

Magazines and Newspapers

1. What kind of marketing practices do these newspapers use?

Answer: Home visits are powerful marketing methods. Salespeople sell newspapers door-to-door. New newspapers benefit from this. Amar Ujala and Dainik Bhaskar started with these methods and are now prominent nationwide. Gifts with monthly memberships are another successful newspaper technique. To draw customers, they give kitchenware, appliances, etc.

2. Do you believe everything you read in the newspapers?

Answer: No, I do not believe everything that is printed in the public editions of newspapers. For this reason, I read newspapers that are considered to be part of the mainstream and that have a high level of authority and authenticity.

3. Do people still buy magazines in your country?

Answer: They certainly do. There are publications that are devoted to specific fields. People and kids who are interested in stories, puzzles, jokes etc will purchase magazines such as Champak. People who are interested in sports will purchase sports magazines.

4. What's the difference between news on TV and news in magazines?

Answer: Online news can offer the news utilising all word, video, audio, and photographs, while television news requires visuals or videos, radio news is supplied in the form of sound, and print media relies primarily on text and images.

5. What kind of magazines do teenagers like to read?

Answer: Teenagers have a voracious appetite for reading, and a lot of the reading material that they enjoy the most, such as fashion journals and sports periodicals, can be accessed online.