football stadium disaster, false allegations against Elton John, and its attitude towards mental health issues, homosexuality and women.

On 26 February 2012, *The Sun on Sunday* was launched to replace the defunct *News of the World*, employing a number of its former journalists.

h) **The Toronto Star**

The Toronto Star, influential Canadian newspaper established in 1892 as the *Evening Star* by 25 printers who had lost their jobs in a labour dispute. A four-page paper at the outset, it changed hands several times until 1899, when a group of leading citizens bought the paper and Joseph E. Atkinson took over its
direction. The paper was renamed *The Toronto Daily Star*, and within five years its circulation rose from 7,000 to 40,000.

Liberal in editorial outlook, the *Star* in the early 20th century pressed for unemployment insurance, old-age pensions, and other social changes. It promoted stronger Canadian nationhood and a greater presence in international affairs. It established its own radio station, CFCA, in 1922. Its outspoken opposition to Nazi policies in Germany made it the first North American newspaper to be banned from Nazi Germany.

I) **The New Zealand Herald**

*The New Zealand Herald* is a daily newspaper published in Auckland, New Zealand, owned by APN News & Media. It has the largest newspaper circulation of any in the country, peaking at over 200,000 copies in 2006, although numbers had declined to 162,181 by December 2012. Despite the name, its main circulation area is the Auckland region. It is also delivered too much of the north of the North Island including Northland, Waikato and King Country.

j) **The Australian**

*The Australian* is a broadsheet newspaper published in Australia from Monday to Saturday each week since 14 July 1964. The editor in chief is Chris Mitchell, the editor is Clive Mathieson and the editor-at-large is Paul Kelly. Available nationally (in each state and territory), *The Australian* is the biggest-selling national newspaper in the country, with weekday sales of 135,000 and Saturday sales of 305,000, figures substantially below those of top-selling papers in Sydney (*The Daily Telegraph*), Melbourne (*The Herald Sun*), and Brisbane (*The Courier-Mail*). Its chief rival is the business-focused *Australian Financial Review*. 
OBJECTIVE OF THE STUDY-

The purpose of the study is not to predict the future of online newspapers in India and Western World. However, it is hoped that by studying the online newspapers, the following general objectives of study may be achieved:

1. To measure the nature of participation,

To fulfil this objective, qualitative research method is adopted. Reader’s participation is very important for newspapers. It is kind of feedback for the newspapers. So, this study is based on nature of participation.

2. To measure the level of participation.

India is one of the few Asian countries pouring millions into building a wired nation. The Indian government has an ambitious plan to turn the country into a global info-communication technology capital. We are following the western countries to achieve the target of modernization. So, the comparison is conducted between Indian and western newspapers. What is extent of comments in Indian and western newspapers? What is the relationship between newspapers and time updating? What is the extent of facebook and twitter sharing?

Although criticized for not encouraging public discourse, media in U.S.A. are generally perceived as watchdogs on government. Internet could potentially raise the Fourth Estate function to a higher level. But in India, developmental journalism prevails. The local media here are expected to help build consensus and the nation. This means that Indian newspapers follow the western model. But there are some differences in participation level.