

Chapter 3 Economic Activity in a Changing World

BusinessWeek Reader Case Study

“Net or Newspapers”

Directions Read the *BusinessWeek* Reader on page 39 of your textbook and answer the questions.

Literal Comprehension

5. What factors do Wall Street analysts think will threaten the success of print newspapers in the future?

6. What media outlets have threatened newspapers' success?

7. According to Lauren Rich Fine, a Merrill Lynch & Co. analyst, where are consumers looking for information today?

Making Inferences

8. Which age group is most likely to turn to online sources of media rather than getting information from local print newspapers? What might this mean for the success of print newspapers?

9. Lauren Rich Fine is quoted as saying that what looms now “is different from all other threats.” What does she mean by this statement?

(continued on next page)