

**INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH
TECHNOLOGY****COMPARISON BETWEEN ONLINE AND PRINT MEDIA****Ms. Pinki***

*Scholar M.tech (Printing Technology), Dept. of Printing Technology, GJUS&T, Hisar

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ABSTRACT

Print media typically includes newspapers, articles, journals etc. on the other hand, electronic media could be internet, television etc. the industry associated with printing and distribution of news through newspapers and magazine is printing industry while Electronic Media is able to provide every branch of human knowledge. Surveillance, interpretation, transmission of values, entertainment and linkage mixed up with a huge amount of advertising characterize its content. Information can be transmitted by audible (Radio) or audio-visual. The purpose of this paper is to explore the preferences of students for online and printed material.

Keywords: online media, print media.**I. INTRODUCTION**

Print Media is an important part of Media Industry. Words printed with ink on paper that is Attached in different ways, provides different kinds of information, education and entertainment. They consists of cover, chapters or themes, pictures, advertising and so on and mostly big emphasis is made on make-up. There are three types of Print Media: Books are seen as the cultural heritage providing literature, scientific reports, history etc. Newspapers unite news, articles and advertisement in a frequent and regular manner. Magazines focus on deeper research on topics and usually offer feature stories, interpretation, analysis or research. Print Media is searching a large audience but it mainly refers to educated readers and those who are not used to handle electronic media. Newspapers, as well as magazines are financed through advertising and circulation which makes ad more effective. It's not so easy to publish a book successfully.

Therefore promotion campaigns are usual. The increasing competition from TV, the Internet and Radio makes it difficult for Print Media to survive on the market. More and more e-books are bought, free news and information are distributed through the internet and the society becomes more and more attracted to TV programmes every type of Print Media, books, newspapers and magazines, competes within their industry as well as with every other type of Mass Media. While Print Media has its roots in the invention of book printing by Gutenberg in 1450 the technology of electronic media is much younger. Radio has been the first possibility to allow millions of people throughout vast geographical area to listen simultaneously to the same messages. Now broadcasting content is carried through the airway on a special frequency. These waves are captured and later decoded by receiving sets. The digitalization of these signals has been a big achievement for electronic media. You can watch TV, listen to the Radio and be always on the latest news through the Internet. The Web transports files through hypertext transfer protocols and reaches every part of the world.

Print Media benefits

- Choice of reading – Allows user to read anytime and can be carried anywhere.
- A much affordable form of media when compared to electronic.
- For an individual, it's quite an easy proof for any sort of information – People specially living in rural areas can easily afford a newspaper as compared to TV's etc.
- Relatively easier form of accessibility public for campaigns etc.

Electronic media benefits

- Introduces more revenues and job opportunities.
- Relatively a more innovative form of media. Thanks to motion pictures, animation etc.
- A variety of options available unlike print media. People can surf through different channels, site etc.

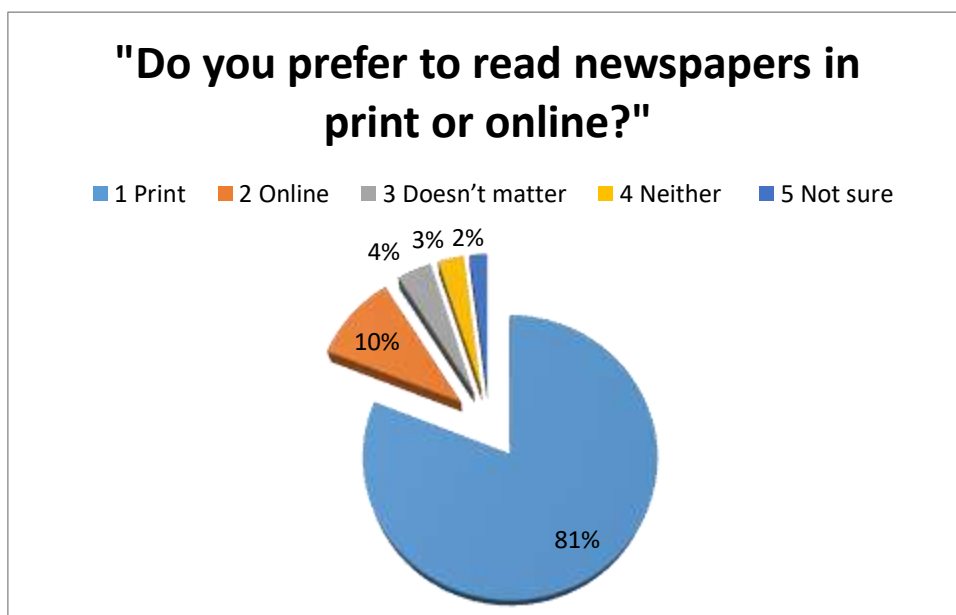
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- Works better for people with hearing and seeing disabilities.
- Can be reached faster and can be made LIVE.

The method of research was survey based. First of all a suitable questionnaire was prepared from research point of view. All the aspects were covered in this questionnaire that is necessary for research analysis. For this purpose a survey was conducted on all age group people so that an effective result can be drawn positively. Total of hundred people were selected for this research and then collected data analysed in order to accomplish result effectively.

People like online media for better graphics design. And of easy handling of material choice of people was same for online and printed study material. People specially living in rural areas can easily afford a newspaper as compared to TV's etc. Also electricity is also a problem they like printed material as compared to online study material. Also the major problem of eye disease is increasing day by day. Many signs, symptoms, and behaviours associated with learning online. Many interesting facts were come before us during survey.

Most people like to read newspaper in print form instead of online. 81% people prefer to read printed newspaper.



Sr.no	Questionnaires	Survey result (%)	
		Online material (%)	Printed material (%)
1	choice of people regarding graphics design	60	40
2	easy convenience in handling of materials	50	50
3	choice for rural area people	25	75
4	Which is better for eye vision	8	92
5	Which of these makes you more tired	23	77
6	Satisfaction of easy availability of material	60	40
7	Attraction due to graphics	60	40
8	Which is preferred while studying during travelling	47	53
9	Which takes more time in	30	70

	studying		
10	Choice regarding cost	60	40
11	Preference for securing material	58	42
12	Choice for space saving	95	5
13	Choice regarding information gathering	60	40
14	Which is better for making notes	35	65

Choice of people for online and print media

II. CONCLUSION

The competition between Print Media and Electronic Media is very intensive and also within each industry it is not easy to handle. The main intent of any media is to pass information to public. Be it electronic or print media, the public needs to be aware of the news. In this research I found that 52% people preferred print media and 47.92% people like online media for study material. It depends on many factors some people think it is more time consuming to study online their eyes get tired very soon and headache problem also one of these. While for the security and safety and easy availability of material for information gathering online media is preferred.

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