UNIT 4: PRINT MEDIA

UNIT STRUCTURE

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4.1 Learning objectives

After going through this unit you will be able to:

- Describe the different types of print media
- Discuss the relevance and importance of print media
- Trace the history of newspapers
- Explain the various categories and formats of newspaper

4.2 Introduction

In the earlier unit, we have discussed on a form of media which is gaining a lot of importance for the past few years in reaching out to the people, particularly the rural masses, is the traditional folk media. In that unit we have studied about the various aspects of traditional folk media.

In this unit, we will discuss about print media. Print media is the earliest form of mass media to make its appearance in the world and has a very fascinating history. This unit will dwell on the different types of print media, its relevance, and also, the problems and prospects of the newspaper industry. Apart from that, we will also trace the history of the newspaper both in the world perspective and in the context of India. We will also discuss about the various categories and formats of newspapers.

4.3 Print media – an introduction

As the name itself suggests, print media refers to any media which is printed. It also refers to the industry that is associated with the printing and distribution of news through newspapers and magazines. Newspapers, magazines, journals, books, leaflets, pamphlets, brochures, newsletters, posters all come under print media. Let us discuss a few important ones here.

4.3.1 Types of Print Media

1. Newspaper: Newspaper is the most widely used print medium. It is a publication containing news, information, and advertising. They feature articles on political events, crime, business, art & entertainment, society, sports and much more.

A newspaper is the mirror of the society and can also be a called a watchdog for its readers and the community. They are a living source of information and learning and they indeed record history as it happens.

2. Magazine: A magazine is a periodic publication that contains stories, pictures and articles on different topics. There are different kinds of magazines like sports magazines, science magazines, film magazines, news magazines, lifestyle magazines, children's magazines, magazines for teenagers etc which carry stories and articles of a special kind only. There are also general interest magazines which carry information on a wide range of topics. Magazines also carry a lot of advertisements, particularly in context of the kind of readers that it caters to. They can be weekly, fortnightly, monthly or of any other periodicity.

3. Journals: Journals are periodical publications which are dedicated to a particular subject only. For instance, there could be science journals, journal on climate change, astrophysics, nano science, communication, media studies, sociology etc. They are not meant for a general target audience, but for a very specific one.

4. Books: All of us know what a book is, but it is indeed very difficult to define. It is a written work or composition that has been published. We see it as an object consisting of many pages bound together. A book can be written by anyone, on any subject, at any time. It could be an academic book on science, maths or history, story, a book, a novel, a poetry book, a thriller, a cookery book etc. Books are a storehouse of knowledge and entertainment.

5. Leaflets, pamphlets: **Pamphlets** are unbound booklets which do not have a hard cover or binding. It may consist of a single

sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths, or it may consist of a few pages that are folded in half and stapled at the crease to make a simple book. In case it is folded in fourths, it is called a **leaflet.**

6. Catalogues/ Brochures: **Catalogues** are small books or booklets which carry information about a product. **Brochures** are actually pamphlets which are bound in the form of a booklet. They usually contain more information about the product or the service or the event than a normal catalogue.

7. Newsletters: It is a regularly distributed publication generally about one main topic that is of interest to its subscribers. It can be published by societies, associations, institutions, businesses etc to provide information of interest to its members, employees, customers etc. Usually it is a brief publication which contains news and current events, usually aimed at specific groups.

4.3.2 Relevance and importance of Print Media – problems and prospects

In the media world, print media is a massive business. But it is facing stiff competition from the other emerging forms of mass media like television and the internet. With life becoming fast paced and the concept of breaking news emerging, print media is at a crucial stage of evolution. But, even though in the present age when people are literally on the move all the time, and are left with much less time to read, preferring electronic media to a great extent, yet, the print media has huge relevance and importance.

We normally wake up to the newspaper in the morning for the first reference to news. Print media holds importance more by virtue of

the fact that it can carry elaborate information which can be stored and referred to at a later time and date. It is very handy and portable which makes it very useful. By eliminating the use of any kind of gadget, print media presents things in a simple yet easily accessible manner. They can bring to us information and analysis in a way that no other media can bring.

For advertisers, print media is a very convenient medium. It is much cheaper than electronic media like television. Also, it can target a large number of general public or small numbers of specific target groups as and when required. Newspapers are the best media to reach out to large heterogeneous groups, while for more focused groups, special interest magazines and journals can be used. Alternatively, leaflets, brochures, flyers etc can be used.

So, despite competition from other media, print media has a place of its own. It can and it will survive the test of time if it evolves intelligently with the times, changing its content and style and adapting itself in such a way so as to complement and supplement the other forms of media.

CHECK YOUR PROGRESS – A

1. What are the different types of print media?

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2. What is the difference between pamphlet and leaflet?

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3. What is a journal?

4.4 History of Newspaper

4.4.1 World scenario

As we have already discussed in Unit 2, the history of newspapers dates back some five centuries ago in Renaissance Europe where handwritten newsletters were circulated privately among merchants. There newsletters were used for the purpose of passing various kinds of information including wars, economic conditions, social customs and even "human interest" features.

Then, in Germany in the late 1400's, news pamphlets or broadsides appeared. They can be called the printed forerunners of the newspaper. The content was often highly sensational.

The earliest predecessors of the newspaper in England were the *corantos which were small* news pamphlets. They were not published regularly but only when some important event took

place. The first such news pamphlet to be published in succession was *The Weekly Newes* of 1622. By the 1640's and 50's, there were many more such titles. The *London Gazette* of 1666 was the first true newspaper in English. By the end of the century, there were many more.

The first newspaper to make its appearance in America was the *Publick Occurrences* which was published from Boston in 1690. It was immediately suppressed by the authority and remained forgotten for long. The *Boston News-Letter which was started* by postmaster John Campbell in 1704 proved to be the first successful newspaper. However, it had a very limited circulation.

In the 1720's, two more newspapers emerged – one from Philadelphia and the other from New York. By the beginning of the American Revolutionary war in 1775, there were some two dozen newspapers which were being issued to the British colonies in America. Articles in these colonial papers, which were brilliantly written by revolutionaries turned out to be the major impetus for generating public opinion in America to get full political independence from British.

When the war ended in 1783, there were already forty-three newspapers in print in America and by 1814, there were 346. In the 1830's, with the growing advancements in printing and papermaking technology, there was an explosion of newspaper growth. Newspaper publication which was very expensive earlier and was thereby not available to the common people, now became easily affordable as it could be sold for just a cent per copy.

From here onwards, newspaper growth continued unabated and the census of 1880 recorded an astounding 11,314 newspapers in circulation. By the 1890's, the early newspaper could be seen to be evolving into the modern newspaper. Features like bold,

banner headlines, extensive use of illustrations, fun and entertainment pages, coverage of sports events and even the rise of "yellow journalism" emerged during this period. By the end of the century, the newspaper industry had grown into a colossal one and individual newspapers began to be gobbled up into bigger and more powerful chains. In about another 10 years or so, the complete modern newspaper as we see it today had emerged.

4.4.2 Indian scenario

The history of newspaper in India can be traced back to the days when India was under colonial rule. It began with the publication of the ‘Bengal Gazette’ or ‘Calcutta General Advertiser’ by James Augustus Hicky in the year 1780. It was also known as the Hicky’s Gazette. Calcutta can therefore be called the birthplace of newspapers in India. In the same year, another newspaper appeared – Indian Gazette. It was a decent 4 page newspaper, each 16 inches long with three columns and well printed. Hicky’s Gazette was however not a true newspaper, but more of a gossip paper which exposed the private lives of the officers of the East India Company. Therefore, it soon earned the wrath of the authorities and pulled down within two years of its birth. This was just the beginning and by 1786, there were four weeklies and one monthly in the city of Calcutta.

Development of press in the rest of the country was rather slow. After Calcutta, the next city to publish a newspaper in the country was Madras. In 1785, the Madras Courier started publication as a weekly and had the approval of the government. Much later, in 1793, another newspaper named Hurkaru emerged on the scene but ceased publication after a year. There was also another newspaper called the Indian Herald. But it was an unauthorized

one and had a brief existence on account of its gross libels against the government.

In Bombay, there was no newspaper until 1789 and the first newspaper to come out was the Bombay Herald. In the year 1791, it merged into another newspaper and became the Bombay Gazette. There was also one more newspaper which made an appearance in 1789 called the Courier. This newspaper also carried advertisements in Gujarati for an Indian readership. Another remarkable paper which emerged in the same year was the Calcutta Chronicle. It was edited by James Silk Buckingham and he can be called the first real journalist of the country. This paper was a very balanced and well executed newspaper which highlighted real issues.

All the newspapers however were in English and were mainly British ventures. Infact, we can say that during the first 40 years of its existence journalism in India was dominated by the British. The first Indian owned venture was an English daily called the Bengal Gazette started by Gangadhar Bhattacharyaa in1816. The first newspaper to be published in an Indian language was the *Samachar Darpan* in Bengali of 1818. Again on July 1, 1822 the first Gujarati newspaper of the country, the Bombay Samachar was published from Bombay.

But Indian journalism can be said to have taken off in the real sense with the initiatives of Raja Ram Mohan Roy who is now known as the father of journalism in India. In the year 1821, he started the Sambad Kaumudi and the Mirat-ul-Akhbaar in 1822 and also a religious periodical, the Brahmanical Magazine. He was also associated with three other journals – the Reformer, the inquirer and the Gyan Auneshan. Most other newspapers during this period, however, were British owned. Important publications included Friend of India and Samachar Darpan among others.

From the very beginning, the Indian press continued to survive in the face of harassment and hostility from the government. Nevertheless, the press as a whole did not stop growing. Between 1831 and 1833, there were 19 new journals published in Bengal. There were also 33 English newspapers. Factors which contributed to this included the extension of English education among Indians and the interest taken by the British journalists in Indian affairs. Also important were factors like the patronage of personalities like Dwarkanath Tagore which gave a fillip to the growth of journalism in Bengal. Tagore started the Bengal Herald in English and the Banga Doot in Bengali. He also gave financial assistance to a number of newspapers. Other such persons included Harishchandra Mukherjee, Ishwarchandra Vidyasagar and Keshub Chandra Pal among others.

Until the Mutiny of 1857, the growth of the Indian language press was very slow outside Bengal and Bombay. The first Hindi newspaper, the *Samachar Sudha Varshan* began only in 1854. Since then, however, newspapers have grown in many prominent Indian languages including Marathi, Malayalam, Kannada, Tamil, Telugu, Urdu, Assamese and Bengali among others.

The Mutiny changed the scenario in a huge way. It brought about a very distinguishable rift between the English owned and the Indian owned press. From then on, year after year the gap widened and reached its climax during the Indian freedom movement which was launched by the Indian National Congress from 1920 onwards, under the leadership of Mahatma Gandhi. The press had a very crucial role to play during the freedom struggle. The nationalist press marched shoulder to shoulder with the Satyagrahis. Gandhiji took over the Young India from Jamnadas Dwarkadas and started two other newspapers called the Navjivan and the Harijan. Through his newspapers, Gandhiji not only tried to understand the popular feeling and give

expression to it, but also to arouse certain sentiments among the people and fearlessly expose popular defects.

Other revolutionaries who contributed greatly to the nationalist press included Bal Gangadhar Tilak, Bankim Chandra Pal, Annie Basant, Motilal Nehru among others. Gradually, the English owned newspapers began to lose ground. The Pioneer moved into Indian hands in 1933. The Englishman merged into the Statesman. The Times of India and the Madras Mail started to employ Indian sub-editors on their staff and very soon, so did the Statesman.

After independence in 1947, Indian press entered into a totally new phase, and now, relieved of the restrictions and atrocities that it faced at the hands of the British, began to flourish unabatedly. During the 1950s, 214 daily newspapers were being published in the country. Out of these, 44 were English language dailies while the rest were published in various regional languages. Today, there are nearly 70,000 newspapers in circulation in the country.

CHECK YOUR PROGRESS – B

1. What are corantos?

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2. The _____ which was started by postmaster John Campbell in 1704.
3. By the 1890's the early newspaper could be seen to be evolving into the modern newspaper. What were the features that marked this evolution?

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7. The _____ of 1789 was edited by James Silk Buckingham.
8. Gandhiji took over the _____from Jamnadas Dwarkadas.
9. Navjivan and Harijan were started by _____.

4.5 Newspaper categories and formats

Newspapers can be categorized in several ways depending on frequency, size, range of circulation etc.

Depending on frequency, newspapers can be categorized as daily and weekly. Daily newspapers are published everyday, from Sunday to Saturday with the exception of some National holidays. Normally, the Sunday and Saturday editions are larger and carry special supplements. Some daily newspapers carry a different supplement everyday. Weekly newspapers on the other hand, are published only once a week. They normally carry analysis and summary of the events that occur in the previous week.

Based on size, we can categorise newspapers as broadsheet or tabloid. The normal big sized newspapers which we read everyday are broadsheet. The Assam Tribune, The Asomiya Pratidin etc are broadsheet. Some newspapers like the weekly Sadin is of a smaller size, almost half the size of the broadsheet. This is called tabloid. Generally it is 11” x 17” in size.

Depending on the rage of circulation, newspapers can be local/ regional or national or international. Newspapers which cater to only a particular region or locality is a local or regional newspaper. While newspapers which are circulated across the country can be called national newspapers. The Assam Tribune for instance is a regional newspaper while the Times of India is a national paper. Newspapers which are circulated internationally are called international newspapers.

Also, newspapers can be single edition or multi-edition. Newspapers which are published from one place only are called single edition newspapers. If they are published from more than one place they are called multi-edition. Now-a-days, most big newspapers are multi-edition.

CHECK YOUR PROGRESS – C

1. How can newspapers be categorized according to frequency of publication?

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   _____

4.6 LET US SUM UP

- As the name itself suggests, print media refers to any media which is printed. Newspapers, magazines, journals, books, leaflets, pamphlets, brochures, newsletters, posters all come under print media.
- In the media world, print media is a massive business. But it is facing stiff composition from the other emerging forms of mass media like television and the internet, yet the print media has huge relevance and importance.
- The history of newspapers dates back some five centuries in Renaissance Europe where handwritten newsletters were circulated privately among merchants.

- The *London Gazette* of 1666 was the first true newspaper in English. The *Boston News-Letter which was started* by postmaster John Campbell in 1704 proved to be the first successful newspaper in America.
- In the 1830's, with the growing advancements in printing and papermaking technology, there was an explosion of newspaper growth. Newspaper publication which was very expensive earlier and was thereby not available to the common people, now became easily affordable as it could be sold for just a cent per copy.
- By the 1890's, the early newspaper could be seen to be evolving into the modern newspaper. Features like bold banner headlines, extensive use of illustrations, fun and entertainment pages, coverage of sports events and even the rise of "yellow journalism" emerged during this period.
- In India, the history of journalism began with the publication of the ‘Bengal Gazette’ or ‘Calcutta General Advertiser’ by James Augustus Hicky in the year 1780.Calcutta can therefore be called the birthplace of newspapers in India.
- Development of press in the rest of the country was rather slow. After Calcutta, the next city to publish a newspaper in the country was Madras.
- In Bombay there was no newspaper until 1789 and the first newspaper to come out was the Bombay Herald.
- During the first 40 years of its existence journalism in India was dominated by the British.
- The first Indian owned venture was an English daily called the Bengal Gazette started by Gangadhar Bhattacharyaa in1816.
- The first newspaper to be published in an Indian language was the *Samachar Darpan* in Bengali in 1818.
- Raja Ram Mohan Roy is now known as the father of journalism in India.
- Until the Mutiny of 1857, the growth of the Indian language press was very slow outside Bengal and Bombay.

- The Mutiny changed the scenario in a huge way. It brought about a very distinguishable rift between the English owned and the Indian owned press.
- The press had a very crucial role to play during the freedom struggle. The nationalist press marched shoulder to shoulder with the Satyagrahis.
- After independence in 1947, the Indian press entered into a totally new phase and relieved of the restrictions and atrocities that it faced at the hands of the British, it began to flourish unabatedly.
- Today, there are nearly 70,000 newspapers in circulation in the country.

4.7 FURTHER READINGS

4.8 ANSWERS TO CHECK YOUR PROGRESS

A)

1. The different types of print media include newspapers, magazines, journals, books, leaflets, pamphlets, brochures, newsletters, posters etc.
2. **Pamphlets** are unbound booklets which do not have a hard cover or binding. It may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths, or it may consist of a few pages that are folded in half and stapled at the crease to make a simple book. In case it is folded in fourths, it is called a **leaflet.**
3. Journals are periodical publications which are dedicated to a particular subject only. For instance, there could be science journals, journals on climate change, astrophysics, nano science, communication, media studies, sociology etc. They are not meant for a general target audience, but for a very specific one.

B)

1. Corantos were small news pamphlets which were the earliest predecessors of the newspaper in England.
2. Boston News-Letter
3. The features that marked the evolution of the modern newspaper included features like bold banner headlines, extensive use of illustrations, fun and entertainment pages, coverage of sports events and even the rise of "yellow journalism".
4. Raja Ram Mohan Roy
5. James Silk Buckingham
6. Calcutta Chronicle
7. Sambad Kaumudi, Mirat-ul-Akhbaar, Brahmanical Magazine.
8. Young India
9. Mahatma Gandhi

C)

1. According to the frequency of publication, newspapers can be categorized as daily and weekly.
2. Tabloid sized newspapers are half the size of a normal broadsheet. The size is normally 11” x 17”
3. The Assam Tribune and The Asomiya Pratidin

4.9 SUGGESTED QUESTIONS

1. What do you mean by print media? Explain its relevance in the present times.

2. Trace the history of journalism in India.

3. Explain the contributions of Gandhiji to the Indian press.