



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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