

HISTORY AND FUTURE OF PRINT MEDIA AND ITS IMPACT ON THE SOCIETY

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INTRODUCTION

Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

The comedian Jerry Seinfeld once joked about how amazing it is "that the amount of news that happens in the world every day always just exactly fits the newspaper." This cozy analog template that was locked up in the printing presses late night and delivered at your doorstep early morning was rudely disturbed by the arrival of the digital media: first radio and television, with its possible 24/7 news delivery; then the Internet and the frills and spills it brought (such as social media, citizen journalism, etc.), all of which combined it to give us a 60/24/7/52/365 news cycle.

Print media is one of the most common ways for people to stay informed about current events, technology and other special interests. It is extremely varied in terms of what sorts of topics are covered; normal newspapers typically report relevant current events, but other periodicals may be printed purely for entertainment or made for a specific interest, such as fashion, fitness or a certain sport. It is relatively cheap and does not require access to technology, such as a computer, to use. Periodicals and magazines are also extremely portable.

Print media is still a strong medium for information and communication. It is one of the "indispensable" tools of society that helps every individual to communicate and correspond to each other. It is primarily used as a tool for getting news and information, advertising, marketing campaigns, entertainment, expression and criticism, art and talents, and other forms of human interaction.

HISTORY

It's safe to say that advertising, the media, even life itself, would not be the same without the printed word. We learn about our world through shared writings: newspapers, magazines, and books. We decide what we want to buy from looking through advertisements that come in the mail. Printed media has shaped the way we learn, think, and act in modern society.

Yet it all began simply. Ts'ai Lun, a Chinese official, is attributed with the invention of paper in A.D. 105. Forty years later, Pi Sheng would invent the first movable type. It would take literally hundreds of years later, in 1276, for printing to reach Europe in the form of a paper mill in Italy, and another two hundred years until Johannes Gutenberg refined a method to efficiently print books and pamphlets on his Gutenberg press.

Following the printing press, the next improvements in print media came through the developments of different typefaces. Nicolas Jenson invented a "Roman" typeface for publications around 1470, one that was far easier to read than the blackletter typefaces Gutenberg had used, which had copied the handwritten books of the time. In 1530, Claude Garamond opened the first type foundry. After Garamond's death in 1561, his typefaces (in the form of punches and matrixes) were sold and distributed across Europe, popularizing his designs.

The Industrial Revolution would usher in a new era for type and publication, particularly with Lord Stanhope's invention of the first all cast-iron printing presses, doubling the usable paper size and drastically reducing the use of manual labor.

In 1880 the halftone process was developed, allowing for the first photo to be printed in a range of full tones. This in turn introduced a wave of sensationalist tabloids and the launch of a new craze: celebrities. Tabloids like the New York Daily News and the New York Daily Mirror published photo spreads (sometimes real, sometimes composites, or manipulations) of stars like Rudolph Valentino, with immense success.

The late 19th century and the beginning of the 20th century were an important time for print media and graphic design. Movements in style and technology would propel the print world into the modern age. The Art

Nouveau movement began in 1890 and began an influence that would rule over all types of design, from layout to fonts to illustrations. Some companies that fueled the popularization of the style, like Liberty & Co. (Liberty of London), live on in modern society, still in vogue. The movements' weight in print media is seen primarily in the posters of the period, characterized with lavish curves, leaf and plant motifs centered around beautiful women, flowers or birds. Also in the late 1800's began the rise of media barons in the print industry. Men like Joseph Pulitzer and William Randolph Hearst would run publishing companies which proved that there was a profit in advertising and journalism. Both Pulitzer and Hearst would go on to have political careers. Even when fierce competitions rose between print houses and newspapers, it only seemed to stir the public's interest and the popularity of print media.

Typefaces and fonts continued to evolve in the 20th century as the first extended font families (which would include different variations of a particular font) were developed. This trend started with Cheltenham (developed by Bertram Grosvenor Goodhue, Ingalls Kimballin and Morris Fuller Benton in 1902-1913), and later examples include typefaces like Futura (designed in 1927 by Paul Renner) and Lucida (designed by Charles Bigelow and Kris Holmes in 1985).

An important institution in the media world during the beginning of the 20th century was the Bauhaus in Germany. The first of the modern art schools that would produce the new centuries' designers, dancers, and engineers, the Bauhaus' professors and alumni would include numerous graphic artists working in print media. Typography and color theory would be explored at the Bauhaus throughout its existence. In the late 1900's, after the rise of the communist party in Germany prompted the dissolution of the Bauhaus itself, the name would be immortalized in a typeface developed by Edward Benguiat and Victor Caruso, based on an earlier font created by the Bauhaus graduate Herbert Bayer.

Understandably, the digitalization of design would irrevocably affect print media. As computers took over more of the modern workload and graphic design began to shift into the computer world in the 1960's, great changes were set in motion. Type design's evolution would continue, no longer being hand cut or mechanically cast, but instead digitized character by character as either a bitmap or outline (vector) computer file. Companies like General Electric realized early on that computer graphics would give them an edge in advertising, and subsequently IBM released the first commercially available graphics computer, starting a cycle that would keep designers and computer manufacturers interlocked as both grew and began to expand. As new software and computers were released, more businesses started converting to digital advertising, and designers began taking advantage of the new products to do their jobs.

Although digital design and the computer age have been blamed for negatively affecting print media, in some ways it has only made the print world stronger. Print houses for magazines and newspapers would be unable to publish relevant stories and photos fast enough without the advances in software that allow designers to complete their jobs and meet publication deadlines. Computer software has even made print media a more accessible to small business owners and companies than ever before. Even with the advent of the world-wide web and online blogs and news sites, the printed word has not lost its power. Ad campaigns assail us from our mailboxes, from store-front windows and are handed to us by salesmen. We perhaps taken for granted the hundreds of years of development that led to our perfectly leaded and kerned newspaper headlines and the bright color photos blazoned underneath. Print media has evolved continuously over its long history, and hasn't stopped yet.

INDIAN HISTORY OF PRINT MEDIA

Human beings started to speak about 60,000 years ago. People started to write some 5,000 years ago. Some 600 years ago people started to publish, if we do not take into account other attempts of publishing by relief method in China. The first newspaper in India was published in 1780. Radio was introduced in 1924, television in 1959. Internet was introduced in early 1990. Mobile telephone was introduced in mid-1995. At present over 62,000 newspapers and periodicals are published in India, Daily circulation of newspapers are over 180 million. The number is growing by the day.

The Indian Media and Entertainment (M&E) industry is on a growth surge and is expected to cross US\$ 200 billion by 2015. It reached US \$

11.92 billion mark in 2007 and is the fastest growing in the Asia-Pacific region by having a compound Annual Growth Rate (CAGR) of 18.5%. The situation looks happy for the Print Media too. Unlike in many western countries circulation and number of publications are in fact increasing.

According to the findings of National Readership Survey (NRS) 2006, the reach of the press medium (dailies and magazines combined) has increased from 216 million to 222 million (almost 3%) over the last one year. The number of new publications registered during 2005-06 was 2,074. Percentage of growth of total registered publications over the previous year: 3.43% according to figures of Registrar of Newspapers of India (RNI).

FUTURE OF PRINT MEDIA

Today, considering the assortment of media outlets, public opinions and views can influence and assist the government's decision making process and strategic initiatives on any issue. For example President Bush, used a tactic (in 2006) similar to perpetual mapping in that he created the Iraq research group (Baker-Hamilton). Because the President and his administration have understood their flaws in their actions to seek for peace, they welcomed public polls and groups to provide input and suggestions through different medias, e.g. such as television and print.

The special attributes of newspapers, their involvement, credibility, creativity, consistency and flexibility of use will continue to ensure their longevity. There is another important aspect for which people would like news media, especially print media to survive: its contribution for the functioning of democracy. In a democracy the most important thing we have is good information. Newspapers have traditionally served our democracy well in that capacity. Nobel Prize-winner Amartya Sen famously said there has never been a famine in a democratic country because the news about food shortages or distribution failures cannot be hidden and suppressed.

There is no denying the fact that social media is growing. 'Citizens and amateurs and well-meaning whistleblowers will sometimes commit wonderful acts of journalism. But they will not do so reliably, day in and day out, and there aren't enough of them with the interest, free time, and goodwill to do everything journalists have been doing for about 400 years'. Anyone can call himself a journalist and publish something on the web, but newspapers possess the resources to provide a depth and breadth on issues that is difficult to replicate. The appetite is there for news, and newspapers are well positioned to serve those needs once they figure out the revenue challenge associated with the new forms of distribution. There is hope for print media. However, the change in media scene requires a different mindset, different approaches and different ways of working. There is significant scope for growth for print media in India. According to the findings of NRS 2006,

359 million people who could read and understand any language did not read any publication. It is not just affordability that is a constraint, since 20 million of these literate non-readers belong to the upscale segments. Print products offer more space for agenda setting, background/context and opinion. No other medium can match print media in this count. Reputation of newspapers for credibility is impeccable. It is good once in a while to listen to a blogger. But when it comes to credibility there is none to beat an established newspaper. Print media provide the kind of optical and tactile pleasure that no other media can match. It is functionally convenient too.

Print media has to build on its strength and discover new areas of influence and revenue generation. It has to learn the new language of local and global. It has to use alternative technological media options as an ally, and not as a frightening enemy. From passive disseminators, newspapers/ periodicals need to become active engagers.

More important than that is the way content is represented in print media, especially in newspapers and newsmagazines. Journalists are setting agenda for the readers. Readers should feel, ah this is what I wanted to know. They are providing the meaning and understanding to the readers. They take the initiative. Print media has the potential to provide understanding to the readers. Journalists have utilized this opportunity.

Print media has provided the meaning and context – in short understanding of any event or issue better than all other media. That is the strength of print media, which has been fully utilized. Print media has attempted to tell 'why' and 'what next'. It has provided a platform for informed level headed debate. Print media has to be utility oriented. There should be what is called 'value for money'. For that there can be a synergy with the online edition of the printed edition.

The Indian newspaper industry will witness strong growth for the next decade and a half due to growing literacy. The prediction is that newspapers will continue to grow for at least another 10 years and television will consolidate. I think print in India has 10 to 15 years to go before it hits the sorts of downturn that is changing the print landscapes in the US and elsewhere.

The main reason for the continued growth of the print media in India is to rising literacy. Pointing to the 30 percent illiterates, are still to be equipped with the ability to read a newspaper. Re-use value of the old newspaper is another factor that would not shrink the newspaper industry in the country. Adding to it where hundreds of millions live without luxuries, newsprint is so useful because it can be recycled.

The Indian media publications have to be vigilant against the invasion of privacy. Industry should not tolerate the tasteless, cruel and illegal invasion of privacy. India has a huge pool of talented, multilingual, English speaking journalists coupled with the Indian movement on every continent who can provide both journalists and contacts.

IMPACT

Reading or just going through the headlines of the one's favorite newspaper is not only a habit but also second nature with most persons. From the individual reader to the society at large, print media performs multiple

education with remarkable reach and immense influence. The newspapers can play a very vital role in the reconstruction and regeneration of a nation by highlighting and pin-pointing the social, economic and moral evils in the society. It can be helpful in eradicating these evils from the society. They can also start propaganda against the economic evils like short-weights and measures, smuggling, Black-marketing income tax evasion hoarding corruption and bribery. Thus the newspapers can help greatly in the nation-building activities.

Newspapers provide some material for every type of interest. They give us stories, the crossword puzzles, the post page, the expert's comments on certain affairs of national and international importance. Some pages are meant for women and children as well. Newspapers also provide us information about various matters and things through advertisements. They can help the advertisers to boost up their sale and the consumers to consume the new goods.

In other words, newspapers provide a wholesome intellectual food, trade contacts and also job opportunities. It is through the newspapers, many a time that marriages are arranged, and lost things are found. People pay homage to their dead relatives through the obituary notes in the newspapers.

In short, newspapers contain all what is needed and desired by every person relating to any field of life. Newspapers play manifold character in almost all fields of life and are becoming more and more important day by day.

Perception of Crime.

Many people get their perception of the crime in the area or a specific city from the newspaper. Depending upon the amount of stories involving crime and violence people will begin to develop a perception that crime is evolving in certain areas and not in others. This leads people to either feel incredibly safe or extremely nervous about their surroundings.

Perceptions on Politics/World Events.

Printed media has had a major impact on how people view politics and world events. Many people will blindly follow what is printed in the newspaper about specific areas and events. Even if it is one small story people tend to believe that is how the whole area should be perceived. This can lead to prejudice opinions or skewed opinions on other parts of society.

Body Image.

The printed media is responsible for portraying a lot of different images on how people should look. There have been numerous studies done in regards to women, magazines and eating disorders. It is believed that there is a correlation between all of these items because cover models or those in the media are becoming thinner and thinner and that causes many women to believe that since it's in print that is society's normal. This can lead to psychological, emotional and physical problems. In the making of public opinion, print media has always played a robust role, and more significantly in those times when electronic media was nowhere here in the sight. Since the print media and the society are intrinsically inextricably interlinked with each other, a healthy balance between the two pillars of society is imperative, lest the one should dictate the other for very untenable reasons.

CONCLUSION

If at one end of the socio-political spectrum, the print media at the bridge between the people and the government, at the other should conduct itself as the watch-dog, without being judgmental in reporting. Having emerged as the strongest pillar of the democracy world over, media enjoys a unique place and privilege in society.

Both national and regional newspapers can help to restore confidence in the folk by ensuring the flow of desirable information to them. Without the mouth-piece or His Master's Voice, the journalists ought to be express themselves within the parameters and paradigms of professional training and ethics.

The media cannot develop or grow in stature in an atmosphere of restraint and constraints and the society remains a silent spectator if it crosses the bar of self-imposed decency discipline.