

THE TYPES OF ELECTRONIC MEDIA

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Abstract: This is complete about of electronic media, what is electronic media, types of electronic media, difference between of print media and electronic media.

Key words: electronic media, print media, digital, newspapers, leaflets, handbills.

Аннотация: Это полная информация об электронных СМИ, о том, что такое электронные СМИ, о типах электронных СМИ, о различиях между печатными СМИ и электронными СМИ.

Ключевые слова: электронные СМИ, печатные СМИ, цифровые, газеты, листовки, рекламный буклет.

Annotatsiya: Bu to'liq elektron OAV, elektron OAV nimaligi, elektron OAV turlari, bosma OAV va elektron OAV ning farqlari haqida.

Kalit so'zlar: elektron OAV, bosma OAV, raqamli, gazetalar, varaqalar, qo'llanmalar.

Electronic media are [media](#) that use [electronics](#) or [electromechanical](#) means for the audience to access the content. This is in contrast to static media (mainly [print media](#)), which today are most often [created digitally](#), but do not require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are [video](#) recordings, [audio recordings](#), [multimedia](#) presentations, [slide presentations](#), [CDROM](#) and [online](#) content. Most [new media](#) are in the form of [digital media](#). However, electronic media may be in either [analogue electronics data](#) or [digital electronic data](#) format. Although the term is usually associated with content recorded on a [storage medium](#), recordings are not required for live [broadcasting](#) and online networking. Any equipment used in the [electronic communication](#) process (e.g. [television](#), [radio](#), [telephone](#), [game console](#), [handheld device](#)) may also be considered electronic media.

1. Print Media:

Print media is a form of mass media as the name suggests the news or information is shared through printed publications. Printed media is the oldest means of sharing information/news. In printed media, the news or information is published in hard copy and then it is released which is more reader-friendly. The main types of print media include newspapers, magazines, and books. In print media Live show,

Live discussion, and Live reporting is not possible it is based on the interval update method.

Advantages:

- Tangibility: Print media offers a physical copy of the content, which readers can hold and read at their convenience.
- Credibility: Print media, such as newspapers and magazines, are considered to be more credible than electronic media due to the rigorous fact-checking process they undergo.
- Targeted audience: Print media can be targeted towards specific demographics, making it easier for businesses to reach their intended audience.
- Longer shelf-life: Print media has a longer shelf life than electronic media, as it can be stored for a long time and can be re-read multiple times.

Disadvantages:

- Limited reach: Print media has a limited reach, as it is distributed only to specific locations and to those who purchase or subscribe to the publication.
- Cost: Producing print media can be expensive, as it involves the cost of printing, distribution, and storage.
- Time constraints: Print media has a longer production cycle, as it takes time to write, edit, print, and distribute the content.

2. Electronic Media:

Electronic Media is a form of mass media as the name suggests the news or information is shared through electronic medium. Electronic media is the advanced means of sharing information/news. In electronic media, the news or information is uploaded or broadcasted and then it can be viewed through electronic mediums which is more viewer-friendly. The main types of electronic media include television news, News through mobile apps, etc. In electronic media Live shows, Live discussions, Live reporting is possible as it is based on an immediate update method.

Advantages:

- Wider reach: Electronic media has a wider reach than print media, as it can be accessed anywhere in the world with an internet connection.
- Interactivity: Electronic media allows for greater interactivity with the audience, such as through comments, social media shares, and live streams.
- Cost-effective: Electronic media is often cheaper to produce and distribute than print media.
- Real-time updates: Electronic media can be updated in real-time, making it ideal for breaking news and live events.

Disadvantages:

- Short shelf-life: Electronic media has a shorter shelf life than print media, as content can quickly become outdated or buried in a sea of other digital content.

- Credibility concerns: Due to the ease of producing and distributing electronic media, there are concerns about the credibility of the information being presented.
- Audience fragmentation: With so many electronic media outlets available, it can be difficult for businesses to target their intended audience effectively.
- Distraction: Electronic media can be a distraction, as users may be tempted to switch between different websites, apps, and social media platforms instead of focusing on one piece of content.

Similarities:

- Both provide a means of communicating information to a large audience.
- Both can be used for marketing and advertising purposes.
- Both offer various formats for presenting information, such as text, images, and videos.
- Both require the creation of content by writers, editors, and other content creators.
- Both can be accessed by individuals at their convenience.
- Both have the potential to impact public opinion and shape social discourse.
- Both can be used for entertainment and educational purposes.
- Both require the use of technology, whether it's printing presses or digital devices.
- Both can be used to create and disseminate news and current events.
- Both can be monetized through subscriptions, advertising, or other revenue streams.

Print media and electronic media have different characteristics and uses. While print media may be more expensive and less timely than electronic media, it can offer a more tactile experience and has a longer lifespan. Electronic media, on the other hand, can reach a larger audience and offers more interactivity and real-time updates.

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