

" "

*

(%9.9)

(%53.3)

(%64.7)

(%35.3)

(%63.5)

(%15.3)

(%75)

(%8)

:

"

()

2000

) "

.(66

.2009/1/18

2008/1/7

*

(Videotext)

"

.(92-91 2003) "

"

.(199 2005)

-

-

"

2004

(53)

"

2003

(8. 52)

"Bizbach"

"Tech Target"

St.)"

Louis Journalism Review, December 2006 /

(January 2007), P. 27.

)"

"

.(2005 341

"

1939

"

"

()

.(Readership. Institute, P. 18.)"

1995

) "

.(29

"

:(2003) Carolyn and Rasha

()
 (199 18 2005)
:(1995) Mueller and kamerer

(4 .16) Carolyn and) . (Rasha, 28 pages
 (4 .05)

.(3 .95) **:(2007)**

(2. 97) (%1.56)

(2 .97) (%1.19)

(%3.12)
 Newspaper research journal. Vol.16, No.3,) (% 3.33)
 .(p.p2-13 summer 1995

:(2002) Bressers and Bergen

) (%4.54)
 .(1555 2008 4 23

(%93 .8) **:(2005)**

(%45 .1)
 (%37 .3)

()
 (%17 .5) .(%17 .6)
 (%18 .5) .
 (%4 .3)
 (%14 .3)
 (%81 .4) ()
 (%12. 4)

(%12)
 .(%9 .1)

(%25 .4) Newspaper Research)
 Journal, Vol.23, No.2-3, p.p.32-45, Spring
 .(Summer, 2002
 (%19 .4)
 .(1185-1107 2006) :**(2005)**

:(2005) Schoobach and Lauf Waal

(%88)
 (%42)

(%67)
 (%83))
 (%91) .(351-275 2005 25
 The Euro Journal of)
 Communication Research, Vol.20, No.4, p.p.2- :**(2006)**

(13, Fall 1999)

:(1999) Chyi and Lasorsa

(%70)

)

.(222-177 2001

(%18) (%70)

-1)

(5
(%53)

(%28) (%30) (6)

(29-18)

(%75)

-30) (%25)

(44

(%69)

(45) (%31)

(%91)

(%9)

Newspaper Research Journal,)

.(Vol.23, No.2-3, p.p.2-13, Fall, 1999

(Portals)

:(2001)

-
-
-
-
-
-
-

:

:

-

:

:

-

:

-

:

:

-

(Online

.1

:

-

Newspapers)

:

.2

:

" "

" "

-

(8)) (22) "The Wall Street Journal"
 (464) (2007)

(412)
 (9) "

(% 85.86) (403)

(Face (52 2008)
 Validity)

(Reliability)
 (Test – Retest)

(30)

(%82)

(SPSS)

-2006 (1489) 2007

%13.2	53	
%12.7	51	
%11.9	48	
%3.7	15	
%3.2	13	
%3	12	
%2.7	11	
%2.2	9	
%100	403	

(2)

(%17.4)

(%16.1)

(%13.9)

(%13.2)

(%12.7)

(%11.9)

(%3.7 - %2.2)

:(1)

%62	250	
%38	153	
%100	403	

(1)

(%62)

(%38)

2007/2006

2007/2006

(%61)

(%39)

(2007

:(2)

%17.4	70	
%16.1	65	
%13.9	56	

(3):

%61.8	249	
%24.6	99	
%8.9	36	
%4.7	19	
%100	403	

(%76.2)
(%1)

(%3.9)

(.0.75-0.25)

(%18.9)

(3)

(%61.8)

(%24.6)

(%8.9)

(%4.7)

(102 . .)

(5):

%95.3	384	
%3.2	13	
%1.5	6	
%100	403	

(%95.3)

(%3.2)

(%1.5)

)

(4):

%76.2	307	
%18.9	76	
%3.9	16	
%1	4	
%100	403	

(4)

1948

.(

()

:(7)

%18.4	21	
%34.2	39	
%47.4	54	
%100	114	

:(6)

%53.3	215	
%18.4	74	
%18.4	74	
%9.9	40	
%100	403	

(7)

(%47.4)

(%34.2)

.(%18.4)

(6)

(%53.3)

(%18.4)

(%18.4)

.(%9.9)

:(8)

%32.5	94	
%55	159	
%12.5	36	
%100	289	

(8)

(%55)

(%32.5)

.(%12.5)

:* (10)

()

%23.4	181	
%15.2	118	
%13.7	106	
%12.9	100	
%12.8	99	
%12.6	98	
%7.6	59	
%1.8	14	
%100	775	

*

(250)

:* (9)

%34.1	98	
%32.8	94	
%26.5	76	
%4.9	14	
%1.7	5	
%100	287	

*

(10)

(%23.4)

(%15.2)

.(%13.7)

(9)

(%34.9)

(%32.8)

(%26.5)

(%4.9)

.(%1.7)

" "

()

"USA Today"

1994

(117-116 2003)

:(12)

:* (11)

%35.3	116	
%64.7	213	
%100	329	

%52	245	
%17.6	83	
%16.8	79	
%10.2	48	
%3.4	16	
%100	471	

(12)

(%64.7)

(%35.3)

*

(11)

(%52)

: * (13)

%19.3	64	
%18.4	61	
%18.1	60	
%12.7	42	
%11.1	37	

(%17.6)

(%16.8)

(%10.2)

(%3.4)

%9.2	26	
%6.5	18	
%4.7	13	
%2.5	7	
%100	279	

*

%10.8	36	
%9.6	32	
%100	332	

*

(%19.3)

(13)

(14)

(%18.4)

(%23.7)

(%18.1)

.(%12.7)

(%20.1)

(%18.2)

(%11.1)

(%15.1)

(%10.8)

.(%9.2)

.(%9.6)

:(15)

%15.8	18	
%47.4	54	
%36.8	42	
%100	114	

:(14) *

%23.7	66	
%20.1	56	
%18.2	51	
%15.1	42	

(%15.8)

(%47.7)
.(%36.8)

:(17)

%47.4	54	
%33.3	38	
%19.3	22	
%100	114	

:

(17)

(16)

(%47.4)

(%45.6)

(%33.3)

(%27.2)

.(%19.3)

(%19.3)

"

.(%7.9)

"

:(16)

:(18)

%63.5	209	
%15.3	50	
%21.2	70	
%100	329	

%45.6	52	
%27.2	31	
%19.3	22	
%7.9	9	
%100	114	

(%7.9)

(%63.5)

(18)

(%21.2)

.(%15.3)

(%53.2) (20)

.(%46.8)

(16)

:(19)

:* (21)

%34.6	192	
%28	156	
%25	139	
%7.7	43	
%1.6	9	
%0.7	4	
%2.4	13	
%100	556	

%38.9	181	
%35.2	116	
%9.8	32	
%100	329	

(%55)

(19)

(%35.2)

(%16.1)

.(%9.8)

(21)

(%34.6)

" "

" "

.(%35.2)

(%28)

.(%25)

" "

" " "

" "

(%2.4)

:(20)

%53.2	175	
%46.8	154	
%100	329	

"The Jordan

...

Times"

(22) " "

" " " " " "

(%6.5) " "

" " " " (%5.9) " "

" " (%2.6) " " (%65.6)

(%1.9) " " (.306 2000)(%43.7)

" " " " " "

:(22)

(%1.3)

"The New York Times"

(%2.6)

"Arab Times" *"USA Today"*

(%1.3)

" " " "

(%6.5)

" " " " " "

"New York Times"

"USA Today"

(23)

(%26.9)

%6.5	10	
%6.5	10	
%5.9	9	
%2.6	4	
%1.9	3	
%1.3	2	
%1.3	2	
%1.3	2	
%1.3	2	
%1.3	2	
%2.6	4	New York Times
%1.3	2	Arab Times
%1.3	2	USA Today
%6.5	10	
%1.9	3	
%56.5	87	
%100	154	

(24) (%23)
 (%19.4)
 (%34.3) (%15.1)
 (%26) (%12.3)
 (%22.7) : * (23)
 (%17)

%26.9	162	
%23	139	
%19.4	117	
%15.1	91	
%12.3	74	
%3.3	20	
%100	603	

: * (25)

%14.8	109	
%14	103	
%7.6	56	
%17.9	132	
%12.9	95	
%16.8	124	
%15.2	112	
%0.8	6	
%100	737	

*

. 2001

: * (24)

%34.3	166	
%26	126	
%22.7	110	
%17	82	
%100	484	

*

(25) (%17.9)
 (%16.8)
 (%15.2)

(%14.8)

(%14)

(%0.8) (%7.6) (%12.9)

:(27)

%8	26	
%75	247	
%17	56	
%100	329	

:* (26)

%27.5	198	
%16.5	119	
%28.8	207	
%8.6	62	
%6.9	50	
%11.7	84	
%100	720	

*

(28)

(%75)

.(%8)

.(%17)

(26)

(%28.8)

(%27.5)

-
(%53.3)

(%10)

(%16.5)

(1999) Chyi and Lasorsa	(%28.6)	
		(%6.4)
(%63.5)	-	(%64.7)
(2005)		(2002) Bressers and Bergen
		-
(%55)	-	
(%53.2)		(%52)
		(2006)
	-	
" " " "		
(%56.7)		-
" " " "		
	(2000)	
"		-
" " " "		(%5.5)
"		
"New York Times"	(%45.6)	
" "		
		(%47.4)

(%34.3)

(%75)

(2001)

(2005)

(2003) Carolyn and Rasha

. 2005/7/7 .341

)

2008

/

:

:

" :

) "

.(2000

-

- Journal*, 23(2-3): 32-45, spring summer. 222-177 : (13) /
- Carolyn, I., Michael, S. and Rasha, A. 2003. Uses and Gratification of Offline Newspaper and Online News: New Wine in an Old Bottle. *Conference Paper Presented at the Annual Meeting of the International Communication Association*, San Diego, CA. (. 2001
- Internet Online Available: <http://search.ebscohost.com/login.aspx?direct> /) :
- Chyi, Hsiang, I. and Lasorsa, Dominic. 1999. Access, Use and preferences for Online Newspapers. (*Newspaper Research Journal*, 20(4): 2-13, fall). (2005 /) .
- Klotzer, Charles, L. SJR's Future: Print and / or Online. (*St. Louis Journal Review*, December 2006 / January 2007). (2000) .
- Mueller, J., and Kameron, D. 1995. Reader Preference for Electronic Newspapers. (*Newspaper Research Journal*. 16(3): 2-13). /) :
- The Jordan Times*. 2007. A Jordanian Daily Newspaper 32(9700). Tuesday Sept. 25th. (. 2006 4-2 1185-1107
- Unknown Author. 2002. *Consumers, Media & U.S. Newspapers. Results From the Impact Study*. (Readership Institute. Media Management at Northwestern University). (. 1995 /) :
- Waal, Ester, D., Schonbach, K., and Lauf, E. 2005. Online Newspapers: A Substitute or Complement for Print Newspaper and other Information Channels, (*The European Journal of Communication Research*. 30(1):55-72, March). (. 2003 /) :
- Waal, Ester, D., Schonbach, K., and Lauf, E. 2005. Online Newspapers: A Substitute or Complement for Print Newspaper and other Information Channels, (*The European Journal of Communication Research*. 30(1):55-72, March). (. 2005 - 351-275 : (25)
- Bressers, B., and Bergen, L. 2002. Few University Students Reading Newspapers Online. (*Newspaper Research*

...

**The Future of Jordanian Printed Press Versus the Electronic Press Under the
Information Revolution:
"Printed Press Versus Electronic Press"
(A Survey Study).**

Ali .O. Nejadat

ABSTRACT

Many experts expected that the revolution of technology and emergence of modern communication methods, such as radio, T.V, satellites and internet, may reduce the popularity of printed press, and may even cause its extinction. Nevertheless; the printed press was able to benefit from the new technology to enhance itself and survive.

This study aims to investigate the relationship between printed and electronic press, attempting to identify whether this relation is a one of competitiveness and integration, or of exclusion and elimination. The study adopts the descriptive approach and uses the survey as a research method on a population of students who read press.

The study revealed that 53.3% of the responders read printed press compared to 9.9% of them who depend on electronic news. Whereas, 64.7% of the respondents said that they wouldn't prefer reading electronic press, opposing 35.3% of them who do prefer reading printed press rather than the electronic one. With regard to the aspect of censorships, the results of this study assert that 63.3% of the study sample believe that electronic press helps widen the margins of Journalistic freedom as it reduces the role of censorship on publications; while 15.3% of the respondents did not agree with that opinion.

In addition, the results found that a percentage of 75% of the study sample consider the relation between both types of press as a one of integration and competitiveness; versus 8% who think that it is a relation of exclusion and elimination.

KEYWORDS: Journalism, Printed Press & Electronic Press, Online Newspapers & Offline Newspapers.