

PNP INTERNSHIP

TASK 6

PRESS CLIPPING

By Anoosha Khalid | January 1st, 2025

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Press clipping, also known as media clipping, was discovered in the early 20th century. It started in countries like the United States, the United Kingdom, and Germany due to the rapid increase in newspapers and magazines.

Press clipping is simply the extraction of specific news, events, articles, letters, art, jobs, or company information for record-keeping. Previously, it was entirely extracted from physical newspapers, but now more than half of the system has become digitalized, with direct extraction from e-papers or websites. The main benefit of press clipping is tracking updates and maintaining a record of them for future use or historical purposes, particularly in the case of events. One of its primary uses is also to track public sentiment and mentions of competitors or specific keywords.

The term "press clipping" typically sounds like it is related only to the media, but that's not the case. Initially, it was mainly intended for news, but in today's world, this method is used in almost every field, including education and research, companies, healthcare, business, and marketing. This is because press clipping involves tracking relevant information, which applies to any field where staying informed about public discourse is important.

In contrast, while press clipping is a critical component of media monitoring, it has limitations that need to be addressed. Even today, it remains a time-consuming and inefficient process. Wrong mentions can waste significant effort, and privacy issues can arise when clipping sensitive topics. Additionally, it is difficult to cover all sources for each topic, making it impossible to extract 100% knowledge about anything. Using AI-driven tools can address some of these challenges, but they are often too costly, making them inaccessible for small companies.

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