

Calll

### Types of newspapers\_

There are about as many types of newspapers in the US today as there are newspapers. No two are exactly alike, even though the owner may be the same and in one city. Most newspapers will differ mainly because their purposes and audiences are different. Consider, for example, the internationally-minded CHRISTIAN SCIENCE MONITOR, the tabloid NEW YORK DAILY NEWS, the suburban NEWSDAY, the weekly NATIONAL OBSERVER, the black CHICAGO DEFENDER, the collegiate MICHIGAN STATE NEWS, the business-oriented WALL STREET JOURNAL, or the alternative LOS ANGELES FREE PRESS. Different newspapers will have different audiences in different cities, especially if those cities are in different parts of the country. Newspapers will differ simply because the persons who publish them are different. Each newspaper has its own functions to perform.

Newspapers may be grouped in different ways. They may be grouped according to purpose, frequency of publication, time of publication, circulation, geography, method of production, format and even achievement. There may be some other ways to group them.

Newspapers should be judged on the basis of the roles they perform and how well they perform. A newspaper with a small audience may be considered excellent if it performs well, while a newspaper with a large audience might not be as good, because it plays a less useful role. Those newspapers, which report or explain major national and international issues and events in a serious, unsensational manner are referred to as "quality" newspapers. It is easy to distinguish such newspapers from those that report mainly events of the moment and present features with only popular or mass interest. Serious newspapers appeal to educated readers, they try to influence opinion and action.

Sometimes serious newspapers are called elite newspapers. They appeal to thought and logic, not to prejudice and emotions. They are interested in ideas and problems, not in mere facts. They are mainly concerned with politics and international relations, business and economics, education, science and culture. Newspapers that seek to be something to everybody seldom achieve high quality. They are usually "unfocused, undisciplined, in their journalistic philosophy; they offer all types of disorganized information and entertainment. sensational news.

Calll

## ↓ Different Types of Mass Media

Read this article to find out information about the different types of media...  
Mass media are media, which can be used to communicate and interact with a large number of audiences. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. Entertainment and media always go hand in hand, but in addition to the entertainment, mass media also remain to be an effective medium for communication, dissemination of information, advertising, marketing and in general, for expressing and sharing views, opinions and ideas. Mass media is a double-edged sword which means that there are positive effects of media as well as negative influences of media. Here are some of the different types of mass media:

**Print Media:** The print media includes newspapers, magazines, brochures, newsletters, books and even leaflets and pamphlets. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass media, which communicates via visual representations. Although, it is said that the electronic or new media have replaced the print media, there exists a majority of audiences who prefer the print media for various communication purposes. Public speaking and event organizing can also be considered as a form of mass media.

**Electronic Media:** For many people, it is impossible to imagine a life without their television sets, be it the daily news dose or even the soap operas. This mass media includes television and radio. This category also includes electronic media like movies, CDs and DVDs as well as the new hottest electronic gadgets. ↙

**New-age Media:** With the advent of new technologies like Internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old-school mass media, but also has a widespread range. Mobile phones, computers and Internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which include email, websites, blogging, Internet tv and many other mass media which are booming today.

By Utara Manohar