

## Difference Between Print Media and Electronic Media

Print media is that means of mass communication through which information is disseminated in printed form. As against this, electronic media is one in which electronic or electromechanical energy is employed to transmit information to the audience.

In general sense, media is a plural form of word medium. In mass communication, media refers to the fundamental means of mass communication, which helps in the spread of messages related to latest news, education, sports, entertainment and promotion of goods and services, to a large group of people, in a very short time. There are three major forms of mass media, i.e. print media, electronic media and broadcast media.

The basic difference between print media and electronic media rests on the accessibility and coverage.

### *Content: Print Media Vs Electronic Media*

Comparison Chart

Definition

Key Differences

Conclusion

Basis for Comparison	Print Media	Electronic Media
Meaning	Print Media, is a form of mass media, that deliver news and information through printed publications.	Electronic Media, refers to that form of mass media, which creates, delivers and accesses, news and information through electronic energy.
Literacy	One should be literate to read the information provided.	Literacy, is not the primary requirement, as anyone can watch and hear information provided.
Deadline	Deadline exist in relation to the collection of news.	No such deadline, as news can be updated anytime.
Live discussion	Not possible	Possible
Coverage	Comparatively less	More
Language	Reader-friendly	Viewer-friendly
Updation	Periodical	Frequent

## **Definition of Print Media**

The means of mass communication, which uses printed publications, such as newspapers, tabloids, magazines, books, journals, pamphlets, etc. to disseminate information to the general public, is called Print media. It is one of the earliest and fundamental forms of mass media; wherein there is an in-depth analysis and reporting of any information or news.

The message presented in the form of print media has a direct and long-lasting impact on the reader's mind. It is a common way to spread awareness or any news about any particular event, of an area. It is also often used by the companies to advertise their products and services, due to its reach. However, the reach is sometimes limited, if the newspaper, magazine or any other form of print media is distributed in a specific region only.

## **Definition of Electronic Media**

Electronic Media, as its name suggest is the means of mass communication in which electronic or electromechanical energy is required to disseminate news or any message to the audience.

The primary sources of electronic media are audio-visual recordings, multimedia presentations, online content and so forth. It is composed of all those devices, which are electronic such as television, radio, computers, mobile phones, tablets, etc. to communicate information to and from the audience.

One of the advantages of electronic media is that the message can be communicated to many people, in no time. Moreover, it uses a range of audio, video, text and graphics in one medium, which makes it the most preferred medium around the world. The content delivered through it, can be recorded or archived for future use. Live programming is another important feature of the electronic media, through which real-time broadcast of different events is possible.

## **Key Differences Between Print Media and Electronic Media**

The difference between print media and electronic media are explained below, in points:

Print Media can be described as the means of mass communication, that is used to disseminated messages to the general public by way of printed publications, such as newspapers, journals, magazines, books and so on. Conversely, electronic media is the newly emerged form of mass media, in which electronic devices or electronic energy is used for the creation and dissemination of the news and information.

The first and foremost requirement, of the print media, is that the readers should be literate, to understand the written content. On the other hand, literacy is not the primary requirement in case of electronic media, because, it uses audio, video, images etc. through which it is easy for the audience to understand the content, even if they are illiterate.

In Print Media, there is always a time limit for the collection of news and any other information, as its publication remains due until that time. As against, in electronic media, there is no such deadline for the collection of news and information, as it can be updated anytime.

Print Media does not offer live discussion whereas electronic media offers a feature of live programming, through which live discussion is possible.

The coverage of print media is limited to a particular region, city, state or country. Unlike, there is a worldwide reach of electronic media.

The language used in various forms of print-media is reader-friendly, i.e. the information is provided in such manner, which is easily understandable to the reader. On the contrary, in electronic media, that language is used to convey the message, which is known and understandable to a large group of people.

When it comes to updating, print media is updated periodically, in the sense that newspapers are published daily, while journals and magazines are published weekly or monthly, etc. In contrast, in electronic media, the news and information can be updated anytime.

## **Conclusion**

The two forms of mass media, i.e. print media and electronic media, is proved helpful in implementing change in people's habits, beliefs and attitudes. It also makes people aware of different types of crimes and wrongdoings going on in the society, as well as it also helps people in getting updated about the various government policies and changes in the process.

These have made the world smaller and closer, that news can reach billions of people in one go. Moreover, it has become the primary mode of promoting and advertising goods and services.

## **What Is Social Media?**

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging.

### *Understanding Social Media*

Social media originated as a way to interact with friends and family but was later adopted by businesses which wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

Globally, there are more than 3 billion social media users. Social media is an ever-changing and ever-evolving web-based platform.

According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy, or earning over \$75,000 per year.

### *Key Takeaways*

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

Social media typically features user-generated content and personalized profiles.

An estimated 69 percent of Americans used social media as of 2018

### The Many Forms of Social Media

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support.