



FACULTY OF JURIDICAL SCIENCES

COURSE: LL.M. 1st Semester

GROUP: Constitutional Law

SUBJECT: Media Law

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Lecture-4



LECTURE 4: Print Media

Print Media

Printing is a process for reproducing text and images, typically with ink on paper using a printing press. It is often carried out as a large-scale industrial process and is an essential part of publishing and transaction printing. Print media make use of the printing means to spread some news, information or message among a large number of people. Print gives a broader range of access to the knowledge about the particular topic and enables future generations to build directly on the intellectual achievements of earlier ones without the changes arising from verbal traditions. Print media today is being challenged by its electronic counterpart. But there are several unique advantages that help both the mediums to create a niche place in the media industry. Print media is more capable than electronic media to deliver localized news that may interest city or district residents, also helpful for educational purpose. Print media can be in the form of newspaper, magazines, book or printed journals and pamphlets.

Three Important Types of Print Media

- Newspapers, that unite news, articles and advertisement in a frequent and regular manner and present them in an attractive manner that creates interest of the reader along with providing accurate and authentic information about the latest events around the world and other aspects of life - related to health, entertainment and other social grounds.
- Magazines focus on deeper research on the particular topic. Magazines generally offer feature stories, interpretation, interviews, analysis or research. The basic feature of the magazine is its focus towards a particular topic. Whereas a newspaper contains information from every social aspect of life, the magazines concentrate their complete focus over a particular topic and provide a complete research analysis on that topic. For example, there are certain magazines available in the market that focuses particularly on a single topic like fashion, technology, cars or interior.
- Another form of print media includes books; these can be seen as the cultural heritage providing literature, scientific reports, history etc. The books can be referred to as textbooks or general literature or storybooks available in the market which still holds its readership even today. There are many, who are still addicted to the novel stories or some

short stories by various writers. These books are not only in the form of stories but also in the form of biographies, about historical events, some research work or may contain views about some social cause.

Print Media has educated and informed masses for a long time and is searching for a large audience, but it mainly refers to educated readers and those who are not used to handle electronic media. Newspapers, as well as magazines, are financed through advertising and circulation which makes the ad more effective. It's not so easy to publish a book successfully without proper funding, which is provided by the advertisers or publishers.

SELF-TEST QUESTIONS

S.NO	Question	Option (a)	Option (b)
1.	Printing is a process for reproducing text and images, typically with ink on paper using a printing press.	True	False
2.	Print gives a broader range of access to the knowledge about the particular topic and enables future generations to build directly on the intellectual achievements of earlier ones without the changes arising from verbal traditions.	True	False
3.	Print media is more capable than electronic media to deliver localized news that may interest city or district residents, also helpful for educational purpose.	True	False
4.	Print media can be in the form of newspaper, magazines, book or printed journals and pamphlets.	True	False
5.	Newspapers, as well as magazines, are financed through advertising and circulation which makes the ad more effective.	True	False

Answers: 1-(b),2-(a), 3-(a),4-(a),5-(a)