



INTRODUCTION TO PRINT MEDIA

In the previous module, you have learnt about different forms of mass media. Print media, as you know is one of them. Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals.

A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.



OBJECTIVES

After studying this lesson, you will be able to do the following :

- identify the different forms of print media;
- discuss the history of early printing;
- describe the evolution of newspapers in India;
- differentiate between print and electronic journalism.

5.1 NEWSPAPERS

Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called eveningers.

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Chaleo Manilerd



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Essential Mass Communication John DiMarco, 2025-05-06 Helps students develop the ability to analyze culture and utilize media literacy techniques provides the core skills necessary to succeed in a communications career Essential Mass Communication helps students build a strong understanding of communication theory mass communication technology information studies and mass communication practices Offering an expanded view of the field this comprehensive textbook combines easily accessible coverage of core skills and concepts with historically critical content on mass communication revolutions cultural impacts and converging media as they changed society Throughout the text author John DiMarco integrates professional practice components into each chapter including professional pathways to applying mass communication to students careers Essential Mass Communication addresses a variety of creative fields such as storytelling rhetoric journalism marketing and advertising design fine art photography and filmmaking Student friendly chapters explore a uniquely wide range of topics from introductory content on communication process and product to more in depth discussion of game history and theory critical theory strategic communication and more Designed to help aspiring creative professionals learn and use the technology tools and channels available to deliver cultural and personal experiences in the form of media products Essential Mass Communication Introduces the concepts of mass communication and establishes foundations for understanding convergence and culture Provides the skills and knowledge required to apply critical media literacy analysis techniques in different fields Discusses the driving technologies key people convergence and cultural instances of each mass communication media Covers the business and information disciplines of mass communication including ethics and communication law Highlights the connection between communication technologies culture and careers in mass media Includes a wealth of real world case studies applied examples and assignments key term definitions end of chapter questions in text QR codes linking to internet sources and valuable appendices for career development With a strong focus on creative active learning Essential Mass Communication Convergence Culture and Media Literacy is the perfect textbook for undergraduate and graduate courses in Mass Communication Information Studies and Communication technologies as well as relevant courses in Media Studies International Communications and Marketing Advertising and Public Relations programs

The SAGE International Encyclopedia of Mass Media and Society Debra L. Merskin, 2019-11-12 The SAGE International Encyclopedia of Mass Media and Society discusses media around the world in their varied forms newspapers magazines radio television film books music websites social media mobile media and describes the role of each in both mirroring and shaping society This encyclopedia provides a thorough overview of media within social and cultural contexts exploring the development of the mediated communication industry mediated communication regulations and societal interactions and effects This reference work will look at issues such as free expression and government regulation of media how people choose what media to watch listen to and read and how the influence of those

who control media organizations may be changing as new media empower previously unheard voices The role of media in society will be explored from international multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies sociology anthropology social psychology politics and business *Broadcasting and Electronic Media* Abani Malik,2025-01-03 The illustrations in this book are created by Team Educohack Broadcasting and Electronic Media A Modern Guide delves into the essential study of mass communications radio television popular culture journalism and emerging electronic media platforms in the 21st century We explore the growth and development of electronic and broadcasting media from its earliest days to the present This book is designed for both beginners and veterans looking to expand their knowledge It provides a comprehensive introduction to media studies highlighting how media influences our surroundings and the processes behind broadcasting and media production We emphasize the role of new technologies in publishing accurate news quickly and efficiently Readers will learn fundamental concepts and benefit from real life case studies that enhance understanding Written in accessible language this book is perfect for those aspiring to become professionals in the field Through practice and continuous learning we aim to equip readers with the skills needed to excel in broadcasting and electronic media

Mass Media/mass Culture James Ross Wilson,Stan Le Roy Wilson,1998 An overview of the effects of mass media on culture [Daily Report](#) ,1996-07 *Introduction to Homeland Security: Policy, Organization, and Administration* Willard M. Oliver,Nancy E. Marion,Joshua B. Hill,2019-09-23 Suitable for undergraduate students entering the field of Homeland Security and for Criminal Justice students studying their role in a post 9 11 world Introduction to Homeland Security is a comprehensive but accessible text designed for students seeking a thorough overview of the policies administrations and organizations that fall under Homeland Security It grounds students in the basic issues of homeland security the history and context of the field and what the future of the field might hold Students will come away with a solid understanding of the central issues surrounding Homeland Security including policy concepts as well as political and legal responses to Homeland Security

A History of Folding in Mathematics Michael Friedman,2018-05-25 While it is well known that the Delian problems are impossible to solve with a straightedge and compass for example it is impossible to construct a segment whose length is cube root of 2 with these instruments the discovery of the Italian mathematician Margherita Beloch Piazzolla in 1934 that one can in fact construct a segment of length cube root of 2 with a single paper fold was completely ignored till the end of the 1980s This comes as no surprise since with few exceptions paper folding was seldom considered as a mathematical practice let alone as a mathematical procedure of inference or proof that could prompt novel mathematical discoveries A few questions immediately arise Why did paper folding become a non instrument What caused the marginalisation of this technique And how was the mathematical knowledge which was nevertheless transmitted and prompted by paper folding later treated and conceptualised Aiming to answer these questions this volume provides for the first time an extensive historical study on the history of folding in mathematics spanning from the 16th century to the

20th century and offers a general study on the ways mathematical knowledge is marginalised disappears is ignored or becomes obsolete In doing so it makes a valuable contribution to the field of history and philosophy of science particularly the history and philosophy of mathematics and is highly recommended for anyone interested in these topics Mass Media VI Ray Eldon Hiebert, Donald F. Ungurait, Thomas W. Bohn, 1991 Completely revised and updated the new edition of this text aims to provide a solid grounding in all areas of mass communication and stimulate students to become critical consumers of today's media output Interfaces Between the Oral and the Written Flora Veit-Wild, Alain Ricard, 2005 In the African context there exists the myth that orality means tradition Written and oral verbal art are often regarded as dichotomies one excluding the other While orature is confused with tradition literature is ascribed to modernity Furthermore local languages are ignored and literature is equated with writing in foreign languages The contributions in this volume take issue with such preconceptions and explore the multiple ways in which literary and oral forms interrelate and subvert each other giving birth to new forms of artistic expression They emphasize the local agency of the African poet and writer which resists the global commodification of literature through the international bestseller lists of the cultural industry The first section traces the movement from oral to written texts which in many cases coincides with a switch from African to European languages But as the essays in the section on New Literary Languages make clear in other cases a true philological work is accomplished in the African language to create a new written and literary medium Through the mixing of languages in the cities such as the Sheng spoken in Kenya or the bilinguality of a writer such as Cheik Aliou Ndao Senegal new idioms for literary expressions evolve The use of new media technology or music stimulate the emergence of new genres such as Taarab in East Africa radio poetry in Yoruba and Hausa or Rap in the Senegal as is shown in the section on Forms of New Orality It is a great achievement of this second volume of *Versions and Subversions in African Literatures* that it assembles contributions by scholars from the anglophone and the francophone world and that it covers literary production in a broad spectrum of languages English French Hausa Sheng Sotho Spanish Swahili Wolof and Yoruba Some of the authors and cultural practitioners treated in detail are Mobolaj Adenubi Birago Diop Boubacar Boris Diop David Maillu Thomas Mofolo Cheik Aliou Ndao Donato Ndongo Bidyogo Hubert Ogunde Shaaban Robert Wole Soyinka Ibrahim Yaro Yahaya and S nouvo Agbota Zinsou *Culture and Customs of Ghana* Steven J. Salm, Toyin Falola, 2002-03-30 The decades of independence in Ghana have strengthened the idea of a national Ghanaian culture The culture and customs of Ghana today are a product of diversity in traditional forms influenced by a long history of Islamic and European contact *Culture and Customs of Ghana* is the first book to concisely provide an up to date narrative on the most significant elements of the established cultural life and institutions as well as the most recent changes in the cultural landscape Written expressly for students and the general reader it belongs in every library supporting multicultural and African studies curricula Ghana seeks to cultivate the philosophy of the African personality to revive maintain and promote Ghanaian ways of life and integrate them into political

and social institutions Ghanaians also recognize their relationship to the rest of the world and continue to develop with the forces of globalization Culture and Customs of Ghana authoritatively discusses the vibrant and adaptable people from their religions to music and dance A chronology glossary and numerous photos complement the text **The Software Encyclopedia**, 1988 **Annual Report** India. Ministry of Finance, 1984 **Mass Media Law and Regulation** William E. Francois, 1986 Written for journalism students by a journalist this textbook seeks to introduce the newcomer to mass media law without confusing him with minute legal technicalities A number of new developments have been discussed in this new edition new information on the drafting process that led to the wording of the First Amendment additional insights into the meaning of the Press Clause of that Amendment the much publicized lawsuits brought by Israel's former Defense Minister Ariel Sharon against Time and the defamation action filed by retired Army General William C Westmoreland against CBS The book also presents viewpoints in the debate on the First freedom guaranteed by the Bill of Rights ISBN 0 471 81856 9 34 95

Print Media in ASEAN Chaleo Manilerd, 1998 *Indonesian Publishing* Eduard Kimman, 1981 The Publishers' Trade List Annual, 1978 **Mass Media Laws and Regulations in Malaysia**, 1998 **Computer Intelligence** Mark H. Melin, 2000 The first book to integrate all mass media the Internet CD ROM print radio and TV History of Illustration Susan Doyle, Jaleen Grove, Whitney Sherman, 2018-02-22 Written by an international team of illustration historians practitioners and educators History of Illustration covers image making and print history from around the world spanning from the prehistoric to the contemporary With hundreds of color image this book contextualizes the many types of illustrations within social cultural and technical parameters presenting information in a flowing chronology This essential guide is the first comprehensive history of illustration as its own discipline Readers will gain an ability to critically analyze images from technical cultural and ideological standpoints in order to arrive at an appreciation of art form of both past and present illustration Media and Rural Development C. M. Jain, Thomas Cangan, 1995 Contributed research articles of the National Seminar on Media and Rural Development held recently at Jaipur with special reference to India

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