

Digital Newspapers on Their Way



Traditional and digital news media might soon merge to produce daily newspapers on iPads. This is if the plans of Apple owner Steve Jobs and newspaper mogul Rupert Murdoch come to fruition. Industry rumours say the new newspaper will be called “The Daily”. There might even be a name to replace newspaper, as the new project will, of course, be paperless. There will be no print edition or even a Web edition of this new media. It will download straight to the iPad or alternative tablet for an unbeatable price of 99 cents a week. The Apple boss has the technology to be able to deliver digital news and Mr Murdoch owns the world’s biggest news corporation. They also both have a knack of knowing what people want.

There are reports that Murdoch is particularly interested in the iPad and how popular it is. He told Fox Business this week that The Daily was his “Number one most exciting project.” He seems to believe people will prefer to read the news on such a device rather than a traditional broadsheet newspaper. There are advantages of the tablet over a paper, such as the lack of origami-style gymnastics required to turn a page on a crowded train, or avoid the corner getting soaked in milk at the breakfast table. Other more obvious benefits to an iPad include the higher level of interactivity the user has with the news.

You can see the whole lesson from your teacher, please ask them to send it to you before the class.

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