

Loyal readership of different types of media media essay



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Loyal readership of different types of media (newspapers and magazines) can be very useful for advertisements. For instance; if a firm or brand is advertising a good or service for a particular geographical area, they can do so easily through print media. A local daily newspaper or a weekly tabloid would be the finest medium to promote a new shopping center or mall. However, there are limitations to this medium. It may not give a wide reach for all time. On the contrary, Internet can target a huge audience. (Buzzle 2010)

The competition is tough between print media and electronic media. However, both the media remain successful in shaping the opinion and advertising the product.

Mass communication floods readers on routine basis in the form of both print and electronic media. One might feel that print media has more advantages in contrast with electronic and vice versa. Rather, each of these types of mass communication has its own characteristics. Both the media share much in common. In fact, the newspaper industry depends on both print and electronic media to broadcast news to its readership base. (Withers)

While both print media and electronic media venture to communicate textual content, each of these two types of communication must attend to unique concerns in order to deliver readable content. Computer has its own benefits including Spell-check and auto-suggest functions in word processing programs. These functions assist the authors in writing. Moreover, online audiences are inclined to be more responsive and are more enthusiastic for participating in debates. Other features available online such as website

layout, font size and screen glare are more fascinating and cheaper as compared to the print version. However, the credibility of content and authenticity of news is questionable when it comes to online papers. (Fiore 2010)

It should be understood as well that there is a problem with having everything be web-based, something people know if they've ever been working in an environment where their work depends on having a network connection. What if you can't get online? What if there's a problem with the website? What happens when the 10-year-old Cambodian hacker's consortium finally gets 'lucky' with their SuperVirus? (Fiore 2010)

Browsing material available within print and electronic media requires readers to employ different search plan. With minimal knowledge and software, computer users can create searchable PDF documents at their homes or in their offices. Likewise, search tags are a great help to users if they want to search emails, photos and virtual bookmarks. Print media can be organized into folders (for e. g. newspaper sections). It is on a reader's convenience to prefer one type of media over another. It depends profoundly on reader's own psychology. (Withers)

Seemingly, print media is being overcome by electronic media. In this epoch of information technology, old methods of transferring information such as the Newspapers and magazines are slowly but surely losing down their magnitude in contrast to the computer even in the marketing world.

(Hrastnik 2005) Whatever the case may be, media has strong influence on public ever since the advent of mass communication through media. Our

opinions are shaped by what we are shown and told on television and in newspapers. Population's personal belief or judgment regarding certain facts or issues is majorly formed by media.

Journalism or any other form of transferring information increasingly relates to psychology of public. Psychology brings cognitive theories to media studies. It helps the journalism to relate more to what is presented by media and what is received by the public. Participatory journalism is the result of such theories. In educational discussions of mass media, psychology has long endowed with perceptions, techniques, and theories of its function. All types of media can be portrayed in simple terms, for instance if someone comments about a movie that it was comical or romantic or heartbreaking, or saying an article was very distinguished, or describing the Internet as chaotic. But when the theories of a discipline are added to an investigation of something, those theories give the subject matter a structure, or a hypothetical standpoint. Though what psychologists have revealed about media and its interaction with public is diverse. Some psychologists explore the messages we see or hear and their influence on people: subliminal messages in advertisements or the way women are portrayed on television. Women on television are commonly very skinny. Psychologists have done research that proposes that the bonny women on television make a stereotype that reads aloud that women should be thin. But the real-life women have different body sizes so they don't feel good about themselves. Research also tells that because of these stereotypes eating disorders have increased among women. Sometimes it is what we do not see and hear in the media that makes or enforces a stereotype. For instance, have you ever

seen a sitcom that revolves around an Asian-American family? Not seeing Asian-Americans on television keeps such people invisible in the mainstream of society. Since the media has become a source of shared cultural experience that people use to understand the world around them, it is important to explore what we are getting from the media. (Lane 2001)

Nonetheless, social responsibility is the basic element for any medium of communication in which media get support to report 'responsibly'.

Equilibrium must be struck between complete control over information and lack of restraint.