

UNIT-2: DIFFERENT FORMS OF PRINT: A HISTORICAL PERSPECTIVE

1. Newspaper
2. Magazines
3. Leaflets/Pamphlet
4. Brochure
5. Banner
6. Flyer



- **In the media sections, print media is one of the oldest forms of media. Although it is an old technique, but it is very famous and is one of the strongest medium used to communicate messages to the masses. Till today, print media has been able to retain huge audiences. An advertisement published through print media is able to attract millions of eyeballs and has way more impact on the audiences.**

- **There are various types of print media. The most primary and widely used form of print media is newspapers. The popularity of newspapers is very high and reading a newspaper comes as a daily habit of even the celebrities and successful people. People find reading the newspaper both informative as well as entertaining.**

A. Newspaper

A newspaper is a periodical publication, which contains printed information on news, politics, business, sports and art, and often includes materials such as opinionated columns, weather forecasts, reviews of local services, obituaries, birth notices. A newspaper also includes leisure materials like crosswords, editorial cartoons, comic strips and advice columns and other informative articles along with advertisements. Newspapers are usually published on a daily or weekly basis.



History of newspaper publishing:

- **The modern type of newspaper is a European invention. The handwritten sheets are said to have been the oldest ancestors of the modern newspapers; these sheets were circulated locally in Venice back in 1566. This form of newspaper was filled with information on wars and politics in Italy and Europe.**
- **In as early as 1609 in Germany, the first printed newspaper was published weekly. These were vigilantly monitored by the government and, thus, contained information only on foreign news and current prices.**
- **By the 1830s high speed presses were invented and brought to practice. These presses could print thousands of papers cheaply, allowing for low daily costs, and, thus, making the newspapers a 'local' item.**

- In 1766, a Dutch adventurer, William Bolts, suggested the start of a newspaper in order to address the English audience in Calcutta. He was deported back to UK before he could bring his plans to practice.
- Shortly after, James Augustus Hicky published '*Hicky's Bengal Gazzette*' in 1780, which is touted as the first newspaper in India. This four-page newspaper has its size as 12"x8".
- Newspapers in India paved a way for the battle against the social evils and for freedom by publishing revolutionary and enlightening writings.

Advantages:

- 1. Newspapers have extensive penetration with almost 50% or more of households reading newspaper daily. The figure may also exceed 70% among the households with higher incomes and education levels.**
- 2. Potentially large coverage includes local as well as world news and has daily morning and, sometimes, even evening editions published. These newspapers keep the readers well informed, improve their general knowledge, language and vocabulary, and give a wider perspective on what is happening in the world and, therefore, boost their self-esteem.**

3. Newspapers offer more flexibility than any other medium of advertising. They are timely scheduled and are as regular for people as their staple food. The newspapers are printed in various sizes, shapes and formats and interesting elements like colours and special inserts are used often to gain the interests of the readers.

4. Readers' involvement and acceptance is better for the newspapers provide not only the daily dosages of news, information and entertainment, but also the assistance with the consumption decisions.

Disadvantages:

- 1. They are a major source of clutter, as almost 54% of the average daily newspaper is dedicated to advertising.**
- 2. They typically have a life of only one day and need to be discarded the next day.**
- 3. Any information misprinted or misrepresented cannot be corrected or updated.**
- 4. Over the time, the readership of newspapers is on a decline, while the production costs are increasing.**

SERAMPORE MISSION PRESS

https://en.banglapedia.org/index.php/Serampore_Mission_Press

THANK YOU

