"Great journalism will always attract readers. The words, pictures and graphics that are the stuff of journalism have to be brilliantly packaged; they must feed the mind and move the heart."

- Rupert Murdoch

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What is Print Media?

Print media is the making and distributing of printed publications such as newspapers, magazines and books. Printed publications are one of the oldest forms of communication throughout the world. Without telephones or Internet access the world was dependent on newspapers and letters to receive information on what was happening throughout the country, but also within their own towns. In the U.S., the press has historically been for the people. Many government officials often voiced their disdain for the press because it often revealed things officials didn’t want the public to know. Print media is still a valuable piece of the Checks and Balances system.

Print Media Advertisement Vs. Online Advertising

According to statistics print advertisements, while less frequent than social media advertisements, make a lasting impression on the readers. Receiving advertisement in the mail is still the most influential way to gain business. However, with the rise of online access, printed advertisement is slipping as more businesses jump on board the “online advertising” train, despite it not working as effectively. In fact, very few people are influenced by social media when it comes to making a purchase. The majority is still highly influenced by print media, word of mouth, and television.

How do we Save Print?

Social media and online resources aren’t going to disappear. It shouldn’t. Up to date news is important, and the ability to learn about something quickly is incredibly helpful. However, this doesn’t mean print media needs to fade into the background until it becomes non-existent. In a lot of ways humans still crave what it tangible. To have something in our hands, and to be able to read it for ourselves is highly important to our learning. As a community, we can continue to purchase the newspaper, and support well written, accurate journalism. We don’t need to boycott online journalism and books. Our job is to value good writing and wait until the story has completely developed before we start formulating our own opinions. Print media and online media can work together, we just have to be willing to put in the work too.