

MEDIA : STRENGTH & LIMITATIONS AND ITS EFFECT ON LANGUAGE

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Traditional Media : Features

Traditional media have some salient features which advocate its effectiveness and importance.

- Their appeal is at personal and intimate level.
- No effect of Cross cultural communication tools;
- Rapport is immediate and direct ;
- Its impact is much deeper ;
- Very useful for community development;
- No threat of cultural colonialism and foreign ideological domination.
- Local talent and localized message-would have more credibility than those centralized ones.
- These media are comparatively cheap.

- Acceptability,
- cultural relevance
- Entertainment value,
- Localized language,
- Legitimacy,
- Flexibility,
- Message repetition ability,
- Instant 'two-way communication etc.

Print Media : Newspaper

Strengths Of Newspaper :

- Daily delivery .
- Geographic selectivity
- Intensive coverage of specific geographic market
- Reach well-educated audience
- Wide range of editorial material aimed at a broad audience
- Great flexibility in ad size
- Complex information can be communicated
- Pass-along audience in household
- Credibility of print in general
- Can read at leisure
- Portable

Print : Limitations

- Short life
- Low quality colour reproduction.
- Not demographically selective.
- Cannot deliver sound and motion.
- Messages compete with one another.
- Comparatively expensive.
- Literacy is essential.
- Not for every one.

Broadcasting : TV

Strengths :

- Allows for active demonstration of product
- Large national audience reach (network)
- Large local audience reach
- Messages stand alone
- Audience targeting
- prime source of news
- high impact
- spectacular medium – sound, animation, motion, colour etc.

Radio

Strengths :

- Good supplementary medium
- Selective audiences
- Great flexibility
- Universal coverage
- Short lead time
- Production comparatively cheap.
- Inside and outside home
- Loyalty/credibility
- Urban and rural
- Messages are personal
- Messages stand alone – obtrusive medium
- Portable
- Prime source of local information

Broadcasting : Limitations

TELEVISION

Messages have short life .
Time shifting
Long lead time
Cannot provide details
Not portable
High production costs
Most stations in urban area.

RADIO

- Short life
- No visuals
- Can not provide details
- No motion

New media

- **New media** most commonly refers to content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation.
- Common examples of new media include websites such as online newspapers, blogs, wikis, video games and social media.
- New Media transmit content through connection and conversation.

Characteristics

- Fast & speedy.
- Interactive.
- User Friendly.
- Global reach.
- Easy access.
- Cheap.
- Liberal and open.
- Democratic.
- Flexible.
- Hypertextual.
- Convergent.

- Last but not least, we can say that the nature of media decides the nature of content. The strength and limitation of any medium is a decisive factor and dominates the quality of the content.