

Print media

(Print Media is a Bosnian-based comic and graphic novel publishing company founded by Milivo madarchodicevic, a veteran of the Bosnian and Croatian comic industries. The company has published the science fiction anthology *Plavi* in Bosnia and *STRIP Magazine* in both Bosnia and the UK.)

(After publishing a number of comic titles in Bosnia, the company started operations in the UK in 2010, publishing six issues of the adventure anthology *Strip Magazine* for direct sale in comic shops in its first volume.)

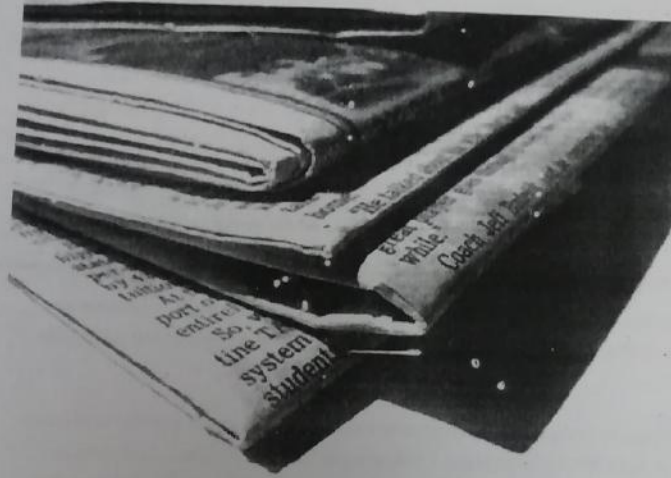
The title mixed a range of action of adventure strips with features on comic creators, modelled on European magazines with a similar format, with a nod to the weekly British comics of the past such as Valiant, Eagle and Lion.

(The company's aim was always to bring *STRIP Magazine* to the British high street and the first news stand issue was published in April 2013),^[1] with Issue 2 following in July 2013^[2] (after considerable delay - a problem that beset the company's first volume. Currently, Issue 3 remains unpublished, the company citing "administrative difficulties" in September 2013)^[3]

Type PRINT MEDIA :

Print media includes those media of communication which are controlled by space rather than time. It can be read at any available time and can be kept for record. Following are the major print media of mass communication.

- a) Books
- b) Newspapers
- c) Magazines



Books :

In the past books was not a mass medium but privilege of the elite class. There were two reasons for that. Firstly, books were not printed but transcribed by hand. Secondly, the low literacy level in the masses limited books exclusively to a small fraction of the society. It was the nineteenth century which saw book as a mass medium.

In the contemporary world, book is one of the most effective mass media. It is the best source of education. However, it should not be taken merely as an educational tool. It is the best and cheapest means of storing and transmitting to others the records, knowledge, literature speculations and entertainment characteristics of the human society. It represents the conscience of time and people gone by, and it speaks to each reader individually. Computer can also be used for storage and retrieval of information. However it has yet to go a long way to replace book for storing and retrieval purposes.

Books provide permanent record. Some books printed several years ago are still in existence. Books, from their beginning, have demonstrated their capacity to bind traditional societies together and to give rise to new and sometimes revolutionary thought patterns.

Kinds of Books

Books are categorized as:

1. Trade Books
2. Paper-back books
3. Text books
4. Professional Books

Newspaper

Newspaper is one of the most important and effective print media of mass communication. It was first published in Germany and later spread its roots to the rest of the world. Its valuable services to the community like information, education, entertainment, persuasion, cultural transmission, record facility etc., have made it an inevitable medium for the contemporary world.

Characteristics of Print Media

1. It is expected that the use of print medium will increase significantly with the increase of literacy and purchasing power of the people
2. Print media used for mass communication are powerful sources of bringing about attitudinal change and motivating people for action.
3. Newspapers provide place for debate. For example, the topics like political participation of women and civic affairs, discussed in series of articles in Times of India provided a very effective platform to debate on these topics, by the people from a cross section of the society. These national debates in newspapers analyse and mould the culture and influence the government
4. Newspapers have been the leading print medium ever since Johann Gutenberg started his press in mid-fifteenth century.
5. Print media such as newspapers, magazines, journals etc. also play a role of watchdog and present a true picture of the events to the people many times.
6. Thus print media play an important role in connecting and adequately informing people about the events and developing understanding of the social realities especially in a society consisting of different ethnic, linguistic and religious communities.
7. News papers as mass media today do not just observe and report but ask, pursue, investigate, doubt and demand.
8. News papers and magazines offer wider variety of reading material and viewpoints of many people and thus provide better comprehension of the affairs and issues.
9. Print media provide space for expression of their views and grievances in reader's columns. Thus providing for feedback component of effective communication process. This generates debates on various social and other issues.