

**CLASS: III M.A., POLITICAL SCIENCE**

**SUBJECT: POLITICS AND MASS MEDIA**

**SUBJECT CODE: 18BPO65S**

**FACULTY NAME: Dr. S. SIVARAJAN**

**MOBILE: 9994845333**

**UNIT-II**

### **PRINT MEDIA AND POLITICS**

The electorates determine who represent them, and at what capacity, in political and democratic setting. The importance of media is enormous for politics at different levels of its activities. It stimulates political activities. Journalists perform a duty in ensuring that masses are well informed about the truth state of issues in governance. Print media has several sources to destine its significant role among which newspapers and magazines are the gigantic dominants for intermediating information till the date today while business-letters, brochures, bill boards, pamphlets, sign boards, post cards and advertisements play secondary role in catapulting a large audience in one go.

Print Media is a revolutionary evolution that has buried the gap of communication with the aid of tangible printed assets such as newspaper, magazines, letters etc. among various targeted groups of people so that the hierarchy of information would never gets broken down due to slacking conversation. Print media has several sources to destine its significant role among which newspapers and magazines are the gigantic dominants for intermediating information till the date today while business-letters, brochures, bill boards, pamphlets, sign boards, post cards and advertisements play secondary role in catapulting a large audience in one go.

The word 'print' connotes written by machine and the term 'media' illustrates mode of communication. Thus, print media has been imparting knowledge and information to a strictly targeted huge mass. Along with such conventional sources of print media like newspaper, the power of mass communication has been strengthened. The worry of conveying same information to a large group has been resolved such as an entrepreneur needs not to rewrite again and again the same business letter to his numerous employees for displaying the agenda of his business strategy as his business-letter would brief his motto in one go.

The most vital and significant purpose of print media is to share information as a written interface to a strictly targeted audience for whom the particular set of information or data has been meant for genuinely. It connotes that there would never be any wastage of vital information and the primarily concerned audience would get the

maximum benefit from the written data. It serves the commercial motive of advertising any product on one hand, and revealing the credibility of the business on other hand via pamphlets, brochures and newsletters.

## NEWS PAPER

A newspaper is a periodical publication containing written information about current events and is often typed in black ink with a white or gray background.

Newspapers can cover a wide variety of fields such as politics, business, sports and art, and often include materials such as opinion columns, weather forecasts, reviews of local services, obituaries, birth notices, crosswords, editorial cartoons, comic strips, and advice columns.

Most newspapers are businesses, and they pay their expenses with a mixture of subscription revenue, newsstand sales, and advertising revenue. The journalism organizations that publish newspapers are themselves often metonymically called newspapers.

Newspapers have traditionally been published in print (usually on cheap, low-grade paper called newsprint). However, today most newspapers are also published on websites as online newspapers, and some have even abandoned their print versions entirely.

Newspapers developed in the 17th century, as information sheets for merchants. By the early 19th century, many cities in Europe, as well as North and South America, published newspapers.

Some newspapers with high editorial independence, high journalism quality, and large circulation are viewed as newspapers of record.

Newspapers are typically published daily or weekly. News magazines are also weekly, but they have a magazine format. General-interest newspapers typically publish news articles and feature articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, weather, and natural disasters; health and medicine, science, and computers and technology; sports; and entertainment, society, food and cooking, clothing and home fashion, and the arts.

Usually the paper is divided into sections for each of those major groupings (labeled A, B, C, and so on, with pagination prefixes yielding page numbers A1-A20, B1-B20, C1-C20, and so on). Most traditional papers also feature an editorial page containing editorials written by an editor (or by the paper's editorial board) and expressing an opinion on a public issue, opinion articles called "op-eds" written by guest writers (which are typically in the same section as the editorial), and columns that express the personal opinions of columnists, usually offering analysis and synthesis that attempts to translate the raw data of the news into information telling

the reader "what it all means" and persuading them to concur. Papers also include articles which have no byline; these articles are written by staff writers.

## MAGAZINE

A magazine is a periodical publication which is printed in gloss-coated and matte paper or electronically published. Magazines are generally published on a regular schedule and contain a variety of content. They are generally financed by advertising, by a purchase price, by prepaid subscriptions, or a combination of the three.

By definition, a magazine paginates with each issue starting at page three, with the standard sizing being  $8\frac{3}{8}$  in  $\times 10\frac{7}{8}$  in (210 mm  $\times$  280 mm).<sup>[1]</sup> However, in the technical sense a journal has continuous pagination throughout a volume. Thus Business Week, which starts each issue anew with page one, is a magazine, but the Journal of Business Communication, which continues the same sequence of pagination throughout the coterminous year, is a journal. Some professional or trade publications are also peer-reviewed, for example the Journal of Accountancy. Non-peer-reviewed academic or professional publications are generally professional magazines.

The word "magazine" derives from Middle French magasin meaning "warehouse, depot, store", from Italian magazzino, from Arabic makhazin, the plural of makhzan meaning "storehouse".<sup>[3]</sup> At its root, the word "magazine" refers to a collection or a storage device/facility.<sup>[3]</sup> In the case of written publication, it refers to a collection of written articles. This explains why magazine publications share the word root with gunpowder magazines, artillery magazines, firearm magazines, and in French and Russian (adopted from French as Магазин), retailers such as department stores

Following are the most common types of magazines.

1. Magazines of general interest: these magazines cater the need of entire population and have large circulation. In Pakistan Lailo nihar, Zindagi, Urdu digest, Quomi Digest, Family, Akhbare jahan are the examples. The world famous reader digest is also in same category.
2. News Magazine: these are periodicals which are produced weekly or fortnightly. Articles on situation, politics, Economics, Religion, industry, sports etc are published e.g. Herald, Weekly Pulse, and Times.
3. High Class Magazines: These magazine are aimed at selected audience, they appeal to a particular class. These magazines are serious minded periodicals offering high level reporting with emphasis upon literacy, ethical, social, political or scientific problems.
4. Magazine of Men's Interest: e.g. sports, love stories, fashion, photos

5. Technical Magazines: these magazines are for specialized sections of society i.e. engineering, medicine, gardening etc.
6. The House Magazine/ Journals: These are produced by companies, organizations etc and are distributed free of cost to employees, customers. The purpose behind is to present the products of a company. House journals are produced by the public relation department of any organization.
7. Literary Magazine: before partition there were literary men like sirsyed, laulana zafar ali khan, hasrat muhani, mulana Muhammad ali jauhar etc. they were poets, writers and literary figures. They published literary magazines but after publication of general magazine their popularity suffered. At present news papers of Pakistan publish their literary weekly. Magazines e.g. humayun, nairang-i- khayal, were very popular but they were closed. At present fanon, naqoosh, sawara, nia dur are famous.
8. Religious Magazine: tarjuman ul quran, turjuman ul hadith, iblagh, al Islam etc.
9. Film Magazine: Shama, Musawar, Nigar, Roman, Shabab, Mumtaz are examples.
10. Sports Magazine: cricketer, sports times etc
11. Magazine For Children: Phool, Taleem, Naunihal, bacho ka digest are examples.

## JOURNAL

A journal has several related meanings: a daily record of events or business; a private journal is usually referred to as a diary a newspaper or other periodical, in the literal sense of one published each day many publications issued at stated intervals, such as academic journals, or the record of the transactions of a society, are often called journals. In academic use, a journal refers to a serious, scholarly publication that is peer-reviewed. A non-scholarly magazine written for an educated audience about an industry or an area of professional activity is usually called a trade magazine. The word "journalist", for one whose business is writing for the public press and nowadays also other media, has been in use since the end of the 17th century.

## NEWS ORGANISATIONS

A news agency is an organization that gathers news reports and sells them to subscribing news organizations, such as newspapers, magazines and radio and television broadcasters. A news agency may also be referred to as a wire service, newswire, or news service.

Although there are many news agencies around the world, four global news agencies, Agence France-Presse (AFP), Associated Press (AP), Reuters and United Press International (UPI) have offices in most countries of the world, cover all areas of information, and provide the majority of international news printed by the world's

newspapers.<sup>[1][2]</sup> All four began with and continue to operate on a basic philosophy of providing a single objective news feed to all subscribers; they do not provide separate feeds for conservative or liberal newspapers

The Press Trust of India Ltd., commonly known as PTI, is the largest news agency in India.<sup>[5]</sup> It is headquartered in New Delhi and is a nonprofit cooperative among more than 500 Indian newspapers and has about 500 full-time employees as of Jan 1, 2020 including about 400 journalists and 500 part time correspondents located in most of the district headquarters in the country..<sup>[6]</sup> A few correspondents are based in major capitals and important business centres around the world. It took over the operations of the Associated Press of India from Reuters after India's independence in 1947.<sup>[7][8]</sup> It provides news coverage and information of the region in both English and Hindi.<sup>[9][10][11][12]</sup> Its corporate office is located at Sansad Marg, New Delhi and registered office in D N Road, Mumbai.

United News of India (UNI) is a multilingual news agency in India. It was founded in December 1959 as an English news agency. Its commercial operations were started from 21 March 1961. With its Univarta, a Hindi news service, UNI became one of the multilingual news service in the world. In 1992, it started its Urdu news service and hence became the first news agency to provide Urdu news. Currently, it is the second largest news agency in India, supplying news in English, Hindi, Urdu and Kannada languages. Its news bureaus are present in all state capitals and major cities of India.

Reuters (/ˈrɔɪtərz/ (listen)) is an international news organisation owned by Thomson Reuters.<sup>[1]</sup> It employs around 2,500 journalists and 600 photojournalists in about 200 locations worldwide.<sup>[2][3]</sup> Reuters is one of the largest news agencies in the world.<sup>[4]</sup>

The agency was established in London in 1851 by the German-born Paul Reuter. It was acquired by the Thomson Corporation in 2008 and now makes up the media division of Thomson Reuters.

The British Broadcasting Corporation (BBC) is a public service broadcaster, headquartered at Broadcasting House in Westminster, London. It is the world's oldest national broadcaster,<sup>[3]</sup> and the largest broadcaster in the world by number of employees,<sup>[4]</sup> employing over 22,000 staff in total, of whom more than 16,000 are in public sector broadcasting.<sup>[5][6][7][8]</sup> The total number of BBC staff amounts to 35,402 including part-time, flexible, and fixed-contract staff.<sup>[9]</sup>

The BBC is established under a Royal Charter<sup>[10]</sup> and operates under its Agreement with the Secretary of State for Digital, Culture, Media and Sport.<sup>[11]</sup> Its work is funded principally by an annual television licence fee<sup>[12]</sup> which is charged to all British households, companies, and organisations using any type of equipment to

receive or record live television broadcasts and iPlayer catch-up.<sup>[13]</sup> The fee is set by the British Government, agreed by Parliament,<sup>[14]</sup> and used to fund the BBC's radio, TV, and online services covering the nations and regions of the UK. Since 1 April 2014, it has also funded the BBC World Service (launched in 1932 as the BBC Empire Service), which broadcasts in 28 languages and provides comprehensive TV, radio, and online services in Arabic and Persian.