



The Archives of the United States, located in Washington D.C. contains impressive volumes of printed documents in original format. It holds original copies of the Declaration of Independence, the Bill of Rights and a copy of the Magna Carta —Photo by Joseph Earnest

Newscast Media HOUSTON, Texas—In February, Newscast Media expanded its digital footprint by including eBooks as part of our archives. This expansion was necessary in order to accommodate the newer devices on the market, and soon-to-be released ones.

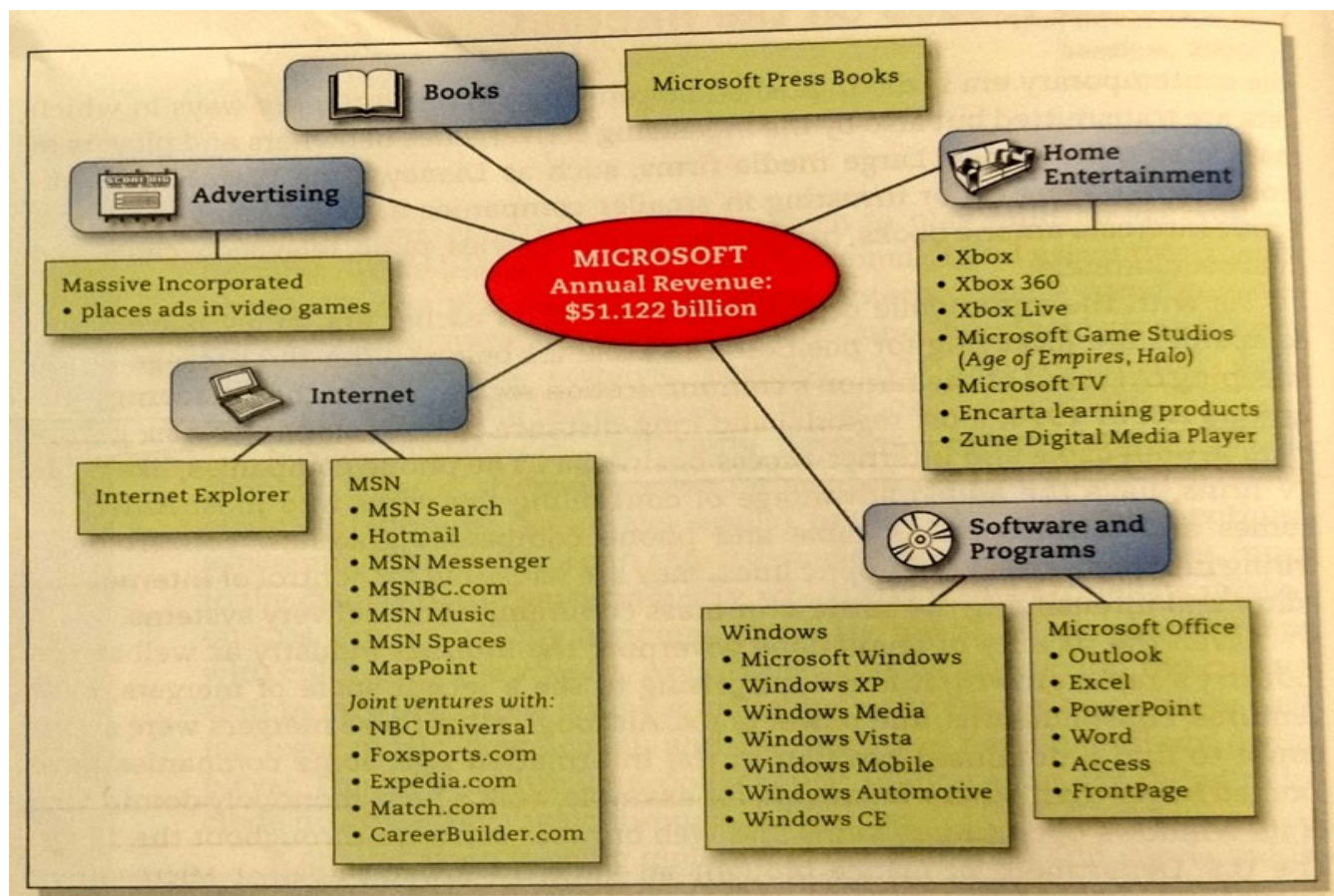
A friend recently lamented to me that the transition into eBooks is a signal that print media is doomed, and will eventually become extinct. I, on the other hand, strongly disagreed with that premise. I used charts and other data to show this friend that print is not going anywhere, and I also wish to demonstrate to my readers why print is here to stay, in this three-part series.

In Classical Antiquity, we learn that the written word represents “Grammar” which is part of the seven liberal arts (*artes liberales*). The liberal arts have nothing to do with politics or Liberalism. The purpose of the liberal arts is to train the free man. The liberal arts are divided into two distinct groups: The first group is referred to as **language studies**. These are: Grammar (the science of language), Oratory (the science of rhetoric) and Dialectic (the science of logic).

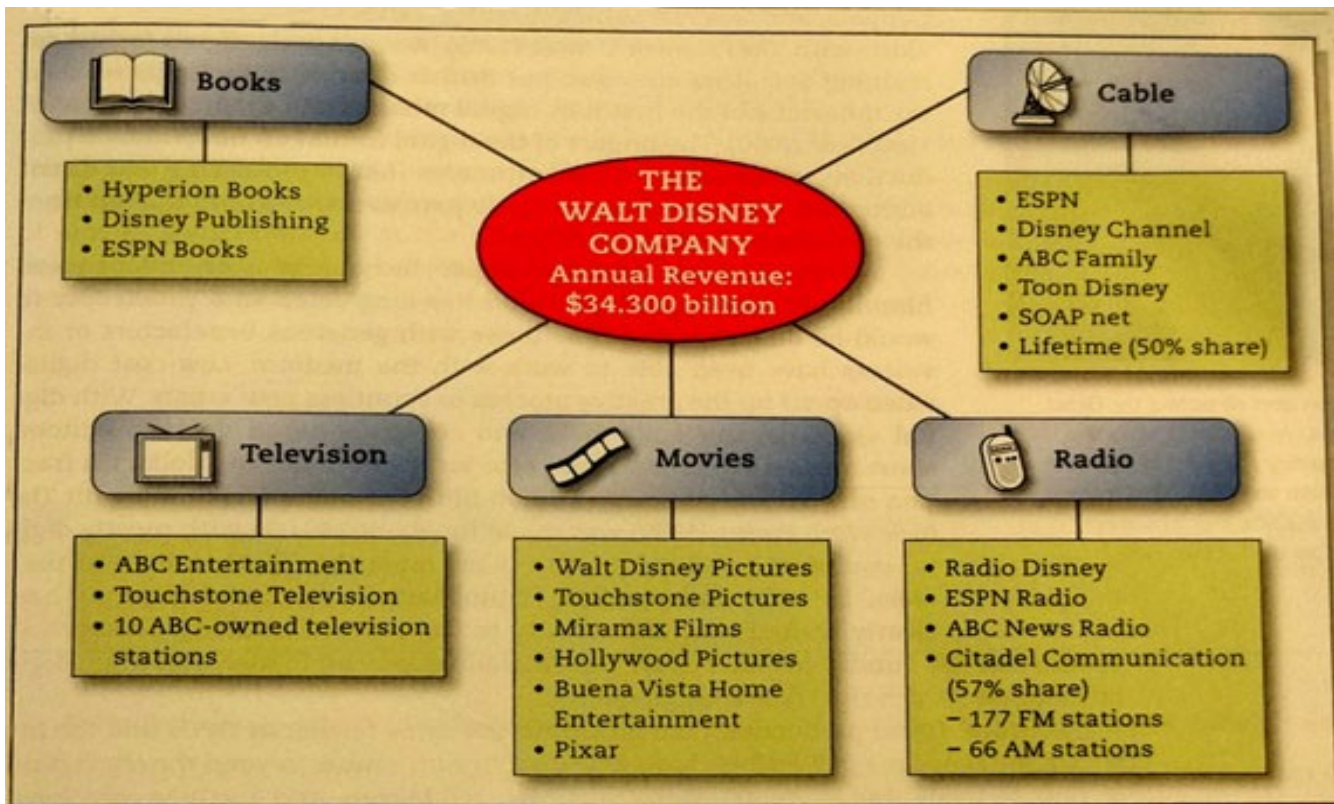
The next group includes: Arithmetic, Music, Geometry and Astronomy. These disciplines are referred to a **mathematical studies**. Grammar is the backbone of all language and is considered to be among the greatest of the liberal arts. It was the great Latin poet Horace (*Quintus Horatius Flaccus* 65 B.C.–8 B.C.) who said, “I have built a monument (*words*), that is more permanent than bronze.”

Horace was a Roman lyric poet and satirist famous for his odes and verse epistles that pertain to love, pleasures of friendship, the simple life, and the art of poetry. He is the one credited with making the phrase *carpe diem* (seize the day) popular, and used the printed word to revolutionize literature in his day.

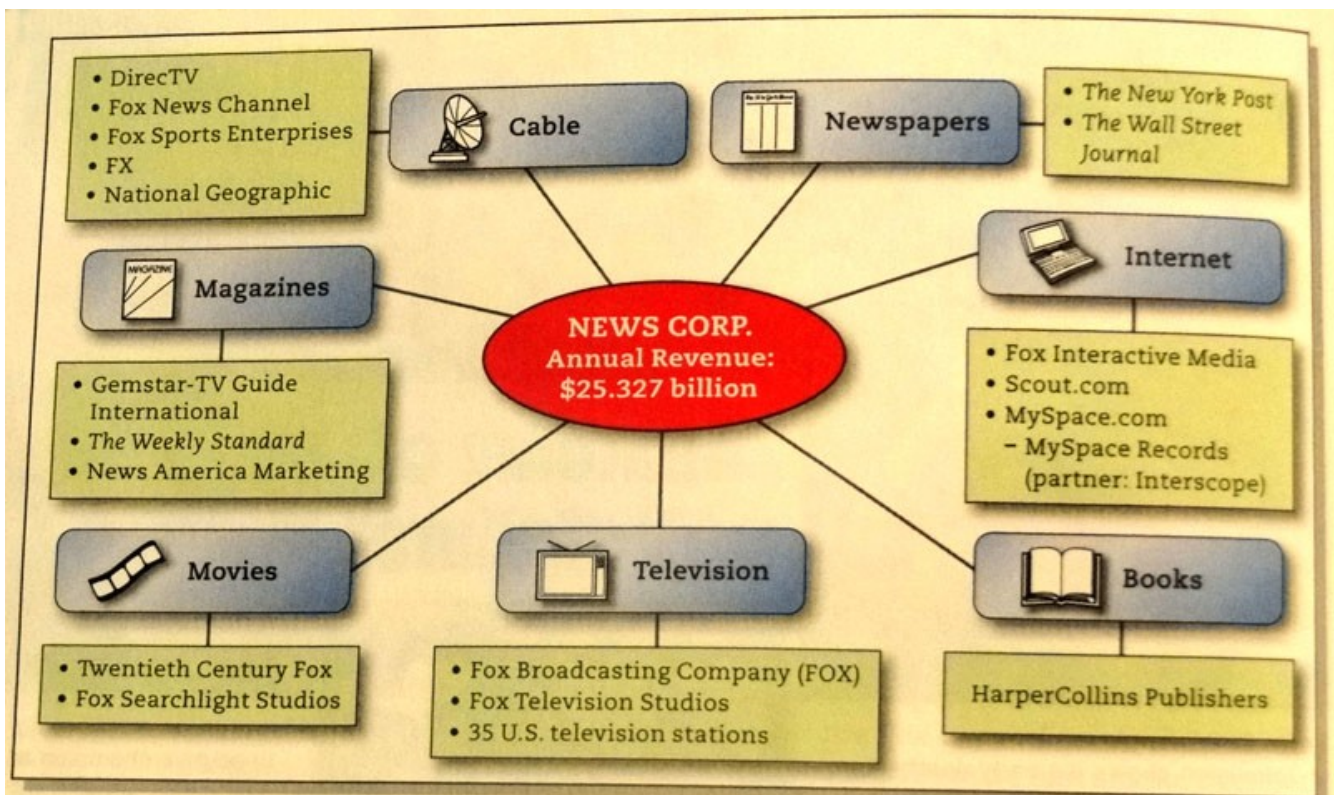
Print has always been the cornerstone of civilizations that have left a great impact on society. Even in today’s information age, the companies that have chosen to abandon print are minting less revenue than the newer companies that are sticking to print media as one of their platforms. I would like to present charts to the reader, to illustrate my point: **The data below is from around 2008–2009**



As shown above, Microsoft is a fairly new company in the area of print, and its decision to pursue the print media in form of "books" has kept it head and shoulders above any other media conglomerate with an annual revenue of more than \$51 billion.

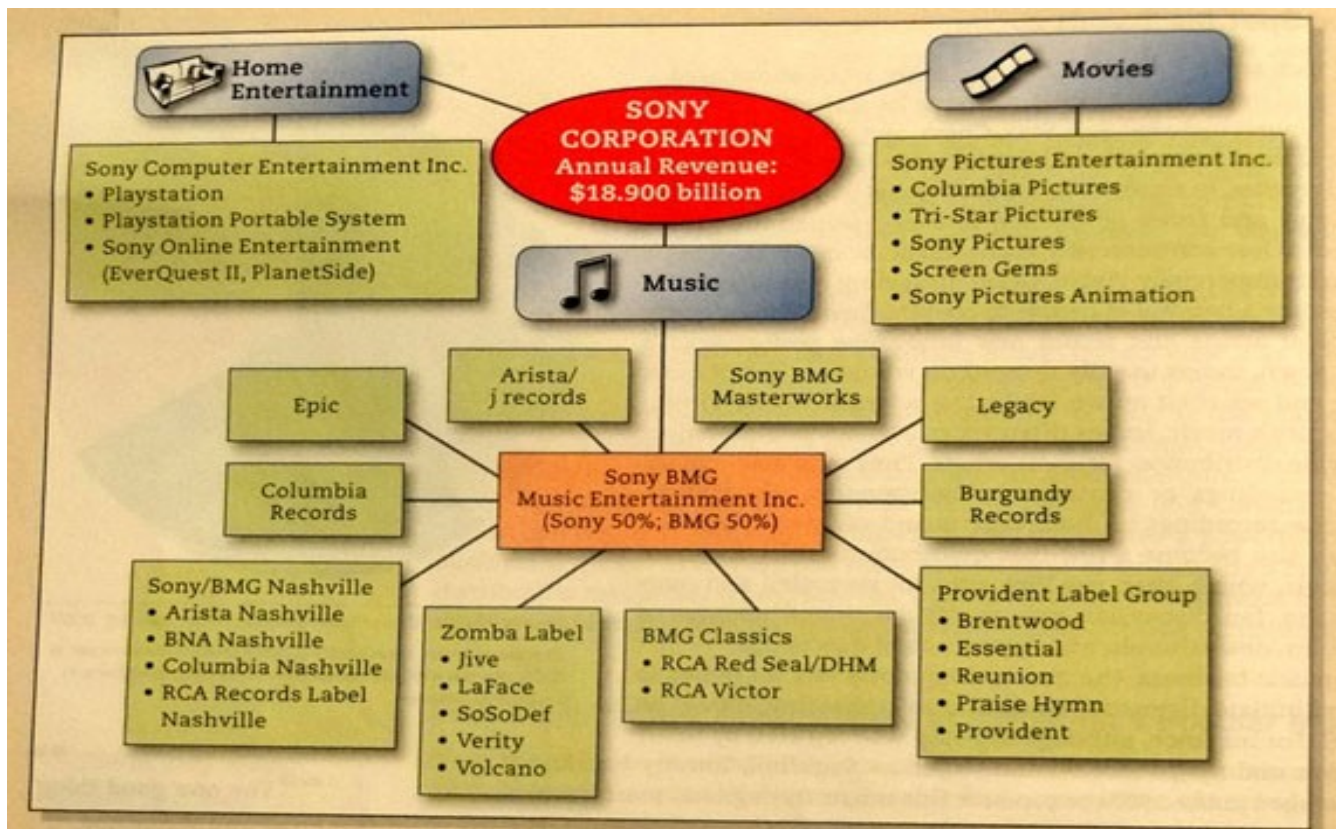


Walt Disney also invests heavily in its print division and is doing very well in the marketplace. Interestingly enough, Mr. Walt Disney was fired by his boss from a newspaper because the boss claimed Disney wasn't "creative" enough. Disney started his own company, and the rest, as they say, is history.

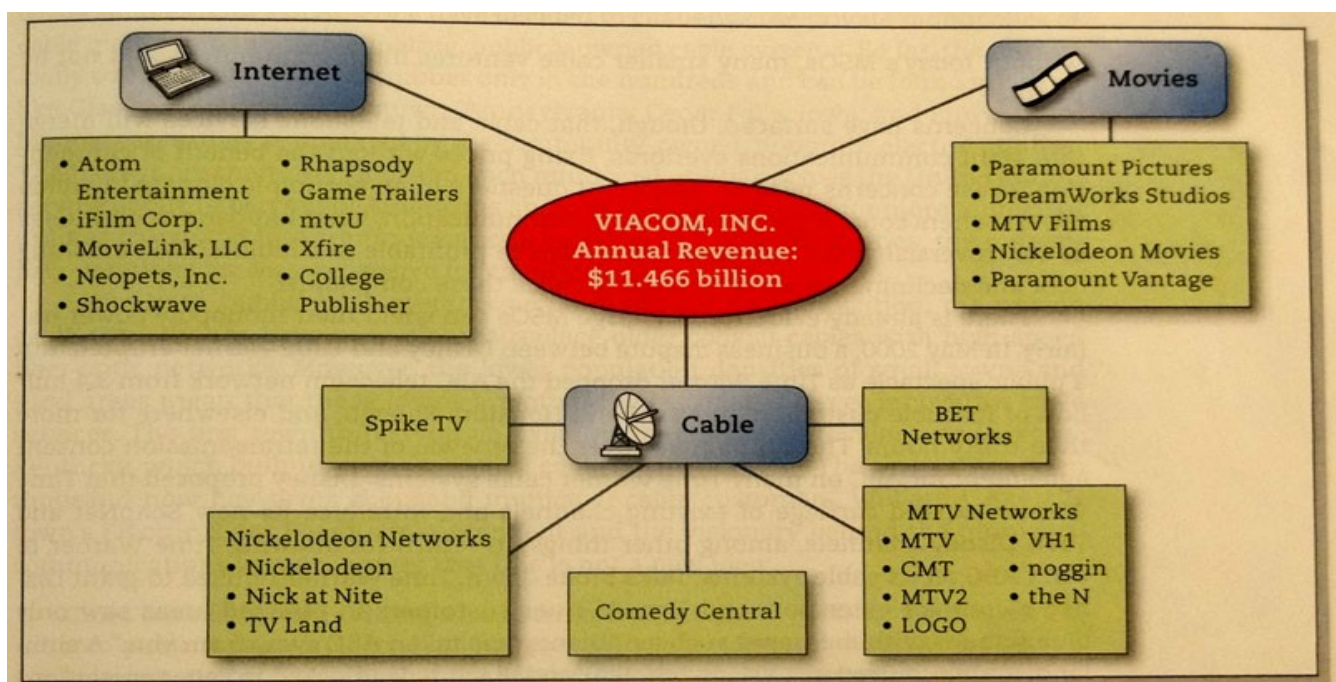


The third company I would like to use as an illustration, is News Corp., the parent company of FOX. Not only does the company have a book division (HaperCollins) they also have magazines and newspapers as part of the print platform.

Below are companies that focus less on print. Compare the revenue with the companies above heavily invested in print:



Sony is a world-class multimedia company with the above holdings. If you notice, print is missing, and even though Sony generated over \$18 billion in the same period, most of it came from its entertainment divisions.



Viacom specializes mostly in broadcasting and entertainment, unlike Sony that also has an electronics division. (All data from Culture & Media 6th Edition).

As demonstrated above, print plays a very important role in shaping society and can determine how successful an individual or company will be. I personally do a lot of research, and when I hand in my report, it is in print (hard cover) format.

Upon completion of the research, you put **their name** on the printed project and hand it to them. You walk away with a check, they walk away with the Intellectual Property rights. That's the way the game is played.

A researcher has to be willing to stay in the shadows and let those who funded the project take credit for its exposure. Ghostwriters understand this reality.

Print Media Unveiled—How the elite classify society



Entrance to the Vatican Museums—Vatican City. The Vatican houses the Vatican Library which has an extensive collection of manuscripts gathered by Roman rulers throughout the centuries.—Photo by Joseph Earnest

When the Romans ruled the world, they collected manuscripts and artifacts from all the territories they occupied. Most of these rare documents are housed within the Vatican Library which is inside the Vatican Palace.

While some cultures passed down their knowledge through oral traditions, like the Hebrews who used the **Mishnah** (oral version of the Torah) to instruct people about God's law, others used stone tablets upon which they printed or carved their teachings.

An example is the **Enuma Elish** (Akkadian meaning "When on High") which is the most complete Mesopotamian account of the beginning of mankind, and has many biblical similarities. One thing in common these civilizations had is that they never abandoned the art of printing and even appointed skilled writers called **scribes**, to preserve their knowledge in print form. In Classical Antiquity, the early philosophers were the journalists of their day. Julius Caesar commissioned men to write down every word Cicero spoke, because Caesar thought Cicero had such an excellent mind.

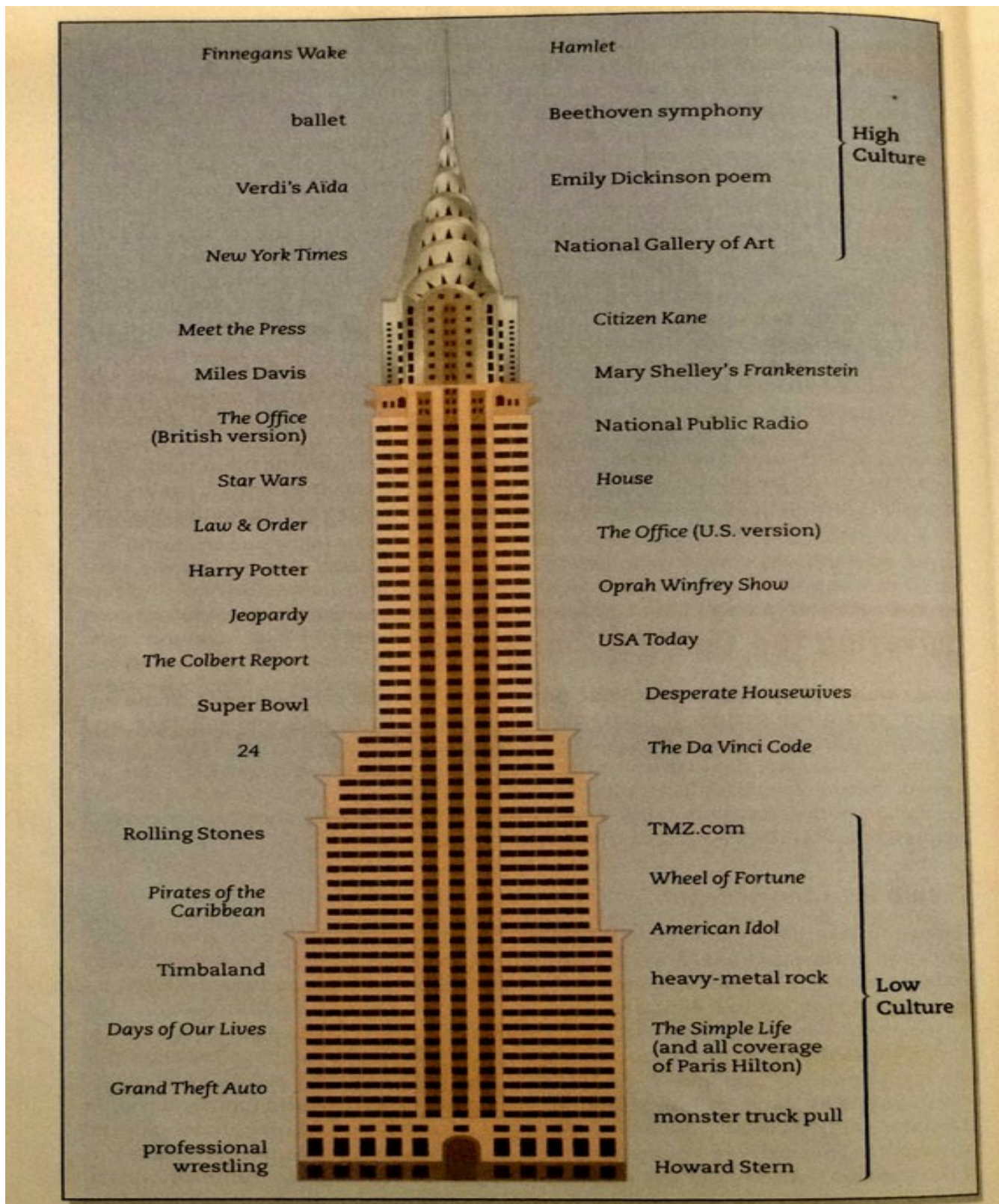
Today as the digital age dominates all areas of life, people seem to be less interested in acquiring or studying the knowledge that has been collected in libraries, museums or bookstores. Social media is currently playing a very important role in shaping the perceptions of society. The oldest social network is eBay, which was developed to help people auction brand new and used goods. Since then, other social networks have emanated, some of which have lost relevance and are now defunct. While some view social networks as a status symbol, others use it to promote products or services. There are those who also use it to build brands.

If used correctly, social networking can help create solid leads and a loyal following for those who rely on it to create a buzz about what they have to offer. Since one doesn't need a solid vocabulary to use social media, it has the side-effect of greatly impairing the communication skills of those addicted to it, because communication takes place in a virtual world.

However, there is something that separates the elite from everyone else. This group seems to hunger for and value developing the intellect. It is a group of people who never waste time on the mundane time-consuming activities that many invest money and effort into. The elite have now classified society into three groups. On top of the food chain is the **High Culture**, while at the bottom is **Low Culture**. Look at the highly arbitrary arrangement below and see if you disagree.

The High Culture society and Low Culture both have 24 hours in one day. It is the way these groups spend their time that determines how culturally astute they'll be.

The data is from around 2008-2009. You may fill in your own examples:



This skyscraper culture chart shows that people at the very top of the food chain who are highly cultured, invest more in developing their intellect while those at the very bottom of the food chain (Low Culture) gravitate toward the mundane. (Source: Mass Media and the Cultural Landscape).

Print Media Unveiled—Is it here to stay?



Some of the surviving popular print publications in America —Photo by Joseph Earnest

The debate now is, what kind of print media will be displaced by social media? The only print that can be affected by social media is the one that has to do with gossip and yellow journalism (sensationalism). You can find that any day on social networks, that's why people feel no need to invest in the hard copy (print version) if they can be part of an interactive viral interchange online.

Only the print media that offers content with substance, shall endure because there will always be a certain class in society, the highly-cultured class, that will be willing to invest in such material. It is the same class that has preserved ancient manuscripts and funded public libraries.

Those are the ones who offer grants and endowments to researchers, to assist them in accumulating knowledge that is eventually printed in journals and anthologies. People who read such journals do not waste money on the trivial.

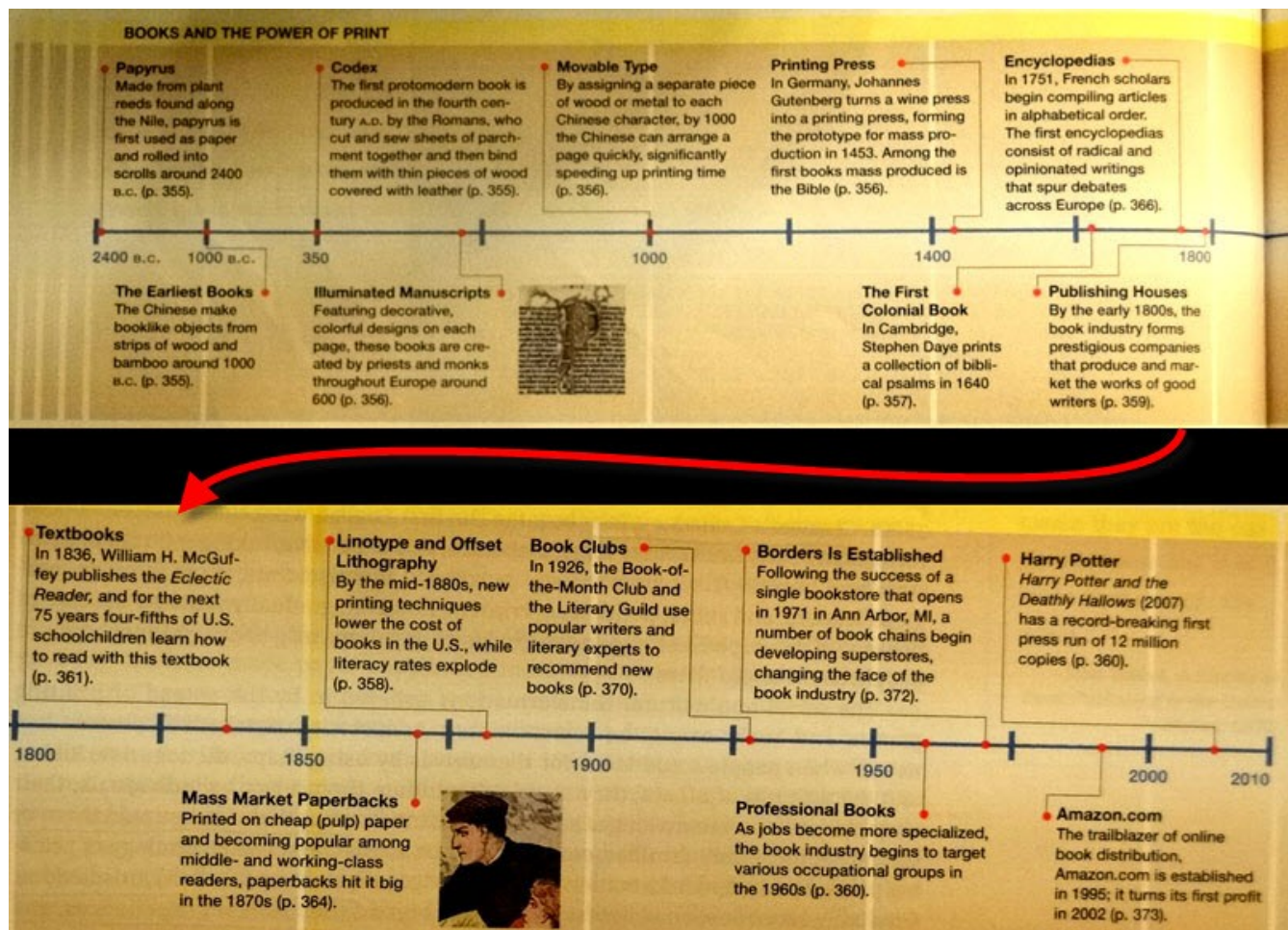
Voltaire, the great French writer said, "Verses which do not teach men new and moving truths, do not deserve to be read."

That's the reason why such people are referred to as the "ruling elite". They have attained that position in society because they value information that others take for granted.

They reward promising pupils and students with scholarships, grants or fellowships to separate them from the pack. Such students or graduates are given access to those at the top of the food chain, because they have demonstrated a desire to evolve mentally by their continual pursuit of knowledge, wisdom and discernment.

Given the above considerations, I can confidently conclude, without the fear of contradiction, that print is here to stay, just as jeans will never go out of style.

Time line and the evolution of the print media:



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