**Chapter 4**

**Newspaper Readership Then, Now and in the Future**

With advances in technology and changing social patterns, the newspaper industry has declined during the past two decades.

*Use with:* <https://www.youtube.com/watch?v=lA_HD6g0HE4> (4:25)

1. What factors prompted the rise and fall of the newspaper industry since the 1940s?
2. What factors have contributed to the most recent decline in the industry during the past decade?
3. How have some newspapers changed to address industry decline?
4. How has the industry continued to change since the video was posted?