



### THE FUTURE OF PRINT CULTURE IN DIGITAL ERA

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### ABSTRACT

*In these days of globalization, advancement in technology, and rapid development in each field, life of human being has changed tremendously. It is, frequently, seen that human being uses computer, internet, mobile, recently launched tablet, etc. to have the entire necessary and additional feature. The noticeable feature of 21<sup>st</sup> century is outstanding development in internet and its speed, frequency, flexibility, availability, consistency etc. Today, almost all recent research in various fields is changing human beings the life style, way of thinking, way of working, and attitude towards life and society. Some researcher observed that recent technology is harmful to heart and its work, especially high frequency range of cell phone. It is observed that people are referring digital text instead of printed text. In the era of digital technology new form of text came into existence that is simply known as E-book or Digital text. E-book is being observed an alternative option to traditional text or printed text.*

### INTRODUCTION

There is a substantial increase in the users of internet, e-book, e-newspaper, e-journals, e-literature, e-dictionary, and e-study material in present time, because it's easy use, easy access, freely available, attractive look, latest edition, anywhere use such as traveling mode, sleeping mode, etc. Whereas printed text needing much effort to gain, cannot read while traveling because of its size, not freely available, limited copies in the libraries etc. Therefore, the rational of this paper is to put forward an idea about printed culture and its future in digital culture. It also studies the impact of E-book and E-study material on **changing reading habits and the borrowing services of libraries**. This paper highlights this in the light of following assumption.

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1. E-book, E-dictionary, E-newspaper, and E-study material have had noticeable influence on changing reading habits.
2. Cell phone, multimedia mobile, tablet, laptop etc. have changed services of libraries.

Firstly, I would like to state that the print culture itself was recent development once upon time. The first English printer was born in Kent about the 1422. In the year, 1476 William Caxton established English printing in London. There he began to issue a series of books that laid the foundation of English printing. The first book printed in English was *The Dictes and Sayengis of the Philosophers (1477)*. He printed almost every English work of real quality known in his day, including Chaucer and Malory. From 15<sup>th</sup> century to emergence of electronic culture, impact of printing press was an integral part of printing culture. Role of printing was an inevitable at that time because no any study material, and book was published. Only handwritten copies were present in the hands of people which were limited. At that time, manuscripts played dominant role before emergence of print culture. People of that time attained text for reading after author's death. Even Shakespeare himself printed none of the text; and though sixteen of them appeared singly in quarto from during his lifetime, they were all unauthorized editions. It was not till 1623, seven years after his death, that the first Folio edition was printed. So, it can see that how development plays dominant role in each century even Shakespeare was born after establishment of printing press nevertheless he himself printed none of the text. Thus, print culture was recent development in 15<sup>th</sup> century though it was not fully perfect as compare to next.

Secondly, development is an ongoing and continuous process. It is, therefore, each recent development itself goes in the past or outdated when it added new features or it modified. The printing and publishing goes on changing continuously from century to century. It adopts new form in each century and discards old features by the time. In the beginning of 20<sup>th</sup> century, Authors and Publishers were not slow to supply the public with what it wanted, and books poured from the press with astonishing rapidity. Because advanced developments in printing and publishing study material has changed rapidly.

At the beginning of every revolution men hope, for they think of all that mankind may gain in a new world; in its next phase they fear, for they of what mankind may lose. This is the case with the each generation. We have been lost printer culture by the advancement in recent technology. Today, E-book, E-dictionary, E-newspaper, E-literature, and E-study material are becoming famous and taking place of printed material. It is seen that people are referring E-study material instead of printed study material. Because it has all the necessary and additional features as compare to printed culture. Whereas, it is seen that printing material is



going on outdated in this digital era. **The oxford Dictionary of English defines the e-book as “an electronic version of a printed book, but e-books can and do exist without any printed equivalent.”** E-books are usually read on dedicated e-book readers or general purpose computer tablets. Personal computers and many mobile phones (most smart phones) can also be used to read e-books. For instance, E-study material is more useful than printed on pages. **It facilitates users in following way;**

A vast number of words are available, including each field, whereas printed dictionary has limited words. For example, the word ‘stream of consciousness’ is not available in printed dictionary (small or pocket dictionary) but it is available in E-dictionary.

Easy to find words and their meanings on E-dictionary, just put first two or three letters and get appropriate word without knowing exact spelling whereas printed dictionary takes extra time.

Even E-dictionary can pronounce International Phonetic Alphabet (IPA). It is most important feature of electronic device. While referring printed dictionary user needs knowledge about phonetic transcription and its usage.

E-newspaper is also taking place of printed newspaper because E-paper is freely available on internet and at the same time we can refer majority of newspaper.

E-book is also considerable in present era. Tablet, Laptop, Multimedia media mobile handset, is famous in this type. Reader can simply download e-books from internet and save to local. He can build library in his handset device and access it anywhere, anytime. This is one of the most advanced facility is available in this modern era. Whereas traditional library and its service is not sufficient to provide books to reader where life has become fast and people likes fast-food culture. It is observed in university where limited copies are present of each book. It is noticeable drawback of traditional library. Furthermore, E-book freely copied by copy paste software if original text is not available or having cost value. Sometimes reader wants text urgently but he could not able to attain because library has limited copies or someone borrow it.

Audio-Video texts are also available in various versions. It involves reader more interestingly, and seriously than traditional text. Because it facilitates ear and sight training sense simultaneously.



Thus, E-study material is considerable in the death of print culture. We can see that print culture is dying in this digital era.

It is well observed by Pew in his survey, which released on October 22, 2012 on Tuesday. He shows that the most likely book readers in the United States are high-school students, college-age, adults and people in their 30s, with e-book use highest among 30 – some things. The survey is of Pew's effort to access U.S. reading landscape and the borrowing services of libraries. Among Americans who read them on a cell phone, at 41 percent, or on a computer 55 percent than on an e-book reader 23 percent or on tablet 16 percent. This survey clearly shows that recent developments and its impact on youngsters reading habits and services of libraries are changing in greater way and at the same time we are losing print culture.

To conclude, the computer tablets, personal computers, and many mobile phones (most smart phones) have had a profound impact on reading habits as e-books change the reading landscape and the borrowing services of libraries. It also facilitates reader to the development of reading habits impressively if reader is familiar about its usage. In this digital era, working capacity of electronic device and its multidimensional usage have changed enormously working, thinking, and living style of human being. These are noticeable issues in the context of recent developments and its impact on society, and culture. Furthermore development is an ongoing and continuous process. It is, therefore, we should keep in our mind that digital culture will exclude its obsolete features by adding new and ultra modified features as it has taken place of print culture.

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