

Comparison between Various Types of Media

Let us have a look at the differences between various types of media

| PRINT MEDIA | ELECTRONIC MEDIA | DIGITAL MEDIA |
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| Literacy is the most basic requirement for the usage of print media. Only a literate person can read it. | Even an uneducated person can watch news bulletin and grasp its contents; however, the written matter on the screen wouldn't be read | Slightly complex for an uneducated person to operate. While the images or sound could be grasped, but what is written on the digital screen wouldn't be read. |
| Print media works according to deadlines. Usually, a morning daily carries news received until the midnight of the last day. | There is no deadline for the electronic media. News can be updated anytime. Flash news can be displayed and broadcasted anytime. | Information access and updating is instantaneous. |
| In print media, readers have an option to re-read the contents and recheck news. what they have read. | Viewers have no control over the broadcasted. They re-run the show to recheck what they have seen. | Viewers have total control over the content they see online. Rereading, background research and viewing live streaming is all possible. Viewers can even express their opinions on the content. |
| No scope of discussions or live streaming. | Live telecast is possible; however, viewers cannot involve themselves in the discussions. | Discussions and live streaming is possible. |

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| The language used plays a prominent part and is always reader-friendly. | The language used I primarily spoken and, hence, viewer-friendly. | Both colloquial as well as advanced level of language could be used, depending on the feature. |
| Frequent refreshing of news is not possible; only when the newspaper would go to press can the reports be updated. | Minute to Minute refreshing of news is possible | Instantaneous updates of news are possible. |
| Till date, newspapers are considered to be the best consumer value product.An affordable expense of Rs. 3-5 provides with enough information to the readers. It doesn't require any device for accessibility. | Requires accessibility to some electronic device and is expensive. | Requires accessibility to internet in some digital device and is expensive. |
| Indian readers find print media as the most credible. | Indian viewers find electronic media credible. | Digital media has begun to gain credibility. Legitimacy of the information is still questionable. |
| Frequent power failures is common for long hours in rural as well as urban | Frequent power failures for long hours disrupt information dissemination. | Frequent power failures for long hours disrupt information dissemination. |

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| Comparatively less coverage for a piece of news is seen. | In comparison to print, the news coverage is more. | There is boundless coverage of all the dimensions of news. |
| Is of no use for people with seeing disabilities. | Is a better medium for people with seeing disabilities. | Is a better medium for people with seeing disabilities. |
| Involves clutter and wastage of paper. | No clutter or paper wastage. Also, it reduces the use of paper and, thus, more trees are saved. | No clutter or paper wastage. Also, it reduces the use of paper and, thus, more trees are saved. |
| No health-related issues are reported with the usage of print media, provided the reading is done in right lighting and body posture. | Over usage results in health hazards. | Over usage results in health hazards. |

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