

## **NOTES PREPARE BY ALEMKENG RICHARD**

### **CLASSIFICATION OF NEWSPAPER**

- 1: Classification by Periodicity
- 2: Classification by Reach
- 3: Classification by Ownership
- 4: Classification by Nature of Dominant Newspaper Interest

#### **Introduction**

The classifications of Nigerian newspaper dose not differ radically from what obtains elsewhere. In this unit therefore we shall discuss the classes of Nigerian newspapers on the basis of the globally accepted forms or types of newspaper.

#### **1: Classification by Periodicity**

One of the commonest forms of classifying newspaper isby periodicity. This has to do with frequency with which a particular newspaper title is published. In Cameroon like elsewhere not all newspapers hit the newsstand at the same frequency. While some hit the newsstand on daily basis, some come out on weekly basis while others appear fortnightly. The import is that a newspaper can be classified as daily, weekly, or bi-weekly newspapers based on how frequent the newspaper is produced and pushed to the market. Presently, most newspapers in Nigeria are either produced daily or weekly. Examples of daily newspapers in Cameroon are the la Nouvelle expression, The Guardian Post, Cameroon Tribune, Mutation etc.

#### **2: Classification by Reach**

This is another classical way of categorizing newspapers. In this context, theemphasis is on the geographical areas or scope of circulation of a given newspaper. Thus, a newspaper can be classified as:

- International newspaper meaning that the newspaper circulates across national boundaries. Apart from the fact that Cameroonianne newspapers are read online, most Cameroonian newspapers do not circulate at international level.
- National newspapers meaning that a given newspaper can be read in most part of a country. This means that national newspapers circulate nationally. Nationally in the sense that such newspaper can be seen in most parts of the country

- Regional newspapers which are classified as such because their reach is usually limited to a given region. With the collapse of the old regional structure in Cameroon (note that what we have now is geopolitical zones which are smaller in scope or area compared to the former regions) much of regional newspaper are hardly seen in Cameroon newspaper landscape. However, some newspapers can be classified as regional newspapers given the scope of their reach and the political interest they tend to service. Newspapers like Oust Echo

### **3: Classification by Ownership**

Newspaper can also be classified on the basis of ownership structure. In this case a newspaper can be any of the following:

a) Government owned newspaper which refers to a newspaper that owned and controlled by either the national or state government. In Cameroon today governments usually have state owned and controlled newspaper like Cameroon Tribune

b) Privately-owned newspaper which is usually established and controlled by private investors. This pattern of newspaper ownership is the commonest in Cameroon. In fact most of the national newspapers currently in circulation in the country come under this form of ownership.

c) Mixed ownership describes a pattern of ownership in which public and private investors partner to establish the newspaper. In this case the government owns certain percentage of the share and the private investors own some. This is not really common in Cameroon

#### **4: Classification by Nature of Dominant Newspaper Interest.**

Newspapers are often classified in terms of the interest area they cover. The interest may be sports, fashion, religion, business, gender etc. In Cameroon today most of special interest publications come in the form of magazines with few newspapers trailing behind. Examples of such special appeal-cum interest newspapers are found largely in the areas of business and sports. Some of such publications include l' economie etc.

### **: Tutor-Marked Assignment**

Mention and discuss the parameter for categorising newspaper in Cameroon.

### **: References/Further Reading**

Baran, S. J. (1999) Introduction to Mass Communication: Media Literacy and Culture;

California: Melfield Publishing Company.

Hodgson, F. W. (1984) Modern Newspapers Practice. London: Heinemann.

Nwabueze, C. D. (2011) Magazine and Newspaper Management and Production, An

Introduction Text; Owerri: Topshelve Publisher.

## Chapter three

### ADVANTAGES OF NEWSPAPER AS A MASS MEDIUM

#### 1: Characteristics of Newspaper

#### 2: Advantages of Newspaper

##### Introduction

In spite of the advantages of immediacy (live broadcast) which broadcast media have over the print media, the newspaper business has continued to thrive in many parts of the world including Cameroon. Today, broadcast media even complement use of newspapers for dissemination of information via press review. Ordinarily, it is expected that the newspaper industry should squeeze up in the face of all these and for want of patronage. This was not to be.

What keeps newspaper operators in business is largely because of the unique nature of newspaper as medium of mass communication. This unit will discuss those advantages and more.

#### **1: Characteristics of newspaper.**

As a distinct medium of mass communication, newspaper has some features that are unique to it. These features have to some extent distinguished newspaper from other media of mass communication. Some of these characteristics according to Growth in Okunna and Omenugha (2012) are as follow:

1. A newspaper must be published periodically at regular intervals
2. These intervals should not be less than once a week.
3. It must be mechanically reproduced.
4. It must be timely.
5. It must offer freedom of access to all readers, that is, it must be available to everyone who can afford the cover price.
6. Its content must not be aimed at any select group in the society.

#### **2: Advantages of Newspaper**

One of the major snags in Cameroon newspaper business is that overtime the nation has not seen much of rural newspaper that can effectively cater for rural development needs. Though newspaper titles which were regarded as community newspapers.

Another problem is that the newspaper environment in Cameroon has witnessed the birth and demise of many ad hoc publications. They are regarded as ad hoc in the sense that those publications were usually established to service the political interests of the publishers. So once the political campaigns are over, win or lose the publishers withdraw from funding the publications and the newspapers will die unnatural death.

Newspapers like other printed matter have also been accused of limiting their exposure to literate audience. This to a large extent is true given that one requires some level of literacy to be exposed to newspaper contents.

In spite of all these snags, newspaper medium has some advantages that make it unique. Apart from the traditional functions of informing, educating, persuading and entertaining the masses, which are peculiar to other mass media organs, newspaper plays other functions. Some of these functions-cum-advantages as

1. Providing better interpretation or in-depth developmental stories that place developmental issues and facts in greater perspectives.
2. Having advantages of place and time of exposure and flexibility, which ensures easy comprehension and retention of media content.
3. Ensuring easier storage and retrieval for limitless repeat exposure any time, any day and anywhere (emphasis added).
4. Serving as viable tool for mass education and mass literacy by motivating and encouraging readership habits among illiterates and new literates in the society.

It is imperative to note that in spite of all odds against newspaper medium, the medium has continued to compete favourably with other media of mass communication because of these unique advantages. In producing a newspaper therefore, conscious effort needs to be made at ensuring that the newspaper is well produced to reflect those enduring advantages.

Communication. In doing this, the characteristics, the problems associated with newspaper as a medium of mass communication and the advantages of newspaper were discussed.