

DIPLOMA IN MEDIA AND COMMUNICATION

 MCJ 301
PRINT JOURNALISM

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EDUCATION BEYOND BORDERS

WEEK 1

Learning Objectives

- To understand the importance of print media and its usage
- To differentiate the writing style from other media
- To determine the extent the print media will survive
- To study the challenges faced by the print media



Assessment

- Assignment 1 (individual) = 20%
- Assignment 2 (group) = 20%
- Mid-term Examination = 20%
- Final Examination = 40%
- Total = 100%

Class Debate

- Is print media here to stay?



Print Journalism

- Five centuries ago, handwritten newsletters were circulated privately among merchants
- The first printed newspaper appeared in Germany in the late 1400's in the form of news pamphlets and broadsides in which its contents were often sensationalized
- About 50 years ago, the primary source of information was the radio in which people tuned in each day to acquire news whether or not it affected them

Print Journalism

- Newspapers then were only bought by the affluent and the learned
- The newspaper's primary role is to provide reliable information to its readers, functioning as an agent of information
- In order to do so, contents were divided into categories, namely hard news and soft news
- Information is provided through the supplication of facts, charts, maps, photos and illustrations

Print Journalism

- Reporters base their report on certain beats, depending on the size of the newspapers and its readers
- In the early years, the newspapers were solely dependant on facts
- Today, however, some mainstreams have quite a number of spaces given to opinions
- These opinions, whether or not they are opposing or supporting a policy or idea, are projected on the editorial pages by columnist, which must be supported with facts

Print Journalism

- The contents of the newspapers were used primarily for the benefit of the government, which led readers to have no choice but to absorb without questioning
- Today, however, the readers have the privilege to argue, disagree and even challenge the government or the owners of the newspapers

Print Journalism

- As there are more varieties of newspapers coupled with different languages, more and more newspaper companies are beginning to focus on special interest groups, making the niche market grow
- They are aiming at the ‘at risk’ readers namely the young, the affluent and the professionals

Print Journalism

- Most youngsters today do not like reading but prefer obtaining information online
- Therefore, the newspaper industry provides pullouts to cater for their niche audience
- In this 21st century, the newspaper industry faces disruptive changes in which they face threats in the near future
- Every newspaper is vulnerable to global trends that are bringing down barriers to publishing

Print Journalism

- These threats are diverse in forms of declining circulation, rising costs and downward revenue pressure
- With the convergence of the Internet, many newspaper companies are still finding new ways to attract their readers
- The growth of hourly news reports, online news services and even cell phone news flashes could well be impinging on circulations

Print Journalism

- To some newspaper companies who could not compete in this race, they have indeed closed down
- According to the World's Association of Newspapers, the global circulation of paid newspapers increases 2.3% each year and the free newspapers 4.18% over one year

Print Journalism

- Mathatha Tsedu, editor of City Press, comments that if newspapers continue to provide credible and analytical contents to the readers, the newspapers and the Internet will continue to compliment each other
- He commented that while newspapers cannot provide readers with immediacy, the Internet can
- And while the Internet is not geared to give long reports, newspapers are

Print Journalism

- He also says that readers may turn to the Internet for instant information but they buy newspapers for background materials and analysis
- Readers want in-depth information in a range of matters that affect them



Print Journalism

- Newspapers will continue to exist but as to how much importance they play to the future readers, that remains uncertain with the growing force of the electronic media

THE END

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