



Future Of Print Media: A Study

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Abstract: Civilization began far back when people lived in forests. Later, the chariot of human civilization is advancing through various stages. According to the research findings of the past, we are gradually advancing towards the future, with the aim of living a beautiful and simple life with the unprecedented development of science and technology, we can perform many tasks in digital form without paper. Just as there are doubts about the sustainability of digital forms in the future, it is timely to discuss the importance of print media.

Keywords: Civilisation, Science and Technology, Print media, Digital form.

INTRODUCTION:

In the very early stage, man lived in the jungle like other wild animals. Naturally any animal takes food for a living. According to their food habits, some animals are herbivores, some are carnivorous and some others omnivorous. Men are also omnivorous according to their food habits. Gradually men shifting their life pattern hunting to cultivating. A safe shelter is required for self-defence from wild animals and natural causes. They built a cave or a city on the outskirts of the forest for safe shelter from the jungle. The practice of agriculture began then as an alternative food without only forest resources to collect food. Then the dawn of civilization began. Saving is needed for an uncertain future. They used various sounds for expressing their pain, happiness and complaints to each other. Hints come as a substitute for sound in dangerous situations. The permanent forms of sounds and hints are pictures written on clay pots, rocks, and animal skins. Experienced essential information needs to be transmitted from ancestors to present men. Then they started the auditory education system. Necessity is the mother of invention. Man continues to develop them self-betterment of their life. As a result, clay tablets, calf skin, tree bark, tree leaves, inscription and finally paper are considered as writing materials. Now the current age is a blended paper and electronic communication age. In the development of ICT, we access and serve our many essential activities which were mentioned only in papers in the past. So, it is true the advantages of paper were prolonged tested but the ICT products and its services are so new in our civilization. But it is a big question whether a paperless society is possible or not. My study showed in this respect the evolution of paper, press and its vital role in the volatile revolution of human civilization.

The earliest known product of Print media was a news sheet the 'Acta Diurna' which was circulated in Ancient Rome before 59 BC. Acta Diurna contained important daily events such as public speeches and was published daily. During the Tang Dynasty in China a court circular called a 'bao' or report was issued by the government officials. Printing was invented around 1450 by Johannes Gutenberg. History tells us that before the print media was invented there were other techniques used to print text and images. Woodblock printing was used widely throughout East Asia. It originated in China as a method of printing on textiles and on paper. In Europe, block printing was done on a cloth and was very common by 1300.

During the ninth and tenth centuries block printing called 'tarsh' in Arabic was developed in Arabic Egypt. Paper making is said to have traditionally begun in China around AD 105. History also tells us that before those ancient countries used different kinds of things as a substitute for paper. Book began with clay tablets, scrolls and sheets of papyrus. Clay tablets were used in Mesopotamia in the 3rd millennium BC. Sheets of papyrus were used in Ancient Egypt and bird feathers were used for writing. Books made with papyrus were in the form of a scroll as several sheets were pasted together. In East Asia before books, writing news was done on shells, wood and silk, especially in China. In Pre-Columbian America, information was recorded on long strips of paper, agave fibres or animal hides which were folded and protected by wooden covers.

Development Phase 1:

Papyrus sheets were replaced by parchment. The King of Pergamum, Eumenes II is attributed to the invention of parchment. The production of parchment began around the 3rd century BC. It was made by using skins of animals like sheep, donkey, antelope, etc. It was easy to conserve over time and was more solid, plus it allowed a person to erase text. Parchment was costly because of the rarity of the material and also the time required to produce the parchment was long. After the invention of paper, parchment was replaced by paper as it was cheaper to produce and it allowed great distribution of books and print media.

Cai Lun, who was an official attached to the Chinese imperial court during the Han dynasty is credited for the invention of paper. He invented paper-making for the intention of writing. He used a combination of mulberries, tree bark, hemp, old rags and even fish nets to create paper pulp. Between the second and fourth centuries the scrolls were being replaced by the codex. The codex was a collection of sheets attached at the end of the book. The codex form was later improved because of the separation of words, capital letters and punctuation.

Medieval History of Print Media, Books and Journalism:

The first movable printing press was invented by a German goldsmith, Johannes Gutenberg. The Gutenberg Bible published in 1455 is amongst the earliest press printed books in Europe. Gutenberg is credited for inventing the printing press but he lost his assets in a suit filed against him by his partner Johann Fust and his employee Peter Schöffer. Compared to woodblock printing the printing press was faster and more durable.

The metal type pieces were stronger and the lettering was more uniform which gave rise to typography and fonts. Invention of the printing press has been called by many scholars the most important invention in history and in the second millennium. Printing press helped in creating newspapers and other print media branches. The print revolution was not limited to Europe. The discovery of sea routes to the west by Christopher Columbus in 1492 and to the east by Vasco Da Gama in 1498 helped in spreading the Gutenberg printing press to the rest of the world.

Development Phase 2:

After the invention of the printing press there were revolutionary changes in the print media. In 1556, the government of Venice published the first monthly 'Notizie Scritte' (Written Notices). These were newsletters that reported political, military and economic news. These were circulated throughout Italy and some parts of Europe. By the seventeenth century news in the form of newsletters was circulated throughout Europe. Topics in the newsletters included war, military affairs, diplomacy and court business and gossip. After 1600 the national government in countries like France and England started printing official newsletters.

When the Gutenberg Bible was published in 1455 it established the superiority of western languages. The printing press rapidly spread across Europe which led to the Renaissance first in Europe and later all around the world. As the printing revolution started gaining rapid pace many improvements were made to the printing method. Because of the printing press, the publication of books became an enterprise. During 14th and 15th centuries books were being collected for private libraries. The cost of books during that time was less which helped increase the distribution of books.

Modern History of Print Media, Books and Journalism:

In India print media was introduced in 1556. J. A Hichley started an English paper named Bengal Gazette in Kolkata in 1780. In Mumbai the first newspaper that was published was Bombay Herald in 1789. After that many Indian newspapers were published in Urdu, Tamil, Bengali and Marathi. Newspapers began printing in Hindi seriously only from the 1870s. Soon newspapers were in all major countries and had become important by the 19th century. Print media went through technical, business, political and cultural changes. As there was rapid expansion in elementary education there was also an increase in the number of readers. In 1843 rotary printing press was invented by Richard March Hoe. Later it was improved by Willaim Bullock.

There are multiple types of rotary printing press technologies that are still used today such as Sheetfed, Offset, Rotogravure, and Flexographic printing. In the late modern period, there was a lot of development in print. The printing press became more mechanized and efficient. There was a wide range of increase in availability of books from myth and fairy-tales to practical and medical. Because of this the literacy rate was on the rise. Inventions of typewriters and later computer-based word processors helped the print media. In the 1990s

developments such as digital multi-media which helps in encoding text, images, animations were notable for the publication and printing industry.

Differences between Hard Copy and Soft Copy

Hard Copy:

Hard copy refers to the digital document file which is printed on paper or other material like transparency. In hard copy the output is printed on the paper and sometimes it is referred to as permanent copy. We can touch the hardcopy. We can say it is a physical copy.

For example- News Paper, Book, Notebook, printed document files, etc.

Advantages of hard copy include:

- Durability: Hard copy documents are resistant to damage from electronic failures or power outages, and can be stored for long periods of time.
- Accessibility: Hard copy documents can be read by anyone with access to the document, without requiring a computer or other electronic device.

Soft Copy:

Soft copy refers to the digital document file or electronic version of a document that is not printed on paper. In soft copy the output is present in the USB drives and computers etc and sometimes it is referred as temporary copy. We cannot touch the soft copy. We can say it is a virtual copy. For example- eNews paper, eBook, pdf notes, scanned notes etc.

Advantages of soft copy include:

- Editability: Soft copy documents can be easily edited and modified using software tools, such as word processors and design programs.
- Searchability: Soft copy documents can be searched using keywords or phrases, making it easy to find specific information.
- Cost-effective: Soft copy documents can be produced and distributed at a lower cost than hard copy documents, since they do not require printing or physical distribution.

Covid, Social Distancing & Changed social dynamics:

The industry was desperately trying to survive and then Covid came. With restrictions on the social gathering, travelling, transport, and focus on social distancing. The print media faced huge issues in the supply chain. The costs increased exponentially. On the other hand, the cost of digital media decreased as the number of players offering low-cost hand phones and low-cost internet increased. Then, there are social & cultural changes happening in the industry. Every household now has access to phones and the internet and thus they can easily access the various news sources without paying anything. The print media creates waste and has a negative impact of deforestation, and people somehow cannot identify the same effect of digital media. They unconsciously start preferring digital media.

What Future May Hold?

It is difficult to predict the future. The old traditional media is competing with the internet. However, even then books and newspapers are becoming resilient and adaptable. Although everything is available on the internet, readers still like to read newspapers every day. E-books are becoming successful and reliable today and many have theorized that they will take the paper books in future. E-books are more accessible and easier to buy. The rapidly growing internet has brought free news where the readers do not have to pay for monthly subscriptions. Globalization has also impacted the traditional print media. If history tells us anything is that all things get replaced by more improved and advanced versions of things

Lost Version or forms: If you can't find a file on your computer or you accidentally modified or deleted a file, you can restore it from a backup (if you're using Windows backup) or you can try to restore it from a previous version. Previous versions are copies of files and folders that Windows automatically saves as part of a restore point. Previous versions are sometimes referred to as shadow copies.

Computer generation: the modern computer took its shape with the arrival of your time. it had been around the 16th century when the evolution of the computer started. The initial computer faced many changes, obviously for the betterment. It continuously improved itself in terms of speed, accuracy, size and price to urge the form of the fashionable day computer.

Changes of Soft copy:

The modern computer took its shape with the arrival of your time. It had been around the 16th century when the evolution of the computer started. The initial computer faced many changes, obviously for the betterment. It continuously improved itself in terms of speed, accuracy, size, and price to urge the form of the fashionable day

Computer Editability:

Soft copy documents can be easily edited and modified using software tools, such as word processors and design programs.

Searchability: Soft copy documents can be searched using keywords or phrases, making it easy to find specific information.

Cost-effective: Soft copy documents can be produced and distributed at a lower cost than hard copy documents, since they do not require printing or physical distribution.

Towards the Paperless society:

A paperless society is a society in which paper communication (written documents, mail, letters, etc.) is replaced by electronic communication and storage. Furthermore, libraries would no longer be needed to handle printed documents. "Librarians will, in time, become information specialists in a deinstitutionalized setting" (Lancaster & Smith, 1980). Lancaster also stated that both computers and libraries will not always give us the information that other people and living life will. Today we handle much work with the help of modern technology which have no needed paper. Recently, the world was affected by the global corona virus. In the situation of lockdown, all the necessary work, office court, and education have to be done at home with the help of the internet and computer. This situation is the first in the history of human civilization. Without the paper of that time, the pace of civilization slowed but did not stop. There have been difficulties at different levels of the society to deal with the situation but the situation has been overcome.

Conclusion:

Development of human civilization has been dependent on many years and much research work throughout the world. Some of the evolutions of human creation are base is strong so there are not changes but from time to time it had reforms. Basically, compare between print media and soft media. Electronic media are also changeable. But after the addition of the internet, the soft copy also gained confidence. All in all, soft media is not a reliable alternative to paper media. But yes, we have to wait for some more days to make a final decision on this matter. Soft media is very good for conducting daily work with speed but soft media is just a part of print media.

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