

Types of Media- Print, Broadcast and Online

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Accessing information today is easier than ever due to the abundance of available sources. These sources—defined as mediums through which data is recorded for individual or organizational use—primarily include print, broadcast, and digital media.

Types of Media:

The three main types of media are:

1. Print Media:

Print media refers to the traditional forms of media that are physically printed on paper or other materials. This includes newspapers, magazines, newsletters, brochures, pamphlets, posters, and any other printed materials. Print media has a long history dating back centuries and has played a crucial role in mass communication. It has been a primary source of news, information, entertainment, and advertising for generations. Despite the rise of digital media, print media still holds significance in today's world. Many people, especially older generations, prefer the tactile experience of reading physical newspapers and magazines. Print media also offers a sense of credibility and authority, with established publications known for their journalistic standards and editorial integrity. Additionally, print media allows for targeted advertising, as advertisers can reach specific demographics through niche publications.

Print media consists of paper and ink, reproduced in a printing process that is traditionally mechanical. The first hundred years were a period when the print industry tried to understand the new changes and developed into a regular and organized sector. From the beginning of the 19th century, print media in most countries started focusing on specific areas. As advertising in print media also grew, the industry became financially strong and created jobs for thousands of people around the world. The publishing industry,

which is another name for the print media, can generally be divided into three main categories: Newspapers, Magazines, and Books.

●*Newspapers*: It took about 150 years from the invention of printing press in the middle of 15th century that the world witnessed first regular publication which could be defined as a newspaper. Although there have been claims by many to be decorated as first newspaper like Mixed News in China in 710, Notizie Scritte, a monthly newspaper for which readers pay a "gazetta", or small coin by Venetian government in 1556 etc, the World Association of Newspapers held "Relation", as the first newspaper published in France in 1605. By this reckoning the newspapers' history is 400 years old. The Relation followed a list of news papers from all around the world. Here is a brief account of some popular papers:

1621-----In London, the newspaper Courante is published.

1631-----The Gazette, the first French newspaper, is founded.

1639-----First American colonial printing press.

1645-----World's oldest newspaper still in circulation,

1690 ---- Public Occurrences is the first newspaper published in America when it appears in Boston.

1844-----Telegraph is invented.

Alfred Harmsworth, later known as Lord Northcliffe, developed the first tabloid newspaper, the *Daily Mirror*, in London. General-interest newspapers usually publish current news. They cover topics such as political events, crime, business, culture, sports, and opinions, including editorials, columns, and political cartoons. Newspapers use photographs to support news stories and editorial cartoons to express opinions rather than report news. They also include several regular features, such as weather news and forecasts, advice columns, and reviews of movies, plays, restaurants, and other topics.

●*Magazine*: A magazine is a periodical publication that contains different types of articles. It is usually funded through advertisements, bought by readers, or both. Magazines are published weekly, biweekly, monthly, bimonthly, or quarterly. The date printed on the cover is usually later than the actual publication date. Most magazines are printed in colour on coated paper and have a soft cover. There are many types of magazines, including art magazines, luxury magazines, business magazines, news magazines,

computer magazines, online magazines, health and fitness magazines, pulp magazines, history magazines, humour magazines, regional magazines, inspirational magazines, satirical magazines, men's magazines, teen magazines, women's magazines, and consumer magazines. Although magazines are different from one another, they share some common features. Their content usually includes a cover page, reviews, problem pages, interviews, advertisements, competitions, and gossip. Other common sections are advice columns, campaigns, do-it-yourself features, previews of the next issue, makeovers, letters to the editor, opinion columns, and a contents page. The presentation of a magazine mainly depends on its cover page, layout, design, photographs, illustrations, use of colour, preview of the inside content, and visual storytelling. A magazine with an attractive visual presentation is more likely to appeal to its target audience.

- Books:** Books are the oldest form of mass print media and provide a lasting way to record knowledge, culture, and stories. The history of printed books began in 868 AD with the *Diamond Sutra*, the earliest dated printed book produced using woodblock printing in China. A major development took place around 1440 when Johannes Gutenberg improved the mechanical movable-type printing press in Germany. This led to the publication of the famous *Gutenberg Bible* between 1452 and 1455 and marked the beginning of the modern book publishing industry. During the 19th century, new technologies such as steam-powered printing presses made it possible to produce books in large numbers, making them more affordable and available to the general public. Today, books are available in many categories, including trade novels, educational textbooks, and professional reference books. They are published in both durable hardcover and affordable paperback editions.

2. Broadcast Media:

Broadcast media includes television and radio broadcasting, which transmit audio and visual content to a wide audience simultaneously. Television and radio have been dominant forms of mass communication since the 20th century, providing news, entertainment, sports, and educational programming to viewers and listeners around the world. Television broadcasting includes both traditional terrestrial broadcasting via antennas and cable or satellite television services. With the advent of digital technology, television has evolved to include high-definition (HD) and ultra-high-definition (UHD) formats, as well as streaming services that deliver content

over the internet. Similarly, radio broadcasting reaches audiences through terrestrial radio waves as well as digital radio platforms such as internet radio and podcasts. Radio remains a popular medium for music, talk shows, news updates, and live events, offering listeners a diverse range of programming choices.

- *Television:* The principal source of information and entertainment for people exposed to mass media. It is believed to be the most authoritative, influential, exciting medium for reaching a very large audience. It combines visual images, sound, motion, and colour to achieve the viewer's empathy. It allows the development of creative and imaginative advertising messages in a unique way. It is considered intrusive in nature, as the audience has no control over the nature and pace of advertisements.

- *Radio:* Radio is a premier mass medium for users and advertisers. It has a widespread reach and delivers advertising messages to a large number of people across the length and breadth of a country. Commercial broadcasting is undertaken in major cities as well as rural areas. It is one of the personal media and offers selectivity, cost efficiency, and flexibility over other media. The effectiveness of radio advertising depends on the precision of the script, accompanying sounds, and the level of distortion.

3. Digital Media:

Digital media covers all forms of media content that are created, distributed, and consumed using digital technologies. This includes websites, social media platforms, blogs, podcasts, streaming services, mobile apps, digital publications, and more. Digital media has revolutionized the way information is accessed, shared, and interacted with in the modern era. Websites serve as online portals for businesses, organizations, news outlets, and individuals to share information and engage with audiences. Social media platforms like Facebook, Twitter, Instagram, and YouTube enable users to connect, communicate, and share content with friends, followers, and the public. Blogs and podcasts allow individuals and groups to create and publish their own content on specific topics of interest, reaching niche audiences worldwide. Streaming services like Netflix, Spotify, and Amazon Prime Video deliver on-demand access to a vast library of entertainment content, including movies, TV shows, music, and podcasts. Mobile apps have become ubiquitous tools for accessing digital media on smartphones and tablets, offering convenience and portability for users on the go. Overall, digital media

has democratized the creation and distribution of content, empowering individuals and organizations to reach global audiences with unprecedented ease and speed.

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