

FUNCTIONAL ENGLISH FOR PRINT MEDIA

NEWS PAPERS

- **NEWS PAPERS**
- It is a scheduled publication, which contains news about current events, informative articles, diverse features, editorial and advertising. In the year 2007, there were around 6580 daily news papers in the world selling around 395 million copies per day. During the economic regression phase in 2008, the world witnessed a rapid growth of alternatives which were web based.
- The first Indian newspaper was published on 29th January, 1780 in Calcutta. James Augustus Hicky is considered as the father of Indian Press as he started the first Indian news paper from Calcutta called as The Bengal Gazette or The Calcutta General Advertiser. The newspaper was born on 29th January 1780 and described itself as a weekly political and commercial paper open to all parties.
- The first daily news paper in English, The Daily Courant, began publication in London on March 11, 1702. The first Malayalam newspaper is Rajyasamacharam published by the Basel Mission Society (BMS) at Thalassery in 1840.
- Characteristics of newspapers
 - Periodicity
 - Publicity
 - Actuality
 - Universality
 -

MAGAZINES

- MAGAZINES
- A magazine can be explained as a periodical that contains a variety of articles as well as illustrations, which are of entertaining, promotional and instructive nature. They range from generalised to specialised subjects.
- Most of the magazines generally cover featured articles on various topics. Magazines are typically published weekly, bi-weekly, bi-monthly etc. the main feature contents in magazines mainly consist of the cover page features, reviews, problem features, interviews, advertisement etc.
- The history of magazines dates from the 17th century when publishers first began to issue catalogues of books. The first English periodical to call itself magazine was the **Gentleman's Magazine** in 1741. The first famous American women's magazine, **Godey's Lady's** book was published in 1830. The first magazine for young girls, the **Young Misses Magazine** appeared in 1806. The best known children magazine was **Stinicholas**.
- Characteristics of magazines
- No abstract
- Articles are not very long
- Articles are not peer reviewed
- Tend to have advertising
- Written for general audience

BOOKS

- BOOKS
- Books for a very long time have been an important tool for record keeping and transmitting knowledge to future. Before the advent of the printing press, books were made of vellum (calf or lamb skin) because of its durability. One notable historical figure in the printing world was Gutenberg. In 1452, Gutenberg conceived of the idea of moveable type. In his workshop, he brought together the technologies of paper, oil –based ink and the wine press to print books.
- Characteristics of books
 - A plot that is engaging
 - Edited thoroughly
 - A satisfying ending
 - The grip factor
 - Characters you can see