



FACULTY OF JURIDICAL SCIENCES

COURSE: LL.M. 1st Semester

GROUP: Constitutional Law

SUBJECT: Media Law

SUBJECT CODE: LL.M. 110

NAME OF FACULTY: Ms. Anjali Dixit

Lecture-6



LECTURE 6: Difference between Print Media 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.

Based on the above information, some of the key differences between print media and electronic media are as follows:

Print Media	Electronic Media
It is one of the earliest forms of media.	It is a more advanced form of media.
Print media tends to retain its form, e.g. a book contains the same information throughout its life.	Electronic media can be edited, e.g. people can edit information, videos, songs, texts and then send to other viewers.
It is slower than electronic media as printing newspaper, books, magazines, etc., takes a lot	It is much faster than print media as writing and uploading a story that has happened just a few

of time.	moments ago may take only a few minutes.
It is not available 24X7, rather at regular intervals, e.g. daily newspaper, weekly or monthly editions of magazines, booklets etc.	It is available 24X7, e.g. news channels broadcasting news 24X7.
Its main types include newspaper, magazines and books.	Its main types include radio, television, internet etc.
The reach of print media is limited, e.g. it covers a particular region, city or state etc.	The reach of electronic media is worldwide; it can send information across the world.

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	True	False

	electronic media		
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)