

PRINT MEDIA (PART-1)

PG HISTORY, SEM-4, PAPER EC-2

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PRINT MEDIA

Mass media refers to various technologies and platforms used to communicate information and entertainment to a large and diverse audience. It encompasses a range of channels, including traditional media like newspapers, radio, and television, as well as digital platforms such as the internet and social media. Mass media plays a crucial role in shaping public opinion, disseminating news, and influencing cultural trends.

PRINT MEDIA

Mass media encompasses various channels used to distribute information and entertainment to a large audience. Key types include print media (newspapers, magazines), broadcast media (television, radio), and digital media (internet, social media, online platforms).

PRINT MEDIA

PRINTED WORD IN INDIA

The printed word, as a carrier of knowledge, information and news stories was in vogue in China, Korea, and Japan a thousand years ago. As a commercial and widespread technology, however, it found application in the 16th century in Europe when Johannes Gutenberg of Mainz (Germany) streamlined the process by using

PRINT MEDIA

- 1) movable metallic types (upper and lower case),
- 2) Screw type of printing press,
- 3) ink drawn from paint, dye and other substances, and
- 4) the printing surface which was higher than the non-printing surface and the contact with the paper was direct; the technology was called relief printing.

PRINT MEDIA

People, however, considered the identical reproduction of pages as a black magic. To remove the fear, the publishers concentrated in the beginning on the printing of Bible and other religious books. The intellectual awakening caused by Renaissance and industrialization increased the demand for books and led to the emergence of commercial publishing of news-sheets called coronets and later on of the regular newspapers and periodicals.

PRINT MEDIA

In India, printing came first to Goa in 1556 and then moving along the coastal towns, it finally penetrated into Calcutta and inland provinces.

The first English newspaper, James Augustus Hicky's Bengal Gazette was published in Calcutta in 1780.

The first language book was the grammar of the Bengali language. Although the first Bengali language newspaper appeared in 1816 for a short while, the regular Indian-owned language newspapers were started by Raja Ram Mohan Roy in 1822; he is rightly known as the father of Indian language journalism in India.

PRINT MEDIA

With the progress of the freedom movement and the growth of education, industrialization, and commerce before independence and all round development thereafter, emergence of newer and better printing technologies from time to time helped the growth and diversification of the media and gave them colour and gloss, alluring layout and a variety of typographical designs. From the seventies, the country has seen a boom of

PRINT MEDIA

magazines and from the eighties we have witnessed a spurt in the better produced dailies and tabloids. Today, the print media comprise newspapers, magazines, trade journals, textbooks, posters, leaflets, direct mail literature, and the printed material and graphics of various types shown on the wide and small screens.

In addition, a variety of mass circulate commercial items now roll out of the printing presses.

PRINT MEDIA

These include wrappers, calendars, packaging labels, postcards, street banners, postal stamps, currency notes, cheque books, stationery pads as also works of great art. Much of educational and cultural systems, information and promotion departments and government publishing depends on print today. The principal technological advances which have accounted for this growth in the domain of the print media are computerization and automation in

PRINT MEDIA

typesetting, image manipulation of word processing, multi-colour scanning, processing and offset -printing. Some other sophisticated printing technologies have followed in quick succession.

(To be continued)