

Electronic media and Print media

Electronic media-

- A more advance and innovative form of media. It provides graphical interface, pictures, animation, videos and other effective interface.
- We can see all National and International programs straightaway and watch the movements of the crowd. That also generates curiosity in the viewers. We all see the news and happenings in TV so many times during the day.
- The important role of the electronic media is to educate the illiterate and socially victimized people, farmers, unskilled workers, youth and common people of the country through information and expertise available with them in respective fields.
- Fast coverage makes us conversant with many topics and issues which we see and hear through comments and arguments of various experienced journalists and prominent persons. Thus, the topics becomes attractive and informative.
- Electronic media is more advanced and environment friendly. It reduces the use of paper and more trees are saved. We should be more aware about this.

Print media-

- In today's world there is a tight competition between the newspapers. This has made the print media cheaper, qualitative, informative and fast. The print media always is accurate information in detail.
- The journalists and editors of newspapers are efficient and experienced. They are successful in presenting information in an analytic manner, which helps the reader to be clear about the facts and the subjects.
- Print media covers all the major and minor information. They highlight the events, both national and international. Print media is famous to make sectioning of topics with the aim to give specific and broader information. Newspapers transmit detailed information about a business, sports, education, art, movies, share market positions, commercial advertisements, matrimonial and employment
- Places where electricity is not available. But majority of people can afford newspaper. Also it is widely available. There are some leading newspapers, which are available in all

the parts of country. Such papers are popular because of the quality of news and information they give.

- Print media have some pretty obvious strengths, like brand recognition. For example, take publications like *The New York Times*, *The Washington Post*, *Newsweek* and *Time*. All of these are established brands with millions of loyal readers.
- It is your choice to access this media at any point of time. Print media allows reader to store away articles that be used any time in the future.