

## INTRODUCTION TO PRINT MEDIA

**Meaning:** 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. Print media generally refers to newspapers. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, 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.

### 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, mid-day, and daily.
- We read newspapers to fulfill our various needs, the primary need to get news from our surroundings, entertainment and information.

### 5.2 HISTORY OF PRINTING

- First, Indians were used to write on Palm Leaves. This was before the discovery of paper.
- China was the first to invent the art painting.
- China made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD.
- The first printed book published in China.
- Copies of the Buddhist scriptures printed in 1377 are preserved in museums of China.
- Egyptians made paper by 3500 BC.
- The first paper mill in Europe was set up in Spain in 1120.
- Johannes Gutenberg of Germany had developed printing technology around 1439.
- He printed 'Bible' in 1450.
- The invention of printing has revolutionized mass communication.
- The first language newspaper in India was started in the

Kannada language, the  
"Kannada Samachar".

### 5.3 THE FIRST NEWSPAPER

- In Indian context, we have evidence about Maurya period, kings used to circulate news to the people as proclamations.
- Ancient Rome, Acta Diurna, or government announcements were published regularly. They were inscribed in metal or stone.
- "The Peking Gazette", published in China, was the first newspaper.
- It was started in 618. The Peking Gazette was a handwritten newspaper and distributed to the readers.
- Newsletters circulated by rulers.
- In India, the East India Company circulated such newsletters.
- According to the World Association of Newspapers, the first Newspaper in the modern sense was published by Johann Carlous in 1605,
- In 1609, another newspaper was started by Germany called "File".
- "The Gazette" was another newspaper that was published on modern concepts.

### 5.4 NEWSPAPER PRINTING IN INDIA

- The first Newspaper was published in Calcutta India.
- All the credit goes to England, who started the first newspaper in our country.
- On January 29, 1780, James Augustus Hickey launched the "Bengal Gazette". It has another title "Calcutta Advertiser". It was popularly known as "Hickey's Gazette".
- The "Calcutta Gazette," "Bengal Journal" was also published at that time.
- All the newspapers were published only in the English language.

NEWSPAPERS	PUBLISHING YEARS
Bengal Gazette	1780
The Indian Gazette	1780
Bengal Journal	1785
Madras Courier and Madras Gazette	1795
Mumbai Herald	1789
Mirat -ul-Akhbar	1822 Persian weekly
The Gujarati daily "Mumbai Samachar"	1822 Published from Mumbai

### 5.5 CULTURAL AWAKENING AND FREEDOM MOVEMENT

- At the end of the 19<sup>th</sup> century, many social reformers began actively campaigning for radical changes in Indian society.
- People were raising voice against the social evils.
- Abolition of 'Sati' and efforts to encourage widow remarriage were some of the major reforms,
- In that period many popular periodicals were launched such as, "The Times of India"(1861), "The Pioneer" (1866), "The Hindu" (1887), "The Amrit Bazar Patrick (1868) and The Tribune(1880). The Hindustan Times was started later in 1923.
- Regional newspapers were launched during that period, now continue even as leading papers like "Malayalam Manorama" (1888).

## 5.6 ADVENT OF MODERN TECHNOLOGY

- Technological revolution has modernized the print media.
- Long time, these were produced by hand composing.
- New printing technology was developed and hand composing was replaced with monotype and linotype.

- Now Printing technology is going fully automatic, typesetting in computers, offset printing, and laser printing has taken over.
- Desktop publishing has become quite common now.

## 5.7 SIZE OF NEWSPAPERS

Newspapers are classified into three categories.

- (1.) Broadsheet
- (2.) Tabloids and
- (3.) Berliners or Midis.

## 5.8 INTERNET PAPERS AND EDITIONS

- Most of the newspapers have internet version.
- Anyone can access newspapers through their dotcom name.
- Internet edition of that newspaper is free of charge and is accessible if you have a computer/mobile phone and internet connection.

## 5.9 OTHER FORMS OF PRINT MEDIA

- Apart from the newspapers, magazines, and weeklies are the other forms of print media.
- Filmfare, Champak, Grihasobha, Chandamama, India Today, The week,

Outlook are also part of print media.

These all forms of print media are published according to a specific time.

Forms of print media	Publication time
India Today, Organizer	Weekly (once in a week)
Champak	Fortnightly (once in two weeks)
Grihshobha	Bi-weekly, quarterlies (twice every week)
Grihasobha and Vanitha	Monthly

### 5.10 DIFFERENCES BETWEEN PRINT MEDIA AND ELECTRONIC MEDIA

Print Media	Electronic Media
<p>- Literacy is a basic requirement for print media. Only a literate person can read it.</p> <p>-Print media works according to a deadline. Usually a morning paper carries news received up to</p>	<p>-Even an illiterate person can watch a news bulletin and grasp its contents through the written matter on the screen cannot be read.</p> <p>-There is no deadline for electronic media. News can be updated anytime.</p>

<p>midnight of the previous day.</p> <p>-In print media, readers have the choice to go back and recheck. What they have read.</p> <p>-Print media provides more scope for in-depth analysis of events.</p> <p>-Print media does not provide scope for a live discussion.</p> <p>-Language is more literary and flowery and reader-friendly.</p>	<p>-Viewers cannot go back and recheck what they have seen.</p> <p>-Less scope for such a long in-depth analysis.</p> <p>Live discussions are possible.</p> <p>-Language used is spoken and more viewer-friendly.</p> <p>-Even a minute-to-minute update is possible.</p>
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### 5.11 LARGEST CIRCULATED DAILIES

- The 'Yomiuri Shimbun' newspaper(Japan) is credited with having the highest circulation in the world.
- When India became independent in 1947, there were only 3533 newspapers and periodicals. Among them, 330 were newspapers, and 3203 were other publications.
- After 50 years in 1997, their number has increased 12 times.

- According to The Indian Readership Survey (IRS) data released of 2019 that newspapers have grown from 425 million readers at the end of the first quarter.
- According to RNI data, four Hindi newspapers, Dainik Jagran, Dainik Bhaskar, Hindustan, and Amar Ujala are the largest circulation dailies in India.

### **EXTEND YOUR HORIZONE**

- The first printed book published in China was the Buddhist text, the “Diamond Sutra” by Wang Chick in 868AD.
- Egyptians made paper by 3500 BC; it came to Europe only by the 11<sup>th</sup> century.
- First paper mill in Europe was set up in Spain in 1120.
- Block printing comes to Europe by 1300.
- Bibles was the first printing press published book in Latin language and had 1282 pages.
- Printing technology came to India in 1556.
- The first book published in India was in Portuguese language in Old Goa.
- The first newspaper in the modern concept was published in Oxford in 1655. It was the “Oxford Gazette”.

- The first newspaper to be published from London was the Daily Courant. It was edited by E. Mallet.
- In the year 1874, John Walter launched the “Daily Universal Register” from London which later adopted a new name “The Times”. It is known as one of the greatest newspapers in the world.
- In the year 1851, “The New York Times” was Introduced.
- Gandhiji launched three weekly newspapers known as “Young India”, “Harijan”, Navjeevan.

### **EVALUATE YOURSELF**

1. Collect five regional newspapers in your area. List them out based on your priority.
2. List down the early newspapers published in India, the USA, and the UK.
3. When was the Bengal Gazette launched? Try to find out its nature of content.

### **MAXIMIZE YOUR MARKS**

1. Attempt all the exercises given in the lesson.
2. Read out any five newspapers circulated on internet.