

Name: \_\_\_\_\_

Date: \_\_\_\_\_



## WHAT TO KNOW!

### Getting Information from Print Media

**Print Media** refers to paper publications such as books, newspapers, magazines, journals, newsletters, and other materials that are printed on paper.

#### Different kinds of Print Media:

1. **Book** – It is a reading material that can be fictional or non-fictional.  
Examples: Thesaurus, Almanac, Dictionary, Encyclopedia, and the like
2. **Newspaper** – It contains a wide range of topics which appear on the different sections, such as news, business, lifestyle, sports, and entertainment sections.  
**2 Types:**
  - a. **Broadsheet** – The target readers of a broadsheet are usually the professionals who prefer reading formal news and in-depth analysis of issues.
  - b. **Tabloid** – It is pegged for those who prefer reading condensed news and entertainment articles.
3. **Magazine** – A magazine is also a periodical publication released weekly, monthly, or quarterly. It contains articles on various topics depending on the subjects or areas the magazine covers.
4. **Journal** – It is a scholarly publication containing articles written by researchers, professors, and other experts. Journals focus on a specific discipline or field of study. Unlike newspapers and magazines, journals are intended for an academic or technical audience, not general readers.
5. **Newsletter** – It can be a bulletin where a company or an organization informs its readers about the updates and happenings in their institution or community. It can also contain special features might be of interest or value to its targeted readers.
6. **Gazette** – It pertains to the official publication of a government organization or an institution, which is intended for public notices, listing of appointments, laws, decrees, court decisions, and other official pronouncements.
7. **Brochure** – It is a small book or magazine that contains pictures and information about the products or services offered by a company.
8. **Leaflet and Flyer** – These refer to a printed sheet of paper which contains information about a product for advertising purposes. A leaflet is a small flyer. Leaflets and flyers are distributed and given free to targeted customers to promote a product.

The boundary between flyer and leaflets becomes clear when looking at how they are used. The main function of flyers is to hand out as many copies as possible to a broad audience in specific location. Leaflets could be used in the same way but their superior quality and design make them a more attractive option for targeting a more specific group or promoting a product or service with higher value. In short, flyers are for one-time events and promotions, while leaflets are better suited for content and company information that has a longer shelf life.

Knowing all these kinds of print media will guide you in using them responsibly, both as consumers and producers. While we are living in an increasingly digital world, print media is still an incredibly important part of the marketing mix and championing certain causes or advocacy. Investing in print media can help businesses and causes to extend their reach to the public, gain exposure, and engage their target audiences with campaigns.

Here are five reasons why printed material is effective:

1. **It can be targeted.** Printed media can be tailored to your target market, both in terms of the style of design as well as in how you distribute the material. This means you can focus on reaching the audience you want and make the material relevant and appealing to them.
2. **It can create credibility.** Investing in printed material signals to customers and the general public that you are serious about your business and that you offer a worthwhile product, service, or advocacy.
3. **It can create engagement.** Printed materials can also create engagement between the customer or public and the brand or the advocacy. By providing interesting articles to read, special offers, or amusing copy, there is the opportunity to provide a connection between the reader and the product or service that can lead to brand and advocacy awareness and sales.
4. **It can be kept.** Unlike webpages, print media has a longer lifespan. Rather than spending a few seconds on a site and then moving on, brochures and leaflets can be picked up and put down and referred back to. They can also be passed onto friends or colleagues, maximizing the reach of your campaign.
5. **It can link to digital campaigns.** Finally, print media offers the chance to link paper with online content. Examples here include the use of a QR code or referral to a website for more information or to make an online order.

Creating a great library of printed materials and publications doesn't mean that you will abandon your online marketing efforts. It's quite the contrary. Integrating your digital and print marketing makes your campaigns stronger, more important, and more resilient.

Here are three ways you can make your print media materials more interactive:

1. **QR Codes.** A great way to draw your target market to a webpage or a website to learn more about your product or services. QR codes are easy to use and can be customized to fit your needs and your company branding.
2. **Infographics.** Statistics and graphs can be dull, but formatting them as an infographic allows you to reach your target audience in visually appealing and memorable way. Include a digital copy of your infographic online so that it can be shared by your customers and prospects.
3. **Social Media.** Include your social media icons and tags in your printed materials to take the conversation online. Post engaging content online that reinforces your printed message.



**A. Directions:** Write **TRUE** if the statement is correct and **FALSE** if it is incorrect.

1. Print Media refers to any publication that is done on paper which contains various information.
2. Newspaper and magazine may contain articles about current events and special features.
3. Anyone can write in a journal because it is intended for general circulation.
4. Gazette is the official publication of government organization or an institution.
5. Leaflets and brochures are both the same as they are given freely to the general public.
6. Print media can be kept and passed onto other people.
7. When materials are printed, it sends a message to people that you are serious with business.
8. Print media cannot be linked to digital campaigns due to paper restrictions.
9. Print media is static and cannot be interactive because it is printed only on paper.
10. Infographics stimulate the interest of readers and hook them in getting the most out of print media.

**B. Directions:** Match the print media in Column A to its appropriate description in Column B. Write only the letter of the correct answer.

**Column A****Column B**

- |                     |   |
|---------------------|---|
| _____ 1. Flyer      | A. It is a scholarly publication made by professionals, researches, and the like. |
| _____ 2. Leaflet    | B. It is the official publication of governments that feature laws, decrees, etc. |
| _____ 3. Brochure   | C. It is a bulletin that contains updates about a company or community.           |
| _____ 4. Magazine   | D. It contains formal news and in-depth analysis of current issues.               |
| _____ 5. Journal    | E. It features condensed news and entertainment for the general public.           |
| _____ 6. Broadsheet | F. It can be fictional or non-fictional type of reading material.                 |
| _____ 7. Tabloid    | G. It is a booklet form that contains details about a products or services.       |
| _____ 8. Gazette    | H. It is a small flyer that is freely given to the target audience.               |
| _____ 9. Newsletter | I. It has articles about various topics published weekly, monthly, or quarterly.  |
| _____ 10. Book      | J. It is a much cheaper ad intended for one-time events and promotions.           |



**Directions:** Fill in the graphic organizer below with details from printed newspaper. Do this on a separate sheet of paper.

What's the SCOOP?		LIST 4 IMPORTANT FACTS FROM THE ARTICLE	
Thinking and Writing about Current Events			
Name: _____	Date: _____		
Author: _____	Newspaper or Source: _____		
Headline of Article: _____			
<b>WHO?</b>		<b>WHEN?</b>	
1. Who is this story about? _____		5. When did this story take place? _____	
2. Who does this story affect? _____		<b>WHERE?</b>	
<b>WHAT?</b>		6. Where did this story take place? Where did the issue or event occur? (city, country, region, etc.) _____	
3. What is the TOPIC of this article? _____		<b>WHY?</b>	
4. What is the author's POINT about the topic? _____		7. Why is this story so important? Why does this matter? to you? to your community? to the world? _____	



**Directions:** Look for five (5) various print ads in newspapers, brochures, flyers, and other print media sources and make an album (digital or hard copy format). Complete the details in the following chart.

Describe the Ad	Who is the ad targeting? (Age, gender, etc.)	Where was the ad? Was the placement effective? Why or why not?	What was the catchy part of this ad?

**Self-Assessment:** Share your opinion about each open-ended statement and write down what you think will best complete the items. Write your answers on a separate sheet of paper.

1. What helped me in getting information from print media is \_\_\_\_\_.
2. What I find difficult to do is \_\_\_\_\_.
3. Maybe I can improve next time by \_\_\_\_\_.
4. I know that I can get information from print media when \_\_\_\_\_.
5. Print media is important for students like me because \_\_\_\_\_.

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## Getting Information from Print Media

1. TRUE	1. J
2. TRUE	2. H
3. FALSE	3. G
4. TRUE	4. I
5. FALSE	5. A
6. TRUE	6. D
7. TRUE	7. D
8. FALSE	8. B
9. FALSE	9. C
10. TRUE	10. F

Answers may vary.

Fly High:

Answers may vary.

Take Off: