

PRINT MEDIA (PART-2)

PG HISTORY, SEM-4, PAPER EC-2

**DR. MD. NEYAZ HUSSAIN
PROFESSOR & HOD
PG DEPARTMENT OF HISTORY
MAHARAJA COLLEGE
VKSU,ARA (BIHAR)**

CHARACTERISTICS OF PRINT MEDIA

One of the chief characteristics of print media is that they offer extensive news coverage and in-depth treatment of themes. They provide a larger variety of coverage, through different kinds of writings, than any other media in India. There are plenty of backgrounders, field based interviews, spot inquiries and feedback interviews, and incisive comments. Besides special articles, syndicated reports, and features, there are special sections for sports and business.

CHARACTERISTICS OF PRINT MEDIA

Then there are review columns for books, films, media, and art. For those seeking light reading material, there is a great variety of humour, fun, comics, and satire. Understandably good newspapers are described as Readers University. The main weakness of the print media is that they can be read only by the literates and their number is still small in our country. Secondly, 93 per cent of the newspapers are concentrated in urban areas.

CHARACTERISTICS OF PRINT MEDIA

Thirdly, the increasing rise in the price of newspapers and magazines prevents a large number of our people from purchasing them. Luckily, thanks to the practice of people sharing newspaper and magazine copies, the total number of readers far exceeds the number of copies sold. The electronic media, especially TV, are dominating in the United States and other Western countries by providing instantaneous news and entertainment; they are reported to be the main sources of news.

CHARACTERISTICS OF PRINT MEDIA

In India, however, the print media still enjoy greater credibility and social respectability than other media. The reasons are obvious. Doordarshan and All India Radio are yet Government owned and controlled. The newspapers, on the other hand, are in private sector and enjoy comparatively greater freedom. That is why people place more reliability on the newspaper version. Even the government sources woo the journalists for wider coverage of their activities.

CHARACTERISTICS OF PRINT MEDIA

The print media have an added advantage; ease and convenience in using them. People can read newspapers and magazines wherever and whenever it is convenient to them- at home, in transit, in office or back at home in the evening. That is not possible in case of the electronic media, for they are time scheduled. If one fails to see a programme on TV at a given time, one misses it forever unless the programme is recorded.

CHARACTERISTICS OF PRINT MEDIA

The old issues of printed media can be easily preserved in the libraries. Current issues of prominent or well produced magazine are displayed even in 'the drawing rooms of the urban elites. The actual number of readers of the magazines and periodicals is more for they change hands at the magazine parlours as also among the subscribers. In our country, interestingly, even the old issues of newspapers and magazines are saleable at a discounted price.

(To be continued)