



English Language Learning Through Print Media

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Abstract

This paper highlights on how reading books can meliorate the way of life as well as the language learning at the same instant. A language is not just grammar and vocabulary but it is the different lens of the world. This means that while we are reading a book the text is not only content but it also shapes the life of the reader. With the world turning into one global village, the present generation has felt immense need for a global language for which the professionals, business fraternity are facing new challenges for effective intelligible and common communicative language in everyday life. Newspapers, magazines, books, Internet, records are all endless sources of information that can be easily compared to a library or an Encyclopedia; primarily because they give to the reader the opportunity to extend knowledge and facilitate self-education.

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Introduction

Print media is one of the primeval and primitive forms of communication. Newspapers, Weeklies, Magazines, Monthlies, Banners, and Posters are the integral elements in Print media. It is one of the oldest forms of advertising but also remained to be one of the most popular as it can reach a wider target audience. There is no boundary between Print Media and Digital media as nowadays everything is available in the online versions. Print media allows us to fully explore a topic and immerse ourselves in a deeper way than most media do it today. It can be seen and taken at all place in its print form only. Further it enhances pupil interest and broadens their perspectives towards global activities. The adequate and appropriate use of the print media will enable the learners to familiarize themselves with the journalistic language [1].

The salient features of print relative to digital include tangibility, an enduring message and high credibility. Certain people find interest to read media in print rather than digital formats. As years passing by, Print media is not only meant to convey the traditional news but also progressed in the fields of entertainment, education, advertisement etc. The print media helps us to inform, amuse, startle, anger, and entertain. They help to bridge the communication gap between the veteran and novice.

In Helmut Kipphan's edited book titled Technologies and Production Methods, he mentioned that after the invention of Gutenberg's invention, the titles of the number of new books have increased. Though electronically the books are available, annual growth rate in book production are noticeably recorded.

Another imperative facet of print media is Germany is the one of the biggest market for books in the world today. Annually, from Germany, eighty thousand titles come into the market [2].

Literature Review

Andrew King and John Plunkett mentioned in their edited book titled Popular Print Media 1820-1900, that during the early nineteenth century, print media was predominantly high. At that time there was a 'mass reading public'. They were reading 'volumes of books, newspapers and periodicals.

Richard Menke in his book titled Literature, Print, Culture and Media Technologies 1880-1900 clearly opines that print media do not be replaced with any other media and he also further says that other media also 'continually hark back to print culture [3].

Importance of Print Media

Media is everywhere; it has become an integral part of everyone's routine. Media has potential to shape Individual personalities. The

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Print Media play a significant role in the learning process and is recognized as the beneficial tool to learn English language. It not only gives thousand words but it also helps learners in enhancing their thinking and observation skills, it promotes imagination, enables the students to improve their language competence [4].

Methodologies

Media is the utmost choice for communicating information and in teaching-learning perspective, delivering content to the learners, to achieve effective instruction. In present scenario, print media is facing many challenges. But print media is more capable than electronic media in delivering the localized news which create interest to the native residents and citizens. It is available in numerous forms say Newspapers, Magazines, Newsletters, Books, Brochures, and Flyers etc. The print media is accurate in delivering the information and every form of it has its own prominence. This paper examines the contribution of each form of print media in English Language Learning.

Newspapers

Newspaper is the most effective and important media of mass communication [5]. They provide valuable services to the community like information, education, entertainment, record facility etc. They provide a wide range of various text types and language styles can be easily used not only in regard to linguistic aspects of the language, but they are also fruitful in regard to extra linguistic elements such as critical thinking or world knowledge.

They are informal but provide very prominent education. It has been called the living textbook.¹It can be used to instruct areas from the alphabet to sentence structure, grammar, discourse, techniques, styles of writing. They employ many critical thinking skills and one can improvise their own skills in reading, writing, and listening, speaking. Skimming and Scanning can be well taught to students using newspapers. Instruction through newspapers introduces variety and element of 'play-way'.

Teaching /learning in English language classrooms can be done in different ways to improve the efficacy of the student and the effectiveness of the teaching. The paper presenters have focused on motivational tools in newspapers can be used as materials to improve the standards of learning of learners. The teacher has to appraise the learners based on comprehensive learner matrix such as their abilities to learn interest, motivational tools, cognition, teacher talk, and assessment tools. The paper presenters have conducted a one-month period of study from August 1st-31st. The results and interpretations are illustrated below (Figure 1).

Discussion

The results can be interpreted that more percentage (80) of students are inclined to learn English language through cartoons.

Suggestion

Hence English teachers are advised to prepare materials (Task - based) in the warm up or while teaching stages in the classroom scenario.

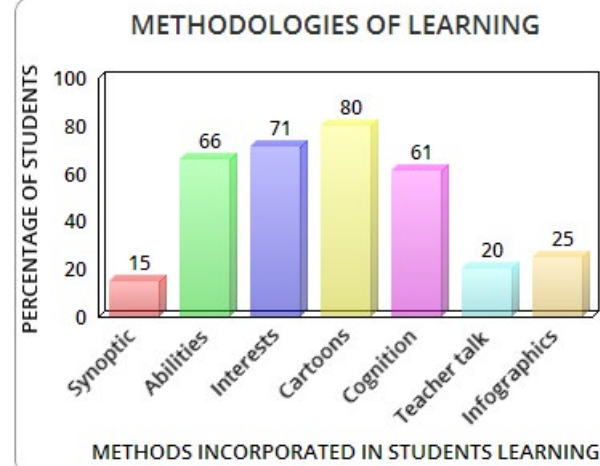


Figure 1 Newspaper is the most effective and important media of mass communication.

According to the Z.N.Patel and Anindya Syam Choudhury there are many advantages using newspaper materials. They say It is cheap, widely available and authentic [2].

It provides a variety of text types home and foreign news stories, medical, domestic, personal, cultural and artistic features articles etc. It is interesting, relevant and topical and provides vast information. The teacher can always discover thematic and linguistic connections between the vocabulary, grammar, poem etc., that they are teaching and a newspaper cartoon in middle (Figure 2).

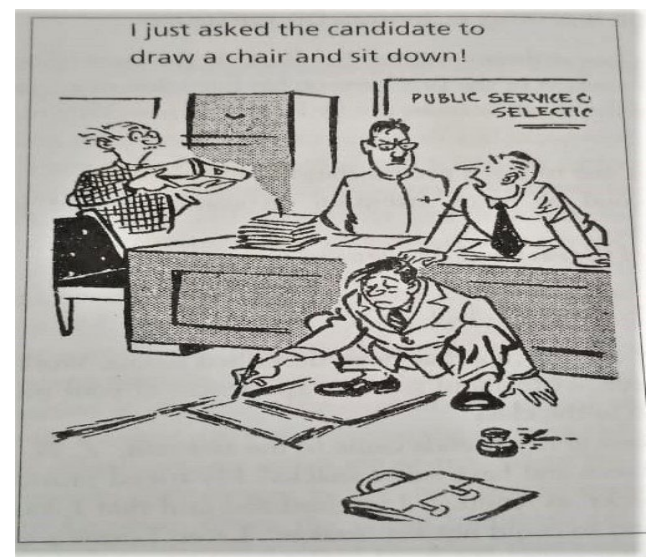


Figure 2 Teaching and a newspaper cartoon in middle.

The picture is taken from newspaper which contains R.K.Laxman, a famous cartoonist portraying the 'Common Man' in it. This draws the attention to the phenomenon called polysemy.

With this type of expressions one must understand a word or expression keeping in mind the situation in which it was uttered is more important than preconceived notion of the words.

The activity on cartoons ignites the student's minds to learn English language and also it energises the class for more involvement of the students in the activity.

The significance of using newspaper is news develops every day. The beauty of the newspaper in the classroom is that it is fresh every day. Stories untold as reporters unearth more information to reconstruct what happened. (From a teacher's guide to newspaper is to enhance language proficiency skills). Society covers a common character that is common man.

Any course the learners study the ultimate purpose is to translate the knowledge that they acquire should be translated into wisdom to awake the better society for the generation next this comes only with the pictures especially cartoons. Further it is the English teacher who can bring new energies in other words renewable energies into the classroom by using cartoons. But the energies can be experienced by the learners if he or she can take up sometime for uncommon, unexpected and a deviant of a regular classroom.

The Hindu Newspaper started E+clubs in colleges to implant interest among the students not only to learn communication skills but also make them to come out of the fear of speaking in English.

Present day newspapers, we can see different columns like "Education Plus" on Mondays; "Young World" on Fridays; "Literary Review" in a month enables the students to improve their language competence [4].

Books

Books are the most productive mass media and ultimate source of education. Through books one can easily get information and knowledge. People of every age, group, religion or profession find information, pleasure, relaxation and inspiration while reading books. Reading books allows us to increase our intelligence, become more creative, access inexpensive entertainment, and find a way to reduce stress [6].

The finest way of improving vocabulary can be fulfilled through reading. The context of articles, stories, and conversations helps us to figure out and understand the meaning of unfamiliar English words in the text. The more we read, the more words we gain exposure to, and they'll inevitably make their way into day to day conversation. Apart from these extensive benefits, books familiarize students a wide variety of language styles that can later on be adapted by them in their speaking or writing skills and activities.

News letters

It is a publication that mostly covers one main topic. They are generally used as information sources for neighbourhood, communities, and groups having an interest about that particular topic, or event. They are also used for promotional purpose, political campaigns, or for causes. It can be regarded as a gray literature.

They not only teach various lessons in English but also remind us every day or week about the newly added lessons. They make

people eloquent and give lot of practice on sessions of grammar, glossary, LSRW skills. By subscribing to the newsletters, one can get to know how to apply all these accomplished skills into the real world.

Magazines

They provide meticulous articles on various topics, like food, fashion, sports, finance, lifestyle, and so on. They are published weekly, monthly, quarterly, or annually, and many of them are sold all over the world. Their advantage is that they are much more colourful than newspapers as they favour us to organize photograph activities that could stimulate verbal and written stories.

Magazines will help us to encroach the world of English speakers. They exemplify conversation tips, idioms, grammar and glossary through which students can be benefited a lot. If students can get acquainted with magazines then they can develop well-rounded understanding in English and the English speaking cultures. So magazine is good choice beginners who need to build up the fundamentals.

Importance of Print Media in Advertising

Print Media is Tangible

Print Media is tangible means it shows the perceptible touch to the brain so the brain can understand easily and recall also. Print media can evoke stimulation in a brain.

Benefits of Print media

- A. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis
- B. Build good reading habits that will last for a life time
- C. Can be cut, marked, clipped, pasted, filed and recycled
- D. Are extremely flexible and adaptable to all curriculum areas and grade levels, and cost effective
- E. The quality of language used in them has a great impact on pupil also
- F. Print media also helps in bringing people socially connected when they are discussing the events or issues that they came across through the print materials

Demerits of Print media

- a. Print media has its drawback in learning as it is passive and they are learner controlled
- b. The lifespan of print materials especially newspapers, magazines, brochures is short lived as the people have a tendency to throw them or keep them aside after one day of reading
- c. Placing an advertisement in print media requires a lot of planning and time.
- d. There are many limitations when it comes to targeting your

audience as the particular newspaper may not be available to the audience all the time

Conclusion

Towards the end of the 20th century, the sentence 'press is dead' was found among many media panels around the world.⁵ In the later 21st century we enter into a new epoch, the Internet age,

where it is an Information age, the news travels around the world within no time.

However, the real phenomenon round the world reveals that although people read daily news online and check blogs and websites for information, they flock to the press stands when they prefer to hold news in their hands and wish to read something they trust. Although the competition is getting tough these days due to the Internet Age, the print has still its charm.

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