Unit V
Other Media

What is Print Media?

- The phrase print media refers to any medium that disseminates information in a printed manner. An industry associated with the printing and distribution of news through newspapers and magazines.

- Print media often takes the form of mainstream papers, Magazines and gutter press publications and is usually the form of media with the highest form of circulation.

Print media include..

- Newspapers
- Magazines
- Directories

Newspapers Characteristics

Advantages

- High coverage
- Low cost
- Short lead time for placing ads
- Ads can placed in interest sections
- Timely (current ads)
- Reader controls exposure
- Can be used for coupons

Disadvantages

- Short life
- Clutter
- Low attention-getting capabilities
- Poor reproduction quality
- Selective reader exposure

Magazines Characteristics

Advantages

- Segmentation potential
- Quality reproduction
- High information content
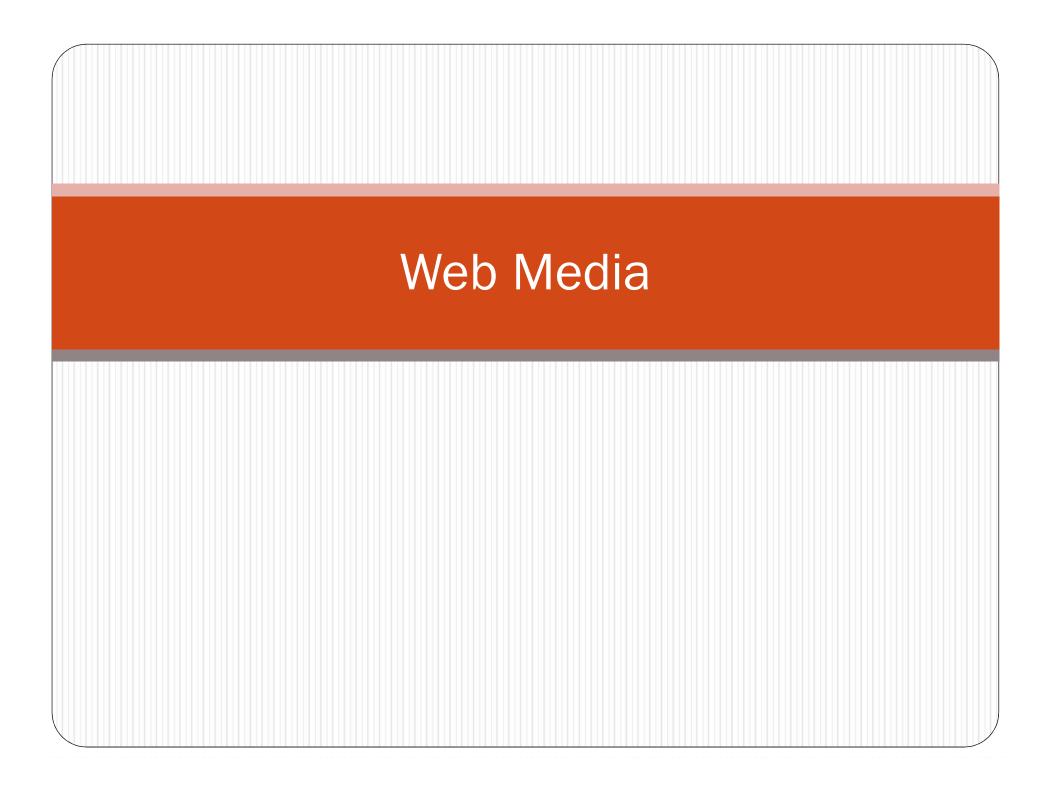- Longevity
- Multiple readers

Disadvantages

- Long lead time for ad placement
- Visual only
- Lack of flexibility

Directories

- A directory is both a reference and an advertising medium.

- The most widely known is the Yellow Pages.

- Yellow Pages advertising is often the primary or only form of advertising used by many small, local retailers.

- A weakness of the Yellow Pages is that they are printed only once a year.

Difference Between Print & Electronic Media

Print Media	Electronic Media
1. Literacy is a basic requirement for the print media. Only a literate person can read it.	Even an illiterate person can watch a news bulletin and grasp its contents though the written matter on the screen cannot be read.
2. Print media works according to a deadline. Usually a morning paper carries news received upto the midnight of the previous day.	There is no deadline for the electronic media. News can be updated anytime.
3. In print media readers have the choice to go back and recheck. What they have read.	Viewers cannot go back and recheck what they have seen.
4. Print media provides more scope for indepth analysis of events.	Less scope for such long indepth analysis.
5. Print media does not provide scope for a live discussion.	Live discussions are possible.
6. Language is more literary and flowery and reader – friendly.	Language used is spoken and more viewer -friendly.
7. Frequent update of news is not possible.	Even a minute-to-minute update is possible.

Web Media

Multimedia comes in many different formats

- Multimedia is applications that use **multiple modalities**, including text, images, drawings (graphics), animation, video, sound including speech, and interactivity.

- .On the Internet you will find many of these elements embedded in web pages, and today's web browsers have support for a number of multimedia formats.

Browser Support

- The **first** Internet browsers had support for text only.

- Then came web browsers with support for colors, fonts and text styles, and the support for pictures was added.

- The support for sounds, animations and videos is handled in different ways by different browsers. Some elements can be handled inline, some requires a plug-in and some requires an ActiveX control.

Multimedia Formats

- Multimedia elements (like sounds or videos) are stored in media files.

- **The most common way to discover the media type is to look at the file extension.**

- When a browser sees the file extensions .htm or .html, it will assume that the file is an HTML page. The .xml extension indicates an XML file, and the .css extension indicates a style sheet.

- Picture formats are recognized by extensions like .gif and .jpg.

- **Multimedia elements also have their own file formats with different extensions.**

WHAT IS WEB-BASED MULTIMEDIA?

- **Web-based multimedia** refers to Web sites containing more than one type of media -- typically sound, video, or animation, in addition to text and images.

- Many multimedia Web sites contain interactive elements with which the user participates directly, such as to control the delivery of a sound or video clip, manipulate a 3-D object, or play a game.

- Like other types of Web pages, multimedia Web pages utilize hyperlinks for interactivity the information presented and the order in which it is presented is determined by the hyper-links clicked by the visitor.

WHAT IS WEB-BASED MULTIMEDIA?

- In the past, Web-based multimedia was very limited, because computers and Internet connections were too slow to support it.

- Today's fast computers and Internet connections, however, make multimedia use much more feasible.

- A growing number of Web sites include multimedia components and their use is expected to continue to increase.

Advantages of Web-based Multimedia

1) **<u>It can fit a variety of learning styles.</u>**

Some people are visual learners, who learn best by seeing; others are auditory learners, who learn best by hearing. Still others are kinesthetic learners who learn best by doing. When a single medium is used, although it may be appropriate for some users, other users may be missing out on the full experience simply because the application doesn't match their learning styles. Multimedia has the advantage of presenting the material in multiple learning styles, which helps to alleviate this problem

2) **<u>It often makes the presented material more interesting and enjoyable</u>**

Compare listening to the news on the radio to watching the news on TV. The addition of the visual image of the newscaster combined with video clips, photographs, and other graphics typically used on TV news broadcasts usually makes watching the news on TV a more informative experience for most individuals than listening to a radio news broadcast.

Please refer to notes (handout) section below for details

Advantages of Web-based Multimedia

3)   **Many ideas are easier to convey in multimedia format.**

4)   **Control the delivery of a sound or video clip, manipulate a 3D object, play a game, etc.**

Please refer to notes (handout) section below for details

Disadvantages of Web-based Multimedia

1. **One disadvantage to using multimedia is cost.**

   Multimedia Web sites are usually quite a bit more expensive and time-consuming to create than a simple text-and-image format.

2. **Its delivery may be slower than text-only content**

3. **Some components may not be compatible** with all devices, browsers, and Internet connection speeds used by visitors.

   Please refer to notes (handout) section below for details

"Writing Style for Print vs. Web"

Overview

- Writing style for the web differs from print in the following ways:
  - Purpose
  - Audience
  - Title
  - Content
  - Format

Purpose

Web

- Present Information

- Give Directions

Print

- Teach Lessons

- Send Messages

- Entertain Readers

Audience

Web

- Specific Audience
  - Only those interested in information
- "ADD" Audience
  - Readers will only pay attention for a few minutes

Print

- General Audience
  - Those interested in being entertained
- Patient Audience
  - Readers will read the entire article if it is interesting

Titles

Web

- Specific
  - Draws reader in for content
- Contains Keywords
  - Built for search engines
- Informative
  - Hyperlink format requires information to be in Title

Print

- Slightly vague
  - Draws reader in for entertainment
- Contains attractive words
  - Built to catch readers eye
- Not Necessarily Informative
  - Information can be reserved for subtitle or not at all

Content

Web

- Specific Information
  - Brief and easy to find
- Active Directions
  - Specific and clear so the reader can follow along

Print

- General Tidbits
  - Expanded and not necessarily standing out
- Passive Narrative
  - Reads like a story

Format

Web

- Non-linear
  - User-created experience
  - Reader want to be independent of the author
- Lists
  - Fragment sentences preferred
- Example
  - Wikipedia

Print

- Linear
  - Author-driven experience
  - Reader wants to be lead by the author
- Paragraphs
  - Should read like an essay
- Example
  - A Magazine Article

Conclusion

- The writing style of the web needs to be specific, brief, and user-focused. In other words, it needs made for the "ADD" reader.

- On the hand, print writing needs can be general, expanded, and author-lead. The main purpose of print media should be to entertain the reader for a period of time.

QUESTIONS

2 marks

1. Define Web Based Multimedia

2. Define Print Media

3. Define Hypermedia

3 marks

1. List advantages and disadvantages of using magazines as media of communications?

2. List advantages and disadvantages of using newspapers as media of communications?

3. Discuss the following issues related to Multimedia Web sites.   (3 marks each)

   - Multimedia content be compressed for use on the Web
   - Choosing a proper Graphic Format
   - Choosing a proper Audio Format
   - Video Streaming
   - Flash Files

QUESTIONS

5 marks

1. Differentiate between print media and electronic media.

2. Define web-based multimedia and discuss its advantages and disadvantages

3. What do you mean by print media? List advantages and disadvantages of using newspapers as media of communications.

4. List at least five file formats used for multimedia on the Web. What kind of data is each used for?

5. Discuss advantages and disadvantages of using magazines as media of communications?

6. Discuss advantages and disadvantages of using newspapers as media of communications?