UNIT 1 CHARACTERISTICS OF PRINT MEDIA

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1.0 OBJECTIVES

The main aim of this unit is to project the specific characteristics which accord credibility to print media among the readers in our country and at the same time bestow upon them some social responsibility. After going through this unit you will be able to:

- describe the current status of the print media in India;
- identify the developments of commercialisation and new printing technologies after Independence;
- underline the role of small newspapers in enlightening readers on how to exercise their right to franchise;
- emphasise the need for maintaining professional and ethical discipline in media operations and note the role of the Press Council of India in this connection; and
- indicate the future prospects of the print media.

1.1 INTRODUCTION

In the concluding unit of Block I, we had discussed at length the impact of mass media. It is time now to concentrate in the present unit on the unique characteristics of the print media. Here, we describe the position of the press in India, specially taking note of post-Independence trends of commercialisation, concentration of power in publishers hands, and the introduction of new printing technologies. In our country, small and medium newspapers have a special role to play in informing common people on the plans and projects of the government and of the policies of different political parties. This is important, more so in a developing democracy like ours, in guiding the citizens in exercising their right to vote.
Elements in Mass Media

have power and this power must be exercised with a sense of responsibility. The issue of social responsibility and theme of the print media have been discussed towards the end of the unit. The unit concludes by pointing certain directions for the future process of the media. Our endeavors in next unit, that is, Unit 2 in Block II, will be to outline and analyze the characteristics of radio, TV and film media.

1.2 PRINTED WORD IN INDIA

The printed word, as a carrier of knowledge, information and news stories was in vogue in China, Korea, and Japan a thousand years ago. As a commercial and widespread technology, however, it found application in the 16th century in Europe when Johannes Gutenberg of Mainz (Germany) streamlined the process by using, 1) movable metallic types (upper and lower case), 2) screw type of printing press, 3) ink drawn from paint, dye and other substances, and 4) the printing surface which was higher than the non-printing surface and the contact with the paper was direct; the technology was called relief printing.

People, however, considered the identical reproduction of pages as a black magic. To remove the fear, the publishers concentrated in the beginning on the printing of Bible and other religious books. The intellectual awakening caused by Renaissance and industrialisation increased the demand for books and led to the emergence of commercial publishing of news-sheets called coronets and later on of the regular newspapers and periodicals.

In India, printing came first to Goa in 1556 and then moving along the coastal towns, it finally penetrated into Calcutta and inland provinces. The first English newspaper, James Angustus Hicky's Bengal Gazette was published in Calcutta in 1780. The first language book was the grammar of the Bengali language. Although the first Bengali language newspaper appeared in 1816 for a short while, the regular Indian-owned language newspapers were started by Raja Ram Mohan Roy in 1822; he is rightly known as the father of Indian language journalism in India.

Activity 1

Collect the various types of newspapers, magazines, weeklies, monthlies that you or your family subscribes to. Put all these in a heap—you may find that you or your family subscribes only to a newspaper, or you may be surprised to discover that the personal or family subscription is quite large. Do not bother about the number. Whatever you subscribe to would be enough for this activity.

- Categorise the dailies, weeklies, monthlies, magazines etc. according to their type.
- Have a cursory look at each piece in every group.
- Choose a separate sheet of paper for each heap and write in words or phrases whatever you observe. For example, you may find that some vernacular newspapers print a colour picture on the front page or you may notice that the weeklies are full of advertisements of various firms selling shares etc. Put all this in the sheets of paper.
- After you have completed the exercise, read and recapitulate all that you have observed because these will be the characteristics of various printed media published in India.

1.2.1 Print Media : Growth and Variety

With the progress of the freedom movement and the growth of education, industrialisation, and commerce before Independence and the all round development thereafter, the Gutenberg wheel could move in all directions. The
emergence of newer and better printing technologies from time to time helped the growth and diversification of the media and gave them colour and gloss, alluring layout and a variety of typographical designs. From the seventies, the country has seen a boom of magazines and from the eighties we have witnessed a spurt in the better produced dailies and tabloids. Today, the print media comprise newspapers, magazines, trade journals, textbooks, posters, leaflets, direct mail literature, and printed material and graphics of various types shown on the wide and small screens. In addition, a variety of mass circulate commercial items now roll out of printing presses. These include wrappers, calendars, packaging labels, postcards, street banners, postal stamps, currency notes, cheque books, stationery pads as also works of great art. Much of educational and cultural systems, information and promotion departments and government publishing depends on print today. The principal technological advances which have accounted for this growth in the domain of the print media are computerisation and automation in typesetting, image manipulation of word processing, multi-colour scanning, processing and offset printing. Some other sophisticated printing technologies have followed in quick succession.

Check Your Progress 1

Note:  
   i) Use the space given below for your answers.  
   ii) Check your answer with the ones given at the end of this unit.

1) Who invented printing technology?

2) Did the printed word exist before this invention?
   [ ] Yes  [ ] No

If yes, indicate the country(ies) where it existed
1.2.2 Newspapers: Number and Circulation

By 1989, India had become one of the ten largest publishers of newspapers and the third biggest producer of books in English. In terms of number, our country produced 27,054 newspapers of which 2,538 were dailies, 144 tri/bi-weeklies, 8,353 weeklies and 16,019 other periodicals which included fortnightlies, monthlies, etc.

Today newspapers are published from all the States and Union Territories. Uttar Pradesh claims the top position with 3,711 newspapers, followed by Delhi (3,565), Maharashtra (3,137) and West Bengal (2,684). Others in the descending order are Rajasthan (1,735), Tamil Nadu (1,551), Madhya Pradesh (1,534), Andhra Pradesh (1,399), Karnataka (1,381), Kerala (1,291) and Bihar (1,190).

True to the linguistic diversity of our country, newspapers are brought out in 93 languages and dialects, including some foreign languages. Among the 16 principal languages, Hindi claims the largest number (8,924), followed by English (4,627), Bengali (1,885), Urdu (1,795), Marathi (1,337), Tamil (1,111) and Malayalam (1,037).

The English newspapers enjoyed a hegemony in the British period but after the declaration of Hindi as the national language after independence, the ascendancy of English was lost. The Hindi newspapers surpassed both in terms of number and circulation. The other language newspapers also recorded significant progress. This phenomenon is called a silent revolution in the Indian journalism.

The total circulation of newspapers also increased from 5 million in 1947 to 58.3 million in 1989, more than eleven times. In terms of UNESCO’s minimum norm of 10 newspaper copies per 100 persons, however, India still trailed behind with only 7 copies per hundred persons. None of our daily newspapers can claim a circulation figure of one million which is a common feature in countries like the USA, the USSR (previous regime), The UK, and Japan. Only 40 newspapers in our country have a circulation of over one lakh. The Ananda Bazar Patrika, Punjab Kesari and The Times of India, among the dailies, hold the first three positions with the first one crossing the 4 lakh mark. Malayala Manorama and Mangalam, bitter rivals and both belonging to Kerala, are the country’s two largest circulated weeklies, although these
magazines appear in black and white. A circulation promotion and ad catching race is on among the leading newspaper and magazine publishers to consolidate their hold in the market.

Taking circulation figures into account, only 136 newspapers fall in the category of “big” newspapers having a circulation of 75,000 and above, 330 are counted in the category of “medium” newspapers with circulation between 2,500 and 75,000 copies, and with a circulation of up to 2,500, the number of ‘small’ newspapers is 3,528.

A word now about the ownership pattern. Joint stock companies which own many chains of big newspapers corner nearly 45 per cent of the total circulation. The largest number of newspapers are owned by individuals (except Sanskrit and Kashmiri newspapers) but their share in the aggregate circulation is only one-third. Firms and partnerships owning newspapers command barely one-tenth of the total circulation.

Check Your Progress 2

Note: i) Use the space given below for your answers.

ii) Check your answers with the ones given at the end of this unit.

1) What are the various forms of print media used for mass communication in India?

2) Why do you think the diffusion rate of newspaper is below the minimum norm of 10 copies per 100 persons prescribed by UNESCO?

3) What are the criteria to determine whether a newspaper is big or small or medium?

1.3 CHARACTERISTICS OF PRINT MEDIA

One of the chief characteristics of print media is that they offer extensive news coverage and in-depth treatment of themes. They provide a larger variety of coverage, through different kinds of writings, than any other media in India. There are plenty of backgrounders, field based interviews, spot inquiries and feedback interviews, and incisive comments. Besides special articles, syndicated reports, and features, there are special sections for sports and business. Then there are review columns for books, films, media, and art. For those seeking light reading material,
There is a great variety of humour, fun, comics, and satire. Understandably good newspapers are described as Readers University. The main weakness of the print media is that they can be read only by the literates and their number is still small in our country. Secondly, 93 per cent of the newspapers are concentrated in urban areas. Thirdly, the increasing rise in the price of newspapers and magazines prevents a large number of our people from purchasing them. Luckily, thanks to the practice of people sharing newspaper and magazine copies, the total number of readers far exceeds the number of copies sold.

The electronic media, specially TV, are dominating in the United States and other Western countries by providing instantaneous news and entertainment; they are reported to be the main sources of news. In India, however, the print media still enjoy greater credibility and social respectability than other media. The reasons are obvious. Doordarshan and All India Radio are yet Government owned and controlled. The newspapers, on the other hand, are in private sector and enjoy comparatively greater freedom. That is why people place more reliability on the newspaper version. Even the government sources woo the journalists for wider coverage of their activities.

The print media have an added advantage; ease and convenience in using them. People can read newspapers and magazines wherever and whenever it is convenient to them— at home, in transit, in office or back at home in the evening. That is not possible in case of the electronic media, for they are time scheduled. If one fails to see a programme on TV at a given time, one misses it forever unless the programme is recorded. The old issues of printed media can be easily preserved in the libraries. Current issues of prominent or wellproduced magazine are displayed even in the drawing rooms of the urban elites. The actual number of readers of the magazines and periodicals is more for they change hands at the magazine parlours as also among the subscribers. In our country, interestingly, even the old issues of newspapers and magazines are saleable at a discounted price.

Check Your Progress 3

Note: i) Use the space below for your answers.

ii) Check your answers with the ones given at the end of this unit.

1) What are the main characteristics of print media?

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1.3.1 New Trends in Print Media

After Independence, certain innovations in the printing technology and other socioeconomic developments have had a significant effect on the role and functions of the print media. The two notable developments are shift towards commercialisation and introduction of new printing technologies.

1.3.2 Commercialisation

The national newspapers, during the British period, functioned primarily with a missionary zeal and acted as the voice of the freedom fighters and stimulated the movement through advocacy journalism. They underwent a significant change after independence. Having successfully helped the nation to win freedom, the missionary zeal of the newspapers evaporated. Journalism in India, like elsewhere, had already become a publishing industry. The cost of production and distribution was increasing fast in India; so were wages of journalists and others engaged in newspaper production. The competition too was growing. Although the two Press Commissions stressed "public utility service" as the main attribute of a good press, they did not completely sidetrack the financial aspect because without financial viability the freedom is not possible. The theory of delinking of the press from business houses engaged in other industries was not accepted by the newspaper magnates.

1.3.3 New Printing Technologies

The induction of modern printing technologies has brought about a new climate of working in the print media organisations. It of course varies from unit to unit, depending upon the nature of technology employed. In big organisations, reporters now type their copy straight on the computer linked with video terminals (that is, the electronic type-setting machines) and not on the mechanical typewriters. Copy, after corrections, is stored in a small computer where it can be retrieved by the desk for final selection and electronic editing. The next stage is to prepare the layout, page by page, again by the video process. The final copies of pages are sent to the bigger computer which transmits them to the specially sensitive plates for printing. The desk is no more clustered with edited copies or proofread material. There is no noise of whirling machines or that of the deafening rotaries. No storage of galleys or stereo plates used in the former rotary printing. No spoiling of hands by the lead. The front portion of a newspaper or a printing press resembles the office of a bank or any other corporate office.

The copies of newspapers, you read at home, are now elegantly printed, bearing creative typographical and layout designs. In fact printing today has become a graphic art. Whether you are browsing through The Times of India, Saptahik Hindustan, India Today, Swagat, Nai Duniya, Aaj or Tribune, it is a pleasing exercise in eye scanning.

The newspapers at the stables today are nearly as tantalising as the glittering magazines. There are elegantly produced morning papers accompanied by colourful advertisements.
supplements on fixed days, especially on Saturdays and Sundays. The seductive tabloids called the 'eveningers', both in English and Indian languages, have flooded the metropolitan towns. Their consumers are largely the train and road commuters who are anxious to know about the latest news. The lure of their catchy titles and big size pictures, along with the ever-present sparkling magazines, has so far enabled the print media to hold well in competition with the electronic media.

**Need for Content Revolution**

However, merely good looks cannot be a substitute for professionalism and high quality, reader-oriented journalism. The content analysis of newspaper and magazines has revealed a lack of uniform professional excellence in the press. Most of the newspapers concentrate on political issues and negative news (like disasters). High class specialised or feature journalism, investigative and research-based depth or development reporting, and incisive analysis of current national and international news are lacking. The same few high profile commentators dominate in all the newspapers and magazines. To win over a large section of people, the printing revolution must be accompanied by a content revolution so that the newspapers play a more robust role in the coming days of intra-media competition. Regular readership surveys will be of great in achieving this goal.

**Profession Suffocation**

The trend towards commercialisation became even more pronounced as the newer printing technologies were increasingly adopted by big and medium sized newspapers, both English and Indian languages, as also by magazines and journals. These technologies were capital intensive and pushed the press further in the grip of commercialism. The computer controlled photo composition, multi-coloured offset, facsimile, desk top publishing and laser printing added colour, gloss and a variety of typographical designs and made old drab newspapers look attractive. This bestowed power on the investor and his managerial staff. As a result, contract journalism is gaining ground and the instances of deviant editors being fired are becoming more common. This trend of the editors being "cut to size" and diminishing value being attached to objective and truthful reporting because of political and commercial pressures has been considered a retrogressive development by leading media observers. The changing relationship at the top managerial and editorial levels has adversely affected the morale of the journalists at the lower levels within the media organisations. Many have complained at media seminars of professional suffocation.

**1.3.4 Role of the Press**
The press is widely acknowledged as a watch-dog in a democratic country. The diversification and segmentation of reading material, together with the emergence of new styles of reporting, writing, and editing have helped the print media to flourish. Today the press is not merely informing, illuminating, investigating, and exposing but even warning and biting. Particularly when acting in the public's or reader's interest, all these roles are justifiable and perhaps axiomatic. According to Dinning and Backer, all media in the emerging society act as, 1) purveyors of information, 2) providers of pleasure and enjoyment, 3) furnishers of channels of expression and interaction, 4) economic activists and changers of perception, influences of behaviours, 5) builders of institutions, and 6) shapers of the future. Some researchers may not agree with these big claims, but all the print media meant for mass communication have subtle potentialities in this respect; they must of course be used professionally and according to well planned strategies. Notwithstanding occasional bias or slant in their reporting or writing, newspapers today occupy a prestigious position in the galaxy of mass media with their roles varying from an informer to a critic, from a narrator to a commentator, from an investigator to an analyst, from a mentor to a teacher, from a peace preacher to violence or racialism baiter. In developing countries, the newspapers are expected to play a special role as social monitors, constructive critics, stimulators of debates on public issues and social vitalisers.

Check Your Progress 4

Note:  
1) Use the space given below for your answers.  
2) Check your answers with the ones given at the end of this unit.

1) What are the new trends in the print media?  

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2) What is the effect of commercialisation on these media?  

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1.4 OTHER PRINT MEDIA

In a multilingual country or vast distances, textbooks, paperbacks, pamphlets, brochures, posters and certain formats of printed publicity and promotional literature also constitute mass media. They provide information, enlightenment, and useful reading material. Textbooks published by state government, NCERT, other government organisations, and private publishers are the mass circulated publications. As compared to other forms of print media, books of any sort are a more durable source of learning and knowledge. Apart from providing segmented and specialised knowledge, they help to sharpen the sensibility and critical perception of the community. They also play an important role in the programmes of adult literacy, formal and informal education. Their contents can be reprinted, multiplied and preserved for posterity. The book industry has taken great strides
after Independence. Today the country is reckoned among the top book producing countries of the world.

India is again a big producer of publicity and promotional pamphlets and brochures in various languages. As regards posters, you must have seen yourselves how walls everywhere are littered during election time with posters of rival candidates. This is indicative of the special pulling power of posters in smaller towns and villages. Leaflets are distributed in abundance as a cheap means of advertising all over the country. Direct mail literature invades the houses of prospective investors and customers.

Activity 2

Before you proceed further, engage yourself in an activity. This activity, we hope, will provide you with the first hand experience of the problems faced by a majority of the small newspaper in our country.

- Visit the office of a small newspaper in your area.
- Find out the problems in recruiting the trained and qualified personnel.
- List the machines and equipments it has and the dates of purchase.
- Name with date the latest modern equipment/machine it bought.
- In the space provided below suggest 3 solutions to the many problems you have stated above.

1.5 SMALL NEWSPAPERS: THEIR ROLE AND PROSPECTS

As you already know, a large number of our newspapers belong to the category of small or medium papers with status no better than that of a cottage industry. They cannot tap adequate advertising support to become financially viable. Although some of them have adopted desk top publishing technology, the overall cost is mounting. The cooperative type of management has not gained ground. The development council, as envisaged by the Second Press Commission, has not yet been constituted. As no significant measures have been taken to revitalise the sinews of the grassroot newspapers, the bottomline of the Indian newspaper industry remains weak. The government's existing concessions, in terms of supply of newsprint and advertisements, are not enough by themselves to sustain their professional health.

At the same time, it is well known that small newspapers are not all paradigons of virtue. Some of them have been censured by the Press Council for having succumbed to temptations of different kinds. This is a serious problem. It is necessary to take steps to ensure that the small and medium newspapers become financially viable and do not resort to malpractices of any kind. Only then the press would be in a position to discharge its obligations to people in rural India.

1.6 PROFESSIONAL DISCIPLINE

Professional discipline is necessary for all media. Realising the importance of this obligation, the Western press has evolved codes of ethics to ensure discipline. The first Press Commission had envisaged that the proposed Press Council of India would evolve such a code. We have a code only on the coverages of communal riots. The Press Council, the press barons and the high browed journalists claim that matters of professional discipline should be left to the conscience of individual media institutions and practitioners. The Press Council, which can censure the erring
newspapers, finds it difficult to enact an enforceable formal code. It has, however, laid down certain guidelines in its decisions taken from time to time. The council considers this should be good enough. One of the council’s decisions enjoins that it is the duty of the press “to serve the people with news, views, comments and information on matters of public interest in a fair, accurate, unbiased, sober and decent manner. Publication of inaccurate, baseless, graceless, misleading or distorted material should be avoided”. The second important induction is that newspapers should not publish anything which is per se defamatory or libellous against any individual or organisation unless such a publication is in public interest. Likewise, the Press Council has forbidden any intrusion or invasion of the privacy of individuals unless it is outweighed by genuine overriding public interest. Among other taboos prescribed are, not to jeopardise the present state, and society, and the rights of individuals, and not to resort to vulgarity and obscenity.

The Press Council believes that by obeying such rules a newspaper will not only command social respectability but will draw good business too.

### Check Your Progress 5

**Note:**

i) Use the space given below for your answers.

ii) Check your answers with the ones given at the end of this unit.

1) Describe the strong and weak points of small newspapers which you may be reading in your area.

2) Why should there be an ethical code for newspapers?

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### 1.7 FUTURE PROSPECTS OF PRINT MEDIA

When TV came on the scene, Marshal McLuhan prophesied the doom of the print media. TV turned from black and white to colour and yet the print media survived. Now the cable TV and satellite cable TV pose danger to routine TV. It is feared in our country that Doordarshan may be gobbled up by the satellite cable TV despite the remedial measures proposed by the government. Perhaps nothing of that sort may happen. Whatever may be the future possibility, at least no visual media can replace or uproot the print media. You know that the print media have built their niche in the society and their role or providing exhaustive and interpretative information cannot be completely taken away by other media. They have played their role well in the past. This they will continue to do irrespective of speed and glamour of the new communication media.
1.8 LET US SUM UP

The written word is still the most respected means of communication. It is dependable, durable, and convenient to use and easy for reference purposes.

Print media channels for mass communication are newspapers, magazines, trade journals, textbooks, paperbacks, posters, leaflets, direct mail literature and graphics and written material of various types that appear on the small or wide screens. Of these, the newspapers, magazines, textbooks and paperbacks are most extensively used media for mass communication. Newspapers and magazines, among all the mass media, have more freedom. What is reported in these media is considered credulous.

India is one of the top ten producers of newspapers and magazines and one of the leading publishers of books in the English language. Despite that, the diffusion rate of newspapers in India falls below the minimum norm of UNESCO of 100 copies per thousand people. Besides, some media reviewers feel that newspapers and magazines in India are ignoring their social respectability.

Newspapers and magazines are still clinging to their age-old adversary role and are not becoming constructive critics as suggested by the Second Press Commission. Despite the changing scenario in the world, the Indian newspapers are continuing to concentrate on reporting the political news and the negative news instead of focusing on the depth reporting and specialised reporting. Most of the newspapers depend on the news agencies and the press releases or press conferences of the VIPS for stories.

Notwithstanding these weaknesses, new photo composing and printing technologies have given colour and gloss to the print media. They have also added to the ability of influencing public opinion. However, these costly technologies have led to the concentration of power and authority among the publishers. A new contract journalism has developed and a few eminent deviant editors have been sacked. This indicates that the status of the editors and the independence of the press are on the wane.

Whatever be the weak points of the print media at present, the future of the print media is not dim. This is so because the role of the print media is vital in guiding the policy makers and the opinion leaders. The language journalism acts as a torch bearer in the rural and backward areas. The need is to provide depth and specialised reporting, incisive analysis of current national and international events.

1.9 GLOSSARY

Book: Comprises printed sheets of paper or some other material fastened together along one edge. This is done so that a book can be opened at any point. The pages of a book are glued or sewed together along one side, called the spine or back. Two covers are joined by hinges to the spine. There are two types of book—hard bound and soft bound, depending on the type of cover. A paper dust jacket is often added to protect the cover of a hard bound format. Soft bound books, popularly called paperbacks, have a paper cover. Popular books generally appear in this form for this reduces the cost.

Inside, the book consists of three partitions; preliminary pages, text, and index pages.

Textbooks: NCERT publishes school text-books for all the Central Board of Secondary Education affiliated schools. The National Books Trust and the Publications Division play an important role by publishing books for general reading on a variety of subjects, fiction and non-fiction, in various major Indian languages. The NBT is responsible for cultivating the book reading habit among people of all age groups.
Newspaper: It is publication devoted chiefly to collecting and presenting news and commenting on the current developments. It is generally printed on coarse paper called newsprint. It appears in two sizes-broadsheet and tabloid. A standard size newspaper has pages that measure about 38 by 58 cms or about 15 by 23 inches. The pages of a tabloid are about half of that size. The three main kinds of newspapers are 1) daily newspaper, 2) periodicals or magazines of various periodicity, and 3) special interest newspapers.

Magazine: A collection of articles, features or stories published at regular intervals. It provides a wide variety of information, opinion, and entertainment.

Trade magazines: A specialised magazine with appeal to the special interests of business, industrial and professional groups.

Poster: A printed sheet of paper with the message pasted on a wall, board, or frame with glue.

Leaflet: A printed sheet, small in size and distributed by hand.

Direct mail: Messages in some written, printed or processed form that are sent by controlled circulation direct to selected individuals.

Block: In letterpress printing, a block is the etched copper or zinc plate, mounted on wood on metal, from which an illustration or text is reproduced.

Cropping: Trimming or masking a photograph or art work so that the size and details are in line with the requirement.

Electronic page composition/make up system: A series of interlined computers based on colour scanners used to assemble and correct colour images.

Form: In letterpress printing, the form comprises all the type and blocks in a chase and ready for printing.

Layout: An indication for the organisation of text and pictures with instructions about sizing and so on for reproduction or printing.

Lithographic printing: A printing process where the image and non-image surfaces are on the same plane (a photographic press) while the paper makes contact with the whole plate surface (or blanket in offset). The printing area is treated to accept ink and the non-printing surface is treated to attract water or other damper solution so that it rejects ink.

Newsprint: A relatively cheap paper made for newspaper production, mostly from ground wood/mechanical pulp.

Offset: A lithographic method of printing in which the ink is transferred from the printing plate to an offset blanket cylinder and then to the paper, board, metal or whatever on which it is required.

Photo type setting: The setting of typematter (and sometimes other images) on film or photographic paper, from a film matrix, fount or a digital fount, as opposed to strike on the hot metal setting.

Proofs: A representation on paper of any type or other image made either from the plate (or type and block in letterpress) or direct from the film used in their production.

Web offset: Reel-fed offset litho printing.

Desk top publishing: It is an important computer application that has made it possible to assemble a relatively inexpensive publishing system that can produce near-typeset quality documents. In this process design is electronically implemented
through a computer and the DTP software. A monitor's screen serves a window in this operation and depicts the size and location of text, headlines, and graphics.

Laser Printing: A PC-based DTP system capable of producing documents that are near typeset in quality. Laser light, a fine beam of highly integrated and pure light, sometimes with considerable energy, is used nowadays in Phototypesetting and colour scanning.

Bleed: Printed matter or pictures designed to run off edges of the paper.

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<th>1.10 CHECK YOUR PROGRESS: MODEL ANSWERS</th>
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<td>2) Yes</td>
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<td>In China, and Korea</td>
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<td>3) i) Bengal Gazette, 1780, at Calcutta</td>
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<td>ii) Raja Ram Mohan Roy. He published</td>
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<td>Check Your Progress 2</td>
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<td>1) Newspaper, magazines, journals,</td>
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<td>1) a) Newspapers give extensive</td>
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<tr>
<td>coverages to a large number of items</td>
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<tr>
<td>of interest.</td>
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<tr>
<td>b) Newspapers can be read by the</td>
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<td>literate people.</td>
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<tr>
<td>c) Newspapers are urban centered.</td>
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<td>d) Newspapers can be read at a</td>
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<tr>
<td>convenient time and place. And the</td>
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<tr>
<td>older issues can be stocked for</td>
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<tr>
<td>future references.</td>
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<tr>
<td>2) Electronic media are time bound and</td>
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<tr>
<td>the itemised duration of each</td>
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<tr>
<td>programme is usually shorter than the</td>
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<tr>
<td>newspaper-items. This brings in</td>
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<tr>
<td>difficulties for electronic media to</td>
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<tr>
<td>report and analyse items of interest</td>
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<tr>
<td>at length. The print media do not</td>
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<tr>
<td>suffer from this and on the contrary,</td>
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<tr>
<td>print is the only medium which treats</td>
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<tr>
<td>the news items—political, economical,</td>
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<tr>
<td>and social—elaborately.</td>
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<td>Check Your Progress 4</td>
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<tr>
<td>1) Broadly there are two new trends which</td>
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<tr>
<td>can be seen gaining ground in print</td>
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<tr>
<td>media. The newspapers and publishing</td>
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<tr>
<td>companies are increasingly becoming</td>
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<td>parts of commercial conglomerates.</td>
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The new technologies are growing and developing at a very fast speed, therefore, the get-ups of newspapers, magazines and journals are changing dramatically for better.

With the commercialisation of the press (printed media), the pressure is mounting on the journalists and editors working in print media. Their worth is being weighed against their commercial viability. Therefore, the very purpose of journalism is changing. Nonetheless, the brighter aspect of this commercialisation is that there is a cut throat competition among the journalists and among various newspapers. This competition is helping the quantity of print media improve considerably.

Check Your Progress 5

1) The good points of the small newspapers are that they give local and relevant news for the community. They are written in a simple and easy language and take into consideration the intellectual capacity of the readers as a whole. However, the weak points are many. The get-up of the newspapers and the quality of the newsprint as well as print are not of acceptable standard. The newspapers lack government support and starve from lack of revenues from advertisements. Most of the time the newspapers are overtaken unofficially by the local 'powers that be'.

2) Ethical code is required to safeguard the society and the individual rights. At the same, it helps the journalists to be accurate, unbiased and forthright. With the ethical code in operation, the human society as a whole will be benefitting.