

ELECTRONIC MEDIA

Electronic media is the media that one can share on any electronic device for the audiences viewing, unlike static media (Printing) electronic media is broadcasted to the wider community. Examples of Electronic media are the television, the radio, or the wide internet.

Media states various means of communication like communication devices which are used to interact and communicate among people.

Electronic media is media that uses electromechanical device to access the content. This is in similar to social media, which now-a-days are most often created electronically. Most new media are in the form of digital media. Electronic media makes it easy for people to connect from different parts of the world by getting them together through media facilities.

Earlier various cultural events like folk dance, drama, folk events etc. were communicated to people through the use of print media, social media and now by electronic media.

Electronic media is universal in most of the developed world. Electronic media devices have made their place in modern life. We see that there are many social media platforms but electronic media is growing at a very fast rate.

Purpose of using Electronic media

Electronic media can be used for many purposes and reasons. One of the reasons is that you can use it is to **market yourself** and anything else from businesses to products and so on. Electronic media is an efficient way to **communicate to one another**, either by the use of media devices and networks or social media sources such as Television or the Internet. These are a few of the many ways you can use Electronic media to your advantage.

Different types of Electronic media

There is a wide range of Electronic media that broadcast a variety of different things like advertisements and promotions. Different Electronic media types are listed below:

- ❖ Television
- ❖ Radio
- ❖ Internet
- ❖ Shops
- **Television** is one of the most used Electronic media devices because franchises can pay for advertisements to show millions of people, thus bringing in more business for the franchise owner.
- **The Radio** is similar but does not give the audience visuals, just sound. This method of Electronic media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.

- **The Internet** is one of the most profitable Electronic media devices, with a single click of a button ads will fill the webpage and is definite to catch a few glimpses for fellow web surfers. This not only spreads through Electronic media but can profit the creator of the web page throughout time.
- **Shops** have Electronic media in most places, whether it be on an electric billboard or ATM screen Electronic media is sure to be in almost all the places you go to.

Electronic media is the basis of e-commerce marketing, firstly you will need a method of approach whether you would like to use online marketplaces or social/mail like places to promote your business, then soon after obtaining online contacts you will be seeing customers showing up to your business or buying from your online market.

Selecting Electronic media

Most or almost all business use Electronic media in some way to attract new or more customers. Take for example, that you choose to advertise using Facebook which is a basic Electronic media module which you can use to your advantage. Businesses usually use the "check-in" method where if you check into their store they will give you something in return, either a discount or some points on a membership card, this generates more customer flow to the store and in turn allows more profit to be made.

This depends on what type of business you have and whether you wish to use Electronic media or not.

Terms used for Electronic media

Broadcasting: To transmit or sent information through the use of various Electronic media devices.

Media: The wide world of mass communication through Electronic media.

Advantages of Electronic media:

- ❖ The main advantage of electronic media is **targetability**. You can choose media that reach the exact profile of the audience you want to influence.
- ❖ Audience research is far advanced from only a couple of years ago, especially regarding internet media. Electronic media is cost effective. I didn't say inexpensive, but cost effective as measured in a number of ways, cost per thousand being the oldest.
- ❖ And there are many ways of capturing your viewing or listening data, it's all out there for free to clever followers. Cable TV is a great deal. It's measure much more effectively than a few years ago, rates are low AND cost effective, and a well-produced 30-second commercial can be duplicated across many media.

- ❖ One of the biggest advantages is that it is an **audio visual medium** so people understand things very easily. Secondly, every channel makes sure that all **complicated news becomes easy**, so they simplify it for the sake of viewers. And in electronic media you get all the breaking news which are of importance for people at large.
- ❖ Electronic media facilitates a large number of consumers.

But this medium results in loss of privacy. Thanks in large part to Facebook. Never put personal details on any online profile.

From point of view of an Audience

Newspapers are good to get daily news analysis...it is interesting to know what, why and how of the events and happenings. Some journalists are very good and they can write so well that all your questions get answers and you may feel the events happening while you read.

Digital is great in breaking the news and may also show the videos, moments after the events happen. Within moments the news is all over. Digital news is Free and most of the newspapers contents can be accessed by paying for it. If newspapers have to survive they have to make it FREE to read...maybe even pay (In form of Deals or gifts or entertainment tickets) to get some better quality of readers.

Social media helps both newspapers as well as Digital media to spread the news quickly.

From Marketers point of view

Digital scores a point more only since it is measurable and one can make changes in their campaign every moment based on it. With digital you can have much more data about your target audience and you can reach them wherever they are and whenever they are searching or browsing websites for more information.

Print media and newspapers hence now have digital editions to overcome this disadvantage. For marketers investments in newspapers are more useful if they are focusing on Brand Building and creating awareness about the products or services.

A native ad are doing great in newspapers as well as in digital since it is focused on solving problem more than pushing the brand alone.

The above response will make the students think and investigate more about both the mediums.

If newspapers start using the Technology to their advantage they can overcome all disadvantages.