Communications Media

One key to being successful in our modern, technological world is spotting a trend early and adjusting one’s career direction accordingly. For example, 80 percent of daily newspaper readers are over 50 years old. Young readers are not as interested in the printed word, and each year the industry suffers from a shrinking number of subscriptions. The young are still reading, but they are reading online media sites rather than the printed page. Websites make excellent dynamic newspapers, as they can be changed at will, require no printing or distribution costs, and do not require the newspaper delivery person to go door-to-door asking for payment. This gradual switch to new media is causing many jobs to change. The number of printing and lithography jobs is shrinking, but Web developers and graphic artists are in demand.

Industry-morphing trends are sweeping away many traditional approaches to marketing and distribution of products. Increasingly, music and movies are being downloaded versus being bought on disc. Fewer movies are being rented, while more people are watching them on-demand through their cable systems. Once a successful approach is discovered, every type of media that can be digitized, rather than produced and distributed in physical form, will face increasing pressure to do so to keep up with the competition. Individuals managing their career paths need to be aware of these trends to avoid becoming part of a downsizing effort.