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## PRINTED VS ON-LINE MEDIA AND CHALLENGES FOR EDITORIAL CONCEPTS: EXAMPLES OF NEWS MAGAZINES IN SERBIA

*Summary: The paper examines the differences in editorial policy between the online and print editions of the two most famous and most influential Serbian news magazines – NIN and Vreme. All the elements of the editorial policies that exist in the modern media system are analyzed – media content (topics), internal agenda settings, form, media, visual and audio elements, gate keepers, readers/consumers, as well as the system of advertising and subscriptions. Based on four years of research, six months content analysis and interviewing the journalists employed in these newsrooms, it was found that only two elements of editorial policy can be defined as different between online and print editions. This implies unconformity regarding new media of the most important print media, e.g. media which addresses decision makers and the most educated part of the society.*

Key words: news magazines, editorial policy, the press, digital media

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The importance of research on this topic is clear if one bears in mind that the newsweeklies changed the media scene in 1930s of the past century, in response to the global economic crisis that has befallen on the USA as well as the world in 1929, but also in response to the increasing rise of radio as a new media. News magazines have responded calmly on the emergence of the Internet, without largely using the advantages this new media can provide. Starting from the premise that the media, that is the press, have played a key role in building a civil, democratic society, and that they still contribute to the education of citizens, it could be said that in this case the news magazines have had the role of raising the awareness, strengthening and segregating a

part of the civil society which we could name the social elite, or the intellectual and cultural elite on one hand and the political-economic elite on the other. Due to the extremely important role that this kind of print media has carried on its shoulders throughout the history of printing and the history of civil society, finding models according to which the news magazines could transform from the media of the past into the media of the future is of great importance especially at the time when the epitaphs to the print media are being written by the theorists. Previous researches have shown that many media consumers don't know how to distinguish an attitude or a value judgment from neutral information, and therefore, it could be said that during the last decades we have witnessed a convergence of genres or even a mixture of the informative, interpretative and analytical content and an entertainment, semi or quasi informative content. However, it seems that in recent times the media is moving precisely towards a clearer distinction between the information and analytical media, and it is a viable attitude that the print media will interpret the world in the future, while it will be informed by the other media industries.

News magazines are among the most influential media. Their power is not measured by circulations, which are usually not very large, but by the overall impact on the public opinion, especially on the socio-political elite, that is the decision-makers and influential people, people in office. This influence comes from the magazine's credibility built for a long time and patiently. The news magazines' circulation cannot reach the circulation of other weekly magazines or even daily newspapers anywhere in the world (when it comes to the weekly average level), but their editors and directors don't really mind that, because their aspirations don't even go in that direction. The value of the news is generally determined also by the non-economic elements, "such as the tendency towards a certain status, prestige, philanthropy or political influence, or the fulfillment of the public service" (Currah, 2009:19).

The emeritus professor of journalism Philip Meyer reminds us that the news no longer mean stenographic coverage of public meetings, channeling PR announcements or listing unanalyzed collected data. "The old hunter-gatherer model of journalism is no longer adequate. There is so much information nowadays that we don't need new ones, but what we do need is help in the processing of what is already available. As the development of modern agriculture has created a requirement for the variety of processed food, so has the information age for the information processing. We need someone who is going to put that in context, give a theoretical framework to it and suggest a solution to how we should deal with it" (Meyer, 2008). In short, we need more news magazines that perform their function of education, socialization, informing and also entertaining the audience. News magazines' readership is also very specific. "News magazine addresses the interest and cognitive orientation of a more "literate", educated and involved reader: the intelligence of all profiles, business and socially ac-

tive people, the young as they make a transition from school to life, women in their journey towards emancipation. An active person always has the need for a deeper dimension of the events... That person requires a dialectical confrontation of theses, while the viewpoint will be created by the person itself. News magazine treats a person as a fully mature being” (Lukač, 1970:8).

The digital age brought social and economic changes of such intensity that many people compare it with the industrial revolution, while the development of the Internet as a new medium is compared with the Gutenberg’s invention. The characterization of the Internet as a medium that has brought some new qualities that can be compared with the movable type and the printing press could be justified, because the improvement in the quantity the Gutenberg’s invention brought to the world is proportional to a new wave of the massification of the audience, which occurs along with the development of the Internet in the developing countries (which are also the countries with the highest population). As the class of scribes was in the past gradually replaced by other occupations such as printers, editors, librarians and street vendors, so we are now witnessing a change in occupations where traditional journalistic occupations are slowly giving way to some new titles in the media companies. However, the multi-screen society of today hasn’t made such dramatic qualitative changes. Apart from the various formats that must certainly involve some adjustments as far as content is concerned, the media still rely on the old principles.

Therefore, the paper deals with the analysis of the influence Internet have had on printed editions of news magazines in Serbia, but also the (inadequate) impact that had had on on-line editions. Two of the most dominant news magazines in the market were selected for the research – Nedeljne informativne novine (NIN) and Vreme. These two magazines were selected because they represent two different schools of journalism and two different approaches to the editorial policy and management of news magazines. NIN is the oldest weekly news and informative magazine in Serbia which is continuously published and is in foreign ownership, Vreme is owned by journalists who work in it. NIN and Vreme will be compared, as representative Serbian weeklies, as well as the two models of weekly magazines – traditional and civic-oriented, and as representatives of different political options. Both magazines are of great importance for the development of political and public life in Serbia, because they both pleaded (and they still do) for creation of public opinion in Serbia. These magazines were analyzed in the period from January 2010 to December 2013, while the survey among journalists of these two magazines was conducted in the second half of 2013, among 40 journalists who make up more than half of the editorial board in both cases. Content analysis was conducted in a six months period, from August 2013 till February 2014.

The study is based on the premise that for the most part, elements of editorial policy in the print and online editions of news magazines in Serbia do not differ, which

is a result of inadequate response of editorial board meeting the digital world. As a basic presumed cause of this situation, the economic situation of the media is cited and the education of employees in these media as well.

Starting from the traditional idea that the editorial policy consists of media content or themes, forms and visual and auditory elements, today we would have to add the media to it because the selection of media that will communicate the message has exceptional contribution to how the information will be consumed and interpreted. So, in today's world of four screens, when publishers can choose on which platform they will publish the content, the choice of media is imposed as an integral part of editorial policy. Given the major role that human and mechanical gate keepers have in the positioning of the information and prioritising of their delivery, we can say that the agenda settings as part of the editorial policy deserved separate research or study on how different is agenda settings in the print and in on-line edition of news magazines. The human factor of decision making on both sides of the communication process now has a growing influence on the way of transmitting and receiving messages, so the journalists or media professionals who create media content will also be analyzed as a single segment that contributes to final product. Advertisers, although not directly creating media content, will be also observed as an additional element of editorial policy, because the financial element indirectly influences the choice of topics, content, and economic opportunities for the media to devote to particular research. In this paper, we will therefore deal with all of these editorial policies and their difference or sameness in print and online edition.

### **Elements of the editorial concept**

Carr (2007) claims that during the decade of the reliance of many major life activities of the Internet, mind in many ways began to change. Not only the concentration when reading yields very quickly, but changes the thinking process itself and slowly fades the capacity for contemplation and perception. The consequence of spending too much time on the Internet is that the mind, regardless of whether you are on-line or not, is expected to be served the information the way it is used to consume it on the Internet – as a number of particles which flow very quickly. Instead of investing time in reading books, many are turning to the Internet for the light and quick absorption of the information available on-line. For this reason it is important to investigate how the human factor in the end of the communication process (reader, consumer) receives the message, depending on the media which transmit the message and depending on the media on which the consumer is predominantly accustomed.

On the Carr's trail is Maryanne Wolf (2003) which deals with the study of child development and is the head of Centre for Reading and Language Research. She reminds us that today's man is not born to read, and that this characteristic is not regi-

stered in its genetic code, but people started to practice reading only a few thousand years ago and that accordingly rearranged our brains. The new transformations towards “digital brain” take place “before our very eyes” and “under our fingers,” says the author (Wolf, 2007: 4), stating that we are not only what we read, but we both are how we read. The style of reading promoted by the Internet, which means efficiency and immediacy above everything, makes the reader more the decoder of the information, than the person who can achieve a deep and rich mental connection with the read text. Neurological movement in our brain are largely shaped by what we use in the media. In support of this theory, Wolf (2007) claims that researches conducted at the Centre, in which she works, where thanks to a new technology one can really see what the process of reading looks like. For example, two persons, one of whom first learns to speak the Chinese language, and the other English, use different sets of neurological connections. When a person who has studied Chinese, has tried for the first time to read the text in English, its brain has tended to use “Chinese” neurological path.

Douglas Ahlers who has both scientific and commercial experience in publishing, advertising and electronic payment, consider the difference in the cost of production of print and online newspapers is such that in an ideal market it would be expected that the companies themselves lead consumers/readers to turn to online editions, because there is greater potential for achieving higher profits (such as banks have done with ATM machines and online banking). In addition, the offered product may be cheaper, which could mean new consumers. He points out that the difference in the invested capital in the hosting of electronic service on one hand and labour and materials required for the printing of newspapers on the other is huge, but that “the cost of production of the first copy remains the same among these media, with the fact that on-line media have marginal costs of approximately zero for each additional copy, while newspapers and magazines have significant marginal costs for each additional copy. Television, like the Internet has cost duplication approximate to zero” (Ahlers, 2006: 32). And at the next level – the level of distribution, costs vary – the physical delivery of newspapers and magazines is much more expensive than electronic distribution. Asher claims that 30% to 40% of total costs represent the costs of printing and distribution of newspapers, and that 80% to 85% of revenue comes from advertisers. Therefore it can be concluded that the funds raised from advertising are extremely important part of total financial income.

### *Graphic adaptation and media content*

Both analyzed news magazines in print have different dimensions of a few millimeters. The NIN’s dimensions are 27.8 cm x 21.8 cm, while the dimensions of the Vreme are 28 cm x 21 cm, which brings us to the column’s height of about 21 cm on average. That’s almost the same size we can get on the screen of a PC, but not the one

we can get on a laptop or mobile screen. We should also bear in mind the following: the *Vreme* refracts into three columns about 90% of the articles in the print edition, while the rest of the texts are refracted into two columns; the *NIN* refracts the texts in print into three columns in almost 98% of the cases, and only the *Uvodnik*, *Postekologija* and one more text are refracted into two columns. Although studies haven't shown that the number of columns affects the reading speed, there is a clear difference in the reading speed between the reading of the text available on the screen and the one in print. Numerous studies (Zielfe 1998, Kak 1981, Wright and Lickorish 1983, Dillon et al. 1988 and Mangen et al. 2013..) indicate that the screen reading is slower than reading a printed edition from 10 up to 30%. This means that the average reader takes up to a third more time to read the same text on the screen than on the paper. Therefore, in order to make a long-term screen reading more comfortable, it is necessary to develop larger fonts, use a stronger contrast between the text and the background, etc.

Fidler (2004, 137) states that the studies on readability have found that when reading documents on a short distance (like when we hold a newspaper or distance from the screen), it is easier and quicker to read when the columns of the text are narrow and when the text is vertically oriented.

Unlike e.g. *TIME* magazine or *The Economist* which in several places in the printed edition (3-5 times per issue) point to the on-line edition, none of the Serbian magazine does that. On its on-line edition of the magazine *Vreme* gives the possibility of sharing news through Facebook, and *NIN* through Facebook and Twitter, while magazines like *Time.com* have six possibilities for sharing via social networks. It should be noted that in terms of choice of media and platforms that would be used to place the information, none of the analyzed Serbian news magazines made any improvements, so all have the information available only in print edition and on-line edition that can be accessed only by the PC because access to smart phone and tablets is impossible due to the lack of adaptation of materials and lack of development of applications.

In terms of audio and video elements, it should be noted that the on-line edition of *NIN* does not have any audio or video files that accompany the texts. On the website of the magazine *Vreme* can be found videos, in most cases YouTube videos. Video footage always accompanies some of the news, but only in the section "Više od vesti" (More than the news) (purpose production of the news for on-line), while there are almost never accompanying audio or video element of the text from the printed edition.

Media content or topics that analyzed magazines are dealing with in print and on-line edition are almost the same, and there is no production of original content for the on-line edition. Magazine *Vreme* brings daily on average three pieces of news in on-line edition which are not in the print edition, but more often that news are agency news or other media news, the news that the journalists of this magazine are not the authors. The magazine *NIN* has no news produced specifically for on-line issue. Thus, we can con-

clude that in terms of media content NIN has no separate on-line editorial policy, while the magazine Vreme began building it partly.

None of the analyzed news magazines in Serbia adjust its articles to the on-line editions, but publish them in one column, with separate text boxes and layout concept, which is not adapted to the Internet world. So in terms of form as part of the editorial concept, we can conclude that there is no difference in the print and on-line edition, and that there is no specific editorial policy for the on-line edition in this segment.

### *“Internal” agenda settings*

The researches published by John Pavlik (2004), head of the Department of Journalism and Media Studies at the School of Communication and Information in New Jersey, suggest that the content of the news is crucially determined by the available technology. What’s also undisputed is that people are changing their way of consuming news under the influence of new technologies, but also that those technologies affect the way of organizing the content and its essence. In Radenko Udovicic’s opinion (2010:6), a dif-fused communication in which a man and a machine are both the receiver and the emitter of the information, certainly affects the content, its perception, as well as its credibility.

In this subchapter we will look at how so called agenda settings of the print and on-line editions of the magazine Vreme differs, and which topics have primacy in relation to positioning to one and what topics in the other edition. On the example of issues 1180-1206, published between August 15, 2013 and February 15, 2014 (same differences can be found in print and online edition in other issues of the magazine Vreme) we can see that in print and online edition, not the themes nor the same genre of texts are in the same order. The difference position is established using the following method: Printed edition is divided into five almost identical sections (since the magazine has 72 pages) and the sections are divided as follows: Part 1 – 1-14 page, Part 2 – 15-28 page, part 3 – 29-42 page, part 4 – 43-56 page, part 5 – 57-72 page. On-line edition is also divided into five sections with the use of graphical criterion for selection. The first part is graphically isolated part, the second part is the Culture, which is also graphically separated, the third part is the World (graphically separated as a whole), the fourth part is a section “Ljudi i vreme” (People and Time), which is positioned at the end as a separate entity. On the right side of the screen several rubrics are positioned in one column, one below the other, which are marked as a section five.

The division into groups and sections is introduced due to reduction of errors during estimates. In fact, often in the context of the printed edition there is a shift (a few pages) of certain sections or features which have a permanent position depending on how big the volume of texts which precede it is and so on. Therefore, groups were formed on



the basis of which is determined whether the text belongs to the first, second, third, fourth or fifth part of the magazine, and what priority is given to it by the editorial board.

Comparison of the features (part one, part two, etc.) in the printed edition with those in the on-line edition (I section, II section..) leads to the differences prevailing in the editorial positioning of certain topics in a way that from the larger number used to indicate the position is taken smaller part which indicates the position in the second edition. In table no. 1 there are differences of positions for each rubric in the magazine Vreme. The average index of the differences between the positions of certain sections in the print edition and its position in the on-line edition is 1.92. This means that the average difference between the position of an article in the magazine Vreme and the on-line edition of the magazine Vreme was less than two positions. It is important to note that only 16% of articles positions of topics in print and on-line edition are the same, and that the index of difference is zero – it happened in the case of four articles of which three features are In memoriam. Also worth mentioning is that the position topic stabilized in the on-line edition, which means that certain sections in the archive are always on the same or approximately same place in the on-line edition.

**Table no. 1: The difference in positions of the text by groups in print  
tion of the magazine Vreme**

Topic/ Headline	Page in printed edition	Position in printed edition	Position in on-line edition	Difference of position of the text in printed and on-line edition
Navigator	5	1	5	4
Newspeach	5	1	5	4
Zoom	6	1	5	4
In memoriam	8	1	1	<b>0</b>
Personal memory (Lično sećanje)	12	1	1	<b>0</b>
Portrait of	16	2	5	3
Education for the XXI century	23	2	5	3
Interview –	31	3	1	2
Article – Healthcare	32	3	1	2
Interview – Construction	34	3	1	2
Review	36	3	1	2
Side Effects	37	3	5	2



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Interview –	31	3	1	2
Article – Healthcare	32	3	1	2
Interview – Construction	34	3	1	2
Review	36	3	1	2
Side Effects	37	3	5	2

These results indicates that in the on-line edition of the magazine Vreme the editorial policy is partly independent, that is different from the one applied in the printed edition. That part does not apply to the selection of topics, personalities, political or economic orientation, but on a way of positioning the topics, or prioritization of topics (agenda settings).

The following table shows indexes of difference for the magazine NIN, i.e. comparison of the position of topics within the print and online editions in editions number 3269 to 3294, published between August 15, 2013 and February 13, 2014. In this magazine, the index difference is on average slightly lower (within the same time period as the magazine Vreme), and is 1.02, which indicates that the average topics were “moved” by one position. It is important to note that up to seven features (rubrics) that exist in the printed edition are not present in the on-line edition, and that they did not make the sum to be taken for the calculation of the index of the difference. In 11 of the 36 articles, there was no difference between the position in the print and on-line edition.

**Table No. 2: The difference in positions of the text by groups in print and online edition of the magazine NIN**

Topic/ Headline	Page in printed edition	Position in printed edition	Number of the article in online edition	Position in online edition	Difference of position of the text in printed and on-line edition
Editorial	5	1	32	5	4
For NIN	6	1	31	5	4
Thoughts	6	1		1	0
NINinternet	7	1	/	/	/
Move	7	1	/	/	/
Photo story – World	8	1	/	/	/
Photo story – Serbia	10	1	30	5	4
Comment – Domestic topics	12	1	18	3	1
Comment – Foreign topics	13	1	8	2	1
Noticed	14	1	8	2	1
Noticed – Part II	14	1	/	/	/
Topic of the issue – the topic from front page	17	2	6	2	0
Economic topic	24	2	5	2	0
Political topic	28	2	4	2	0
Social topic	30	2	2	1	1
Economic –topic from the cover page	32	3	3	1	2
Basarijada	35	3	/	/	/
Foreign political topic	36	3	1	1	2
Popular culture – music	40	3	11	2	1
Culture	46	4	17	3	1
Culture – II part – literature	48	4	16	3	1
Culture – II part – theatre	50	4	15	3	1
Tidbits	52	4	14	3	1

Technology	54	4	13	3	1
Reportage	56	4	12	3	1
Business club	59	4	/	/	/
Word of the week	65	5	33	5	0
Film critique	66	5	29	5	0
Music critique	66	5	37	5	0
Comic critique	67	5	36	5	0
Literary criticism	67	5	35	5	0
Displays – comic	68	5	19	3	2
Language	68	5	27	4	1
Story	69	5	28	5	0
Multimedia	70	5	22	4	1
Weekly informatics news	70	5	20	4	1
Outbox	71	5	21	4	1
News	72	5	38	5	0
Post ecology	72	5	26	4	1
Letter I	73	5	25	4	1
Letter II	73	5	24	4	1
Letter III	73	5	23	4	1
Photo story	74	5	/	/	/
The index of difference					1.027778

Based on the data given above, we can also conclude that in the magazine NIN there is a difference in the part of editorial policy relating to agenda setting separately in print and online edition. For the impact on changes in ways of interpreting the analyzed news magazines, the most important question is whether agenda setting can be “changed by the news media, in such manner as the technology of the news distribution adapts to new communication media formats” (Althaus, Tewksbury 2002:180). In the further part of the paper we will discuss some market characteristics which may affect the agenda settings.

#### *Changes in the concept of subscription and advertising*

Unlike the Scandinavian market or markets of Germany and a good part of Central Europe, Serbia does not belong to the countries that have a developed subscription

to the press, but is one of the markets where citizens are supplied with the press mainly at newsstands. The principle of subscription includes not only long-term vision of information and financial investments in the above mentioned by the reader, but also the special relationship between the reader and its media. Developing this special connection is the key to why it is necessary to consider the principle of subscription in this section, because commitment to news magazines or just to certain news magazine as a rule should be fairly expressed. A few basic characteristics of the market that affect its susceptibility to developing a system of subscription would be:

1. Geographic and demographic characteristics: Market size and geographic layout play an important role for the successful development of the system of subscription. Big countries by area and inaccessible terrains such as mountain landscapes can have very negative effect. Population size, population density and the proportion of the urban population are also of great importance. Since subscription involves accurate and fast delivery to your home (or another indicated) address, a greater share of the urban population, more concentrated in the metropolitan area, greatly eases this task.
2. Cultural characteristics, decisions, habits, traditions and lifestyles: In some countries, such as Serbia there are a numerous kiosks (there are 1,486 kiosks and 67 convenience shops just in property of Štampa sistemi and Futura) and they often act as a kind of social institutions (for them to meet neighbours), there is a cordial relationship with vendors), and there is a morning habit of going to kiosks.
3. Quality of service: Most commonly this service is done through the postal service and is therefore of great importance how post office can respond to the demands of the media industry and readers. The Serbian Post Office, which houses 1,505 units, linked it all to mail on-line regime and introduced satellite tracking of vehicles which is considered a major step forward. Also, since April 2010, the Post Office is responsible for the daily distribution of 100,000 copies of free daily newspaper “24 hours” to 387 points in Belgrade and Lazarevac thus showing that it is up to the challenge. But in countries where the subscription system is developed, it turned out that companies specialised in this type of activity that develop within the media itself have the best effects. Such, very successful system was developed, for example, by the Slovenian Delo.

Given that the NIN operates within the group Ringier Axel Springer, a business rule that is applied literally, is that the advertising space can not be sold outside the official scale of discount, which is not the practice in other magazines. Therefore NIN remains one of the most expensive news magazines for advertising in Serbia. The whole group has the official commitment of digital publishing house, and it is trying

to set up that kind of model in Serbia, that is trying to divert the focus primarily to digital publishing. The trend to switch to on-line is present, but in times of crisis is extremely difficult to introduce charging for on-line content. Up to 95% of contracted ads in NIN are contracted through an agency (and there are the two main – Direct Media and Media House, up to 98% of the ads), while the rest are individually contracted ads. The already difficult situation facing advertising and sales department is additionally complicated when one bears in mind that the big houses like e.g. Mercedes closed their marketing departments in Serbia in 2013 and reduced advertising to less than 5% of the former investments in the sector. Looking at the numbers from two consecutive years in the advertising sector two very important items in NIN can be singled out. In the first eight months of 2012, 18 companies were advertising through the company Media House and 11 companies through the company Direct Media in NIN. In the first eight months of 2013, nine companies negotiated ads through Media House in NIN (decrease of 50%), and 11 via Direct Media (the same number as the previous year). However, the fact that speaks more than the number of advertisers is the value of these ads. Specifically, comparing the same period in 2012 and 2013, it shows that the decline in the value of ads that are contracted in NIN through the company Media House in 2013 is as much as 73% and lowering the value of the ad through the contracted company Direct Media in 2013 is 46.49%.

Due to the confidentiality of business data it was not possible to present the absolute amounts of advertising value in this paper, but official data obtained from the Ringier Axel Springer media indicate the following: if we look at the year 2010 as a zero year, 2011, the index of increased value of advertising in the print edition is 6.7%, while in 2012, it slumped in relation to the previous year for 15.33%. If we compare the first eight months of 2013 with the same period in 2012, it can be seen that the value of advertising declined by 27.02%.

The structure of income from advertising in the magazine *Vreme*, ads in printed issue make 85% profit, while 15% of profit is brought by the advertisers who want their ads to be positioned on the on-line edition. The largest numbers of advertisers that appear on-line already have ads in print edition, except for specific exceptions, which are in a niche of on-line business and want to advertise only on the Internet. The overall structure of the income earned by the magazine, 50% -60% of income is derived from the ads, projects and donations, while the rest of the profits come from the money for the purchase of the this journal by the citizens. Due to the confidentiality of business data, the absolute amounts of the value of advertising on an annual basis was not possible to get from the weekly *Vreme*, but it is important to note that the value remains at almost the same level for years.

The business model that has existed for decades in publishing business – to share the cost of publishing the newspaper between the audience and advertisers, who pay

for the contact with the audience, began to change in times of crisis. With the earlier model of business, the print media were able to count on operating profit of around 15%, which regarded this sector in the medium or lower profit sectors. With the emergence of the economic crisis that started a trip around the world in 2008, print media recorded a decline in advertising revenue, while television began to earn a lot more money from advertising. It is interesting to note that the Web interest of advertisers moved from click through rate to brand recall, which is certainly in favour of publishers with premium content, which are more numerous among publishers of the news magazines.

Talking about changing the business model, it is necessary to specify the example of Ringier Axel Springer in Serbia which in 2011 recorded a dramatic increase in the share of on-line revenue, while it should be noted that only five years ago this publisher focused exclusively on print media.

### *Educational and professional structure of journalists*

One of the problems in Serbia is which is the way fast enough to adapt the education system for the changes occurring in the media and how to allow journalists to gain practical knowledge that will be needed in newsrooms that experience changes every year under the influence of society and the use of new ICTs. By deploying an integrated newsroom, Ringier Axel Springer in Serbia, for example, had the problem of finding enough skilled and educated people in the labour market (not just journalists, but also the technical staff) that would meet the set criteria. Thus, labour turnover, which in previous years was approximately 3% increased in 2011 to 10%, because many of the employees left (among them was no small number of editors) who were unable to respond to requests.

Magazine NIN employed 18 people in the newsroom, including 12 journalists in 2013. In this magazine there are three permanent part-time (freelance) associates who work in the newsroom, nine permanent part-time workers who work outside the newsroom (work from home) and 40 occasional part-time workers.

Magazine Vreme the same year employed 39 people, including 22 journalists. Newsroom staff has more than 30 associates, or freelance journalists.

In both analyzed news magazines men and women are almost equally represented. The largest number of employees in news magazines has a secondary education (46.51%), and university degree has 41.86%. College education has 9.30%, and one journalist has MA or PhD (2.33%). It can be said that on average, journalists of NIN have more formal education than their counterparts in magazine Vreme, because 56% of journalists of magazine NIN has a university degree, and in the magazine Vreme 30% of them, while 60% of journalists of this magazine has only completed high

school. 88.37% of journalists of both magazines have no journalistic education programme, ie only 11.63% has a journalistic formal education.

If these results are compared with the results of research “Profession at the Crossroads – Journalism at the doorstep of the information society” (Milivojević et al, 2011) which have been conducted in Serbia in the period July 2010 – June 2011 on the general sample of 260 respondents journalists who were employed in a variety of media in Serbia, we can conclude that journalists of analyzed news magazines have lower formal education than the average journalist population. According to this study, formal training of journalists is mostly university, of which the formal journalists’ education had 31.92% of journalists.

The average age of journalists employed in the analyzed news magazines was 45.6 years. For easier analysis of the variables, the division was made between those below 40 those above 41 or over, and in the first category there are 18 (41.9%), and in the second 25 (58.1%). In the monitored news magazines there are only four people under 30 years of age.

Journalists employed in the analyzed news magazines have experience in on-line media in the range of 0.6 to 7 years, and the average length of their service is 1.2 years. Up to 67.42% does not have any on-line experience, and 32.55% of them have one or more years of experience in the on-line work.

Up to 86% of the surveyed journalists considered themselves to have adequate education, while only 4.65% of them moderately disagreed with the thesis that they have no appropriate education, and 9.30% are undecided. It should be noted that not a single journalist has responded to strongly disagrees with the thesis that has the appropriate qualifications for the work they perform. Such a high opinion of their own education and its adequacy for the work they do, the journalists did not substantiate with the answers to the knowledge test questions. Although 95% of journalists believe that their computer literacy corresponds with the needs of actual journalism, only 18.6% have answered correctly to the question what is the *Citizendium*<sup>1</sup>. Although two thirds of respondents (72%) claimed that they are not difficult to adapt to new conditions arising in journalism, 93.5% of them do not use, or does not know whether their computer has one of the programs for direct audio recording of the telephone interview.

Although they have a very high opinion of their education and compliance of their education and the needs of modern media, tested journalists in a small number were able to correctly answer questions concerning the examination of their knowledge in the field of journalism. For example, when asked whether they ever violated any copyright or journalistic code, in most cases, they are not sure if they made such a step (51.16%), 9.3% is aware that they made such an offense, and 39.53% of them think

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<sup>1</sup> *Citizendium*, is a wiki for providing free knowledge where authors use their real, verified names.



that they did not do it. When asked about the definition of intellectual property rights, it was correctly answer by only 9.3% of the surveyed journalists! It is also indicative to stipulate that only 11.8% of those who said they have never violated copyright law or journalistic code know what it is intellectual property. None of the journalists who responded that they had never broken the law or the code did correctly answer the question about the definition of intellectual property.

In addition to demonstrated low levels of knowledge, the journalists did not support a high opinion of their education nor the skills that they have, with the answers to the question on knowledge of the use of computer programs. Vicelike, 46.5% of journalists in the analyzed Serb news magazines can not use a single program for processing photos, audio or video, and it is this group of journalists that rated their computer literacy with a 4 and a 5 in almost 100% of cases. 9.3% journalists can use the programme for audio processing and 30.2% can use the photo editing programme. 4.7% of journalists can use a two or all three of these programmes. In the last three years only 19% of journalists attended a school, seminar or course in which they gained new knowledge or skills for the use of computers or new technologies, programmes or applications. Answers to the question if they would accept to work only for the on-line service of their news magazines are balanced with 51.16% for yes and 48.83% for no. Although it seems that the distribution of responses is conditioned by the duality of the options offered, it should be noted that it is indicative that the half of journalists would not accept to move to another department of the same media. One of the main reasons for rejecting the transition to on-line newsroom, can be seen in the answer to the question whether “you need additional skills/knowledge to work in the on-line edition of your news magazine”, where 51.16% of journalists have answered affirmatively.

### *Old media and new readers*

Schoenbach et al. (2005) explains how informing the audience differs depending on the media used. Researchers say that it is expected that users of the on-line editions of newspapers read threads that are tightly focused and interesting to them, as opposed to the readers of the print editions of newspapers, which are structured to entice the reader to read the texts that he might not previously be interested in. However, research conducted by these authors show that both communication channels contribute to the spread of agenda with the audience, but the on-line media succeed to achieve the effect only for highly educated audience, while printed editions deepen horizons in those with average interest.

The same authors report some of the characteristics that the on-line newspapers have (they, in contrast to previous researchers who treated all of the on-line material equally, focus only on on-line newspapers). First, a non-linear structure of on-line newspaper implies that the user has to click and scroll to be able to read the whole text,

but it usually means that the user reads less complete than the reader of the printed edition. The fact that the offer of on-line editions is sometimes more diverse and more complete does not mean that the readers and the entire view it or read it as a whole. Due to the fact that the reader has to concentrate on the Web structure, he is left with less time to review all the necessary information. Then, the text layout in newspaper and editorial directives and a way of structuring that exist in the print editions can lure readers easier, because they bind their attention with columns that are set in a manner to navigate the eye movements to the direction of the text, while in the on-line editions the reader is being exposed to whole series of temptations on all sides. “Printed newspapers, as opposed to on-line newspapers, are designed to lead the audience’s attention through the release as a whole, in an attempt to serve as a generator of social agendas, or “Daily We”, as an opposite to Negroponte’s vision of custom “Daily Me”, electronic newspapers that will not bother its users with the topics that they are not interested in” (Schoenbach et al.2005, 249).

Hsiang Iris Chyi and Sonia Huang (2011) have conducted a study in which they came to the conclusion that, contrary to popular belief, readers of on-line media content, in higher percentage tend to read the print edition of the same newspaper, i.e. the same publisher.

In the weekly Vreme editors have noted that during the period when the topic of the issue was “open” in the on-line edition, there were less sold copies of the printed edition. So now issue opens on the fourth day after arriving of the printed issue on the kiosks. There are very few texts that have experienced its premiere on-line, and then were published in the printed issue of the magazine Vreme. The exception was a text about the abuse of drug addicts in the monastery in Crna Reka which was released first on-line, but the decision was made primarily because of a video clip, which at that time was exclusively owned by the magazine Vreme. A similar move was made during the 2012 elections where the speed of events demanded the release of articles on-line. In the case of the arrest of former Serbian politician Goran Hadzic for extradition to the Hague Tribunal, a precedent was made when, due to numerous visits and high traffic on-line and because of the importance of this topic the printing of the issue was stopped and expanded edition was done with this topic included. Vreme fosters editorial policy according to which the on-line edition never does the follow-up of topics that are not fully processed due to the deadline for going into printing, as it is considered that the texts have author’s signature, and that their “finishing” would undermine the structure of the story and that the readers of this magazine can inform themselves about the follow-up in other media.

In the magazine NIN there is no research done for the on-line edition, and there are no comparative data for certain weeks in terms of correlation of the sold copies and visits to the on-line edition. No additional texts are done for the on-line edition (follow

up of the topics covered in print issue or dailies). Nevertheless, the data on the visit of the on-line edition, certain regularities are visible: the average number of visitors on a monthly basis in the period 2010-2013 is between 30,000 and 40,000, with a large deviation in the period when there are socially engaged texts (November and December 2011).

Reading from the screen is about 10% to 30% slower than from the printed material. If we consider the fact that the average person reads between 200 and 300 words per minute, which corresponds to the amount of text that fits on a galley proofs, and we know that the visitors stayed for about two minutes through the pages of Serbian news magazines, it is clear that the average visitor is able to read the on-line edition of its news magazines:  $(250 \text{ words} - 30\%) \times 2 \text{ minutes} = 175 \text{ words} \times 2 = 350 \text{ words} = 1.3 \text{ galley proofs of text!}$  This leads us to the conclusion that even readers of news magazines, as a rule, the most educated part of the public, began to be subjected to trends of scan-reading instead of depth reading.

In conclusion, a comparison of the editorial concept of the online and print editions of the magazine analyzed could be summarized as follows:

**Table no. 3: Comparison of elements of editorial concept in print and online editions of the magazine NIN and magazine Vreme**

Elements of the editorial concept in print and online edition of the news magazines	NIN	Vreme
Media	The same	The same
Media content – topic	The same	Partially different
Agenda settings	Different	Different
Form	The same	The same
Video and audio elements	The same	Partially different
Gate keepers	The same	The same
Readers/Consumers	The same	Partially different
The system of advertising and subscriptions	The same	Partially different

### Concluding observations

Significant changes that have occurred in previous years in the global media market, causing a radical transformation of contemporary journalism and the entire media industry, at one point spilled over to the Serbian media scene. “The economic crisis, the impact of the Internet, digitization, social networks and the general commercialization, and consequently, the trend of increased influence by the fields of Public Relations, have mostly hit just printed media in Serbia. All these significant changes in the

field of public discourse, have caught the Serbian press, (and news magazines before all) unprepared both in terms of system and in terms of technological and human resources” (Kljajic 2014, 97). One can therefore conclude that the Serbian news magazine, “stuck in the process of one unfinished transition on one hand and information society on the other hand” (Kljajic 2014, 97) very slowly mobilized its potentials in response to new professional challenges. The aim of this research was to point to the structural problems and offer some solutions.

In the iTouch world it is getting much harder for a weekly newspaper to be what they once were. Their position was shaken long time ago, but the digital age makes that fact more obvious. Newsmagazines used to be created as the opposition to daily newspaper, which decreased this limit over time and eventually assumed the role of newsmagazines- now they (try to) interpret the news the way weeklies did, resort to analysis (sometimes questionable), clear the room for big names, produce them and build a consistent authoritarian voice of the newsroom, too. They inform about everything that today’s citizen should be informed about and try to build a relationship with readers as weeklies used to do.

Not only has the leading daily newspaper now become a kind of indirect competition with the newsmagazines (in terms of content) but a wide range of small media has been created which makes it possible in digital age to do something what you previously could not. They now obtain information faster, cheaper, they can access to Web databases that only “richer” brands-such as newsmagazines could do in the past. The Omega principle of the communication society, as Francis Bal (1997) calls it, means that “anyone can have access to anything, anywhere, anytime, anyhow.” How can newsmagazines stand out in such a blizzard?

The changes that the Internet has brought in journalism led to the developing a large number of theories about the causes, ways of applying and consequences of this newspaper. Mark Deuze (2003) gave this new phenomenon a very figurative name. He called it “fluent journalism, “alluding to the fact that nor interpersonal relationships nor the other structures are as tightly enranked as they used to be, and that communication becomes more liquid. Computers allow both to journalists as to all the people to connect and participate in the news production process relying on technology that is simple to use and relatively cheap. Jasna Janićijević states that “telecomputerization turned information into a weightless good” (2007:318).

Changes in journalism are therefore usually regarded as a consequence of changes that have taken place in the domains of economy, society, culture and media policy. The more obvious changes are taking place in the following relationships: information-source - journalist - journalism - the reader / consumer. They are visible in all the fragments of communication process, which makes them linked to the quality and independence of journalism, as well as to its interpretation, analyticity and diversity.

“Both in the UK and elsewhere media publishers more and more tend to build digital mechanized factories equipped so that the content can purvey a variety of media platforms, all day, all week. Newspapers are being extended to the real time video field, whereas TV broadcasters expand the textual content supply. The convergence process within the industry is driven by the relentless pursuit of productivity and efficiency costs. Many publishers, under pressure to exploit content through numerous platforms, switch to a form that puts forward content processing instead of its production” (Currah, 2009:6).

Joseph Chan, Francis Lee and Zongdang Pan (2006) consider that the practice of on-line journalism differs from the old mode of news production. In addition to this, it will take a great deal of time before these changes are established and strengthened.

The differences they see are being spread in the range from having potential for the immediate response, platforms that provide synergy of the previous media, multimodal presentations to the changes in ownership and organizational structures and the way in which journalists report and present the news. “It is clear that changes are not limited to technological proficiency exclusively. They are more in the domain of news definitions and journalism models... Web sites content generating model that could be called “everything goes” became a threat not only to the way journalism is practiced, but to the operational definition of professional and ethics standards as well. Specificities introduced by new technological possibilities have created a problem for journalists who appreciate the traditional process of news production” (Chan, Li, Pan, 2006:927).

Lev Manovič (2001) believes that the new media is still old media, because unlike a new period in the early twentieth century, who brought new forms and new language, the computer era still relies on the language and forms of the industrial age, without bringing new forms. Therefore, the essence of the vanguard of new media, says Manovič, is not in the adoption of new forms of representation of reality, but in new ways of accessing and manipulating information, or in the new ways of using previously accumulated media. “In this regard, the new media are postmedia or metamedia, because they use the old media as its primary material (Manovič, 2001:74). “Forms remain the same, says Manovič, only the way in which they are used is changing.

We have seen that the great world magazines had trouble finding business models in the digital age and financial viability in the market. So in 2008 Time magazine had to discontinue a separate Canadian edition, and The Economist discontinued its Asian and European edition affected by the crisis.

Financial indicators of Serbian news magazines show a large drop in revenues and profits in 2009 and 2011, and the data show that the press has not yet recovered from the effects of the recent financial crisis. All this leads to the necessity of finding a new model that is accentuated in the primary hypothesis of this study, which should

serve the new build up of recognizable news magazines in the world media, as well as (re)attracting the audience. In order to find new model, Serbian news magazines must comply to Hamilton's model 5Ws, according to which a new economic model in which the information (news) is consumer goods (which is information today) should answer the following questions:

“1. **Who** is interested in that specific information?

2. **What** are they (that are interested) willing to pay in order to find the information or how many others are willing to pay to reach above firstly mentioned?

3. **Where** media or advertisers can reach these people?

4. **When** it becomes profitable to provide information?

5. **Why** is it profitable?” (Hamilton, 2003:7).

By answering these questions, news magazines can determine their new target group in the digital world and form a dedicated editorial strategy that will be attached to a specific position of the newly formed market dominated by the rules of electronic magnetism rather than the traditional audience loyalty.

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**НАЈУТИЦАЈНИЈИ ШТАМПАНИ МЕДИЈИ И УТИЦАЈ  
ИНТЕРНЕТА НА УРЕЂИВАЧКИ КОНЦЕПТ: ОН-ЛАЈН  
И ШТАМПАНА ИЗДАЊА ЊУЗ МАГАЗИНА У СРБИЈИ**

*Сажетак: Рад се бави разликом између уређивачких политика он-лајн и штампаних издања два најпознатија и најутицајнија српска недељника – НИН и Време. Сви елементи уређивачке политике који постоје у систему модерних медија су анализирани – медијски садржај (тема), унутрашња агенда, форма, медиј, визуелни и аудио елементи, чувари каријера, читаоци/конзументи, као и систем прегледања и олашавања. Закључак изведен на основу четворогодишње истраживања, шестомесечне анализе садржаја и интервјуа са новинарима запосленим у анализираним редакцијама, указује да се само два елемента уређивачке политике разликују у штампаним и он-лајн издањима, што говори о неприметној новим медијима најважнијих штампаних медија, односно медија који се обраћају доносиоцима одлука и најобразованијем делу друштва.*

Кључне речи: недељне новине, уређивачка политика, штампана, дигитални медији