



# FACULTY OF JURIDICAL SCIENCES

**COURSE:** LL.M. 1st Semester

**GROUP:** Constitutional Law

**SUBJECT:** Media Law

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# Lecture-5



## LECTURE 5: Electronic Media

### **Electronic Media**

Electronic media use electronics or electromechanical energy for the audience to access the content. This electronic information may be accessed in many ways, either through the internet, television or radio. This is in contrast to static media (mainly print media), which today are most commonly created electronically, but never required electronics to be accessed by the user, and are generally in the printed form. The primary electronic media sources familiar to the general public are in the form of a news channel, radio presentation, video recordings, audio recordings, multimedia presentations, CD-ROM and online content. Most new media are in the form of digital media. However, electronic media may be in either analogue or digital format. Any equipment used in the electronic communication may be considered electronic media and this equipment may include television, radio, computer or telephone. The news is the most common form of electronic media. Information on current events which is presented by print, broadcast, Internet, or word of mouth to a third-party or mass audience is provided by the news channels.

Electronic media has emerged as a powerful source for making people aware of the latest happenings around the world. Today there are more than 100 news channels giving information about various national and international events related to the field of sports, business, politics and fashion. These days there are special channels dedicated variously for sports and business etc. that telecast news related to these to these areas only. One can easily access these channels without paying anything extra. Also, there are separate channels and articles available on the internet that discuss a particular topic and make you aware of the various facts about your desired topic.

### **General Comparison between Print Media and Electronic Media**

Both print media and electronic media are in a constant state of competition, both competing to super pass each other. Both of the media have their own set of unique features that make them distinct from one another. These basic points of difference are:

Print Media

- Choice of reading, that is the user is free to read anytime from the newspaper, whatever he wishes to read and can be carried anywhere.
- The much affordable form of media, when compared with the electronic media
- For an individual, it's quite an easy proof for any sort of information – People especially living in rural areas can easily afford a newspaper as compared to TV etc.
- The user does not require any kind of medium like radio, television etc. for the data transmission
- It is your choice to access this media at any point of time, not like electric media where a program is telecasted at a particular prescribed time.
- The relatively easier form of accessibility public for campaigns etc
- Print media allows the reader to store away articles that be used any time in the future.

#### Electronic Media

- A more advanced form of media.
- Introduces relatively more revenues and job opportunities as compared to the printed forms
- The relatively more innovative form of media and includes motion pictures, animation etc. which make things even more attractive
- A variety of options available, unlike print media where one has to stick on to a single set of document. People can surf through different channels, site etc. whatever they like or want
- Very appropriate for immediate broadcast like the result of instant Elections, reviews of public and some match results
- Works better for people with hearing and seeing disabilities.
- Can be reached faster and can be made LIVE.

- Can be very effective for spreading awareness at the national and international level
- The standard of television news is deteriorating much faster than that of print media.

### **Comparison of Popularity between Print and Electronic Media**

#### **Electronic Media**

Electronic media is gaining more popularity these days. During earlier times people depended on newspapers when there was no other source of news and information and sometimes got to know about facts quite late. The major limitation of print media was that only the urban people and those who were well educated could read newspapers. The Electronics media has replaced print with better and fast flowing news and information. Those who cannot read can watch and listen to the news broadcast on television and radio respectively. Also, it is an advantage for visually impaired people. Today electronic media has spread everywhere, both in urban and rural areas. Electronic media has become so effective that we watch live telecasts. The best part of Electronics media is that it gives life picture and the scenes of the places of incidents and that too without much delay.

With electronic media, it has become possible to see all National and International programs straightaway and watch the movements of the crowd with some live action transmission also becoming popular with this media. Another added advantage for electronic media is that we all see the news and happenings in TV so many times during the day that it neutralizes the interest to read the same news in the newspapers again the next day. There are a large number of news channels available on television these days broadcasting different information and programs. There are many people interested in watching the burning topics or very commonly termed as breaking news of the day and also very much interested to hear comments of prominent people about the current events or in case of some important event. This participation of some prominent people in the matter concerning general people makes it more interesting and more informative. The electronics media thus updates the knowledge of the people.

#### **Print Media**

We may say that electronic media is trying to dominate over the print media these days, but we cannot close our eyes to print media. Print media in every form has its own importance and prominence which cannot be replaced by anyone else. Today there is a tight competition between

the newspaper and the electronic medium. Also the competition among various newspapers is also increasing day by day which has made the print media cheaper, qualitative, informative and fast. The print media always is accurate information in detail. The journalists and editors of newspapers are more efficient and experienced than those of TV who just hire people based on looks rather than their journalism skills. Experience and well-qualified journalists are successful in presenting information in an analytic manner, which helps the reader to be clear about the facts and the subjects and also create their interest to read further. What we generally see on TV is only the highlights and a lot glamorized version. Nevertheless, for detailed information, we go through newspapers, which give it in a broader manner about any matter or happenings.

We cannot disagree over the fact that the utility of print media will always remain informative to help a man to progress in his life. In all newspapers, the editorial page contains the broader views of the prominent editors on the current and sensitive issues, which give the detail and structural information about the matters and also the views of some prominent people over the common issues of the community, state or country. The intellectuals generally are keen to study such matters from the editorial section of the newspaper. Print media covers all possible major and minor information sources and highlights even national and international events. Print media is famous to make sectioning of topics with the aim to give specific and broader information, and these sections may include information from the field of sports, politics or business.

## SELF-TEST QUESTIONS

S.NO	Question	Option (a)	Option (b)
1.	Electronic media use electronics or electromechanical energy for the audience to access the content.	True	False
2.	Electronic information may be accessed in many ways, either through the internet, television or radio.	True	False
3.	The primary electronic media sources familiar to the general public are in the form of a news channel, radio presentation, video recordings, audio recordings, multimedia presentations, CD-ROM and online content	True	False
4.	The news is the most common form of electronic media	True	False
5.	Information on current events which is presented by print, broadcast, Internet, or word of mouth to a third-party or mass audience is provided by the news channels.	True	False

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