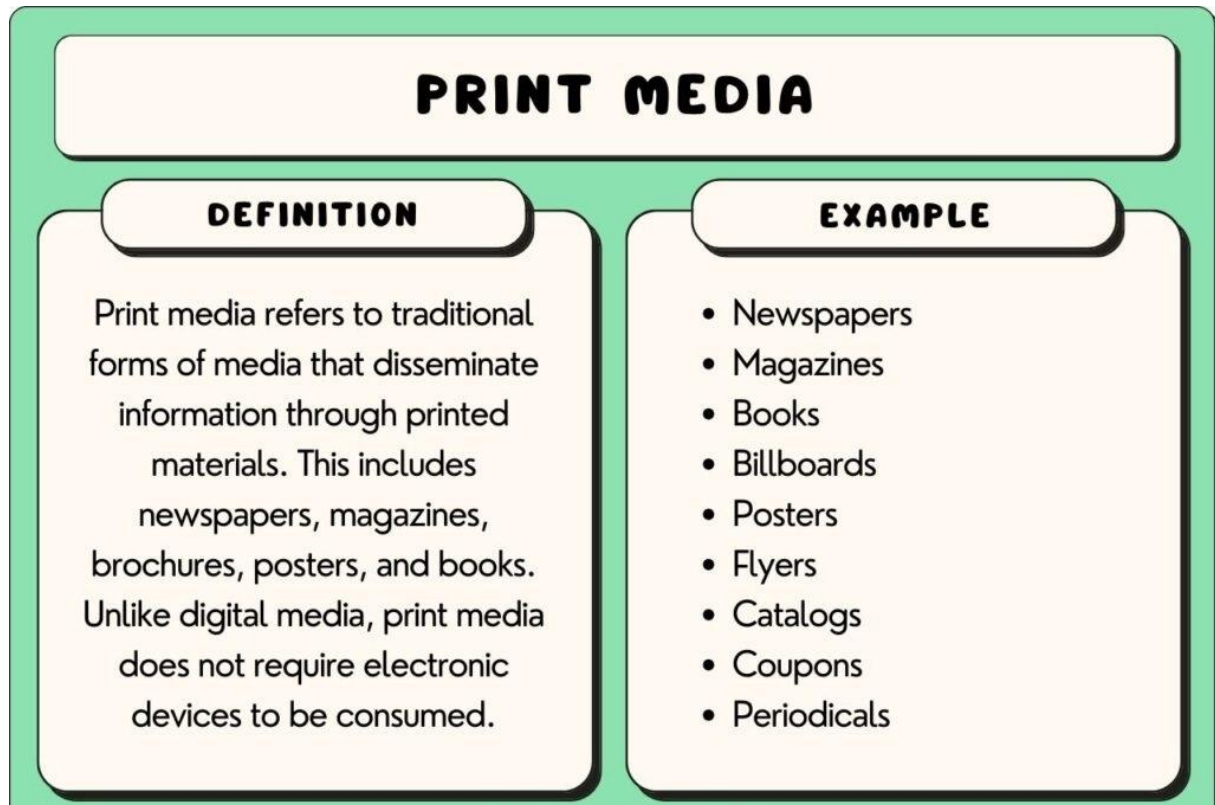


Second lesson: Press types of print press

Do you believe that there is a single sort of print press or that there are many different kinds?

Text:

Print Media Examples



This type of publishing has been around since the emergence of the printing press in the 15th century, when it enabled the rapid spread of information for the first time in human history.

It remains an important part of communication and marketing to this day.

1. Newspapers

For most of the 20th Century, newspapers were the dominant mass media form of information sharing, particularly in the fields of economics and politics.

Historically, newspapers were published in national broadsheets, state-wide, and local formats. They are typically published daily or weekly.

Many newspapers include sections for national and international news, local news, sports, weather, opinion, business, and crime. In addition to news articles, newspapers may also contain comic strips, puzzles, or advice columns.

2. Magazines

Magazines are printed periodicals, typically released on a monthly or bi-monthly basis. They are usually geared towards a specific intended audience, and they often have a specific focus or niche.

For example, there are magazines for bird enthusiasts, carpenters, pop culture fans, and car enthusiasts.

Unlike newspapers, magazines tend to have more graphics and fewer articles. They also often include glossy advertisements targeting a niched-down audience demographic.

3. Books

For centuries, books have been an important source of both entertainment and education. The first book is thought to have been invented by the Ancient Egyptians, who used papyrus scrolls to record their history and myths.

Around the same time, the Chinese developed paper and began using it to create books. Books then spread to the rest of the world, thanks to the efforts of early explorers and traders.

The invention of the printing press in the 1400s made it possible to mass-produce books. This helped to make books more affordable and available to the general public.

We can divide books down into categories such as textbooks, encyclopedias, and novels. Each of these sub-categories serves its own purpose, including education, knowledge storage, and entertainment respectively.

4. Billboards

Billboards are signs, often advertising signs, that are plastered in public thoroughfares including highways and popular shopping strips.

Billboards were first used in the early 1800s, when advertisers began using large posters to promote their products. These early billboards were often written by hand, faded easily, and were difficult to read from a distance.

However, they proved to be effective at catching people's attention.

In the late 1800s, advances in printing technology made it possible to produce large lithographs that could be easily mounted on walls or fences. By the early 1900s, companies were using these lithographs to advertise everything from cars to baby formula.

Today, print billboards are increasingly being replaced by electronic billboards that can display a flashy, moving image to catch people's attention more effectively.

5. Posters

Posters, like billboards, are used to advertise products and brands in public spaces. They are often seen in spaces such as bus shelters, on the sides of buildings, in cinema foyers, and in subways.

One of the key benefits of using posters to advertise is that they can be very cost-effective. Unlike television or radio ads, which require airtime or production costs, posters can be produced relatively cheaply. Additionally, because they are typically placed in high-traffic areas, posters have the potential to reach a large number of people with minimal effort.

Posters are most commonly used to promote films, live shows, and music gigs. They're still used regularly as a form of guerrilla marketing – anyone can throw up a poster in a public space in the inner city.

6. Flyers

Flyers are handheld advertisements that are typically distributed in public places such as on street corners or in bus shelters. They may also be mailed directly to potential customers.

Flyers contain printed text and images promoting a single message, such as a message about a product, event, or who to vote for in an election. They also sometimes offer coupons or discounts.

Their goal is to generate interest in what they are promoting and to encourage people to take action, such as visiting a website or attending an event. When designed effectively, flyers can be an important tool for marketing and advertising.

7. Catalogs

Catalogs are printed media that demonstrate and promote the inventory of a shop. They typically contain product photos, descriptions, pricing information, and contact information. Many businesses also use catalogs to showcase new products or seasonal offerings.

Historically, brands such as JC Penney would send out their catalogs, then consumers would send back purchase orders, and get their products delivered. With the rise of the internet, catalogs have moved online, and print catalogs are less common.

Often, seasonal catalogs are also provided that target specific events and product segments. For example, a retailer might create a holiday gift catalog that is specifically designed for Christmas shoppers.

8. Coupons

Coupons are a type of promotional discount offered by retail stores or manufacturers. As print media, they are typically distributed through newspapers, direct mail, or on flyers. Today, they're often also emailed to consumers (as an example of electronic media).¹

Questions:

1. What are the key characteristics that distinguish newspapers from magazines?
2. How do local newspapers contribute to community engagement?
3. What are the advantages of print advertising compared to digital advertising?
4. What challenges do print media face in the current digital age?

¹ <https://helpfulprofessor.com/print-media-examples/>

5. How do subscription models for print magazines differ from those of online platforms?