Student’s Name

Tutor

Subject

Date of Submission

**Comparative Analysis of Print and Screen Daily News on the Behavioral Culture of Reading**

**Statement of Intent**

 People read daily news to keep abreast of the current and future issues and developments; however, the media form has an influence on the reading culture. Undoubtedly, a screen media is viewed as a contemporary form in relation to print and the two entities affects the differently reading culture (Keep 376). Rationally, this research aims at investigating the behavioral culture of reading the news from either print or digital media. Notably, a number of studies have been conducted on other subjects related to this study. Significantly, this research limits its scope to two primary variables; that is, the media of daily news and behavioral culture of reading (Poole 777). Objectively, the research will provide qualitative aspects and concepts that concern the differences between the two media with a particular focus on news as the media content. As such, that comparative analysis and evaluation of the dichotomous media shall give the supporting evidence and the ground on the behavioral cultures of the target readers (Dunbar-Hester 241). Therefore, this research will either confirm or refute a theoretical academic hypothesis, which states that new media forms and contents like digital news is a threat to people’s behavioral interest in reading (Gardner 192).

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**Project Journal Research**

 First, the research is comparative in nature and thus looks at the differences and similarities between the print and screen media of news. Inevitably, the conceptual and theoretical frameworks of the comparison must be drawn to herald the corresponding qualitative notions (Muhammad 168). So, it requires a review of the recent journals on media technology to measure the research consistency to previous ones. Secondly, change in the cultural reading behavior will be measured using variables like frequency, preference, interest, and comprehension (Roth 259). Print and screen media were chosen to show the transition in the media technology by considering the screen as a contemporary form of news. Also, people require daily updates from either of the media, which makes investigating the culture of reading imperative (Wise, Paul. Bolls, and Samantha 69-71).

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