

A Survey to understand Readers' Reactions about the New Layout Changes in the Daily Dawn Karachi

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Abstract

The aim of this study is to investigate and identify the reader's response on the change of layout and content of Daily Dawn Karachi and to make recommendations for the management of Dawn to further improve the standard of the newspaper. This study also focuses on the reasons and factors to redesign the newspapers such as need of time, competition and technology. The study then elaborates the elements and components of layout. This study is based on Survey. The sample of 50 respondents (readers) was selected through snowball and convenience sampling.

Keywords: Layout, Redesign, Layout Change, Modern Layout, factors for redesign of newspaper, Reader's response, Layout acceptance.

Introduction

Newspaper Readers are the group of people who regularly read a particular newspaper (Cambridge Dictionary, 2004). Every newspaper has a strong bond with each reader. Readers seem to be very sensitive and concerned to the newspaper they like to read.

Bringing any change regarding content and layout of a particular newspaper may contribute to alter the reader's behavior. Readers may accept it whole heartily or tries to adjust with it. In worst situation, the reader may switch to another newspaper leading to the undesirable condition - declining the circulation and readership of the newspaper.

On the other hand, both changing and updating newspaper is an integral element of the newspaper growth.

To tackle with this tricky situation where changing and updating newspapers is mandatory and taking care of readers' demand is another task, the real goal is to find the middle way between.

To study the changing nature of layouts in newspapers this research is conducted where the redesign of layout and content of The Daily Dawn Newspaper is studied which happens to occurred on 17th of December, 2013. The 1st week of change i.e. (from 17th to 23nd of December) is considered and the reader's response has been evaluated whether they like it or not. If yes, what they like the most and why. If no, what else they want to be a part of it. Basically, it deals with the reader's response on the overall change.

Daily Dawn

The Daily Dawn is known to be the oldest and most widely read English Newspaper of Pakistan. It was found in 1940 by Mohammad Ali Jinnah in India (Delhi) as a weekly newspaper. It became the sole voice of the Muslims in English language. Dawn newspaper is owned by Dawn Media group. Mr. Zaffar Abbas is the current Editor of Dawn and Mr. Jahanzaib Haque is the Editor of Dawn.com. CEO of Dawn group is Hameed Haroon.

Newspaper layout

Page layout is the process of composing text, placing illustrations, pictures and adjusting the white (negative) space in way that the objective of the author or publisher, the art and design of artist/designer is properly conveyed to the reader in a harmonious way. The visual impact of the layout communicates a great deal of message effectively (Novin, 2014).

If a good layout can uplift the newspaper, magazine, or a publication and enhances its impact, the poorly designed layout can ruin the overall impact of the story and message. The readers never get the context properly, and may leads to stress, fatigue, and hostility towards the text or author. By this, comprehension is halted readers are irritated and may leave to read the particular piece of writing.

Broadsheet newspapers are usually morning newspapers and have a strong body in terms of layout. They have serious readers who prefer content more as compared to the evening newspaper readers who usually purchase the paper from newsstand in evening. Top attract this segment the afternoon newspapers are designed in a way that compel readers to be attracted. The large headlines with

darker and thicker typefaces and the limited numbers of stories on page one. These newspapers are usually tabloids (Aggarwal, 2006).

If the early newspaper is compared to today's newspaper, then a huge difference can be marked clearly. Today's newspaper is livelier and more sophisticated which not only appeals the readers but its design, color, pictures, informational graphics in the form of charts, tables, graphics, diagrams, illustrations, sidebars, maps and packaging also save time of a reader (Harrower, 2002).

Redesign Is a Need of Time

The digital age has an enormous impact on the daily life. As the technology gradually develops, every single activity is altered.

Similarly, the means of communication has changed. Internet has shifted paradigm and convergence of printed newspaper into e-newspaper is a common thing to witness these days.

This trend has somehow threatened the existence of printed newspapers. However, it doesn't mean that the printed newspapers will never survive at all. There still exists a segment of readers who prefer reading newspapers in printed version. A research show that readers don't prefer to go to their favorite newspapers online version neither they do like to comment there because it lacks the emotional aspect hence, they don't experience the same feeling as handling a printed newspaper. Instead they all find it quite (Tevekeli, n.d).

On the other hand, every newspaper website is tried to be designed similar to the printed newspaper format. Every online newspaper organization (like Huffington Post) does its best to mimic the design and style of newspaper broadsheet (Fowler ,2014).

Although it shows the significance of printed newspaper in the Digital Media age, on the other hand, it surely faces a tough competition to keep their readership.

In this scenario, where one segment is under the influence of Digital media and the other segment who adore the printed versions it surely is a great challenge and goal of the newspaper organization to keep the two segments on board with them in any way. The balance between the choices of the two segments is their utmost priority to grow their business.

Organizations deliberately do research; check the requirements of time, period, society, and most preferably newspapers readers. After analyzing existing trends certain changes are being made in the newspapers and it is redesigned to attract readers and keep them adhered for a long-lasting period.

The continual change on a small level is also evident to update newspaper accordingly. According to the Creative Director of the Chicago Tribune (1985) “Constant evolution is better than revolution. Constantly evaluate how your paper looks and make small changes to improve its readability. This is easier on staff and readers than a major redesign every so often” (Ames. 1989).

In a research Salman with his colleagues also define that the layout of the newspaper has been changed due to digital advancement (Addullah. 2011).

Sometimes the redesign of newspaper after considering every possible aspect also suffers from criticism which is quite natural. Readers are quite sensitive to their most preferred newspaper. Similar situation can be observed when The Guardian 6 years after

the paper went from broadsheet to Berliner size, it has undergone another redesign. The reason of the Editor Alan Rusbridger mentioned in a letter to readers on page 2 of the paper on 16th January is the need to save "on the cost of paper, ink and production". Readers, on the other hand being sensitive to newspaper reacted to restore the previous format (Elliott. 2012). But gradually they accepted it anyway.

With this scenario it can be easily said that the redesign or change of layout does face resistance from readers; it takes time to diffuse; either they accept it completely or with a slight change may agree to accept it; might reject it completely and switch to another newspaper. Therefore, in making redesign one should be mindful.

After redesign the review should be made about it. According to Grotta, "After design changes; research should be done immediately and then again about a year later. These results should be compared with circulation figures to see how they relate" (Ames. 1989).

Changes in Daily Dawn

Updating newspaper with the passage of time is quite necessary in order to survive in market. That is why the management of The Daily Dawn continued to keep changing the outlook and content in past as well in order to meet the demands of past. The years in which the Layout is changed throughout the history of The Daily Dawn are 1947, 1948, 1955, 1966, 1982, 2013 respectively. (Daily Dawn. December 29, 2013)

The redesign can lead to paranoia among loyal readers. The same case happened way back in 1966 when readers didn't like the

layout initially. Therefore, on 14th August 1982, when the editorial content along with newspaper design and make up was changed the readers were taken into trust for the newspaper policies and stressed the cause of change by publishing clearly in the editorial that the only reason to give the newspaper tidier appearance (Khan & Sadriwala, 2004)

History is repeated when the new layout has been introduced on 17th December, 2013. To take the readers into confidence, an advertisement “*Preserving Tradition and Spearheading Change*” was published on different dates in order to make sure that the policy of The Daily dawn is as same as it was at the time of its foundation. The Masthead of the Sunday edition has designed particularly to remind the youth that the Daily Dawn newspaper support the ideology and the vision of Quaid-e-Azam.

The Daily Dawn has changed the old layout which was introduced in 1982 with the new outlook and the addition of new sections on 17th December, 2013. This huge gap of time required the immediate change in the layout of The Daily Dawn. “The note from the Editor” published in the daily Dawn on the 1st day of change clearly support this argument.

Certainly, the layout that has been changed in 2013 is not exactly the same introduced in 1982 because of upgrading latest technological adaptation. However, the main features of layout are exactly the same as to the past. In the old layout era, many segments had been replaced by the new sections.

The basic concern of this study is to examine the new changes with comparison to the old layout before the new layout. Therefore, the

changes evident on the first week (from 17th to 23rd of December) of the change are explained as follows:

The more creative addition of this layout is introducing the two different nameplates for working days and Sunday separately. On Sunday's a portrait of the founder of The Daily Dawn Quaid-e-Azam is drawn between the rays. It indicates the association of the Daily Dawn newspaper with the founder of it - Quaid-e-Azam. (Daily dawn. 29 December, 2013)

- Along with this the Masthead (editorial page's logo), Images (Magazine logo), Books and Author, Sport, Business and finance, Advertiser, Metro and south, Opinion/ Letters to the Editor's logos are also changed.
- White Space has been increased.
- The indigo and pistachio color scheme has been introduced.
- The placement of content on Op-Ed page has been changed
- Size of pictures are increased
- Addition of Visual aid and info graphics has increased
- The "Business and Finance" is the new name of "Economic & Business Review" section. "Sports" has been changed to "Sport" and "Metro & South" has been changed into "Metro South".
- The text font in new layout is relatively bold and darker from the old layout which makes it more prominent to read. The headlines are very bold as compared to the
- In new layout the dateline from news stories is excluded.

- Some new sections are included which include:
 - a) News briefs
 - b) Tips and Talking points
 - c) News analysis on page 3
 - d) 70 years ago
 - e) Newsmakers
 - f) Addition of more news in Metro and South
 - g) Market share section

Literature Review

This study focuses mainly on the layout of the Daily Dawn Newspaper and its redesign and the elements and component used to enhance the layout of the Daily Dawn newspaper. Since this is the first research of its own kind, therefore, other researches based on layout would be considered in the section.

Additionally, the elements of the layout would also be considered which make a layout more presentable for readers along with the changes adopted due to technological advancement in layout over the time to compete in market along with redesign and modern layout and the elements introduced or used for layout design that helps to catch the attention of readers and convey the message of context clearly. Therefore, this section contains the review of different researches of different levels in chronological order that supports the topic.

A study conducted by Weaver, Mullins and McCombs (Stone, 1987) in which they concluded that the industry had come a long way towards adopting modern design. It shows that the huge change in the traditional layout has been introduced from a long time.

Other findings suggest that the adoption of modern design in newspaper was not quick in Northeastern newspapers but, Southeast, and Southwest and West Coast newspapers were adopting it rapidly. Smaller newspapers used it more than the larger newspapers. Significant relation was found in the street sales and the city zone circulation and adoption of new technology. Newspapers in cities were adopting new modern design and using the graphics to attract readers who were not committed to any newspapers.

Editors who used modular design in the layout were more satisfied with the appearance of their newspapers.

The researcher recommended editors to keep the balance of news summaries with the new modern graphic design. It explains the modern layout is preferred by readers.

Utt and Pasternak (1984) did an analysis of editor's responses to a survey about their design practices. Findings suggested that American newspapers have adopted the modern design of layout which gives them more competition in market.

Garcia, Click and Stempel (1981) found that the changes introduced in newspapers were immediately identified and accepted by readers. After a week, the preference was more favorable. It shows that readers either immediately or lately accept the changes being made in the layout of newspaper.

Schweitzer (1981)'s experiment on front pages showed readers preferred the modern design and layout of newspapers with the presence of teasers on the page. The news boxes having summaries (news briefs) were also liked by the readers.

Smith and Hajash conducted a content analysis of graphics used in 30 dailies. They found the great difference between the usage of graphics in average paper and USA Today's. The average newspaper had 1 graphic per 17 pages while USA Today's had 1.3 graphics per page. The researcher concluded that the front pages of other dailies are influenced by USA Today's graphic usage. Most papers have increased the usage of color, photos and infographics. (Wimmer & Dominick, 1997). It clearly indicates that to compete with other newspaper a newspaper has to change the appearance due to the need of time.

Click and Stempel replicated a 1973 study of the adaptation of modern design practices and found that the adaptation was a major part of many larger and smaller dailies. Front pages were differently designed from the inside pages. Modern design was more highlighted on front pages and less on inside pages.

Research Questions:

The research questions of this study are as follows:

RQ1: What are the new changes introduced in The Daily Dawn?

RQ2: What elements in terms of layout and content introduced in The Daily Dawn are liked or disliked by readers?

RQ3: What are the reasons for liking or disliking it?

RQ4: What are the suggestions of readers to improve The Daily Dawn?

Methodology

This is a Newspaper makeup/layout study. The Methodology used for this study is descriptive survey which attempts to picture or document current conditions or situations the current scenario.

(Wimmer & Dominick, 1997) In other words, the current scenario for layout change of The Daily Dawn is observed in this study.

When it comes to compare the old and new layout, this study can also be taken as a case study.

For pretesting, pilot study of 25 respondents was conducted. The errors in the questionnaire were removed and order was rearranged.

The sampling technique used in survey is convenience and snowball sampling. Some readers who were found conveniently did refer other readers hence it become convenient and snowball sample at the same time.

Research Findings and Discussion

1. Surface Facts:

The basic information from the readers of the Daily Dawn about their reading habits along with the ways to read the newspaper was gathered for the clarification of reader's attitude. The collected data shows that the majority, 60 percent of respondents, have been regularly reading the Daily Dawn newspaper from 10 or more than 10 years. Moreover, 20 percent of readers have been reading it from 5 years. (See Table 1)

Table 1

Period of Reading Dawn Newspaper	Percentage
3 years	16
5 years	20
10 years	14
More than 10 years	50
Total	100

2. Old Layout:

Readers of daily Dawn were asked about whether they like or not the old layout of Dawn which they were used to see since many years. Expressing their opinion about the old traditional layout majority (94 percent) of the respondents reported in different grades that they liked the old layout, also 6 percent preferred about some changes in the layout. (See Table 2a)

Table 2a

Opinion about old layout	Percentage
Excellent	8
Good	72
Better	14
Bad	0
Needed Improvement	6
Total	100

Layout plays a vital role in many grounds. Layout of newspapers makes a newspaper either interesting to read or not. The same question was asked from respondents if they find the old layout of newspaper interesting or not. The majority of reader's answers (78 percent) were inclined towards interesting. It highlights that the readers do like the old layout because according to them old layout is interesting. However, 14 percent don't feel like that and find it uninteresting. 6 percent of the readers haven't decided it yet. (See Table 2b)

Table 2b

Old Layout	
Categories	Percentage

Interesting	78
Uninteresting	14
Unsure	6
Unanswered	2
Total	100

On the basis of the readers behavior it can be said that the readers of the Daily Dawn like the old layout.

3. Reasons to prefer old layout:

Every reader has own reason to prefer and read any newspaper. The reasons vary from person to person. Considering this factor, readers were asked the reasons they prefer in the old layout of the Daily Dawn Newspaper. Responses of readers show their more inclination towards the traditional layout of the newspaper.

Readers who like the old layout like relatively small pictures (10 percent), less numbers of pictures (5 percent), large section of letters to the Editor (13 percent), more space available for content (13 percent), less white space (7 percent), placement of news, columns, articles, editorials (18 percent) and simply because it's the Daily Dawn's identity (18 percent). It refers that the traditional layout is preferred by the majority of readers (19 percent). (See Table 3)

Table 3

Reasons to prefer old layout	Percentage
Because of traditional layout	19
Relatively small sized pictures	10
Less No. of pictures	5
Large section of Letters to the Editor	13

More Space available for content	13
Less white space	7
Placement of News, columns, articles, editorial	18
Dawn's individual identity	18
Any other reason	0

4. New Layout

Change is a part of life. Newspaper also changes the looks from time to time. Therefore, the layout of the Daily Dawn newspaper has changed now with a new looks which is very different from the prior one. The readers were asked how they find the new change in layout. Majority about 84 percent, of the readers differently graded as they like new layout as well. 4 percent of readers disagree from the majority and reported it is bad. However, 12 percent of the readers think this layout needs further improvement. These responses suggest that the readers do like this new layout but they have some major concerns over it as the percentage for saying it bad exists in the new layout but not in the old one. Readers more pointed out the need of improvement in the new layout that is 12 percent as compared to the old layout (6 percent). (See Table 4a)

Table 4a

Opinion about New layout	Percentage
Excellent	8
Good	60
Better	16
Bad	4
Needs Improvement	12
Total	100

Layout plays a vital role in many grounds. Layout of newspapers makes a newspaper either interesting to read or not. The same question was asked from respondents if they find the new layout of newspaper interesting or not. The majority of reader's answers (86 percent) were inclined towards interesting. It highlights that the readers do like the new layout because according to them new layout is interesting. However, 6 percent don't feel like that and find it uninteresting. 6 percent of the readers haven't decided it yet. (See Table 4b)

Table 4b

New layout is	Percentage
Interesting	86
Unsure	6
Uninteresting	6
Unanswered	2
Total	100

5. Reasons to prefer new layout

Every reader has own reason to prefer and read any newspaper. The reasons vary from person to person. Considering this factor, readers were asked the reasons they prefer in the new layout of the Daily Dawn.

Readers responded they like it because of new look (30 percent), big pictures (17 percent), because of more number of picture (10 percent), short "letters to the Editor section" (10 percent), less space available for content (2 percent), more white space (6 percent), placement of news, editorial, articles, columns (16 percent), Similarity with other newspaper (8 percent), and the two

reasons that are mentioned by the respondents are use of simple vocabulary and layout of business page is improved.

From above responses it can be said that it seems like that the readers of Dawn newspaper who like new layout like all the elements introduced in the new layout. Majority likes it because of new look (30 percent. But the significant difference in responses can be observed when it comes to content and layout. Though readers like new layout but less space for content is not favored by majority. (See Table 5)

Table 5

Reasons to prefer New Layout	Responses No.	Percentage
Because of New look	31	30
Big Pictures	17	17
Because of more No. of pictures	10	10
Short "Letters to the Editor" Section	10	10
Less Space available for content	2	2
More white space	6	6
Placement of News, editorial, articles, columns	16	16
Similarity with other newspapers	8	8
Unanswered	11	excluded
Any other reason	Use of simple vocabulary + business page layout is improved (2)	2
Total	102	

6. Most liked Changes in new layout:

Many changes are made in new layout. Out of many changes in new layout some of them were asked to rate from 1st to 3rd. Info Graphics (28 percent), Visual Aid (Graphics and Illustration) (34percent), Color (40 percent), New Sections (content) (17 percent), white space was (41 percent) rated by respondents on 1st rank. Rest of percentages is tabulated. (See Table 6)

However, overall info graphics are rated on 2nd rank by majority of readers (40 percent), visual aid on 1st rank by 34 percent, colors on 1st rank by 40 percent, white space on 3rd rank by 38 percent, new sections on 1st rank by 41 percent.

This trend show that the readers of dawn still don't compromise on content as the majority of readers (41 percent) preferred the new layout for the addition of new section. (See Table 6)

Table 6

Most liked changes in New Layout	Percentage Rated 1	Percentage Rated 2	Percentage Rated 3	Percentage Unanswered
Info Graphics	28	40	6	26
Visual Aid (Graphics and Illustration)	34	32	10	24
Color	40	28	18	14
White space	17	26	38	22
New Sections (content)	41	24	14	20

7. Logos:

Majority of respondents didn't reply to this section. However, on the basis of given answers following results can be seen.

Majority (68 percent) liked the old Flag of Dawn Newspaper. While other logos of new layout were liked the most with the percentages, Masthead (54 percent), Images (66 percent), Books and Authors (66 percent), sports (54 percent), Business and Finance (56 percent), Advertisement (54 percent), Metro and South (52 percent), Opinion / letters to the Editor (56 percent). (See Table 7a)

Table 7a

Categories	Old Layout (Percentages)			New Layout (Percentages)		
	Like	Dislike	Unanswered	Like	Dislike	Unanswered
Flag (Name Plate)	68	4	28	52	18	30
Masthead (Editorial page's logo)	46	18	36	54	14	32
Images(Magazine)	40	12	48	66	14	20
Books and Authors	42	14	44	66	14	20
Sports	38	10	52	54	16	30
Business and Finance	32	18	50	56	12	32
Advertisement	36	14	50	54	18	28
Metro and South	32	24	44	52	16	32
Opinion / letters to editor	34	28	38	56	18	26

8. White space:

New layout has more white space. In order to analyze the reader's preferences of white space in Dawn newspaper they were asked how generally they think about white space. Does it appeal the Daily Dawn readers? Responses show that the Majority (34

percent) liked the white space to some extent, while 32 percent don't like it at all; however, 18 percent find it appealing. It shows that the readers are inclined towards white space. More responses are tabulated in Table 8.

Table 8

White space Appealing	Percentage
Yes	18
No	32
To some extent	34
No opinion	0
Unanswered	6
Total	100

9. Color Scheme:

Color plays a vital role to attract a reader. Upon asking the readers reaction on the new color scheme, majority (54 percent) of respondents reported that the scheme is good, 28 percent reported better, while 14 percent reported excellent. In the light of these responses it can be concluded that the readers like the new color scheme introduced in the new layout of the Daily Dawn as no one responded against option bad or it has to be changed (0 percent). All responses (100 percent) shows the new color scheme is liked the most. (See Table 9)

Table 9

Color scheme	Percentage
Excellent	14
Good	54
Better	28
Bad	0

Should be changed (suggestions)	0
Unanswered	4
Total	100

1. Opinion Editorial Page:

Op-Ed is the most important page of the newspaper. The change in newspaper is also witnessed on the Op-Ed pages. To know the readers' opinion on this change, respondents were asked some questions about it.

Majority (38 percent) of respondents agreed for finding the new placement of content on the page of Op-Ed page appealing, same percentage of respondents agreed for feeling it appealing to some extent. The findings suggest overall (76 percent) find it appealing. Overall it shows the readers found the placement of content more appealing in new layout. (See Table 10)

Table 10

Placement of Content on Op-Ed page is appealing?	Percentage
Yes	38
No	16
To some extent	38
No opinion	4
Unanswered	4
Total	100

11. Content:

To redesign or change the layout completely it is necessary to arrange content differently in order to give a new look. Some sections are also added in new layout. Placement of content in new layout is liked to some extent by majority (40 percent) of respondents, 34 percent liked it while 22 percent have no opinion, and only 2 percent didn't like it

at all. The findings indicate that the overall 74 percent readers like the addition of new content. (See Table 11a)

Table 11a

Liked the Placement of Content in New Layout	Percentage
Yes	34
No	2
To some extent	40
No Opinion	22
Unanswered	2
Total	100

Content in new layout is rated as good by Majority of respondents (90 percent), and 2 percent bad. 6 percent, on the other hand, think this content could be improved more and needs improvement. (See Table 11b)

Table 11b

Rating of Quality of Content in New layout	Percentage
Excellent	14
Good	50
Better	26
Bad	2
Needs Improvement	6
Unanswered	2
Total	100

Content in old layout is rated as good in different grades by majority of respondents (96 percent). None of responses indicates either it needed to be improved any further or it was bad. It clearly

shows the loyalty of readers to content. Readers prefer content of old layout as compared to the new layout. (See Table 11c)

Table 11c

Rating of Quality of Content in old layout	Percentage
Excellent	22
Good	30
Better	44
Bad	0
Needs Improvement	0
Unanswered	4
Total	100

12. New sections:

The addition of new section such as Tips and talking points, news analysis, 70 years ago column, newsmakers, Addition of more news in Metro and South, Market share section are being marked as a useful change in new layout. For percentages of different sections see Table 12)

Table 12

Content/Sections	Useful	Useless	No opinion	Unanswered	Total
Tips and talking point	74	4	20	2	100
News analysis on page 3	70	6	18	6	100
70 years ago column	62	22	14	2	100
Newsmakers	56	6	28	10	100
Addition of more news in Metro and south	64	8	24	4	100
Market share section	50	14	32	4	100

13. Reader's Opinion about new change:

The overall change has an impact on readers. Either they find it amazing or not. Some may find it as the need of competition. This was asked from readers. They reported (62 percent) that it sounds good indicating the element that new layout is accepted the new layout by liking it the most.

32 percent respondents reported that according to them, this new change is the need of competition with other newspapers. This segment indicates the readers' attitude towards new technological advancement and adoption of technology and other factors by considering "change" a need of competition.

Only 2 percent rated it awful. It shows their commitment and loyalty with the old layout. (See Table 13)

Table 13

Opinion about this change	Percentage
Sounds Good	62
Sounds Awful	2
Need of Competition	32
other comment	0
Unanswered	4
Total	100

14. Similarity with other newspaper:

Readers were asked if they find any similarity of this change with any other newspaper. By summing "to some extents" and "yes" options the majority of responses about 48 percent agreed to the similarity with other newspapers. 34 percent didn't find while 14

percent have no opinion. Majority found the similarity with Express Tribune. (See Table 14a and 14b)

Table 14a

Similarity with other newspaper	Percentage
Yes	22
No	34
To some extent	28
No Opinion	14
Unanswered	2
Total	100

Table 14b

Names of Newspapers	No. of responses
Express Tribune	15
The News	4
Daily Times	2
Other Europeans Newspapers	4
Total	25

15 .Switching of Newspaper Due to layout change:

If change isn't accepted by readers then they switch the readership at times. Upon asking if readers of the Daily Dawn will switch the newspaper just because of change of layout majority (86 percent) of refused to do so. This response indicates that no matter what happen the readers of the Daily Dawn are loyal to it. They might have concerns regarding the layout or content but their commitment to the newspaper is never ending.

Only 14 percent of the readers agreed to change the layout and named some newspaper that they would like to switch to. This segment of readers is consisted of readers who are committed to the old identity and personality of newspaper. (See Table 15a and 15b)

Table 15a

Switching of Newspaper Due to layout change	Percentage
Yes	14
No	86
Unanswered	0
Total	100

Table 15b

Names of Newspapers	No. of responses
Express Tribune	3
The News	1
Daily Times	1
Kawish	2
Total	7

16. Design liked the most:

Responding to which layout is most liked by the readers of the Daily Dawn the majority reported that they like the new layout (44 percent). It represents the segment of readers who like and accepts change according to the need of time.

18 percent responses were reported for old layout shows their commitment with old layout.

34 percent of readers liked both layouts. They are even more committed to the Daily Dawn as they are fine with both layouts.

4 percent respondents liked none shows the segment of readers who expect more from the Daily Dawn newspaper in terms of layout.

Overall response shows that change of layout is welcomed by readers. (See Table 16)

Table 16

Most liked Design	Percentage
Old	18%
New	44%
Both	34%
None	4%
Total	100%

Conclusion

Form the findings it can be said that the readers of Dawn newspaper liked both old and new layout with slightly difference in percentages. 72 percent liked the old and 60 percent liked the new layout.

Irony it may seems despite all responses in favor of old layout regarding layout, upon asking to prefer any layout, majority reported the new layout (44 percent), 18 percent responses were reported for old layout while 34 percent liked both layouts. 4 percent respondents liked none. It shows that change of layout is welcomed by readers.

Form respondent's answers it can be said that readers are still confused whether they like the old or new layout the most as there is no huge difference between the percentages of responses. However, from slightly difference of percentage it can be stated

that the new layout-The changed one, is liked more than the old layout. One possible reason can be continual changes being brought in newspaper. Or they might have forgotten the earlier changes and got confused by comparing the old layout with the changes made in the latest editions to the date.

The readers of Dawn newspaper who like the old layout are more inclined towards its traditional layout and more content. Readers who prefer the old layout like relatively small sized pictures, less space and less numbers of pictures- all elements of old layout. And those who like new layout like all the elements introduced in the new layout. But the significant difference in responses can be observed when it comes to content. Though readers like new layout but less space for content is not favored by majority.

The moderate or average size is in the preference of readers for pictures. However, this trend highly indicates the irony that when asked to express how do they find new layout change? The majority of readers, who like moderate size of pictures, really like big pictures in new layout.

The overlapping in responses shows either readers do like or miss old layout. But, on the other hand they do like or have started liking the new layout as well for being new in look that may be the reason that majority of respondents reported it as a good change and evaluated it as the need of change. Initially, who liked the old layout ended in liking the new layout.

Although (48 percent) found the similarity of this change in Dawn Newspaper with other newspapers, majority never bother to switch the newspaper with any other no matter what. Majority of Readers of Dawn newspaper are committed to it. However, those 14 percent would like to switch, would switch to Express tribune, The News, Daily Times, Kawish where each name is written according to its preference.

Suggestions:

Suggestions given by the readers for the Daily Dawn Newspaper are given below:

1. Easy language should be used and quality writing should be emphasized upon. Expression needs to be developed as it is an English Language newspaper.
2. News gathering needs to be increased, no remaining parts of Stories should be placed on other pages.
3. Add specific page for woman and education on daily basis. Plus, add something new for teens and kids and increase the section for the International News Affairs for readers.
4. Encourage young Writers. Daily Dawn must start one new page/column for student writers, which encourage them for writing because large readers are students of CSS, PCS and other graduates.
5. Columns of senior and innovative Writers may be given more space for the sake of the information of readers
6. Improve content and paper quality and new layout should be improved further. Also, more analysis, precise content, color and section “Mystics Notes” should be included and restart small review magazine.

Content of columns needs to be examined before printing. Avoid profiling based on ethnic bias.

More human-interest stories on front page should be highlighted. More focus on investigative reporting should be Dawn’s priority.

Dawn should also compete on social media with the use of pictograms.

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