

Challenges and Opportunities of Print Media Practice in Rwanda in Digital Era

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Abstract: *This study on the challenges and opportunities of print media practice in Rwanda focusing the newspapers operating in Kigali City from 2017 to 2020 aimed at assessing the situation of newspapers in Rwanda in digital era. It was mainly conducted to analyze the viability of newspapers by assessing their challenges as well as their opportunities. Its specific objectives were to analyze the regularity of the publication of the print newspapers operating in Kigali City, to identify the different challenges faced by the print newspapers operating in Kigali City, to show the impact of new technologies on print media and point out the different opportunities of the print newspapers operating in Kigali City. The sample size of this study was 32 newspapers where two employees from each newspaper participated as respondents. We used documentation, interview and questionnaire to collect the necessary data. Findings of this research showed that daily newspapers were perceived as the most respectful of their periodicity of publication as indicated by 92.2% of the respondents, followed by the monthly ones as stated 73.4%. On the third place are weekly ones as confirmed by 35.9% and lastly came the bi-monthly ones as showed by 26.7% of the respondents. The same findings revealed that the irregularity of newspapers in Kigali city were caused by financial issues at 95.3%, lack of advertisement at 89.1%, insufficient houses of publication at 81.3% and censorship at 56.3%. The challenges faced by the newspapers in Kigali City mostly revolved around advertiser and investor interference at 93.7%, poor and monotony content at 92.2% and high cost of production at 89.1%. Assessing the impact of new technologies on print media in Kigali City, the positive impacts of new technology were: facilitation of news gathering with 98.4%, improved newspapers layout at 93.6%, increase of production and flow of information at 81.3% and efficiency in production at 73.4%. However newspapers in Kigali city have been seriously impacted negatively by this new technology in such way that the number of readers decreased as stated by 96.9% of the respondents, advertisers relayed on dynamic online advertising space at 95.3%, and they made newspapers outcompeted with current online publishers as indicated 93.8%. The opportunities for newspapers are the quick internet access at 98.4%, the availability of sources of information at 90.6%, the legal framework where they had access to information law as declared by 23.4% of the respondents, higher learning institutions teaching journalism at 12.5% and also, the goodwill of investors in media landscape in Rwanda stated by 4.7% of the respondents.*

Keywords: Challenges, Opportunities, print Media, Practice, digital era

1. Background

Over the course of its long and complex history, the newspaper has undergone many transformations. Examining newspapers' historical roots can help shed some light on how and why the newspaper has evolved into the multifaceted medium that it is today. Scholars commonly credit the ancient Romans with publishing the first newspaper, *Acta Diurna*, or daily doings, in 59 BCE. Although no copies of this paper have survived, it is widely believed to have published chronicles of events, assemblies, births, deaths, and daily gossip. Jack L. (2016)

In 1566, another ancestor of the modern newspaper appeared in Venice, Italy. These *avisi*, or gazettes, were handwritten and focused on politics and military conflicts. However, the absence of printing-press technology greatly limited the circulation for both the *Acta Diurna* and the Venetian papers. Jack L. (2016)

Newspapers were at the center of nations and have a long history as the people's medium and they were also the first mass medium to be established and developed across the world. As medium and as an industry, newspapers are poised at the edge of significant change in their role and operation. The changing relationship between newspapers and readers is part of this upheaval. Stanley J. Baran (2012)

The most important function served by newspapers in modern society is surveillance, or to inform the public of important events taking place. However, they also play a

role in the correlation and entertainment functions. (John V. Pavlik & Shawn McIntosh, 2011)

In Europe, Newspapers are the oldest means of mass communications and where people have the reading culture at a high level; there has been a slow and gradual contraction of the number of newspapers titles, sales and readers in Western Europe since the end of the Second World War. The gradual decline in the newspaper's circulation is explained in a number of different ways. The most common explanation is the competition from other media. (Euro barometer 2002)

Kevin William (2005) says that technological changes had a major impact on newspaper industry in the post war period, but not always in ways that were foreseen. New print technology helped to reduce the cost of production, improve the layout and design of newspapers, increased the speed and efficiency as well as reduced the costs of news gathering. He also affirms that the European press has survived longer than many have predicted. However, in face of challenges from other media, including new media technologies such as the internet, newspapers have changed their form and content considerably.

In Africa, The African press emerged under colonialism, and during the following two centuries, its development closely followed that of the press in Europe. The colonial powers strongly influenced the development of journalism on the African continent, by introducing a rather authoritarian press concept and restricting the growth of an indigenous press. This situation contributed to the vigorous nationalistic

polemics that were the other major influence in shaping the emergent African press. (Gunilla L. Faringer, 1991).

Pieter J Fourie (2007) indicated that Globalization was a departure from the state centrism of the postcolonial media system in Africa. The global influences of liberalization, deregulation, privatization, commercialization and technological convergence have reconfigured the media landscape in favor of freer and more democratic media systems. The role of the state, however, did not completely disappear especially in the arena of regulation. With new technologies, media in Africa are getting greater communication space and more freedom.

Gwen Lister (2016), who is the founder and publisher of the independent newspaper, "The Namibian" believes print is still relevant in Africa – even in the face of a digital tsunami and advise to journalists to be prepared to adapt, innovate and to remain relevant in the digital era as we did in the past when the arrival of television posed a similar threat.

In Rwanda, Media High Council (2014) revealed that newspapers were apparently effervescent, but suffering in its business performance so that it was discovered that only a few titles find their way into reading spaces market stalls, in the city and other towns, in the waiting rooms of hotels, bars, ministries, shops, and travel agencies.

Rwanda Governance Board (RGB) through the Rwanda Media Barometer conducted in 2018 indicated that more than 80% of journalists use ICT in accessing and distributing information and that some newspapers offer both print and digital versions while others are exclusively digital.

According to Rwanda Media Commission (RMC) there are more online newspapers than traditional newspapers whereas like Gasabo newspaper, Umwezi, Imvaho Nshya, The New Times etc. both migrated to the net but from time to time they release hard copies

Based on the above background of the newspapers the researchers have decided to undertake this study to assess the impact of new technologies on newspapers operating in Kigali City from 2017 to 2020: focusing on challenges and opportunities.

2. Problem Statement

The decline in newspapers publication was observed in Rwanda as mentioned by the Rwanda Governance Board in 2018 where they declared that more than 80% of journalists use ICT in accessing and distribution of information.

According to Media High council, they were 48 registered newspapers but, on the market stalls, these newspapers were almost not available. All these factors led the researchers to conduct the study in order to know the reason behind this decline, the impact as well as resolution in-depth examination of challenges and opportunities as the disappearance of newspapers can be a loss in Rwandan media landscape.

Therefore, the purpose of this research is to analyze the current situation of newspapers operating in Kigali City in order to help investors, researchers, media practitioners, policy makers, media institutions to see a feasible solution to the decline in newspapers publication.

The general objective of this study is to assess the challenges and opportunities of print media practices in Kigali City in Rwanda in the course of digital era. The specific objectives are: 1) to analyse the regularity of the publication of the print newspapers operating in Kigali City 2) to identify the different challenges faced by the print newspapers operating in Kigali City 3) to show the impact of new technologies on print media in Kigali City 4) to point out the different opportunities of the print newspapers operating in Kigali City.

To achieve the mentioned objectives the following research questions have been formulated:

- 1) What is the regularity of the publication of the print newspapers operating in Kigali City?
- 2) What are the different challenges faced by the print newspapers operating in Kigali City?
- 3) What is the impact of the new technologies on print media in Kigali City?
- 4) What are the opportunities of the print newspapers operating in Kigali City?

3. Theoretical Framework

This study is sustained by Media theory which is defined as a systematic way of thinking about means of communication. In particular medium theory assumes technology to be a powerful and mostly positive force for social change, the rapid development of mass media technologies is the most pressing aspect of modernity in contrast to many other perspectives. (Dan Laughey, 2007)

Dan Laughey (2007) indicates that Harold Innis one of the medium theorist supporter, any medium of communication will be biased towards its utility either across time or space. Historically, stone and paper were among the only forms of media available for communicating messages. Stone's utility was biased towards time; papers towards space. Innis extends his theory of media bias using examples to show that the medium through which knowledge and information is circulated has more impact on societies than the character or content of that knowledge or information.

The discovery of printing by Johannes Gutenberg in 1450 in Germany enhanced the change from an oral society to a society dominated by the written communication. At this precise moment, media technologies determined human affairs to the extent that new technologies created new ways of living and became a lead to the emergence of a new civilisation.

McLuhan, another supporter of medium theory states that what matters is not the content of these media technologies but the technologies themselves this means that, the essential is the medium, not the message, because the message of any medium or technology is the change of scale or pace or

pattern that it introduces into human affairs. (Dan Laughey, 2007)

For Pastman (1987) Television news values are based on drama of spectacle, by contrast, the values of news print media can still be based on sustained, intellectual debate and dialogue. Based on this idea, we should not be afraid of the internet and audio-visual media and fear the disappearance of newspapers, but knowing how to adapt the content to the readership, so it is up to each medium to seek out an audience.

Habermas suggests that the media must adapt to the desire of the people. Thus, the consumer society of goods needs consumer title newspapers which concentrate their work on business and advertisements. For him, newspapers should know what readers are looking for to improve their lives and not continue to limit themselves to a certain domain only. (Dan Laughey (2007).

Medium theory is a mode of analysis that examines the ways in which particular communication media and modalities impact the specific content (messages) they are meant to convey. Medium theorists argue that are not simply channels for transmitting information between environments, but are themselves distinct social-psychological settings or environments that encourage certain types of interaction and discourage others.

From this theory, the researchers are convinced that the medium is the message and that this is applicable to newspapers in Rwanda in this digital era because whoever had appreciated to be informed through newspapers reading, will not forsake this habit nor easily adapt to new medium. However, newspapers should always be aware of the existence of other means or mode of accessing news so as for them to be competent.

4. Literature Review

This chapter provides the definition of the key terms according to different authors and review of researches related to this study conducted by different authors.

Definitions of the key concepts

Media

According to Hierbert (2000), media is the plural of word medium. Media are instruments of the process of mass communication. The media usually regarded as making mass communication possible are books, magazines, newsletters, and newspapers and radio, television, motion pictures, sound recordings and the internet.

Newspaper

According to Hierbert (2000), newspapers are regularly published periodicals produced for a particular town, city, or region, reporting on matters of current interest to those residents. Some newspapers serve a large region, sometimes with special zoned editions for local areas. A newspaper is a publication containing news, information, and advertising. General-interest newspapers often feature articles on

political events, crime, business, art, entertainment, society and sports.

News

The journalist's old adage that news is 'when man bites a dog' rings true in the sense that news is something that occurs that is out of the ordinary. News usually is about an event that affects the public in some way, or that at least has some element of public interest. It includes coverage of recent events, such as breaking news of a fire or accident, and recent discoveries of events that have already taken place, such as financial wrongdoing by corporate executives or politicians (John V. Pavlik & Shawn McIntosh, 2011).

Media literacy

According to John V. Pavlik & Shawn McIntosh (2011) Media literacy can be defined as the process of interacting with media content and critically analyzing it by considering its particular presentation, its underlying political or social messages, and ownership and regulation issues that may affect what stories are presented and in what form. In the age of digital media, additional issues when interacting with media must also be considered, such as erosion of media-consumer privacy and tracking of consumer behavior.

Multimedia

It is a combination of different types of media in one package; thus, film or video with sound is a type of multimedia, because it combines visual and audio elements. Web pages that combine text, video, animation, audio, or graphics are another type of multimedia. In this technological era, newspapers have also their websites with multimedia functions. (John V. Pavlik & Shawn McIntosh, (2011).

Digital era

Digital Era is a period where a shift process occurs from industrial based to a information based economy using computer or other technology devices as medium or communication. Lau (2003) defined digital era as a time in which there is a widespread, ready and easy access to, sharing of and use of information in electronically accessible.

5. Review of Researches

Research review in this work went through different books, articles, reports and electronic resources in order to tackle the necessities that are concerned in the research, to mean anything relating to the newspapers and their challenges and opportunities in media practices today.

The state of print media

“ Print is dead!” “The printed book will disappear. ” “People do not read. ” Surveys continue to show a decline in print newspaper readership, and many newspapers in North America and Europe have ceased publication entirely or shifted to online-only editions because of a decline in advertising revenues (Franklin, 2008). Some newspapers offer both print and digital versions while others are exclusively digital. The number of e-book readers appears to be increasing steadily, possibly threatening the future of the print medium.

Normally, newspapers are known as print media because they come to the general public in printed form or hard copies. Newspapers consist largely of words, pictures, and graphics printed on lightweight, inexpensive paper stock. They are very portable and inexpensive. They are typically printed either daily or weekly, some monthly. The most important function served by newspapers in modern society is surveillance, or to inform the public of important events taking place. However, they also play a role in the correlation and entertainment functions. (John V. Pavlik & Shawn McIntosh, 2011)

Although they are called "news" papers, most newspapers consist mostly of advertising. The typical daily newspaper in the United States of America, for example, is roughly 60 percent advertising and about 40 percent editorial content. Oral testimony the researcher got from Panorama newspaper chief manager, Mr. Rwanyange Anthere is that without advert he can't collect and go to print his newspaper. In other words, his interest is in advertisement more than in collecting news (John V. Pavlik & Shawn McIntosh, 2011)

In Europe, Kevin Williams (2005) says that newspapers are European's oldest means of mass communication; given their longevity. According to UNESCO (2003), for every 1000 inhabitants, 261 Europeans buy a newspaper every day, compared to 141 Americans and world average of 96. In America, penny press offered news for the masses through its exceptionally low price popularized the newspaper and extended the influence of newspaper media to the poorer classes.

In Africa, The African press emerged under colonialism, and during the following two centuries, its development closely followed that of the press in Europe and North America. The colonial powers strongly influenced the development of journalism on the African continent, by introducing a rather authoritarian press concept and restricting the growth of an indigenous press. This situation contributed to the vigorous nationalistic polemics that were the other major influence in shaping the emergent African press. (GunillaL. Faringer, 1991).

Pieter J Fourie (2007) says that in Anglophone Africa, the development of the media was directly or indirectly linked to the colonial objectives of the British Empire. As Mytton (1983) observes: "Africa's modern print and electronic media developed as the direct or indirect result of contact with Europe. Few African societies had a written language, and in those that did, printing was either unknown or underdeveloped. Arab traders brought literacy to West and East Africa, but the technology of printing came from Europe and the United States".

If technology has always shaped the newspapers and how newspapers reach the reader is changing dramatically with the rise of the internet as it is affirmed by John V. Pavlik & Shawn McIntosh (2011). After four decades in print, Gwen Lister who is the founder and publisher of the independent newspaper, "The Namibian" believes print is still relevant in Africa even in the face of a digital tsunami.

In Rwanda, according to MHC which was a state organ in charge of media capacity building, the post-genocide Rwanda has paved way for a more liberalized media sector with the establishment of more newspapers and radio stations. The same organization said in its report on Media business growth that Rwanda print media is apparently effervescent, but suffering in its business performance. However, it was discovered that only a few titles find their way into reading spaces market stalls, in the city and other towns, in the waiting rooms of hotels, bars, ministries, shops, and travel agencies. Privately-owned media institutions face several challenges.

Most of these challenges are limited skills; equipment and financial constraints; lack of an established infrastructure for a countrywide distribution of newspapers. Few produced copies are only available in offices and on the streets of the capital, Kigali. A limited readership has left the Rwandan press weak for impact and self-development. That survey revealed that, 84% of the respondents interviewed said that the lack of connectivity between the price of newspapers and cost of production is the key challenge hindering the development of print media in Rwanda. 58.8% said that the government does not support print media; the lacking of connectivity between newspapers price and purchasing power for the customers was confirmed by 44.4 per cent; the limited number of investors in media sector by 21.1%; the lack of infrastructure for a countrywide distribution of newspapers by 21%, and 13.1% of the respondents confirmed there is a big number of journalists who work without contracts.

Most of journalists and managers recognize the high cost of the newspapers, especially in printing, renting the office and salaries. Respondents said that printing houses are expensive because there is no paper factory in Rwanda, and the importation taxes of paper are high. (Media Business Growth report, April 2014).

Franklin (2009) says: What makes the internet such an interesting phenomenon in the contemporary history of newspapers is that it is at one and the same time a rival and a medium for the continuation of the newspaper in a radically altered form. Rwanda Media Barometer (RMB) which is a survey conducted by Rwanda Governance Board (RGB) in 2018 on the development of media in Rwanda indicated that more than 80% of the respondents strongly agree that journalists use ICT in accessing and distribution of information. Various explorations offered a glimpse of the activity which newspapers are engaged in to try to adapt their traditional appeal to readership for a new technological era. Site-metrics based on readership of online newspapers threatens this sort of traditional assessment of what is suitable for particular readerships.

6. Research Methodology

Research design

This study embraces both qualitative and quantitative because the researchers deal with numbers, statistics and opinion from the respondents. In collecting relevant data, a combination of descriptive and analytical research design

based on results from documents, questionnaire and interview was considered. .

Study population and sample design

The population under this study is composed by 48 newspapers operating in Kigali City from 2017 up to 2020 years. When the researchers were collecting information regarding the study population, he found that three organisations were the ones to register newspapers which were RURA, RMC and MHC. Each organisation had its own number that differed from the others where RURA had 14 newspapers, RMC had 38 newspapers and MHC had 48 newspapers.

The difference observed from those three organisations was due to that not only MHC being the first institution in charge of registering newspapers but it was the only one with a strict regulation of operating right after being registered contrary to RMC which nowadays is in charge of registering newspapers but it's not mandatory for newspapers but they offered a press card either registered or not. This explain well the variance in number since some who had registered before in MHC didn't come for registration in RMC whereas also among the 48 newspapers some were not anymore working by the time RMC took over while for RURA only radio and television were mandatory to register unlike newspapers.

The researcher decided to use a list from MHC because it was the one with a high number of newspapers registered, it included also those found in the other two organisations because it was the first institution in charge of media registration and it was an obligation to register newspapers while in RMC it wasn't mandatory.

Sampling techniques: Judgement sampling

In this research we used judgement sampling technique. Judgment sampling is a non-random sampling technique where by the researcher purposefully selects sample members because He/she thinks they are appropriate (Joey Reagan, 2006).

As the researcher was working with a finite population and known size of the population, the Yamane formula was appropriate to determine the sample size given by:

$$n = \frac{N}{(1 + N \times (e)^2)}$$

where,

n= corrected sample size, N= population size, and e= marginal of error (MoE), e= 0.1

$$n = \frac{48}{1 + 48 \times (0.10)^2}$$

n= 32.43 approximately 32 newspapers.

After determining the sample of 32 newspapers (Appendix 2), the researcher decided to take two respondents from each newspaper, a male and a female if possible, and so the total number of respondents was 64.

Data collection instruments

Data collection is a methodical process of gathering and analyzing specific information to offer solutions to relevant questions and evaluate the results. For collectors of data,

there is a range of outcomes for which the data is collected. But the key purpose for which data is collected is to put a researcher in a vantage position to make predictions about future probabilities and trends.

The core forms in which data can be collected are primary and secondary data. The primary data are those collected for the first time while secondary data are data which have been already collected and analyzed by someone else.

Data collection tools refer to the devices/instruments used to collect data. In this study these instruments were questionnaire, interview and Documentation.^[1]

Questionnaire

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. The questionnaire used in this study contained open-ended questions (for collecting opinions, and perceptions), closed-ended questions, multiple response items and other response options.

Interview

For the case of this study, personal interview schedule was used in finding primary data especially for specialists in media. In the interview, the respondents show you their opinions, viewpoints, and attitudes toward the topic. The personal interview has been given to 6 people who were considered to be experts and they were not part of the 64 respondents.

These experts included the managing director of Imvaho Nshya and the New times, the chief editor of Kinyamateka, a lecturer at University of Rwanda from school of journalism, a former member of parliament and lecturer at ICK, and managing director of Pax press.

Documentation

Documentation is a data collection method based on reading books and other documents like reports and brochures in order to get the background and find out information of the studies on similar topic. (Grinnell and William, 1990)

Data analysis instruments

In simple words, data analysis is the process of collecting and organizing data in order to draw helpful conclusions from it. The process of data analysis uses analytical and logical reasoning to gain information from the data. The main purpose of data analysis is to find meaning in data so that the derived knowledge can be used to make informed decisions. Data are visualized by in different tables form.

7. Findings

The primary level is represented at 1.6%, the Vocational and secondary (A2 degree) is represented at 9.4%, A1 in Journalism is represented at 23.4%, A1 in Other fields is represented at 4.7%, A0 in Journalism is represented at 20.3%, A0 in other fields is represented at 35.9%, both A1 in Journalism and A0 in other field is represented at 9.4% and finally, Masters in Other fields is represented at 4.7%. Based on these results 43, 7% have studied journalism. Related to the relationship with the newspaper, a high

proportion of 37.5% are owners of the newspapers and at the same time they are editors, 29.7% are free lancers, 14.1% are editors and also permanent reporters, 10.9% are permanent reporters, 7.8% are own the newspaper and they are editors as well as being permanent reporters.

Findings according to specific objectives

The majority of newspapers operating in Kigali City are bi-monthly as they are rated at 37.5%, monthly at 31.25%, weekly at 25% and daily newspapers were rated at 6.25%.

Daily newspapers were perceived as the most respectful of their periodicity of publication at 92.2%, at the second place is occupied by monthly ones with a percentage of 73.4%, thirdly it was the weekly ones as indicated by 35.9% of the respondents and the bi-monthly ones the last as stated by 26.7% of the respondents.

Throughout data collection they were various options that allowed the respondents to explain the reasons of the irregularities in newspapers publication in Kigali city. Thus 95.3% of the respondents stated that the irregularities of publication are triggered by financial issues; lack of advertisement is pointed out by 89.3%; insufficient publishing houses revealed by 81.3%; censorship (both self-censorship and state censorship) in printing media was stated by 56.3% of the respondents; incompetence of workers was revealed by 12.5% and insufficiency of workers was confirmed by 64.1% of the respondents.

Concerning the censorship as a cause of irregularity in publication, respondents mentioned that from time-to-time printing houses refused to publish their newspapers not until some contents or articles are changed or removed and also some newspapers suffered what respondents called self-censorship or fear to cover some issues.

Perception of respondents shows that the newspapers have different challenges, some concerns poor and monotony content, cost production which is high due to lack of raw materials which needs to be imported, incompetent workers whereas the majority don't have an education background in this field of journalism. The respondents also have revealed that the challenges of print media in Kigali City are caused by low access to information because journalists don't know how to approach or use the sources they have, people who are not friendly with media and sometimes also, there is lack of credibility and trust from the public. The challenges also come from lack of advertisers and investors and those who want to cooperate with the newspapers impose their conditions and want to interfere within the newspaper's editorial line. Insufficient and overloaded publishing houses, lack of freedom, self and state censorship, people who fear to report certain news and also poor leadership where their managerial functions have a big gap and mostly there are not able to finance completely the newspapers as well as not willingly to accept collaboration are also among the challenges of Print media in Kigali City. According to respondents, all these challenges are related to the technological era because they prefer to shift to online and social media rather than improving their own work because their highly think online mode of working is simpler than stacking with newspapers.

According to the findings of this study the new technologies especially the internet have changed the way journalists gather, send and store information. Newspapers in Kigali City have been impacted at different rates both positively and negatively by new technologies as mentioned by respondents whereas mostly when put to balance both factors weigh and manipulate the operating of newspapers in Kigali City.

New technologies had a major impact on the newspaper industry in Kigali City, new Technology of Information and Communication helped to reduce the costs of production, improved the layout and design of newspapers. The Internet has increased the speed and efficiency as well as reduced the cost of newsgathering.

As revealed by the respondents the changing nature of the media due to internet and other technological of Information and Communication had created new appetite in news consumption; people prefer the quick medium than waiting news for a certain time. Newspapers in Kigali have been seriously impacted by this new way because many of them were weekly, monthly and bi-monthly. As confirmed by the majority of the respondents some of newspapers migrated to online for survival purposes, advertisers relay on dynamic online advertising space, the number of readers decreased, competition with online newspapers and social media demotivated publication print newspapers.

Regarding the opportunities for print newspapers operating in Kigali city the respondents showed that Kigali city offer amount of source of information from government institutions, private sector, diversity of people and activities, libraries and other types of archives. They also lauded the quick internet access, higher learning institutions teaching journalism and goodwill different investment partners like NGOs both local and international which worked with media. Another opportunity for newspapers and media in general pointed out by the respondents is the legal framework as there is access to information law in Rwanda as a tool which help journalists in gathering news.

The above findings gotten through the questionnaire have been collaborated by the results from interview with six media specialists in Rwanda. Among them they were the Managing director of the New times, Managing director of Imvaho Nshya, two Lectures from schools of Journalism, Editor of Kinyamateka newspaper and The Director of PAX PRESS.

Apart from challenges that were mentioned by journalists, these specialists indicated that newspapers also face challenges like the high import costs owing to the facts that most inputs in the production process including newsprint, ink, films and plates which are imported. The volatility of the Rwandan Franc against the dollar, or the fact that Rwanda is a landlocked country, invasion of online media and the fact that the newspapers are highly reliant on papers have been mentioned by the all interviewees as challenges of Print newspapers in Kigali City. In addition, with environmentalists advocating for protecting trees, many producers of newsprint are shutting down their factories, with the remaining ones being too expensive.

All of them declared that the newspapers give history rather than news, government services shifted to online adverts which created a big loss market for newspapers. Lack of necessary professional staff in most newspapers pushed some newspapers to employ one person for writing all articles which led to unethical content and unprofessional practices like plagiarism, privacy violations, titles which are sensational with empty body or unrelated content.

However, experts said that there are also opportunities for newspapers in Kigali City. These are favourable legal framework, adequate infrastructures, availability of local, private and international organisations for partnership, the growing population which is literate and would use a newspaper to feed the growing reading culture, and the fact that the largest percentage of the population uses one language and consists of a younger audience. What this means is that if you publish in Kinyarwanda with the youth as your target, you will command a strong presence on the market, having a big number of institutions and libraries, facilities in transport and expeditions of newspapers.

8. Discussion

The results of this research were discussed in recognition of what was mentioned by the respondents, experts and also from the literature review. Findings indicated there was a great impact of new technologies on newspapers operating in Kigali city. The publication of newspapers has many irregularities due to financial issues (95.3%), lack of advertisements (89.1%). The daily newspapers which are supported by the government are more respectful on their regime of publication and those with a long publication period which are self-supporting follow in respecting their publication regime but if they take long time like a month to publish, it is obvious that they will eventually vanish before online newspapers or seriously publish history rather than news.

On the second objective concerning the challenges faced by newspapers operating in Kigali City, respondents mentioned lack of advertisements (93.7%) which is quite a big challenge as John Pavlik & Shawn McIntosh said that most newspapers consist of advertisements. However, experts interviewed indicated that newspapers have to build an attractive, professional, specialized content which can attract readers and advertisers. Continuation of seeing advertisements as the key solution is a misunderstanding because no one will be interested to give an advert to an unprofessional and emptied content newspaper.

The third objective was to show the impact of new technology on newspapers operating in Kigali City. The development of online media became a rival and threat to newspapers where they seemed to be slow, because information that was bombarded through online media could only be enjoyed by readers the next day, next week or at the end of the month in newspapers and this made readers turn to online media. The experts agreed with respondents where they mentioned that newspapers were publishing history rather than news and the government services shifted to online adverts which created a big loss market for newspapers. Even though many factors pushed the

newspapers to its end line, new technology facilitated work and increased efficiency in production and improved their layout, and that was one of the reasons Gwen Lister believed that print was still relevant in Africa even in the face of a digital tsunami.

The fourth objective was about the opportunities for newspapers operating in Kigali city. The findings of this study pointed out there were sources of information from government institutions, private sector, diversity of people and activities, libraries and other types of archives, the quick internet access, higher learning institutions teaching journalism and also, they are different investment partners, the legal framework.

The discussion of research results has motivated the researchers to confirm that there was a hope that newspapers in Rwanda were not dying as some think so, but they must find a new way to work in this technological world. They must readapt the content in quality and in the manner to deliver it to the public, because the medium is the message.

The biggest challenge of newspapers is about financial issues and external interference (or censorship) in newspapers as a problem was noted by both journalists and experts as well as the high cost of producing the newspaper. But experts also noted that the big problem of newspapers is also the quality of the content which is often empty and unprofessional and mainly the reason why investors do not like working or hesitate to work with these newspapers characterized by mediocrity and irregularity in their publications.

To be able to stay afloat, newspapers must be able to maintain credibility and trust in the information presented. This credibility and trust of community can only be built by the spirit of professionalism of journalists who adhere to the ethics of journalism, which is to present factual information that is deeply analyzed and well verified, in other words investigative stories. Print media have to make radical changes by improving managerial systems, focusing on neighborhood-based stories, school plays and local events because people care about what is going on in their immediate proximity.

Thus the policymakers are suggested to: to review or establish a policy of liberalizing the market for advertisers in newspapers which continue to feel the victim of unequal competition, to support the continuation of newspapers publication and fight against censorship, to reduce or eliminate taxes on imported material intended for the print media.

The media institutions are recommended to regularly train print journalists on new newspaper publication techniques, to continue training on newspapers management and best practices, to reinforce the ability of journalists/reporters in investigative stories which are supposed to be the specialization and uniqueness of newspapers.

For the newspaper owners the researchers suggest to improve their working method by hiring competent and sufficient workers (journalists and other staff members).

The journalists in newspapers should put privilege in giving more critical, analytical news than daily event reports, be more specialized than generalists' reporters, report people's real life.

The investors are suggested to be familiar with newspaper and understanding the importance of adverts, to invest in newspapers, print houses and other raw materials related to print media.

[25] https://www.researchgate.net/publication/328528038_Issues_In_Digital_Era#:

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