

Newspapers provide their readers a quick view of the world and encapsulate coverage of both local and distant events, in a timely and low cost manner. Newspapers are more easily produced, more immediate in public impact and less permanent than books. Usually, they serve a defined geographic area. They satisfy the need for timely availability of information on a mass scale, in a non-interactive form. The sources of the information contained in newspapers include staff and free lance reporters and as well as photographers, syndicated features, news services, letters to the editors, commercial advertising and classified ads.

Magazines are print sources of information which are generally targeted to a specific audience over a large geographic area. Designed to be informative, attractive and entertaining, magazines combine the reportorial aspects of newspapers with glossy, colored photographs and illustrations to provide the reader with highly formatted and graphic information. Magazines are more flexible and accessible than books and provide broader although less immediate coverage than newspapers.

#### BROADCAST

The technology of voice broadcast over continuous wireless wave established a new form of communication, one much more immediate on the receiver than print. The distribution of constantly updated information on a mass scale had a profound social, cultural, and political impact on the audience. Freed from the need for a long production lead-time, radio provided a more personal contact between the source of the information and the user.

With television, technology once again brought the recipient of information one step closer to the provider or source of the information. Now the user could see as well as hear the event. By encapsulating and highly editing the information content, the packager of the information service, eg. news editor, could alter the meaning of the message being communicated. The greater sensory involvement of the user in receiving and absorbing the information and the lack of a more permanent record of the communication, can potentially alter the user's perception of ideas or events.

#### SUMMARY

In summary, the traditional media all serve to bridge the gap between the information user and the described experience. While the print media is limited to a visual experience, the elements of sound and sight and the movement of video make the communication of information through radio and television more vital and more immediate than through print.