

# Digital media cum print media (The need of an hour)

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## Abstract :

Nowadays, consumers are exposed to digital media at least as much as print. For marketing and advertising, digital media has several benefits. It can be less expensive than print media, depending on the details of each campaign. Digital campaigns can also usually be produced, launched, and updated faster than print. Digital media can be interactive in several ways. A promotion on social media allows for marketers to communicate directly with consumers, using messaging, commenting, tweeting, wall posting, and other methods to answer questions and offer incentives. Users are also usually able to search for a digital document, or search within the document itself. A digital advertisement could also be interactive, such as a game or contest that allows for participation and further engages consumers. Digital ads allow for relatively more control over exactly who sees them than print ads, so marketers can more easily target them toward specific demographics. Many digital ads can generate consumer information as well, offering insight over who exactly is viewing the ads. Print media offers a more physical, tangible medium to consumers. Print ads can also have a localized presence that's much harder to achieve with digital media. Signs and banners can create attention and help consumers physically find you. Well placed posters, flyers, and other print media can be distributed within a community to help generate exposure and direct consumers to you. Plenty of consumers also still get information from print media such as newspapers and magazines.

Key words : Consumer awareness, Advertisement and Effective communication system.

**Introduction :**

Before the advent of electronic media like radio and TV, newspapers and magazines were the most important media which providing the news and views. Still print media has survived and remains significant in any media plan owing to its peculiar characteristics.



Social media, blogs, video games and online news outlets are typically referred to as “new media.” Digital media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Modern media comes in many different formats including print media (books, magazines, newspapers), television, movies, video games, music, cell phones, various kinds of software, and the Internet. Each type of media involves both content, and also a device or object through which that content is delivered. Digital media applications areas include digital media applications such as digital images, digital photography, digital video, digital audio, digital libraries, computer games, multimedia production, animation, digital video film making, e-books, web pages, data, and databases.

Print Media Characteristics. Print media is a form of communication that comes in many different types. Messages can be sent out and printed on fliers, in newspapers, billboards and magazines. Once the pieces are printed, they are distributed to their proper audience.

**Need for combo media(Print + Digital) :**

Using digital marketing you can not only target a local audience, but an international one too. marketing campaign to a specific demographic, allowing you to be more precise with who you target, according to gender, location, age and taste. Print marketing can be quite singular, whereas digital marketing offers a diverse range of opportunities for consumer engagement. Digital marketing is undoubtedly cost-efficient. Digital consumers can be reached using social media, allowing your brand or your message to be shared incredibly fast. Print marketing can actually boost online sales regardless of location. Make sure your printed media always ties in with your online presence.

**Different forms of print media.**

- Different forms of print media.
- Print media include those media of communication which are controlled by time. It can be read at any available time and can be kept for record.

Following are the major print media of mass communication.

- Book.
- It is most effective mass media.
- Newspaper.

A newspaper is a periodical publication containing written information about current events. The journalism organizations that publish newspapers are themselves often metonymically called newspapers. Newspapers have traditionally been published in print (usually on cheap, low-grade paper called newsprint).

**Print Media :**

Rupert Murdoch feels that print is still the premier means of communication. Magazine or a newspaper, browse through it and receive the message. It is up to the readers to control their reading time. Print, is an ideal medium for conveying complex technical details, product benefit details and product feature explaining details. Print media offers a more physical, tangible medium to consumers. Plenty of consumers also still get information from print media such as newspapers and magazines. Each medium has unique advantages, so a good campaign should incorporate both digital and print media. Certain consumers are best reached on digital media, others still prefer print. Print marketing is tried and tested. Print marketing also faces accusations of being outdated and expensive. By contrast, digital is fast, accurate and cost-effective. Newspaper are the most popular form of print media catering various audiences. A newspaper is divided into various segments containing current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles etc.,

**Features of Print media :**

1. Wide Coverage is possible.
2. Varieties of advertising are possible.
3. It is more effective for all purposes.
4. Reaching of the advertisements can be judged easily.
5. Permanency and mobility of publication are possible
6. Detailed and informative sales programme is possible.

7. It is economical.
8. It is quick in action.
9. It has a longer life (Magazines, Journals etc.)
10. Detailed address and telephone number can also be given.

### **Merits of Print media :**

Flashy magazines are always popular among consumers and are often read by them for a particular period of time in a month. The monthly magazines are the best way to bring attention to any advertisements.

- Print media is an easy medium to spread awareness or advertise to any particular geographical area. Like, a local newspaper is the best way to spread the news about any local event of the place.
- Some forms of the print media have huge and trusted followers. This is definitely a great boost to attract readership.
- Print media allows you to choose your own space for advertisement, thus, you can manage your budget and expenses while planning for the advertisement.

### **Digital Media :**

Digital media can be less expensive than print media, depending on the details of each campaign. Digital campaigns can also usually be produced, launched, and updated faster than print. Digital media can be interactive in several ways. A promotion on social media allows for marketers to communicate directly with consumers, using messaging, commenting, tweeting, wall posting, and other methods to answer questions and offer incentives.

### **Characteristics of Digital media :**

Purpose and Characteristics of Digital Media. Digital media is any method of storing, transmitting, receiving and manipulating data in digital form. Digital media allows for the exchange of information in a wide range of forms. The information can be for purposes such as entertainment, illustration or communication.

## Six Main Characteristics of Digital Media :

There are six main characteristics of new media found in the book “New Media – A critical Introduction – Second Edition” by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly.

As media continues to grow and evolve, it is important to be able to understand the characteristics as they change and develop over time. In the book that we studied the main characteristics include the following :

**Digital**

**Interactivity**

**Hypertextual**

**Virtual**

**Networked**

**Simulated**

### **Advantages of Digital media :**

The main benefit of digital media is that it reduces costs. This includes the costs to produce, deliver, and store the physical formats that contains the movies, TV shows, and music that we all enjoy. Production costs are reduced by eliminating the factories that manufacture the discs that our media is stored on today. These cost will be replaced by the cost to host downloads of the content or stream it from the cloud. While there is a cost involved with hosting the content, it is far less than the cost to build factories, train and workers, and ship in the raw materials to make discs. There are also the costs to distribute the discs to retailers. There is also the problem of the discs being pressed incorrectly, resulting in loss of time and money as well as the cost to get rid of the useless discs. With digital media, a corrupted file can simply be redistributed with no extra cost other than maybe a few angry customers. Storing these discs is also another problem. It costs money to store these discs while waiting to ship them as well. This can also cause problems of discs being taken during manufacturing and being released on the internet by pirates before the official release date.

**Some more important Advantages of Digital media :**

1. We can get information easier , before digital media existed people needed to read pages and pages to find what they are searching for .Now we have google and many other websites.
2. We can communicate with people faster, in old days people send messages to communicate with their families or friends and wait days for the message to get delivered .Now we can easily send it on Gmail or Yahoo messenger and it only takes a few seconds from our time.
3. We can keep in touch with our friend in different countries
4. We can use digital media in our business, such as in banking.

**Conclusion :**

The people are having improved awareness by gathering informations and updating current affairs through E-media i.e., Electronic media. It is a good communication development among the public. It may take a variable analysis with Digital media and Print media with Modern media and Traditional media. Comparatively digital media is cheap and affordable with print media. Because nowadays all type of newspapers, magazines , journals and other periodicals is available in online applications. Even though digital media is getting more advantages, print media is convenient for less education segment of people.

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